Remember our telling you about the unique new Crossley Saturday morning personal interview check made for WOR in four states? In an area of 13,400,000 people? Among all income groups? Remember?

Remember our telling you that WOR ranked as dominant Saturday first among all New York stations? Leading even the highest ranking 50,000 watt competitor by 80%? Remember?

Interesting stuff. Vital, really. But, listen—there's more to it than this...

We asked, "Are there more adults at home on Saturday morning than on any other weekday morning?"

"Yes," replied 37% of the families in the area of Greater-New York.

We asked, "To what radio station do you usually stay tuned the most?"

More people said they stayed tuned more to WOR than to any other station in New York.

These two facts set an interesting precedent. They do more than that. They point two emphatic fingers to the tale of an opportunity we've stressed for months; i.e., SATURDAY TIME ON WOR IS ONE OF THE GREATEST AND MOST ELASTIC SELLING OPPORTUNITIES IN NEW YORK RADIO TODAY!

---that power-full station

*On this cover. In which we offered to send a recap of the check mentioned in the ad. You can still get one.
In Over 70 Midwest Cities

People Listen to WLS REGULARLY

Most people in radio and advertising know that WLS has a tremendous farm audience ... that it's probably the nation's dominant station in that field. Ask any big advertiser or agency man with an agricultural account. But don't overlook this, either: There are 70 cities with over 10,000 population in the WLS Primary Area—and WLS has a tremendous audience in these cities, too!

Last year WLS received a letter from one of every 3.4 families in these 70 cities—definite evidence of "action" listening in these city markets, too. There was a letter from one of every four families in Metropolitan Chicago, half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin, and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area responded in like manner.

People in the cities do listen to WLS and respond. They have confidence in WLS, the kind of confidence, too, that extends to any product associated with the WLS name.
MAKE Our FRIENDS...

The colonial network
21 Brookline Ave.
Boston Mass.

...Your FRIENDS

IT just means getting acquainted through the right introduction and by the accepted method of continuing the friendship. Operations for accomplishing both of these requirements can be speedily arranged.

Your introduction in the 19 key markets covered by the local stations of The Colonial Network gives your product or service the benefit of loyal and friendly acceptance that years of community service have firmly established.

This spirit of goodwill starts working for you with your very first broadcast, right at the point of sale where you will get the MOST benefit.

“Stranger” stations from afar can’t do this for you. Colonial Network local stations can ... and do!

Memo to ADVERTISERS
During the summer, New England will be host to approximately 3,000,000 vacationists from all over the country.
The Colonial Network will make friends for YOU among these people with money to spend.

The Colonial Network
21 BROOKLINE AVENUE · BOSTON
Boosting your sales to boom-time levels in the midwest's rural markets is no problem at all.

For example, conservative state-federal statisticians declare that Nebraska's crop yields (another name for farm income) are mounting to the highest level in ten years.

Thus, by simple deduction, you have found the best rural and small-town markets.

Next, the task is to find the radio station which dominates these best markets.

An easy task, for by such standards as listener response and sales results, KFAB proves itself to be far and away the most compelling advertising force for Nebraska and her neighbors.

"The next procedure is obvious...Watson...obvious."

For the big metropolitan market in the midwest west, use that 7-Point Plus Merchandising station in Omaha, Nebraska.

Don Searle, General Manager

Edward Petry & CO., National Rep'r...
SUPER SKYRIDER
(Model SX-28)
Tunes from 550 kc. to 42 mc. Price $159.50.

THE SKY TRAVELER
(Model SX-29)
Tunes from 550 kc. to 30-5 mc. Price $159.50.

RADIO COMPASS
(Model S-30)
Price $99.50.

SKY CHAMPION
(Model S-20A)
Tunes from 540 kc. to 44 mc. Price $49.50.

MARINE RADIOPHONE
(Model HT-11)
Price $149.50.

FREQUENCY STANDARD
(Model HT-3)
Price $19.50.

25-WATT PHONE AND CW TRANSMITTER
(Model HT-4)
Price $59.00.

MARINE RADIOPHONE
(Model HT-11)
Price $190.00.

MODEL RSC-1—Tunes from 110 kc. to 165 mc. (1.8 to 2750 meters). Price $50.00.

NEW FM/AM RADIO RECEIVING STATION
(Model RSC-2) with 25-Watt High Fidelity Amplifier. Price $140.50.

MARINE RADIOPHONE
(Model HT-8)
Price $290.00.

THE SKYBUDDY
(Model S-31)
Tunes from 550 kc. to 50 mc. Price $69.50.

THE SKYDEFIANT
(Model SX-23)
Tunes from 553 kc. to 42 mc. Price $99.50.

MODEL S-31 A (not illustrated)
Price $69.50.

FM/AM (Model S-27)
Tunes from 26 mc. to 142 mc. Price $175.00.

FM/AM (Model S-31)
Tunes from 540 kc. to 50 mc. Price $49.50.

FM/AM (Model S-31)
Tunes from 540 kc. to 44 mc. Price $29.50.

MARINE RADIOPHONE
(Model HT-12)
Price $390.00.

FREQUENCY STANDARD
(Model HT-7)
Price $29.50.

MODEL RSC-2
100-Watt Transmitter
Price $199.50.
Thanks to Paul, Louanne, Ricky, John Lewellen, Harry Miller, Bernice Cranston, Joseph Bailey, Robey Hickok, Pence James, Sidney James, James Parks and Quiz Master Joe Kelly.

MILES LABORATORIES
WADE ADVERTISING AGENCY
NBC BLUE NETWORK
EDWARD BEATTIE, Jr.
London
10 years' foreign experience

HENRY GORRELL
Palestine
6 years on foreign news fronts

HAROLD PETERS
Syria
12 years in Europe and Middle East

WALLACE CARROLL
London
12 years in Europe's capitals

HENRY GORRELL
Palestine
6 years on foreign news fronts

HAROLD PETERS
Syria
12 years in Europe and Middle East

WALLACE CARROLL
London
12 years in Europe's capitals

"The World's Best Coverage

of the World's Biggest News"

Copyright, 1941, by United Press Associations

by UNITED PRESS
Don't look now, but it's

JAMES L. FREE!

As corporate lives go, nine years certainly isn't a long time—but in the business of radio-station representation, Free & Peters' nine years is enough to make us one of the two very earliest pioneers in the world!

Not that we're proud only of being "pioneers". The main point is that nine years in radio—an industry which, as a factor in advertising, is hardly older than ourselves—has given Free & Peters some additional value to you. It means that we automatically throw out a lot of clap-trap that we otherwise might think worthy of your time and money. It means that we more easily recognize the things that are worthy of your consideration. It means that we have more age and experience (and, yes—financial resources, too) with which to serve you...

And those are at least some of the things that must have appealed to you agencies and advertisers, about our group of pioneer radio-station representatives. Or else we couldn't have survived, to continue our pioneering.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

| WGR - WKEL | BUFFALO |
| WCKY | CINCINNATI |
| WDWD | PASO |
| WISH | INDIANAPOLIS |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCP | MINNEAPOLIS-ST. PAUL |
| WMER | PERSIA |
| KDQ | ST. LOUIS |
| WFB | STRADICE |
| WHO | IOWA |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| WSCC | CHARLESTON |
| WIS | COLUMBIA |
| WEPF | RALEIGH |
| WDBJ | ROANOKE |
| KMO | SOUTHWEST |
| KGK | FT. WORTH-DALLAS |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| KBCA | PACIFIC COAST |
| KHOW | LOS ANGELES |
| KROWN | PORTLAND |
| KFOX | OAKLAND-SAN FRANCISCO |
| KIRO | SEATTLE |
**Accord Is Seen in Network Regulations**

**Move for New Law Grows; Fly May Get Other Post; Thompson Term Ends**

DEVELOPMENTS in the wake of the hearings on the White Resolution to forestall the FCC's "death sentence" chain-monopoly regulations may result in far-reaching changes in the whole radio regulatory field during the current session of Congress.

Senatorial sentiment in support of a new radio law, as a means of blocking enforcement of the FCC's chain-monopoly regulations scheduled for Aug. 2, has gained rapid momentum since the hearings were adjourned June 20 to meet at the call of Chairman Wheeler (D-Mont.).

As a matter of fact, there is a possibility that the hearings will not be reopened and that an "across the table" agreement may be reached to alleviate the immediate pressure.

As things stand officially, however, FCC Chairman James Lawrence Fly, leading protagonist of crackdown regulation of the industry, is slated for rebuttal testimony after the July sale holiday—well into the tentative date July 9 or 10.

**Fly May Move**

Expiration of the term of FCC Commissioner Frederick I. Thompson June 30, coupled with rumored promotion of Chairman Fly to the solicitor generalship in the Department of Justice, or to some defense post, has caused concern. The two-year tenure on the FCC itself before Congress may undertake to write a new statute.

While the shift of Chairman Fly could not be regarded as more than speculation, there was little to indicate the President had in mind reappointment of Commissioner Thompson, whose term expires June 30. A change in the President's mind could be actuated although the President has not made any move to appoint him back to the FCC, the Senate, or perhaps to any other significant position.

**Chairman Fly's Stewardship**

Chairman Fly's stewardship has been subjected to even more vigorous condemnation because of his crusade halting commercial television more than a year ago and his recent outbursts against the industry and its leaders. The NAB board of directors, by formal resolution last May, even questioned his fitness for office, because of his strafing attacks upon the industry and the networks in particular.

Despite this, there has been no indication that the Administration is desirous of disciplining Chairman Fly. On the other hand, he is well regarded in New Deal circles and his promotion to an even more important post would not surprise observers.

With the elevation of Attorney General Robert H. Jackson to the Supreme Court, preponderant opinion in Washington is that Solicitor General Francis M. Biddle will be given the Attorney Generalship. In that event the solicitor generalship, which is the equivalent of second in command in the Department of Justice, would be open and it is for this post that Chairman Fly is being mentioned. He formerly was a special assistant to the Attorney General, and during the Hoover Administration and prior to his appointment to the FCC in 1939 was general counsel of Tennessee Valley Authority.

**Senate Committee the Key**

While Chairman Fly would not discuss these reports, it is known that his promotion to the solicitor generalship has been urged by a number of influential officials. The Solicitor General supervises all arguments before the Supreme Court.

Meanwhile, all eyes in radio were turned toward the Senate Interstate Commerce Committee. While no one would talk with any degree of certainty, it was clear that members of the committee—possibly a majority of them—were looking for some means of checking the FCC regulatory pace and at the same time forego the necessity of passing the far-reaching White Resolution, which would precipitate a full-dress investigation of radio regulation as one means of blocking enforcement of the eight "punitive" regulations.

After listening to the opposition testimony of industry spokesmen, as well as of FCC Commissioner T. A. M. Craven, preponderant committee sentiment appeared to support a new radio and communications law. But evidently because the Administration has not repudiated the position taken by Chairman Fly, there is no disposition to scuttle completely the chain-monopoly regulations.

Talking Compromise

Compromise talk still is prevalent. The best guess is that Chairman Wheeler will seek to have industry representatives meet with him and with Chairman Fly, in the hope of working out a satisfactory procedure, wherein the most drastic regulations (those banning exclusivity, option time and forced sale of the Blue Network and of network-owned stations) would not become effective until there could be a Congressional reappraisal of the situation. The industry, save for MBS, would prefer to see all eight proposals shelved, pending a new Congressional determination.

If such a compromise is evolved, it—probably jointly sponsored by Chairman Wheeler and Senator White (R-Me.)—may be introduced, rewriting the Communications Act. Presumably quick hearings would be held before a small subcommittee of the Senate Interstate Commerce Committee, clearly defining the functions of the new legislation. Since it is generally felt that an "investigation" already has occurred on the White Resolution, the hearings before the subcommittee would be of a perfunctory legislative character, rather than in the nature of a far-flung inquiry into broadcasting. It is clear that practically all members of the committee would prefer not to have a "mud-slinging" session.

**Senator White Ready**

Senator White, during the hearings, observed that he could draft a bill as the basis for legislative hearings within 24 hours, get it reported out of committee within 48 hours, and have it passed by the Senate in 10 days. This was viewed as rather optimistic in many quarters, but there is justifiable basis for the view that speedy hearings could be held. The urgency of new legislation, as stated by the 17 witnesses who testified in favor of the White Resolution and was not discounted in any quarters save by Chairman Fly and by officials and counsel of MBS.

Both Chairman Wheeler and Senator White have indicated support of a new regulatory body, under which common carrier and broadcasting functions would be completely divorced. CBS President William S. Paley also advocated such a body. The Wheeler-White measure, if it is introduced, might call for a seven-man Commission, with the chairman as the executive officer and with three commissioners specifically assigned to broadcast and related "private service" functions and the other three to public utility common carrier services in the telephonic and telegraphic fields. The new law also would set out clear-cut appellate provisions, the President to have the equivalent of a circuit court of appeals in the telephone and telegraphic fields.

**Thompson Seen Out**

The President's attitude on FCC personnel, in the light of the Thompson appointment expiration, has not been indicated. It seems a certainty that the President will not make an appointment until the eleventh hour. Usually, on appointments, the President has transmitted the nominations to Congress at least two weeks in advance, which course he did not follow in the Thompson case.

Thompson goes off the payroll June 30, unless reappointed and confirmed by the Senate.

Reports have been current that Commissioner Thompson will not be reappointed, not only because of strong opposition, but also because the former Mobile publisher evidently has not actively campaigned for it. In his behalf, it is said he desires to return to his home in Alabama. He is 65.

It is generally thought that Chairman Fly would like to see Commissioner Thompson reappointed, since it would indicate Administration support of the monopoly regulations. And away the hottest issue ever handled by the Commission. Failure to reappoint, unless ascribed to reasons of health, could be interpreted as a repudiation of the Thompson position. Thos. E. G. Thompson was one of the original advocates of stringent regulations.

(Continued on page 32)
Lit Brothers Becomes Sole Owner of WFIL

THE PARTNERSHIP of two big Philadelphia department stores in the ownership of WFIL, 780 AM, Blue outlet there, was ended June 24 when the FCC authorized Strawbridge & Clothier to dispose of its 10% interest in the station to Lit Brothers, which now becomes the sole owner of WFIL Broadcasting Co. The purchase price for the half interest was $126,000.

The company continues to be headed by Samuel R. Rosenbaum, vice-president and general manager and the station will continue to be managed by Roger W. Clipp.

KROW, Oakland, Calif., is the largest stockholder in KROW.

The FCC, in its controversial chain monopoly report issued last May 2, did not make any recommendations or issue any rules in connection with multiple ownership or duplicating service in the same area, but said that these matters of common control were being defined in consistent day-to-day actions of the FCC. Heretofore, the Commission has made conditional grants in connection with engineering or other considerations. By adopting the new course it felt the FCC wanted to make doubly sure that licensees, as well as Washington attorneys, were fully aware there is a question in the mind of the Commission as to multiple ownership in the same market.

Asperitane Commentary

On 78 Mutual Stations

AMERICAN HOME PRODUCTS Corp., Jersey City (Asperitane), on Tuesday, Thursday, Saturday & Sunday, 6-9:15 a.m. (PST). Contract is for 52 weeks, with program originating from Hollywood. An extension has been granted. Asperitane. New York, American Hook recently acquired Whitewall Pharmacy (former Blackstone Products Co.), manufacturers of Asperitane.

Trammell Offers Formula to ASCAP
Proposal of CBS Considered by Society

NILES TRAMMELL, president of
CBS, last week addressed
NBC a proposal to ASCAP for
the use of ASCAP music on the
NBC networks and the nine NBC
M & O stations. Proposal, Mr.
Trammell stated, was a result of
our best efforts to solve the music
problem which has existed since
Jan. 1, 1941, when former ASCAP licenses
stations agreed to reimburse NBC
to the extent of 5% of the com-
penation paid the station for
broadcasting network commercial programs."

Per-Use for Some
While NBC states it is willing to
sign ASCAP contracts for its M & O
stations on the pay-per-use basis of
"many of our affiliates desire a per-use basis," the network
statement says, going on to suggest that
ASCAP offer NBC affiliates the
following per-program plan which
NBC would be willing to recommend:

Commercial contract under which
stations would pay ASCAP 5% of
its net receipts from sale of time for
spot and local programs, less a
15% sales commission, on pro-
gramas using ASCAP music, ex-
cept those using only incidental
ASCAP music, for which stations
would pay 2% of such net receipts.

Sustaining contract under which
stations would pay 1% of card rate
if time were sold for each sustain-
ing program using ASCAP music.

Other conditions are: All
contracts are to expire Dec. 31, 1949;
all claims against NBC and its
affiliates by ASCAP or ASCAP
members shall be dropped; all net-
work licenses permitting ASCAP
music on all NBC programs to be
broadcast by all NBC affiliates, but
no license fees shall be paid in
States which have statutes pro-
hibiting ASCAP operation. Like-
wise, NBC will pay no license fees
for stations outside the U. S.

NBC also proposed that ASCAP
grant for "nominal fees" blanket
licenses for FM, television, short-
wave and experimental stations
operated by ASCAP licensees, with
standard broadcast fees to be ap-
plied at such time as these stations
have commercial licenses.

Proposal has been endorsed by
the IRNA chairman and vice-chair-
man, Samuel Rosenbaum, WFIL,
and Paul Morency, WYTC, respec-
tively, and WBAP and KGKO, NBC
reports.

"I am hopeful that this proposal
will be accepted by all the parties,"
Mr. Trammell said. "Under its
terms NBC will pay ASCAP some
what more than it has previously.
We are offering to assume the ob-
ligation of clearing and paying for
all network sustaining and public
service programs in order to
ex-
pedite a final solution. Our offer of
a higher payment for a network
license, and our proposal that a
lower rate be paid by the local sta-
tions for local and national spot
commercial business, represents a
sincere effort on our part to re-
turn ASCAP music to the air on
a basis equitable to all.

Method for Independents

"The independent stations on the
NBC networks remain free to nego-
tiate local licenses with ASCAP if
they so desire, and we have sug-
gested four alternative methods for
the consideration of the stations
and ASCAP. The alternatives sug-
gested permit of great flexibility in
negotiating agreements for the use
locally of ASCAP music. At the
same time they provide for a
fair payment to ASCAP for the
use of its music.

"The success achieved by Broad-
cast Music Inc. has been a source of
gratification to all broadcasters.
The use of BMI music will continue
and with the completion of nego-
tiations with ASCAP, this com-
pany's music will be established.
That was the real pur-
pose behind the formation of BMI,
and I am sure that if our proposal
to ASCAP is accepted, the com-
ponents, that is, publishers and per-
formers throughout the country will
find an ever-widening use for their
music and receive fair and equit-
able compensation for it."

NBC's Proposals to ASCAP

NBC proposed that separate network licenses be executed for the Red
and Blue networks and for each M & O station on the following:

1. Separate blanket network commercial contract under which NBC
would pay ASCAP 2½% of its net receipts for the use of ASCAP music
(defined as the sale of time after deducting dis-
counts, rebates and advertising agency commissions actually allowed),
minus a sales commission of 15% of ASCAP's net receipts and the actual
cost of wire lines between stations.

2. Separate blanket network sustaining contracts under which NBC
would pay ASCAP a sustaining license fee of $200 a year for each
M & O and affiliate station, such fees to be pro-rated if station is affilia-
ted for only part of the contract year.

3. Separate local station blanket commercial license agreement for
each M & O station under which station would pay ASCAP 2% of its
net time sales for local and spot programs, less a 15% sales commission.

4. Separate local blanket sustaining license agreements for each
M & O station, to pay ASCAP an annual sustaining fee of (a) 12
times the highest half-hour card rate if station has net local and spot
income of more than $150,000 a year; or (b) 12 times highest quar-
ter-hour card rate if such station's net receipts are between $50,000 and
$150,000; or (c) $12 a year for any station whose annual receipts are
bellow $50,000.

In the Brig

THE SHOW went on for
WCAU, Philadelphia, even
in face of Army discipline.
For its 'We're in the Navy,
Now, all-soldier show from
Indiantown Gap, Pa., last
Thursday, the program was
broadcast from the home
of Private Harry Marks, a
former night-club performer
now in service. When the
WCAU staff arrived at the
camp to rehearse the broad-
cast, it was found that Pri-
vate Marks had been incarcer-
ated for a minor Army viola-
tion. Not desiring to cancel
the broadcast, the command-
ing officer was prevailed upon
to permit Private Marks to
participate in the show.
After the broadcast, he was
returned to the brig.

The proposal made last week by
CBS to ASCAP has not yet evoked
any response from the Society,
whose board last Monday referred
the proposal to ASCAP's general
for consideration. There
was no reaction expressed officially.
"on advice of counsel," according to
an ASCAP spokesman, but it is
understood the proposal precipi-
tated a heated argument among
the board members, some of whom
were favoring accepting it at its face
value or at least as a starting point
for further negotiations which
might result in a contract with
CBS on terms more favorable to
ASCAP.

Others, however, are reported to
regard it as an insulting gesture
on the part of CBS, put out with
no real idea of having it accepted
but merely for the record, so that
CBS might absolve itself of any charge
of refusing to deal with ASCAP
or of conspiring to keep ASCAP
music off the air.

Indications, long evident, that a
single member of ASCAP members
are anxious for a deal to be
completed on any reasonable terms
that will get their music back on
NBC and CBS, and so restore to them
the revenue that has been cut off
by ASCAP's disbursements, were
strengthened by action of the board
in voting to increase ASCAP's
rebates to its members for the second
quarter of the year.

Needed to Bolster Morale

Proposal to disburse so large an
amount, within $100,000 of the sum
distributed for the same period of
last Friday, was made by John O. Con-
nor and approved by the board
over the objections of several members to "cleaning out the treasury"
to such an extent.

The majority feeling was said to be that the money would bolster up
the morale of members who might be
by the idea of deserting
the ASCAP ranks for other
affiliations, which would get their
music back on the air and so back
into the sheet music and phono-
graph record market.

Proof that this fear of a general
break in the ranks is no
phantasy but a real threat comes
with an announcement by BMI that
several prominent ASCAP writers
have entered into contracts with
the BMI music publishing organiza-
for the publication of their songs.
Performance rights on these com-
positions will be licensed directly
by the writers to the broadcasters
without payment of any fee, BMI
acting only as the publisher and not as
the licensing agency. As pub-
isher, BMI will control the pub-
lication and mechanical rights to this
music.

BMI Explains Move

BMI explained that the move that
will make tunes by leading ASCAP
writers a part of the broadcasters' repertory is authorized by the con-
tent decree signed by ASCAP with
the Government, which states that
any ASCAP member is free to
license his works directly to the
user, but not through BMI. Any
revenue from such independent li-
censing is to be turned over to
ASCAP for distribution in its regu-
lar manner.

Hence the ASCAP writers are licensing
their music to radio without charge,
as they feel that by getting their
stues back on the air they will
insure their popularity and thus
their sale as sheet music and phono-
graph records, producing enough
revenue to overcome the loss of performing rights fees.

In addition to those ASCAP writers
already signed, several more are cur-
rently negotiating similar
rights contracts with BMI, it was
states, and when these contracts have
been completed the names of the writers
will be announced. BMI has also

(Continued on page 28)
PENTHOUSE STUDIOS of WFAA-KGKO atop Dallas' Santa Fe Bldg., incorporate novel and advanced techniques. At leat is the two-story penthouse, which contains five studios and control rooms and 30 other rooms, including offices, rest rooms, a recording room, and a kitchen. In center photo Dr. J. M. Moroney (left), vice-president and radio supervisor of the Dallas News, owner of WFAA and co-owner (with the Fort Worth Star-Telegram) of KGKO, is shown with Martin Campbell, managing director of WFAA-WBAP-KGKO, in one of the new studios. In right photo Dr. C. P. Boner, professor of physics of the U of Texas, is making final tests with the sound level meter in Studio C, largest of the four studios he designed with half-barrel walls and wavel ceilings that distribute sound evenly around the room. The studios were developed by Dr. Boner.

New WFAA-KGKO Studios Introduce Acoustic Advances

Elaborate $200,000 Penthouse Plant Is Dedicated
As Texas and Industry Notables Attend

EMPLOYING a radical departure in acoustical design, new penthouse studios of WFAA-KGKO, Dallas, atop the Santa Fe Bldg., were dedicated June 20 with leaders of the broadcasting industry in attendance. Approximately $200,000, it is understood, was invested in the two-story structure, housing five studios and control rooms and 30 other offices and rooms. At the opening, a banquet was held for visiting guests, given by G. B. Dealey, chairman of the board; Ted Dealey, president, and their associates of the Dallas News, owner of WFAA and half-owner of KGKO. The studios were formally opened to the public June 23, when all regular broadcasting activities were begun at the penthouse. A dedicatory broadcast originating in the studios was carried on NBC-Blue June 21.

New Acoustic System

Outstanding feature of the entire unit are four studios designed with the new dispersive system of acoustics. Acting as designing consultant for these studios was Dr. C. P. Boner of the U of Texas who, with George Dahl, of the architectural firm of LaRoche & Dahl, based his designs on studies by Dr. K. C. Morrical of RCA. Studios of WFAA-KGKO are said to be the first in the world to be constructed on this principle.

The system is based on a combination of curved and inclined surfaces that reflect and scatter sounds originating in the studios—in contrast to the old system of using sound-absorbing walls. The curved walls of the studio project into the room 11 inches, while flat surfaces of the ceiling are inclined, giving the onlooker the feeling that he is stepping into some mysterious structure on Mars. Adding mystery to the sensation is the startling manner in which sound travels throughout the studios.

Persons standing at opposite ends of Studio C, the largest having this type of acoustical design, can converse in low tones and yet hear each other distinctly. Tests have revealed that sound is distributed through this type of studio so evenly that artists can perform even with the microphone back of them.

Studio A, largest of the five in the unit, is auditorium styled with theatre-type seats for 250 persons before a stage large enough for a symphony orchestra. All the props necessary for a major stage presentation are included in this studio—electrically operated curtains, spots, colored stage lights, public address system and audience applause microphone.

Equipment for the master control room and four auxiliary control rooms was designed by Ray Collins, technical supervisor for the stations and the engineering staff of WFAA-KGKO, and was custom-built by RCA. The master control unit, by which ten studios may be dispatched to six outgoing channels, is an elaborate affair operated by 108 knobs, 42 switches and countless signal lights and other controls.

Located on the second floor of the two-story penthouse are the executive offices, news room, recording room, observation booth, mail room, sales department and clients' room. These offices are equipped with special high-fidelity loudspeakers carrying 21 different radio, network, studio and audition channels. A terrace circling the studios has been sodded and landscaped into a beautiful skyway garden.

Opening ceremonies for the penthouse studios were climaxied by WFAC's 1940 birthday June 23. William S. Hedges, NBC vice-president in charge of stations, headed a group of the network's executives from New York at the banquet, including William A. Clarke manager of technical services, Sheldon B. Hickox Jr., manager of the Red Network Division, and John H. Norton Jr., manager of the Blue Network Division.

Among guests from Washington were Edward M. Kirby, executive chief of the bureau of public relations for the War Department, Philip G. Loucks, Washington counsel for WFAA-KGKO, and Sol Taishoff, editor of Broadcasting.


Oklahoma stations were represented by Edgar T. Bell, of the Oklahoma Publishing Co., owners of WKY, Oklahoma City; William C. Gillespie, KTUL, Tulsa, and William R. Way, WWO, Tulsa; George E. Zimmerman of KARK, Little Rock, attended.


Paramount Spots

TO STIMULATE summer business, Paramount Theatre, New York, on June 24 broadcast a special half-hour program on WNEW, New York, featuring popular dance tunes and announcements about its new release "Caught in the Draft." This is a departure from the Paramount policy of buying announcements and if successful, it is understood the company will continue similar programs during the summer with WNEW as a key station. Owner is Ethel Mann & Co., New York. Also promoting its various pictures is Warner Bros. Co., which is broadcasting 41 announcements on WNEW from June 23 to July 8. Agency is J. Walter Thompson Co.

Fight FCC Rules, Ted Dealey Urges

Texas Executive Points Out Danger of Regulations

A CALL to the nation's listeners to "get up on your hind legs and fight" the new FCC chain-monopoly regulations lest radio service to the public be demoralized, was sounded June 20 by Ted Dealey, president of the Dallas News, at the dedication of the new penthouse studios of WFAA-KGKO.

In an extemporaneous address, Mr. Dealey, one of the country's militant publishers in safeguarding freedom of the press, declared that the present FCC crusade, led by Chairman James Lawrence Fly, himself a Texan, could not be disassociated from newspaper operation. If the Government can clamp a censorship on radio, it is only the "back door to censorship of the press," he asserted.

Indirect Approach

Among Mr. Dealey's listeners at the banquet dedicating the new $200,000 studios were two of Chairman Fly's brothers, who live in Dallas, as well as his first cousin, who is assistant director of the WFAA-KGKO staff orchestra. In his remarks, Mr. Dealey had referred to the FCC chairman as a native of Segoville, a suburb of Dallas, who, although new to the field of radio, was primarily responsible for the projected new regulatory restrictions.

Challenging the New Deal's forays against industry but praising its foreign policy, Mr. Dealey charged that the Administration did not have the "nerve" to put a censorship directly on newspapers, but that it is using its licensing power over radio to go through the "kitchen, dining-room and living-room.

In a formal address commending the Dallas News for its optimism (Continued on page 35)
"With SPOT BROADCASTING, our radio budget is spent in exact proportion to our sales in each market"

... says M. Fred Cartoun for Longines Watches

Spot Broadcasting made success for Longines because it enabled the company to sales-manage its radio advertising. In the Longines business—as, no doubt in yours, too—there are many markets and territories which do not perform "according to the book"... some where exceptional distribution gets far more than its share of sales... some where adverse conditions keep volume below normal... and the familiar problem territories that call loudly for individual treatment.

By purchasing radio on a spot basis, your budget and your promotional plans can be precisely fitted to each territory to an extent not possible at all under a predetermined national setup of stations. At the same time your local effectiveness is assured because spot radio gives you unrestricted selection of stations and choice of spots with proved audience.

- Have you considered what Spot Radio could do to bring your advertising and sales into better adjustment? Or how it steps up the effectiveness of local merchandising and promotion in markets needing special attention? Ask a John Blair man.
Impasse Develops
In Effort to Halt Strike by AFRA
MBS, WKRC and Others Fail
To Agree in Chicago

DESPITE an eleven-hour attempt to untangle the strained relations between WKRC, Cincinnati, and the American Federation of Radio Artists (AFRA), BROADCASTING went to press Friday that an AFRA order calling for a strike of AFRA members on all MBS programs fed to WKRC must be carried through on July 7. The current AFRA strike against WKRC is the first ever staged against a radio station, and the portending move against MBS programs would be the first called against a network.

A special meeting of union, network and station officials, held in Chicago last Friday, was concluded without any agreement reached, and since no further meeting was scheduled, it appeared that the AFRA strike order pertaining to MBS would go into effect. Principals in the discussion, including Hubert A. Taft Jr., general manager of WKRC, had no comment to make except upon conclusion of the meeting.

Week's Developments

Chicago meeting was attended by Mr. Taft and his attorney, Leonard Weakley; Fred Weber, general manager of MBS, and Keith Masters, MBS attorney; For AFRA, Executive Secretary Samuel A. Holt announced that AFRA would go into on strike, if no agreement was reached.

Session came as a culmination to a week of feverish activity which can be summarized as follows:

On Friday, June 20, AFRA called the first strike of the career against WKRC after more than a year of negotiations had failed to produce a contract. Chief points of dispute were union’s demands for closed shop and for minimum wages of $50 a week for station announcers, $35 a week for station actors and singers. Four employees walked out and began picketing WKRC.

The station continued operations with majority of staff talent staying on job. These are members of the recently-organized Radio Artists union, which AFRA considers a company union but which was sure enough of its position to petition the NLRB for an election to determine which union should act as collective bargaining agent for the talent.

On Monday AFRA notified MBS that unless it discontinued its program service to WKRC by Tuesday noon the union would call a general strike against the network. Mutual protested that it would like to cooperate with AFRA but that it had contracted to supply both commercial and sustaining programs to WKRC. A meeting was arranged to be held in Chicago on Wednesday, at which representatives of AFRA, MBS and WKRC could discuss the situation and attempt to arrive at some sort of compromise settlement.

Deadline Set

On Tuesday Mr. Taft said he would be unable to attend the Chicago session, as it would be unfair for him to deal with AFRA as long as there was another union in the picture, whose rights must also be considered. The AFRA board, in a special session, set July 7 as the deadline for pulling its members from all Mutual commercial programs which the network sends to WKRC unless such service had already been discontinued.

That night, at an AFRA rally in Cincinnati, Mrs. Holt announced that AFRA had filed a complaint with the NLRB against RAA, asking the Labor Board to declare RAA an “administration dominated organization.” She stated that when a strike vote was taken April 10, it had been approved by the majority of WKRC employees, including some of those individuals who had at that time voted to strike but who were still working at the station as a result of an impasse in the station management.

The next day Mr. Weber offered to go to Cincinnati to meet with officials of the station and of both unions to attempt to mediate the interunion controversy under the auspices of the NLRB, but this offer was rejected by AFRA. AFRA subsequently declined to be a party to an NLRB election at the station, claiming that under present circumstances it would be impossible for a fair election to be held. Andrew J. Meyer, Federal Conciliation Commissioner, likewise failed to make any headway toward a conciliation. Mr. Taft agreed to attend the meeting with MBS and AFRA in Chicago on Friday.

The AFRA board approved a letter to advertising agencies operating under AFRA’s code of fair practice, notifying them that as of July 7, “no AFRA member may work on any program going over or transmitted to WKRC.”

Effect of Code

The letter also states “this notice does not apply to any program other than a program which uses the facilities of WKRC. You may use any other station in Cincinnati or elsewhere for your Cincinnati coverage, in place of WKRC.” Letter was not sent out, however, until after the Friday session in Chicago.

As asked if AFRA, by forcing programs off the station and possibly off the network, were not ignoring the anti-strike clause in its code of fair practice, a union spokesman replied that the code was not signed by either advertisers (on the grounds that such action might upset the labor relations of their own organizations) or by the agencies (who said they were not principals but agents).

Instead, agencies signed letters in which they agreed to abide by the provisions of the code, but which (Continued on page 29)

Rule Against Recording
Not Planned by AFM

AMERICAN Federation of Musicians has no immediate plans to cut off the supply of union musicians from the manufacturers of transcription records, it was stated at AFM headquarters in New York late last week. Union officials also said resolutions of the present session for the employment of AFM members for recording music, which expire June 30, would be followed by another six months, or until Dec. 31, upon request of the licensees.

This news came as a relief to the recording industry, as resolutions introduced at the recent AFM convention [BROADCASTING, June 16] had no immediate effect on the employment of live musicians. Fact that the December AFM had issued to the recorders licenses running only six months, instead of the usual one year, has been a serious blow to the industry, and the resolutions would have had to be followed by new ones.

FCC to Collect Data
On News Commentators

QUESTIONNAIRES asking net-
works and stations whether they have FCC-licensed well-rounded rather than one-sided discussions regarding the role of this country with people abroad. Stations which have replies will be sent to the Three agencies are to be distributed shortly, probably this week, by the FCC in accordance with a request of the Senate Intermediate Committee.

The committee’s action was precipitated by Senator Hipkins (R. N. Y.), who, after recent hearings on the White Resolution, obtained the promise of FCC Chairman Fly to secure the data. He has spoken for the war issue stating that it would be a “good thing” for the committee to have [BROADCASTING, June 9].

The Senator stated that because of radio’s great influence as an instrument of molding public opinion and disseminating thought on major issues concerning the American people, it was of paramount importance that station managers treat their responsibility with every element of care.

The FCC questionnaire will particularly ask the names of speakers who discussed this country’s role in the war during the five-month period from Jan. 1 to June 1. Questionnaires must be returned by July 21.

WILLIAM C. WHITE, senior editor of BROADCASTING, and president of the People’s Station, 11, station since its inception ten years ago, accepts an engraved silver vase tendered by Charlie Caley, WMBD commercial manager, on behalf of the staff. On hand for the presentation, which constituted a part of the day-long celebration at the station June 20, were A. H. McCoy (left rear) and Lew Avery, of Free & Peters, national representatives of WMBD. Inscribed gold Hamilton watches were also given to Ted Giles, chief engineer, and Ralph Ehresman, salesman, in recognition of their ten years of continuous service to the station.

COMMENORATING WMBD’S decennial, Edgar Bill (right), owner and president of the People’s Ill, station since its inception ten years ago, accepts an engraved silver vase tendered by Charlie Caley, WMBD commercial manager, on behalf of the staff. On hand for the presentation, which constituted a part of the day-long celebration at the station June 20, were A. H. McCoy (left rear) and Lew Avery, of Free & Peters, national representatives of WMBD. Inscribed gold Hamilton watches were also given to Ted Giles, chief engineer, and Ralph Ehresman, salesman, in recognition of their ten years of continuous service to the station.

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BROADCASTING • Broadcast Advertising
FROM EVERY POINT OF VIEW  
...it's a Natural!

Ask your Engineer about this new 250 Watt Transmitter

You can see for yourself that Western Electric's new 451A-1 is compact, accessible, and stylish. It's outstanding in performance, too—engineered by Bell Labs for highest signal quality, low power consumption, low tube cost, and low maintenance cost.

Features your engineer will like: frequency response flat within 1.5 db from 30 to 10,000 c.p.s.—r.m.s. noise level 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation—Grid Bias Modulation of last RF stage.

Those are just some of the reasons why the 451A-1 has been chosen by the stations listed. For details, ask Graybar for Bulletin T-1752.
Shirer's Saga—Six Years in Berlin

Thrilling Narrative of CBS Commentator
In Book Form


As a foreign correspondent in Berlin from the fall of 1934 to the winter of 1940, representing first Universal Service and, since 1937, CBS, Shirer saw the rise of Hitler and the resulting war from a front row seat, and in this volume he gives a vivid day-by-day account of what he saw.

A Radio History

For the broadcasting industry, however, the book has a special interest. For it is a history not only of the development of a European war but also of the coincidental development of the American radio's news coverage of Europe.

It was in August 1937 that Shirer, jobless when Universal Service decided to open a dinner by Edward R. Murrow, European manager of CBS, Murrow said "he was looking for an experienced foreign correspondent to open a CBS office on the Continent. He could not cover all of Europe from London." Shirer got the job after a trial broadcast—done seated on a pile of packing boxes because the microphone was stuck at a height of about eight feet—had proved his voice acceptable to CBS executives in New York.

In Vienna early the following March, he notes the rising tension and says: "I feel a little empty, being here on the scene but doing no actual work. Curious radio doesn't want a first-hand report. But New York hasn't asked for anything, being chiefly concerned with an educational broadcast. I must do front pages in a few days—a chorus of schoolchildren or something!" Ten days later, when the Nazis marched into Austria, no radio facilities were available and Shirer flew to London to broadcast an uncensored eyewitness account of the Anschluss.

European radio round-ups are twice daily affairs today and taken as such a matter of course that it is somewhat startling to read under the dateline, London, March 14, 1938: "At 1 a.m. this morning 8 W. yesterday, I suppose, New York time, we did our first European radio round-up." Shirer's description of the difficulties of lining up speakers and shortwave transmitters in London, Berlin, Paris, Vienna and Rome on Sunday evening occupying three pages of text, winding up with: "New York said on the 'feedback' that it was a success. They want another one tomorrow night.

In April 12, Shirer records in his diary: "The [Austrian] crisis has done one thing for us. I think radio talks by Ed and me are now established. Birth of the 'radio foreign correspondent,' so to speak." And on Sept. 8: "Have almost convinced CBS that they should let me talk five minutes daily—revolutionary in the broadcasting business!"

But by the summer of 1939, Shirer can report a meeting in London of "Paul White and our 'European staff,' consisting of him, W. Shirer, Tom Grandin from Paris and myself, conferring on war reporting. We worked out technical matters such as transmission lines and shortwave transmitters and arranged to build up a staff of Americans (the New York Times, for example, has several Englishmen on its foreign staff) as regular staff correspondents, figuring that the American press associations and newspapers will not allow their men to broadcast, once the war starts... We are distressed at the failure of the Poles to rush their new shortwave transmitter to completion as this may leave us in a hole."

Then Came Censorship

With the war came military censorship, "but fortunately," Shirer reported Sept. 4, 1939, "the chief censor is a naval officer, an honor- able man, to whom we can talk about anything and then explain later." He adds, "I feel better about it now that I can tell you about the war."

On Nov. 18, commenting on the expulsion of a newspaper correspondent whose stories did not please the Nazis, he says: "Though the Nazis don't like me, I suppose I shall never get kicked out of here. The trouble is my radio scripts are censored in advance, so that whatever I say over the air cannot be held against me. The newspaper correspondents can telephone out what they please, subject to the risk of getting what Conger [the ousted correspondent] got."

"This is almost a worse censorship than we have, since the New York offices of the press associations and New York newspapers do not like their correspondents kicked out."

Censorship Stiffens

Shirer's description of a typical broadcast, beginning with a trip from his office to the government broadcasting headquarters during the regular blackout and ending with a dash across an open courtyard—especially exciting during an air raid—to the studios, after an extended battle with the censors over his script, gives a picture of conditions almost unbelievable when compared to broadcasting here.

And the accounts of his broadcasts from the German fleet on Christmas Day, 1938, and from the Forest of Compiegne the following June, to mention only two, are equally accented to the reader who can contrast them with remote broadcasts in this country. Strange as all, however, to American broadcasters, would be the restrictions of censorship.

By September, 1940, Shirer is citing almost daily instances of unreasonable censorship and on Sept. 20, his diary records: "I ask myself why I stay on here. For the first eight months of the war our censorship was fairly reasonable—a man more than Sevareid and Grandin had to put up with in Paris. But since the war became grim and serious—since the invasion of Senn-davania—it has become increasing worse.

"For the last few months I've been trying to get by on my wits, such as they are; to indicate a truth or an official lie by the tone and inflection of the voice, by a pause held longer than is natural, by the use of an Americanism which most Germans, who've learned their English in England, will not fully grasp, and by draw-

(Continued on page 46)

THEY WERE IN THE AIR CORPS THEN

One of a Series

WWRL Is Given 5 kw.; WIZE Also Is Boosted

A CONSTRUCTION permit to increase its power from 250 watts to 5,000 brutes fulltime on 1600 kc. was granted June 24 by the FCC to WWRL, New York. The transmitter and vertical radiator will be installed in the Brooklyn area.

WIZE, Springfield, O., was granted a modification of license to increase power from 100 to 250 watts on 1450 kc., with fulltime.

Tucumcari, N. M., Local

TUCUMCARI, a community in eastern New Mexico with a population of 2000, according to the 1940 census, was awarded a local June 24 when the FCC granted a construction permit to Krasin & Krutzner for a new station on 1400 kc. using 250 watts fulltime. Permit is a partnership of Lester K. Krasin, a radio technician from Las Vegas, N. M., and Otto A. Krutzner, who has been in the auto body reconstruction business in Las Vegas 14 years.

EDWARD PETRY & Co., station representa- tives, has moved its St. Louis office to 1221 Locust St.

Headliners Award

Presented Shirer

Special Plaque for Coverage Abroad Given Commentator WILLIAM L. SHIRER, news analyst and former Berlin correspondent for CBS, was presented with a special award June 28 by the National Headliners Club at their annual banquet in Atlantic City for the "excellence" of his radio reporting during the last several years. He returns to CBS, after being away by air from 1937 until his return in December 1940.

The award, a new one, is given for outstanding achievement over an extended period, rather than during the previous year. This makes Mr. Shirer the first two-time winner of the club's honor. In 1938 he and Edmund R. Murrow, CBS chief of European staff, won the award for their work in reporting the Austrian crisis.

Dramatic Theme

Presentation of the silver plaque with a laurel wreath on one side and a torc, representing truth, on the other, surrounded by laurel wreaths, was made by Angus L. Perkerson, chairman of the Headliners Club award board and editor of the Atlanta Journal Sunday magazine edition.

The National Headliners Club, composed of broadcast journalists in the journalistic world, began the custom of awarding annual medals for outstanding achievements in 1935, in the newspaper, radio and newsreel fields.

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BROADCASTING • Broadcast Advertising

MORE FLIERS in Uncle Sam's service during the first World War, whose identification will be found on page 45.
WKY carries 12 out of a possible 14 top urban program favorites daytime; 11 out of 16 at night

- Few stations, indeed, achieve and maintain such pronounced listener popularity in their communities as has WKY in Oklahoma. There are, of course, many reasons for this high listener esteem not the least of which is to be found in the recent study of urban-rural listening habits issued by the Co-operative Analysis of Broadcasting.

  Oklahoma City stations carried 14 of the 20 daytime programs ranking topmost with urban listeners. Twelve of the 14 were on WKY! Sixteen of the 20 top-ranking night time urban programs were on Oklahoma City stations. WKY had 11 out of the 16!

  Even a greater percentage of top-ranking rural programs were carried by WKY.

  These and many other programs of high national rank together with dozens of locally produced, live talent programs of even greater local listener interest—news, sports, educational, religious, and special events—combined with still other important local factors have formed for WKY a strong listener-winning alliance.

  Few, to be sure, are the stations which penetrate their markets so deeply and deliver to advertisers such a maximum of their markets’ potential audience so consistently morning, afternoon and night.
Networks, Stations Provide Coverage From Scene of Submarine O-9 Disaster

ITS ATTENTION shifting suddenly from the European war last week with the tragic sinking of the submarine O-9, NBC rushed a special crew of men to the Portsmouth Navy Yard to give the only network on-the-spot description of the Navy's futile efforts to rescue the 33 officers and men trapped 440 feet below the ocean's surface.

When the news came in Friday afternoon that the O-9 was overdue after a practice dive, a field crew under the direction of Arthur Feldman, NBC's supervising special events, flew to Portsmouth and by Saturday morning, after handling four special broadcasts for the network, was ready to go to sea with a floating transmitter. NBC's crew consisted of announcers William Spargrove and Radcliffe Hall, Engineers C. M. Hutson, Andrew Thompson and George Butler, and Press Representatives Leif Eid and Tommy Weber.

Wartime Conditions

According to Eid, material for NBC's programs included not only descriptions of the actual salvage work, but also question-and-answer sessions with the Navy Yard commandants and submarine commanders as well as a talk by Secretary of the Navy Knox.

Eid also reported that it was one of the first lessons for Americans to realize the importance of war in military importance under what amounted to wartime conditions. Radio men and reporters were stopped at the Yard, and given identification cards and full military escort to the docks, but no censorship of the news was encountered.

Besides a special cruiser with a 2,000 watt antenna, NBC established a shore station at the transmitter site of WHEB, Portsmouth, which cooperated with the network. This shore transmitter was WIEW, also a 25-watt unit. Once on the scene at the diving grounds 24 miles due east of Portsmouth, the cruiser crew were unable to contact the shore crew, but hit on the solution of tuning in through WHEB and at 2:30 p.m., the exclusive program went on. Only when it became obvious that rescue efforts had failed did the NBC field crew disembark.

Other Crews on Scene

CBS covered the event through special crews from its affiliated stations WEEI, Boston, and WLAW, Lawrence, while MBS offered coverage through a tieup with a Colonial Network crew of representatives.

George Lasker, manager of WORL, flew to Portsmouth with members of his staff as well as a special crew from WCOP, Boston, and the two stations jointly provided coverage. The two staffs gathered last-minute developments, reporting back to their studios by telephone.

Radio witnessed the final chapter in this tragic saga of the deep when WBZ-WBZA, Boston and Springfield, set up its microphones on the submarine O-9 on Sunday, June 22, when the official burial services were read as 15 rescue vessels stood at attention. Broadcast by WBZ-WBZA was the tribute of Secretary of Navy Knox and the final prayers of the chaplain. The preceding Friday WBZ-WBZA flashed the news of that submarine was missing at 2:47 p.m. and sent a crew to the scene.

All facilities used for the Friday and Saturday broadcasts had been torn down and some returned to Boston studios while a needed generator lay in a freight yard in Maine when the station decided at the last minute to keep the burial services. With the cooperation of the Navy, the reassembly was accomplished within five hours.

Du Pont Seeks Program

E. I. du PONT de Nemours & Co., Wilmington (institutional), through BBDG, New York, is looking over the field for a possible replacement of Cavalcade of America (NBC-Red, Mondays, 7:30 p.m.). Whether Cavalcade will be replaced has not been decided, but it is the yearly policy to investigate outstanding programs available, the agency stated.

Red Star Schedule

RED STAR YEAST & PROD-UCTS Co., Milwaukee (yeast), in early June started a varying schedule of five and six-weekly spot announcements on WFBM, Indianapolis; KLZ, Denver; WECB, Dubuque, Agency is Arthur Meyerhoff & Co., Chicago.
The PANHANDLE'S Contribution To...

National Defense

Meat for America's Millions! Bread for a Busy Nation! Oil for the Wheels of Industry! The Texas Panhandle is a treasure chest of rich natural resources which are of new and vital importance. The 97% native-born white population of this area is "All Out" for preparedness. The greatest spring cattle round-up in years is just over... bumper wheat crops are being harvested... oil production is increasing. Everybody's at work! The result: great prosperity for this market and unprecedented opportunity for advertisers who want to reach it through its dominating NBC outlet...

5,000 WATTS DAYTIME

KGNC
One of
The Taylor-Hone-Snowden Group

GET THE ATTRACTIVE COMBINATION RATE ON THESE FOUR CLOSE-KNIT STATIONS.

KGNC
Amarillo

KFYO
Lubbock

KTSA
San Antonio

KRGV
Weslaco

CENTRAL SALES OFFICE - 805-6 Tower Petroleum Building, Dallas, Texas

Telephone Riverside 5663

Ken L. Sibson, General Sales Manager

TWX Dis. 297
OPM Lends Support to Daylight Saving Bolstering Movement; FPC Objections

ADVANCING a national daylight savings time system definitely into the probability stage, the Office of Production Management last Wednesday was reported to have sent to the White House a request that President Roosevelt call for legislation establishing universal daylight saving time on a year-round basis during the defense emergency. The OPM request followed completion of a year-long survey by the Federal Power Commission, which recommended daylight saving time in several regions of the country.

Although no definite statement was available from OPM or the White House, or from the Federal Power Commission covering its report, it was indicated that OPM favored going beyond FPC recommendations and establishing a universal DST system, in the interest of eliminating confusion that would result from observance of DST in some parts of the country and standard time in other regions.

It has been felt for some time that when and if OPM came out for DST, it would recommend year-round operation during the emergency rather than observing it only during six or seven months a year. This has become increasingly evident, with the present DST season already well-advanced and promising to be almost year long. If the time necessary legislation is approved by Congress.

The Power Commission survey is understood to recommend that DST be advanced only in certain areas—in the Southeast, for instance—with the President giving the power to extend DST areas when necessary. The study is reported to indicate that "fast time" on a national basis might do more harm than good at present—power might be saved in some areas to no purpose, and the resulting loss of revenue might jeopardize outstanding utility bonds, particularly those of municipal plants.

Follows Ickes Approval

The OPM recommendation, which resembles the previously expressed sympathies of Secretary of Interior Ickes, one of the leading DST proponents, calls for a one-hour time advance on a national scale, to be established by legislation rather than executive order.

It was indicated that Congressional action was believed to have a better psychological effect. Both the OPM and Secretary Ickes oppose the regional idea on grounds that a confusing situation would result, particularly regarding railroad schedules, market hours and the like.

From the standpoint of radio, enforcement of DST on a regional basis would do little or nothing to relieve the hazardous situation now mounting, with "fast time" observed in some areas and standard time in others. Programming difficulties would result, as they do today, and the situation might be aggravated since DST areas probably would become even larger than they now are.

According to an NAB survey, completed in mid-May for which 485 stations answered questionnaires, few broadcasters favor the present part-way observance of DST [BROADCASTING, May 1].

Most of the surveyed stations preferred a universal system of either DST or standard time, with the bulk speaking in favor of national daylight saving time.

All present difficulties to establish daylight saving time on a nationwide basis are pending in the House,—all patterned after the DST statute of World War I days—introduced by Reps. McLean (R-N.J.), Keogh (D-N.Y.), Rogers (R-Mass.) and Flannery (D-Pa.). None of these provides a year-round system. No action has been taken on any of these proposals by the House Committee on Interstate & Foreign Commerce, pending some sort of stimulation from the Administration. It is believed, however, that if President Roosevelt were to mention the item in his OPM request and recommends action by Congress, the necessary legislation will go through in short order.

NBC Defers Plan To Buy KOA, KGO

Monopoly Rules Cause Delay In Million Dollar Deal

A PLAN for acquisition of KOA, Denver, and KGO, San Francisco, by NBC from General Electric Co., for a figure in the neighborhood of $1,000,000, has been temporarily dropped because of the network monopoly regulations adopted by the FCC majority, it was learned authoritatively last week.

The station, which is now licensed to NBC under leases held but owned by GE, have been designated for hearing on license renewals by the Board of its trade against management contracts and leases, which it views as tantamount to transfers of license in violation of Section 310 of the Communications Act. The hearings have been set for July 21.

Channel Broken

KOA has operated with 50,000 watts on 850 kc. as a Class I-A station, but the FCC recently authorized KOA to operate fulltime with 5,000 watts on the frequency, resulting in a breakdown of the channel. This matter now is in litigation since an appeal has been taken by NBC to the U. S. Court of Appeals for the District of Columbia. A petition for a stay order, to prevent WDHH from operating on fulltime until court action on the appeal, also is awaiting court ruling.

KGO, operating on 810 kc. as a Class II station, uses 7,500 watts but is authorized to operate as a Class I-B station with 10,000 watts. It is understood negotiations were begun several months ago for acquisition of the two stations by NBC, and price dickering on the over-all price has ranged between $850,000 and something more than $1,000,000, sought by GE.

With the issuance May 2 of the chain-monopoly regulations, which would ban network ownership of more than one station in cities other than New York, Chicago and Los Angeles or San Francisco, the conversations became stalemated. Whether they will be reopened, it is presumed, depends upon the final disposition of the FCC's regulations.

WHBF Power Boost

WHBF, Rock Island, Ill., is slated to begin its new 5,000-watt operation with a series of programs June 30 and July 1. Owned and operated by the Rock Island Argus, WHBF is affiliated with MBS and is represented nationally by Howard H. Wilson Co.
VERSATILE VIC HANSON, former head football coach of Syracuse and now a member of the sales staff of WAGE, Syracuse, has assumed the additional duty of head of the Atlantic Baseball School in Central New York. WAGE has granted him a month leave of absence to teach baseball to youngsters in Syracuse and nearby Rome, Watertown and Oneida. He will return to his sales duties at WAGE in the fall.

Heard the Bout

AN INCREASE of almost 300% above the usual week day gate resulted June 18 when the owners of the Minneapolis Kelo baseball club, despite a rather skeptical attitude, allowed WLWL, the local MBS station, to wire the park to bring returns of the Louis-Conn heavyweight fray prior to the scheduled night game. A few WLWL spot announcements on the added attraction at the ball game resulted in the 7,612 attendance.

Extensive Aid Is Given USO by Radio Groups

RADIO portion of the advertising campaign now in process for the United Service Organization includes time on more than 686 stations throughout the country. The USO reports, with nearly all the network programs carrying a mention of the group and some writing the campaign into their plots. Stars of stage, radio and screen are participating in national and local programs, and one-minute dramatized appeals for funds are heard daily between commercial programs.

Neville Miller, president of the NAB, is chairman of the USO national radio committee, which includes the presidents of the three major networks, and heads of local stations and regional groups. Chairman of the radio advertising section is Joseph R. Busk, vice-president of Ruthrauff & Ryan.
HAIL,
the Air,
spire workers
KGO,
the Preservation
Early
San Francisco,
In
The
Quiz
will
on
Salute
in
New York,
and the announcer suggests the loser
week's
to
to
to
week's
Kilocycles
и
п

Clearing House for shut-ins is a program on WWL, New Or-
leans, in which handicapped
people
tell how they succeeded despite
physical
problems. Program is en-
title
dates and particip-
ants
 Are awarded 6" x 9
miniature.

Transcribed Quiz
Transcribed Quiz is a new
with
WFBF, Syracuse, N. Y., and the station
sends its mobile
transcription unit
in
two towns, where a group of
representative
people
face the
mind-
ning, the program, known as Caravan Quiz,
is transcribed, with the same
questions
in two towns.

The
the
in
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sta-
For the Cause
BREEZY items about wartime
charity
workers are featured on a new
Sunday
series
program
July 15,
which
reflects
the
job
is
St. John's
Jewelry
Store,
Toronto. An "Award of Merit" in
the
form
of
a
rosebowl
is given
weekly
to
person
who
contribute
to
wartime
charity
is considered outstanding.
First
award
went
to
a
broad-
compan
driver
who
in
spare
time
collected
salvage
and
earned
the
proceeds,
some
$1,500,
the
British
Vest
fund.

Lucky Tinkle
GIFTS from sponsors, ranging
from
music
flutes
to
scalp
mass-
gers,
given
to
club
members
whose
names
are
read
in
rapid
success-
during
a
period
of
least
one
minute
on
For
Whom
the
is
dealt
in
a
feature
of
Millicent
Polley's
Listen
Ladies
heard
daily
on
WHEW.

Behind the Hits
THE STORY behind one song hit
and
itself
are
featured
on
a
daily
series
WKBW, Youngstown, O. Titled
"Today's Hit" the program gives
a
dramatic
sketch
of
the
background
of
some
of
the
hits
such
as
"My
Sister
And I,"
which
reflects
the
trend
of
world
events.

Job Hunter's Wardrobe
HOW to dress and how to act
when
you're
looking
for
a
job
is
offered
listeners
on
the
"Advice
to
the
Job-
(Job)
Saturday
series
conducted
on
WBNX,
New York, by Josephine
Ness, WBNX.

Don Lee Broadcasting System, Hollywood, has added a new
car-
built
to
its
equipment.
Built
by
Walter
Carruthers, KFI engineer.
UNIQUE among many an unusual piece of promotion sent out by broadcasters is the can of "Air-Sparagus" distributed to agencies and clients last week by WWCX, Asheville, N. C. Enclosed in a 4½-inch can bearing a label for all the world like a can of vegetables on the grocery shelf is "A Product of Western North Carolina" — Air! The rear of the can, under "Con- tenta," tells that this is "a run-of-mountain sample of our top, cool, high-air — the extra!" 

Air — so called because yearly an extra million visitors come to sniff our air and see our scenery. This super-choice ozone is thoroughly permeated around Western North Carolina by that Colossus of the Clouds, that original wave-length waver, that veritable mountain mover — WWCX." Harman J. Moseley, WWCX promotion chief, who originated and executed the idea, says the Postoffice Department declares this is the first time the postal facilities have been called upon to transport air, and Dale Harrison, the columnist, devoted part of one of his syndicated columns to "Air-Sparagus."

Brooklyn Deal

A MUTUAL PROMOTION DEAL to give better and more thorough news service to Long Island residents has been worked out by WWRL, Woodside, N. Y., and the Brooklyn Eagle. A Sunday program of local news and interviews is conducted by Norman Palmer, Long Island editor of the Eagle, together with announcements during the week. In return WWRL receives a complete and daily program listing as well as news items and feature stories.

Radio Stars

DESCRIPTIONS of three radio stars from the standpoint of their personality, product and the type of show or story in which they are featured, constitute a new prize program, Name the Stars, on WWAX, Yankton-Sioux City. Earliest corresp. postmarked list receives a dollar.

KTSM Ears

WITH THE SLOGAN "we can spare you these because we have all the rest in El Paso", KTSM, that city, has sent out a pair of large balloon ears as promotion pieces. They were sent through the regular mails with a wired tag attached, giving the name and address of the recipient.

Titles for Girls

SEEKING an appropriate name for the group of young ladies who volunteer for dancing and hostess assignments in the Army training camps, WBAI, San Antonio, is cooperating with the National Defense Hostess Corps in promoting a contest for a title.

Won’t be long now ... before KFYR goes 5000 watts day and night

Just another step in our continued efforts to serve our clients better.

More than ever

The regional station with the clear channel coverage

KFYR

Meyer Broadcasting Company

Bismarck, N. Dakota

Ask any John Blair man

MARKET AREA of WMCA, New York, based on surveys of its day and nighttime signal made by the Washington Institute of Technology, is being distributed in brochure form as compiled by WMCA's promotion dept. Included are 27 countries in four States. Annual retail sales in the WMCA area under ten classifications are listed.

P. S.: 24 a Day

ALL OUTGOING mail from WOR, New York, during the next several weeks will help promote the new all-night program by carrying a special P. S.: "WOR is now on the air 24 hours a day."

TO THE "38 million women listeners in America" NBC has dedicated its 16-page folder "The Colonel's Lady an' Judy O'Grady". The booklet describes all types of programs offered by NBC "for the woman wearing checked gingham in the lowest income bracket to the woman in silk on Park Avenue", as expressed by Margaret Guthbert, director of NBC's women's activities division, in the introduction to the booklet.

WWJ, Detroit — Booklet with glazed cover containing pictorial review of personnel and facilities as well as coverage, market data and list of spot advertisers.

WTAM, Cleveland — Eight-page yellow folder "Sell the Housewife and You Sell All!" promoting June Weaver's five times weekly Woman's Club of the Air.

WDOD, Chattanooga — Folder, giving new census figures on population, radio homes and listeners in metropolitan Chattanooga.
Cisler Condemns Free Circus Time
Blames 'Weak-Willed' Stations
For Chiseling Practice

PLEDGING the NAB to a follow-
through against "time grab"
campaigns of circuses and other en-
tertainment enterprises, Frank E. Pellegri, director of the NAB de-
artment of broadcast advertising, last Friday released copies of an
exchange of correspondence with Ringling Brothers & Barnum & Bailey Circus. In the exchange, S. A. Cisler, general manager of WGRC, Louisville, told the circus manage-
ment flatly that he wanted cash, and not free tickets, in payment for
broadcast time for circus pro-
grams and announcments.
The NAB early in May appealed for
a united front industry as the
only effective means of dealing with
the problem [Broadcasting, May 6]. Endorsing the NAB appeal, Mr.
Cisler, in his June 18 letter to Bev-
erly Kelley, head of the circus radio
department, declared that fault in
the time-chiseling situation lies with "weak-willed" stations that
agree to give away their stock in trade, broadcast time, while the circus
spends hundreds of thousands of
dollars a year for newspaper ad-
vertising.

Not a Public Service
"I can't blame you for asking free time if stations want it to give it," Mr. Cisler commented in the
letter. "That is good business for
you and poor business for those
weak-willed stations who give away the
only merchandise they have to
sell. The fault certainly lies
with those giveaway stations. Your cir-
cus is a business enterprise, oper-
ated not as a public service but to
make money. If you use radio to
attract customers, you should pay for
the time, even though you are giving your own talent as a means of
making that time productive and
interesting."

"I fear for the fate of radio if the
sponsors of Jack Benny, Bing
Crosby, or whoever it may be, insist
that you are to your cir-
cus and your circus must buy its
way to our audience." 

Explaning his side of the argu-
ment, Kelley commented in a June 14 letter to Mr. Cisler:
"The way we operate the circus
radio department is premised on
a strict talent-for-time basis, and
is the result of invitations from
most of the stations to provide
something of interest through
which they can tie in with the show as a special event in the
community. We do not feel that we
should provide talent and pay for
the time, too, any more than a vis-
iting stage attraction should be asked to make one of its stars avail-
able for a radio interview gratis
and then be asked to pay for the
time.

Our circus does not have any-
thing to offer newspapers compa-
able to the kind of platter or live
talent programs we provide for
radio stations. It seems to me that
if our present policy were unfair
or unsatisfactory, we would be
welcome in most stations instead of
receiving a complaint only on very
rare occasions."

AN INTENSIVE advertising cam-
paign, headlined "The 30-day
schedule of spot announce-
ments on 25 stations, turned
the most profitable, which in-
cluding apple deal for Washington
Growers into a whirlwind sell-
ing wind-up, official figures for
apple promotion reveal.

According to J. Walter Thomp-
son Co., handling the campaign,
apple growers and shippers of
Washington shipped 2,920 car-
loads of apples to out-of-state markets during May. Under con-

SPOTS MOVED THE APPLES
Washington State problem in May solved by Intensive
Advertising Drive in Campaign-

apple growers and shippers of
Washington shipped 2,920 car-
loads of apples to out-of-state markets during May. Under con-

Radio in 15 Cities
The radio campaign covered 15
cities whose combined estimated audience includes approximately one-
half the families of the coun-
try. The spot advertisements em-
phasized the health and flavor qual-
ities of Washington apples and
were supplemented by newspapers and
direct telegrams to leading
trade factors.

"Statistically, the May results
show a dramatic change in the ap-
ple market situation," the agency says. "The volume of 2,329 cars tops
May, the previous record May of the past decade by 722 cars, and is an
increase of 69.5% over shipments
for May a year ago. A gain of 0.1%, or 882 carloads over the average May ship-
ments for the past five years. Sales
during May reversed the usual season-
end month by month decline in
sales volume as May topped April
by 22.9% or 294 cars.

"May had opened with Washing-
ton State storage holdings of 3,114
cars, close to a record supply for
Washington seasonal inventories. Yet
the inventory situation was brought
about by the loss of leading export
markets—European and Scan-
dinavian countries that normally
absorbed from 20 to 25 per cent of
Washington's annual 28,000-car
apple crop."

"However, the excellent condi-
tion of the Washington-grown
grapefruit crop as compared with
that of California and fresher, later
late season apple varieties, coupled
with the intensive advertising pro-
gram in which Washington growers
invested approximately $1,000
per shipping day during the month
and also supplies consumed to
such an extent that the new late
season record was set, and the in-
dustry is left with a scant 361 cars
unsold as of the end of the first
week in June. Each car is figured at
756 boxes."

Washington State apple adver-
sising is conducted on a season-
long basis by the Washington State
Apple Commission operating under
a State law which levies an
assessment of 1 cent per box on
all commercial apples grown in
the State. The Commission is made up of
Washington growers, all of whom are actively engaged in growing and
shipping apples."

GRANDPA Harold E. Fellows (right)
gets a three-cornered greeting, in fact aBaseline ad campaign, as he enters his office
at WEEI, Boston, just after be-
coming a grandfather. Manager
Cisler will show him son-
in-law, Walton W. Blunt Jr., how
to make ends meet.

City College Operating
Music Logging Service
For New York Stations

A NEW DAILY logging service, report-
ing on the musical composi-
tions broadcast on major New
York stations, is being established
by John G. Peatman, director of
the office of research, Department
of Psychology, College of the City
of New York. BMJ is underwriting
the cost. The service replaces that of
Accurate Reporting Service.

Several weeks ago BMJ, at the
instigation of the ASCAP pub-
lisher, paid $30,000 to WEAF and
WABC, NBC and CBS key stations
from its list and added WOR, MBS
key, which had not previously been
checked [Broadcasting, May 26].
Move followed the conclusion of
the MBS-ASCAP contract and the
return of ASCAP music to the net-
work and to WOR.

The new logging service will
give a full report of all WEAF broad-
cast on WEAF, WJZ and WABC
between 8 a.m. and 5 p.m. and on all
programs broadcast on these three
stations, plus WOR, WMC, WHN,
WOV, and WNEW, between 5 p.m.
and 1 a.m.

It is understood, BMJ states, "that
the Department of Psych-
ofy of CCNY will have full
control of the operations of the
project, including the hiring of all
employees and that BMJ shall in no
way be responsible. The Depart-
ment expressly agrees that it shall
act independently and not as an
agent or representative of BMJ."
Two Georgia Peaches
100% Equipped With Gates Studio and Transmitting Equipment

WLAG LaGrange, Georgia
Starting off on the right foot—with complete GATES equipment. Above photos show the 250-A Transmitter and 30 Series Speech Console now in operation at WLAG.

WRLC Toccoa, Georgia
One GATES installation deserves another! Starting on the air the same day, at the same hour, both of these stations use identical equipment. Control room and reception room shown.

GATES IS FIRST CHOICE OF BOTH NEW STATIONS
When you make a Gates installation you are getting the utmost in performance and efficiency, without costly maintenance for repairs and replacements. Year after year, Gates meets the test of time with continued, efficient performance, proving that your profits go UP when the lower cost of Gates equipment is possible without sacrificing quality and performance.

The Gates 250-A Transmitter affords unusually high efficiency of 73% or better, while the maximum operating load is less than 2/3 the power supply rating. The “250-A” is the only transmitter available complete with peak limiting amplifier, spare tubes, extra cabinet and antenna tuning unit without extra charge!

The new Gates 30 Series Speech Input Console is of entirely new design with more features than in any other console. It is available in three smart color selections to match any studio setting.

Judge for yourself the extra features that mean substantially greater values. You owe it to the profit side of your ledger to investigate now.

Buying Today Will Avoid Delays Tomorrow

FREE! The complete loose-leaf Gates catalog of radio broadcasting equipment describing transmitters, speech equipment, remote apparatus, antenna tuning equipment, directional phasing equipment, limiting amplifiers and everything for the commercial broadcasting station. This complete catalog is yours for the asking, upon written request on your letterhead.
Playing State and County Fair
More than One Million People
wonder at its Magnificence
ICE STUDIO PLANE

the only one of its kind in the world!

L.B. Wilson

WCKY • CBS
CINCINNATI
FIFTY GRAND IN POWER
ASCAP
(Continued from page 11)
announced the acquisition of broadcasting and television rights in the music of new publishing companies, which are now available to all BMI subscribers.


Suit in Preparation
Proposed suit of ASCAP against the broadcasting industry (Broad- casting, June 11, 1944) is still in the process of preparation, it is reported. BMI’s suit against ASCAP to determine whether composer or publisher owns the performing rights in popular music, which is expected to come to trial early in the fall, will release more than 10,000 familiar songs for radio performance if BMI and E. B. Marks, co-plaintiff, are victorious, BMI reports. Among those are: “Parade of the Wooden Soldiers”, “Glow Worm”, “The Bird on Nellie’s Hat”, “In the Good Old Summer Time”, “My Gal Sal”, “I Wonder Who’s Kissing Her Now” and “Jumpin’ Jive”.

Irvings Caesar, president of Songwriters Protective Ass’n., has denied reports published elsewhere that his organization has decided to intervene in the BMI suit against ASCAP. He said the case is being carefully studied and that SPA will take whatever steps are necessary to protect the rights of its members, but no decision on participation has been made. Mr. Caesar is also a board member of ASCAP, which has heretofore avoided any court action to settle the perform- ing rights issue since both publishers and writers are ASCAP members.

Union Oil News
UNION OIL Co., Los Angeles, on July 7 starts a five-weekly quarter- ly g r a p p l e for R. Nelson Glue- nagle, news analyst, on 3 CBS California stations (KKN KSPK KARM), Monday through Friday, 7:45-8 a.m. (PST). Contract is for 52 weeks, placed through Lord & Thomas, that city. Union Oil sponsors the half-hour dramatic serial, "Point Sublime," on 15 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST).

BACK FROM LATIN AMERICA, John Strom (center) was welcomed by Burridge D. Butler (left), president of WLS, Chicago and operator of KOY, Phoenix. Strom roamed the nations to the south in a five-hour 20,000-mile air tour, reporting back to Chicago by shortwave. On hand also was Arthur Page, WLS farm program director.

Kornheiser Joins BMI
PHIL KORNHEISER, for 20 years general manager of W. Leo Feist, New York music publishing firm, has joined BMI as consultant to General Manager and Vice-President Merritt E. Tompkins. The appointment of Mr. Kornheiser is in connection with BMI’s expansion to include all types of popular music.

New Bell Transmitter For FM Sold to WOR
A NEW 10-kw. FM transmitter, developed by Bell Telephone Laboratories and manufactured by Western Electric Co., will be installed at WTNJ, FM station of WOR, New York, sometime this summer. Announcement of the installation was made by J. R. Pop- pelie, chief engineer of WOR, June 23, concurrently with presentation of a paper describing the new transmitter at the Summer Convention of the Institute of Radio Engi- neers in Detroit.

A. A. Skene and N. C. Olmstead, radio engineers of the Bell Labs., explained some of the features built into the transmitter to reduce distortion occurring at the high frequencies utilized in FM broadcasting and difficult to avoid with previ- ous techniques, they said. Out- standing among the new improve- ments they cited the grounded- plate amplifier, a circuit recently invented at Bell Labs., which re- limits the use of simple and efficient air-cooled amplifier tubes without the large losses and the high ca- pacity-to-ground that has handi- capped their previous use, it was explained.

WTNJ, only commercial FM station now operating in New York, currently uses a 1-kw Western Electric transmitter, installed a year ago.

BIG EASTERN
Agency says.
"Very pleased with KOA...
...program has certainly done a fine job in your territory."

KOA
5,000 WATTS
NBC RED NETWORK
DENVER

WASHINGTON'S OWN STATION
LOW RATES-COMPLETE COVERAGE
WINX BUILDING • WASHINGTON, D. C.

BROADCASTING • Broadcast Advertising
Morgenthau Urges British Stock Sale

SECRETARY of the Treasury Morgenthau told his press conference last Thursday that ultimately the British should be required to sell their holdings in the United States. Mr. Morgenthau was commenting on the announcement of Federal Loan Administrator Jesse Jones, that the RFC is considering a loan to the British government secured by British investments in this country.

He added, however, that he felt the sale should be postponed until a more favorable time for putting the investments on the market. He pointed out that the securities market has been unfavorable for sellers.

Still Feels the Same

Companies affected by the Treasury edict would include Brown & Williamson Tobacco Co., heavy user of radio time, and possibly Shell Oil Co., Lever Bros. Co. and its subsidiary, Thomas J. Lipton Inc. Mr. Morgenthau had told the Senate Finance committee early this year that Lever Bros. would definitely come under this classification. But British Purchasing Commission officials told Broadcasting Mr. Morgenthau was talking "through his hat".

Later it was learned informally that, after consideration, it had been determined that Lever Bros. in the United States was actually controlled by Dutch interests and therefore not subject to the sale order.

Mr. Morgenthau told the press Thursday that he felt as he did in January, when he testified on the Lend-Lease bill, that, in his opinion, the British should sell their American holdings in order to obtain dollar exchange to pay for their war-goods commitments—which at that time he estimated at $1,300,000,000.

The FCC has already made a $40,000,000 loan to Brown & Williamson [Broadcasting April 21] to forestall a "forced sale". Under the present plan, Britain would post as direct security investments held in the United States and part of the British holdings of marketable American stocks and bonds.

AFRA Impasse

(Continued from page 11)
also contained a 10-day cancellation clause. Since AFRA is giving the agencies a 10-day notice of the strike, it feels that it is not bound to abide by the no-strike clause as it affects advertising agencies.

AFRA is forced to go to the agencies, it was explained, since MBS, with its unique organizational setup, felt itself unable to sign network contracts with AFRA, although such contracts were signed by NBC and CBS, WOR, New York, and other MBS key stations signed station contracts with AFRA, however.

MBS contract for commercial programs contains a clause exempting the network from liability to the client, except for prorata time rebate, when any station cannot be delivered because of mechanical trouble, labor disputes, or other causes beyond the control of the network. Therefore, the chief difficulty faced by MBS would appear to be the restrictions of its contract with WKRC, which is a stockholder-station of the network.

Taft's Statement

WKRC General Manager Taft declared early last week, before the Chicago meeting:

"We have spent many hours negotiating with various representatives of AFRA during the past 15 months. We have sincerely attempted to work out an agreement which would be mutually satisfactory to us, to the union, and to all of our microphone employees. We have offered concession after concession, yet AFRA has refused to consider anything short of their full unreasonable demands. It has never been closed to any thought of mediated compromise.

"We regret the recent strike action, particularly because it was taken against the obvious desire of a majority of our regular staff employees. The strike was obviously fomented by the national organization in league with local spot actors and others who had nothing to lose by such action".

Vanderwalker Promoted

GORDON G. VANDERWARKER, of the NBC-Red sales service department, has been appointed assistant to George H. Frey, NBC-Red general sales service manager. An NBC page boy in 1927, Mr. Vanderwalker became a guide and later joined the statistical division. In 1939, he joined sales service. In his new position, he will service all Procter & Gamble Co. accounts.

AMENDMENT of rules governing STL (studio-transmitter link) Broadcast Stations effectually was announced by the FCC June 17. Hereafter the abbreviation ST (studio-transmitter) will replace the old STL designation. STL stations operate only between studio and transmitter using a maximum power of 50 watts and employing FM emission.
**Booby-Prize Contests**

AT THIS MOMENT, nothing much seems to count in radio except the hell-in-a-hack regulatory pace set by the FCC in its monopoly regulations, now undergoing Congressional scrutiny. Yet there may be other eras, because trouble usually comes in bunches.

If there has been any single standout program development in recent months, it has been in the plethora of prize contests that have hit local commercials. We would hazard that just about every other new program placed locally has some give-away element.

Broadcasters will recall the FCC onslaught of early last year against the Pot o' Gold and certain other prize-contest programs that wound up in a Department of Justice pigeon-hole. The FCC called these programs lotteries on the premise that no "skill" was entailed. But the Department did not see fit to prosecute.

Apparently because there has been no Government interference or even criticism in the last 18 months, the prize-award technique, involving spins of the wheel and the random selection of telephone numbers, has spread like wild-fire. Such programs may be legal, but we are inclined to feel that the public is getting an overdose. And lucky-prize awards never did constitute good radio.

To us it seems the give-away technique is running away with itself. Advertisers want them, perhaps because they have a means of ascertaining return. But advertisers, particularly the locals, are not interested in radio as a medium, but rather in their cash registers.

If the trend continues, it appears inevitable that there will be another eruption in Washington. Legal trends change. Department of Justice attorneys who a year ago felt there was no basis for successful prosecution of prize contests as lotteries, might have a different notion today. And certainly the FCC, displaying more of a punitive temper than ever before, will not be disposed to stand by indefinitely. We have more than a hunch that the very issue is now being probed.

Before the program structure becomes seriously dislocated, and before Uncle Sam's minions are incited toward new actions, we believe broadcasters would show rare wisdom in seeking henceforth to de-emphasize the many variations of "bingo" now occupying the airwaves.

**Naval Tactics**

BACK IN APRIL, when the Treasury Department was planning its Defense Bond and War Savings Stamp drive, these columns carried the assurance that radio was ready to step forward and help "free and freely" with all its resources.

There can be no doubt about that now, with the defense bond drive having available the full hour of network time donated by a sponsor—The Texas Co.—in addition to literally thousands of spot announcements and special programs on every station.

And while this campaign was going on the nation's radio stations were carrying—gratis, of course—hundreds of announcements urging enlistment in the armed forces, as well as special programs geared to the national defense tempo.

Secretary of the Navy Knox now announces a large advertising budget, estimated at a million dollars or more, to be used solely in small newspapers to promote Navy enlistments. There is no quarrel with that campaign—since newspapers have contributed many columns of space publicizing the Navy and its needs. But broadcasters can't help wondering why small radio stations which likewise have contributed much of their time and talent to defense should not be treated in similar fashion. After all, they, like the country newspapers, constitute the "ill-clothed, ill-fed third" when it comes to national business.

Radio will continue wholeheartedly to devote its services to the Government. But if there is money to be spent it feels entitled to equal consideration. After all, the only fundamental difference between "publication" on newprint and on sound waves is the printing press versus the microphone.

**Pulitzer Misses a Bet**

NOW THAT all of the wire services without exception are eagerly serving radio on a par with the press, there seems to be less reason than ever why the Pulitzer Prizes in Journalism should not include one or more awards for achievement in the field of audible journalism.

Yet in announcing three new Pulitzer Prizes for next year—one for news photography, one for telegraphic reporting of national affairs and the other for telegraphic reporting of international affairs—the advisory board of the Graduate School of Journalism of Columbia University agreed again that radio reporting was not being done. In listing despite the fact that radio news writing is an integral part of the better journalism school courses of today.

Further proof of radio's journalistic prowess appeared only last week when the year's biggest story broke—Germany's declaration of war on Russia. It was the American radio, thanks to the alertness of its shortwave listening posts, that brought the first news not only to the American people but to the American press. Indeed, the press more than often relies on radio for its news. How many times in recent weeks had the reports of NBC Reporters, Martin Agronsky and CBS Reporter Winston Burdett from Ankara, accurately foretelling the approaching conflict, been reported by the press associations? Such quotes from the radio on the newspaper front pages have multiplied in recent years.

Radio, of course, has its own Peabody Awards and gets less credit than in many another annual judgment of achievement, but it can hardly be blamed for wanting to be included among the famous Pulitzer grants. It is hard to understand why Joseph Pulitzer the younger, himself so deeply interested in radio and a member of the awards board, did not insist upon the recognition of radio journalism when the new prizes were being selected.
Most men grow away from their childhood nick names as they grow up—because they become too serious about the problems of working and making a living to retain that touch of fun and easy personality relations with others. But Harold James (Tubby) Quilliam, vice-president and general manager of KIRO, Seattle, is the living proof that the "human touch" can be an important factor in making a success of a personal life and a business.

The fact that this week KIRO steps up its power from 1,000 to 50,000 watts, making it the most powerful station of the Pacific Northwest, isn’t going to be cause for anyone to stop calling him Tubby or Tub—for he sees in this increased power not just the added duties and responsibilities that must accompany the power increase, but the greatly enlarged opportunity to spread the friendliness and the helpfulness of "The Friendly Station." In no small part "The Friendly Station," as KIRO has been known during most of the 5½ years of its life, is a reflection of the personality of Tubby Quilliam, for he has gathered around himself a small but loyal group of aides—not employees—who understand and are thoroughly in accord with his basic premise that "the business success of a radio station develops in direct proportion to its desire and ability to serve its audience."

Born in Spokane, Dec. 24, 1901, "Tubby" Quilliam has spent his entire life in the West. His family lived at various times in Tacoma and Portland, and came to Seattle when he was in high school. Always working at some job before or after school and during summer vacations, Tubby learned a lot about the things people do to make a living. Whether it was working as a railroad section hand in the summer, delivering paper or milk before school hours, or grinding

**We Pay Our Respects To**

**John C. W. Lowman**

CBS vice-president, on June 21 married Mrs. Eleanor Harvey Ryan, the ceremony taking place at Mr. Lowman’s country place in Stanhope, Conn. Mrs. Lowman was the second wife of Allen A. Ryan Jr., grandson of the late Thomas Fortune Ryan, to whom she was married in Reno last month. Mr. Lowman was divorced in a Cuban court last year from the former Cathleen Vanderbilt Cushing, whom he had married in

**Don C. Robbins**, commercial manager of KARM, Fresno, Cal., has announced his engagement to Miss Lelia White.

**Kenneth Dodge**, of the CBS Hollywood transcription department, has been placed in charge of program service contact, with Don Sanford taking over his former post.

**H. G. Wells**, general manager of WTHP, Jacksonville, has been elected a director in the Jacksonville Advertising Club.

**Oscar H. Romagueria**, Cuban journalist and director of foreign publicity for shortwave station WLDO, Cincinnati, has been appointed professor of Spanish of the Night Division of Xavier U., Cincinnati.

**C. L. (Chet) Thomas**, general manager of KFRC, Columbus, Mo., has been elected president of the Columbus Lions Club.

**E. D. Jansen**, account executive of KSPD, San Francisco, recently became the father of an 8½-pound daughter.

**David Williamson**, formerly Pacific Coast promotion manager of the American Meat Institute and prior to that coast manager of Geyer, Cornell & Co., has joined the sales staff of KFSO, San Francisco.

**Al Crapsey**, sales manager of KOA, Denver, upon completing his 25th year with the Denver Ad Club, has been named honorary member of the board of directors of the National Bank of Commerce, representing the club.

**Jack Maloy**, program director of WLNA, New Orleans, is the father of a baby girl born recently.

**John Reed**

John Reed, assistant to the president of Lerus & Bros. Co., owners of WLNA, was born June 18 after a long illness followed by a heart attack.

was made commercial manager of the two|.

In 1935 Quilliam first met Saul Haas and Louis K. Lear, who had recently purchased KPCB, a part-time record station in Seattle. Finding their ideas of public service coincided and that their plans for development of their new station would offer him a greater opportunity to contact the people, he joined their newly-named KIRO as station manager.

In 1928 Tubby married Jean Arthur of Seattle. They have two children, John A. and Allen A., Jr.

One of the most unique log cabins in the Puget Sound country is their summer home at Harper, across the Sound from Seattle, designed and built from tree trunks used for red-cedar logs. He takes a distinct pride in his ability to broil steaks on his own barbecue pit for the visiting friends who are frequent quests. Once a true devotee of Isaac Walton, he is now a good "fisherman on horseback," doing all right if allowed to ride into the fishing streams or lakes.

Over the country at the same time. After a short but spirited whirl at radio, he returned to school for a year after graduating, Tubby took over the promotion of a red-cedar model home in Seattle, and while investigating the possibilities of using radio as a publicity medium for the model home, he first met Birt Fisher, manager of KOMO. When he left that station in 1938, he didn’t know a great deal about how many people had receiving sets, when and how much they listened, or what, he undertook to make a survey for the Manufacturers of Vacuum Tubes.

Upon the completion of this survey—the first comprehensive one made on radio listening in the State of Washington—the stay in the country, the station, doing anything and everything there was to be done—announcing, writing continuity, running the music library, and sometimes the news—was realized

During this time Tubby started capitalizing on his eagerness to know what people wanted. Realizing that Seattle was not much more than a name on the map to many agency men and advertisers in the East, he determined to see if some of them weren’t interested in getting available information about people in Seattle and their habits.

By circulating his Theta Chi fraternity brothers engaged in the advertising business, he quickly developed the contacts which kept him busy during his last two years in school, making market surveys for everything from breakfast foods to locomotives, including one for RCA, to determine whether the so-called radio dealer of the day, who specialized in selling parts for home-made sets, would take kindly to the idea of a completed factory built receiver.

In 1925, while attending his fraternity’s national convention in Pittsburgh, Tubby had his first direct contact with broadcasting. As the delegate who had travelled to the convention, he was privileged to lead the brothers in a Washington yell during a salute to the fraternity broadcast over KDKA. On his return home, finding the KDKA broadcast had been heard locally, he was struck with the realization that radio offered a new way to talk to a lot of people all over the country at the same time.

BROADCASTING • Broadcast Advertising

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Accord Seen in Net Regulations
(Continued from page 8)

domination of networks. He often has been regarded as advocating Government ownership.

Another report current, but apparently having little substance, was that Secretary of the Interior seeks desires to get jurisdiction over communications, combining it with emergency control of oil and electric power activities. It was doubted whether Congress or the military establishment, so vitally concerned with communications in national defense, would relish such a move. Chairman Fly also discounted this report last week, observing that if the Secretary of the Interior knew of the trials and tribulations in communications and broadcasting, he wouldn't seek its control.

Possible Successors

A number of names have cropped into the Presidential succession. Among them is G. W. Johnstone Jr., radio director of the Democratic National Committee during the last campaign and now identified with the President's Birthday Ball Committee. Well-known in broadcasting circles, Mr. Johnstone was public relations director of NBC during its first decade, and afterward was public relations and special events director of WOR, MBS New York key station.

Another possibility, according to Washington reports, is Fulton J. Redman, 56-year-old attorney of Portland, Me., and Democratic nominee for the governorship of that State last year. Mr. Redman also was Democratic nominee for the Senate in 1924 and 1926 and has served in the Maine House of Representatives. However, it is questionable in Democratic politics, having been chairman of the Maine delegation to the Democratic National Convention in 1924. Mr. Redman is former president of the Portland Evening News and is a director of the Portland Broadcasting System Inc., which operates WGAN.

Rumored also is the name of Commissioner Leon Jourelmon Jr., member of the Tennessee Public Service Commission and understood to be a close friend of Chairman Fly. His choice is regarded as doubtful, however, because of criticism from broadcasting industry and Congressional circles of appointment of state commission figures to the FCC. With Commissioners Paul A. Walker and Ray C. Wakefield, both former state commission officials, it is felt that the public utility common carrier concept is made predominant, to the detriment of broadcast regulation.

At the Justice Dept.

Little has been heard from the Department of Justice, to which the entire chain-monopoly report had been referred, since the hearings began June 2 on the White Station. Victor O. Waters, special assistant to the Attorney General, in charge of radio-music matters, was a frequent observer during the three weeks of hearings.

Assistant Attorney General Arnold, in charge of anti-trust matters, it is understood, is undecided on the course the Department will follow. In his judgment, it is re¬ported, the White Resolution hearings amounted to an investigation. On the other hand, the Department feels that it has available an instrument—the grand jury—that would bring out a lot of information that otherwise would not be developed at a legislative hearing or inquiry.

It seems a certainty that the Department will not be disposed to act, if it does at all, until after the Senate has decided what course it will pursue. If the Senate concludes that it will write a new law immediately, there is little likelihood of Department of Justice anti-trust proceedings by grand jury or inquiry.

If the Networks Sue

On the other hand, if litigation is undertaken by the networks and the FCC is held finally to be without jurisdiction to regulate business aspects of broadcasting, then the Department might step in with a series of indictments, probably alleging monopoly by the networks.

As matters were left when the Senate Committee receded on June 20, Chairman Fly remained the only witness to be called, prepared to offer rebuttal to the testimony of industry witnesses, led by NBC President Niles Trammell and CBS President Paley. It was thought, however, that if Mr. Fly rebutted and raised new issues, then the networks would seek time to "rebut the rebuttal." Moreover, Commissioner Craven also planned to return to the event his anti-report testimony was controverted in any major degree by Chairman Fly.

On the other hand, it was evident that Chairman Wheeler and certain other members of the committee would prefer not to reopen the hearings but settle the matter by agreement on a definite course of legislative action. During which time the more stringent regulations would be held in abeyance. If the hearings are reopened, there is a strong possibility that all members of the Commission will be called.

Five or Six Networks?

Senator Tobey (R. N. H.), self-appointed proctor of the committee, apparently designed to call other commissioners to interrogate them on their individual views and on their concept of the effect of the regulations. He also might be inclined to recall other industry witnesses since he was absent during presentation of testimony during the last few days of the hearing.

BREAKING GROUND for its new 610 kc. operation with 1,000 watts was the accomplishment of this pulsatitudinous trio of Birmingham debus on behalf of WSGN as work started June 16 on the new transmitter house and erection of two 325-foot Truscon towers. At the sod turning ceremonies were (I to r) Josephine Brooks; J. Lawrence Leach, president of the Alabama State Fair, the grounds on which the new equipment will be located; Mytilene Bowron; Henry F. Johnston, vice-president and general manager of WSGN; and Kitty Estes. WSGN is expected to be using its new facilities by mid-September.

Chairman Fly, it is learned reliably, has the FCC engineering department busily engaged in a technical search to prove his contention that at least five or six national networks could be established. But apparently this search has yielded little, since the allocations structure is such that desirable outlets cannot be procured in all major markets. Moreover, transcontinental telephone circuits are not available and the AT&T, besieged with some $250,000,000 of national defense emergency line construction, is said to be disposed to establish new network facilities based on the mere prospect of additional service.

50% Time Options Hinted

Wholly in the realm of conjecture, are reports Assistant Chairman Wheeler might be satisfied if the FCC modified its regulations to provide for 50% time options by stations to the networks, with something in the nature of regular network affiliations at least on a "first call" basis.

The option time provision might cover a half-hour of each hour of the day, which would be available

INS

Speed is the essence of a good news service. INS has excelled news-gathering facilities to assure utmost possible speed to its clients.

INTERNATIONAL NEWS SERVICE

THE HOT SPOT

740
between
NBC's Red and Blue
KOW
San Jose, Calif.
San Francisco Studios
1470 Pine Street
Reps.: Reynolds-Fitzgerald, Inc.
to the network, but with the privilege, in the discretion of individual stations, of clearing additional time within a given hour in exchange for other time for local or national spot service. Another suggested departure has been that exclusive affiliations be permitted in cities having at least four full-time outlets, which would guarantee network service for four national chains.

**Licensing of Networks**

At his press conference last week, Chairman Fly commented on the suggestion of CBS President Paley that networks be licensed in any new communications law that may be enacted. Mr. Fly said he believed licensing probably would be the best approach to solving the “monopoly situation” and conditions growing out of it, with the networks subject to “certain definite controls”. He added, however, that he did not know just how far the CBS president meant to go in his statements to the committee, indicating that he did not believe CBS has changed its ideas much in “opposing any substantial measure of control”.

If the networks do not think the FCC has the power to designate them as “monopolistic,” the FCC chairman asserted, “I’d be glad to have them take it to court”.

When the Mark Ethridge issue was raised, the General Manager of the President “did not go to Ethridge, but Ethridge went to the President”. He added that the incident surrounding a study of the radio situation by Mr. Ethridge for the President on which it was presumed a new “national policy” for radio would be based. It was after Mr. Ethridge went to the President, according to Chairman Fly’s version, that the study was authorized and subsequently dropped.

**Knox Discs**

KNOX Co., Los Angeles (Cystex), in a 13-week spot test campaign which started June 29, is sponsoring a quarter-hour transcription version of Voice of Experience, featuring Dr. Marion Skyle Taylor, on 11 stations one and two times per week. List includes: WAPI, WGR, WOOD, WDOD, WGAR, WBC, WSSN, KPM, WNNL, KROK, Barton A. Stebbins Alc., Los Angeles, has the account.

**Kerr Glass Spots**

KERR GLASS MFG. Co., Los Angeles, in an eight-week campaign started June 23 is using one minute spot announcements five times weekly on WJR, Detroit, and WBT, Charlotte, N. C. A similar campaign was begun June 30 on WFAA, Dallas, as well as WBAP, Fort Worth. Firm is using announcements on nine other stations. Agency is Raymond R. Morgan Co., Hollywood.

**NBC Gets Phila. Fights**

NBC will broadcast prize fights in Philadelphia for Adam Hats as the result to an agreement June 7 negotiated through Promoter Herman Taylor by Roger W. Clipp, general manager of WFIL. Contract calls for sponsorship of ten fights during the year, with approximately 100 stations to carry each fight. First sponsored bout will be July 31, second Aug. 11.

**Dried Soup Series**

SKINNER & EDDY Corp., New York, to expand its distribution of Minute Man soup mixes, is using thrice-weekly participations on Woman Only on WHAM, Rochester; Timekeeper on WSYR, Syracuse, and Yawes Club on WWJ, Detroit. Agency is J. M. Mathes Inc., New York.

**NBC Awaits Offers**

SALE OF NBC’s Artists Service is still in the conversation stage, network officials said the end of last week, adding that definite offers for the talent bureau will probably be forthcoming within the next couple of weeks.

**FCC Eyes Vitamins**

EVIDENCE that the Federal Trade Commission is casting a careful eye on vitamin-enriched foods, to see that advertising claims do not exceed actual results, appeared June 29 when the FTC announced a stipulation with Rubel Baking Co., Cincinnati, in which the company agreed to cease certain claims for Rubel’s High Vitamin B-1 Wheat Bread, also known as Rubel’s High Vitamin Wheat Bread. Questioned claims included representations of the number of vitamins associated with certain vitamins present in the bread and claims that the product will supply the minimum daily nutritional requirement for Vitamin B-1.

**Ballantine MBS Quiz**

P. BALLANTINE & SONS, Newark (N.J), a heavy user of transcribed spot musical jingles, on Sept. 12 starts for 55 weeks sponsoring a variety quiz type of show on a group of MBS stations, Sunday, 9-9:30 p.m. (EDST). Program, to originate from Hollywood, will feature Milton Berle as host, and includes top radio and film talent along with a name orchestra. Talent and production set-up are being lined up by Danny Danker, Southern California vice-president and radio director of J. Walter Thompson Co., agency servicing the account.
Recently joined the agency's research department was JAMES McPADDDON, New York vice-president of McKeel & Albright, is currently in Hollywood conferring with Dick Mack, agency producer, on fall plans of the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtest).

FELIX SUTTON, formerly of Brown & Thomas and Ed & Son, N. Y., has joined the staff of the Erwin, Wasey & Co., New York office, handling commercial copy.

LOYD (Dele) COLEMAN, formerly head of J. Walter Thompson Co. office in Paris, after Hollywood conferences with Danny Daiker, agency's Southern California vice-president, sailed June 25 aboard the liner Monte- rey for Sydney to take over management of the Australian offices. He succeeds Samuel Dobbs, transferred to New York.


VICTOR M. RATNER, formerly CBS director of sales promotion, has recently joined Lord & Thomas in New York, in an executive capacity, has been named executive supervisor of the agency's research department.

LYNN BAKER Co. New York, has appointed a full-time writer, Lynn Baker, president; Daniel D. Thomas, vice-president; Richard Dunne, treasurer; Miss M. B. Keeler, secretary-treasurer. Mr. Thomson, who recently joined the agency, is a former vice-president of Axton-Fisher Tobacco Co., Louisville.

LOUIE NORTHRUP, manager of the Chicago office of Erwin Wasey & Co., is canvassing following an appendectomy.

FREDERICK R. GAMBLE, managing director of the American Association of Advertising Agencies, has been elected president of Trade Assn. Executives in New York.


ROBERT H. LADING, formerly di- rector of research in the New York office of Lord & Thomas, has been appointed regional and business consultant of the Bureau of Foreign & Domestic Commerce, U. S. Depart- ment of Commerce.

RUCK GUNN, radio head of the J. Walter Thompson Co., Chicago office, is back after an illness of four months. Richard Bostland, substituting, has been transferred back to his New York.

CRAIG E. DENNISON Agency, formerly at 94 East Lake St., Chicago, has moved to 225 N. Michigan Blvd. Telephone Deborn 3188.

LESTER LINK, formerly West Coast radio manager of Lyons & Lyons, Beverly Hills, Calif., talent agency, has joined Music Corp. of America, that city.


Baker Ostrin, of Ruthrauff & Ryan, Chicago, has joined Sherman & Elitzco, same city, as radio copy chief.

MURIEL WAGEMAN, account executive of Serensen & Co., Chicago, has been appointed radio director of that agency.

New Radio Features

RADIO FEATURES OF America, New York program producer firm headed by Alan Sandra Munsell and Oliver W. Nicoll, has announced its entry into the commercial radio field with issuance of a catalogue listing 14 program formats available for sponsorship during the 1941-42 season. After the firm is 37 West 46th St., New York, telephone Bryant 9-9622.

Follows Ratings

NOW that the Treasury De- partment has gone into radio in a big way with a full-hour program on CBS every Wednesday night (courtesy Texas Co.), Secretary Morgenthau has suddenly taken up an old radio custom—be- rusing the CAB and Hoover surveys. It came to light last week when a hurry up call went out from the Treasury Department office of public relations for the latest CAB of the Hoover surveys. A great deal of much telephoning the ratings were located and questioning revealed that it was Mr. Mor- genthau who wanted to know who was "No. 1."

COLEMAN LEAVING BIW

For Blair in New York

THOMAS B. COLEMAN Jr. on July 1 will leave the Biw Co. to join the New York staff of John Blair and Company, national radio representatives. He has been with the Biw Co. since January 1940, serving as an ac- count executive on the Bulova Watch, Ever- sharp and Hills Brothers accounts. Prior to joining Biw, he was with J. Sterling Patchell Inc., for five years, handling Kelly- Kelvin, Springfield, De- voe and Reynolds, Knox Hats and other accounts.

In October 1929 after three years as salesman and contact man with General Outdoor Adv. in Omaha, Mr. Coleman joined Lord & Thomas in New York. There he handled and directed the Cremo radio account and worked on RCA, Schen- ley, Cities Service, and Trommer’s beer. In his new capacity he will concentrate on providing sales aids and merchandising helps in connec- tion with the sales of station time on the Blair list.

CBS Completing Plans

For ‘Forecast’ Series

SECOND annual eight-week series titled Forecast, which proved successful in 1940, will start July 14 on CBS as Monday Night programs 9-11 p.m. from New York and Hollywood, either in two hour periods or as complete hour shows. First will be "The Thousand and One Nights", starring Marlene Dietrich, supporting cast and or- chestra under the direction of Wil- bur Hurst. Script is by True Boardman and production by Charles Vanda, CBS western pro- gram director.

Subsequent programs, each complete unit, are not fully cast nor scheduled. Some of the titles are: "Song Without End", "Two Doses and a Rape", "Hopalong Cas- sidy", "Made in America", and "The Houlihans". According to W. B. Lewis, CBS vice-president in charge of programs, each show is designed as a sample of what a series of similar programs would be like, and studio audience reaction will be sought for suggestions.

A UNITY OF IDEALS

★

We quote Secretary Morgenthau—

"The response from foreign language groups has been especially encouraging. This proves again that whatever their origin, and whatever language they may speak, the overwhelming majority of these people are true Americans, united behind their Government in defense of American Free- dom."

(Excerpt from a broadcast over a national network in reference to Defense Savings Bonds.)

★

TO SUCH HIGH IDEALS OF DEMOCRACY WE HEARTILY SUBSCRIBE

WHOM

1480 Kilocycles
FULL TIME OPERATION
29 West 57th St., New York
Telephone Plaza 3-4204

AMERICA’S LEADING FOREIGN LANGUAGE STATION

JOHN BLAIR & CO.
Nat. Reps.

ABC Radio Advertising in Idaho is KIDO!
LILLIE-SMITH INC., New York, is advertising its "Ring-Free" ironers in the southwestern part of the country.

Said to be using radio is The Daily News of New York City.

A radio station in New York City is advertising its "Ring-Free" ironers.

B. T. RABBITT Inc., New York (cleaner and lye), to Joseph Jacobs Jewish Market Organization, New York, for Jewish field. Campaign for radio and other media being planned for fall.

RIC PRODUCTS Inc., Philadelphia (Bic Perfume Sticks), to J. M. Korn & Co., Philadelphia. Radio to be used.

GILMORE OIL Co., Los Angeles, to Ruthruff & Ryan, that city. Firm, in a test, is currently sponsoring a five-weekly five-minute program, War Letters, on 4 Don Low stations, Monday thru Friday 9-10, 9-10:30 (PST).


PLASTICS INDUSTRIES Technical Institute, Los Angeles. Said to use radio.

ALSKYNE Co., New Brunswick, N. J., to Pinard Adv., N. Y.

LEWIS-HOWE CO., (N R Tablets-Nature's Remedy), St. Louis, to J. Walter Thompson Co., Chicago.

JOSEPH TETLEY & Co., New York (Tetley's tea, Joseph Jacobs Jewish Market Organization), as merchandising and advertising counsel for Jewish field.


CLAPLIN-DEGENSON LABEL. Providence, R. I. (antiseptic salve, shave cream), to Corr Snow Inc., Boston. Said to be using radio.

COLUMBIA PICTURES Corp., New York, to Weiss & Geller, N. Y.

MOTO-SCOOT Mfg. Co., Chicago (Motor Scoot vehicle) to Roth, Schenker & Bernhard, Chicago.

CAMEO Corp., Chicago (cleaners), to McManus, John & Adams, Detroit.

CURTISS CANDY Co., Chicago, to Joseph Jacobs Jewish Market Organization, New York, for Jewish field. Radio to be used with other media.


MACMILLAN PETROLEUM Corp., Los Angeles (Ring-Free Motor Oil) to Roy S. Durstine Inc., New York. Company has been a considerable user of radio in the past.

ST. LOUIS K W K

Represented by

RAYMER

MYRON J. BENNETT

DOING TWO *

ONE HOUR

PARTICIPATING

SHOWS PER DAY

ON KWK AND

ADDING SPONSORS RAPIDLY BECAUSE OF UNUSUAL ↑ RESULTS

*Morning and Afternoon + Grennan Cake Sales doubled

ST. LOUIS K W K

Represented by

RAYMER

BROADCASTING • Broadcast Advertising

June 30, 1941 • Page 35
GoodHousekeeping Revises Its Labels

Institute Conforms to FTC Order Requiring Changes

STATEMENT covering all references on radio broadcasts to the Good Housekeeping seals of approval and guaranty emblem has been issued by the Good Housekeeping Institute in line with the Federal Trade Commission order May 23 requiring various changes in the granting of Good Housekeeping [BROADCASTING, May 29]. The statement reads:

"The essential and most important condition in connection with references to a Good Housekeeping seal or guaranty is that the claims made for the product in the radio commercial be claims for which there have been specifically approved by Good Housekeeping before being broadcast. This necessarily requires, that all commercials for a radio program in which reference is to be made to a Good Housekeeping seal or guaranty be submitted in advance of use for approval by Good Housekeeping."

Standard Wording

"The second condition is that the words of reference used be standard in character. Where reference is made to the seal of approval by Good Housekeeping Institute in connection with household appliances and utensils and household soaps and cleaners, the words "tested and approved by Good Housekeeping Institute". Where references are made to the recommended seal of approval of the Good Housekeeping Bureau for Foods, Drugs and Cosmetics, the words are "recommended by Good Housekeeping Bureau". No reference to Good Housekeeping seal is to be made in connection with any product falling outside of the above categories."

"Where reference is made to the Good Housekeeping guaranty which is applicable to all products advertised in Good Housekeeping Magazine, the words to be used are: "a guaranty of money guaranteed by Good Housekeeping if defective or if not as advertised therein."

Here again, the essential and most important condition in connection with references to the claims made for the product in the radio commercial be claims which have been specifically approved by Good Housekeeping before broadcast."

Avalon Scores

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on July 1 started weekly five-minute "Baseball Scores" by Bud Farnum on WFLA, Tampa; five-week "Minute Minutes" by Bud Lynch on CKLW, Windsor; 10-weekly transmitted announcements on WJSJ, WJOT, WMAY, and WRSA, five-week "Minute Minutes" by Fred Handirich on WQAM, Miami. Contracts are for 55 weeks. Agency is Russel M. Seeds Co., Chicago.
PIONEER BUILDERS & Agency
songs formation, farm legislation, mountain
CONSOLIDATED BREWING continues through the
ers, on KML'C. Agency is
dramas Los Angeles
June three and Francisco
news has the account.
Raymond sponsoring
Agency, tions,
English participations
started CROWN two
fornia odorant),
EVER-
BROADCASTING shared
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DRUG Corp., Los Angeles (de-
KSFO, KLS, KSRO, KTRB,
out
radio for several years,
Di-}

and Northern California

Barrel

in

foreign language and

weekly

in

San Francisco, recently
J.

H.

Weiser

on

weekly

in

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for

on

San Francisco, recently

weeks, six

weeks,

half

with

WBBM, news,

in-

WALB, WAGC, Al-

pany; WLAG, LaGrange; WBMW and

MAZ, Macon WMDA, Moultrie;

ROMA, Rome; WRLC, Focos; and

WDAK, West Point.

Gilmore Test

WESLEY FARMER, for several years Los Angeles account executive
of Botsford, Constable & Gardner, has been made Southern
California manager of that agency.
He succeeds John H. Weiser, vice-president, who resigned to join
the Hollywood staff of Ruthrauff & Ryan as executive
Oil Co. account. In a test campaign Gilmore is sponsoring the
five-week \\

WUPC, Al-

WGAC

Contracts

WDAK, West Point.


FOUR photos for enlargement for
a Grand Rapids, Mich.

client IN ONE WEEK.

That's really an expansive
approach to the
enlarging business,
and we can do the same for
you—whether you sell
photographs or pho-

graphs,

or

needles.

Ask that old "fotog"

John Blair

Georgia Power Series
Asks for Conservation
GEORGIA POWER Co. has placed six spot announcements daily on 18
Georgia stations urging consumers to conserve power as much as
possible during the present emergency in view of the shortage of power in
the Southeast due to the heavy load on electrical facilities from
national defense activities. Announcements will run three during day
hours and three in the evening.

Contracts have been placed
direct with WAGA, WATL and WSB
Atlanta; WALB and WGC

Athen; WGAC and

WDY, Augusta-

Columbus;

WBJJ, Dalton; WKEU, Grif-

fin; WLAG, LaGrange; WBMW and

MAZ, Macon WMDA, Moultrie;

WEGA, Rome; WRLC, Focos; and

WDAK, West Point.

WMMN

FAIRMONT

FAIRMONT, W. VA.

Picture This

WMMN

RECEIVED

955

orders for photographic enlargements for
a Grand Rapids, Mich.

client IN ONE WEEK.

That's really an expansive
approach to the
enlarging business,
and we can do the same for
you—whether you sell
photographs or pho-

graphs,

or

needles.

Ask that old "fotog"

John Blair

WMMN
Bulova, Lever, P&G, Sun
Open Video

Will Sponsor Debut of
Art July 1 on NBC
Outlet
FOUR national advertisers—Bulova Watch Co., Lever Bros. Co., Procter & Gamble Co., and Sun Oil Co.—will share in the inaugura-
tion of commercial television July 1 by purchasing time on NBC's New York video transmitter, WNBW. Each advertiser will use his television time for a sight-
and-sound version of his current advertising by sound broadcasting.

Bulova will sponsor two time an-
nouncements, one to be made at the
beginning of the Dodger-Phillies baseball game that will provide WBTN's opening afternoon pro-
gram, the other at the end of the
evening telecast. Lever Bros, will
present a television of Uncle Jim's Question Bee, advertising Spyr; Sun Oil will televise its reg-
ular Lowell Thomas news period;
then from 9 on, the USO show, an
Army program with Ft. Monmouth
talent; P & G's Truth or Conse-
quences. All contracts are for July
1 only.

Rate Card Issued
First rate card for television was issued June 27 by NBC to cover costs to advertisers: for time on the air and for studio facilities. Time rates range from $120 per week for a ten-minute period, and then from 9 on, the USO show, an Army program with Ft. Monmouth talent; P & G's Truth or Consequences. All contracts are for July 1 only.

In addition to time costs, charges are also to be made for the use of both studio film and mobile
transmitter facilities. These range from $150 per hour for the use of the main studio in Radio City
to $75 per hour for the use of small
film studios and field pickups. Ser-
vice spots, for televised programs of
news, weather and time are priced at $8 per minute nightime and $4 per minute daytime.

Production costs for talent, an-
nouncers, sound engineers, ad-
vertisers, and music and script rights are also billed to sponsors by NBC, as are costumes, properties etc., which must be rented or purchased for any program.

CBS on Friday received author-
ization from the FCC to continue ex-
perimental television transmission
for 30 days after July 1 to conduct program tests. CBS stated that a commercial license is ex-
pected at the end of the 30-day period and that meanwhile the test transmissions will be of assistance to servicemen who are converting video receivers to receive transmis-
sions on the CBS channel.

To observe the debut of commerci-
ale television, delayed for more than a year by Government fiat, the FCC, as BROADCASTING went to press, planned to issue a press re-
lease on the opportunities to be opened by this new vista of radio. It is expected the FCC will hail
the part it has played in launching visual radio as a new public service.

Conversion of the approximately 2,000 RCA television receivers in the
New York metropolitan area is be-
ginning immediately, RCA Mfg. Co.
said last Thursday, adding that in
addition to modernizing the recei-
vices already in the field it is also revamping several hundred sets in stock at its Camden factory, which will be made available for sale to the public as rapidly as possible.

To speed the adjustment of sets in the field, the company has estab-
lished ten television service depots throughout the metropolitan dis-

MORGAN ADDRESSES
PACIFIC AD MEETING

COVERING 11 points of major interest to radio and advertising agency executives, Raymond R. Morgan, head of Raymond R. Mor-
gan Co., Hollywood, is to be the principal speaker at the radio depart-
mental meeting of the Pacific Advertising Clubs Assn. convention July 1 when Don-
ald Thornton, CBS Pa-
acific Coast vice-
president, Hill Blackett, president of Blackett- Sample-Hummert, also
announced as a speaker at the de-
partmental, canceled his appearance.

A roundtable discussion is to follow Mr. Morgan's talk. Partici-
pants include Mr. Thornton, representing national networks, with his advertising manager, Eickelberg, sales
manager of Don Lee Broadcasting System, Hollywood, for regional networks; others taking part will be William B. Ryan, sales
manager of KPO-KGO, San Francisco, metropolitan city stations; Charles Stork, manager of KTMS, Santa
Barbara, Calif., local stations; R. L.
Philippi, advertising director of one of the larger networks; and Mr. Morgan representing advertising
agencies.

The convention, which started June 28 and continues through July 3, is being staged at the Bilt-
more Hotel, Santa Barbara, Cal., with 500 Coast and radio and agency executives in attendance [BROADCASTING, June 29].

Major Causes of Action Against RCA Dropped
JUSTICE AARON J. LEVY in
New York Supreme Court on June
24 dismissed all major causes of
action in the suit brought against
RCA in 1938 by a group of con-
tractors, charging mismanagement by RCA officers and directors. A few issues still remain for trial, it was reported.

The court overruled contentions of the plaintiffs that RCA direc-
tors acted in bad faith and made
from the statute of limitations.
All references to acts of the
company directors were ordered stricken from the complaint upon motion of counsel.

Omar Spots
OMAR Inc., Omaha (Omar Wonder
Flour) on June 9 started 15 one-
minute transmitted announcements weekly on WOW, Omaha; KOA, Denver and WHO, Des Moines. Con-
tracts run through July 4. Agency is Hays MacFarland & Co., Chi-
cago.

DuMont Extends Contest
ALLAN B. DUMONT LABS has ex-
tended its prize contest for an-
other three months, until Sept. 1, in order to provide a still wider front of practical information about cathode-
ray tubes. Prizes of $100, $50 and $25 are offered, with fees of $10 paid for any papers published in the monthly's monthly Oscillographer.
Young for Swartley

CHARLES S. (Cy) YOUNG has been appointed acting manager of Westinghouse stations WBZ and WBZA and the international shortwave station WBOS in Boston, according to Lee B. Wailes, manager of Westinghouse Radio Stations Inc. Mr. Young's appointment comes 24 years, almost to the day, from the time he entered Westinghouse service. He succeeds W. C. Swartley, who relinquished active management of the Boston and Springfield stations when he was called to duty in the U. S. Army as a Lieutenant in the Ordnance Department. Swartley went to Boston from Fort Wayne, where he was manager of Westinghouse stations WOWO and WGL.

WMAL Transfer
Is Asked by 'Star'

Newspaper Would Continue to Use NBC Capital Studios

TRANSFER of the license of WMAL, Washington, from NBC to the M. A. Leese Broadcasting Co., 100% subsidiary of the Washington Star Newspaper Co., lessor of the property to the network, is sought in an application filed last Friday with the FCC.

Under the contract, NBC would serve only as sales and program agent for the Blue Network outlet. S. H. Kauffmann, treasurer of the Star and president of the Leese Co., will become the directing head of the station.

Originally owned by the late M. A. Leese, of Washington, WMAL was assigned to NBC under lease in 1933. In 1937, the Leese Broadcasting Co. was acquired by the Star, one of the country's leading newspapers, but the operating arrangement was continued.

Under the transfer, the Star would become the licensee as well as the owner of the physical property of WMAL. The contract carries a 30-day cancellation clause on notice by either party. Existing combined studios of WRC, NBC-owned Red outlet, and WMAL would continue to be used, but with provision made for compensation to the network and for supply of facilities to WMAL at the request of its management. Compensation would be paid WMAL on network programs, in accordance with the network's established sliding scale.

WMAL operates on 630 kc. with 5,000 watts fulltime. Termination of the lease, it is assumed, is being sought in the light of current regulatory conditions.

The agreement brought out that the Leese Corp. has pending before the FCC an application for an FM station, and that when and if this application is granted the company desires that the operation of WMAL and its FM station be "co-related and consolidated." It was brought out that the contract is in the nature of an interim arrangement, and that the Star plans to build its own studios for the two stations, as well as retain necessary personnel and equipment for program sales.

WTMG—The Red Network Outlet in Richmond covers the Richmond trading area like a tent. And here is what that trading area offers:

- Annual retail sales: $105,950,000
- Annual food sales: $25,120,000
- Annual average payroll: Camp Lee—Petersburg
- Annual drug store sales: $4,442,000

WTMG 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 WTMG story.

National Representative—John Blair Company
Gerald Wade, of NBC's international division, English staff, has been granted a three-month leave to prepare for examinations to enter the diplomatic service.

Betty G. Brown, of KOL, Denver, general staff, and Rex Gilliland of that city, were married June 14 in Lincoln, Neb.

Carl Erickson, formerly of WBBM Chicago, has joined the announcing staff of WAAA, same city.

Martin Rohan, WKY, Oklahoma City announcer, was inducted into the service June 30.

Hal Tunes, announcer of WFKG, Atlantic City, has been appointed publicity director.

Jens Oppenheimer, Jack Harvey and Richard Chevillet, Hollywood writers, have joined the writing staff of the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtest). They replace Mel Franklin and Norman Panama, now working on the Paramount Pictures film, "Snowball in Hell."

John Rider, Hollywood radio producer, and Grace Alworth, CBS receptionist, are to be married in early July.

John C. Schramm, program manager of WOV, New York, previously with NNC and WOR, has been named production manager of WNYW, new New York station.

Edward K. King, of the Yale University planning the production staff of NBC.

Annamae Dorney, formerly secretary to the Program Traffic Dept. of NBC, Chicago, has been named secretary to managing Ray, manager of the NBC Central Division Press Department. Miss Dorney replaced Agnes Otto.

Ernie Smith, formerly of WTAQ, Green Bay, Wis., and program director of WHEL Wisconsin Rapids, has resigned to remain station WHG in Greensboro, N. C.

Les (Rubber Red) Paul, guitarist with Fred Waring's orchestra, on Aug. 1 joined WJJD, Chicago, as musical director. He will replace Dick Madson, who is resigning to devote his time to radio interests. During the early part of June, Paul became the father of a baby boy.

John Hesse, writer of WGN, Chicago, has joined the Army.

Bill Davidson, freelance writer, producer and announcer, heard on Pacific Greyhound's "Romance of the Highways" program on the Coast Mutual network and other commercial programs, resigned from his San Francisco positions to join the production staff of KHI, Los Angeles, effective July 1.

John F. Kerr Jr., formerly of WICB, Abilene, Tex., has joined KOY, Phoenix, as announcer-producer.

Dick Johnson, formerly KOY, Phoenix, production director, has resigned to accept an eastern post.

Wilbur Hatch, CBS Hollywood musical conductor, has been assigned to the NBC program "Date With Judy," sponsored by Pepsi-Club, as a summer replacement for the "Ho! Ho! Ho!" show.

Don Hovey, new to radio, has joined the announcing staff of KIUP, Durango, Colo. Richard Ellis, formerly of WDIK, West Point, Ga., also has joined KIUP as announcer-engineer.

Stuart Stevens, staff vocalist, CBS-WLBR, Chicago, was inducted into the Army on June 12, has been appointed choirmaster at Camp Grant.

Charles Hunter, announcer of WJ AI, Alva, Okla., on June 24 was inducted into the Army.

George Hartyck, formerly of WFOA, Cleveland, has joined the announcing staff of WXYZ, Detroit. George Callahan, of the announcing staff, has left the station preparatory to entering military service. Milton Grinnell, 17, former announcer on WXYZ's Children's Theatre of the Air, has joined the sound production staff.

Bill Arrington, formerly of WOC, Greenville, N. C., has joined the announcing staff of WOBG, Goldsboro, N. C.

Don Brice, news editor of WJKN, Youngstown, will marry Jennette Hudtfeld of KSLN, Salina, Kan., early in September.

William Murray of the William Morris Agency has been named associate director of the Treasury Hour broadcasts to be heard on CBS from 9:00-10 p.m. (EDST) beginning July 2.

Mel Venter, production manager of KFRC, San Francisco, has been chosen narrator for the latest Bank of America ad lib film, recorded by Photo & Sound, San Francisco.

Austin Fenger, editor of the Farm Journal on KSFO, San Francisco, has been named manager of the San Francisco Chamber of Commerce Agricultural Committee.

Jack Cahill, radio actor, has joined the announcing staff of KKE, Berkeley, Calif.

Morton Bittler, Buenos Aires broadcaster and newspaper reporter, has been named NBC correspondent in the Argentine capital. In recognition of the increasing importance of South America as a source of news, Mr. Bittler was formerly a member of the Buenos Aires Herald and has been heard from the Argentine on the NBC Red Net of the World series.

Frank Lucas, June graduate of Texas Christian University, has been inducted into the announcing staff of WKBP-KRKO, Fort Worth.

An extensive theatrical background has made for the ever-growing success of Mary Ruth's Hollywood Sound Stage on WORL, Boston. She has the distinction of having studied under the late Prof. George P. Baker in his famous "Workshop" at Radcliffe College, and has spent several years with New England stock companies as ingénue, three consecutive seasons as leading lady with the Binghamton (N. Y.) players and two seasons with a Shubert musical extravaganza on Broadway. Mary came to WORL in 1938 with a series sponsored by Loew's theatres. From this series sprang her current show, a 48-minute feature of news, gossip, intimate chats and fashion highlights of Hollywood.

David Leedes, former newsmen of WPEN, Philadelphia, has joined WJJD, Jersey City.

Frank Hart, formerly continuity writer of WLW and WSAI, Cincinnati, has joined WJKO, Kokomo, Ind.

Neil K. Searles, formerly of WJBK, Detroit, has joined the announcing staff of WLS, Cincinnati, replacing Bill Frost, drafted.

Richard Eaton, commentator of WXW, Washington, and former war correspondent and publisher of newspapers in France, has joined WOL, Washington, where he will handle a three-week commentary.

Sam B. Schneider, director of radio for Oklahoma A & M College, has joined the WJW, Cincinnati, for one month to observe how WDL operates its service to the rural areas.

Meet the Ladies

Mary Ruth

An extensive theatrical background has made for the ever-growing success of Mary Ruth's Hollywood Sound Stage on WORL, Boston. She has the distinction of having studied under the late Prof. George P. Baker in his famous "Workshop" at Radcliffe College, and has spent several years with New England stock companies as ingénue, three consecutive seasons as leading lady with the Binghamton (N. Y.) players and two seasons with a Shubert musical extravaganza on Broadway. Mary came to WORL in 1938 with a series sponsored by Loew's theatres. From this series sprang her current show, a 45-minute feature of news, gossip, intimate chats and fashion highlights of Hollywood.

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One of New York's Best Known Stations for It's Intimate Program to America's Largest Market
HIGH-WATER BROADCAST was presented by Millard Ireland, news editor of WREN, Lawrence, Kan., as the turbulent waters of the Kansas River overflowed June 13 covering thousands of acres of farmlands in the area. WREN's special events crew covered the flood from atop the gigantic Bowersock Mill elevator at the power dam at Lawrence and on one occasion delivered a successful emergency appeal for volunteers when the dam was in danger of disintegration.

Big Fight Audience

THE Cooperative Bureau of Analysis reported that the radio audience listening to the Louis-Conn fight reached the second highest percentage for a sporting event, the all-time high having been reached June 22, 1938, when 63.5% of the set-owners interviewed reported hearing the Louis-Schmeling fight on both NBC and CBS networks. For the Louis-Conn bout, 68.2% of set-owners interviewed heard the broadcast on MBS, CBS A&B, and slightly more than 65% of setowners had their sets in operation during the 10:11 to 11:20 p.m. period, thus, about 88% of those listening while the fight was on reported listening to it.

Races on MBS Chicago

EXCLUSIVE network rights for all races at Chicago's Arlington and Washington Parks, from June 28 through Sept. 6, were secured by MBS, and the network's Chicago announcer will do the complete coverage of the races.

USE KGW AND OR KEX

• It's easy to select the best radio stations in Portland, Oregon, they're KGW and KEX, the radio stations of The Oregonian, the great newspaper of the West.

A ready-built responsive audience and full coverage of the rich, competitive horse races around Portland, which is listed among 25 U.S. cities where retail business has increased most the past six months.

FCC Appoints Cottone Asst. General Counsel, Successor to Kennedy

APPPOINTMENT of Benedict F. Cottone, chief of the litigation section of the FCC, to succeed James A. Kennedy, resigned, as assistant general counsel was announced June 25 by that agency.

In his new capacity as head of the common carrier division of the law department, Mr. Cottone will be assisted by Frank B. Warren and J. Fred Johnson Jr., who won promotions at the same time and who also were considered for the assistant general counselship. The vote on Mr. Cottone's elevation was 4 to 3, with Commissioners Case, Craven and Wakefield supporting the promotion of Mr. Warren. Mr. Warren will have general supervision of telephone matters and Mr. Johnson all matters other than telephone.

Mr. Cottone has had a varied experience in common carrier regulation having participated in legal activities at the FCC, Federal Power Commission anti-trust division of the Department of Justice and Civil Aeronautics Authority. During the last 18 months Mr. Cottone has assisted in FCC cases pending in the Supreme Court and the Court of Appeals.

Born in New York City April 27, 1909, Mr. Cottone graduated with honors from Cornell U. in 1930 and from Yale Law School three years later. For a time he was assistant to William O. Douglas, now Associate Justice of the U. S. Supreme Court.
Transfer of FCC Under Discussion

But Move to Another City Is Merely a Matter of Rumor

POSSIBILITY that the FCC, or at least part of its personnel, may be moved from Washington to some city in another part of the country is seen in the rapidly developing sentiment for decentralizing the Federal Government’s capital establishment to provide office space for mushrooming defense agencies.

Although no definite move is afoot to move the FCC, it is included among the four or five agencies to which the finger most often points as possible candidates for transplanting.

Regarded as a likely solution to the problem, in the face of strong Congressional opposition, is the moving of the many regional offices quartered in Washington, without disturbing the bona fide national offices. It is estimated there are in Washington about 13,000 federal employees working in field offices. If these are moved elsewhere, it is felt plenty of space will be made available for defense agencies without bothering much about the other Federal offices.

The Budget Bureau, which handles such matters, recently communicated to all agencies in the executive branch of the Government, including the FCC, memoranda asking for their views on the possibilities of moving.

Asked about the reported possibility of a transfer of the FCC, Chairman James Lawrence Flynn at his conference last Monday indicated that the FCC in answering the Budget Bureau’s memorandum “didn’t do anything to encourage the idea” of moving from Washington. It is generally regarded that the FCC and Defense Communications Board’s close tieup in the defense program would be a point in favor of retaining headquarters in Washington.

Harry Gilman Named

HARRY GILMAN, formerly New York talent coach, on May 20 joined the Chicago office of Curtis, Hayes & Co. as radio director. Before devoting his time to teaching and coaching radio talent Mr. Gilman was production manager of WGN, Chicago. Mr. Gilman is a violinist, having toured Europe. He replaced Garrett Gilman resigned.

Furniture Chain Spots

SKINNER FURNITURE Stores ( chains in West Georgia and East Alabama) has signed for six spot announcements daily on WDAK, West Point, Ga.; WLAG, LaGrange, Ga. and WJHO, Opelika, Ala.

Columbia’s Station for the SOUTHWEST

Call Any Edward Petry Office

RONZONI MACARONI, New York, has started on WOR, New York, in a three-week drive morning series called the Singing Chef, featuring Happy Jim Persons (Irving Kaufman). Ronzoni also started on WOR participations on Dear Image program. Piedmont, New York, handles the account.

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New Westlink Of AT&T Granted

Will Complete Cable Designed To Aid Radio Programs

NEW LONG-LINE facilities which will assure better network facilities in Western United States were authorized June 24 by the FCC when it approved construction of the last $7,400,000 link in the first transcontinental telephone cable.

Approval of the joint application of the American Telephone & Telegraph Co., the Pacific Telephone Telegraph Co., and the Bell Telephone Co. of Nevada will permit a speedy completion of the $20,000,000 coast-to-coast project undertaken to insure a trouble-proof “speedway”. The final unit will be the installation of twin cables between Salt Lake City and Sacramento.

Special facilities for network program transmission will be provided by two or three adjacent carrier channels combined to give a single high-quality program channel. By employing a “K” type of carrier system, 50 pair cables, with each pair capable of handling six simultaneous telephone conversations, will have an ultimate capacity more than twice as great as one of the 300 pair cables now in operation.

Unlike the old lines which are above ground, exposed to the elements, the new dual cables will be “plowed under”. When the new cables go into operation there will be few if any program interjections due to line-breaks. In addition better program-reception in the West is assured, for the new cables will utilize an 8,000-cycle band for programs—the same as now used in the East.

Since present western facilities for transcontinental telephone traffic between eastern and western portions of the country, as well as infrastructural points, are taxed to the limit, there often are delays in getting long-line facilities. Provision has been made to add new carrier systems to insure maximum service.

MANNING

1000 WATTS

THE BRANHAM CO. — REPRESENTATIVES

Effective buying income use

K TBS

SHREVEPORT, LA.

1000 WATTS

NBA

The Branham Co. — Representatives

Broadcast Advertising
PRIVATE CHARLES DAVIDSON, an leave from the engineering staff of WOR, New York, has been assigned by officials at Fort Dix to handle the P.A. system and other sound technicalities for the Billy Rose show which will tour various Army camps in the South. 

ARTHUR SCHONFILIS, formerly a CBS engineer and now a private in the Army at Camp Wheeler, Ga., in the public relations office, posted the highest ride score in the camp this month with a total of 101 out of a possible 200.

EDGAR DISCHER, graduate of Port Arthur Radio College, Port Arthur, Tex., has joined the engineering staff of WCBL, Columbus, Miss.

PHIL GULLERY, formerly of WAPI, Birmingham, WJDX, Jackson and WAML, Laurel, Miss., has joined WGCL, Columbus, Miss., as announcer-art director.

ROBERT TURNER, formerly of KLS, Oakland, and Jim Brown, formerly of KRE, Berkeley, have been added to the technical staff of KGAI, General Electric shortwave station in San Francisco.

ARTHUR DENISCH, for the last 20 years associated with radio and communication work, has been added to the engineering staff of WBAL, Baltimor.

EARL SORRENSON, WNO, Western division maintenance engineer, Hollywood, is the father of twin girls born June 15.

HAL DIERKER, Frank Pittman and Stanley Redmon, NBC Hollywood sound effects engineers, will appear in a radio sound sequence of the MGM film, "The Whistling in the Dark," now in production.

HOWARD ENYARD, formerly stationed at the WLAW, Lawrence, Mass., transmitter in Andover, has been transferred to the studios in Lawrence.

ROBERT TURNER, formerly with the Iowa Radio Corp., has joined the research laboratory of WHO, Des Moines.

THOMAS F. YAN ALSTINE, formerly of WDNS, Durham, N. C., has joined the engineering staff of WHX, Utica, N. Y.

BARRATT SCHILLO, of the engineering staff of WGN, Chicago, on June 15, reported for duty in the Naval Reserve at the communication school in Indianapolis.

RALPH RUNGREN, of WD MJ, Marquette, Mich., will join the U.S. merchant marine as radio operator.

NOW THEY LOOK LIKE THIS

PHOTOGRAPHS ON PAGE 16 in the same (1 to r) order show: 1. John Livingston, Pacific Coast manager of International Radio Sales, who was a pilot with the 90th Aero Squadron on the Meuse and Argonne fronts. 2. Theodore F. Allen, commercial manager of the new WCFI, Pawtucket, R. I., pictured in an old Curtis J-4 while training at Souther Field, Ga. 3. John C. Roberts, manager of KXOK, St. Louis, who drove an ammunition truck in France before the U. S. entered the war, then won a commission as ensign in the U. S. Naval Air Service.

Shirer's Saga (Continued from page 16)

ing from a word, a phrase, a sentence, a paragraph or their juxtaposition, the all the benefit I can.

"But the Nazis are on to me. For some time now my two chief censors from the Propaganda Ministry have been gentlemen who understand American as well as I. . . And the Foreign Office and Propaganda Ministry keep receiving reports from the United States . . . that I'm getting away with murder and must be sat upon."

He Gives Up

Announcing his decision to return to America in December, his Oct. 15 entry summed the censorship situation as follows:

"I think my usefulness here is about over. Until recently, despite the censorship, I think I've been able to do an honest job of reporting from Germany. But it has become increasingly difficult and at present it has become almost impossible.

"The new instructions of both the military and the political censors are that they cannot allow me to say anything which might create an unfavorable impression for Nazi Germany in the United States. Moreover, the new restrictions about reporting air attacks for you either to give a completely false picture of them or to omit mentioning them altogether.

"I usually do the latter, but it is almost as dishonest as the former. In short, you can no longer report the war or conditions in Germany as they are. You cannot call the Nazis 'Nazis' or an invasion an 'invasion.' You are reduced to re-broadcasting the official communiques, which are lies, and which any automaton can do.

"Even the more intelligent and decent of my censors ask me, in confidence, why I stay. I have not the slightest interest in remaining under these circumstances. With my deep, burning hatred of all that Nazism stands for, it has never been pleasant working and living here. But that was secondary as long as there was a job to do. No one's personal life in Europe counts any more, and I have had none since the war began. But now there is not even a job to do-not from here."

TO IMPROVE shortwave transmission to Europe, CBS has dropped the 17,580 kc. frequency and substituted one of 15,270 kc. for WCHX, New York. 9 a.m. to 1 p.m. The 15,270 kc. channel is also used from 1 to 6 p.m. by WCBX, Philadelphia, for its Latin American broadcasts. Other schedules of the two international transmitters remain the same.

EDUCATIONAL FM STATION IS AWARDED SAN DIEGO AUTHORIZATION for a new non-commercial educational broadcast station in San Diego, Calif., was given June 25 when the FCC issued a construction permit to the San Diego Union School District for an outlet on 423.3 mc., employing FM emission with a power of 1,000 watts.

Service to 55 units in the district will be given the San Diego school system through rebroadcasts to specific classes or schools of recorded programs of an educational or historic nature or other activities as presented by classes in the school system. Training in communications will be provided. The cost is estimated at about $6,000. Proposed transmitter location is at 348 W. Market St., San Diego.

WOR'S FM PLANS

A NEW AND ADVANCED type of 10 kw FM transmitter, incorporating the latest development in transmitters, is being installed this summer at W1NY, FM station of WOR, New York. The new transmitter will reduce the distortion of high frequencies, which is said to have been difficult to avoid with previous FM techniques. Most novel improvement is the grounded-plate amplifier, a circuit recently invented at Bell Labs., which allows simple and efficient air-cooled amplifier tubes to be used without the large losses and the high-capacity-to-ground that has handicapped their previous use.

WOR SHELVES FACSIMILE

AN INDEFINITE postponement of facsimile broadcasting by WOR, New York, has become necessary because of the station's new all-night show, but will continue as soon as the FCC grants WOR a new frequency for facsimile operations. If and when the license is granted, the station will operate on 26.3 megacycles with a 100 watt transmitter, located in the same building as WOR's FM station.
Lamberton Gets Rebuke in House
Rep. Sacks Blasts Refusal to Withdraw Radio Charges

CHARING malice and mistake-ment on the part of Rep. Lamberton (R-Kan.), Samuel E. Rosenbaum, president of WFLI, Phil-adelphia, and chairman of IRNA, last Tuesday publicly released the file of correspondence between himself and Rep. Lamberton in which he repeatedly denied that WFLI had refused to give broadcast time for a Philadelphia appearance by Charles A. Lindbergh, non-inter-vening leader.

When the Congressman had failed to correct the accusation he had made in the Congressional Record several weeks ago, despite recurrent denials by WFLI, Mr. Rosenbaum accused Rep. Lambert-on of "crawling behind your Congressional immu-nity".

Sacks Comments
Without mentioning him by name, Rep. Sacks (D-Fa.) com-ments on the House floor last Thursday, also excoriated Rep. Lambert-son for the suited fine to publish a correction in the Record. Calling attention to the denials of Mr. Rosenberg and Dr. Leon Levy, president of WCAU, also ac-cused of refusing to deal with the Ameri-can First Committee, Rep. Sacks declared: "I question the responsibility of any member of this House who will not publicly acknowledge the un-truth of a libel which he sponsors. Such member is under deep obliga-tion, not only to the individuals I have mentioned but to the country as a whole and to this House, which gives him the privileges under which these statements were made, to acknowledge the false accusations made in his statement of May 27."

The Lindbergh Philadelphia in-cident for several weeks has been bandied about in Congressional cir-cles and the public prints. Rep. Lambert-son's original accusation, charging failure to sell time for spot announcements publicizing the America First rally as well as re-fusal to broadcast the Lindbergh speech from the rally, extended not only to Mr. Rosenbaum and WFLI, but to WCAU and Dr. Leon Levy, WCAU president, and KYW [BROADCASTING, June 2].

The WCAU situation came up for comment during Senate hear-ings on the White Resolution, with Dr. Levy explaining in a tele-gram the matter from WCAU's point of view.

Declaring that WFLI not only had broadcast the Lindbergh speech, but also had given free spot announcements, as was done for another address by Mayor F. H. LaGuardia, of New York, speak-ing for the other side, Mr. Rosen-baum categorically denied the Lamberton accusation and requested a correction in the Record. Upon Rep. Lambert-son's failure to pub-lish the correction, Mr. Rosenbaum emphasized that his main interest was to defend the radio industry from unwarranted attack and un-earned abuse.

JOHN B. MORSE, a vice-president of Blanket-Sample-Humber, Chicago, was ordered, on active duty as a lieutenant in the Navy, effective June 23, and assigned as assistant public relations officer for the Ninth Naval District.

Grisham to Purina
CHARLES GRISHAM, winner of a WLW farm school scholarship in 1938, and since that time a member of the WLW agricultural department, took charge of radio advertising of Purina feeds June 26. He is a member of the promotion depart-ment of the Ralston-Purina Co., St. Louis, in di-rect charge of all the radio shows apon sored for Purina feeds. When he won the WLW scholar-ship, Grisham was graduating from the agriculture college at Alabama Poly. His home is Athens, Ga. Grisham will be suc-cceeded as assistant farm program director of WLW by Morton Emm-ert, another 1938 winner from Iowa State College. Emmert has been a member of the WLW con-tinuity department.

DeLaney Heads WTAT
C. GLOVER DELANEY, since September, 1938, commercial manager of WTAT, Hartford, has been named manager of the station. Be-fore joining WTAT, he was commercial man-ager of WSEG, Elmira, N. Y., and has had wide experience in radio and practi-cally every phase of station opera-tion, having served in stations in Syracuse and Williamsport in various capacities. Mr. Delaney is married to Elmina, attended Notre Dame U and was graduated from Hobart College in 1933. He is married and has two daughters.

NBC Furnace Series
HOLLAND FURNACE Col., Hol-liday, Mich., July 17 starts a half-hour summer variety show, The Housewarming, on a coast-to-coast NBC-NBC Red network, Thursdays, 7-7:30 p.m. (CDST). As broad-casting went to press the exact number of stations to be used had not been determined. The series will present Don McNeill as m.c., Benny Goodman's orchestra with guest singing groups and big name stars. Each week's broadcast will be presented at a housewarming party at the home of the guest of the week. The initial broadcast will take place, in fancy, in the home of Dorothy Lamour. Program will originate in the Goodman Theatre, Chicago. Contract is for seven weeks. Agency is Ruthrauff & Ryan, Chicago.

Quin Ryan to Freelance, Resigning From WGN;
Dennis Heads Publicity
QUIN RYAN, for 24 years with the Chicago Tribune, and for the last 17 years manager and chief announcer of WGN, Chicago, on June 23 left the station to open his own office as a freelance. Mr. Ryan joined WGN in 1914 and began experimenting with the broadcasting of special events, some of which were the Illinois-Pennsylvania football game in 1925, the Nebras-ka-North Carolina game, theKen-tucky Derby, the Indianapolis 500, World Court debates in the Senate in 1926, and the Dempsey-Tunney fight in 1927. Bro-dcasting and Ryan made history with these shows.

Appointment of Bruce Dennis, publicist of WGN, Chi-cago, as special events director of the station was announced last Tuesday by Frank P. Schreiber, WGN manager of operations. He will continue as publicity director. Formerly in newspaper work, Dennis joined WGN in September, 1940. Numerous new defense and Army broadcasts are planned by the station, among them a new weekly series, Your Army, and Dennis has announced that the WGN mobile unit will be used ex-tensively as the new special events programs develop.

Linton Joins KFBI
RAY LINTON, formerly a station representative in Chicago and New York, has joined KFBI, Wichita, as national sales manager, succeeding Fred Al-len, who left recently for the Pa-cific coast. Mr. Linton started in radio on WIBO, Chicago, now WIND, Gar-land, and afterward was with WBWW, Chicago, and was with the C.B.C. outlet Company. In 1935 he formed his own station representative organization, but disposed of the business in 1938 to make a study of Latin American stations and methods. Upon his re-turn, he entered into the talent field in New York, handling national and syndicated programs un-til recently.
FACTS ABOUT WKRC AND AFRA

Sponsors, Advertising Agencies, Radio Stations and Networks:
Do not be misled by misrepresentations and half-truths.

CONSIDER THESE FACTS!

WKRC's Record

1. New management has increased wages, improved working conditions, and increased employment for radio artists. (Contrary to misleading claims of AFRA, only WLW in the Cincinnati area has an AFRA contract.)

2. Recognized rights of its employes to select representatives and offered to have Labor Board elections for this purpose.

3. Offered to arbitrate differences.

4. Offered to permit outcome of NLRB election to determine shop provisions.

5. Offered to accept verbatim terms of contract signed by AFRA with KYW.

6. Offered to accept full AFRA shop for all artists to be effective when competitors sign similar contracts with AFRA.

7. Offered to accept AFRA shop for two of three classifications of artists.

AFRA's Record

1. Forced a strike against the will of the overwhelming majority of staff artists. Only 4 out of 17 on strike.

2. Refused to have labor board elections.

3. Refused to arbitrate.

4. Refused to permit NLRB elections.

5. Refused to sign this contract.

6. Refused this offer although it has but recently made a similar deal with a more powerful station in a larger market.

7. Refused, although AFRA has recently signed a similar type of contract with other stations.

AFRA called this strike against the wishes of the overwhelming majority of the staff artists of WKRC, only four of whom are on strike. AFRA has resorted to threat and intimidation to force out all artists. The NLRB has not made any findings against WKRC. In an effort to defeat an NLRB election of WKRC artists, AFRA recently in desperation filed charges, which disproved, should have been filed weeks ago. WKRC denies these charges and will prove them false.

Again in desperation AFRA now threatens illegal boycotts of advertising agencies producing network shows in New York, Chicago, Los Angeles and elsewhere. This dictatorial, undemocratic and illegal procedure, if successful, will place advertisers, affiliates and employes at the mercy of a few paid AFRA organizers, because by threatening to eliminate chain programs, these organizers can compel the affiliates and their employes to bow to their will even though that will is unfair to the employes, the public and the stations. Consider these facts and then determine who has been unfair and unreasonable.

Since the strike was called, WKRC's billings have increased at the rate of $1,000 per month, new bookings have more than offset the only minor suspensions of accounts.

(Signed) General Manager, WKRC
HULBERT TAFT Jr.,
BEARING GREETINGS from Gov. Dwight H. Green of Illinois to the Gov. Ernest Gruening of Alaska, Todd Hunter, WBMM-GIB newscaster, en- plained June 22 on a 6,066-mile air odyssey. In addition he will present Gov. Gruening's grave, distinguish- ed corpse from two pieces of wood closely associated with Abraham Lincoln's life.

KVON, Moorhead, Minn., during week of June 9, opened its new "Offradio" in Fargo, N. D. The Offradio serves as a Fargo commercial office and is equipped to originate speech broad- casts.

E golf: Rassler

AS PRESIDENT of the Tulsa Ad Club, Willard Egolf, com- mercial manager of KGVO, was to pass out the $500 in prizes awarded at the club's recent picnic. Jok- ingly he remarked to the picnic crowd that perhaps someone present would like to wrestle him for the as- signment. Out of the 120 members and guests strode a stranger, about 6 feet 3 and 240 pounds. He wanted to wrestle, just for the fun of it. Egolf, 6 feet 2 himself and weighing 197, arose to the challenge and pinned the stranger — and made the awards after the match. Joke was that the stranger, Ross Crenshaw, Dallas representative of the Texas Co., turned out to be Egolf's guest, who came with another party at Egolf's invitation.

5,000 WATT COVERAGE

1,000 WATT RATES!

The 1/2 MA area of WHBF on 5,000 watts is a booming defense and rich agricultural market. Check the facts.

Population of 1/2 MA area

1,741,443

Retail Sales

$561,410,000

Per Cap Sales

$222

Industrial Workers

85,687

Industrial Payroll

$98,616,160

AND IN THE TRI-CITIES (ROCK ISLAND, Davenport and Moline) ALONE...

Population

175,000

Retail Sales

$73,093,000

Per Cap Sales

$322

Industrial Workers

35,000

Industrial Payroll

$241,102,074

This is a vigorous, growing market! The increase in employment and offi- cial sales is most noticeable. The city's growth, due to the in- dustrial expansion, is reflected in the increase of 5,000 watt coverage. The city has now a population of 175,000, representing a 10% increase over the 1940 census. The city is preparing to erect a new downtown office building, which will house many of the city's leading businesses. The city's industrial growth is reflected in the increase of 5,000 watt coverage. The city has now a population of 175,000, representing a 10% increase over the 1940 census. The city is preparing to erect a new downtown office building, which will house many of the city's leading businesses. The city's industrial growth is reflected in the increase of 5,000 watt coverage. The city has now a population of 175,000, representing a 10% increase over the 1940 census. The city is preparing to erect a new downtown office building, which will house many of the city's leading businesses.
**AWARD OF APPRECIATION FOR THE GENEROUS COOPERATION OF WRDO, AUGUSTA, ME., WITH THE LOCAL AMERICAN LEGION.**

The classes, which will be free, will be held twice a week in one of the station's studios unless the number of applicants compels a change of plans. The instructors will be members of the KDKA engineering staff, under direction of Dwight A. Myer, chief engineer.

**Kilowatt Crops**

**HOME GARDENS have been revived by the engineering staff of WDAS, Philadelphia. The engineers have appropriated one acre of the station property at the transmitter and placed it under cultivation, with Marshall Soura in charge. Experimenting with various types of vegetables, he is compiling a multi-page report for a daily material on program on home gardens which will be broadcast directly from the transmitter site.**

**Code Classes at KDKA TO HELP HOME DEFENSE**

**CLASSES in radio telegraphic code are being established by KDKA, Pittsburgh, to aid in creating a large reserve of persons able to send and receive radio telegraph messages, vital to communications in time of emergency. While men subject to the draft will be accepted, the chief purpose is to strengthen the home defense front by teaching code to those not likely to be drafted. Women are eligible for instruction.**

**The classes, which will be free, will be held twice a week in one of the station's studios unless the number of applicants compels a change of plans. The instructors will be members of the KDKA engineering staff, under direction of Dwight A. Myer, chief engineer.**

**POST OFFICE HORSES—DON'T PULL ANY MORE MAIL—as WWL “Dawnbusters”, Louisiana's Champions of Breakfast. Participants can sponsor talent, news, or markets. Time open now! (7 to 9 A. M. Daily)**

**CBS Completes Plans FOR ANNUAL AIR SCHOOL**

WITH the start of June, 1941-42 season of the CBS School of the Air, the Tuesday portion of the series will be titled “Music of the Americas” instead of “Wellsprings of Music” as last year. Dr. Carleton Sprague Smith, chief of the music division of the New York Public Library, will arrange the programs and act as commentator for the new series which will stress the sociological use of music in the western world.

The Monday occupational guidance and social studies series again will be titled “Americans at Work,” with programs based on the lives of various American workers and their contribution to defense. Wednesday's geography, history, and science series, “New Horizons,” again will be produced in cooperation with the American Museum of Natural History. Stories depicting life and customs of young Americans are to be dramatized on the Thursday literature series, “Tales From Far & Near,” while Friday's current events series, “This Living World,” again will be broadcast on CBS from the auditorium of a different New York City school each week.

**CBS Defense Board**

**COORDINATE PRODUCTION efforts on defense programs, CBS has set up a Department of National Defense Programs, headed by Brewster Morgan, producer of Report to the Nation and Proudly We Hold. A third defense program, Spirit of '41, heard Mondays at 8:30 p.m., and started June 29 under Mr. Morgan’s direction, is a weekly dramatization of the history and development of a unit of the armed forces with a live pickup from the unit dramatized.**

**FOUR DON LEE STATIONS, VIDEO, SIGNED BY IBEW**

**DON LEE BROADCASTING SYSTEM, Hollywood, after several weeks of negotiation, has signed a contract with Local 40, IBEW, covering about 45 technicians of KHJ, KFWC, KGB, and television station W6XAO. Re- troactive to June 1, the contract provides wage increases of from $25 to $70 per month. Past calls for closed shop, full seniority rights, the right of review in case of discharge from service, full compensation for loss of time should discharge be unjustifiable. Contract further provides for two-weeks’ vacation with full pay, sick leave, overtime pay, double time for national holidays and other approved working conditions. All stations in the Los Angeles area, with exception of KFI-KECA and NBC Hollywood studios are organized, according to IBEW officials. Technicians of those stations are members of the NBC Independent Union.**

**Block's Music House**

**MARTIN BLOCK, conductor of the Make Believe Ballroom on WNEW, New York, has organized his own music publishing company, the Block Publishing Co., 501 Madison Ave., Jerome Keith, of the WNEW music department, will be professional manager of the new company.**

**RESULTS!!**

**The eight million population in CKLW’s primary area at 800 kc. means new and greater pulling power for our advertisers. This increased coverage of a great market at no rate increase is a buy you ought to investigate!**

**IN THE DETROIT AREA—IT’S**

**5,000 Watts Day and Night CLEAR CHANNEL**

Joseph Hershey McGillivra—Representative

**MUTUAL BROADCASTING SYSTEM**

June 30, 1941 • Page 47
July 23

Investigation to determine policy or rules in connection with operation of broadcast stations by newspapers under Order No. 79.

July 24

WIBG, Glenwood, Pa.—License renewal.

WTED, Philadelphia—CP 1150 250 w.

July 25

KORN, Fremont, Neb.—License renewal and transfer of control from Clark Standiford to C. J. Melmatsu, A. C. Sidner, S. S. Sidner and Arthur Baldwin

(WACM, Camden, N. J.—License renewal;

WAP, Asbury Park, N. J.—License renewal;

WTNJ, Trenton, N. J.—License renewal and CP change 1320 kc 1 kw unl. directional;

WAS, Philadelphia, CP change 1620 kc 1 kw N 2 kw D directional.

July 28

KMA, Shenandoah, Ia.—License renewal.

NEW, Tri-City Broadcasting Co., Bloomington, Ill.—CP new station 1420 250 w.

August 8

KFNP, Shenandoah, Ia.—License renewal.

NEW, Tri-City Broadcasting Co., Bloomington, Ill.—CP new station 1420 250 w.

August 11

NEW, Nashville Radio Corp., Nashville—CP new station 1410 kc 1 kw unl. directional.

NEW, A. M. Burton, Nashville—CP new station 1410 kc 1 kw D directional.

August 28

NEW, KNOE Inc., Monroe, La.—CP new station 1430 250 w.

September 3

WEU, Reading, Pa.—CP increase to 1 kw.

September 4

WPRP, Paum, P. R.—License renewal and modification present CP for 1480 kc, 1 kw N 5 kw D to 1520 kc, 1 kw N 5 kw D.

Radio Technicians Flock To Join British Service

At the end of the first week of British recruiting of American radio technicians and mechanics to service radio-lectors of enemy aircraft, applications are coming into the British consulate in New York at the rate of 500 a day. It was reported by Squadron Leader E. W. Russell of the RAF who is in charge of the Civilian Technical Corps headquarters.

The first American volunteer accepted into the Corps was Robert Lyles Ames, 20, a nighttime inspector of aircraft transmitters at General Electric Co., Schenectady. He was trained at Dodge Radio Institute, Valparaiso, and has been a radio operator at WCHS and WGVK, Charleston; WIBX, Utica, and WTVY, Troy, before joining G-E.

The networks have reported that the technician personnel problem is becoming acute.

The convention of the Institute of Radio Engineers in Detroit late in June was told that the radio-lectors are now in production in the United States. A. F. Van Dyck, of RCA, reported that the Institute had been visited by technicians from England with 500 trained technicians besides 300 for the U. S. Army.

Seeking the facilities vacated by KXYZ, H. C. Cookburn, a Texas real estate and oil man, has applied for a new fulltime regional station in Houston, Tex., 1300 watts on 1470 kc, under the name of the San Jacinto Broadcasting Co.
Help Wanted

Newscaster—Experienced, sober, capable. Good job for right Voice recording requested. Box 699, BROADCASTING.

Wanted—Announcer, State experience and salary desired of picture and voice recording to WLYA, Lynchburg, Virginia. Box 701, BROADCASTING.

Studio Central Operator—Experienced WE and RCA, Familiar recording. Draft deferred. Permanent. License helpful but not necessary. Salary, experience, salary expected. All replies confidential. Box 696, BROADCASTING.

Situations Wanted

Sports Announcer—Of outstanding ability who has been doing sport reviews, and play-by-play in major league baseball, football, etc., for the past ten years in a city of over one million population. Agreable to start with a reasonable salary, but must have quick offer. Unusual local situation necessitates change. Desires position. Box 629, BROADCASTING.

Combination Announcer-Operator—Now employed. Consoling change. State salary. Box 639, BROADCASTING.

Announcer—Five years experience; general staff work, ANR, special events. References. Box 639, BROADCASTING.

Chief Engineer—With competent assistant. Transmitter design, operation, maintenance, personnel supervision experience. Now earning $50.00, outlet. Box 624, BROADCASTING.

CBS Man With Exceptional Qualifications—Doctor of Engineering, or supervisory position, $5 to $50. Locate anywhere. Box 667, BROADCASTING.

Continuity Writer, Announcer, Organizer—College and conservatory trained, five years experience on network stations. Gifted, age 37, draft exempt. Wallace McManus, 581 South Fifth Street, Park, Kentucky.

Program Director—Canadian, young, thoroughly experienced, wants tough job, good pay. Has been chief announcer three stations. Excellent copy, spectacular events man. Dick or interview. Box 629, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Doubles equally well as singer, actor, writer. Box 658, BROADCASTING.

Situations Wanted (Continued)

Successful Salesman—On large Southwest station, also excellent announcing, production, and continuity background. Young, deferred. Have new car and transcription equipment. Must return to Midwest for reason of mother’s health. Box 631, BROADCASTING.

Operator-Engineer—Age 32. Draft deferred. Now employed in New England, desires change. Go anywhere. First class Telephone and Telegram license. 3 years experience network stations up to 50kw and 2 years telegraph. Business, maintenance and supervisory experience. Only permanent positions considered. Box 661, BROADCASTING.

Manager-Program Director—14 years experience sales and programming—local and network stations. Capable of handling large or small staff efficiently and economically. Draft exempt—excellent background and references. Only permanent position considered. Will consider position or salary. Box 651, BROADCASTING.

18 Years Experience—In radio as a successful executive in an exceptionally broad range of activity—covering network, regional and local station operations as well as outstanding New York agency productions involving expenditures of millions. Enjoy an enviable reputation in our business, capable of handling large or small stations, equally well in the larger market or as an independent. Box 659, BROADCASTING.

Wanted to Buy

Pacific Coast—Station wishes to contact anyone having good $5 kilowatt transmitter for sale. Box 644, BROADCASTING.

For Sale

Complete Western Electric Equipment—For a 1,000 watt radio station, including microphone, console studio speech input, transmitter line amplifiers and speech transmitter, 1,900 Western Electric transmitter with stabilized feed back. All in excellent operating condition. Box 670, WICHITA.

FCC Fund Voted

As part of the Second Deficiency Appropriation Bill, the House last Wednesday approved a supplementary appropriation of $600,000 for the FCC, representing funds to operate the newly established Foreign Broadcast Monitoring Service during fiscal year 1942. The House approved the figure set by the House Appropriations Committee, cut from the $674,414 asked by FCC Chairman Samuel Lawrence Py in June 7 at hearings before an appropriations subcommittee [BROADCASTING, June 16]. The appropriation, now before the Senate Appropriations Committee, is expected to be brought to the Senate floor early this week.

McGill for Skelly

SKELLY OIL Co., Kansas City, Mo., has signed Donald McGillen, veteran news commentator, as newscaster on its NBC-Red network program replacing Capt. E. C. H. Herne who died recently. Agency is Henri, Hurst & McDonal, Chicago.

Served Video Theatre

LITTLE CARNEGIE PLAYHOUSE will become the second New York theatre to offer large screen television in addition to motion picture entertainment, according to plans announced by Jack Davis, promoter of the project and former manager of a chain of television network theatres in England. Ritz-Elephant is now installing Scope technology equipment [BROADCASTING, May 20]. Mr. Davis, who has signed a 10-year lease, said operation is slated to begin next fall.

WTAM, Worcester, has arranged to broadcast a series of weekly programs entitled Defense on Parade from factories filling defense orders.

P R O F E S S I O N A L  D I R E C T O R Y

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

McNARY & CHAMBERS
Radio Engineers
National Press Bldg., D. I. 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineer
Mussey Bldg., District 8456
Washington, D. C.

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

CLIFFORD YEWDAII
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An Accounting Service Particularly Adapted to Radio

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFTER
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

R A Y M O N D  M. W I L M O T T E
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Boxes Bldg., WASH., D. C. & D. I. 7417

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

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

BROADCASTING • Broadcast Advertising

June 30, 1941 • Page 49
New Stations Authorized by the FCC During First Six Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters yet not issued.


tional representative.

**ADMONISHING** would-be radio advertisers from the financial field, that consistency in the use of the medium is vital to success of the campaign, Craig Lawrence, co-

mmercial manager of Iowa Broadcasting Co., Des Moines, has said. In the case of KSO, KRNT, W M T and WNA, deliver-

ed an address June 17 on radio and the industrial banker before the Mr. Lawrence American Industrial Bankers Assn.

convention in Colorado Springs.

A questionnaire prepared by the Department of Public Relations to 1,200 members of the Federal Home Loan Bank System, Mr. Law-

rence stated, showed that 240 busi-

ters reporting use during 1939 with an average expenditure of $889 per year.

Successful Methods

He further asserted, averaged it deceptive in the case, the re-

tory showing that where the annual expenditure was made, the ratio of satisfied sponsors to disat-

tified users was 3 to 1, whereas those using less than $500 per year did so with unsatisfactory results in the majority of the cases.

A further analysis of the report revealed an average duration of their radio campaign was 32.3

weeks per year, a great argument for consistency, Mr. Lawrence said. He pointed to such radio adver-

tisers as General Foods, Procter & Gamble, General Mills and various local advertisers, all utilizing radio on a 52-week basis, as outstanding examples of consistency.

Radio listing habits can be translated into dollar profit if we keep that habit alive and know what to do about it in a selling way after it has been trained.

In the savings and loan field, he disclosed, the most satisfactory unit of time to reach the listener was 20 and 30-minute units valued in that order. The ideal frequency for the broadcastedRadio was the five-week per-

schedule and while most users of radio are on only once a week Mr. Lawrence emphasized substantial users were considerably higher in the five-a-week bracket.

Radio is an elastic medium, he further said, and can be utilized to reach the income class desired and by using proper program con-

tent the advertisers’ circulation can be controlled.

First a Sustainer

WEEKLY half-hour Auction Quiz programs, to be sponsored on NBC

Blue, by WGN, Chicago, will begin July 18 [BROADCASTING, June 9], is being heard sustaining for four weeks with Hal Hawley and 8 to 8:30 p.m. (EDST). Robert Brown will act as auctioneer, with the following as his associates: M. C. Stanchfield and Dan Donelson as announce.
FOR FARMERS

IN THE CENTRAL ATLANTIC STATES

The new WBAL reaches one of the richest diversified farm areas in the nation. The primary big cash crops are poultry, eggs, dairy products, fruit, vegetables and livestock.

Farmers of the Central Atlantic States market their products all the year 'round. They, therefore, have a steady, constant income which does not fluctuate widely from season to season.

The established programs described below are available for sponsorship in 15 minute units.

"GITTIN' UP TIME"

With Happy Johnny and his "gal" Vonny, music, songs, stories, news, and discussion of some phase of farm life. The "Bulletin Board" presenting the previous day's live stock, poultry, egg, fruit and vegetable reports. Farm news from United Press, International News Service and the Department of Agriculture. Farm events, hints, correspondence and a special weather forecast for farmers in Maryland, Pennsylvania, Delaware, New Jersey, Virginia and West Virginia. 6:00 to 6:45 a.m. daily.

"RADIO ROUND-UP"

An elaborate noon revue with Happy Johnny and his Gang, the Plainsmen and Betty Jay. This program immediately follows the Esso News Reporter with fast moving entertainment, live stock markets direct from the Union Stock Yards, the latest poultry, egg, fruit and vegetable market reports from the Government Marketing Administration, interviews with daily and weekly newspaper editors, and other features.

Programs Produced By Harold Azine, formerly with WLS, Chicago

WBAL

50,000 WATTS

BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

National Representation: International Radio Sales — New York • Chicago • San Francisco
PROVED AND IMPROVED through years of research and testing, this RCA 10-kilowatt frequency modulated transmitter is now completely ready for reliable, unfailing commercial operation...with important new advantages in design and construction.

In the RCA direct method of frequency modulation, there are no intervening phase-modulation circuits. No audio tubes are inserted between the input and the modulator grids. Instead, the oscillator is swung in accordance with modulation by means of two reactance tubes—one acting as an inductance, one as a capacitance—shunting the oscillator tank circuit. Under quiescent conditions, these tubes draw equal and oppositely-phased currents, and the oscillator remains at the resting frequency. The audio signal unbalances this push-pull modulator to produce the effect of increased positive or negative reactance...directly swinging the oscillator-frequency. Circuit-constants are not especially critical. You gain desirable transmission characteristics with a minimum of tubes, circuits, maintenance and attention. Modulator distortion is negligible even on over-modulation swings in excess of 75 kilocycles.

The resting frequency is maintained within extremely close tolerances by an electronic frequency control circuit without moving parts—a circuit utilizing only three tubes—the exclusive Crosby Stabilizing Unit. The oscillator is continuously tuned, with virtually instantaneous action, if it should tend to wander relative to a comparing crystal oscillator.

Write for the complete story of the RCA Model FM-10A...you'll find it interesting and significant.

**RCA** 10-KILOWATT FM TRANSMITTER
Model FM-10A

**Completely air-cooled...stable, simple, rugged!**

---

**Use RCA Radio Tubes in Your Station for Finer Performance**

**Broadcast Equipment**

RCA Manufacturing Co., Inc., Camden, N.J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal