“Wait’ll you see the 1940 Iowa Radio Audience Survey!”

Please don’t get us wrong, sir! We wouldn’t *dream* of suggesting that the 1940 Iowa Radio Audience Survey could hold a candle to the lure of rustling silk, the flash of a well-turned bit of femininity!

But in its own way, the 1940 Survey—now almost off the press—is more than somewhat of an eye-opener. Covering 9,001 personal interviews—urban, village and farm—it’s cover-to-cover full of indispensable facts . . . answers just about every question you could think to ask about radio listeners’ habits in Iowa.

You’ll find, for instance, station preferences—program preferences by sex, age group, and educational status—influence of place of residence on specific program ratings—a startling comparison between newspapers and radio as a source for news—and a wealth of other information.

No other single source can give you as complete and accurate a picture of Iowa’s radio families. Free copies will be ready for mailing in a few days. Get yours early by sending your request in NOW!

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
MORE PROOF

... that WMMN is your best salesman in the rich Monongahela Valley—a rich industrial Valley where several small markets=one Large market.

The old saying “the proof of the pudding is in the eating” goes for radio stations, too. The proof of the sales potency of WMMN in this prosperous market is in the results obtained by those who are using this station.

As a matter of record we quote from the following typical examples:

#1 Nursery
From January 8th to January 31st, 1940, we received
3,640 orders for this nursery, all for later spring delivery.
Intermediate Nurseries

#2 Coffee
One announcement on a WMMN live talent half-hour air show brought 5,372 post cards. This test resulted in a six month contract for one-half hour daily.
Blethen Coffee Company

#3 Hot Cereal
Advertiser says: (Quote)—We cannot refrain from telling you that WMMN is the surprise station of the nation to us. It has been the leading station in number of box tops returned for Coco-Wheats, including several 50,000 watters. Reserve same time and talent for this fall.
Little Crow Milling Company

#4 Picture Service
A ten minute program used only twelve days during Jan., 1940, brought 4,539 orders for photo enlargements.
Skrudland Photo Service

#5 Live Chicks
Orders from WMMN listeners for live chicks for this national advertiser totaled as high as 29,830 chicks in one day. Listeners had to send cash with order.
Sieb Hatcheries

#6 Chick & Stock Food
This advertiser wrote to us as follows: “Let me congratulate you on your 3,246 requests for the Purina Poultry Book. No other station has beat this fine record. With your permission I would like to use your station as a builder-upper among the other stations we are using.”
Ralston Purina Company

WMMN
5000 Watts Day
1000 Watts Night
Represented in all markets by JOHN BLAIR COMPANY
JUST as the home town doctor knows his
people and has their confidence and loyalty,
so do the 18 stations of The Colonial Network
have the friendship of folks in the important
home-town key markets.

This acceptance is a valuable asset to every
advertiser . . . it makes the 18 Colonial Net-
work capsules of Coverage and Sales effective
in vitalizing and building business.

For many products with anemic sales in this
healthy market, The Colonial Network has
demonstrated repeatedly that the wide cover-
age of the locally-accepted 18 stations is “just
what Dr. Profits ordered” for toning up the
distribution system and increasing the buying
appetites of New Englanders.

Give your sales regular capsules of Colonial
Network vitamins and see them add “weight”.
The “treatments” — taken regularly — are as
economical as they are resultful.
THE SWIFT CLIMB IN CBS-CAB RATINGS

CBS PROGRAM RATINGS:
UP 99% SINCE 1936

These are CAB program ratings for the median CBS evening half-hour program, compiled from the regular CAB reports of January-February each year. Median figures are shown here instead of averages following the statistical procedure of the CAB itself.

All network ratings have increased since 1936, but the increase in CBS audiences has out-distanced the field. In Jan.-Feb. 1936, the median CAB rating for all evening half-hour programs (7.5) was slightly ahead of the comparable CBS rating (7.2). But every year since 1936, CBS has moved increasingly ahead of "the field." In Jan.-Feb. 1940, the median rating for "the field" was 12.8; the CBS median, 14.3.

MORE FOR THE MONEY

The typical CBS evening program* reaches twice as many families in 1940 than it did in 1936. And the typical CBS advertiser pays only half as much per listener in 1940 than he did four years ago!

That's how swiftly actual CBS circulation costs have dropped in recent years; the only downward curve in CBS history; a drop without parallel in advertising history.

Impartial CAB ratings measure the trend. The typical CBS evening program in 1936 had a 7.2 CAB. Four years later, this had climbed to 14.3. But the story doesn’t end there. CAB ratings are only a percentage of "all radio homes"—and while this percentage was increasing so sharply on CBS, the base for the percentage ("all radio homes") was also swiftly rising in a curve all its own.

*Half-hour, once a week.
THE SHARP DROP IN CBS COST PER LISTENER

CBS PROGRAM AUDIENCES:
UP 154% SINCE 1936

Rising bar shows increases in actual CBS audiences, combining the increase in CAB ratings (of CBS half-hour evening programs) with the simultaneous increase in “all radio families”—the base for CAB percentages each year.

Trend of costs is taken from actual time and talent costs of median CBS half-hour program, divided by actual audience reached each year.

Rate of decrease, as shown, is conservative. So are the specific net costs shown here, which are subject to revision downward because of present research limitations in measuring complete audiences to radio programs.

CBS NET COST PER M:
DOWN 43% SINCE 1936

1936 1937 1938 1939 1940

$1.23 1,333,440

$6.17 1,844,480

$1.76 2,358,700

$4.10

THE COLUMBIA BROADCASTING SYSTEM

ON COLUMBIA

Specific figures show that the doubled CAB rating of CBS programs—when applied to the increase in radio families—results in a minimum increase of 154% since 1936, in the number of families actually listening to the individual CBS evening half-hour program.

With this, there has been a minimum decrease of 43% in actual cost per listener since 1936 (based on specific time and talent costs).

The complete story is told in “MORE FOR THE MONEY”—a new CBS brochure available on your request. It shows how much more for their money CBS advertisers have received each year since 1930. It is a book for every executive, interested in lower advertising costs. Write to 485 Madison Ave., N. Y.
Get the RICH CREAM

...in "America's Money Belt"

Bossie really g-i-v-e-s in "America's Money Belt" where 17% of the total cash farm income of the nation is produced. And that means cream for you ... with our million-and-a-half families spending annually more than $1,500,000,000 (that's not skim milk!) with retail outlets in the area.

You should be getting your share of this rich market ... and you can. If you'd like to dip into the bucket, just remember The Cowles Stations are the ones with the "pull" in this primary area of 385 counties — covered completely by our three-way combination.

We're not making any half-pint statement there. In fact, we have a right dandy "mail and sale" record we'd like to show you. Write us today ... we'll squirt some creamy facts your way.
we're INDISPENSABLE to you. Mr. Time Buyer, because we have first made ourselves INDISPENSABLE to an audience with two and a quarter billion dollars a year to spend!

WHAS
Louisville
Nationally Represented By Edward Petry & Company
NETWORK FAVORITE NOW YOURS AS A RECORDED PROGRAM!

“Betty and Bob”
—the favorite of millions for eight years—
Now available to spot and regional advertisers

“THE MOST CONSISTENTLY SUCCESSFUL PROGRAM WE’VE EVER HAD” SAYS 8-YEAR SPONSOR, GENERAL MILLS!

Few profit opportunities like this ever come along for you! But here it is—a program you know is a sales maker... a program with eight years of outstanding popularity behind it—now yours in a new recorded series.

On the networks “Betty and Bob” reached its peak this year, with the highest rating of its career. The new recorded series—arranged for five-a-week broadcast—is built to the same formula responsible for this success... is written and directed by the same men who handled the network show. And it has showmanship features seldom found in recorded programs.

In addition, you get the extra advantage of that “live talent” touch provided by the finest in recording—NBC Orthacoustic.

Write for full details, availability and rates.

PROOF THAT THIS PROGRAM IS A SALES PRODUCER!

1. It is based on a definite success formula—proven for 8 years on the networks.
2. Had highest network program rating of any General Mills women’s daytime show.
5. New recorded series features all-star cast—every one a “big name” in radio, music or the theatre.

BRINGS YOU NEW MERCHANDISING FEATURES NEVER BEFORE OFFERED WITH A SYNDICATED RECORDED SHOW

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York
Merchandise Mart, Chicago • Sunset and Vine, Hollywood
NEARLY RIGHT IS NOT ENOUGH...

Modern news reporting surveys a world of sudden and vital change. Seldom has the task of gathering and presenting facts had to meet such exacting standards. That is why today's radio stations—more than ever before—depend on United Press for speedy, complete, accurate coverage of the world's news.

U.P. UNITED PRESS
DON'T FORGET the GALLERY

Louder please! 1,253,600 radio families are in the "house". Your audience...ready and eager to listen. Don't soft pedal your show. Don't forget the gallery. Use the only Cleveland radio station that electrifies the whole house simultaneously. Roll not only the greater Cleveland audience in the aisles but also a greater gallery of 26 major cities; 477 small towns and 131,260 farms. It's all there in one house. Metropolitan Cleveland one third; the "gallery" two thirds of your market. Why not play to it ALL?
Radio Would Have Made The Pony Express A Local!

Back in 1860 the wonder of the day was the picturesque Pony Express. Racing horses in relays, riders carried the mail 1,960 miles from St. Joseph, Missouri, to Sacramento, California, in 10 days. Radio messages would cover the same distance in a fraction of a second.

What a difference the Services of RCA would have made in 1860...Communication is the life-line of civilization. Up to a hundred years ago, civilization spread slowly, because communication could travel no more swiftly than the gallop of a horse.

In contrast, if the West were being opened up today, the Services of RCA would coordinate developments with instantaneous communication. Portable broadcasting equipment would go wherever pioneers went. Over nation-wide broadcasting networks a running history of progress and achievement would be heard by millions. RCA Communications would keep two-way contact between our scattered outposts and forty-three foreign nations.

Young men, following the classic advice, would “go West” carrying RCA Victor Pick-Me-Up Portable Radios. And through the RCA Photophone, motion picture audiences in the East would hear as well as see the saga of the winning of the West. Lonely settlers would carry into the wilderness their favorite musical selections on Victor and Bluebird Records.

Yes...the Services of RCA in every field of radio and sound could have contributed immensely to building our country in 1860. But...the contribution they could have made is in no sense greater than the actual contributions they are making to our civilization today.

RCA Manufacturing Company, Inc.
National Broadcasting Company • RCA Laboratories
Radiomarine Corporation of America
R. C. A. Communications, Inc. • RCA Institutes, Inc.
Back when Terry Clyne was a Ford dealer, he learned that every kind of prospect can't be interested in the same type of automobile—that you can't even call on every kind of prospect at any certain hour of the day.

So far as Terry is concerned, that leads straight into spot broadcasting versus networks. Networks must necessarily attempt to sell every prospect, with the same sales-talk, and at the same hour (whether it's noon in New York, or 9 a.m. in California).

But spot broadcasting is different! Even if your logical market includes the Bible Belt, the Cocktail Community, and the Sunrise Section, spot broadcasting enables you to hit each area at its own most favorable time, with its most appealing type of program, and with its own favorite stations! With proper spot broadcasting, you can't miss!

All of our fourteen good men can advise with you as to local habits, local preferences, in each of the 24 big markets we serve. Our job is to help you make spot radio more profitable. Hence, even if "our" station isn't the right one for you in any particular market, we'll give you the facts. That's the way we work in this group of pioneer radio-station representatives.

**C. Terence Clyne!**

**Free & Peters, Inc.**

**Pioneer Radio Station Representatives**

Since May, 1932
Monopoly Report Seen Industry Threat
By SOL TAISHOFF
Entire Network System Would Be Revamped if Adopted; Duplication of Clear Channels Recommended

Finding little if anything right in major network operations, the FCC Chain-Monopoly Committee, in its long-awaited report issued June 12, took NBC and CBS for a figurative ride and then branched into a new domain by recommending in effect duplication of all clear channels.

While the report bore the signatures of only the three committee members (Acting Chairman Thad Brown, Paul A. Walker and F. I. Thompson), the fact that several members from time to time sat ex officio with the committee indicated that the revolutionary recommendations have at least implied majority support. The committee submitted its report June 11 and the FCC the following day authorized its release pending consideration by the full Commission. Presumably the Commission is interested in public, Congressional and industry reaction.

Viewed as “Crucifying” Industry if Adopted

In one high Commission quarter it was observed that the report, if adopted in toto, would have the effect of “crucifying the industry.” The letter of transmittal (published herewith) might be regarded as a summary of the committee’s conclusions. Actually, there were no clear-cut recommendations, save the opinions expressed by the committee advocating far-reaching changes in network-affiliate contractual arrangements and the virtual elimination of clear channels.

Procedure has not yet been outlined, and it is not known whether exceptions or oral arguments will be allowed at this stage.

Gleaned from the committee’s report were these conclusions:

1. Introduction and enforcement of regulations governing contracts entered into between stations and networks, which the report states can be done without new legislation.
2. Banning of networks from transcriptions and talent booking fields.
3. Elimination of exclusive network affiliation contracts for long periods.
4. Forcing networks to expand coverage by serving stations in remote areas even though the affiliations might not be profitable.

Conclusions of Network-Monopoly Report Summarized...

A SUMMARY of the conclusions of the FCC’s Network-Monopoly Committee is contained in the following letter of transmittal of the committee made public June 13. The letter accompanied a 1,800-page report, largely a digest of the testimony adduced at the extensive hearings held from Nov. 14, 1938 through May 11, 1939, during which 73 days were devoted to hearings. Committee members who signed the report were Acting Chairman Thad H. Brown, Paul A. Walker and F. I. Thompson. It is understood, however, that several other commissioners met with the committee as officers and that the conclusions therefore may represent the views of the FCC majority.

There is transmitted herewith the report of the Commission on chain broadcasting made pursuant to Order No. 37, authorizing an investigation to determine the necessity for and the nature of special regulations applicable to radio stations engaged in chain or other broadcasting which are required in the public interest, convenience and necessity.

This report deals with the following subjects: The Predominance of Network Organizations in the Radiobroadcast Field; Contractual Relation of Network Organizations to Station Licensees; Radiobroadcasting and the Supply of Talent; Transcription Services in the Radioindustry; and Multiple Ownership of Radiobroadcast Stations.

Multiple Ownership

There is attached to the report, as Appendix A, an exhaustive and detailed digest of the evidence received by this committee during the extensive hearings held by it as well as of other related material in the official files of the Commission. There is also attached, as Appendix B, a report compiled by the Law Department entitled “Report of Persons and Other Entities Holding Stock Interest in, Control Over, or Official Relationship to More Than One Standard Broadcast Station Reported to the FCC to April 1, 1940.”

The committee is of the opinion that these materials form an adequate basis upon which the Commission may proceed to a consideration of the need for a revision of its licensing policy in the radiobroadcast field in order to correct the serious inequalities and arbitrary practices which have developed in connection with chain broadcasting.

Contracts Are Criticized

The record discloses an unhealthy predominance of the network organization in the radiobroadcasting field which is due, in large measure, to the contractual arrangements forced upon stations seeking affiliation with a network. These contractual arrangements have resulted in a grossly inequitable relation between the networks and their outlet stations to the advantage of the networks at the expense of the outlets. These advantages have, in turn, led to further and further expansion of the networks’ activities and a sharp cur
Brown Given Severe Shelling By Tobey at Senate Hearing

Monopoly Report, Station Sales, Parties and Stock Sales Queried at Confirmation Session

WHAT appeared to be a one-man revolt against confirmation of Thad H. Brown to serve another seven-year term on the FCC developed June 12 at hearings before the Senate Interstate Commerce Committee, when Senator Tobey (R-N.H.) took over the function of committee prosecutor. The committee recessed, subject to the call of Chairman Wheeler, until such time as Commissioner Brown supplied answers to a series of compound questions fired by Senator Tobey.

As had been expected (BROADCASTING, June 1), Col. Brown was renominated as a Republican member of the FCC by President Roosevelt on June 5 to serve for seven more years from July 1. At the request of Senator Tobey, hearings were called by Chairman Wheeler. The New Hampshire Senator, obviously "filed in" on the FCC by someone familiar with its functions, shot questions from all angles, covering the monopoly report, alleged trafficking in station licenses purposed "parties" in which FCC personnel participated, and other ghosts which apparently had been resurrected for the occasion.

Stock transactions of CBS, involving transfers of holdings of President William S. Paley, and of Directors I. D. and Dr. Leon Levy, also were brought in discussion. There was the suggestion that Mr. Paley be called by the FCC to tell whom he has sold part of his stock. Col. Brown was asked to advise the committee of the Commission's attitude toward such transactions.

Monopoly Queries

Senator Tobey started the Brown questioning, with most members of the committee present, by asking about the "monopoly" in radio. When the commissioner responded, he thought none existed since there are three "international" networks and two dozen regional networks, the senator started in on the FCC's failure to produce its network-monopoly report after a two-year lapse. The questioning was in the nature of a criticism of the whole Commission rather than Commissioner Brown himself. Although Commissioner Brown insisted that the network-monopoly report was not completed by the FCC committee until now, Senator Wheeler insisted that a draft had been available several months ago. Despite the Tobey opposition, Senators predicted early confirmation.

Senator Tobey pointed to the allegedly speedy action on FM and television this year before observing, "But this very salient report was lost in the clouds somewhere." He asked Commissioner Brown if he knew of the submission of any advance monopoly report earlier this year to Tom Corcoran or President Roosevelt. Mr. Brown answered in the negative.

Then he took Commissioner Brown to task for his declared inability to answer a question which Senator Tobey maintained should be well within his ken. The commissioner replied that the question: "Is it true that not 1% of the authorized power is available to independent stations?"—could not be answered without study of the record.

When Senator Tobey began citing specific instances where a station was sold, with FCC approval, at a price amounting to many times the value of the physical plant, Commissioner Brown declared there is "some going-concern value" to a radio station, even though it is dependent on its FCC license for its life. The senator referred to these sales prices as "tremendous, exorbitant, and unconscionable." Considering further, Commissioner Brown stated that ordinarily a station operating in the public interest has a right to an expectancy of renewal of license.

Gurney's Answer

"I see seven men sitting up there on the FCC, and I think you've been too liberal in allowing the sale of stations for 20 times their physical worth," Senator Tobey declared. At this Senator Gurney (R-Ohio) observed, speaking as former operator of WNAX, Yankton, S. D., a sale price representing 20 times the physical plant's value was "not too much".

When Senator Tobey cited the case of KRX, Hollywood, which he said had a physical plant and replacement worth of $65,000 and was sold to CBS for $1,200,000, Commissioner Brown suggested that under FCC rules this was the most flagrant case of the kind was the sale of a local station in Oklahoma City by the Exchange Assn. to a rival plant valued at only about $3,000 which was sold for $65,000. He explained that the FCC allowed this sale "because the seller was a church."

Referring to once-projected Westinghouse station leases and the proposed WQA and WQA purchase from Antonio to CBS, which Commissioner Brown explained had all gone by the board, Senator Tobey referred to the FCC's monopoly ruling of all station sales for sums much greater than physical value and re- phrased his question as all leases extending beyond the license terms of stations concerned.

The questioning took another twist when Senator Tobey brought up a New York party given about a year ago by Donald Flamm, operator of WMCA, which allegedly was attended by several FCC officials. In the course of the discussion once was a guest of Mr. Flamm at the Diamond Horseshoe, but that he knew nothing of a "drunken brawl!". He stated that members of the party included Commissioners Case and Craven, as well as Niles T. Tobey, the FCC's vice-president, and several others.

Alleged Profanity

Senator Tobey also brought up the apparent discrepancy between Post Office Department and FCC rulings on certain matters alleged to be profane, obscene or indecent. He declared that in several cases, while the Post Office Department has ruled that certain material cannot be transmitted in the mails, parallel situations have not met the same treatment by the FCC in regard to whether or not it could be broadcast. Commissioner Brown repeated that the FCC relied on its own legal department in these matters.

Responding to further questioning, Commissioner Brown said he had never heard that Democratic leaders had been called to the White House, where allegedly they were promised a FCC bill and a resolution because it would involve

(Continued on page 87)
Trammell Seen as Successor to Lohr

Kobak Heads Blue Sales; Witmer Handles Red Exclusively

ELEVATION OF Niles Trammell, NBC executive vice-president for the last 18 months, to the NBC presidency was announced June 7, after the Crucible of radio was readied for RCA-NBC circles as further moves were made to separate the activities of the Red and Blue networks.

While Maj. Lohr's successor will not be formally selected until July 12, when the NBC board meets, it is believed that Mr. Trammell's promotion was regarded as logical. In that event, Mr. Trammell very likely would continue his present duties, along with those of the presidency. The NBC board is headed by David Sarnoff, president of RCA, of which NBC is a wholly-owned subsidiary.

Kobak Heads Blue Sales

Return to the NBC executive sales staff of Edgar Kobak, as vice-president in charge of Blue network sales after a two-year tour abroad also was seen as a move toward operation of the networks as separate entities. The announcement, announced June 12, Roy C. Witmer, vice-president in charge of all network sales, was assigned exclusively to the Red network. Mr. Kobak, long a prominent figure in the advertising field, first joined NBC in 1919 as a vice-president in charge of sales but left two years later to become a vice-president of Lord & Thomas, from which he recently resigned.

Mr. Kobak, in effect, becomes the executive officer of the Blue, and reports only to Mr. Trammell. His elevation to presidency of the Blue might be an eventuality.

Maj. Lohr tendered his resignation after a 3½-year tenure to accept the post of president of the Chicago Museum of Science & Industry and his resignation would be accepted at the next regular meeting July 12, at which time an executive and general manager would be elected. Maj. Lohr joined NBC Jan. 1, 1936, succeeding M. A. Aylesworth, first NBC president.

Mr. Trammell became executive vice-president Jan. 1, 1939 after having served as Chicago manager and vice-president in charge of NBC Central Division since 1928. As executive vice-president he took over direction of all sales, station relations and other executive activities save policy.

There was some speculation about appointment of a man from the outside, either to the post of president or executive vice-president, as was the case when Maj. Lohr was appointed in 1936. Previously, Maj. Richard H. Patterson, who then was new to radio, had served as executive vice-president. However it is expected that Mr. Trammell would make appointments from the ranks.

In a letter of resignation to David Sarnoff, chairman of the NBC board, Mr. Lohr wrote: "It is an action which I cannot take without expressing both to you and to the board my appreciation for your many kindnesses to me, and my deep sense of obligation to the members of NBC's staff who so loyally and faithfully have worked to maintain the company's pre-eminence in radio."

First word of the move, however, came from Chicago, where, at just about the time Mr. Lohr was tendering his resignation, his wife, Col. A. A. Sprague, vice-president of the Museum, of which he had been acting president since the death of Rufus Cutler Dawes last January, announced that Mr. Lohr had accepted the presidency of the Museum, a move Mr. Sprague said:

"The principal reason for Maj. Lohr taking the presidency of the Museum is that he was a very close friend of Rufus Cutler Dawes. No other man was considered for the position. Maj. Lohr is giving up a highly remunerative position to position to come to Chicago, at a great financial sacrifice to himself."

"We believe that Maj. Lohr from his experience and great success with the Century of Progress, of which he was general manager, has the imagination and the ability to carry this wonderful museum on to a successful life. As soon as he is here and has been able to look over the ground, his plan will be made public. His great interest in the practical application of science to industry, the board believes, insures great success under his able direction."

Outlawing of Foreign Political Entities Through Amendment of Law Is Sought

AS A DIRECT outgrowth of the broadcast June 2 of the President's nomination acceptance speech of Earl Browder, Communist leader, the enactment of general legislation at this session to deny recognition as political entities to any person subservient to foreign governments is foreseen in Congressional circles.

After the Browder broadcast had precipitated a nationwide controversy, Rep. McLeod (R-Mich.) found new interest in the House in his resolution. In introducing the resolution last March, which would deny to Communist and bund organizations recognition as political entities, was his desire to prevent before the House Judiciary Committee, a movement toward the committee to report out the resolution began but a sub-committee already has signified its intention of taking favorable action. The Department of Justice has been called upon to assist the committee in redrafting of the resolution.

The spontaneous storm of protest, which erupted even before the networks announced they would carry the Browder speech, revolved around Sec. 315 of the Communications Act requiring that political candidates for public office be given equal opportunity on the air. The networks took the position that under the law they cannot refuse any candidate for public office equal expression. While they developed an immediate demand for an amendment of the Communications Act, which would safeguard stations and networks in denying time to so-called subversive groups, the McLeod resolution is in the nature of a general all-inclusive restriction equally applicable to all modes of expression.

The McLeod resolution declares (Continued on page 82)

The Museum post is reliably reported to pay a salary of $25,000 a year, just half the remuneration Mr. Lohr has received as head of NBC.

In accepting the position, Mr. Lohr wrote: "It is with a deep sense of devotion that I shall take up the work of Rufus Dawes who was such a close friend of him and with great hope that he undertook the leadership in another of her outstanding projects. It is with keen appreciation that Mr. Lohr return to Chicago to have a part in the building of another of her great institutions."

Notable Career

Mr. Lohr has had a distinguished career. Born in Washington, D. C., Aug. 15, 1891, he was graduated with honors from Cornell in 1916 as a mechanical and electrical engineer. He was then graduated from the Coast Artillery at Fortress Monroe, Va., in 1917 and was at the school of Codes and Ciphers at Geneva, Ill., the following year before being sent to France with the Army general staff. Following the war, in which he had risen to the rank of Major, he returned to Washington as division chief of the Army Signal Corps and has been chief of the General Telegraph and Telephone Division, the technical journal of the Society of American Engineers. In 1933 he became vice-president and general manager of Chicago's Century of Progress, where he served for two years.

Like Mr. Lohr, Mr. Trammell brought to radio a background of Army training and service, during which he left college to enlist, he remained in the Army as a member of the staff of Maj. Gen. Charles G. Morton in San Francisco, leaving in 1923 to join RCA as a salesman of its trans-Pacific communication service. He was transferred to NBC in New York, but two months later was made manager of the network's Central Division in Chicago. The following year he became vice-president in charge of the Central Division, retaining that title until Jan. 1, 1936, when he was again transferred to New York as executive vice-president.

Division of the NBC sales organization into two distinct departments was described by Mr. Witmer as a recognition of the rapid growth of the Blue network from a basic group to a full coast-to-coast network. Keeping pace with NBC as a whole, which now includes 188 stations, five radio networks associated with NBC in 1936, the Blue has 63 affiliates. For the first five months of its current fiscal year, its gross earnings were increased 17.9% over the same period of 1939 [see page 28].

Establishment of individual sales staffs for the two networks is a step toward complete autonomy for each network, although that end is not admitted as a goal by NBC executives. A year ago the network's stations department was divided into three sections—special sales, domestic, and international. Sales activities, however, are handled by the Dept. of Domestic Sales at Broadcasting, July 15, 1939]. This specialization has worked out very satisfactorily, Mr. Hedges reports.

Sales Activity

At that time, Keith Kiggins was transferred from San Francisco as manager of the station relations department to the newly-created position of director of the Blue network sales. Mr. Kiggins was designed to permit the coordination of sales, promotion, program, station relations, and all activities as they affected the Blue Network. Mr. Kiggins has found most of his activities concerned with sales and the new setup his title will be that of sales manager of the Blue network.

Mr. Witmer joined NBC in 1927 as an advertising salesman, was promoted to assistant sales manager in 1929 and a year later became sales manager, remaining as appointed vice-president in charge of sales operations and in 1936 became vice-president in charge of sales.

Mr. Kobak first joined NBC in 1934 as vice-president in charge of Foreign Political and Labor Relations and in many years the same position with McGraw-Hill Publishing Co. In 1936 he left NBC to join Lord & Thomas, the advertising agency which he rejoined this last March [BROADCASTING, March 15]. He is a director of the American Management Association and chairman of the public relations committee of the Greater New York Fund, and past chairman and preparer of the board of the Advertising Federation of America.
Canada Restricts Use of Newscasts For Sponsorship

Moore Fights Ban Placed on Transradio Press Service

By JAMES MONTAGNES

SPONSORED newscasts in Canada were placed on a new basis, effective July 1, under a provision of the board of governors of the Canadian Broadcasting Corp., which followed sessions with representatives of the Canadian Federation of Broadcasters. Effective at midnight June 30, only British United Press will be made available for sponsorship on Canadian stations and discussion to carry it, in conformity with wartime restrictions, must be obtained individually by each station. The CAB has received assurances from Maj. Gladstone Murray, general manager, that BUP may be carried on condition that there is no advertising of any kind in the body of newscasts.

The chief effect of the order, other than the elimination of commercials except before and after the rendition of news, is that the ban it places upon Transradio Press in the elimination of news which was commercially bought by Transradio as BROADCASTING went to press, that organization charging discrimination as the motive of the board of CAB last month, that the board's policies were placed to stand. Transradio serves about 30 Canadian stations.

The CAB will hold a meeting, from which the order emanated, was called June 1 with only four days notice to the CAB. The Canadian Press, counterpart of the Associated Press in the United States, was in annual session at the time in Toronto and it moved in a body to Ottawa. There were 36 CAB representatives present and four from the CAB—President Harry Sedge- won, Toronto; Joseph Sedgwick, CAB secretary-treasurer, and Guy F. Herbert, All-Canada Radio Facili- ties, Toronto.

Press Pressure

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Russell's View

In the body of the news, the board felt this was invaluable, although it saw no objection to a commercial special parroting microphone in any case of news. Russell also said to the meeting that the CAB had received assurances from Maj. Gladstone Murray, general manager, that BUP may be carried on condition that there is no advertising of any kind in the body of newscasts.

The chief effect of the order, other than the elimination of commercials except before and after the rendition of news, is that the ban it places upon Transradio Press in the elimination of news which was commercially bought by Transradio as BROADCASTING went to press, that organization charging discrimination as the motive of the board of CAB last month, that the board's policies were placed to stand. Transradio serves about 30 Canadian stations.

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Performance Plan for Payment Of BMI Writers About Ready

Negotiations for Acquisition of Other Catalogs Proceeding, Including Metro-Robbins Group

A PERFORMING rights payment plan under which writers will receive a base fee for each broadcast without a music license as well as a per-performance fee on each station will soon be inaugurated by Broadcast Music Inc., industry-owned organization. While the details of the plan have not been completely worked out nor has the exact amount of the base fee been settled, it was learned that the provisions of the plan are similar to those in the radio-station-plan of payment which has definitely been adopted.

By this method of recompensing writers for the performances of their music, BMI hopes to avoid the discrimination between new and old writers which has caused so much resentment among ASCAP members.

Terms of Contracts

This statement has been flatly contradicted by a number of copy-right attorneys, who informed Broadcast Article that there is no exclusive right on the ASCAP contract between writers and their publishers control the performance rights and can place them in the hands of individual publishers. Individual contracts may differ, they said, but the publisher normally controls the rights.

It was also pointed out that where there is a division of rights either party can issue a license on a non-exclusive basis, which would be satisfactory to broadcasters as they seek to secure the rights to perform music themselves and not to restrict its use by others.

If, for example, a writer signs a new ASCAP contract extending his assignment of rights to the society past the end of this year, when the present contracts expire, but the publisher does not do so, then it is held that the publisher could assign his rights to BMI and they could license the performance of that music regardless of any assignment to ASCAP made by the writer. It is probable in such a case, however, that a test suit would be brought into court to settle the question before general use was made of the music.

Queried on the question of the division of rights under the ASCAP contracts with composers and publishers, Schwartz & Frohlich, ASCAP attorneys, declined to discuss the matter, stating that it had long been a subject of debate between writers and publisher members of ASCAP and as this organization includes both types of members its officers would not make any statement regarding it.

Installation Call

One attorney told Broadcast Article that the situation was comparable to the sale of a house which the owner, after negotiations, sold to another owner, he said, cannot eject the tenant before the termination of the lease the tenant had made with the former owner. The new owner is under no compulsion to renew that lease. In the same way, he said, a writer who has assigned ASCAP rights for songs in the catalog to ASCAP may make a complete assignment to a publisher. As long as the original ASCAP assignment is in effect, the publisher is bound by its restrictions, but at its expiration he seizes the full rights and the writer cannot assign them to ASCAP under a new contract.

A call for a 15% installment of license fees has gone out from BMI in a request for payments. A letter from M. E. Tompkins, BMI general manager, stating that "there are negotiations presently pending on the setting up of new catalogues which will require substantial capital and this call has, therefore, been deemed necessary by your directors. BMI is making steady progress both in its internal organization and in the acquisition and publication of music and we are confident that it certain that a large amount of suit will be collected."

(Continued on page 89)

BMI Steps to Expand Supply of Music And Aids to Sponsors Recited by Kaye

WHAT Broadcast Music Inc. means to the advertiser who foots the bill for music as well as the other bills of American broadcasting through his purchases of time and talent, was graphically outlined by Sydney Kaye, Broadcast Music Inc.'s assistant general counsel of BMI, at the June 12 luncheon meeting of the Broadcasters' General Managers Association.

Explaining that ASCAP's monopoly is not one of music, since its limited membership is but a handful of the country's composers and lyric writers, he stated that the ASCAP monopoly is really control of the use of music on the air through its blanket licensing plan.

What He Buys

Under this arrangement, he said, the holder of an ASCAP license has the right to use all ASCAP music and if he buys music outside of ASCAP he then must pay again to ASCAP. He usually prefers to use the ASCAP tunes.

BMI, Mr. Kaye declared, is dedicated to the purpose of doing away with this monopoly and making music available on the same competitive basis to broadcasters for anything except music which an advertiser buys.

Referring to 1936, when the withdrawal by most of Warner Brothers publishing houses from ASCAP took off the air about 40% of the music broadcast, he pointed out that some of the most popular writers, he said this loss resulted in no falling off of either listeners or advertisers, as "when you're listening to one go by you don't stop to ask when you aren't hearing some other number." The same thing will happen in 1940, he said. BMI, he said, will have more new music than 2,500 selections, including new popular tunes which its writers are now putting down at the rate of better than one a day. While they are not "great" tunes, he said, they are at least as good as the Audubon average.

In addition to these songs and to those contained in the catalogs BMI is preparing for programmers, the BMI Arranging staff is also preparing arrangements of the vast amount of American folk music. With 25,000 different types of music available to any one without charge but for which ASCAP has been collecting royalties because only ASCAP members had previously made arrangements.

Mr. Kaye urged advertisers to begin immediately using BMI music whenever possible, making the transition a gradual one away from ASCAP. He avoids the sudden rupture at the end of the year. BMI already is in a position to do business with new advertisers, and to do so on an exclusive basis so that an advertiser will be able to count on use of his theme and not lose it at the whim of someone else, as occurred in 1936 when many programs were suddenly forced to change their themes.

BMI can also furnish-songs, bridges and background music for dramatic and novelty programs.

Per Piece Method

For sponsors of variety programs, containing one or two musical numbers, and of purely musical shows, BMI advocates the immediate insertion of an occasional BMI tune and a gradual increase in the use of BMI music on such programs. He recognized, he stated, that to institute such changes would add the expense of already busy program executives, but declared that for their own protection they would have to change from the economic to the per piece way of buying music.

Session was attended by some 60 radio station managers from con-

BROADCASTING • Broadcast Advertising

June 15, 1940 • Page 17
Undistributed Broadcast Operation Remains Federal Policy

INDICATIONS that non-essential services, such as amateur, experimental and private, could be curtailed or even closed down if war tension increases, are seen in official Washington as statistical. So far, planning becomes more clearly defined.

Nevertheless, there has been no change in the belief that air waves, which Government regarding both domestic and international communications services, which are slated for undistributed operation under private management. This is particularly true in the case of broadcasting, which is definitely bracketed as an essential service to be maintained as little as possible, even in case of war.

Amateurs Banned

The first indication of curtailment of non-essential services came June 5 when the ARRL called for amateur teletype and voice radio communication with foreign stations. This was followed June 7 with a similar ban on amateur broadcast portable and mobile units. This was regarded only as a move to aid authorities in patrolling the shorewaves and stopping the use of unlicensed stations in espionage activity. The action, significantly, drew no protests from the American Radio Relay League and headquarters organization for the 50,000 American amateur operators, which regarded it as directly in line with the organization's own voluntary code of maintaining neutrality.

Despite some reports that the action grew out of discoveries of “fifth column” amateur stations, it was learned in responsible quarters this was not the case. K. B. Warner, executive secretary of ARRL, asserted the order “represents only a comparatively small increase over our voluntary code, already adopted by amateurs at the recommendation of the League.” He said it results in little practical change and constitutes no great increase in hardship on operators of amators, who are free to maintain communication between licensed stations in the continental United States and its territories and possessions, including the Philippine Islands and the Canal Zone.

Supplementing its order prohibiting amateur communications, the FCC May 29 issued an immediate ban on use of all amateur portable and other amateur mobile stations operating in the Continental United States, its possessions and territories except those stations using short-range frequencies above 56,000 c. and except in the case of amateurs operating in emergency condition.

Orders in June 22-23 in connection with ARRL Field day tests of portable transmitters designed for special use in connection with the several thousand stations, which do not operate regularly, are affected by the second order. This type of operation is now restricted indefinitely to the frequencies which do not carry beyond the line of sight.

‘Fifth Column’ Problem

While high defense authorities have long thought of direct Government intervention in radio operation, they nevertheless express concern over possible “fifth column” activity with all branches of communications [Broadcasting, June 1]. It is an open secret that they look with skepticism upon certain leading operators, particularly in marine communications. This has tended to focus attention upon possible presence of dangerous elements in all branches of communications, including broadcasting, particularly since the leveling of charges by Chairman Martin Dies of the House Committee Investigating Subversive Activities, that upwards of 100 Communists are radio operators aboard American vessels.

The feeling in the military establishment is that the rank and file are innocent and unwary to suspicion but that the union leaders themselves in some instances may be in a position to force subversive activity, with the members following them blindly.

Because of the intensive anti-Fifth column drive, it is thought legislation will be enacted soon to curb such threats in industry. Senator Shepard (D-Tex.), chairman of the Military Affairs Committee, already has introduced a bill providing for the establishment of a National Industrial Defense Corps to guard essential industries with armed personnel having the powers of Federal marshals. Presumably communications and possibly broadcasting itself, might be encompassed.

Extension of Battleground in Europe Finds Networks Broadening Coverage

ITALY’S entry into the European War June 10 produced a concentration of speeches broadcast by nations sympathetic to the Axis since Sept. 3, 1939 when England and France issued their declaration of war on Germany.

Beginning with Mussolini’s proclamation of war at 1 p.m. (EDST), CBS, MBS and NBC brought to their listeners a broadcast diatribe followed by those of Premier Paul Reynaud of France at 2:45 p.m., Alfred Duff Cooper, British Minister of Information, at 4, and President Roosevelt at 6:15. MBS did not carry the Reynaud address in the afternoon, but broadcast a recording of it at 9 p.m., together with recorded rebroadcasts of the speeches of Mussolini and others.

The Reynaud broadcast was the last from Paris, as the Government left the city for Tours security by the radio correspondents. By the evening of the following day, however, channels for trans-Atlantic broadcasting between France were again available. Eric Sevareid participated in the CBS broadcast from England June 6:45 that evening and Paul Archibald’s voice greeted NBC listeners a half-hour later. While details were not available, from the strength of the signals across the sea it was believed that Tours was reached by a secret underground international transmitter, over which the correspondents formerly reported from their Paris studios.

The change in Italy’s status from neutral to belligerent has made no change in the Italian broadcasts from America on the shortwave stations of NBC and CBS. Both networks report that they consider their Italian news periods of even greater importance now, since news in Italy will probably be more rigidly censored than before and American radio provides practically the only means of getting an impartial and accurate picture of world events.

In New York, Mayor LaGuardia responded to the news from Italy by broadcasting over the municipal station, WNYC, an appeal to the more than 1,000,000 New Yorkers of Italian birth or descent to observe strict neutrality. His brief address was recorded and rebroadcast later that day by WOV, WEVD, WHOM and WMCA. New York stations broadcasting regular programs in Italy all reported to Broadcasting that these would be continued, at least for the present, although those stations broadcasting news programs stated that the utmost scrutiny is given to every script and every broadcast to insure adherence to what has been approved.

Several station executives expressed the opinion that their audiences are Americans even though they may be more at home with Italian than with English, and that to discontinue the program service in that language would tend to alienate them.

FOR SERVICES rendered in the advancement of radio to the benefit of France, as well as other nations, the President of the French Republic has conferred on David Sarnoff, president of RCA (left) the high decoration of Officer of the Legion of Honor, driving him from the rank of Chefvalier which he has held since 1935. Decoration was personally presented to Mr. Sarnoff by the French Consul General in New York, Count Charles de Ferry de Fontenouvelle.

In Case of Invasion

Looking even farther into the future, it must be assumed that in the event of an imminent bomber invasion, certain broadcast operations probably would be blacked out completely. By the same token, the broadcast structure itself would become the most important single medium in communications, as a method to do in the way of seeking shelter and what precautions should be taken. That, of course, depicts a rather abnormal condition, but it nevertheless tends to answer some of the questions that have been raised as far as the Washington zone.

In the same future vein, it has been pointed out that in a major military operation, practically all communications would be taken over for that period. In other words, if a raid on a major coastal city were precipitated, it is to be assumed that the military would take over every arm of communication, including telephone, telegraph, radio, aviation and police for the period of siege. By the same token, however, from the standpoint of efficiency, the present private personnel engaged in those operations, and simply expanded to perform service under direction of the military authorities.

The same development would be consolidation of operations wherever possible, so that centralized control and inspection could be invoked. For example, the major telegraph companies might be coordinated for operation from one central control. Whether there would be a sale of time in broadcasting operations, with the objective of easing the control aspect for national defense purposes, is highly conjectural.

Amateur Orders

Text of FCC Order No. 72 of June 5 banning communication of 55,000 American amateurs with foreign stations.

It is ordered, that amateur radio operators are hereby licensed by the FCC shall not exchange communications with any foreign government or located in any foreign country unless such communications are subject to license by the FCC. It is further ordered, that this order is not intended to prohibit the exchange of communications between amateur operators and licensed (Continued on page 79)
They Toe the Mark for Fletcher Wiley
Sponsors Must Submit to Laboratory Composed of 3,500 Housewives

By DAVID GLICKMAN

FIVE YEARS ago a man with an idea and without money approached KNX. He worked six months without a cent of pay, so convinced was he that housewives would take to a program protecting them from household frauds and phony advertising. He set up a “testing bureau” of 3,500 housewives, and the ball started rolling. So did the cash, and Wiley recently signed a network contract augmenting his income some $100,000 yearly. He can afford to be choosy, and sponsors must toe the mark if they wish to be represented on any of his programs.

Wiley’s skyrocketing rise into the highest income brackets of radio is a triumph of perseverance, endurance and his asserted policy of “no hokum in advertising.” Born E. McIntyre de Pencier 44 years ago near New Orleans, Wiley is French-Irish in ancestry. Before entering radio he was a jack-of-all-trades. To master林业 of medicine and law, acquired through formal education, Wiley added “mucking in the mines, shipping on a freighter, sales work, working on a railroad and research in chemistry.” In the latter he developed two processes now in general use by the food industry.

When he turned up at KNX for an interview with Naylor Rogers, then general manager, in August 1935, he was a stranger without a dollar. Yet he had an idea. Briefly, the idea was the Housewives Protective League, a program built to protect housewives from counterfeit advertisements, phony stories, magazine subscription racketers, shortweighting and false advertising. He proposed setting up a “testing bureau” consisting of 3,500 Southern California housewives who would pass on the merits of any product plugged on the program. Impressed, Mr. Rogers gave Wiley a daily half-hour spot, without salary.

The commentator went to it, and didn’t hesitate for a moment to hit the racket he promised to smash. When he found a food market was consistently shortweighting customers, Wiley got a list of them and warned listeners. As a result there were several convictions by the Los Angeles Bureau of Weights & Measures. In the Los Angeles and San Francisco market areas are more honest today.

While listeners flocked to his banter with friends, many were notified that any of performer on the station, sponsors stayed away. No advertiser ventured to back Wiley. The idea seemed too new and radical for most advertisers, they believed. Several proprietary advertisers offered to underwrite the program, but Wiley flatly refused. Six months passed, and still no sponsor, but the salaryless commentator chatted on, in his own particular way, about household problems and a variety of subjects of interest to the housewife, giving friendly advice and warning against frauds. How Wiley managed to eat during that period no one knows, but scores of apocryphal tales have sprung up. He laughed about it—his time on the station was to be preempted by some national spot business, Wiley secured a sponsor—Golden State Co., San Francisco, whose distribution of dairy products on the Pacific Coast is widespread. Golden State signed for two weeks participation in Housewives Protective League, but remained a sponsor for 20 months. The daily plug on that program was designed to keep the firm’s drivers, and the dairy company provided Wiley with a standard pamphlet on sale, address book of interested listeners. Wiley drew more than 8,000 leads the first month. He averaged more than 5,000 a month for the subsequent 19 months that Golden State Co. underwrote him.

And Now 25 Sponsors

That was the first of Fletcher Wiley’s radio successes. It was first in a long series, a series almost unmatched by any other radio personality. Wiley’s immense sponsoring list now embraces more than 25 national, regional and local advertisers.

Currently such important national advertisers as Procter & Gamble Co. (Dash); Pillsbury Flour Mills Co. (Flour); Quaker Oats Co. (Sweeetheart scan); La Mont Corliss & Co. (Nestle’s Semi-Sweet Chocolate); Corday’s Packing Co. (Tobacco); and 19 regional and local advertisers are among those buying 25 participations weekly in Fletcher Wiley’s 60-minute show, broadcast Mondays through Fridays, 3:20 to 4:15 p.m., (EDST).

NEW YORK — Fletcher Wiley’s program is scheduled to move to a new home, the Broadcast Advertising Division of the American Broadcasting Co., April 29, to become one of the highest paid local radio personalities in the United States entered the big time April 29, to become one of the highest paid national radio personalities with Fletcher Wiley, for five years a KNX, Hollywood, commentator, went on 36 CBS stations under sponsorship of Campbell Soup Co., for $100,000. Days of each week, Tuesdays through Fridays, 3:20 to 4:15 p.m. (EDST).

Wiley, who continues to be heard 24 hours daily, six weeks daily, over the local and combined Sunrise Salute and Housewives Protective League participation programs, is reported to have received a sum of $50,000 year by the last two years from sponsors—local, regional and national—who have participated in these shows. It is said that sponsorship by Campbell Soup Co. will add nearly $100,000 to his annual income. Five years ago, when he briefly tried advertising, he would have had great difficulty in raising $100 cash.

No Hukum

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Helms Bakeries, Los Angeles, the world’s largest home delivery service operating more than 450 delivery trucks in Southern California, is one of Wiley’s earliest consistent sponsors, and Paul H. Helms, president, is one of his staunchest roots. Early in 1936 Helms Bakeries went on the Housewives Protective League in a brief test, and for four years has participated in that program and Sunrise Salute an average of 25 weeks yearly. Every day he is on the air, Fletcher Wiley advertises some special item, and, according to executives of the firm, has done a better job than all other media combined.

As example, the average weekly sale of cookies for the six weeks last, with Wiley mentioning them on his programs in 1939 was 300 dozen per week. During the brief time they were advertised on the combined programs, the company sold an average of 11,494 dozen cookies per week. Before Helms had started promoting its cookies on the combined programs, the firm averaged $237 in sales per week. Sales jumped to $1,158 a week during the time Wiley plugged the product on his shows.

A Bank’s Story

Coast Federal Savings & Loan Assn., Los Angeles (banking service) was averaging $17,503 a month in deposits as results of other advertising media. When the organization in June, 1936, undertook participation in Wiley’s Housewives Protective League, deposits started mounting and during that month averaged $136,395. At the peak of last year, Fletcher Wiley, in a 6-week period (July, 1939), Wiley scattered his own record in bringing in depositors. Joe Crail, president of the firm, in a letter commending the job done, said: “Your program reached its peak last month, July, 1939, during which we received $241,570. In addition, we received $115,235 from ‘Radio, General,’ a large proportion of which can be attributed to your program. Neither our other local programs were very small and had very small results.”

Within the last six weeks, Wiley has established another brilliant success for himself on behalf of a cooking ingredient manufacturer. The firm began a six weeks participation in the combined programs about seven months ago. During his first three months of advertising the product, two 7 oz packages of chocolate for 25 cents, Wiley concentrated on setting distribution. It went up from 20% to 90% during the campaign. Then he went to work on sales.

In the first quarter of 1940 Wiley’s plug in the Southern California area, sold eight carloads of the products which brought $65,000 to the sponsors. But in the entire 12 years of the program, only one carload, about $8,000 worth of the product, had been sold in that area. In short, Wiley was selling the product at a rate of sales three times faster than it sold before.

During the first two years on (Continued on page 60)
AMONG those present when the United Press bought breakfast for commercial managers of 31 stations broadcasting the Esso Reporter. The station men saw New York and the Fair June 7 as guests of Esso Marketers. Left to right: F. C. Sowell, WLAC, Nashville; Al Harris- son, United Press; Royal E. Penny, WBR, Charlotte; George Trimple, Marschak & Pratt agency; and William F. Malo, WDRG, Hartford.

By BRUCE ROBERTSON

FIRST group demonstration of the comparative reception of frequency modulation and amplitude modulation broadcasts to be held some distance from the transmitting stations was conducted in June 16 by Radio Engineering Laboratories, pioneer manufacturers of FM broadcasting equipment, at the Henry Perkins Hotel at Riverhead, Long Island.

Out of station managers, commercial managers and engineers, together with a score of station representatives, advertising agency executives and reporters, heard programs transmitted from FM stations at Alpine, N. J., 67 miles away; Meridian, Conn., 46 miles away, and Paxton, Mass., 104 miles distant, as well as from stations on the AM band at the usual broadcast band at distances ranging from 50 to 90 miles.

Day and Night Comparisons

Demonstrations were staged in both day and evening and compared to show the effects of varying day and night transmission conditions on reception on each type of broadcasting. A special broadcast, originated at W2XAG, Yonkers, and relayed by W2XWZ and WJYX, New York City, was played on the high fidelity reproduction of music transmitted on viol and steel guitar and of various sound effects given by the FM method. Of the two programs, lengthening a concert from WEOD, Bos- ton, was sent 45 miles to WIXJQ, Paxton, which rebroadcast it over the more than 100 miles to Riverhead. A soprano soloist and an organist again demonstrated the range of one which FM can transmit and receive without distortion. Effective, however, was the direct comparison during the evening, when W2XMN, FM station 67 miles away, and WABC, rebroadcasting from a station 44 miles away, were broadcasting the same program. The FM reception was so good throughout the area that FM broadcast was accompanied by a background of static. Only background noise after the reception of an occasional slight buzz caused by ignition system, was heard. The parking lot immediately behind the hotel, it was explained.

Frank Gunther, chief engineer of REL, opened the afternoon session with a brief history of FM development and an illustrated description of a number of the FM facilities already in operation. Maj. E. H. Armstrong, inventor of the FM method, predicted that FM would make music and speech available that it has interested big capital! In the past three years, he said, FM has grown from five to 10 stations, with a present stage, with 16 stations in operation and about 7,000 or 8,000 receivers in use, entered a private capital. Displaying a photograph of a wood- land scene, taken three years ago on the spot, the transmission from W2XMN now stands to be stated that if FM could make the progress it has in the past three years, "no better way how much such an estimate... (Continued on page 82)
"Sales Alive, it's Fifty-Five!

Always tops with Arizona listeners. Now tops on their dials as well.

550 KILOCYCLES full time

"If its on KOY - Its OK"

Just write or wire Fred Palmer for information - or ask any John Blair man.

BURRIDGE D. BUTLER, Chairman KOY FRED A. PALMER, Manager

PHOENIX, ARIZONA

JOHN BLAIR and COMPANY, National Representatives
Coverage of GOP Convention
To Include Television Pickups

RCA and Philco to Be on Job; Networks, Stations
Schedule Coverage of Philadelphia Sessions

WITH sight as well as sound, radio will cover the 1940 Republican National Convention from opening gavel to finish, starting with pre-convention programs before the convention meets into session June 24 in Philadelphia and continuing "for the duration". With all three national networks and four networks—WIP and WPEN, Philadelphia, and WLW-WSAI, Cincinnati—planning on-the-spot coverage, arrangements have been made with the Repub-
lican National Committee, through Wells (Ted) Church, GOP radio director, to accommodate some 170 radio representatives at the convention.

Highlighting radio's activities this year, NRC and Philco will cover various phases of convention activity via television for look-
ers in the New York and Philadel-
phia areas [BROADCASTING, May 15]. In addition, staffs including leading political commentators will be on hand to give word pictures of events as they occur. The Bin-

ish Broadcasting Corp. also plans to carry several shortwave pick-
ups of commentators by their own observers. Commentators are expected to be on available to Canadian listeners through the regular network service. Extensive Coverage

According to Mr. Church, elaborate plans have been made to accom-
modate broadcasting representatives in Philadelphia's Convention Hall. Engineers are expected to start installation of pickup fac-
ilities about June 15. Individual elevated booths for the three net-
works are to be set up in the huge stage. From these booths, which contain the control boards and other technical apparatus, radio coverage will be relayed. Commentators are to be stationed along the front edge of the stage, behind the speaker's stand. Other radio men will be stationed on the floor of the hall with pack trans-
mitters. All pickups from outside the booth will be handled from the booth, with network announcers there directing each pickup and getting a flashback before taking wrong.

The speaker's stand will carry only six microphones, all connect-
ed with the master controls in the booths. The tapes are separate, available from the master controls, all speech pickups from the stand will be available from this single sound source to radio, sound movies, and the public address system.

Each network will use two pack transmitters for floor pickups. In addition to the actual meetings in Convention Hall, networks and individual stations are installing pickup facilities in various hotels. A dozen technicians, including White, director of public affairs; Elmer Davis, Albert Warner, Bob Trout and John Charles Daly, com-
mentators; James Fleming and Jackson Wheeler, announcers; Hen-
ry Grossman, supervisor of engi-
neers; John Disnard, director, special events; Louis Ruppel, direc-
tor of publicity; Staf of 26, including Adolph Opfing, program service manager; William B. Dolph, Washington representative; Quin Ryan, foreign manager, WBSU, New York; Fulton Lewis Jr., Gabriel Heather and Jerry Danzig, announcers and commentators; Jack Popple and Charles Wheeler, engineers; National-

NBC—Staff of 45, including John F. Royal, Frank Mason and Frank Russell, co-presidents; A. A. Schram, director; Kenneth Fry, vice-presidents; William Seberg, director, Cincinnati, Ohio; Lenard Webber, announcers; NBC-Staff of 15, including John F. Royal, Frank Mason and Frank Russell, co-presidents; A. A. Schram, director; Kenneth Fry, vice-presidents; William Seberg, director, Cincinnati, Ohio; Lenard Webber, announcers; NBC-Staff of 23, including: Aliedom Pick, Fred Thomas, James J. Hayery, Eliot Benesha, Jack Wheeler and Cecil Carmichael.

WIP—Staff of 13, including Ben-
edick, party chairmen; reporters and coordinator; Maj. Edward A. Davis, observer and analyst; Mur-

Ray Arnold, program director; Ed-
uard Wallis, production director; Wa-

ton Newton and Bill Carty, announcers; Clifford Harris, technical. WPEN—Charles Burts, Richard ship and Russell Maclain, engi-
neers; John Corcoran, Norman Jay, Lillian Slater, Iris Walsh, Sandy Gruy, announcers and coordinator.

NBC Television—Staff of 23, in-
cluding Alfred H. Morton, vice-

president in charge of television; A. E. Cook, assistant; T. H. Hutchinson, program director; Leif Eid, C. W. Farrier and H. E. Ker-

sta, producers; Ray Forrest and William J. Mayer, announcers; E. W. Shelby, chief television engineer; Harold P. See, technical director of operations.

Philo Radio & Television Co—
Staff of 15, including E. M. Alex-
ander, program director; W. N. Cowen, chief engineer; Charles H. Braly, Charles Stee and E. E. Maxham, technicians; M. A. Merry-
gold and F. G. Marble, announcers.

When the circus came to Cincin-
nati June 8, Clair Shadwell, pro-
gram director of WLW-WSAI, climbed into a howdah and described the grand entry parade from atop the show. WLW-WSAI carried five sepa-
rate programs from the circus while it was in town.

Rainey Named to Direct Fair Broadcasting Days

APPOINTMENT of William S. Rainey, former producer manager of NBC, New York, as produc-
tor, coordinator for the observance of "Broadcasting Day" at both the New York World's Fairs in August, was an-
nounced June 11 by NAB Presi-
dent Neville Miller.

In announcing his appointment, Mr. Rainey said that the observance on Aug. 7, the "Broadcasting Day" observance will include dedication of the fair of plans of program symbol of radio. Mr. Rainey will develop and coordinate the entire program, in-
cluding a projected one-hour com-
bined network program to originate in both New York and San Fran-
cisco, with possible pickups at other points [BROADCASTING, May 15, June 1]. Possibility of President Roosevelt's participation in the "Re-
dedication of American Radio" is foreseen.

The definite date has not yet been selected. The NAB Convention, however, occurs in San Francisco Aug. 4-7 and either Aug. 3 or Aug. 7 will fit into the Convention plans. The producer program, producer, was selected for the "Broadcasting Day" assignment by unanimous nomination of the network and NAB members of the special committee designated to co-
operate with the world's Fair com-
mittee.

Lever Canada Disputes

LEVER BROS., Toronto (Pearl Soap) on June 10 started Miss Trent's Children, Monday thru Fri-
day, quarter-hour transcribed, on

CFFK, Toronto; CPPA, London-
Ont.; CKLW, Windsor, Ont.; CBO,
Ottawa; CKY, Winnipeg; and ex-

pands June 24 with FDK, Saff-
ary: CFAC, Edmonton; CJOC, Le-
bride, Alta.; CKCK, Regina, Sask.; CFCF, Saskatoon, Sask.; CKAT, St. Albert, Alta.; CKON, Port Deposit, Ont. replaced by J. Walter Thompson Co., Toronto.
Detroiter, like others, usually flee to watering spots—come summer. But Detroiter, unlike others, travel comparatively few miles. The same people who make up the rich Detroit and WXYZ market the year 'round, spend the warm months on the waterfronts of the Detroit River and the thousands of nearby lakes normally within the WXYZ circle. Naturally, these attractions bring visitors from other sections. That's all Bonus WXYZ summer coverage for the biggest Radio Dollar Value in this area.
This is the memorable Mr. Snort. He fumbles, grunts and blasts his way through the day's work. The energy he misdirects in one week, would adequately sustain another executive for one year.
This is the cool paragon of directed, concentrated effort. By planning his work, he multiplies the energy brought to each task.

the same goes for POWER!

EVERYBODY KNOWS THAT the easier a station is to get the greater is the possibility of more people listening to that station.

That’s merely common-sense. But equally sensible is a fact that isn’t always thought of—listeners find it easier to get WOR because its 50,000 watts are uniquely directed to reach more homes with radios—more powerfully—than any station anywhere.

For WOR’s directive-array system concentrates its 50,000 watts on population centers—cities containing the most radio homes, not country corners. It tucks its power away from the ocean on the East and the sparsely populated portions of those states on the West. WOR’s 50,000 watts are multiplied more than two times. They are specifically designed to reach the greatest group of listeners in America with the most power!

that power-full station—
Porter Is Named To Defense Post
Becomes Executive Assistant
Under Chester C. Davis

FIRST radio official to be drafted
by the Government in its new
national defense program was
Paul A. Porter, Washington coun-
selor for CBS, who on June 10 be-
came executive assistant to Che-
ster C. Davis, member of the Radiation Board designated by Presi-
dent Roosevelt.

Mr. Porter

Given a three-month leave of
absence from CBS to join Mr. Davis, Mr. Porter will headquarter at
the Federal Reserve Board. It is un-
derstood he will serve only during
the formative period, during which
Mr. Davis, former administrator of the Agricultural Adjustment
Administration, will mobilize agricul-
tural forces in the unprecedented
national defense planning. Mr. Porter
was executive assistant to Mr. Davis
in the AAA from 1934 to 1937.

President Roosevelt himself par-
ticipated in the Porter appoint-
ment. On June 9 he addressed
Harry C. Butcher, Washington
vice-president, in a personal let-
ter expressing appreciation to the
network and congratulating Mr. Porter to accept the post.

In his letter to Mr. Butcher, car-
rying a “Dear Harry” salutation, the President wrote:

“I want to express to you, and
through you to your associates of the Columbia System, my personal appreciation of your action in releasing Paul Por-
ter to serve the National Defense
and other officers. The morning session, it is expected, will
address the luncheon session of
the convention on the first day.

Engineering Sessions
Because of widespread interest in
television and FM, special engi-
neering sessions also will be sched-
uled, probably early. An innova-
tion may be the holding of break-
fast meetings of various depart-
ment heads of the NAB, so broad-
casters can confer with them at
appointed times.

Copyright and Broadcast Music
Inc. will be accorded at least a full
morning session. Tentatively it is
planned to have President Miller
and Merritt E. Tompkins, vice-
 president and general manager of
BMI, give an accounting of the de-
velopment of the wholly-owned in-
dustry music subsidiary.

Commercial Problems
The afternoon session of the sec-
ond day, under the tentative plans,
will be given over to commercial
questions. The consumer movement
probably will be discussed by guest
speakers representing agencies and
advertisers. Sales problems and re-
vival of the proposal for the intro-
duction of a unit plan of volume
measurement for the broadcasting
industry also are slated for con-
vention discussion. A definite unit
plan, drafted largely by Paul F.

Radio Used Extensively
In Recruiting Campaign

THE U. S. ARMY has planned ex-
tensive use of radio in its drive to
bring the Army up to full peace-
time strength as outlined in Presi-
dent Roosevelt’s recent national de-
fense message to Congress. Under
the direction of Lieut. Herbert
Chase of the New York recruiting
office, special project recordings
were flown June 11-13 to airports throughout New York, New
Jersey and Pennsylvania for presen-
tation to managers of local sta-
tions. The recordings, prepared by E. W. Brunkenhoff, New York, fe-
ture messages by President Roose-
velt, Gov. Lehman of New York, Col. L. F. Davis, the National Defense
Advisory Board, and Raymond Gram Swing, Dorothy Thompson and Bill Stern.

New York’s independent stations
have been cooperating with the
recruiting drive with daily spot an-
nouncements, and some stations are
presenting programs and shows
with the sole aim of enlisting men for the Army. Lieut. John J. Doer
of the 2nd Division is given regular
weekly talks on WHN, New York;
WINS, New York, features talks by
leading authorities of the Air Corps
to Army and Navy units; Col. Frank Lamb of the Air Corps, and L. E. Neville, editor of Avia-
tion magazine, and William Jordan, ex-
former test pilot, are featured on
WOW, New York; WMCA, New York, has started a series of weekly
ly concerts by the 16th infantry regi-
mental band with speeches by prominent military officers from the polit-
ical, army and industrial fields.

Mountain Group Setup

NBC stations of the North Moun-
tain Group, effective immediately,
are no longer available individually but joined together in one small group of which being bonus outlets, ac-
cording to Roy C. Witmer, NBC
director of sales. Current contracts are not affected, but renewals starting 13 weeks or more
from the present date, will be propor-
tional. The group includes KIDO, Boise; KGHL, Yakima; KGLH, Jame-
stown; KGLH, Bismarck; WHN, New York; KHGI, Rapid City; KGHL, Billings; KSEI, Pocatello; KTFL, Twin Falls; KRBK, Bose-
man.

Peter, NAB research director, will
come to St. Paul.

C. E. Arney, assistant to the
President of the NAB, reports
widespread interest in the all-expen-
sive tours to the convention, ar-
ranged by NAB with a recognized
travel agency. Advance reserva-
tion reports from San Francisco in-
odicate a large attendance, he said.
Headquarters will be at the St.
Francis Hotel.

As usual, the convention will be
preceded by a golf tour, Aug. 4, by
the NAB Golf Tournament for the
Broadcasting Magazine trophy.

Entertainment includes events at
the Goldene State Park which will
be in full swing during the con-
vention. The annual banquet will
feature another variety show with
7 with special entertainment fea-
tures, probably embracing a Grid-
iron Club type of satire on the in-
dustry.
"My #8 iron taught me a swell lesson about radio"

"That chip-shot to the pin is what counts. It can cut ten strokes from my score when it's working."

"I may be hitting 'em a mile from the tee, but when I look up or rush my #8 iron—boy! I start chalking up even 6's!"

"Broadcasting is that way, too. If I bang away with it at the whole United States it's like using wood for every shot."

"Laying my sales messages right up to the pins where I sell—that's nestling a story right up to the prospects—the right prospects in the right places at the right times."

"Choosing an appeal to suit a market—that's as vital as taking the right club!

"SPOT RADIO"—there's the #8 iron of broadcasting! It lets you make the pay-off shots of national advertising. And oh, boy! how it cuts the score on the old budget!"

SPOT RADIO

turns local obstacles into local advantages

Because it is so flexible, SPOT RADIO lets you make an asset out of differences in climate, density of population, regional habits, time requirements and sectional tastes and prejudices.

More and more national advertisers are finding that they can buy as few or as many stations as they need, each at the best available time, with any type of program of any length—tying in with local drives, local campaigns, local sales plans—often at a saving, too.

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & CO. INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT · ST. LOUIS · LOS ANGELES
Grants of Stations
By FCC Ignore
Economic Aspects
Las Vegas and Grand Rapids
Each Awarded Two Locals

ADDITIONAL extreme applications of the “survival of the fittest” theory in licensing of radio stations, upheld by the U. S. Supreme Court in the Sanders-Duburke case (BROADCASTING, June 1), were seen in decisions of the FCC during the last fortnight in which it authorized new broadcasting stations in Las Vegas, Nevada (1930 pop., 5,166) along with a second new local in Grand Rapids, Mich.

Two in Las Vegas
On June 5 the Commission announced it had granted Nevada Broadcasting Co., Inc. 100 watts night and 250 day on 1370 kc., effective July 1. The same day it granted Las Vegas Broadcasting Co. Inc. 100 watts night and 250 day on 1420 kc.

Nevada Broadcasting Co. is a partnership of George Penn Foster, Las Vegas; John A. Applegate, all former employees of KFWB, Hollywood and all having experience in radio production and engineering. After their case had been heard, Mr. Foster and Mr. Applegate associated with KGDM, Stockton, Calif., while Mr. Applegate at last accounts was still with KFWB. They intend, it is understood, to proceed with the construction of the station, regardless whether their competitor also builds.

The Las Vegas Broadcasting Co. Inc. is 100% owned by Ernest N. H. Twitla, son of the late railroad executive residing in La Jolla, Calif. Young Twitla was last reported as a member of the staff at WVSP, Santa Fe, N. M. Call letters assigned for the station are KFUP.

The two Las Vegas grants would give Nevada its first stations outside Reno, where KOH is now the only station in the State.

Second in Grand Rapids
The second Grand Rapids grant within a space of a week was made on June 4, and covered a construction permit for 250 watts on 1200 kc., assigned to Grand Rapids Broadcasting Corp. On May 28 the Commission granted Leonard A. Versluis, owner of WJTN, a new station in Grand Rapids to operate with 250 watts on 1200 kc. (BROADCASTING, June 1).

Gr a n d Rapids Broadcasting Corp. has four officers, with five stockholders each owning 20% of the stock. Officers are Leonard A. Versluis, president; Albert W. Birdshall, treasurer; Merle J. Ridgway, assistant treasurer; and Carlos A. Van Deusen, attorney. Birdshall and Versluis are both residents of Grand Rapids.

May Network Receipts Continue Upward
Reversing Customary Trend for Month
May's network receipts continued to climb upward in May, reversing the seasonal trend, more network time was purchased during May than during April in 21 of the 25 networks by some $200,000. Combined May gross rates of the major networks were, July 9,277,356, up 12.7% from the May totals of 8,388,440 in 1938. For the year to date the combined Rinso, network total $37,952,780, an increase of 27% over the same period of 1938, the first five months of 1939, which totalled 54,765,376.

Each network, except for two networks, showed gains over last year, both for May and for the five-month period, with the greatest increase in the largest percentage increase in both classifications. Mutual's cumulative total gross time sales for January through May were increased to $1,366,049 last, an increase of 24.1%.

Mutual maintained its place at the head of the list, which it has held consistently since the first of the year. Mutual's gross in sales of any network, nearly a million dollars ahead of NBC-Red. The Mutual total for the first five months of 1939 was $17,313,150 this year, compared with $14,092,793 in 1938, an increase of 23.5%.

Gross billings for NBC's two networks so far in 1940 are $16,407,441 for the Red, which is 6.5% ahead of last year's $15,389,520, and $4,510,335 for the Blue, which is 17.9% in front of its 1939 gross of $3,827,013. For NBC as a whole, May, 1940, billings totalled $4,054,625, up 9% from the $3,702,102 billed in May, 1939. For the first five months of 1940, NBC combined billings total $20,917,176, an 8.9% rise from last year's $19,264,683.

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross</th>
<th>May 1940</th>
<th>% Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC-Red</td>
<td>1,366,049</td>
<td>$1,366,049</td>
<td>24.1%</td>
</tr>
<tr>
<td>NBC-Blue</td>
<td>8,327,013</td>
<td>$8,327,013</td>
<td>20.1%</td>
</tr>
<tr>
<td>CBS</td>
<td>3,097,484</td>
<td>$3,097,484</td>
<td>17.9%</td>
</tr>
<tr>
<td>MBS</td>
<td>1,284,500</td>
<td>$1,284,500</td>
<td>16.6%</td>
</tr>
<tr>
<td>Other</td>
<td>8,388,440</td>
<td>$8,388,440</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

Editor Acquires WTSF

Nelson Peyton, editor of the St. Petersburg Times, on June 4 was authorized by the FCC to acquire WTSF, St. Petersburg, from Pitellas Broadcasting Corp. controlled by Sam H. Mann Jr., local attorney who established the station last November. WTSF operates with 250 watts on 1370 kc., and was purchased for $39,000.

Mr. Peyton is part owner of the Times, which is controlled by his father, and will be sole owner of WTSF. He formerly was business manager of the Scripps-Howard newspapers, Washington News and Columbus Citizen.

NEWSPAPER-STATION ANALYSIS BY ANPA

BASED on 942 replies to a questionnaire sent to all daily newspapers in the United States on March 1, the annual Newspaper Publishers Assn. in a report to its membership discloses that 175 newspapers combined ownership or financial interest in radio stations. In addition, 104 reported affiliations with radio, such as the supplying of news, the exchange of advertising for publication of programs etc.

The ANPA report contrasts with currently kept Yearbook file records of BROADCASTING, which show that as of May 1, broadcasting stations in operation or authorized for construction are identified with newspaper ownership in whole or part. These include ownership by newspapers in two or more stations and several stations awaiting FCC approval of transfer to newspaper interests.

The ANPA report showed that 331 of the 942 newspapers do not publish radio programs, or publish them only as paid advertising; but 266 of these, plus all trade names; 36 include trade names of advertisers in the newspapers; 11 are stations whose names were used, when paid for; 20 include trade names.

Wilder Acquires WSYR, Sells WJTN to Mason

THE FCC on June 4 not only authorized W. M. Mason, treasurer of the Ephrata, N. Y., to acquire control of WSYR, Syracuse, but authorized his sale of controlling interest in WJTN, owned by C. S. Wilder, owner of the Peoria Times, to Mr. Mason, of Evanston, Ill., for $3,827,013.

Mr. Mason, who is well known throughout the radio industry, as paid advertising manager for The Chicago Daily Herald, will sell his interest in WJTN, formerly was with the McGraw-Hill Publishing Co., and during the last few years has been closely associated to the vice-president of the Provident Loan Society of New York.

He paid cash for the controlling interest. The other 20% is owned by Charles Denny, manager of the station.

Dodge Using 100

The DODGE BROS. Corp., division of Chrysler Corp., Detroit, on June 5 started in July a $3,000,000 movement and advertising campaign for Dodge cars using a series of 20 one-minute recorded announcements on 100 stations throughout the country. Radio-Recording Division of NBC produced the recordings, ten of which feature a weekly chain break announcements on eight stations throughout the South. Blackett-Sample-Hummer, New York, is the agency in charge.

Insecticide Campaign

A. S. BOYLE Co., Jersey City, N. J., announced the starting of a 17-week seasonal campaigns for Fly Ded and Black Flag insecticides to cover. The Cincinnati Commercial and Inquirer, the Cincinnati Post, the Indianapolis Press, the Indianapolis Journal, the Chicago Tribune, the Chicago Daily News, the St. Louis Post-Dispatch, the Louisville Courier-Journal, the Chicago Daily Times, and the St. Louis Post-Dispatch, are to receive one reply to the one-year-old WTSF radio station.

Page 28 • June 15, 1940

BROADCASTING • Broadcast Advertising
Operating with 5000 Watts daytime, WTAG greatly extends its effective primary area and better serves the great Vital Midriff of New England. This effective primary area now includes a population of 1,014,000 (1,568,000 with the addition of the unclaimed area) or 250,639 radio families—one out of every seven in New England. Read that again. One out of every seven of New England’s radio families is within WTAG’s effective primary area.

Most important of all, remember that WTAG, and WTAG only, provides primary service to all of the Vital Midriff—the profitable market of Central New England.
Death of Border Stations Seen When Havana Pact Is Effective

Beteta Says His Nation Will Conform to Treaty; FCC Extends Station Licenses to Oct. 1

DISPELLING reports that high-powered Mexican border stations will be knocked off the air after an anonymous letter, signed "Beteta," under-secretary of state of Mexico, told BROADCASTING June 11 in an exclusive interview that licenses of all border stations will expire when the pact becomes operative.

Leaving Washington June 11 after a month's stay in the United States, Mr. Beteta declared all preliminary matters incident to the treaty terms had been cleared and it was his definite understanding that such stations as the high-powered Brinkley, Baker and Carr Collins outlets along the border will stop operating as soon as the Continental realignment is effected.

His statement coincided with a formal announcement June 11 by the FCC that all broad-cast licenses in this country had been extended from Aug. 1 to Oct. 1 to permit the allocation and frequency assignments under the Havana Treaty. This new Oct. 1 date, however, has no relationship whatever to the date of the allocation, which cannot conceivably be effected until late in the year or possibly early next year, in view of necessary diplomatic exchanges of allocation lists and other formalities.

Will Adhere to Treaty

"While we experienced some trouble in procuring Senate approval of the treaty some months ago," Mr. Beteta asserted, "that body finally ratified the treaty and the ratification papers have been deposited in Havana. My impression is that, however, the date of the allocation, which cannot conceivably be affected until late in the year or possibly early next year, in view of necessary diplomatic exchanges of allocation lists and other formalities.

New Shortwave Sponsor

FOURTH commercial shortwave series on NBC started June 12 when the Hotel Astor, New York, began a weekly program titled Carnival de Broadway. Featuring on the program are the author Thomas W. Hiett, and Alfredo Barrett, Spanish announcer. On NBC's two shortwave stations, WPSA, New York, and WYYW, 10:15-10:45 p.m.

THE BOMBS CAME
And NBC Paris Staff Had a Narrow Escape

ALTHOUGH radio war correspondents have exposed themselves to dangerous visits to front with the various armies of Europe, NBC's Paris staff now has the story of an ambulance driver of having the war come to it.

On June 3, when Nazi planes made their first bombing attack on Paris, a building adjoining the NBC offices at 15 Rue Poisson was demolished by bombs. The force of two of them exploded shattered glass windows and doors in the NBC building, tossed the furniture about as though a hurricane had swept it," and nearly floored Paul Archinard and his two assistants, Helen Hendricks and Alfredo E. Archinard, although they were not injured.

Reporting the bombing in a broadcast a few hours afterwards, Archinard stated: "The capital had become so accustomed to air raid sirens that they didn't hurry to the shelters "as much as they will from now on" He admitted he had remained in his office after opening a door to find a shelter, but emphatically declared he would not repeat that mistake.

In description of the raid later that evening, Miss Herrick described the damage done by the bombs, which wrecked a building from the building they had. Aside from the breakage and damage, said Miss Herrick, no one was injured, upon which a window had fallen.

WSAM, Saginaw, Debut; WHAL Works on Plans

FIRST of the two newly-authorized stations in Saginaw, Mich., to go on the air is WSAM, 100 watts on 950 kc. which made its debut June 1. The station shares time with WMPC, 1000 kc. and New York, Mich. It is RCA equipped throughout and uses a Blaw-Knox radiator.

FREDERIC N. SHAFISTER, formerly station manager, is now station manager and William Sieman, former chief engineer of WOTL, and Mr. and Mrs. Wilbur G. and Worth Schuylkill, Detroit, is chief engineer. The station is owned by a group of local businessmen headed by Milton L.

GREENBAUM, merchant, who owns 35% of the stock [BROADCASTING, Nov. 1, 1938].

The other station authorized for Saginaw, granted last Oct. 25, or at the same time as WSAM, is not yet ready for operation. It is reported still seeking an approved transmitter site. It will be known as WOTL and will operate with 500 watts daytime on 950 kc. Its owners are Harold F. Gross, opera-

New York, on June 14 renewed for 13 weeks, the new NBC series, which transcribed musical announcements on the hour for Lucky Strikes 150 distributors to nine New York stations. The campaign features the stirring voice of Edward Allen, and the announce- ment of the various armies of Europe, NBC's Paris staff now has the story of an ambulance driver of having the war come to it.

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104B SINGLE STAGE PRE-AMPLIFIER:  
A HIGH QUALITY, COMPACT, FIXED  
GAIN UNIT.  
Gain ........................ 28 db.  
Frequency Response  . Within ±1 db from  
30 to 10,000 cycles  
Input Impedance  . 30 or 250 ohms  
Output Impedance . 30 or 500 ohms  
Dimensions . 8¾" x 4 ½" x 6¾"  
Power Supply: Obtained either from 105A  
or 106A Amplifier.

105A THREE STAGE HIGH GAIN AM-  
PLIFIER—WITH STABILIZED FEEDBACK  
Gain ........................ 70 db.  
Gain Control ........ Range 38 db.  
Frequency Response . Within ±1 db from  
30 to 10,000 cycles  
Input Impedance  . 30 or 600 ohms  
Output Impedance . 600 ohms  
Distortion Level  . less than 1% at 400  
cycles for 20 db. output  
Noise Level ........... -85 db, unweighted,  
-65 db, weighted at max. gain  
Power Supply: Completely self-contained,  
operating from 105-125 volts, 50-60 cycle AC.  
VU and plate meters available.

106A TWO STAGE  
LINE AMPLIFIER—  
WITH STABILIZED FEEDBACK  
Gain ........................ 45 db.  
Gain Control ........ Range 38 db.  
Frequency Response . Within ±1 db from  
30 to 16,000 cycles  
Input Impedance  . 600 ohms  
Bridging Impedance . 10,000 ohms  
Output Impedance . 600 ohms  
Distortion Level  . less than 1% at 400  
cycles for 20 db. output  
Noise Level ........... -60 db, unweighted  
-75 db, weighted at max. gain  
Power Supply: Completely self-contained,  
operating from 105-125 volts, 50-60 cycle AC.

Ask your engineer how easy it is to fit these amplifiers into your speech input plans!

REMEMBER: Western Electric's high quality, low initial cost, efficient and economical operation.

Western Electric

Radio Musters Own Staff of Foreign Correspondents

PAUL ARCHINARD
NBC-Paris

PAUL ARCHINARD was born in Paris on August 12, 1899. He came to the United States before he was five years old and returned to France in 1918 to serve in the Army. From 1920 to 1926 he was connected with the Paris purchasing office of Wm. Ward and also handled several other American accounts which necessitated wide travel. He was married in Paris and then returned to the United States. His two daughters were born in New York City in 1928 and 1930. Archinard joined NBC as assistant to Fred Bate, NBC representative in London, in 1934 but later was sent to Paris a year later.

FRED BATE
NBC European Representative, London

FRED BATE was appointed European representative of NBC in 1932. Born in Chicago, Bate has resided in Europe since 1912, when he returned abroad to study. In 1919 he became a stenographer with the Reparations Commission, serving in Vienna as chief legal secretary of the Austrian Section until 1921. He then returned to the U.S. to join the official American delegation to the Reparations Commission, serving in that capacity until the Commission was dissolved in 1930. He also served in 1930 as secretary to the Reparations Conference, generally known as the Young Committee. For two years prior to his appointment by NBC he was associated with the Paris branch of an American ranking house.

CECIL BROWN
CBS-Paris

THIRTY-TWO year old Cecil Brown, CBS correspondent in Rome, three years ago had a temporary job working the "lobster shift" in the CBS publicity department in New York. Born in New Brighton, Pa., Brown attended Western Reserve and Ohio State University, graduating in 1929. His first job was working for the Youngstown Leader, a job he started working right out of college from which he went to the United Press on the West Coast. Other papers he worked on were the Pittsburgh Press, the Newark Ledger and the Akron Beacon Journal. In 1932, Brown came to Rome working for INS when CBS signed him last January as its fulltime correspondent.

ALTHOUGH they have frequently impressed working newspaper correspondents as broadcasters from points where the news was breaking, the majority of the last part are now depending upon their own staff reporters, most of them ex-correspondents of men and women, for European coverage. In belligerent as well as the neutral countries, these radio correspondents are accorded the same status and privileges as needed for news facilities for broadcast originations, and these have usually been made available without much trouble by the various government-owned radio systems abroad. There have been amazingly few circuit breakdowns and the censors have been remarkably lenient to radio whose reports are followed daily by millions on this side of the ocean. Sketches of most of the radio correspondents whose voices are heard most frequently on the American networks are presented herewith.

ERLAND ECHLIN
CBS-London

FOR 10 years Erend Echlin has been covering England, France, Central Europe, Germany and the Balkans. Since 1938 he has directed a staff of 20 correspondents for News Week, working out of London. Previously he had worked for the London Daily, Chicago Times and other papers. He contributes free lance to British magazines. An American, he is married and has children. His family recently moved to Canada.

EDWIN E. HARTRICH JR.

EDWIN E. HARTRICH Jr. now broadcasting from Berlin as assistant to Bill Shirer, was the CBS correspondent in Helsinki and later served in the same capacity in Belgium. He was in Amsterdam when Holland and Belgium were invaded. He remained in that city, sending reports to CBS headquarters in New York by cable when radio facilities were refused. When the Germans entered Amsterdam, Hartridge was unable to communicate with the outside world. CBS instructed Shirer to make every effort to trace Hartrich. Shirer's first report was delayed and when it was received CBS officials were surprised to hear Hartrich talking on cce channel on the morning of May 22. Hartrich is 28. He was educated at Loyola High School, Notre Dame University, and then took a special course at the London Correspondence School. His first job was with the General Press Assn. in New York and before that received CBS officials were surprised to hear Hartrich talking on cce channel on the morning of May 22. Hartrich is 28. He was educated at Loyola High School, Notre Dame University, and then took a special course at the London Correspondence School. His first job was with the General Press Assn. in New York and before that received CBS officials were surprised to hear Hartrich talking on cce channel on the morning of May 22. Hartrich is 28. He was educated at Loyola High School, Notre Dame University, and then took a special course at the London Correspondence School. His first job was with the General Press Assn. in New York and before that was with the United Press wire service in the United States. In 1930 he joined the Paris office of the British Broadcasting Corporation. Since 1934 he has been the Paris correspondent of the Associated Press.

MAX JORDAN
Central European Representative, NBC

TRULY a "citizen of the world" is Max Jordan, who directs NBC's European headquarters in Switzerland and does a lot of broadcasting himself. As a photographer, lecturer and broadcaster, he has visited nearly every corner of the world. His command of languages makes him not only a broadcaster but also an arranger of broadcasts. A naturalized American citizen, Max Jordan was born in Summer, Italy, in 1895, of Austrian-German-French ancestry. He grew up in Italy, Germany, Switzerland and France. While he was still a high school student in Italy, he decided to become a journalist, after taking degrees at Frankfurt, Jena and Berlin, including a Ph.D. in philosophy, he decided to devote himself to religious philosophy. He studied ancient theology of the Orient, adding Arabic, Hebrew and Persian to his store of languages. Failing to get a professorship in 1920, he went into newspaper work in Berlin, later joining the Hearst foreign service, then traveling around the world. In 1931 he became Washington correspondent for the Berlin "Tagesspiegel". After some years at that post and in further travel, NBC appointed him its European representative—first to go abroad for an American radio network. His long service entitles him to the sobriquet "dean of American radio reporters abroad."

LARRY LESEUR
CBS-Royal Air Force

ASSIGNED to broadcast with the Royal Air Force in France, Larry Leesuer has been broadcasting from both London and Paris as his work with the British forces required. He has told about constant air raids, about the blood-curdling sirens. He described being in a cell with a wounded German parachutist and said that the latter trembled as the bombs exploded nearby. Leesuer gave an account of a visit to the Royal Air Force headquarters somewhere in France. He said there were none of the comforts that Leesuer had seen earlier in the war. He sat down to a lunch of stewed vegetables—in a clump of birch trees that shielded their planes from German bombers. He returned to New York University in 1931. Later he was with the United Press, with which organization he remained for six years.

VICTOR LUSINCHI
MBS-France

AS MUTUAL's representative with the French Army, Victor Lusinchi is covering not only front line news but events direct from French General Headquarters. He joined the Paris office of the British Broadcasting Telegraph in 1934, and became first assistant to the chief correspondent in 1936, holding that position until September, 1939. He has been a member of the Anglo-American Press Assn. of Paris since 1934 and of the Asso. of Journalists Accredited to the League of Nations since 1935. Lusinchi was appointed Mutual's representative with the French Army by Wavell Foot, Mutual's Paris representative.

ARTHUR MANN
MBS-London

ARTHUR MANN, Mutual's correspondent for the British Army, is now reporting from London. He has had an extensive newspaper background: Began with the Washington bureau of the United Press; covered deportation of anarchists during World War I and was then transferred to London; joined the Chicago Journal-Tribune, a foreign news service in London; served with the London office of the New York World; the London staff of the New York Herald-Tribune; then two years in the New York office of the互

Mr. Mann

Mr. Leesuer

Mr. Archinard

Mr. Echlin

Mr. Jordan

Mr. Bate

Mr. Hartrich

Mr. Lusinchi

Mr. Mann

Mr. Jordan

Mr. Lusinchi

Mr. Leesuer

Mr. Archinard

Mr. Echlin

Mr. Jordan

Mr. Lusinchi

Mr. Leesuer

Mr. Archinard

Mr. Echlin

Mr. Jordan

Mr. Lusinchi

Mr. Leesuer

Mr. Archinard

Mr. Echlin

Mr. Jordan

Mr. Lusinchi

Mr. Leesuer

Mr. Archinard

Mr. Echlin

Mr. Jordan

Mr. Lusinchi

Mr. Leesuer
EDWARD R. MURROW
CBS-London
Chief of CBS European Staff

EDWARD R. MURROW'S daily broadcasts require a daily working schedule of 16 hours and occasionally longer. Before the declaration of war, Murrow's presence in the British capital covered a large part of Europe for CBS. He covered the Armistice in 1918, the Munich Agreement in 1938, the Spanish Civil War, the Nazi invasion of Poland, World War II, and the postwar period.

WILLIAM L. SHAH
CBS-Berlin

Since the hostilities in Europe, William L. Shirer has been the Berlin correspondent for CBS. When an emergency arises he journeys wherever the story is located. In Germany—the authorities willing—he has interviewed a number of German Army and Navy officers, has described political developments within the Reich, followed troop movements through Belgium, watched the Scheldt offensive from a point a head of several days, and had a narrow escape from death during the bombing of Antwerp. He also makes frequent trips to the front outside of Antwerp, however, that under the present tension sleep does not seem as necessary as in other conditions. Asked about recreation, they all agreed that there was no time for it. A 10 p.m. broadcast in New York keeps them up until 3 a.m. and a noon show makes it even more

Toughest job of a radio war correspondent is to find time to sleep, according to reports of NBA representatives which were made during a four-way conversation between New York, London, Paris, and Berlin and broadcast on NBC-Red on June 11. It was told about their lives in the wartime capitals and how they cover the news for NBA. It was reported that Paul Archard in Paris and William Kerr in Berlin, with Ben Grauer asking questions from New York.

If a man can get five hours sleep a night he's lucky, all the correspondents agreed. Kerr noted that on his recent trip to the front with the Nazi Army he had a total of 21 hours of the trio decided. But...—that under the present tension sleep does not seem as necessary as in other conditions. Asked about recreation, they all agreed that there was no time for it. A 10 p.m. broadcast in New York keeps them up until 3 a.m. and a noon show makes it even more.

Mr. Murrow
Mr. Shirer

WAVELRY ROOT
MBS-Paris

WAVELRY ROOT, Mutual's Paris representative, has been a European correspondent since early 1927 when he covered his first story for the European edition of the Chicago Tribune. He arrived in 1927 and for eight years was with the Chicago Tribune. When he sold its Paris edition to the New York Herald Tribune, he moved to the Mutual office of the United Press. He returned to France in March of 1936 as the chief of Mutual's European bureau. He began his career on the old New York Herald in 1890 and was on the staff of the newspaper for more than ten years. He was a reporter on the old New York World and was later editor of the former New York Commercial and the commercial editor of the New York Times. After going to Europe for the first time he became a member of the London Daily Express staff and was correspondent for a number of American newspapers. He was managing editor of the Curtis Brown News Bureau, a syndicate service for many American papers. Then, after 16 years, he became head of the Chicago Tribune London Bureau. After the Bureau was reorganized, he was appointed London and European representative.

JOHN STEELE
MBS-London

JOHN STEELE is chief of Mutual's London and European bureau. A veteran newspaperman, he began his career on the old New York Herald in 1890 and was on the staff of that newspaper for more than ten years. He was a reporter on the old New York World and was later editor of the former New York Commercial and the commercial editor of the New York Times. After going to Europe for the first time he became a member of the London Daily Express staff and was correspondent for a number of American newspapers. He was managing editor of the Curtis Brown News Bureau, a syndicate service for many American papers. Then, after 16 years, he became head of the Chicago Tribune London Bureau. After the Bureau was reorganized, he was appointed London and European representative.

SIGRID SCHULTZ
MBS-Berlin

SIGRID SCHULTZ is chief of the Berlin bureau of the Chicago Tribune press service and Mutual's correspondent in Germany, the German capital. She studied international law at the Sorbonne in Paris and speaks five languages with equal facility—French, English, Spanish, Polish, German and Dutch. She was in Germany during World War I and joined the Tribune staff in Berlin.
Worcester FM Ready

WIXG, new FM station licensed to the Interstate Telephone Co., will start operating June 17, according to an announcement by E. R. Crandall, general manager of WIXG, also operated by the newspaper. With transmitting facilities in Holdenville, the new non-commercial, relay equipment, will be on the air from 6:30 a.m. to midnight and will carry the same schedule as WTAG.

GENE W. LATHAM, previously met- ers, Allen B. DuMont Laboratories, has joined American Television Corp., New York, as general sales manager.

FCC Meets Delay in Drawing FM Rules, Plans to Have Data Ready in Fortnight

UNABLE to prepare detailed rules and regulations and engineering standards to govern the new FM allocations by June 15, the FCC now hopes to have the preliminary data in readiness within a fortnight, paving the way for filing of FM station applications. The FCC has been urged to act promptly by stations and engineering standards, with action asked for during the week of June 17. First Commission action, if any, will be required before the new rules are promulgated, paving the way for influx of new FM commercial applications.

Howard J. Tyzzer Named As Head of Finch Plant

H. J. TYZER, formerly chairman of the household radio division of Crosley Corp., has been chosen to head the new superintendents in charge of the Finch plant of Finch Telecommunications Inc.

Mr. Tyzzer's appointment was announced June 7 by W. G. H. of the FM allocations, and Andrew D. King, assistant chief engineer for broadcasting, is now chairman of the new department, as his engineering standards, with action asked for during the week of June 17. First Commission action, if any, will be required before the new rules are promulgated, paving the way for influx of new FM commercial applications.

San Francisco Schools Seek FM in New Band

FIRST of the educational groups to apply for FM facilities in the new band allocated for their use [BROADCASTING, June 1, page 19] is the Board of Education of the San Francisco Unified School District, which has applied for a new non-commercial educational broadcast station which it intends to use to cover specified area in square miles. Since power is only one of the factors determining coverage on the ultra-highs and since the frequencies available for FM are all of about the same relative value, the new determining factor probably will be expressed in square mile coverage.

In other words, an applicant, based on the engineering standards, will apply for a station which will extend its coverage mainly along the metropolitan trade areas. Power level, antenna height and the strength of the signal are the combined factors which determine coverage.

The FCC also has indicated that it proposes to license FM stations which will be horizontally electronically scanned in stead of difference in coverage, by virtue of power and frequency, as exist in the present broadcast band. The new bands over 41.7 and 42.9 mc. will all be licensed with the objective of having them cover the metropolitan areas. This presupposes that rural coverage will continue to be provided by clear channel stations, and that the standard broadcasting stations having some secondary coverage.

Finch Patent

PATENT No. 2,205,461 has been awarded W. G. H. Finch, pioneer facsimile inventor and president of Finch Telecommunications Inc., Passaic, N. J., covering a new inexpensive mobile facsimile scanning unit. The unit is compact lightweight design with improved scanning mechanism and a simplified, continuous sheet feeding and adjusting apparatus, it is claimed.

The mobile receivers, de- rivatives of the design, are said to be particularly adapted to aircraft, ship and automobile use.

NBC’s FM Station Adopts Schedule

NBC’s frequency modulation station, WZWXG, New York, is now operating on a regular schedule, from 8 a.m. to 11 p.m. during Saturdays. Schedule was designed to coincide with the network television schedule, with the FM and the video transmitters are located in the Empire State Building. NBC's new transmitters are located in the Empire State Building.
A new era of broadcasting is open to broadcasters. Frequency modulation has been approved by the FCC. In planning for the future, progressive broadcasters are invited by Radio Engineering Labs., Inc., to investigate its high fidelity F-M transmitters… from 1 kw. to 50 kw. In collaboration with Major Armstrong, inventor of F-M, REL built the first F-M transmitter. As the pioneer manufacturer of F-M, REL has built 95% of all F-M stations now on the air. Employing the Armstrong Phase-shift method of modulation with crystal control of frequency, REL’s transmission units are the highest quality obtainable. Get the tested best… buy REL F-M transmitters.
Alleman and Cod, the real estate business with Helen Scott.

ITS executives selected the WOCB, advancement. Mr. Bell company. While of Oklahoma, Mr. Tichenor was appointed WOCB manager.

In Os-1940, the service of KVOR, Colorado Publishing announced manager, of KVOR, Colorado also owned by the publishing company, Terry was a member of the KVOR sales staff before becoming sales manager and prior to that was on the advertising sales staff of the Daily Oklahoman & the Leader and later a district manager of Mistletoe Express, another Oklahoma Publishing Co. property. While a student at the University of Oklahoma, Mr. Tichenor held various part-time jobs for the company.

In announcing the promotions Mr. Bell declared that they "come to two young men who have grown in the service of our company and who are now ready for further advancement."

WOCB, Cape Cod Outlet, To Begin About July 1 ITS executives selected the new WOCB, with business offices in Os-terville, Mass., which was authorized for construction in May, 1938, will go on the air on about July 1, according to a report from Charles H. Higgins Jr., program director. Mr. Higgins formerly was chief announcer of WESX, Salem, Mass. Commercial manager will be S. N. Kirkland, formerly with WMCA, New York. General manager is Ralph S. Rice, formerly with WMGC, New Britain, Conn. Music director is Ralph Lawton, formerly with the Mozart Academy at Salzburg, Austria.

Mr. HARRIETT M. ALLEN, who with Helen W. MacLellan is in the real estate business on Cape Cod, will manage the station. Miss Allen and Miss MacLellan are co-owners of the Cape Cod Broadcast- ing Co., licensee. Collins transmitting and RCA studio equipment have been installed, along with a Lehigh radiator.

Terry - Tichenor, Given Promotions

Former Head of KLZ Sales; Latter Manager of KVOR

TRANSFER of Hugh B. Terry, manager of KVOR, Colorado Springs, to KLZ, Denver, as sales manager, and appointment of Dud- ley Tichenor KVOR sales manager, as KVOR manager, were an-

ounced June 10 by Edgar T. Bell, business manager of Oklahoma Publishing Co., owners of the sta-

tions. Mr. Terry, who has been manager of KVOR since its acquisition by the Oklahoma Publishing Co. in 1936, succeeds Fred Allen, resigned, as KLZ sales manager in the appointment at Colorado Springs, Mr. Terry had been on the sales staff of WOCB, Oklahoma City, also owned by the publishing company.

'Grown in the Service'

Mr. Tichenor was a member of the KVOR sales staff before becoming sales manager and prior to that was on the advertising sales staff of the Daily Oklahoman & the Leader and later a district manager of Mistletoe Express, another Oklahoma Publishing Co. property. While a student at the University of Oklahoma, Mr. Tichenor held various part-time jobs for the company.

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vancement."

Mushroom Series

UNITED MUSHROOM Co., Chicago (Super-Spawn), oldest and largest mushroom developers in the United States, is in a new true-to-type, high-yielding variety-a campaign of daily one-minute announce- ments in five markets. Sta-

tion KGW, Portland, Ore., WPBN, Des Moines, Ia., WCAI, Pontiac, Mich.; WMMN, Fairmont, W. Va.; KQW, San Jose, Calif.; WDWS, Corpus Christi, Tex.; and KLZ, Denver, since May 13. At present the company is attempting to develop home-growing of mush-

room from spores, cultures, agar, and to offer and sell all excess of product grown, paying postage. If

results are successful, more sales will be added in the future. Frank R. Steel Associates, Chicago, han-

dles the account.

IRNA to Prepare Chart for Future

Pre-Convention Meeting Will Take Up Group's Program

A MEETING of the membership of the Broadcast Advertising Association of America is being held in San Francisco, Aug. 4-7. A complete schedule of the meetings has been set, the IRNA board has author-

ized such a session in connection with proposed strengthening of the organization. Chairman Sam M. Rosenbaum, WFIL, Philadelphia, it is understood, has opened conver-

sations with William J. Dempsey, former FCC general counsel, and his associate, William C. Koplo-

vitz, their intention to advise in the formation of standards of practice for network af-

filates, relating primarily to net-

work compensation and time clearance. So far as could be ascer-

tained, however, no definite ar-

rangements yet have been made. Presumably the convention call is contingent upon holding of these preliminaries.

Mr. Rosenbaum was authorized at a meeting of the IRNA board in New York June 9 to discuss with Messrs. Dempsey and Koplo-

vitz their possible retention by IRNA. Unanswerable the basic ques-

tion is whether, IRNA, as an or-

ganization, can legally establish it-

self as a group to regulate the networks. IRNA has gone on record in favor of development of standards "with a view of curbing increasing encroachment on sta-

tion privileges by network advertis-

ers."

[SCHEDULED FOR JUNE 11.]

Stip Test

SPIC Inc., Chicago (body deodor-

ant), new to radio, on June 4 started a 15-minute, three-weekly-hour woman commentator programs titled Bar-

ber's Swimrap Calling on WJJD, Chicago. Roberta Barbers (Chicago) is the newly-appointed agency.

IN ADDITION to applying for new regional stations in Dallas, Houston and San Antonio (Black Diamond West Publishers Inc., headed by J. M. W. Texas Distributors, on June 6 ap-

plied for the TVC for new 360-watt station and 1,000-watt day station at 250 kr. in Corpus Christi, Tex.

Harte - Hanks Interests

Seeking KBST Control

CONTROL of KBST, Big Spring, Tex., now held by Joe Galbraith, publisher of the Big Spring Herald, would accrue to the Houston newspaper group, Bernard Hanks newspaper and radio interests under a stock transfer deal for which application has been filed with the FCC. Mr. Galbraith now holds 61% of the stock in the daily newspaper and 25% of the stock and Mr. Hanks, 24.5%. Under the new arrangement, it is proposed that Mr. Hanks should hold 31.7% of KBST, Mr. Hart, 31.7%; Mr. Galbraith, 16.8%; Howard Barrett, station manager, 10%; Mr. Bonnie Davis, house, 5%; J. Reynolds, Tex., 12%, (Carmel cigarettes), upon arrival at the Union Air Terminal, Burbank, Cal. from Kansas City.

WHEN the new policy of bringing to Hollywood and spotting out-

standing talent grows, the almost week-long CBS Al Pearce & His Gang program was inaugurated June 7, Bennett King, Kings, Kansas, 24.5% vocalist, first to make a guest appearance. Accompanied by Karl Raiz, vice-president of KBST (right), she was met by Pearl (left), and the entire cast of his weekly program, sponsored by the Kansas City Daily Star. The hour later shifted to CBS, and will revert for the summer from July 10 to Oct. 7.

Harte - Hanks Interests

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CONTROL of KBST, Big Spring, Tex., now held by Joe Galbraith, publisher of the Big Spring Herald, would accrue to the Houston newspaper group, Bernard Hanks newspaper and radio interests under a stock transfer deal for which application has been filed with the FCC. Mr. Galbraith now holds 61% of the stock in the daily newspaper and 25% of the stock and Mr. Hanks, 24.5%. Under the new arrangement, it is proposed that Mr. Hanks should hold 31.7% of KBST, Mr. Hart, 31.7%; Mr. Galbraith, 16.8%; Howard Barrett, station manager, 10%; Mrs. Bonnie Davis, house, 5%; J. Reynolds, Tex., 12%, (Carmel cigarettes), upon arrival at the Union Air Terminal, Burbank, Cal. from Kansas City.

SPECIAL BILL IS GRANTED SASEC

SOCIETY of European Stage Au-

thors and Composers (SASEC) will file its motion for an amended and supplemental bill of complaint in its copyright infringement case against WCAU, Philadelphia, by Judge Harry E. Kalodner, of the United States District Court of Phila-

delphia, in an opinion June 4.

WCAU has contested the SASEC motion to add new parties subse-

quent to filing of the original bill, which joined as plaintiff Cross & Winge, copyright proprietors, whose music was allegedly in-

fringed.

Recognizing SASEC as a licen-

sor, the public performance of music for profit, the Society sought to add the Rialto Music Pub-

lishing Co. and the Jewel Music Publishing Co. controlling the copy-

rights owned by those two New York music houses as parties to the test suit. SASEC is anxious to have Jewell join since its own "Sunrise Serenade" and "A Lover's Lyric" compositions have rarely been played on the radio.

WCAU also argued, in contesting the Society's motion, that it has no right to recover damages under the copyright law because it is not the copyright owner. But if this were so, said Judge Kalodner, "then SASEC has been wise in seeking to add to the record in this copy-

right infringement suit parties whose plans to recover damages, or not, who are the copyright proprietors. However, this is not the case, and the plaintiff Society is a proper party to the action is not before me—"The facts as Judge Dickinson already has de-

cided that question against WCAU. In the course of the sale to WDFV, the parties have been no less, Judge Dickinson not only held that there was no misjoinder, stating, 'in this, both plaintiffs are concerned, and hence, properly joined,' but also intimated that if either party were omitted, it would constitute grounds for objection."

AMF Acquires Catalog

Of Serious B & H Music

ASSOCIATED Music Publishers has acquired exclusive broadcasting rights to the concert music catalog of Boosey & Hawkes Ltd., London publishers. Agreement, involving the assignment of the United States copyrights of the B & H selection to Associated for five years, was concluded June 6 between Ralph Hawkes, joint managing director of B & H, and Ernest R. Voigt, manager of the music rights division of AMF.

Probably best known of the com-

positions acquired by AMF is Sir Edward Elgar's famous "Cockaigne". The catalog also con-

tains works of Coleridge-Taylor, Edward MacDowell, Janacek, Weissenberger and Bela Bartok. Both Mr. Hawkes and Mr. Voigt are directors of Performing Rights Society of London and their firm is one of the most active music publishing houses abroad, accord-

ing to the AMF announcement.

KFWB, Hollywood, staff, headed by Harry Maltish, program manager, con-

ducted a full musical program, illustrative of the high quality which is being sent abroad by the Red Cross.
SUMMER inevitably brings a big plus to this market where per capita retail sales are consistently 40% above the national average. Three million summer visitors to New England—who spend some $500,000,000 mean worth-while extra business for manufacturers of just about everything.

Plan now to use WTIC to help you make the most of this market that pays extra dividends because it is within easy motoring distance of 72% of the country's population.

WTIC 50,000 WATTS
A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET
The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco
COINCIDENT with start of the summer radio season, CBS Hollywood sales promotion department, headed by George L. Moskovic, has started a campaign to publicize KNX shows. Most impressive is the tie-up with Monarch Photo Co., Los Angeles, which each week installs displays in 900 independent drug stores and other photo-finishing depots in Southern California. From negatives supplied by the CBS publicity department, Monarch is building a weekly “photo story” on 20 x 24 inch sensitized paper which is inserted in the displays.

Second major deal is with Thrift Drug Co., which sponsors the quarter-hour “Instant Magic,” on KNX, New York, and KNX, Los Angeles, which each week gives a daily 15-minute transcribed entertainment withIsaiah Farris, Jr., WIP, Philadelphia, sponsored by Ray Erlenborn, CBS publicity director.

CBS has also made a deal with Philo Radio Log, eight-page monthly magazine published by Littlenerter-Wough, Southern California Philco distributors. Two full pages of the publication, which has a circulation of more than 100,000 in the area, are turned over to the network to publicize 10 network and local programs pictorially. KNX reciprocates by mentioning the Philo Radio Log in its thrice-daily house organ program, KNX-tra.

Name the Band!

CONTEST to choose an identifying name for its staff orchestra, conducted by Joe Frasetto, was started June 1 in Memphis. The station is offering $10 to the listener submitting the best name. In announcing the contest, Benedict Gimble, Jr., WIP president, said he hoped to receive title suggestions that would immediately identify the orchestra.

Days of Yore

TO AROUSE interest in its 40th anniversary sale, a local furniture store using WBQ, Memphis, has advertised “Fifty Years Ago Today” feature to its daily broadcast. Each day something that happened 40 years ago on that date is related, with a followup on the store’s continuous business since 1900.

Merchandising & Promotion

Plugs on Coast—Illinois Roundup—Scramble for Flowers—Name Wanted—Diamond Prizes

Employe’s Rally

TO STIMULATE interest and explain the purpose of Background to Living, weekly quarter-hour pro-

gram sponsored on KNX, Holly-

wood, by Barker Bros., Los Ange-

les (home furnishings and decora-
tors), a special employe’s rally was

staged in the station studios on June 7. In charge was talk-show host Donald W. Thorsen, CBS Pacific Coast vice-president, and Neil Petree, president of Barker Bros., there was a “sample” broadcast of the program, and sound effects demonstration by Ray Erlenborn, sound effects engineer. Drawings for cash and merchandise prizes were also features of the evening. George L. Moskovic CBS Pacific Coast sales promotion manager, explained special merchandising features of the show, and promotion being used to support the program.

Tuscola Parade

ENTIRE ENTERTAINMENT staff of WDZ, Tuscola, Ill., is making a weekly trip to nearby cities for personal appearance performances in connection with new WDZ on Parades. Towns are lined up two weeks in advance and merchants solicited for a week so that one week may be spent in announcing the coming event and reading com-

mercials. Three shows are present-

ed each Saturday, using most avail-

able open plot as stage, with time off between performances for shop-

pers. Sales of time are based on the fact that shows draw potential purchasers from nearby towns.

List of Newscasts

WBFP-WEOA, Evansville, Ind., have published a vest pocket list of scheduled newscasts.

Iowa Tag

PERHAPS your selling problem may seem as tough as this puzzle, KRNT-KSO, Des Moines, suggests. With the tag KSO-KRNT, the tag says.

Fines for Welfare

PETROL, Los Angeles (PDQ game), on June 7 only, broadcast a special session of its weekly half-hour Quiz Court over KHJ, from the Pasadena (Cal.) Junior Chamber of Commerce. The $11,000 banquet staged to raise funds for boy’s welfare work. Weekly pro-

gram gets 200 votes from Judge Leroy Dawson and Garrey Breckenridge. Participants who fail to answer questions turned over their “fines” to the Welfare Fund. Quiz Court is sponsored weekly on KFI, Los Angeles, and each week the prize is increased to $5.

Glads in Demand

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist), in a cooperative campaign, on its twice-weekly quarter-hour pro-

gram, Hedda Hopper’s Hollywood, sponsored by CBS stations, of-

ered 12 pink gladiolus bulbs for 10c and 50c Sunkist lemon wap-

per. To fill the expected response, the Exchange ordered 1,200,000 bulbs, enough for 100,000 requests. But at the end of the camp-

aign, the demand totaled 1,391,457 all sets, or 1,452,000 bulbs. The Ex-

change appealed to the nation’s nurserymen for sufficient bulbs to meet the offer.

Pete’s Money

WNEW, New York, June 8 be-

came the exclusive New York sta-

tion to carry the “Popsicle Pete’s Money” campaign. The all-

hour transcribed Buck Rogers pro-

gram, currently on 100 stations throughout the country sponsored by Joe Lowe Corp., New York [Broadcasting, April 15]. Tele-

phone books mailed to listeners of the WNEW area are used on the program, heard Saturdays 9:30-

10 a.m., with juvenile listeners re-

ducing cash prizes and mer-


Bus Cards

USING varnished silk-screen post-

ers in six colors on the outside and four-color cards on the inside of Public Service Coordinated Transport buses, WIP, Philadel-

phia, is using commuters’ and traveler’s attention to its programs and service. The interior cards are used on schedules of buses and spec-

ifie programs, using a standard design but with regular color and copy change.

Wichita Newscasts

POSTCARDS listing the new broadcasts and current schedules of all Wichita stations are being sent on request to listeners by KFBI, Wichita, Kans. The tabulated schedu-

les give the schedule of all three, and the station notes on the card that new schedules will be furnished when any change is made in the schedules listed. The offer is made during the KFBI’s postcard drive.

First announcement brought in 139 requests.

Tiny Jingle

WNEW, New York, is sending out to radio executives and editors a miniature recording of its new musical sales promotion jingle, which now replaces in part the well-known WNEW call letters and tag line, “Serving New York and New Jersey 24 hours a day”. A copy-

righted feature exclusive in the New York area, the song is sung by the team of Two Witnesses with music by Alan Kent and Auster & Alston Johnson. The words follow: “WNEW — Twelve-Placey on the dial; Tune in all the while to WNEW, the station that serv-

es you and New Jersey, too, twenty-four hours a day, that’s true, WNEW.”

Angler Prizes

EIGHTEEN complete fishing out-

fits are to be given away for the largest catches in various classes ranging from 5 to 25 pounds. The contest being conducted on Joe O’Byrne’s Fishing & Hunting Club on KWBK-Philadelphia. Rules re-

quire only that contestants, after catching a fish, measure and weigh it and return it to the water. Any tackle dealer or boat captain before postcarding the information to the Club, will not be awarded the prize at the end of the season. The prize tackle is supplied by the three firms of Ashaway, Montague and Ocean City Reel Co.

Day at the Park

THROUGH special arrangements with Gracie Fields at her South Ber-

ner resort, June 11 and 12 were observed as “Wheaties Days” at the resort, with Jack Benny’s creations, Cleveland Indians baseball games on WCLE, Cleveland, originated in a special booth at the resort. Operators of the resort’s amusement a ccept ed Wheaties boxtops in partial payment for rides and other amusements. The promotion was arranged by Kermit A. Paulson, local sales supervisor for Great Borden Co., and Robert Greenberg, WHK-WCLE merchandising manager.

Awards to Players

STONEY McLINN, director of sports at WIP, Philadelphia, is staging four monthly contests to determine the most valuable player of the month one of each of Philadelphia’s two major league baseball teams, both teams’ greatest players and prize going to the player certified by a board of judges based on votes received from WIP listeners. The contest is being conducted in conjunction with McLinn’s daily Sport Shots show, sponsored by Adams Clothes, Philadelphia.

BROCHURES

KOIN, Portland, Ore.—Plastic-bound merchandising brochure presenting statistics, how-to-handbook and promotional possibilities through text and crayon drawings. Two thousand copies to be mailed to 1000 independent retail dealers. Prepared under supervision of Charles Conche, KOIN advertising manager.

WAHC, New York—Brown and white folder. “Some of our best people get up early” reads front cover. Inside is a description of Larry Elliott’s Rising Sun program.


WITH a large space leased at the San Francisco Golden Gate Interna-

tional Exposition on Treasure Island, KPO-KGO feature a large clock-like dial containing the rubber and vinyl names of some of the microphone personalities, who put on a 16-minute transcribed entertainment dozens of times a day. Their transcribed voices are synchronized with the little animated rubber figures so sound appears to come from them.

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BROADCASTING • Broadcast Advertising
"A Special Promotion is no better than the company behind it."

MILTON SMALL,
ILLUSTRATED CURRENT NEWS, INC.

- THAT'S WHY EXPERIENCED PROMOTION MANAGERS PREFER THIS OLD ESTABLISHED & FINANCIALLY RESPONSIBLE ORGANIZATION

ALMOST THREE DECADES ago Illustrated Current News, Inc., perfected and distributed what was then a sensational new idea in advertising... ornamental frames that combined current news photographs with panels for the local merchants' own advertising message.

From that modest beginning has grown this company's present nationwide service—the largest in the business—serving thousands of banks, business houses and merchants on contracts that have been running since 1913.

This complete—experienced—and responsible advertising distribution service is now at the free disposal of radio stations everywhere.

The illustration above shows our newest ILLUMINATED DISPLAY PANEL as used by KYW (PHILADELPHIA) and other important stations. This handsome, eye-catching, attention holding display advertises the Station CALL LETTERS, DIAL NUMBER, or other message—gives generous space to the local merchant—and holds attention by a LAST MINUTE NEWS PHOTOGRAPH with terse, reliable descriptive matter.

YOUR ADVERTISING ON THIS DISPLAY COSTS YOU NOTHING!

★ IT IS YOUR OPPORTUNITY TO SECURE "HIGH-SPOT", HEAD-ON MINIATURE BILLBOARDS IN LOCATIONS THAT ORDINARILY CANNOT BE BOUGHT.

EXCLUSIVE CONTRACTS BEING MADE NOW
Write—Wire—or Phone for complete information

Not just a Newspicture or a frame, but a real COOPERATIVE SERVICE THAT BUILDS GOOD WILL

★ All locations are secured by our own trained men acting under a responsible manager.

★ We supply each exhibitor with a continuous flow of 133 screen, clear, sharp, snappy half-tone news pictures—size 12½ x 19"—all up to the minute in interest.

★ We supply smart business-building sales messages to fit the location.

★ YOUR CALL LETTERS—DIAL NUMBER—AND ADVERTISING MESSAGE ARE LARGE, CLEAR, AND ATTRACTIVELY COLORED.

★ Total overall size: 24" wide, 32½" high, 11" base. Black and chrome finish. TELECHRON ELECTRIC CLOCK illuminated by GENERAL ELECTRIC FLUORESCENT LAMP.

★ We manufacture our own displays—finance our own accounts—handle all detail ourselves—report regularly to you—respect your interests at all times.
Radio's New Arts On IRE Program

Yankee FM Station, New WBZ Plant to Be Inspected

NEW BROADCAST services, such as FM, television, and ultra-high frequency transmission generally will be highlighted at the 16th annual convention of the Institute of Radio Engineers in Boston June 27-29 at the Hotel Statler.

To be attended by a majority of chief engineers of stations, the IRE session will include an inspection of the new WBZ FM transmitting plant of the Yankee Network at Paxton, Massachusetts.

Paul DeMarc, technical director of the Yankee Network, who supervised installation of the station, will demonstrate FM conduction and relay transmission on the trip. Other inspections include the new WB5 50 kw. transmitter and laboratory, and the laboratory and testing equipment of General Electric Co., and Massachusetts Institute of Technology, as well as the Hygrade Sylvania tube factory and the U. S. Coast Guard air base at Salem.

Television Papers

Papers on television are scheduled as follows:

- A Portable Television Transmitter, C. S. K. Bennett, RCA Mfg. Co.; A New Method of Multiplexing Television Systems, T. T. Goldsmith, R. L. Campbell and S. W. Stanton, Allen B. DuMont Laboratories; A Type of Light Valve for Television Reproduction, J. S. Donati and G. B. S. Haas, RCA Mfg. Co.; Synchronizing & Deci-When a transmitter is being tested, the station must be shut down, but not for too many hours. It seems best if the work is done in small pieces, such as one channel at a time.

Mr. Borland, however, disagrees. He feels that the new FM transmitters are not as good as the old ones. He says that the new ones are too complex and require a lot of maintenance.

Mr. Borland also feels that the new FM transmitters are not as reliable as the old ones. He says that the new ones tend to break down more often and that it takes longer to repair them.

Mr. Borland suggests that the new FM transmitters be replaced with the old ones. He feels that the old ones are more reliable and easier to maintain.

The question of whether the new FM transmitters are better than the old ones is a complex one. It depends on many factors, such as the type of transmitter, the location of the station, and the maintenance and repair procedures used.

But in general, Mr. Borland believes that the old FM transmitters are better than the new ones.
0.0025% FREQUENCY STABILITY OVER ROOM TEMPERATURE RANGE OF 32° TO 122°F

Four Times Better Than F.C.C. Requirements!

... in a 5½-hour test over an ambient temperature range of 90° F. That's what actual measurements on a typical G-E frequency-modulation transmitter showed. And even better stability is obtained under normal conditions.

G.E. Does It Simply!
A single low-coefficient quartz crystal unit (temperature controlled) controls the frequency. Mean carrier frequency is electronically compared to a multiple of crystal frequency. Tendency to drift is instantaneously cancelled by automatic application of a corrective voltage of the proper magnitude to the reactance-tube modulator. Correct carrier frequency is thus maintained by direct comparison to a precise crystal frequency.

Why the Simplified G-E Design?
Greater dependability; keeps you "on the air"—an important feature in commercial operation. Amazing accessibility; every part and wire easily reached without disassembly; all tubes instantly accessible by opening main access doors! Small tube-complement; only 31 tubes in entire 1-kw transmitter.

Low tube cost
Single crystal control; accurate; positive
Easy to operate
Small floor-space requirement
Only simple shielding required, giving easy access to circuit components
Fewer parts; less space needed

Additional Performance Characteristics
(measured on typical production transmitter)

Audio-frequency response: Flat to within =0.5 db, from 30 to 15,000 cycles.

Harmonic distortion:
- 30 cycles = 0.9 % RMS
- 100 cycles = 0.6 % RMS
- 1000 cycles = 0.55 % RMS
- 5000 cycles = 1.25 % RMS
- 7500 cycles = 1.5 % RMS

Carrier noise-level: FM noise down 65 db from modulation level at ±60 kc carrier-frequency deviation. (Down 70 db at ±100 kc deviation) A-M hum down 55 db. All values unweighted.

Linearity: Within ±0.1 db up to ±75 kc carrier frequency deviation.

Cross Modulation: 0.7% RMS at ±60 kc deviation with signal inputs of 400 and 700 cycles, and 4000 and 7000 cycles.

The complete G-E 1-kw FM transmitter; less than 10 square feet of floor space is required.
IN EVERY part of the New York area, the new WEAF transmitter will be heard with maximum volume and clarity. A signal of at least 25 millivolts will be laid down day and night in New York's five boroughs.

NOW I see NEW

When WEAF ground waves "take to the water"—millions in New York area will become steadier customers of Red Network advertisers than ever before.

There's nothing mysterious about it. Salt water is the slickest conductor of ground waves in the business. So, in selecting a site for the erection of WEAF's newest 50,000-watt transmitter, NBC engineers looked for a location that would take best advantage of the salt water around New York.

After years of search, they finally
what NBC Red means by its

'SALT-WATER WAY' TO GREATER SALES IN GREATER NEW YORK!

found the right spot in Port Washington, Long Island. As you can see from the picture above, the path from antenna to New York is almost entirely over salt water.

At present the new transmitter is being built—from plans which took more than a year to formulate. It will probably commence operation in September. When it does, the first station of America's first network is going to exert an even more powerful influence over the New York market's buying millions than at present. Yes—and new thousands in the most productive listening area in the United States will become WEAF enthusiasts!

Thus the "salt-water way," by providing better-than-ever signal to WEAF's listening millions, is going to mean more listeners...greater sales and profits...to Red Network advertisers.

Add to this the known fact that the Red Network provides its advertisers with radio's biggest listening audience and you have a mild idea why, again last year, they invested more money in Red Network time than in any other single advertising medium—almost $35,000,000. The Red is a profitable investment because it's first in stations and programs—and has been since radio broadcasting began.
What's he thinking while the delegates roar their approval?

He's thinking of favorite sons, of party planks, of caucuses and candidates. He's thinking of American democracy, of elections, of milling crowds, of blaring bands. He's thinking National Convention.

And what's he thinking when he reads Broadcasting? He's thinking Radio.

Small wonder everyone thinks Radio when he reads Broadcasting. It's 100% Radio all the time ... nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. Broadcasting will work for you!

They're Radio-Minded when they read Broadcasting

Broadcasting Blankets Timebuyers!
Vallee, Fibber, Pearce
Granted Radio Awards
By Los Angeles College

TWELVE radio stars and programs, studied regularly by the radio classes at Los Angeles City College, were named for the first annual radio awards by 1,200 students of the Broadcasting Department. Rudy Vallee won the special achievement award for "playing perfect radio entertainment" through his successful introduction of the original radio musical comedy on NBC weekly program for National Dairy Products Co. (Sealtast).

Fibber McGee & Molly, sponsored on NBC by S. C. Johnson & Son, received a second award for "making life in an average American community the basis of an enjoyable and entertaining service." Al Pearce was named for his creation of an original comedy character. The Emerald Blust, on the CBS program for R. J. Reynolds Tobacco Co. One Man's Family, sponsored by Standard Oil, received the best dramatic serial, and Blondie, on CBS for R. J. Reynolds Tobacco Co., was named outstanding comedy serial.

The Texaco Star Theatre on CBS was selected the best variety show. Burns & Allen, on CBS for Leth & Fink Products Co, were best of all comedy shows, while Grace Allen received an additional award as radio's leading comedienne. Jack Benny, on NBC for General Foods Corporation, was first announced as the best musical talent, and John C. Campbell Soup Co. as best music singer. Edwin C. Hill was named best commentator for his American Oil Co. series on CBS.

**EMPLOYEES OF WJW TO GET BACK PAY**

UNDER a consent decree entered May 31 in the Federal District Court in Cleveland, Walter F. O. Brown,_sbenn, of WJW, Cleveland, O., charged with violation of the Fair Labor Standards Act, was ordered to pay taxes on the income of his former employees and former employers of a total of $49,40. 29 in back wages and overtime.

The deal, which was permanently enjoined the station from violating the Act.

The restitution order was based on alleged violations due to misunderstanding of the law on the part of the station's previous management in regard to defining "student announcers" and "guest announcers" who had worked without pay. In addition, it was brought out, overtime was not reported, and wages and benefits received did not match log sheet entries, it was stated.

Early in June the Wage & Hour Division of the Labor Department, following protests from the NAB and several independent operators, relaxed the rule requiring that records be kept of wage and hour records by technicians employed there. Under the new interpretation of the rule records may be kept at a central point by the employer, on condition that those employees "at places or places of employment" within 72 hours after notice from a wage-hour inspector.

WHEN Bill Murdock, sales manager of WJSV, Washington, had another birthday John T. Kennedy gave him a surprise party, along with gifts (below) of sponsors' products, including a pair of sanfrons unmentionables. Surrounding promotion director; James Hurbit, new writer; messenger boy (singing); Hugo uncover; announcer; Murdock; Mrs. Miriam Fries, production; Clyde Hunt, chief engineer; Harry Crow, auditor; Helen Harper, secretary to Manager A. D. Willard Jr.; Lloyd Dennis, program director; Janet Campbell, Murdock's secretary; Joe King, announcer; Barbara McMaster, Dennis' secretary; Mrs. Lucille Cohan (Nancy Dixon); Mrs. McGraw, phone operator, listening to the "Happy Birthday To You".

Moreover, Fibber McGee & Molly, sponsored on NBC by S. C. Johnson & Son, received a second award for "making life in an average American community the basis of an enjoyable and entertaining service." Al Pearce was named for his creation of an original comedy character. The Emerald Blust, on the CBS program for R. J. Reynolds Tobacco Co. One Man's Family, sponsored by Standard Oil, received the best dramatic serial, and Blondie, on CBS for R. J. Reynolds Tobacco Co., was named outstanding comedy serial.

**PARTIES CONSIDER PLANKS ON RADIO**

**INCLUSION OF A radio plank in the platform of the Republican National Convention was predicted as members of the Resolutions Committee of the Convention prepared to gather in Philadelphia for their first meeting during the week of June 17. The committee has before it the plank plank supporting freedom of radio on a parity with the press, it was learned. The committee meets one week in advance of the June 24 opening of the convention.

A similar proposal is being considered by the Democratic National Committee and recommendations to that end have been made. No date has yet been set for the meeting of the Resolutions Committee of that party, which starts its annual convention in Chicago July 15. Because of the repeated expressions of President Roosevelt and other Democratic leaders in favor of freedom of radio, it was thought little difficulty would be encountered in procuring such a plank in the platform.

The NAB Legislative Committee, headed by John A. Kennedy, WCHS, Charleston, urged both political parties to give consideration to the free radio subject. So far as can be determined, no opposition has developed.

**KMYR Court Decision Lifts Another Obstacle**

**ANOTHER obstacle in the path of licensing KMYR, new local authorized in Denver last year, was removed June 7 by the U. S. Court of Appeals for the District of Columbia in granting the FCC motion to dismiss the appeal of KFEL, Denver. There is still pending, however, the appeal of KVOO, Denver, which shares time with KFEL, along with an FCC motion to dismiss. The new KMYR, assigned 100 watts night and 260 day on 1310 kc., was authorized on application of F. W. Meyer, now agent manager of KLZ, Denver.

On June 5 the court postponed action on the FCC motion to dismiss the case of KMYR, assigned 100 watts night and 260 day on 1310 kc., was authorized on application of F. W. Meyer, now general manager of KLZ, Denver. On June 5 the court postponed action on the FCC motion to dismiss the case of KMYR, assigned 100 watts night and 260 day on 1310 kc., was authorized on application of F. W. Meyer, now general manager of KLZ, Denver.

**CALL letters of KEEN, Seattle, recently changed by F. W. Meyer for a Broadcasting, May 15, have been changed to KEVR by authority of the FCC.**

**Brown Revamps WSPA Personnel**

Programs Reorganized as New Owner Assumes Control

With a complete reorganization and revamping of personnel and programs, the Spartanburg Adv. Co., president, the operation of WSPA, Spartanburg, S. C., a 1,000-watt daytime station. Walter Brown, of well known Washington newspaper correspondence assumed management of the station at the sign-off May 31, which marked the last day of the operation by Virgil V. Evans who founded the station in 1929 and sold it to the Spartanburg Adv. Co. for $30,000.

The new owners have been granted a construction permit for WORG, a local station on 1370 kc. Mr. Brown is proceeding with plans to bring local on the air to bring Spartanburg both day and night primary radio service for the first time.

He has reorganized the WSPA staff from top to bottom, Thad E. Hayden,_floor manager, WIS, in Columbia, S. C. WJJD, Richmond, Va., WGRB, Goldsboro, N. C. and unqualified, WCA, CBS commercial manager of WCCS, Columbia, S. C., is head of the WSPA commercial department. Jack Walters resigned as program director of WSAV, Savannah, to take the same position with WSPA. Before going with WSAV, Mr. Walters was an advertising sales person and special events director for WKZ, Kalamazoo, Mich. Ralph S. Bennett, engineer of WFMD, Frederick, Md., is the new chief engineer for WSPA. Before going to WFDX, Mr. Bennett was engineer at WDAY, Fargo, N. D.

**ANNOUNCING STAFF**

Announcers at WSPA are Sterling Wright, former program director for WSPA; James Waldrop, former director of WAIM, Grand Forks, N. D., WWNC, Asheville, N. C., and Cliff Gray, former director of WQAL, Lancaster, S. C., and WEEL, Reading, Pa. Charles O. Hearon is public relations director.

As station engineers are George Tate, W. H. Harmon, Carei Isley, and Alvin Lanford. Miss Fannie R. Newman is bookkeeper and Miss Horsittle Bishop, secretary and receptionist.

WSPA began operation under the new management with a full-time United Press radio news wire, and advertising broadcast during the international crisis every hour on the hour, WSPA is affiliated with the National Broadcasting Co. and the Mutual Network.

On the opening day under the new management, WSPA received wires of congratulations from Governor Burnet T. Maybank, other State and city officials; Senator E. D. Smith, Senator James F. Byrnes, Senator Robert B. Hill, and from every member of the South Carolina delegation in the House of Representatives, as well as from other high Government officials in Washington.

WJJD, Chicago, and WIND, Gary, Ind., have inaugurated a policy of interspersing spot announcements of Americanism throughout daily schedules.

**BROADCASTING**

_Broadcast Advertising_

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Fletcher Wiley
(Continued from page 19)

KNX, Wiley was a local commentator only, selling local products to the Los Angeles area audience. When CBS purchased the station from Guy C. Earl and associates in late 1936, Wiley continued on KNX under the new management. With his daily Housewives Protective League a sellout and new sponsors asking for time on the program, he went to Donald W. Thornburgh, CBS Pacific Coast vice-president, and asked for the Sunrise Express, an early morning program of recordings. Wiley got it, and renamed the program Sunrise Salute.

Adopting the policy and style of presentation as used on his afternoon show, sponsors started flocking to Sunrise Salute. Wiley's success with his early morning broadcasts is attributed to the variety show format he introduced when replacing the recorded music that is standard on "get-em-up" programs. At present there are more than a dozen live talent performers on the show. Besides instrumental trios, a novachord, vocal duos and trios, he also includes a small orchestra and often guests. This is all woven together by Wiley's informal commentary.

When Star Ascended

Wiley really first attracted national attention in April, 1938, through his Sunrise Salute, when National Livestock & Meat Board released results of a 14-station CBS campaign conducted in metropolitan areas. The cooperative organization bought outstanding participation programs. During the brief campaign a free booklet containing information on the purchase and preparation of fresh meats was offered. Sunrise Salute was first in the nation on a cost-per-inquiry basis, drawing 19,480 requests for the booklet.

From then on Wiley's star rose in the national firmament with a greater number of national sponsors sharing time with regional and local ones on his programs. His great success with Sunrise Salute gave other advertisers confidence in early morning periods, and Wiley did a good sales job for other sponsors in this period, among them being Farmers Public Market, Los Angeles, which sells produce direct from farm to consumer. On one mention only Wiley sold a carload of peaches for this market. They had to be sold in 48 hours or be a total loss to the market, for the peaches were just ripe. Wiley, in his own particular style, told the story: There was a sellout.

A National Sponsor

So successful was this live talent musical format on his morning program that when the Housewives Protective League, because of the log jam of sponsors was increased from half to a full hour in the afternoon, Wiley interspersed similar entertainment between his comments. Currently he has Don Roberts, star of the Sunset Country band, with vocalists who concentrate on "old favorite" requests. Though Campbell Soup Co. is

GROCERY STORES of Southern California stage quarterly Fletcher Wiley Sales, promoting products he advertises on his daily combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Stores are decorated with such banners as pictured.

Wiley's first national network sponsor, he has been heard on the CBS Pacific Network for several well-known advertisers. His first Pacific Coast network sponsorship was in 1937 when a quarter-hour period of the five-week sustaining Western Home Hour, afternoon variety show, was sponsored by Table Products Inc., Los Angeles, (Duchess Salad Dressing) for 13 weeks. When CBS discontinued the show shortly afterward, Wiley concentrated on his two local programs—but not for long. In September, 1938, Soil-Off Mfg. Co., Glendale, Cal. (cleaners), returned to him a seven-station CBS West Coast network with a program built at the sponsor's request. Wiley's success for Soil-Off had been so significant on his two KNX programs, that the firm sponsored him on the network for 13 weeks under the title simply of Fletcher Wiley, which he also uses today for Campbell Soup Co. When CBS began offering his daily quarter-hour network program on a participating basis, California Prune & Apricot Growers Assn. (Sweet Prunes & Apricots): Knox Gelatine Co.; California Fruit Growers Exchange (Sunkist oranges and lemons), and other national advertisers sponsored him on a CBS network consisting of KNX KARM KSFO KOIN KVI KIRO KFPY. After several nibbles for prospective transcontinental sponsors, Campbell Soup Co., on Jan. 22 in a 13-weeks test, started sponsoring him five times weekly on nine CBS West Coast stations, extending the series to 38 outlets for 22 weeks, on April 29, Mondays thru Fridays 2:30-2:45 p. m. (EDST).

Why He Succeeds

Key to the success of the local programs—Housewives Protective League and Sunrise Salute—lies in the commentator's past experiences in the food industry and his true salesmanship. Wiley's previous training has given him accurate knowledge on all branches of food chemistry and merchandising. In many instances he knows as much about a product and its history as the local broker or distributor. Furthermore he has the ability to sell himself to the advertiser and
trade. Wiley's 20 years of food products selling through brokerages makes it possible for him to call on local brokers and agencies in person and present his story.

When he assumes the advertising burden for some product, he personally checks the distribution setup, confers with the local broker on sales strategy, ways to open new outlets, and other means to move the commodity. Wiley has turned down many products. Filed in his fourth-floor office in the CBS Hollywood building are names of 3,500 housewives who are members of his "testing bureau." When a sponsor approaches him with a product, Wiley turns it over to 50 of these housewives for testing. If it meets their high standard test, nine times out of ten Wiley will accept the sponsorship.

Wiley, too, is one of the few showman-salesmen in radio. Although his fan mail averages more than 2,500 letters monthly, he doesn't answer a one. He discounts fan mail as an index of the job he is doing for a sponsor and sticks with sales results—on that he rises and falls. He is actually a sales manager with a flair for entertaining and informative commentary. His personal contacts are reflected in the tremendous weight he has acquired with the Southern California grocery and market trade.

Two groups of voluntary grocery chains—Certified Grocers and the Red & White Stores, representing some 700 independent grocery stores throughout Southern California—conduct quarterly Fletcher Wiley's commercials, like his programs, are strictly ad lib. He says what he wishes, without interference from the sponsor. He has sacrificed some important national accounts because of his insistence that all commercials be ad libbed. He speaks the way he feels, and commercials are drawn out slowly, woven in and out of his discussions.

In a typical day he'll discuss air raid precautions in Britain; the story of an accountant's error due to a fly speck; the story of Napoleon's literary career and how it affected Europe; how the stock market works—all in a slow Péguyesque and picturesque American-as if talking informally to friends. He talks from brief type-written notes. Sometimes he pauses to take off his coat and rearrange his chair. The radio audience has come to expect and appreciate the showmanly ease with which he talks to them.

Wiley Adds KSFO

FLETCHER WILEY'S Housewives' Protective League, heard regularly on KNX, Hollywood, has started on KSFO, San Francisco, on a twice-daily basis under direction of Galen Drake, following Wiley's established format. The Housewives' Protective League, which is a formally chartered fraternal organization as well as a program, has a Southern California membership including more than 5,000 voluntary registered housewife-testers who determine acceptability of products submitted for sponsorship. Wiley will continue to conduct the KNX program.

Wiley Sales, and "push" products currently being promoted by the commentator on his Sunrise Salute and Housewives Protective League programs. Besides including boxes in their newspaper advertising to promote the Wiley Sales, they also decorate stores with silk screen banners and have special store displays during the quarterly campaign. This all without cost to the commentator.

Says What He Wishes

Wiley's commercials, like his programs, are strictly ad lib. He says what he wishes, without interference from the sponsor. He has sacrificed some important national accounts because of his insistence that all commercials be ad libbed. He speaks the way he feels, and commercials are drawn out slowly, woven in and out of his discussions.

In a typical day he'll discuss air...
Lucky is making broadcasting for public service to listener doing the real job for the advertising in the great Cincinnati market—

L. B. Wilson

Thousand Watts CBS
WHAT HAS happened to the Havana Treaty reallocation? Is it going by default after the United States and Canadian Governments spent more than a decade in seeking to work out an agreement whereby inter-American broadcast interference would be eliminated?

Those are the questions now being posed in broadcast circles. The answers are not yet available. At the FIC it is stated simply that the actual promulgation will be handled in due course. Yet it is apparent that the treaty has taken the last seat in the last row—with FM, television, war developments and the Network-Monopoly report given priority. There is nothing saying the importance of these other issues, yet time is the essence in the standard broadcast allocations. Here's why.

Mexico, after a two-year delay, on March 29 formally deposited with the Havana Government its treaty ratification papers. The treaty itself carries a proviso that 180 days after the fourth signatory nation (United States, Canada, Mexico, and Cuba) shall have ratified, the allocation lists be exchanged. That six-month period expires about the end of August, as we figure it. The treaty, under its own terms, must become effective not more than one year after the fourth nation has ratified. That date is March 29, 1941.

As we understand it, the preliminary engineering data has been prepared at the FIC. The legal modus operandi—whether show cause or show cause and other procedure invoked—apparently remains to be accomplished. Some 90% of present station assignments are due for change, shifting from 10 to 40 kc. up the band. At present all broadcast licenses have been extended only to Oct. 1 in anticipation of the treaty reallocation. The end-of-October notification deadline obviously will force a further postponement of the present renewal date.

The treaty was evolved at extraordinary sessions in Havana during latter 1937. It was hailed as a diplomatic triumph because a half-dozen previous attempts to align Mexico and Cuba in inter-American broadcast allocations as a means of eliminating interference caused by two medium-wave stations failed. The treaty provides for elimination of the notorious Mexican border stations. It will end promiscuous and indiscriminate use of frequencies by Cuban stations, playing havoc with reception in this country. It will make possible improved assignments for many stations and afford improved rural and remote service. All these things await only action of the FIC.

We do not want to appear unduly critical of the FCC on this score in these hectic times. Yet we feel that in charting its procedure it should not overlook the importance of the broadcast allocations. A vast amount of work must be done by the signatory nations in evolving duplicated channel assignments even after the allocation lists are exchanged.

Any thought of veering from the treaty allocation terms (and we understand they are harbored by certain FCC members) certainly should be banished as a breach of faith with the other signatory nations, which agreed to a specific allocations structure. Such matters, including clear channel duplication, can be coped with after the prescribed allocations are promulgated and in force.

FORGOTTEN PACT?
BRIGHT young chaps interested in the radio end of advertising on the Eastern seaboard eventually pause in the reception room of Young & Rubicam, New York, then pass to an inner office to talk hopefully for a moment or two with a lean hawk-faced man named Tom Harrington.

They may not come out of his office with a job—more probably they have been told there is little chance for an opening—but they come out smiling.

Tom Harrington, radio director of Young & Rubicam is like that. He gives that feeling of friendliness. He puts one at ease and encourages even while saying "No!". That's one of his secrets of success. Although only 38, he ranks among radio's veterans and is one of the best known and liked executives in the business.

Coast-to-coast, they think and speak of him effusively as just Tom. His full name is Thomas Francis Harrington. But he seems to have forgotten it, and is reliably reported to have doubted the authenticity of one of his own lists, because he had signed it Thomas F.

Tom was born on July 12, 1902, in Boston. Exactly 28 years later, to the day, he married Rose Williams of that city. Between these two significant events he attended school in his native city and was graduated from Boston U., where he captained the varsity hockey team. The rudiments of advertising and show business he learned while an undergraduate, working for the old Batten Co., now Batten, Barton, Durstine & Osborn, after classes. At the same time he absorbed some knowledge of drama with the famous Malden Auditorium Stock Co., at Malden, Mass.

A few years of hard work in the advertising field, Tom took a leave-of-absence to rest. Within a few short months, however, he was recalled to join the radio department of the agency and worked on production of three outstanding programs of that period: Happy Wonder Baker, Shadrowntown Band and Armstrong Quakers. That was in 1929. Next he was shifted to the station relations department. But his real interest was in programs, and after a short time he wrote continuity for Happy Wonder Bakers and Armstrong Quakers, then became associate producer of these shows.

His knowledge of drama, developed behind the scenes of a stock company, was put to a real test for the first time when he took over the task of casting the March of Time series. To satisfy all its requirements, the job kept him on a constant search for flexible actors who could adequately impersonate voices of world-famous personalities. He spent hours auditioning talent from the stage, screen and radio. He spent more hours listening to dramatic programs, always cataloging voices for future use.

Tom Harrington has always harbored an ambition to be an announcer. It was partly gratified when he first worked in New York announcing remote control dance bands for WHN on a part-time basis. However, his production activities inevitably interfered with chances for announcing laurels.

The first frustration came during his March of Time series. As casting director, in auditions for a new announcer, he herded some 40 candidates to the microphone within four days, reading cue lines for all so they could pick up the dash and verve of Time's continuity. As the last candidate went to the microphone, the executives sitting in judgment phoned Harrington, "You read the announcement next time, was he told. Tom did. To his surprise they awarded him the job, but someone turned to Tom, telling that no staff member was to announce on the show. Tom, however, stood by as substitute announcer.

The young radio director of Young & Rubicam did not rocket to his top position. He worked up the hard way. Nor does he pose as a Lord of Production and executive since 1929. He started his career in a small way, making strides slowly. His first big show for that agency was Uncle Tom's Cabin Hour. Next came Beatrice Fairfax dramatic series. Then he directed the Joe Cook Hour. Forty-Five Minutes in Hollywood, the first New York program that attempted to reproduce the glamour of Hollywood, was one of his.

Harrington took over the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), six years ago in New York. When the weekly program was switched to Hollywood for origination on May 24, 1936, he went along, continuing as producer. For a time it appeared his skill in dramatic production would be buried under the reflected glory of working with the noted comedians but Young & Rubicam discovered another Harrington talent—his executive ability. He was made head of the station relations department and was given responsibility for all the activity of the Young & Rubicam Hollywood offices. After several months the Young & Rubicam Hollywood offices were to be moved to a new building at Hollywood home. Then slowly, a large office and production staff were developed. Other sponsored shows, including the agency's flagship, Jack Benny Show, were switched to Hollywood for origination. New ones were built for still other sponsors. All the details were in his hands. He divided his time between running the West Coast operations of the agency and the Jack Benny Show. In addition he also supervised production of the Burns & Allen Show, then handled the WBAL radio network of stations and was the former West Coast manager for 2½ years, until transferred on Jan. 1, 1939, to New York as radio director of Young & Rubicam.

Tom's present strenuous schedule makes him wish for an average of thrice yearly. He keeps his fingers on the radio pulse and its bounds with keenness. He is interested in all developments of the new industry. He has enthusiasm, foresight and that program sense that only the first-class radio shows that the public loves. He associates admire and enjoy working with him. Members of his staff bear him the self-responsibility into their hands and shows confidence in their ability. Ask Tom about his hobbies, and he will tell you he spends his off hours "reading and thinking", as an afterthought, follow it up with "work, I guess". Tom does go for a hand full of golf, however, whenever time permits. He is still enthused about hockey and also enjoys "flying" small planes. In addition to that irrepressible longing for a fling at announcing, he has another secret ambition. Some day he would like to read a few lines on the Jack Benny Show.

BROADCASTING • Broadcast Advertising
June 15, 1940  Page 51
IT TAKES a regular 8-to-5 office schedule daily except Sundays for Irna Phillips' amazing output of some 2,000,000 words a year of radio serials. The other day she celebrated her tenth anniversary in radio, during which her ten million words have included more than 6,000 quarter and half-hour scripts. Particularly adept at popularizing day-to-day happenings in the ordinary lives of contemporary American families, Miss Phillips' programs have appeared or are now appearing on 60 networks include Painted Dreams, Thoughts for the Day, Today's Children, When Women are Happy, and The Right to Happiness. Never lacking for a sponsor are her shows, managed by Carl Wester & Co., Chicago production firm. She started her writing career with Gold Star Mothers, written for Memorial Day, 1930. That was shortly after she quit teaching at Teachers College, Daydreams, where she went on to graduate from the U of Illinois and post-graduated from the U of Wisconsin.

LOWELL THOMAS and H. V. Kaltenborn, NBC news reporters, were voted the most popular newscasters by students of Muhlenberg College, according to a survey of the senior class recently made by the radio broadcasting division under the supervision of Dr. Carl Wright Boyer.

Cupid's Day

CUPID ran amuck on CBS Hollywood studios on June 1 with several engagements and announced. Harry Spears, CBS audio supervisor and Jeanne O'Neill of the 900 Club, San Francisco, married in that city June 1. Richard Kline, commentator and writer, has joined the weekly KNX program, Keeping Fit in Hollywood, sponsored by Owl Drug Co., San Francisco. Harington and Marjory Manners, at Las Vegas, Nev., on that date. William Gay, KFNK children's announcer and Nancy McKenna, announced their engagement, as did Elizabeth Behrend, secretary to Harry Witt, CBS Southern California sales manager, and Harold Morgan, WBBM, Chicago. Edward D. C. attorney. Shirley Rylander, script secretary of Ruthrauff & Ryan on the CBS show, Town, joined the announcing staff of Lever Bros., also announced her engagement to Robert Reusche, film technician.

BEHIND THE MIKE

McNaughton at WLAB

APPOINTMENT of Henry B. McNaughton, former general manager of WTBW, Cumberland, as business manager and program director of WLAW in New York, was announced June 1 by Irving E. Rogers, vice-president of Hilldread & Rogers, managing owners of WLAW. Prior to joining WTBW about five years ago, Mr. McNaughton was assistant manager of WTM, Cleveland, also had charge of traffic manager of NBC in New York.

Countess Olga Albani COUNTESS OLGA ALBANI, former NBC soprano star featured on the Radio Guide, Central and Cities Service series, died June 3 in Toronto, Ont., after a long illness, living for more than a year in an effort to improve her health. She had been a victim from arthritis. Countess Albani also had appeared with opera companies in New York and Chicago.

Cupid at WING

WITH three marriages and an engagement announcement, the staff of WING, Dayton, O., experienced a matrimonial blitzkrieg during the first two weeks of June. Bill Ratcliff, WING announcer, on June 4 married Margaret Stein, of the WING service department. June 5 was the 25th anniversary of June and Jim Miles, assistant production manager, married Elizabeth Oren. June 8 was Gemma Victor, announcer, exchanged vows with Virginia Canto. In the midst of all this Jim Cerney, WING promotion manager, and Martha French announced their engagement.
First On! Last Off! 20 Hours Continuous Radio Service!

- Broadcasting on one of the dial's most favorable frequencies, programmed for the complete satisfaction of the listening audience in the Denver-Rocky Mountain region, KLZ is now operating on 5,000 watts both day and night. With increased nighttime power KLZ likewise broadens its broadcast day. It goes on the air daily at 5:00 a.m., closes down at 1:00 a.m. The Sunday schedule is from 6:30 a.m. to midnight. It is first on, last off in its area. Every listener in the section will be brought even closer to KLZ through its clearer and stronger signal made possible by this five-fold increase in nighttime power with directional antenna . . . will be served and entertained more hours per day than ever before. Advertisers will find a vastly increased market available through KLZ's intensified coverage of the Denver-Rocky Mountain area and through an expanded broadcast day. They may well look forward to this generous bonus of extra listeners as a means of opening up new avenues of sales throughout this entire Rocky Mountain region.

KLZ Denver
CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
NEAL HACKETT, formerly of Texas State Network, has joined the announcing staff of KGKO, Fort Worth, Texas. Thaine Engle, manager of the KGKO traffic department, has been transferred to the publicity-merchandising department. Bill Arms, announcer of the station, is the father of a boy born late in May.

HOWARD BROWN, night supervisor at WIP, Philadelphia, and an amateur photographer, is planning to release for commercial use a motion picture based on the operation of a radio station.

EMMONS C. CARLSON, promotion manager of NBC's central division, will be one of the speakers during the morning session on direct advertising of the AFA convention, June 23-27, at the Hotel Sherman, Chicago.

CARL NELSON, page captain of WBBM-CBS, Chicago, on June 6 was named an announcer.

KWK Proctor

MYRON J. BENNETT, newscaster of KWK, St. Louis, is turning his newly acquired home recording equipment to good use. He picks up representative portions of each KWK announcer's work from the air during the week, then plays them back at the regular meetings of the announcing staff. The discs are said to help keep the boys on their toes.

SHIRLEY RYLANDER, secretary to Crane Wilbur, Hollywood script editor, announced her engagement to Robert Rausch, film technician of Technicolor Motion Picture Corp.

Manufactures: North Carolina leads the South Atlantic states in value of manufactured products with a total production of $1,384,737,866 (1937 Census of Manufactures). A total of $952,100,000 or 69% of the state total were produced within the primary coverage of WPTF.

Agriculture: North Carolina also leads the South Atlantic States in gross farm income with $360,404,000 in 1937. Statistics for that year are not available by counties but WPTF blankets the principal tobacco belt with a cash crop income of $145,000,000 and other sources of revenue as well.

Largest Trading Area, Baltimore to Atlanta

Trade: With 1,055,471 population and 1939 retail sales of $184,278,000, the Raleigh Trading Area is the third largest of 40 of which defined by BDBO for the eight southeastern states. It is the Largest Trading Area between Baltimore and Atlanta.

Capital: Raleigh is the Capital of the South's fastest developing state, the buying center of nearly the whole Eastern section of North Carolina. And it is the home of

National Representatives - FREE & PETERS, Inc.

New York Office 247 Park Avenue Telephone Plaza 5-4131
Chicago Detroit Los Angeles San Francisco Atlanta

WPTF
RALEIGH, N.C.

WILL HALTIN, formerly radio and motion picture editor of The Daily Home News and Sunday Times, New Brunswick, N. J., has been appointed program director of WXXV, the Allen R. DuMont television station now under construction in New York. Mr. Haltin has toured Europe studying television techniques, has written specification scripts and program features.

BOB FORWARD, formerly chief announcer at KYA, San Francisco, has joined KFRC, San Francisco. He succeeded Tobe Reed, who resigned to go to Hollywood.

CHUCK SEBASTIAN, formerly program director of WHDL, Olean, N. Y., and now a member of the staff of KCSJ, Sioux City, Ia., early in June married Margaret Karistrom, formerly musical director of WDN, Danville, Ill.

HEALAH KARNEY, conducting the daily Happy Hour show KAMBC, Kansas City, underwent an appendectomy late in May. During her absence, Dorothy Murphy conducted the program.

BEN T. WEAVER, formerly of WHAM, Rochester, N. Y., KWTO, Springfield, Mo., has been named program director of KINY, Juneau, Alaska.

RUSSELL HIRSCH, announcer of WCOA, Pensacola, Fla., on June 6 married Louise Cor.

DONNASUtte LOMHEYDER, graduate student in radio at Iowa U., has joined KMHC, Kansas City.

WILLIAM FIFIELD, formerly of the WBBM-CBS, Chicago, announcing staff, and his wife, Mercedes McCormack, NBC actress, are leaving for Mexico late in June where they will spend a month after which they will make their home in San Ysabel, Cal.

HARLAN DUNNING, formerly of KROW, Oakland, Cal., has joined the announcing staff of KSFO, San Francisco.

TOM REYNOLDS, formerly of the WLS, Chicago, "entertainment specialist, on May 30 became the father of a girl. Mrs. Foley is the former Eva Overstake, at one time employed by the station.
Scripps Heads Research

APPOINTMENT of William J. Scripps, general manager of WWJ, Detroit, as chairman of the NAB Research Committee, was announced June 7 by NAB President Neville Miller. Mr. Scripps replaces H. K. Carpenter, general manager of WHK-WCLE, Cleveland, who was appointed earlier this year but held that pressure of business would not permit him to devote sufficient time to the task. Membership of the committee, in addition to Mr. Scripps, includes H. M. Bevill Jr., research manager of NBC; Scott H. Bowen, WGBK, Utica; Arthur B. Church, of KMBC, Kansas City; James B. Housen, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, research director CBS; Theodore C. Streibert, vice-president, WOR, New York.

New Fish Story

Mr. Scripps

THE BIG ONE didn't get away from W. H. Summerville, general manager of WWL, New Orleans, but he can't prove it with the usual picture. While on a deep-sea fishing expedition the other day with Henry Dupre, of the station staff, Summerville landed a 55-pound jackfish. He was properly posed for the picture when the boat lurched, and both he and the fish were tossed into the Gulf of Mexico. He climbed back safely but did not recover the fish. At least that's his story and Dupre's, and they stick by it.

JIMMY SCHIRN, who enacts all 22 roles in The Johnson Family on June 17 will return to MBS with the program after a five-week vacation. The serial will be heard sustaining Mondays through Fridays, 11:45 a.m. to 12 noon on MBS, 10:45-11 a.m. on WOR, Newark.

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FCC Again Shifts Daytime Regulation
As Original Ruling Meets Objections

HEEDING protests from daytime stations, the FCC June 10 again modified regulations governing the "broadcast day," authorizing daytime and limited time standard broadcast stations to begin operations at 4 a.m. local standard time rather than at sunrise.

The Nebraska Broadcasters Assn. had claimed the new sign-on rule as one which would deprive farmers of service from their local day-light stations during certain months when the sun rises later.

In its June 10 announcement, the Commission's amendment of the "broadcast day" rule on June 4, the FCC said that many farmers and other dwellers in rural areas arise before sunrise and in the past have had to rely upon distant stations for program service. The revised ruling, it said, would permit local stations generally to start broadcasting earlier, furnishing farm communities with news and information at the beginning of the work day.

Possible Interference

Although some interference may result from the new ruling, the Commission said it believed the overall effect will be to benefit particularly those residents of farming areas who heretofore had not had early local program service. The Commission made it clear that the new order does not change any of the rules and regulations regarding standard broadcast operation with respect to the regular broadcast day, defined as the period between local sunrise and 12 midnight, local standard time. Additional hours are granted during the experimental period which is defined in Section 3.10 of the Commission's rules as that time between midnight and local sunrise. That rule stated, any interference which may result to standard broadcasting will be experienced chiefly during the "experimental" period, the Commission said.

The ruling will mean that daytime stations in rural areas will be given additional hours of operation. Dominant stations on such channels, which may be located in large cities, will result of such operation will be curtailed until sunrise in some instances because of anticipated interference. It was thought, however, that the gains would probably offset the losses under the procedure.

On June 4, the FCC announced amendment of the "broadcast day" rule under which fulltime stations must operate a minimum of eight hours between 7 a.m. and 7 p.m. and four hours between 7 p.m. and 11 p.m. During the day, the FCC had amended the "broadcast day" rule specifying that the broadcast day begin at sunrise rather than at 6 a.m. June 3, 1940, as amended was used:

"Except Sundays, the licensee of each standard broadcast station shall follow a minimum schedule of one-third of the total hours that is to be authorized to operate between 6 a.m. and 6 p.m. and the local standard time, and two-thirds of the total hours that is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the

licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops."

The New Order

On June 10, the FCC issued the following order (No. 74) permitting operation at 4 a.m. as follows:

"Pursuant to authority contained in Section 303 of the Communications Act of 1934, as amended:

"It is ordered, That pending further order of the Commission or amendment of the Rules and Regulations:

"(a) the provisions of Sections 3.6, 3.8. 3.12, 3.13, 3.16 and 3.18 shall not prohibit the operation between four o'clock a.m., local standard time and local sunrise, of standard broadcast stations licensed to operate during day time or limited time hours;

"(b) nothing in the above shall in any way impair any of the sureties or the sureties thereof for the performance of the obligations for which such sureties were furnished in the event of the application for additional hours of operation.

"(c) the period 4 a.m. to 6 a.m., local standard time, shall not be included in the operation of the broadcast station, of which there shall not be included in any of the sureties or the sureties thereof for the performance of the obligations for which such sureties were furnished in the event of the application for additional hours of operation.

"This order shall become effective immediately.

"On behalf of the Nebraska Broadcasters Association, Art Thomas, secretary, declared that the association at its annual meeting held May 25 decided to formally protest the new broadcast day rule because it deprives farmers of the service of their local daytime stations during the early hours of Oct. 31st. Farmers, he advised the FCC, get up before sunrise and many of them tune to their daytime stations for weather reports, weather reports, and local news. He added that the farm wife listens while she gets the farm house ready for the day, and the whole family listens to the radio while they get the breakfast table.

"The association suggested that the new rules be set for hearing to give farmers an opportunity to be heard. Mr. Thomas pointed out that the rule affects adversely only three stations in Nebraska but the association was unanimous in its protest. The three stations—all daytime or limited time stations—are KMA in Shenandoah, KGNF, North Platte and WJAG, Norfolk. Under the new broadcast day rule, these stations would have to follow the stagger schedule, Mr. Thomas claimed, ranging from 5:45 a.m. to as late as 8:15 a.m. He added that he also instructed him to write the FCC, Neb. Congressmen and the NAB."

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Broadcasting • Broadcast Advertising
Cunniff Is Named Head Of WKBH, LaCrosse, as Cribb Follows at WHBI.

IN MANAGERIAL shifts affecting two Wisconsin stations late in May, Edwin C. Cunniff, for the last 18 months manager of WHBL, Sheboygan, was named manager of WKBH, LaCrosse. Succeeding him as head of WHBL was Wayne W. Cribb, for the last three and a half years manager of WSAU, Wausau. No announcement had been made regarding naming of a successor to Mr. Cribb at WSAU as Broadcasting went to press.

Before joining WSAU, Mr. Cribb was commercial manager of WRJN, Racine, and previously he had been connected with the advertising departments of several Illinois and Wisconsin papers. Members of the staff of WHBL entertained Mr. Cunniff at a farewell dinner late in May, at which he introduced Mr. Cribb as new manager.

Exchange Pectin Spots

CALIFORNIA FRUIT Growers Exchange, (Hoagland, Cal., holds pectin) through Lord & Thomas, Los Angeles, in a six-week campaign started June 8, is using participations on seven Pacific stations: Thrice-weekly participations in Norma Young's Happy Homes on KFH, Los Angeles, and Newspaper of the Air on KOIN, Portland, through and including the week of June 17; a similar number in Housekeeper's Calendar on KOMO, Seattle, with five weekly in This Woman's World on KFPP, Spokane, through and including the week of July 8. On KSL, Salt Lake City, three-weekly participation in Dot & Dashes continues through July 12. During the first two weeks of the campaign, six participations weekly were used in MInedan Van's Open House on KMPC, Los Angeles, and five a week in Midnight Jamboree on KECA, Los Angeles.

CBC's New Toronto Offices

CANADIAN Broadcasting Corp. has settled in its new offices at Prudential House, Toronto, to which it moved from two locations at the end of May. Entrance and reception hall is on the fifth floor, and the national program department, a sound-proofed studio, a board room for meetings of department heads, and the CBC board of governors and office for General Manager Gladstone Murray. On the fourth floor are the following commercial, press and information and station relations departments.

SIXTH Hammond organ to be used by New York World's Fair exhibits this year has been installed in the Equitable Life Insurance Society outdoor exhibits. The free organ recitals will be given daily by Virginia Carrington Thomas, director of the Hammond Organ School. Seven Novachords, another Hammond electric instrument, also are in use at Fair exhibits.

Mr. Cribb Mr. Cunniff

ENEMY OF RADIO

SEARLE STARS DRIVE AGAINST

DAYLIGHT TIME

BRANDING daylight saving time the biggest enemy to broadcasting, Don Seare, general manager of Central States Broadcasting System stations, KFAB-KOIL-KFOR, has written managers of 702 stations and 156 advertisers and agencies in an effort to enlist support for an anti-daylight saving time campaign.

Mr. Seare's campaign, follows the stand against spring-autumn schedule shifts taken by E. Neuman, executive of J. A. Foger & Co., Kansas City, and supported by Ben Ludy, manager of WIBW-Topeka [Broadcasting, May 15, June 1].

Adverse effects of daylight time, says Mr. Seare, are: Network stations in cities without daylight time have schedules completely junked twice a year; advertisers lose continuity of audience; listeners are forced to lose many shows and change listening habits on others; many fine shows cease because of schedule disruption. He urges waged of a direct fight against "this enemy of good radio."

New Ameche Stories

WITH Mark Hellinger, newspaper syndicate writer and film producer, having been released by mutual agreement from his writing assignment on the NBC Don Ameche Show, sponsored by P. Lorillard Co. (Old Gold cigarettes), material for the current summer series is being bought from well known free lance writers. Hellinger was under contract to Lennen & Mitchell, agency servicing the account, and received $500 for the weekly script presented by Ameche and Claire Trevor. Hellinger objected to the radio treatment of his original stories and therefore asked to be released from the contract. The agency was in accord with his request, executives feeling the type of tragic story material did not fit Ameche's personality. Tom McKnight, adapter of the Hellinger stories, has also left the agency. Roswell Rogers and Hal Medford are currently doing the frame-work of each show. Richard H. Davids is story editor. William N. Bobson, newly-appointed West Coast radio director of the agency, and Herb Polesis jointly produce the series.

5,000 WATTS DAY
1,000 WATTS NIGHT

MEMPHIS

WMCM

5TH RANKING
MARKET CITY IN THE NATION

(according to SALES MANAGEMENT SURVEY)

MEMPHIS, with a ratio of 117, ranks 6th among all cities of the nation, according to this month's Sales Management HIGH SPOT survey. Even better, it is actually 2nd, for only Minneapolis ranks ahead of Memphis in cities of equal or greater population.

This bears out what we already knew... that the Memphis market, with retail sales of $317,295,- 000... with 1,132 industrial plants paying 46,000 wage earners more than $32,000,000.00 is a potent force for sales.

And WMC, the pioneer radio station of this market, covers 399,540 radio homes. Here is certainly a "high spot" for your radio "spot" campaign.

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

The Commercial Appeal

Owned and Operated by

THE BRANHAM CO.

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS

KWKH-KTBK—SHREVEPORT

KARK—LITTLE ROCK

WSMB—NEW ORLEANS

57
Strictly Juvenile

INAUGURATING a new idea for Sunday morning listeners, NBC on Oct. 17 will present an hour "supper time" program for children Mondays through Fridays. It is prom-ised to follow an hour later for the West Coast, using a split hookup. The idea incorporates four quarter-hour programs of varied content includ- ing Malcolm Claire telling fables and original stories; Rockey Gordon, a newspaper cartoonist, presenting a series of stories; Irene Wicker's Musical Stories, and Bud Barton, an adventure series. According to Manfred Cuthbert, NBC director of women's and children's activities, the Chil-dren's Hour has been carefully ar ranged to meet the needs of a wide variety of children.

Stump Schmidt

REVERSE quiz for fans, carried in conjunction with play-by-play base ball broadcasts, has been started on KXOK, St. Louis, both under sponsorship of Hyde Park Brew- eries. Fans can ask Sportscaster Stump Schmidt, Jr., a rate of question within a 25-year ken and collect a dollar if he can't answer, double if the answer is wrong. The quiz orig inates in the ballpark preceding games, and fans pop their questions face-to-face with Schmidt, with all comers invited. KXOK promotes the quiz with announcements urging listeners to come to the ballpark and "Stump Schmidt".

Talk of Keepsakes

STORIES of heirlooms form the basis of the American Treasure Chest series heard weekly on KPO, San Francisco. Listeners are in-vited to write letters describing their keepsakes. From these several are selected for use on the pro-gram, and the writers are asked to send in their relics, to be wrapped and sealed until presented to ex-perts for examination during the broad-cast. After the experts break the seals, view the objects for the first time and appraise them, announcer Larry Keating repeats the story of each treasure as told by its owner.

Mind of a Nation

CAPITALIZING on the intensified public discussion of cultural and international issues, WHBQ, Mem-phis, has started a new Sunday morning feature called "Mind of Amer-ica's Mind." During the program, editors from leading newspapers in various sections of the country read aloud—without commentary—giving listeners ideas about the atti-tudes of different localities on is- sues of the day.

Without the Bunk

ANALYZING military tactics and terms of the news, the Department of Propaganda, the Salt Lake chapter of the Reserve Officer's Assn. of America, has started a new round table series on KDYL, Salt Lake City. Myron Fox, KDYL program and sales chief, and a reserve cap-tain in the Navy, has been instrumen-tal in arranging the series.

COOPERATING with the local Deaconess Hospital, KFQ, Wenat- chee, Wash., recently started a se ries of programs designed to give the public an understanding of the work of the modern hospital. One program dealt with surgery—specifically, "Lloyd's Sherrill's" design of a microphone into the surgery and described operative procedure, at-tired in full antiseptic regimen. An other covered the care of babies, and here is Announcer Sutherland with nurses and a new baby, talk-ing over infant care.

Sports at Night

TO BUILD up a late evening sports feature and develop a larger audience, WJDX, Jackson, Mississippi, is introducing a new listener contest in conjunction with Chet Douglas' NV's Last Wagon to Sports, heard nightly from 10 to 10:45. Each night Nevada awards nine electric casserole for the nine best last lines starting with the name of a given sports celebry, completing the sentence in five words or less and making all words alliterative, i.e., "Brown Bomber Busting Boxing Bums". Listeners competition that revealed that the entries are about evenly divided between men and women.

Pre-Grid Drive

TO SECURE funds to send a 175-piece band to Los Angeles next fall for the UCLA-Texas A. & M. foot- ball game, recorders of school songs are being sold to students and ex-students of Texas A. & M. College by the Assn. of Former Students. Three selections by the college band were remoted to Dal-las, 25 miles away, for broadcast on WFAA, and Sound of Texas Studios, Dallas transcription firm, recorded the music. Production was supervised by John A. Rosser, of WTXJ, College Station, Tex., who is radio director of the college.

Sunda-Tips

SUNDAY relaxation through the summer is promoted on a new se ries of Sunday afternoon programs of transcribed music to be broad-cast without any announcements on WIAS, Philadelphia. At the start of each program the announcer ad-dresses the listeners and announces the need for a guide for any interruptions for im-portant announcements, and that if there are any the announcer will sound to give listeners plenty of time to sit up and listen.

Now an annual event at KVOA, Tucson, Ariz., is "Father's Day," when wives and sweethearts are to head for the station while the men go hunting. This year there was no offering of tech-nical equipment changes, i.e., "Mike becomes "Mable."

Other than frequent program interruptions from NBC-Red and Blue, not a man's voice is heard all day, as the fair sex sends out their idea of what the programs are and then test the falsetto during tense moments at the Arizo-na-Texas League baseball broad-casts.

Of course, this promotion is far from a Father's Day picnic for the men who stay behind to program and coach. It's no easy task telling the wife "when" to talk, and a bit futile trying to tell her when to stop. Nevertheless, Father's Day is a commercial success with station income reported enhanced through special spots, programs and pro-motions.

Free-for-All

THE Chrysler Cranium Crackers, new quiz program, has been started on KVOE, Santa Ana, Cal., under sponsorship of the Auto of California, with the series originating from the firm's showrooms. Contestants, picked by the firm, are handed four 25-cent pieces by Bill Hynd, quizmaster, at start of Network program. He then asks these four questions on geography, his-tory, science and current events. If contestant answers all correctly, he keeps the surrenders 25 cents for every question missed. Two free-for-all questions are asked of the assembled audience on each broadcast. A dollar bill is also given each person mailing in questions used on a half-hour show.

'Merchant of Venus'

FEMININE members of the studio audience of the weekly Merchant of Venus program on WMGN, New York, are given tips on the tech-nique and tricks of make-up by Miss Helen T. of the program, and Walter Thornton, manager of a model agency, in whose private suite at the Park Central Hotel the broadcast originates. Professional Thornton models are featured along with a "beauty-quiz."

For the Ladies

RUTH DeYOUNG KOHLER, formerly with the Chicago Tribune, on June 6 started a series of weekly programs titled "House Party" on WMGN. "The idea originated from study of digests of women's news with a background in the shifting panora-ma of world events, on WGN, Chicago's half-hour broadcast, said half-hour with succeeding programs a quarter-hour.

Wedding Service

MRS. L. A. WHITE, known to her listeners as "La White," on "La White," a unique service in her daily talks sponsored by the local Nelms & Blum Co., women's wear shop. She helps plan and execute weddings with ease, and has as one of her titles "The Delta's Wedding Secretary."

For the Ladies

Men Excluded From KVOA

On Father's Day
TAKING the lead in stirring up interest in a special library event in Charlotte, N.C., recently drew credit for helping reopen the public libraries in Charlotte and Mecklenburg counties by offering them $1000. Mr. Upham has been a director of the Charlotte and Mecklenburg library system for 20 years. He was able to open the libraries closed down after no interest had been shown a year ago in a special election to authorize a special tax for library purposes.

WBT months ago called in the experts and started broadcasting roundtable discussions on the library subject by attorneys, school authorities, and library board officials. The station became an information center on the problem. Finally public interest became so keen that the city attorney general ruled a new vote might be called this year. WBT started plugging the vote in advance and its announce-ments and more roundtables for weeks. The vote was taken early in June, and the plan was voted by an overwhelming majority and the road was cleared for reopening the closed libraries.

Red Cross Pennies

INSTEAD of issuing free tickets as previously done, KIEV, Glen-

dale, Cal., chairman of the board for the American Red Cross em-

ergency fund as admission to the weekly half-hour variety talent 

finding program, Stairway to Fame, when broadcast from Glen
dale Civic Auditorium on June 10. The series, conducted by Pat Patrick, gives unknown talent an opportunity to be show-cased before a large audience and a live advertising agency approval. Each week different well known talent also participates as guests.

Operatic Prelude

WAAT, Chicago, on June 9 started a series of two-hour Sunday eve-

ning recorded programs titled The Opera Festival as preview of next 

season’s Chicago opera. Series, heard 6:30-8:30 p.m. (CDST), is pre-

sented in cooperation with the Chicago Opera Co. with Giovanni Cardelli appearing as narrator to tell briefly about the composer and give a sketch of the story. Members of the Chicago Opera Co. are slated to appear five times per week time to re-

late personal incidents in their oper-

careers.

Aviation Minded

AVIATION educational program, written and produced by Russ 

Brinkley, has started a new weekly feature on KWH, Hartford, Conn.

Pa. The instruction course has been written to appeal to air-

minded people. Also included in the Theory and practical aviation instruction are offered in the Brinkley lectures, supplements radio reports from airports, Army bases, flying schools and aircraft factories. Copi-

es of the discussions also are to be made available to other stations, KWH has indicated.

Summer Radio Camp

NATIONAL Academy of Broad-

casting, Washington radio training school, on July 1 will open its first 

summer study camp for radio stu-

dents at Smoky Mountain Park, near Knoxville, Tenn. Workshop in-

struction in announcing, acting and script writing is offered in two 

one-month sessions. Sports and out-

door activities also are included in 

the curriculum. The camp will be 

in charge of Michael Keith, formerly 

connected with the CBS American School of the Air and the RCA edu-


cational department and author of 

several radio text books, and Eliza-

beth Scaggs Bowman, author and 

radio chairman of the Tennessee 

Federation of Women’s Clubs.

P & G Signs for Series

Written by Arch Oboler

PROCTOR & GAMBLE Co., Cin-

nati, through Blackett-Sample-

Hummmert, Chicago, has signed Arch 

Oboler to do a series of half-hour 

dramatic shows, tentatively titled 

Story in the Night, to replace 

What's My Name for Oxydol. Ser-

ies will start on Oct. 4 and take 

the same NBC-Red network. 

Oboler will have complete charge of 

writing, production and direc-

tion. Name stars of radio, stage 

and screen will be used with programs 

originating in New York, Chicago 

or Hollywood depending on avail-

ability of talent. Material will in-

clude adaptations of outstanding 

novels and plays as well as origi-

nals. Deal was set by James Parks, 

radio manager of General Amuse-

ment Corp., Chicago.
Radio Executives Named To Canadian Press Board

NEWSPAPER owners of five broadcasting stations were elected to various offices on the directorate of Canadian Press, counterpart of the Associated Press in the United States, at the annual meeting held at Toronto, May 29-June 1. W. Rupert Davies, editor of the Kingston Whig-Standard and partner-ship operator of CFRC, Kingston, Ont., was re-elected president of the Canadian Press. Victor Sifton, Winnipeg Free Press, and new owner of CJRC, Winnipeg, and CCRM, Regina, Sask., was re-elected first vice-president. Directors include O. L. Spencer, Calgary Herald and CFAC, Calgary, Alta.; A. R. Blacker, London Free Press and CFPL, London, Ont.; Senator W. H. Dennis, Halifax Herald and CHNS, Halifax, N. S.

Test of Price Mentions Is Permitted in Canada

Canadian broadcasting stations may now mention prices for a trial period till Dec. 31, 1940, for premium merchandising offers up to $1 in value; it was decided at a recent meeting of the board of governors of the Canadian Broadcasting Corp. No price mention may be made however without the written consent of the CBC, and this will only be granted after submission by the advertiser of full cost details to the CBC.

The regulation has been under consideration for some time, and recent price mention having been previously allowed to cover cost of mailing and handling of certain "giveaway" items such as the CBC's own war map and the Canadian Ass'n of Broadcasters' Royo Visit soon last year. The new regulation will not be printed in the revised CBC regulations until it has been given due trial.

Johnson's Substitute

A SUMMER show titled Meredith Wilson's Musical Review, replaces Fibber McGee & Molly, July 2 on 82 NBC-Red stations, Tuesday, 9:30-10 p.m. (EDST) for 13 weeks, under sponsorship of S. C. Johnson & Sons, Racine, Wis. (for July only) will direct the orchestra, with Kay St. Germain, Ray Henderson and Cliff Nazarro, vocalists. Cecil Underwood, agency producer of the current Fibber McGee & Molly series, and Don Quinn, writer, continue in that capacity for the summer program. Harlow Wilcox will announce. Agency is Needham, Louis & Brody, Chicago.

First C & S Vacation

FOR the first time in the history of the program, the Chase and Sanborn show starring Edgar Bergen and Charlie McCarthy will be taken off the air for the summer by its sponsor, Standard Brands, following the June 30 broadcast. Because Standard Brands has a contract with NBC of over eight years for the program, the Sunday 6-8:30 p.m. period on the Red network will be held open for the show to return Sept 1. Bergen is planning to vacation during July and August in Honolulu. No summer substitute is planned, according to J. Walter Thompson Co., New York, the agency.

CANADIAN Broadcasting Corp.'s new plant in CMB, Montreal, replacing the one at Laprairie, is this modernistic structure with 525-foot Canadian Bridge Co. vertical radiator. Located at Marieville, 25 miles southeast of Montreal, the 5 kw. transmitter was inaugurated June 17. It is built for possible later higher power, and its construction was supervised by Dr. Augustin Prigon, CBC assistant general manager. Engineer in charge is R. S. Scantlebury, assisted by W. A. Falconer. Operators are H. A. Rogers and P. Deziel.

RADIO READERSHIP

Papers Find Program Lists High in Popularity

RADIO departments of the Duran Moore Herald and Durham Evening Sun were among the leading features on basis of readership in a poll conducted recently by the papers. The survey, based on three interviews within each block in the city of Durham, indicated that radio program listing apart from comic strips, ranked second among Evening Sun features and fifth among Morning Herald departments.

In the Sun poll, radio programs were shown to be regularly read by 59.9% of the subscribers, occasionally by 25% and never by only 16.9%. The leading department, weather, was read regularly by 80%, occasionally by 12% and never by 8%. The editorial cartoon and movie pages held third and fourth places, with 58% each. The Herald poll gave radio programs 45% regular readership, 31% occasional, with weather records, "Believe It or Not", editorial cartoon and news summary ranking higher. These findings check closely with a Fortune survey on newspaper radio column readership showing 55% regular readership, 25.5% "sometimes" and 21.1% "no" [BROADCASTING 1940 Yearbook Number]
New Orleans Amateur Winner of Maxim Award

Dawkins Espy, 21-year-old operator of amateur station WSCX, New Orleans, has been named 1940 winner of the Maxim Memorial Trophy Award, which consists of $100 cash and a bronze replica of the "Wooch Hong," revered symbol of amateur operators. The award is given annually to the amateur under 21 who has made the most outstanding record for the year. It is a memorial to the late Hiram Percy Maxim, founder and for many years president of ARRL, amateur national association.

All around activity in the many phases of amateur radio won the honor for young Espy. Since 1932 he has been active in amateur dealings, winning contests sponsored by the League, experimenting with antennas and writing articles about them for the ham's journal, QST, organizing radio clubs, and experimenting with radio remote control systems. He has attended Tulane and Southern Methodist universities, and is currently graduating in electrical engineering from the California Institute of Technology.

Previous recipients of the award were Owen J. Dowd, W2JHB, Brooklyn, 1938; Oscar L. Short, W9RSO, Webb City, Mo., 1937; Victor H. Clark, WEKFC, Phoenix, Ariz., 1936.

Five local stations were authorized June 4 by the FCC to increase power from 100 to 250 watts. They are WSPB, Sarasota, Fla.; KUIN, Grants Pass, Ore.; WFA, White Plains, N. Y.; KYUM, Yuma, Ariz.; WTHT, Hartford.

IF YOU'RE TRYING TO TUNE A DIRECTIONAL ANTENNA ARRAY, YOU'LL BE GRATEFUL FOR THE LAPP CONDENSOR'S STABILITY

For solving an interference problem with increased power, or for increasing signal strength over a long distance with no change in power, the modern directional antenna array offers a highly satisfactory solution.

The performance of the array depends, however, on a critically accurate and continuously maintained phase relationship between various elements of the array.

You're likely to find yourself in water over your head if you try the delicate job of tuning an array with condensers that vary in capacitance as they heat up in operation.

The safe way to proceed is to install Lapp gas-filled condensers in your antenna circuit. For these units offer capacitance at a constant value under any temperature change. Tuning adjustments are made with full power on. Besides, more power gets to the antenna (it's practically zero loss, the only solid dielectric is a porcelain bowl that requires no solid dielectric to carry the rotor); with no solid dielectric to carry the rotor, you can operate at full rating on an indefinite time without failure; space requirement is an absolute minimum.

And isn't the property that makes this condenser the best choice for just about any application?

Write for descriptive literature and list of sizes.

LAPP

INSULATOR CO., INC., LEROY, N. Y.
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

- studio announcements
- station announcements

- transcriptions
- transcription announcements

WOR, Newark
Peter Paul Inc., Naugatuck, Conn. (17), weekly, thru Platt-Forbes, N. Y.
Bell & Co., Orangeburg, N. Y. (Bell-Ans tablets), weekly, thru Anderson, Davis & Platte, N. Y.
R. B. Semler & Co., New York (Kreml), 2 sp weekly, thru Erwin, Wasey & Co., N. Y.

Rex Products Corp., Philadelphia (Kamana cleanser), 4 sp, 1 sp weekly, thru Biddle Co., Philadelphia.

W. T. Grant Co., New York (department stores), 10 sp, direct.

Nantasket-Beantown Steamboat Co., Boston, 1 sp, direct.

Tess & Low Co., Columbus (ice cream mix), 2 sp, thru Reinke-Williams-Younggreen & Finn, Chicago.


Cleveland:

CFRB, Toronto

Dr. Jackson Foods Ltd., Toronto (cereal), 7 sp, thru Tandy Arts, Agency, Toronto.

Sunos Products Corp., Toronto (Soyamalt), 2 sp weekly, thru Dickson & Ford, Toronto.

Reliance Shoe Co., Toronto (shoe store), 5 sp weekly, thru Dickson & Ford, Toronto.


WSAZ, Huntington, W. Va.
Fort Pitt Brewing Co., Pittsburgh, 5 sp weekly, direct.


Cheyenne & Ohio Railway, Cleveland, 50 sp weekly.

Greater Cleveland (bus), 5 sp, thru Beacon & Hohman, Cleveland.

American Home Products, Jersey City (Fly Dried, Black Flag), 15 sp, thru Blackett-Sample-Hummert, Chicago.

WSPD, Toledo

Kirksaen & Son, New York (soap), 50 sp, thru N. W. Ayer & Son, Philadelphia.

Creston Credit, Baltimore, 50 sp weekly, thru O'Dea, Sheldon & Canaday, N. Y.

CKCL, Toronto
Canadian Graphite Lubricants, Toronto, 15 sp weekly, thru Dickson & Ford, Toronto.

Guaranteed Auto Radio Co., Toronto, 5 sp weekly, thru Dickson & Ford, Toronto.

KFV, San Francisco

Riggs Tobacco Co., New York (Regular cigarettes), 4 sp weekly, thru M. H. Hackett Inc., N. Y.


Montana's major market—Butte-Helena-Bozeman

KFPO, San Francisco

Chrysler Corp. (Dodge Division), Detroit, as series, thru Ruthrauff & Ryan, N. Y.

Southern Pacific Co. (San Francisco transportation), as weekly, thru Lord & Thomas, San Francisco.


Acme Breweries, San Francisco, 4 sp weekly, thru Briasca, Davis & Staff, San Francisco.

Crowell Publishing Co., New York (Woman's Home Companion), weekly, thru McCann-Erickson, N. Y.


S. A. Schere Co., Los Angeles (auto finance), 5 sp weekly, thru Smith & Bril, Los Angeles.

CJCA, Edmonton, Alberta


General Dye Batteries of Canada, Montreal, 5 sp weekly, thru A. Mc- Kim Ltd., Toronto.

Fred W. Shaffer Refining Co., Montreal, 1 sp weekly, thru Russell T. Setley, Ltd., Toronto.

Nova-Kelp Co., Toronto (proprietary), 1 sp weekly, thru Benson & Hand, Toronto.

J. L. Trumbull Ltd., Vancouver (Nash tea, coffee), 50 sp weekly, thru J. G. Gibbons Ltd., Vancouver.

WEAF, New York
Sheffield Farms Co., New York, 5 sp weekly, thru N. W. Ayer & Son, Philadelphia.


KFRC, San Francisco

Riggs Tobacco Co., New York (Regular cigarettes), 4 sp weekly, thru M. H. Hackett Inc., N. Y.


Stayner Corp., Berkeley, Cal. (Finn remed), 2 sp weekly, thru Erwin, Wasey & Co., San Francisco.

WFBF, Baltimore

Bristol-Myers Co., New York (Minut-Rub), 75 sp weekly, thru Young & Rubicam, N. Y.

Commercial Credit Co., Baltimore (loans), 160 sp, thru O'Dea, Sheldon & Canaday, N. Y.

Deico Frigidaire Conditioning Divisions, General Motors (oil burners), 150 sp weekly, thru Stewart, Harford & Casler, Rochester.

Gulf Oil Co., Pittsburgh (Gulf spray), 25 sp, thru Young & Rubi-

can, N. Y.

Hecker Products Corp., New York (Force), 75 sp, thru Erwin, Wasey & Co., N. Y.

Reed Tobacco Co., Richmond (Chelseo cigarettes), 31 sp, thru Warwick & Young, N. Y.


WHN, New York

Jacob Ruppert Brewery, New York, 130 weekly, thru Ruthrauff & Ryan, N. Y.

Posta Telegram-Cable Co., New York, 50 sp, thru Erwin, Wasey & Co., N. Y.

Blow Co., New York, 100 sp, thru Erwin, Wasey & Co., N. Y.


American Cigar & Cigar Co., New York (Pall Mall), 97 sp, 2 weeks, thru Young & Rubicam, N. Y.

New York Telephone Co., 17 sp weekly, 4 weeks, direct.

WSGN, Birmingham
Sterling Products, New York, 5 sp weekly, thru Blackett-Sample-Hummert, N. Y.

National Biscuit Co., New York (bread), thru McCann-Erickson, N. Y.

Guile Refining Co., New York (Gulf sprays), thru Young & Rubicam, N. Y.

KFI, Los Angeles

Armour & Co., Chicago (Treet), 3 sp weekly, thru Lord & Thomas, Chicago.

Thrifty Drug Co., Los Angeles (claim), 9 sp weekly, thru Lord & Thomas, San Francisco.

WMCA, New York
Sharon Spring Brand of Trade, Sharon Springs, N. Y. (resort), 2 sp weekly, thru E. Regensburg & Sons, New York (Ad- miral cigarettes), 2 sp weekly, thru Rose-Martin, N. Y.

KMP, Beverly Hills, Cal.

Loyal Soap & Chemical Co., Los Angeles (household cleaner), weekly, thru Blackett-Sample-Hummert, Los Angeles.

Geppert Studios, Des Moines (photographs), 3 sp weekly, thru Coolidge Adv. N. Y. Des Moines.

KGO, San Francisco

RCA Mfg. Co., Camden (radio), 9 sp weekly, thru Blackett-Sample-Hummert, N. Y.


WJZ, New York
Pepsi-Cola Co., Long Island City, N. Y. (soft drinks), 15 sp, weekly, thru Newell-Emmett Co., N. Y.


KROW, Oakland, Cal.
AMERICAN CHICLO Co., Long Island City, on June 3 started Don Goddard's Your Morning News program on WGEN, New York. The program, sponsored by the weekly department store, will be broadcast on Mondays, Wednesdays and Fridays, 7:30 a.m., in the interest of the store and its customers who frequent the stores at those times. The program is co-hosted by Miss Helen Moreau, a department-store assistant, and Mr. Goddard, assistant general manager in charge of advertising. 

Barnes THOMAS, Chicago (soap specialists), has added a daily one-minute program, titled Music Lovers' Program on WCFL, Chicago. Martin Jacobson is m.c. for the program which runs from 10:30-11:30 a.m. which is sponsored by the Better Baking Co.

QUAFFING COKES after a tough microphone session for the Coca Cola Sales Co., is Bob Flynn (left), announcer of WEMP, Milwaukee, and Mickey Heath, manager of the Milwaukee Cola Big Band club. Heath has been a regular on WEMP since the diamond season ended last fall, serving during off-season as a time salesman and sports commentator. During the baseball season, he conducts the Sports School on WEMP, with Flynn handling the Coca Cola commercials. The program is transmitted one-minute announcements to 260 stations.

ROYAL CROWN BOTTLING Co., Cleveland, on June 4 started three weekly quarter-hour programs for the 13 weeks of the NBC Breakfast Club program on WHK, Cleveland for Royal Crown Cola. The program is sponsored by 17 different agencies on various stations throughout the country. Broadcasting, BBDoo, New York, handles the Royal Crown account.

TEXAS DAIRY PRODUCTS Assn., recently contracted with KGKO, Fort Worth, for 211 spot announcements to run in a 30-day block of time. KGKO is one of the largest stations anywhere with the station to run within a month's time, according to company officials. The company is commercial manager. Spots are introduced by news columns and include a proclamation of Dairy Week by Gov. W. Lee O'Daniel, Leon J. Kaise, Adm'r, Fort Worth, placed the account.

PFEIFFER BREEWING Co., Detroit, on June 1 started a campaign of transcribed musical and news announcements featuring Kent and Johnson in 15 stations in Michigan, where Pfeiffer beer is chiefly distributed. E. V. Brinckerhoff, New York, handled the recordings. Agency is Mason Inc., Detroit.

FHTO Co., Dallas (bakery), has started week-day morning quarter-hour announcements by KGOM, Fort Worth, 120 spots a year on KGKO, Fort Worth. Ray K. Glenn, Dallas, handled the account.

ZINSMATTER BAKING Co., Minneapolis, recently started the three-weekly Meet the Minus, featuring Eddie Gallaher, to transcribe messages with customers in Twin City grocery stores, on WCBO, Minneapolis. Zinsmatter is the fourth bakery account currently using WCBO. Others include Holsum Baking Co., with a 10-minute participation on the weekly Kitchen Quiz; Purify Baking Co. with Edric Adams six-weekly Neustones; Continental Baking Co., with the five-weekly serial, My Friend Ruby Kelly, and the weekly Sky Blasters.

GREEN WATCH Co., Cincinnati, has renewed its twice-weekly quarter-hour Ted Hunter and the Judges on WBMN, Chicago. Contract dated July 9 was placed by J. McAnn-Ericsson, New York.

WHITE ROE LAKE, Livingston Manor, N. Y., late in July is planning a series of musical and dramatic announcements on WMCA, New York, to promote a vacation center. Modern Age Adv., New York, is the agency handling the account.

SERVICE DRUG Stores, Chicago, chain, through Goodkind, Joie & McCarthy, Chicago, has ordered a week schedule of six-weekly full hour programs for the 13-week contract titled Music Lovers' Program on WCFL, Chicago. Martin Jacobson is m.c. for the program which runs from 10:30-11:30 a.m.

BAKERY TRADEMARK Los Angeles Trucks Carry Tie-in Features

WITH a half-million-dollar fleet of new "traveling bakery store" trucks, Davis Perfection Bakers, Los Angeles, recently started a radio campaign on KPWB, Hollywood, to identify the new trucks through the company's, musical horn sound and jingle, "Music Lovers' Program on WCFL, Chicago. Martin Jacobson is m.c. for the program which runs from 10:30-11:30 a.m.

"This Is How We Bake Our Bread" is the trademark theme music. For the first week, Tom Stoddard's Bridge School of the Air, 11-11:15 a.m. five days weekly, has handled the spot announcements on the station.

On all the programs and annunciations, transcriptions of the music are used along with descriptions of the new equipment. The specially constructed trucks incorporate plate glass doors and a new soundproof display cases, trimmed in chromium, for bakery products only. Salesmen are maned by a new wife as in a store. The campaign was created by Willard G. Gregory & Co., Los Angeles.

PAM Big Town Re-Signed

WITH Lever Bros. Co., Cambridge, Mass. (Rino), and Edward G. Robinson, star of the NBC serial, having reached a compromise, through Rathrauff & Ryan, New York, agency handling the account, the weekly CBS Big Town program, has been re-signed for the fall broadcasts. After a 16 weeks summer lay-off which started June 11, the series will be resumed on 98 CBS stations, Oct. 8, Tuesday, 8:30-9 p.m. (PST), with the series to repeat, 8:30-9 p.m. (PST). Besides Robinson, returning in fall will be Ona Munson, Leith Stevens, musical director, and Crane Wilbur, producer and script writer. Thomas Freebairn-Smith, CBS production aide on the series, is slated as director for the fall setup. That post was formerly held by William N. Hart, NBC Coast radio director of Lennen & Mitchell, Hollywood. Uncle Jim's Question Bee replaces Big Town program, starting June 18 and will originate from New York.

Poultry Co-op Series

WASHINGTON COOPERATIVE EGG & POULTRY Assn., Seattle, has started an early 9:30 a.m. news strip on KOMO-KJR, Seattle, pointed at housewives after the breakfast rush is over to promote its products. The strip features breakfast editor and feature stories, and commercials are built around recordings of various sounds of the chicken ranch. By Keplerling, KOMO-KJR news director, handles the program.

Ivy Show Shifts

PROCTOR & GAMBLE Co., Cincinnati, on Aug. 17 is moving Truth or Consequences series starring Thorne Francio (politics), has contracted for four half-hour broadcasts over 15 ABC network stations in the West and California (KFWB, KQW, KPR, KFAC, KHS, KGB, KFPM, KPMH, KVOE, KXO, KVEC, KRGB, KVOE, KVOE). Aug. 18, 24, 25 and 26. Series is handled by Ocean & Associates, San Francisco.

FOR INSTANCE, just as she's getting that Moon over the Mountain, the announcers into and says: "Speaking of mountains, have you ever seen the beautiful Billy country around Green- ville, N. C.? That's the home of WTVG, you know—one of Standard Radio's new subscribers." OR, YOU can set up a dramatic decay, and plug them when they gather around, like this:

PAT: Sure, Mike, and have you heard the one about the traveling salesman?


GET IT? We've put over the touch that Standard Radio has 13 new subscribers since last week we welcomed new subscribers in this column, and we've shot a small plug about Standard being a pretty swell outfit to have such swell customers, and we needn't have said ATTENTION, FRIENDS! I THINK the guy's got something there. You don't? Well, look—what are you doing way down here on the last line?

Are Your Transcriptions Up to Standard?

If so, you will receive the following tailoring service:

TAILORED TRANSCRIPTION SERVICE CHICAGO • HOLLYWOOD

Services include:

- Phonetics
- Soundproofing
- Musical supervision
- Production

Call or write for details.

June 15, 1940
HARRY M. FROST Co., Boston advertising agency, on June 1 celebrated its 25th anniversary. The agency, serving a representative list of New England advertisers, including Yankee and Colonial Networks, still has as active clients two of the three accounts with which the business was started in 1915. Present executive management includes Earl M. Frost, president and general manager; Harry M. Frost, treasurer; Edith G. Robinson, assistant treasurer; H. E. Benson, production manager; Harvey P. Newcomb, radio director, and Reginald A. Maurer, art director.

HERMAN J. BUB, vice-president and treasurer of Stewart-Jordon Co., Philadelphia agency, has been elected president to succeed the late Rowe Stewart. Harry E. Fauser was named secretary-treasurer.

Charles L. Asam, J. Bub, Harry T. Jordan, Albert W. Sasso and Thomas Wriggles were voted directorships.

ARTHUR EDINGTON, formerly of the advertising staff of T. Eaton Co. Ltd., Canadian department store, has joined Dickson & Ford, Toronto agency, along with Jim St. Clair, Toronto account executive and designer.

The agency, formerly under W. W. C. Stewart, has expanded and is expanding its activities, with Mr. Edington as commercial manager and a director of the organization. W. H. Bouch has been named vice-president.

RADIO'S Honolulu greeter is Wehley Edwards, manager of KGMB, (left), for he's on the job to meet all executives of the industry who vacation in the Hawaiian Islands. Edwards is pictured with Jack Gross, commercial manager of KFWB, Hollywood, during the latter's recent three-week visit with Mrs. Gross in Honolulu.

Philip Morris Earnings, Radio Aided, Go Upward

RECORD sales and earnings are revealed on the annual report of Philip Morris & Co., New York (cigarettes), for the fiscal year ending March 31, with the consolidated net income listed as $7,435,766, the equivalent of $8.38 each on the 882,396 shares of common stock outstanding at the year end.

The preceding fiscal year, the company earned $6,561,297 or $7.34 each on the 855,192 common shares then outstanding. Net sales for the year rose to $73,544,159 from the $64,638,681 volume of the previous 12 months and $65,613,084 for the year ended March 31, 1938.

Radio has been the chief medium of advertising by Philip Morris for the last six years, with the use of half-hour musical programs on CBS, MBS and NBC at various times. According to Paul Caspe, a member of the research department of Philip Morris, in a speech in April, 1939 before the New York Assn. of Advertising Men, "by far the greater part of the company's advertising appropriation goes into radio entertainment, with another reason for increase in sales due to 'Johnnye' as a living trade mark, and his 'Call for Philip Morris' lending itself perfectly for a program signature."

LEONARD M. MABUS, manager of the London office of Lord & Thomas, currently is in New York at the Hotel Waldorf-Astoria.

South Carolina's ONLY Regional CBS Station

WCSC

Charleston, S. C.

1000 watts

Free & Peters, Representatives

BROADCASTING • Broadcast Advertising
BROADCASTING

HARRY WALSH has been appointed manager of the Detroit office of Hanes-Red Co., succeeding Robert Rains, who has joined the sales staff of WJR, Detroit. Mr. Walsh has been for four years associated with the New York office of Kelly-Smith Co., newspaper representatives, and since Feb. 1 he has assisted to Mr. Rains in Detroit. He will begin his new duties June 17.

ADAM J. YOUNG, manager of the sales staff of KGMZ, Brooklyn, N. Y., on June 6 became the father of a daughter, Susan.

WLW, new MBS outlet in Minneapolis, which goes on the air June 17, has appointed The Foreman Co., Chicago, as national representative.

WTNJ, Trenton, N. J., has appointed Joseph Hershey McGivney its national representative, effective immediately.

Fields Bros. New Show
FIELDS BROS., Hollywood production unit, which formerly concentrated on transcribed serials, has expanded activity and is now producing live talent package shows for advertisers. Harry Fields, vice-president, is in New York conferring with agency executives and prospective sponsors on a new show, The American Panorama, which the firm proposes to produce for all release. A mixture of music, history and dramas, the half-hour program, slated for several series, has a Hollywood cast consisting of Ken MacDonald, news commentator; Nadine Connor, vocalist; True Boardman, narrator; Bill Roberts, vocalist; Edward Kay, an original musical score and also conducts the 25-piece orchestra and choral group. Script is by A. Welles, Oxford. J. Donald Wilson is producer and Harry David Fields supervises. The show was presented in NBC Hollywood studios June 1 for the trade.

J. E. BINGHAM, formerly of the Howard J. Wilson Co., national representative firm, has joined Radio, Television, and Film Corp., Chicago, makers of portable transcription play-back machines, as sales manager.

KNIGHT TO CANTOR
WHEN Bristol-Myers Co., New York (Sal Hepatica, Ipana), on Oct. 2 replaces Fred Allen with Eddie Cantor on its Wednesday, 9-9:30 p.m. (EST) period, on 60 or more NBC Red stations, Vic Knight will be producer of the new series. Knight is under personal contract to Cantor. He is currently on loanout to produce the Rudi Vallee Show, sponsored by National Dairy Products Corp., New York (Sealltest milk), on NBC Red stations, Thursday, 9:30-10 p.m. (EDST). He will continue to produce that show through the summer and reports to Cantor in early fall to help frame the series. The Rudi Vallee Show is currently in New York, having shifted from Hollywood June 6 for 10 weeks. Allen is now in Hollywood on a film assignment for Pictures Corp. He will be co-starred with Jack Benny and Mary Martin in the film, "Laurel and Hardy," his current radio season under sponsorship of Bristol-Myers Co. This ends June 26. He has been signed by the Texas Star Theatre, Wednesday, 9-10 p.m. (EST), and joins the shows Oct. 2 through fall season (Broadcasting, June 1).

STEEL SPONSOR TO RETURN
FOLLOWING the June 30th broad- cast of Musical Steelmakers, Wheeling Steel Co., on NBC Red stations and continuing the program for the summer, resuming Oct. 6 on 44 MBS stations, Sundays at 3 p.m. Account is handled direct.

KASPER-GORDON Inc., Boston, has announced a new sprinkler series, The Enemy Within, dealing with a football figure of the same name, the activities of the Football League in New York, and the effects on the sports business in the United States and Canada. It is based on the original radio series produced in Australia.
Pure Oil Fish News

PURE OIL Co., Chicago, has started a 26-week schedule of weekly quarter-hour fishing and hunting news on WADC, Akron, and WHBC, Canton, O., featuring Bill Ackerman. Free maps of the State showing the best fishing and hunting locations are offered by Ackerman, who travels from one city to the other to broadcast his programs within the hour. Leo Burnett Co., Chicago, handles the account.

SCRIPT LIBRARY, division of Radio Events, New York, is releasing to stations throughout the country for broadcast on July 4 three scripts dealing with the appreciation of freedom. The scripts, presented as hour, half-hour or quarter-hour programs, are available without fee to stations feeling they cannot afford a minimum royalty, according to Martin Lawrence, station contact manager for the Library.

20th
Spouting "spot business"? WDRC's Trading Area ranks 20th in effective buying power for the nation—although it is only 34th in population. (Sales Management figures)

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM National Representatives PAUL H. RAYMER COMPANY

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PINING FOR SALES IN ADELINE (Ky.)?

If Adeline (Ky.) is the flower of your heart, don't try to cover it with WAVE! Adeline is one of the tiny Kentucky towns we don't reach... But here in the MILLION-plus Louisville Trading Area—where income-tax payers outnumber all the rest of Kentucky by almost two to one—WAVE does a job!... When you buy WAVE you buy complete coverage—at lowest cost—of the most profitable market in all of Kentucky! Let us send you the proof!

BUSY Bill Coyle

A BUSY young man with a new degree in William C. Coyle, fish and game director of the Washington Star, is running WMAL, Washington. This June he receives his LL.B. from the Washington College of Law after a three-year bout with Blackstone during which he: Did his studying during a daily 6 to 8 a.m. stint; went to school from 9 to 11 a.m.; attained an over-all scholastic average of "B"; was vice-president of his class; won the debating prize; toast-masted the annual banquet at which Sen. Burton K. Wheeler was guest speaker. Interested in radio law, he plans graduate work at Catholic U law school this fall, and takes the District of Columbia bar examination later this month. Lawyer Coyle gets his degree during his 10th anniversary in radio, having served since his start as singer, actor, announcer, producer, script writer, commentator and radio executive—and now is heard regularly on WMAL. Married seven years, he is 29 years old and is the father of two girls.

Forwarding a report of a byproduct, the FTC MODIFYING its findings. In the April 15 [BROADCASTING, April 15], in which it rejected denials of the renewal applications of Ben H. McGlashan, its two high frequency broadcast stations on the ground that no program of research and experimentation had been shown, the Commissionajaran 11 adopted a final order renewing Mr. McGlashan's W6XKG and W6XRE, operating with 500 watts on 350 mc, but denying those stations the use of the frequencies 463 and 11665 mc. Authority granted for the operation of these stations, the Commission ordered, is subject to the condition that the applicant will supply satisfactory proof of a program of research and experimentation. Mr. Glanshn operates the shortwave stations in addition to his 100-kv broadcast station on 1200 kc, KOFJ, Los Angeles, which was not affected by the present order. The Commission's action was seen as indicating a tightening up of experimental license requirements generally, particularly in view of the introduction of frequency modulation.

DEEMS TAYLOR, noted composer-critic and CBS music consultant, has been reported as the permanent commentator for the New York Philharmonic broadcasts on CBS starting Oct. 13. This fall will be the Philharmonic's eleventh season on CBS, with Mr. Taylor entering his fifth year of association with the programs.

AGENCY Appointments

LIBERTY LOAN Corp., with headquarters in Chicago and offices in 12 mid-western cities, has added Albert Neale, Chicago. Spot radio will be used in a number of markets in the near future, according to E. Sherman Pearlman, vice-president and account executive. WCLS, Juliet, Ill., has been set for the first of a series of announcements effective immediately.


CANADIAN GRAPHITE LUBRICANTS, Toronto (Graphoil), to Dickinson & Ford Ltd., Toronto.

SUNSOY PRODUC TS Ltd., Toronto (beverages), to Dickson & Ford Ltd., Toronto. Using twice-weekly live shows, Facts About Foods, on Toronto WAVE.

SPIC Inc., Chicago (deo dartant), to Rogers & Smith, Chicago. Radio being tested in local market.

VITA CULTUR Labs., Evanston, III. (Vitamin B-1), placing occasional use of spot radio, to McJunkin Adv., Chicago.

AUTOPOINT Co., Chicago (pencils and advertising specialties), to Kraft & Ryan, Chicago. No immediate radio plans.

COFFEE ELECTROST Corp., Louisville, to Weeds & Geller, New York and Chicago. Local spot radio may be included in plans, if yet incomplete.


STA.WEL LABORATORY, Buffalo (Tummy Tone), to Ellis Adv. Co., Buffalo. Radio will be used.


ASSOCIATED DENIM Producers, New York, to Donahue & Coe for overall campa- gins.

MILLER CEREAL MILLS, Omaha, to Allen & Reynolds, Omaha.

LITTLE DUTC H CANDY MILL Corp., Chicago, (chain) user of spot radio, to Goodkind, June 1, Chicago.

S. S. KRESS Co., Detroit (chain store), to Simon & Meissner Co., Detroit: new sponsoring daily news broadcast by Harold True, Dogs in Review, on WXYZ, Detroit.


GLO-CO Co., Inc., Los Angeles (hair oil), to Brincker, Davis & Whitt Inc., that city, using three spot announcements weekly on KHJ, Los Angeles.

McGlashan's U. H. Renewed

MODIFYING its proposed findings of last April 15 [BROADCASTING, April 15], in which it recommended denials of the renewal applications of Ben H. Mc- Glashan, its two high frequency broadcast stations on the ground that no program of research and experimentation had been shown, the FCC on June 11 adopted a final order renewing Mc- Glashan's W6XKG and W6XRE, operating with 500 watts on 350 mc, but denying those stations the use of the frequencies 463 and 11665 mc. Authority granted for the operation of these stations, the Commission ordered, is subject to the condition that the applicant will supply satisfactory proof of a program of research and experimentation. Mr. Glashan operates the shortwave stations in addition to his 100-kv broadcast station on 1200 kc, KOFJ, Los Angeles, which was not affected by the present order. The Commission's action was seen as indicating a tightening up of experimental license requirements generally, particularly in view of the introduction of frequency modulation.

FINAF LABS., St. Albans, W. Va. (proprietary), placing direct, is said to be planning use of radio.
Fund Slash Perils
Investigation Unit
Fly Still Hopes to Establish
Field Investigation Plan
EXPANDED activity by the FCC, particularly plans to set up an investigation Division, apparently have gone glimmering as a result of the Administration's new economy drive, affecting all governmental operations except national defense.

President Roosevelt's move to reduce expenditures of all Government departments by an average of 10%, to help meet the cost of the defense program, would clip approximately $200,000 from the 1941 FCC appropriation aggregating slightly over $9,000,000. It is expected all governmental agencies save those affected by the national defense program, will be asked to contribute the 10% reduction through curtailment of unnecessary expenses and by leaving vacant unfilled posts provided in their 1941 appropriations.

Plan May Be Salvaged
For the FCC, Congress has authorized an increased appropriation largely for additional personnel. Chairman James Lawrence Fly has strongly advocated setting up of an investigation Division which, among other things, would report on qualifications of new station applicants. It is estimated $560,000 would be sufficient to retain a dozen or 15 expert investigators.

The FCC had an appropriation for the 1940 fiscal year, which ends June 30, of $1,330,000. It asked for more than $3,000,000 but was awarded $2,070,340. Of the latter amount not more than $1,246,340 may be expended for personal services in the District of Columbia, with approximately $500,000 as salaries for the field force.

Despite the imminent 10% reduction, it is thought the FCC may still find it possible to retain at least two experienced investigators. Chairman Fly believes the field investigatory work is urgent and that qualifications of new station applicants must be checked closely to procure first-hand information regarding prerequisites and also to prevent them from applications where applicants might be automatically disqualified. Such matters as citizenship, lack of financial responsibility and character fall in the latter category.

Having practically exhausted its appropriation for the 1940 fiscal

Orange Juice Spots
NESBITT FRUIT PRODUCTS
Inc., Los Angeles (bottled orange
juice), through Charles H. Mayne
Co., that city, in a bottler tie-in, on
June 3 started for six weeks spon-
soring the twice-weekly quarter-
hour children's program, Nesbitt's
Radio Rascals, on KFJU, Klamath
Falls, Ore.; WMYE, E. St. Louis;
KAST, Astoria, Ore., and in addi-
tion is using 21 spot announcements
a week on KRRV, Sherman, Tex. To
merchandise the campaign, the firm is offering weekly prizes to children bringing in the largest number of bottle crown tops. Grand prizes will also be awarded for the largest number turned in by the end of the six week campaign.

Lorillard May Return
P. LORILLARD Co., New York, on
June 21 is discontinuing for the
summer its Sensations & Swing
program with Sammy Kaye's Or-
chestra, currently on 17 NBC-Red
stations, Mondays, 7:30-8 p.m. The
program, promoting Sensation cig-
rattes, will probably return the fall, according to Lennen & Mitchell, New York, the agency.

Scott to Return
SCOTT PAPER Co., Chester, Pa.,
is discontinuing its campaign of
three-weekly participations on loc-
ally homemaking programs in 40
stations in the interest of Scott
Towels. The campaign will cease the end of June to return about
Sept. 1. J. Walter Thompson Co.,
New York, handles the account.

year, the FCC has been forced to
curtail its operations temporarily,
until the 1941 appropriation be-
comes available July 1.
A proposed $120,000 additional
FCC appropriation for expansion
of telephone regulatory activities
may go by the boards in the econ-
omy move. On May 28, a plea was
made by Commissioner Paul A.
Walker and FCC department heads
to a House appropriations subcom-
mittee for the additional amount in
the nature of a supplemental ap-
propriation. Of this amount, ap-
proximately $120,000 would be for
personnel. In the light of the indi-
cation that a Presidential veto a-
waited any and all unessential
Congressional appropriations, this
special fund appears to have little
chance of approval.

Congratulations to
CKWX
VANCOUVER, CANADA
on their
INCREASED
POWER
(1000 WATTS)
FULL TIME—NEW FREQUENCY (950 Kc.)
Reaching 100,000 Radio Homes
WEED & CO., U. S. Representatives
New York • Detroit • Chicago • San Francisco

In the
Intermountain Market
consistently
larger audiences
naturally follow
the lively

Showmanship of
KOYL

The
POPULAR Station
Salt Lake City

NBC
RED
NETWORK

June 15, 1940 • Page 67
Such a Nerve

PLACIDLY on May 28 sat Jean Brown musical director of WOW O.W.G. in Wayne, Ind., all set for her 12:30 p.m. Concessories organ program. With straight face Announcer John Hackett walked into the studio, got the organ and spoke into the mike: "All right, Brown, let's get this over with. If I couldn't play the organ any better than you, I'd quit."

At 12:27 power failure had put the station off the air, un

known to flustered Miss Brown.

TO ADVANCE young professional soloists, WNYC, New York's municip-

al station, is sponsoring a quarter-hour variety program The

Vividim, during which young artists display their talents.

Sponsored by Robert W. L. Jacobson, m.c. of the program, who

also writes and directs the show.

DAILY broadcasts of semi-classical as well as current swing are

played by Louis Katzman's Orchestra are presented nightly at the New World's Fair of WINS, New York, as an attraction to all station listeners.

New York Broadcasting System expects to carry the program June

19. Nick Kenny, radio columnist of the New York Daily Mirror, conducts on Thursdays, 7 and different radio stars are featured.

EXTENDING its schedule of war broadcasts, CBS, on June 10, 11, new War of the World, broadcast from 10:30 to 10:45 p.m., Monday through Saturday.

Program picks up reports on CBS correspondents in the European capitals, and from Albert Warner in Washington as the occasion warrants. It concludes with an analysis of the military situation by Maj. George Fielding Eliot.

WYTHE WILLIAMS, editor of Greenwich Time, has been con-

vinced to take on a series of radio address to the nation. Starting June 25, he will speak three times a week, professing a special interest in economics, politics, and the arts.

WOR's participation in the War, broadcast from 9:30 to 9:45 p.m., on MBS on a sustaining basis.

PRESS department of WOR, Newark, has scheduled late in July, and with new offices to house the publicity division and special features at MBS head office, Broadcast Bureau in New York, WOR's city room and the office of the New York Director of WOR public-

ity, remain in Room 2404, while separate offices have been allotted to the New York Broadcast Bureau. These offices are being expanded.

A NUMBER of announcers and actors in the San Francisco Bay area had the unique "voice work" in "America, Salve of a Nation" aviation extravaganza at the San Francisco Aircraft Show. The radio people work in a large glass-enclosed studio in the heart of the packed audience.

In speaking for the actors, the voice that was heard was Bill Mchale, director of WOR publicity. The actors picked the pieces of the program, and the studio audience and the outdoor audience were given the parts they liked.

WOV, WOR, also selected late in July, and with new offices to house the publicity division and special features at MBS head office, Broadcast Bureau in New York, WOR's city room and the office of the New York Director of WOR public-

ity, remain in Room 2404, while separate offices have been allotted to the New York Broadcast Bureau. These offices are being expanded.

NEW YORK City's neighborhood club of youth, known as "The Orange Boys Club," in its fourth annual radio popularity poll, in which 1,100 votes were cast, voted their favorites in the following order: Favorite Young Boy: John Hone. Favorite Young Girl: Jeannet

BENNY, WNEF's Make Believe Ballroom; favorite soloist: Bill Stensen, KPO-KGO. Favorite female singer: Kate Smith, Judy Gar-

land, Connie Boswell.

BIGGEST May revenue in the history of KOA, Denver, is reported by General Manager Lloyd E. Yoder, who announced an 5% increase over May, 1940 over that month in 1939.

FIRST studio audience to visit Mrs. Franklin Roosevelt's series of twice-weekly programs. The President's program, "This Is Your Country," is broadcast by Manhattan Soap Co., was made up of boys and girls from the New York Institute for the Education of the Blind, who attended the June 11 broadcast in NBO's New York studio.
WKIZ, Muskegon, Mich., recently purchased a 50 x 120 feet brick building which it plans to remodel into new studios and offices. Located just beyond the city's primary business district, the building provides about 8,000 square feet of floor space. The building, to be dedicated Sept. 1, incorporates a studio auditorium with a seating capacity of 500. In addition to remodeling and acoustic treatment of the entire building, the new auditoriums will include a permanent microphone and public address system, and will be used chiefly for live talent shows and public broadcast productions.

WLW, Cincinnati, on June 8 was host to more than 2,000 persons from 10 states gathered at Sharon Woods, near Cincinnati, for the sixth annual picnic of the WLW Village Club. Long-time members correspond with each other using pen names, with letter forwarded by Minnie Abbott, postmistress of the Saturday morning broadcasts. Shut-ins and those who seek to hear less fortunate members comprise the 16,000 members of the club. Dues are a letter a month. The program has been a regular sustaining feature on WLW for 15 years.

KVOO, Tulsa, Okla., attempting to determine listener preference for classical music during late broadcast hours, is conducting a threeweek series of transcribed half-hours, Music Before Midnight. Responses so far are favorable, according to the station.

CHSJ, St. John, Plans To Dedicate New Plant

AN ENTIRELY new plant, from studio to transmitter, is being installed by CHSJ, St. John, New Brunswick, which plans to dedicate the new 1,000-watt facility on Sept. 1. The station has been operating as a local since February 1934 but with its new assignment on 1120 kc., will greatly expand its operations.

The new building project includes a 1,000 watt Western Electric design transmitter with a new Blaw-Knox vertical radiator, at Coldbrook, outside St. John, according to L. W. Bewick, manager. New studios and offices will be in a new building of special construction in the business district. Latest type speech input equipment has been purchased from Northern Electric Co. Three new studios are being built, including one which will accommodate an audience of more than 200. All studios will be air-conditioned and lighted artificially.

Seeking Outlet in Trenton

A. HARRY ZOOG, one of the stockholders in the newly authorized local (WFPG) in Atlantic City (Broadcasting, June 11) is listed as the vice-president of Trenton Broadcast Corp., Trenton, N. J., applying to the FCC for a new 1,000-watt outlet on 1220 kc. in that city. He formerly was employed by the old WPG, Atlantic City. Also identified with the Trenton application is Richard Endicott, general manager of the Atlantic Steel Pier and a hotel man there, who also owns part of the new Atlantic City local.

Radio at Ultra-Highs

B. A. INSTITUTE'S Technical Press has published Radio at Ultra-High Freqencies, a 448-page volume including 25 papers in full and summaries of 31 additional papers, all dealing with radio engineering in the u.h.f. field. Book is divided into nine principal divisions, dealing with frequencies below and above 300 megacycles, the first part being subdivided into sections on Transmitting Methods and Equipment, Propagation and Receiving, Measurement and Reception.

REMOTE SERVICE to the Tidewater area around Norfolk is afforded listeners of WRVA, Richmond, Va., with this shimering remote truck which regularly operates from the hotel studios. Since WRVA increased its power to 50 kw. a year or so ago, the station has carried more than 150 broadcasts from the Tidewater area. The new truck has been added as permanent equipment. Shown with the unit are M. M. Harrison (left), WRVA engineer for Tidewater broadcasts, and Leonard Whitehorn, remote chief.

To Film 'Scattergood Baines'

PYRAMID PICTURES, distributed by RKO, early in June bought for $100,000 the rights to film a series of five full-length pictures featuring the radio storekeeper, Scattergood Baines, sponsored by Wrigley chewing gum on CBS. Deal was set by Clarence Budington Kelland, author of the radio series who is expected to collaborate on the movie scripts, and Jerry Brandt and Charles Ford, producers of Pyramid. Casting for the productions has already started and if Jesse Pugh, who plays the title role on the air, does not screen well, a nationwide search will be conducted to find the perfect Scattergood Baines.

Films Get 'Nobody's Children'

COLUMBIA PICTURES, Corp., Hollywood, has acquired film rights to the weekly half-hour Mutual-Don Lee network program, 'Nobody's Children,' and will base a picture on the sustaining series. Edith Fellows will be featured. Program is produced by Walter White, and originates from the Los Angeles Children's Home Society nursery. Film rights to the Charles Bonner novel, 'Legacy,' have also been sold to Columbia Pictures by Robert Sherwood, formerly NBC Hollywood annoucer, acting as agent.

PRESENTATION of sterling silver plaques by the National Headliners Club will be made June 29 at the annual banquet of the Press Club of Atlantic City. Awards are given annually for coverage of news events by radio, newspapers and newsmen.

BUSINESS IS GOOD IN THE DAKOTAS

It's paying a lot of smart advertisers to tell their story over KFYR

550 Kilocycles

NBC Affiliate

BISMARCK, N. DAK.

National Representative: John Blair & Company

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Guestitorial

THE SALES PROMOTION JOB

By EMMONS C. CARLSON
Advertising & Sales Promotion Manager NBC, Chicago

A MILL cannot grind with water that is peace—"The Lesson of the Waterwheel," by Daniel Craig McCallum.

It is just as impossible to do an effective job of promotion after a campaign has started as it is for a mill to grind with water that is peace.

Promotion must lead and not follow if it is going to pave the way for greater sales.

A number of national advertisers have done excellent jobs of promoting their shows, but the function of sales promotion in the radio industry as a whole seems to be that of reconvening an activity that has proven unsuccessful rather than planning one that will produce the desired results. In many instances, it is an afterthought rather than a forethought—if it is given any consideration at all.

Without Effort

Radio was so spectacular—so generous in its benefits to humanity—that it did not have to struggle for recognition as many other industries have done. Consequently, sales have been made without the assistance of real promotion; but now sales could be made with less effort, and money spent on projects that have glimmered and is that could have been made productive if given the proper stimulation by good sales promotion.

Well may radio look to the motion picture industry for examples in promotion. When Selznick-International purchased the story, "Gone With The Wind," the promotion department was called in immediately. They did not wait for the show to open in production or until it had been finished before calling in their sales promotion forces. It was clever promotion rather than chance that emphasized the difficulties they were experiencing in finding the right person to portray Scarlett O'Hara; it was smart promotion that kept the public informed as to the progress made in the writing and filming of the story, and it was expert handling that produced the marvelous premieres in Atlanta. Sales promotion kept public interest simmered up until all was at readiness. The gates were opened and the flood of public interest has kept the sales mill grinding at top speed, and will no doubt continue to do so for months to come.

Radio has accomplished great things, but it will achieve much more when sales promotion is allowed to do for it what it has done for the motion picture industry. The campaign "Gone With The Wind" clearly demonstrates that money invested in good promotion brings handsome returns.

Poorly conceived and timed, or insufficient promotion is as ineffective as "water that is peace." Promotion that is going to make the sales mill grind merely must be as abundant and concerted as a spring torrent in a millrace.

Wired Radio License

ATLANTIC CITY has imposed a license fee for the first time on wired music, the City Commissioners approving an ordinance calling for the payment of $500 a year for up to 20 outlets. A $25 additional fee will be charged for each outlet over 20, the rates becoming effective July 1.

At the same time, the City Commissioners hiked the license fee for the nickel music boxes from $20 to $50 a year and proportionately decreased the license fee for all amusement places employing live musicians.

KLZ Expands News

TO SATISFY the demand for additional radio news KLZ, Denver, has expanded its weekday operating schedule to 20 hours, with 17½ hours on Sundays. The station also has increased the number of its news correspondents throughout the country and is carrying additional time on its wire news service, with overhead direct from the New York European cable desks. Under the new setup KLZ's broadcast day extends from 5 a.m. to 1 a.m. on weekdays, and 6:30 a.m. to midnight on Sundays. The expanded schedule provides additional early morning and late night news programs.

Pa-Pi-A Extending

VANTI PA-PA-I Corp., New York, as part of its extensive summer advertising campaign in New York for its soft drink product, will start three new spots on the 10 started Arthur Hale's Confidently Yours on WOR, Newark, Mondays, Wednesdays, Fridays, 7-7:30 p.m. The company, which last January has sponsored quarter-hour participations six times weekly on Marta Bly's Believe Bellroom program on WNEW, New York, as well as daily spot announcements, will add a large list of stations throughout the South. Additional radio plans are now being completed, according to Erwin, Wasey & Co., New York, the agency in charge.

On A BUSY downtown corner of Cincinnati the lady at left answers baseball queries put by WKRC's sportscaster, George Sutherland (center), on his daily You're the Manager quiz show. Mike Hunnicutt, WKRC announcer who works with Sutherland on the shows, sponsored by Coca Cola Bottling Co., smilely watches as she grapples a beer in an effort to win the baseball tickets and cartons of Coca Cola awarded participants.

PHONETIC NAMES

War Words Listed at KYW

For Quick Use

PRONUNCIATIONS of more than 45,000 names of persons and places in the news are available to news products and announcers in the newsroom of KYW, Philadelphia. The station started compiling its phonetical name guide some years back when Japan first invaded China, and since has added to the list tongue-twisters from about a dozen in-the-news countries. Included in the list are 35,000 names from Webster's gazetteer and as many as 10,000 or so from the International Book of Names.

They immediate reference each country in the news has been allotted a special sheet of 30 x 40-inch cardboard, hanged on the newsroom wall. Pronunciations, written on paper, are affixed to the sheets as they come over the teletype and are verified by the editor in charge. Names are spaced at varying intervals in alphabetical order to allow for additions. Within a few seconds, KYW claims, announcers can check names.

IN THE HEART OF THE MOTOR INDUSTRY!

WIR

1000 Streamlined Watts

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR

PONTIAC, MICHIGAN

BROADCASTING. Broadcast Advertising
O'Sullivan to Expand O'SULLIVAN RUBBER CO., Winchester, Va., on June 6 started three-quarter-hour participations daily in Mark Block's Make Believe Ballroom program on WNEW, New York, and plans to add 27 more later this summer, with Baltimore as the next city. Birmingham, Castlemine & Pierce, New York, is the newly-appointed agency.

A STATION'S CREDO
WOR Code Cities Public Service Obligations

TO ITS AUDIENCE as well as to its own staff, WOR, Newark, this month presented The WOR Credo, drawn up by the station's executives and designed to approve the public what the station regards as its public service obligations. The credo was first read to the WOR audience during one of Gabriel Heather's regular programs and was presented as part of the NAB Radio Festival Week. Text of the statement says that it is WOR's aim to:

1. To deem it our business to sense what is of importance and interest to the average American and to present it promptly.
2. We must know the trends of public opinion, public enthusiasm, public nay and public disfavor. We must not "follow" these trends. We must be with them in action, ahead of them in thought. A reputation of accuracy, of candor, of reliability, of integrity—create a reputation for reliability.
3. We believe in free enterprise and a profit motive; we think it appropriate to speak to and of the individual or small group.

DICTUM: We think it our hope that whatever may be said from WOR will be the expression of a person who speaks to the listener as a person interested in the same thought, activities, and problems. Informality is the keynote—without the fudge or jargon that may mislead or that of our listener.

INTELLIGENT. We express our own intelligence by respecting that of our listener. What we have to say to him must be accurate in facts, authentic in commentary. Solidity in knowledge and interpretation builds the confidence of the listener. IMAGINATIVE. We strive to lend the distinction of artistic refinement and creative direction every program. The raw material must be molded into a satisfying entity.

Rockefeller Grant Aids Radio Education Studies

EXPERIMENTATION in radio for purposes of general education along with educational films has accounted for almost half the $1,500,000 contributed by the General Education Board of the Rockefeller Foundation to the problem of using the arts for general education, according to the board's annual report for 1939. Last year the board made a grant of $9,000 to the Progressive Education Association for the expenses of a Committee on Radio in Education, which was set up to devise ways in which the work of the various commissions of the Association could contribute to the improvement of radio education.

An important part of this committee's work is the reports states, city and local cooperation of State U project for the evaluation of school broadcasts in the conduct education, which was set up to find out who want to use radio programs in the classroom. In 1939 a grant of $3,230 from the board enabled the Committee on Radio and the Ohio Project to conduct a joint summer workshop at Teachers College, Columbia U, New York, during which special emphasis was placed on training persons responsible for curricular and programming programs for schools to be broadcast during the ensuing year.
HOW A BANK USES BROADCASTS
Cleveland Banker Offers Some Hints on Methods That Have Proved Successful in That City

By ROBERT J. IZANT
Vice-President, Central National Bank
Cleveland

MY SUBJECT gives me an opportunity to use a play on words—"The sale of time to aid time sales." There has been some thought about the efficacy of radio and its being in the experimental stage, but in the light of recent history I think we should consider that it is now an established medium and a very strong and important ally of journalism, of newspapers, magazines, and not a competitor of those media.

The difference between radio advertising and journal advertising might be described in this way: Radio is measured by the number of hours available in a day for broadcasting while the availability of advertising in newspapers and magazines is practically unlimited or limitless. It has all the effective faith that you have dollars to buy.

Getting Attention
The difficulty in doing a job on the radio is in how to employ it properly. Bank advertising and consumer credit advertising over the air has a double purpose. First, it is to place the advertiser on record as an institution, its name, the personalities, what its facilities are and how they are available. Second, to point out specific facilities to your listeners. It should be designed to bring your prospective customers and your present depositors into action. Let me call your attention to the fact that advertising per se, and of itself does not sell goods or services but merely does what the word means, "turn attention to", and then it is up to the institution to do something else about that.

At a sacrifice of some modesty, I want to point out one feature about our own institution because early in 1938 we originated a radio program which made 120 broadcasts over NBC. Each broadcast was only five minutes in length for five nights a week at 6:25 p.m. These broadcasts were on the subject of biography and told the life stories of great men and women of the past.

And Still They Come
Let me be a little bit more modest and tell you that although the last program ended Dec. 30, 1938, we are still receiving inquiries and requests for reprints of the stories. They come from most unusual sources. I might say that the Cleveland Board of Education just recently asked and was granted permission to broadcast material from this series, through the short wave radio station which they maintain for their schools. Furthermore, a prominent New York publisher has asked, and likewise was granted permission, to use this material in research work for a text book called, Pioneering in Democracy. In the foreword, my bank was given due credit.

I should like to explain what our broadcast of "Empire Builders" was. There was a peal of thunder which was our signature of coming on and going off the air. Then all through the series we broadcasted the life stories of famous people throughout the world who had helped build the nation. Then there was the commercial plug, as they call it, telling about the loan facilities of the Central National Bank, the service of the loan department for granting loans from $100 to $1,000 which was available at any office at reasonable rates and on terms that lasted up to eighteen months.

We further stated that inquiries were welcome at any of the 12 offices of the bank. Following that the narrator finished his narration on the biography and the announcer came in and said, "On Monday night at 6:25 you will hear the story of so-and-so." This program was interesting, informative, educational. It was an articulation between industry and society. Another good feature was that it was a complete and pleasing identification of a pillar of society—the bank, your bank, any bank. Also it was dignified.

Better Than Space
I think we should also come into agreement that radio provides the most pleasant and best method yet devised of a mouth-to-ear transfer of thought of institutions and individuals to the masses, and that is our job in radio. Another very important thing about this type of advertising, as well as with all other, is particularly this type, is the effect of radio advertising in the merchandising that is done through your staff. As I said before, it does not sell goods or services, but if you are using radio you should get each of your employees to listen to your programs, whatever they may be, and adopt them as their own so that when they are doing their inquiries that come to them from day to day.

Each program cost us around $50. What we would get for our $50, at least in our three newspapers in Cleveland, would be the equivalent of about four inches of news coverage. For the amount of attention getting, educational and informative material that we gave in that five minutes, I question very much if we could arrest the attention of a sufficiently large audience in that amount of newspaper space. I am not comparing vehicles because after all they do for each other. Newspapers do call attention to the time and subject of a radio program.

Perhaps we in our institution set too high a standard for what we will sponsor but let me call your attention to the fact that banks have used programs ranging from symphony orchestras to famed economists over national hookups. You will recall that the old counselor did a grand job but perhaps in our association we have discovered and have been convinced that purely local broadcasting is more effective for the type of work that we are talking about today.

No More Tradition
The traditional banker may not agree with you on some of the hours that are selected, from reveille until past midnight in some cases, but you cannot go on tradition in this day of evolution. We are abandoning, or seem to be, our habits of reading and taking up radio and other habits instead. However, we have to be pretty acute in studying the radio as a proper medium for advertising.

To go back to the point of what we will sponsor; we have been doing ever since that time consistent radio advertising by appearing at station breaks, station identification, and other pauses with hundred word announcements and, getting inquiries, I might say.

To sum it up, we have to think about in this consumer credit and this experiment of ours in developing the income from the job and my job, is to do what our friend Henry Grady Weaver of General Motors has sponsored in Chicago. His motto is: Find out what men like and do more of it; find out, too, what they don't like and do less of it.
SLICKED UP in their new uniform jackets, the special events staff of WOW, Omaha, lined up recently to show them off to Special Events Director Foster May (back to camera). Future plans indicate that whenever a WOW special events crew goes on the job, it will appear in these coats. The bush jackets, made to order by the Butwin Co., St. Paul, are lightweight, lined, weather-proofed, and include a WOW embroidered on the back and collars with NBC on the left shoulder. Each man's name also is to be embroidered on a sleeve. The crew here includes (1 to r) Tom Dailey, sports editor; Joe Herold, chief control operator; Glen Flynn, engineer; Ray Olson, announcer; Lyle DeMoss, production manager; Harry Burke, program manager; Bob Redd, engineer; Howard Peterson, promotion manager; Bill Koter, chief engineer; Gay Avery, announcer.

RCA DEMONSTRATES HAM VIDEO TUBE

SIGHT is added to sound as a field for experimentation for radio amateurs with the introduction of a small, inexpensive version of the television pick-up tube, announced by RCA. With this new tube, developed in collaboration with the American Radio Relay League, a radio ham can build his own television transmitter and receiver for from between $300 and $300. The new tube, which transmits 120-line pictures, is about seven inches long in contrast to the 20-inch commercial iconoscope, but its price is only $50.00 as compared with $650 for the commercial tube.

A typical amateur television set-up, including camera and monitor, transmitter and receiver, was demonstrated June 3 to the press at the RCA Laboratories at Harrison, N.J., where the tube was developed. Still pictures and live persons were televised during the demonstration, producing images that were small and crossed with scanning lines, but which were clearly recognizable. The new tube sends out a picture 1½ inches square, which the demonstration receiver enlarged about four times the size. As with the big television transmitters, the range of the amateur unit is determined largely by the height of the transmitting antenna.

As the “ham” operators have contributed much of the development, effort of sound broadcasting, so it is expected their experiments in the video field will produce similar important developments. The present amateur radio licenses permit television transmissions on the 21- meter band and shorter waves, so the way is already open for their participation in the new art of visual broadcasting. A small but steady stream of requests received by RCA from amateurs indicates, according to RCA executives, that there will be an immediate entrance into television by the amateur fraternity.

Durkin Scoops

PROVING Sherwood Durkin, announcer of KCKN, Kansas City, Kan., as adept at scooping ice cream as dishing up music and entertainment for dinner hour listeners, “Durkin Day” was held June 1 at the sponsoring Katz Drug Store.

John Drake, of KCKN production department, directed the promotion in which Durkin, clad in soda-jarke's robes, presided at a special booth in a Katz store. Incidentally, Durkin packed three important events into a three-day period. His birthday and “Durkin Day” were observed June 1; his vacation started the following day, and on Monday, June 3, he married Nancy Milford Smith, former KCKN employe.

AT&T PROGRESSING IN COAXIAL VIDEO

IMPROVEMENT in television relay employing its coaxial cable was reported to the FCC June 4 by AT&T in one of its periodic experimental demonstrations. Tests of television transmission over the 190-mile coaxial loop from New York to Philadelphia and return, using terminal equipment, gave greater brightness range and better definition than the usual commercial television receiver, the report stated.

Film pictures were employed with 44-line scanning, 30 frames interlaced, and the synchronizing pulse proposed by B.M. for the FCC was advised. The size of the picture was the same as that for the commercial 12-inch tube. AT&T stated that the coaxial system, transmitting a television band of 2.4% mw., gave a definition in the horizontal direction equal to the vertical definition. To casual observation there was no appreciable difference, although in test patterns and in few of the pictures slight differences could be detected by experts. Further refinement and testing of the system are planned, the report added.

Joe Herold, chief control operator, and Jack Foster, assistant president, also reported to the FCC that there had been some conversation with AT&T. The conversations were on the coaxial system and further conversation with CBS “regarding the possibility of their using the coaxial system...they are ready, for experiments in television transmission between New York and Philadelphia.”

New Food Series

FOOD & BEVERAGE Broadcasters Assn., New York, on Sept. 29 will start Hollywood Holiday on NBC Red and CBS on Sunday afternoons for 29 weeks, according to an announcement by Emir Brissacher, head of Brissacher, Davis & Staff, San Francisco agency handling the account. The half-hour program will succeed I Want a Dinovore sponsored by AT&T on NBC Red stations for 33 weeks ending May 26 by 17 leading food firms. Hollywood Holiday will feature Hollywood talent and Lou Ferris' orchestra, with dramatic scores under direction of Van Fleming.

IRVING CAESAR, president of the Songwriters' Protective Assn., noted as a composer of “safety” songs, on June 16 will be honored at the New York World's Fair, the day having been set aside as “Irving Caesar Day.” His regular MBS Sing a Song of Safety Club program will be broadcast from the New Jersey State Bldg., during which he will present his World Fair Safety Song for the first time.

A 100 - WATTER BLOWS ITS TOP!

—what's this dope about buying POWER?

—oh, so it IS power you buy?

—well, DO you buy wattage or DO you buy POWER—and by that we mean INFLUENCE in a locality or market?

As far as coverage maps or wattage are concerned in THIS market you can pick them into the East or Chicago River!

We can show you a coverage map that claims THIS market in its PRIMARY AREA—yet a mighty important national advertiser had to buy WLOK to get his coverage!

Now, if it's REAL POWER (influence) you want for your client or product, HERE ARE THE FACTS!

WLOK is an NBC Red outlet, BUT, we DO carry TWO BIG NBC BLUE COMMERCIALS, due to above mentioned INFLUENCE POWER!

FIVE LOCAL DEPARTMENT STORES use WLOK regularly—and two of these are on their second consecutive year's contracts! How many BIG TIME STATIONS secure local department store business?

Here is a 100-watter that has averaged 87 reoms per month for a thirteen-week stretch!

Although the station's studios and transmitter are located in the city of Lima, this section of Ohio is known as WLOK, OHIO.

WLOK, OHIO, boasts a population of 300,000 with 72,877 radio homes!

Such industries as the Lima Locomotive Works, Westinghouse, Superior Body Company and Lima Gro-Cord are only a few of the steady payroll builders! And companies like these don't "pay off" in HAY!

Your inquiries will be answered promptly. Send them to the Lima Trust Building, Lima, Ohio.

“Radio Gets There First”

"WLOK Has Them By The Ears"

BROADCASTING • Broadcast Advertising

June 15, 1940 • Page 73
"Go it, boys ...we're on the air"

DECOROUSLY identified with foot-high call letters, this official car was turned over to WFBM, Indianapolis, at the start of the first and the 500-mile Memorial Day Indianapolis Speedeway Classic. Len Riley, WFBM sportscaster (shown at wheel), along with News Editor Gilbert Forbes and Announcers Ben Wilbur and Ray Brant, broadcast eight remotes from the Speedeway on Memorial Day, which also were fed to WDWS, Champaign, Ill., WDAN, Danville, Ill., and WHBU, Anderson, Ind. Upon entering Victory Lane, Wilbur Shaw, winner of the Classic, greeted Riley and both posed for a color photograph to be used nationally by Camel cigarettes. All Indianapolis stations, as well as the national networks, carried descriptions of the race.

BEYOND THE FCC
KTGM Serves Indians, Helps
Federal Activities

UNIQUE among the broadcasting stations of the United States—one that does not fall directly under the jurisdiction of the FCC—is KTGM, Window Rock, Ariz., located in the heart of the Navajo Indian country on the Arizona-New Mexico border. Operating with 250 watts on 2852 kc., it is used by the U. S. Indian Service of the Dept. of Interior primarily in connection with fire protection and administration. However, it broadcasts twice weekly to the Indians—at 1 p.m. Saturdays in the Navajo language and at 8 p.m. Tuesdays in English. Programs are designed to entertain as well as instruct, and are picked up chiefly in the trading posts throughout the Navajo Reservation. There the Indians gather to listen in to what they call "Small-Man-in-Box".

W e used a fanciful picture to make a point. From such widely different events as the Poughkeepsie Regatta and the National Hog Calling Contest—there is a radio network to connect stations so that the largest possible number of interested people will hear the proceedings.

Since the beginning of radio—the scientific and engineering contributions of Bell Telephone Laboratories have meant steady progress in network transmission.

The search for ways and means of broadening and improving network service and facilities goes on continuously in anticipation of the even more exacting requirements of the future.

HAMS' STRENGTHEN CODE PROFICIENCY
Seek to Broaden Service of Amateurs to Government

TO ENHANCE the potential public service value of amateur radio operators in the light of present activities of the Government in the matter of national defense, the board of directors of the American Radio Relay League, national association of the "hams", has instructed its headquarters staff to undertake a program to develop the code proficiency of its members.

Communications Manager F. E. Handy has announced a series of special code transmissions from the ARRL headquarters station, W1AW, supplementary to regular code schedules, designed to furnish members the opportunity to improve their code ability. One schedule per month will be transmitted for rating purposes, and operators making "solid copy" will be awarded code proficiency certificates showing the speed attained. Members of radio clubs are being urged to participate in groups, and special certificates will be awarded to clubs. Located near the headquarters offices in West Hartford, Conn., the station's antennas are set up to "beam" much of the signal westward and southward over the entire United States, and so the transmissions can be utilized by all amateurs.

To Aid Red Cross

Among other items of business, the League's board established new finance and membership committees, instructed the secretary to give special attention to amateur relations with Latin American countries, adopted a formal statement of mutual cooperation with the Red Cross in time of emergency, and authorized the holding of a national convention in Chicago in 1941 under the auspices of the Chicago Area Radio Club Council.

George W. Bailey, of Weston, Mass., was elected to the presidency of the League for a two-year term, succeeding Dr. Eugene C. Woodruff of State College, Pa. The vice-presidency, formerly held by Mr. Bailey, was filled by the election of Charles E. Blaack of El Centro, California. Directors voted to hold their next annual meeting in Hartford on May 9-10, 1941.

Music Award Plans

DEEMS TAYLOR, noted composer-author-commentator, on June 16 will announce the 1940 winner of the Rome Prize in composition during the NBC Orchestra concert broadcast on NBC-Blue. The winning composer, present at the broadcast, will conduct the first performance of his prize-winning composition. The prize of a two-year fellowship to the American Academy in Rome is open to unmarried men not over 30 years who are American citizens. If European conditions make the trip to Rome impossible, the winner may defer the prize or fulfill it in America.

More WCCO Lollipops

TO REMIND guests at Minneapolis, Town & Gown party that it was broadcasting part of the festivities, WCCO, Minneapolis, placed 800 lollipop favors at celebrants' places during the dinner. The lollipops, standing upright on bases, were marked with call letters to simulate WCCO microphones.
Radio's Policy in Handling War News
Given Qualified Praise by Rep. Mundt

PRAISE for radio's voluntary discretion in handling war news, qualified with allusions to the possibility of some form of Government control, was given by Rep. Mundt (R-S.D.) early in June. Rep. Mundt's observations were developed around an editorial, "Too Much Radio News," appearing in the South Dakota State Forum, Sioux Falls, S.D., and a letter from Harry C. Butcher, CBS Washington vice-president, expressing the broadcasting industry's "deep appreciation" of its responsibilities in covering war news.

In the Congressional Record of June 4, Rep. Mundt commented: "Radio might do well to follow the examples of newspapers in reminding their public that all news is subject to censorship at the source and that in wartime it is impossible to discriminate between what is factual and what is pure propaganda in communiques and messages originating from foreign sources.

Some Egotism Noted

"In fact, a few radio programs are already issuing such precautionary announcements in connection with their programs of war news, but too many programs still utilize commentators whose egotism stirs them to try to create an "illusion of integrity" about themselves which, knowingly or unwittingly, tends to give prestige to their remarks which is not merited."

Responding to Rep. Mundt's open-letter type of comment, Mr. Butcher included with his letter a copy of the CBS memorandum governing general operations in connection with European war coverage, issued Sept. 5, 1939, shortly after the outbreak of war. He also included a reprint of the text of the memorandum on European war coverage as agreed to by all three national networks.

"We appreciate the responsibilities placed upon us by these trying times and are attempting, I believe with considerable success, to inform the public honestly and conscientiously," Mr. Butcher declared. "The nature and the facts of the war news definition of grave concern with the listeners, but neither radio nor the press has any control over the gravity of the news."

PROSIE IN MUSIC
Singing Spots Form Basis of 33rd Campaign

THE UNUSUAL format of a series of singing spots announcements in a test radio campaign for Valley Brew beer, produced by the El Dorado Brewing Co., Stockton, Cal., has formed the theme of an entire advertising campaign in northern California, including billboard boards, newspapers and magazines will be used.

The singing spot announcements for the programs were created by Walter Guild, radio director for Sidney Garfinkel Adv. Agency, San Francisco, the "illusion of Valley in the Valley" tied in with Valley Brew so well that Guild used it as the theme of the singing cowboy on the radio spots. The entire commercial is delivered in typical cowboy type, Stations being used are KYOS, Mereed; KTRB, Modesto; KGDM, Stockton; KROW, Oakland.

The visual aids for the firm depict a cowboy strumming a guitar and singing "Echo in the Valley".

CBS, and I believe the other networks, have risen to their responsibility. Certainly our response from listeners everywhere indicates a generous approval of our efforts and a warm appreciation of the service rendered.

Commenting on this response in the Congressional Record, June 7, Rep. Mundt stated: "I am confident that the Government and radio executives themselves, combined with a thoughtful rededication to the careful observance of the self-restraint they have imposed can provide a far better solution to the problem than any Congressional action which might threaten or restrict the use of free speech on the air."

"I have heard too many members of Congress condemning 'hysterical radio commentators' and 'upsetting radio programs' and have read too many editorial complaints and letters of protest to believe that radio is blameless and that its self-imposed restrictions are either quite inclusive enough or quite sufficiently observed. But radio is young in this field of public service, and I am encouraged and gratified by the fact that, in the face of the war, it has recognized that the war situation poses unusual responsibilities upon it; second, it has set up a set of voluntary regulations to govern its handling of war news; third, it has replaced some of its more hysterical and least stable announcers and commentators by men and women with a greater devotion to factual reporting and less of a flair for amateur dramatics; and, fourth, it is keeping alert to the situation and is endeavoring to further regulate itself as new needs for such restraints become evident.

Radio's Restrictions

"Radio has thus demonstrated its determination, and it is determined to protect its privileges by the intelligent course of establishing its own regulations against penalizing excesses. As a firm believer in the significance of free speech, I am sure this method has many advantages over the various proposals for intensified Government regulation and supervision which are beginning to be discussed informally, and rather too generally, in the Congressional cloakrooms."

"If war should come to America or if America should inject itself into foreign war, complete Government censorship and permission of Government ownership and operation of radio would probably follow as the night the day. Personally, I would abhor this action, but there is little reason to doubt its eventual necessity. It is altogether possible that privately owned and operated radio would never again prevail in America should we be drawn or driven into war."

"I know it is the hope of members of Congress and radio executives alike that the peaceful progress of this country can go ahead without new regulations and restrictions being placed on the radio industry. I hope a faithful devotion to the self-imposed radio regulations and a frequent revulsion of their adequacy by radio itself will prevent emotional excesses and broadcasting bad taste which might goad a disillusioned America to insist on Congressional action to prevent abuses which I am sure radio itself is ready, willing, and able to prevent."

Dr. Jayne Test

DR. J. JAYNE & SONS, Philadelphia, during the first week of May started a test campaign of ten spot announcements weekly for its tonic pills in four widely separated market areas. Stations are WHF, Harrisburg; WBO, Terre Haute, Ind.; KGNC, Amarillo, Tex., and WOOD-WASH, Grand Rapids. Joseph Katz Co., New York, handles the account.
Canada Restricts Newscasts

(Continued from page 16)

mission will be granted; (3) stations now taking Transradio, whether by wire or by shortwave, will not be permitted to continue after July 1.

The Canadian Press has for some time had under consideration the question of sponsorship of news, similar to that being undertaken by the corresponding U. S. organization, Associated Press. It is learned on the highest authority that this question will be taken up at the renamed Canadian Press annual meeting at Toronto June 24, but the same authority states it is unlikely that CP will allow the sponsorship of its news on the air since the majority of CP members are not in favor of such a move.

CAB Advises Members

The CAB has informed its members of what protective action each should take insofar as cancellation notice is necessary on contracts with both newswire services. It is not expected any station in Canada will be without a sponsored news service for a single day. The CBC station relations department notified all broadcasters of the new regulations on June 5, and informed them of procedure required to obtain new permissions for commercial newscasts under the new setup.

Herbert Moore, president of Transradio, is understood to have stated in a report read over CKOC, Ottawa, June 5, that the CBC regulation would be fought legally and diplomatically. The statement added that Transradio has been prepared to obey instructions of the censor, and that it had maintained a neutral attitude in reporting war news.

Minister Asks for Credentials

Minister of Transport Howe said in the House of Commons that Transradio News had not been prohibited in Canada but, along with the United Press, has been required to "show their bona fides" to permit continuance after June 30. In this connection, Mr. Moore was reported as reiterating that Transradio would definitely be banned, but that BUP had been given a clear guarantee that it would not be.

"It is not my understanding," he asserted that "Transradio Press news has been prohibited. The matter is one that was dealt with by the board of governors of the CBC at their meeting last Saturday and the information that has reached me is that both the United Press and Transradio Press have had their permits cancelled as of July 1, with the understanding that if they show before that time that their news service is accurate, new permits will be issued."

Mr. Howe then went on to point out that some news has been broadcast in Canada "in an unduly alarming form and many complaints have been received in this connection." Mr. Howe said there had been some difficulty in ascertaining the exact ownership of Transradio News.

"The owners are believed to be two gentlemen in the United States." [From best available sources, TRANSMITTING was advised that Mr. Moore and his family and associates are 75% owners of Transradio Press, and that 1% and Dr. Leon Levy, brothers who control WCAU, Philadelphia, and own large blocks of CBS stock, own the remaining 25%.

Referring to the question of Transradio's coverage of news originating in London, Mr. Howe indicated that the CBC is seeking information regarding the source of Transradio's London dispatches and said in conclusion: "All these matters are to be examined into and if these organizations can show their bona fide, permits will be restored."

Moore Furnishes Data

Transradio, through its president, Herbert Moore, announced that Transradio and the Canadian Government with full and complete credentials in conformity with the statement made in the Canadian House of Commons by Transport Minister Howe. Said Moore: "Transradio has operated for five years in Canada, and has at all times complied with official regulations. Since the outbreak of the war, the news service delivered by Transradio into Canada has conformed to the official censorship requirements and has scrupulously avoided alarmist tendencies. "Transradio's London dispatches have always been derived from their London dispatches, associated British organizations, or Transradio's own London representatives.

Seeks Undue Discrimination

In an earlier statement, Mr. Moore asserted that legal and diplomatic steps will be taken by Transradio to oppose the CBC order banning Transradio news on Canadian radio stations as of July 1.

Mr. Moore described the CBC's action as "discriminatory, monopolistic, and a deliberate violation of the spirit of Canadian-American reciprocity." He declared: "Selfish publishing and monopolistic interests in Canada, taking advantage of the grave national crisis brought about by the war, have leagues themselves together to destroy independent news services throughout the Dominion, in complete disregard of public interest."

Transradio defied the Canadian publishing monopoly and made worldwide news services available to independent radio stations in Canada, these same selfish and monopolistic interests have sought to eliminate Transradio and to destroy independent news broadcasting. They failed each and every time during the past five years because the Canadian people have shown their loyalty for independent news broadcasts in contrast to those compiled from stale or incomplete news obtained from newspaper-controlled press services.

Sees Wartime Subterfuge

"What could not be achieved in peacetime is now being undertaken as a wartime measure, disregarding the well-known fact that Transradio news since the war started has conformed to the spirit and the letter of all Canadian censorship regulations. The pretext has been brought forward that Transradio, being a foreign corporation, it is a foreign news service and must on that account be banned, in spite of the fact that all news service has been neutral and impartial.

"Transradio is taking all necessary steps to protect its interests and to safeguard the interests of its clients in Canada."

Seeks Dismissal of Suit

APPLICATION was made June 11 in the New York Supreme Court by Texas State Network for dismissal of the suit filed against it by Twisted Radio Features, former New York company producing the recorded serial "Calling All Cars." The company, suing for $10,438, charged that TSN had refused to pay for use of the program twice weekly for 26 weeks, following its first broadcast on March 29, 1939.

Cohalan & Morosini are the New York lawyers handling the suit for Twisted Radio. According to Milton Diamond, New York attorney for TSN, the network is seeking to have the complaint dismissed on the grounds that papers were served on Frank Fenton, former TSN employee, that TSN is not registered to do business in New York State and that no proceedings had been conducted for the programs but that no binding contract had been signed.
PACIFIC COAST IRE PLANS CONVENTION

INSTITUTE of Radio Engineers will hold its 1940 Pacific Coast convention in the Ambassador Hotel, Los Angeles, Aug. 28 to 30, coincident with the West Coast convolute of the American Institute of Electrical Engineers.

William W. Lindsay Jr., consulting engineer, General Service Section, Hollywood, has been appointed convention chairman by Adlen C. Packard, CBS engineering maintenance supervisor, who is chairman of Los Angeles section.

Program is now being completed for the three-day session and speakers will include Prof. F. E. Terman, Stanford, and national vice-president of IRE; Prof. A. L. Albert, Oregon State College; Prof. A. V. Estan, U. of Washington; Maj. Edwin H. Armstrong, developer of FM wide-swing transmission; W. R. Forest, General Electric Co., Schenectady; R. E. Guy, NBC.

Television Engineers Institute of America, headed by G. H. Seward as president, will hold its first convention in Hollywood Aug. 22-24. Sessions will be held in the Roosevelt Hotel, and committees are being appointed.

Kruschen Test

E. GRIFFITHS HUGHES Ltd., Rochester, on May 20 and 22 started a test campaign for Kruschen Watts using one-minute transcribed announcements five times weekly on KDYL, Salt Lake City, WOAI, San Antonio, and KMBC, Kansas City. More stations may be added later. Agency is Erwin, Wasey & Co., New York.

To Syndicate Johannes Steel

RADIO ATTRACTIONS, New York, has announced that, effective July 1, the commentaries by Johannes Steel, noted news analyst, will be syndicated five times weekly as quarter-hour programs for subscribing stations. Distribution plan provides for Steel to record his talks daily at 5 p.m. on last minute news dispatches arriving at NBC, New York, these recordings to be shipped daily to stations for broadcast the following day. The stations may charge the program to sponsors without restriction. Mr. Steel currently broadcasts on WMOA, New York, under the auspices of Modern Bank, New York.

PM Starts Spot Series

On New York Stations

NEW YORK. The PM, which begins publication June 18 at 5:30 p.m., new five-cent daily New York newspaper, on June 3 started promotion of the paper with 14 announcements weekly on four New York stations. WEAF and WJZ are broadcasting weather and temperature announcements twice nightly; WOR carries temperature reports and WABC time signals.

Compton Adv., New York, agency handling the PM account, has also arranged for a series of daily special programs on WABC, New York, to start June 18 in the 5:30-6:45 p.m. period immediately following the station's baseball broadcasts. The programs will feature Stanley High, magazine writer, discussing the material published in PM from day to day, and will fill in the quarter-hour up to 5:45 p.m. if the games run beyond 5:30.

Three special promotion broadcasts also have been arranged by PM prior to the publication date. An editorial conference on PM plans and policies was presented June 7 on NBC-Blue with Ralph Ingerson, editor and publisher, and other editors participating. The June 30 broadcast of 'Pop', sponsored on PM by Penn Tobacco Co., was devoted to PM, with Parks Johnson and Wally Butterworth interviewing the paper's editors direct from the paper's city room. The final staff meeting with Mr. Ingersoll on June 17 will be covered by WOR's special features division 10:45-11 p.m., with Dave Driscoll conducting a discussion among the editors.

GROSSET & DUNLAP, New York, has published the first of a projected series of books about Don Winslow of the Navy, based on the adventure strip and radio serial originated by Frank V. Martin. The second book of the series is scheduled for September publication.

HELEN ADAMS conducting

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on St. Louis KWK

1000 WATTS DAYTIME-500 WATTS NIGHT

Broadcasting • Broadcast Advertising

June 15, 1940 • Page 77
May 21, 1940

Mr. Ed Code
Broadcasting Magazine
360 North Michigan Avenue
Chicago, Illinois

Dear Ed:

I read with interest your lead article in the May issue entitled, "Survey Shows Listeners Like Commercials." This was very interesting to me, particularly in view of the barrage of publicity against commercials. An article like this, substantiated by the facts and figures you included, not only makes it interesting but gives it the authenticity that we in this young business of ours are so badly in need of.

You certainly deserve a lot of credit for digging deep on a story of this kind.

As you know, I have been a loyal reader of BROADCASTING since the beginning of my radio days at WLC. In this business of ours we never stop learning, and we never will stop learning as long as we continue to read, carefully, BROADCASTING.

Sincerely,

H. W. KASTOR & SONS
ADVERTISING COMPANY

Vice President
H. W. Kastor & Sons
Advertising Company
Chicago

LOYAL READERSHIP ... the key to advertising results!
Foreign Language Programs

ITALY'S declaration of war against the Allies, followed by that of President Roosevelt of the United States, made the President of WBB Radio, the Buffalo News in conjunction with WBEN, announced June 11 that two morning periods of Polish and Italian programs hereafter would be announced in English. Similar action was taken by WPOR, Providence, KROW and KLS, Oakland, Calif., and KRE, Berkeley, Calif., among others. So far as could be ascertained, no New York or New England stations regularly carrying foreign language programs have as yet eliminated them.

National Interest

A. H. Kirchoffer, managing editor of the Buffalo Evening News and directing head of WBEN and WBB Radio, announced his new policy was decided upon after President Roosevelt's June 10 plea for national unity. The announcement of the change was made to WBB radio listeners in the following statement:

"Due to the importance of radio in America's national defense, WBB Radio today is adopting the policy of broadcasting exclusively in English. "National defense policy and Washington opinion are that American radio stations best can serve our country in this hour by broadcasting in the common language of the United States. "We believe all our patriotic listeners will join with WBB in supporting this move.

KROW, through Manager Philip G. Lasky, announced that two Italian programs that have been broadcast nightly have been switched to English. Both KRE and KLS are requiring their Italian language programs to convert to English.

Stephen Willis, general manager of WPOR, announced his station has banned foreign language programs on news of the internation- al situation and has engaged in one program in French and another in Italian, both broadcast daily, which had included news reports.

CAMPBELL SOUP Co., Camden, N. J., on July 8 is renewing for 20 weeks its prepared radio advertising on WEAF, New York, Mondays through Saturdays, 9:00 to 12:15; 12:45 to 12:50 p.m. Ward Wheelock Co., Philadelphia, handles the account.

Pledge of Fealty

NEARLY 100 members of the staff of WHOM, Jersey City, which majors in foreign language programs, assembled at the New York hotel of the station on Flag Day, June 14, to broadcast their oath of allegiance to the American flag and sing "The Star Spangled Banner." Nine foreign language groups participating were Italian, Polish, German, Yiddish, Spanish, Greek, Lithuanian, Ukrainian, Czechoslovakian, Joseph Lang, WHOM general manager, directed the program.

Non-Essential Radio

Radio Control Center of the International Broadcasting Union, formerly in Brussels, has been reconstituted in Paris by Louis G. Caldwell, director of the Center, according to a report received from him by Mr. Raymond Brailard, radio attorney. Written last month, the letter gives the new address: 107 Rue de Grenelle, Paris, but with removal of the French Government to the countryside, the headquar ters may have been changed again.

Mr. Brailard wrote of his difficulties in dismantling the Brussels Control Center and moving technical equipment to France during constant German bombardment. He said that work of the Center would be reestablished in a short time.
Monopoly Report an Industry Threat

Adoption Would Require Change in Entire Network Setup

(Continued from page 13)

Roosevelt. Senator Tobey (R-N.H.), a persistent critic of the FCC for its failure to act on the monopoly investigation, subjected Commission licensing procedures to critical examination on the committee's work and sharply denounced the Commission for its lethargy [see page 14].

Punctuating its report with pointed attacks upon NBC and CBS, the Chain-Monopoly Committee said the record disclosed "an unhealthy predominance of the network organizations" in radio. It said this was due in large measure to "the 'bigness' and their forced upon stations seeking affiliation with a network." These contracts, it held, have resulted in grossly unfair interrelations between networks and outlets to the advantage of the networks at the expense of the outlets.

Urges Changes in Network Contracts

The committee held that many of the evils in chain broadcasting can be removed by elimination of provisions found in regular network contracts. It maintained that it is unethical to permit and encourage the practice of "making special regulations applicable to stations engaged in chain broadcasting" to effectuate changes.

While it was known that several members of the Commission regarded radio as being infected with a "cancer of bigness" and that they would like to bring about a breakdown of clear channels, it had not been expected that such a recommendation would come in the Network-Monopoly Report. The committee nevertheless said that "it believed that competition in radio could be enhanced by what it termed a 'revaluation of the so-called clear-channel policy'" whereby new stations are refused access to the clear channels without the service which they would be able to render and irrespective of "how small the interference to the clear channel station would be." Apparently it found a basis for this recommendation in its discovery that all but two clear-channel stations are on CBS and NBC as well as all the high-power regional stations.

"In our opinion," the committee said, "the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them." That was interpreted as a direct recommendation for clear-channel breakdown.

In dealing with such questions as licensing of networks, ownership of stations by networks, control of talent by networks, purported domination of NBC in the transcription field and listing of station stock on stock exchanges, the committee simply said that it desired to direct the attention of the Commission to these problems.

Would Form Basis of New Legislation

In advocating the new licensing policy toward networks, the committee said that the use of "most of the network's resources" would enable the Commission to suggest to Congress enactment of amendatory legislation to deal with these problems if such is later found to be necessary. The committee stated as its opinion that, in dealing with the contractual relations between networks and outlets, the potential advantages of chain broadcasting could be retained while at the same time "the abuses which have prevented many of its potential advantages from being realized can be corrected."

In recommending "reformation" of network contracts, the committee said, "the 'heart' of the abuses of chain broadcasting reposes in these contracts. Forced to base its mathematical deductions on 1938 statistics, because of the long lapse between the close of the hearing and submission of its report, the committee reported at length on the profit of networks and network-owned or managed stations as against those of regular affiliates. It said point-blank that the interests of outlets have been subordinated to the interests of the network-owned and controlled station. In one of its citations it said that of the 660 standard broadcast stations operated in 1938 some 350 were on major networks and included all of the high-powered stations. These 660 stations were owned by 460 persons but 87 of these persons owned more than one station and received approximately 52% of all of the networks' control of the total business of all commercial broadcast stations. NBC and CBS in 1938 owned or controlled 23 stations, of which 15 were 50 kw. clear channel outlets.

The predominance of network ownership is evidenced by their disproportionate share of the income of the radio industry, the report said, in bringing out that of $18,854,784 net operating income of all the stations and networks for 1938 nearly one-half or $9,277,352 went to NBC and CBS.

Alleged Arbitrary Practices Cited

As examples of arbitrary and inequitable practices of the networks in relation to affiliated stations, the committee stated:

"The provision that non-network rates for national advertising business cannot be less than those of the network prevents the outlet station from entering into a healthy competition for advertising business.

"The provisions of the contract concerning the free use of the first converted hours (a nighttime hour or its equivalent in two daytime hours) upon expiration date of the contract, combined with low initial compensating rates for the next hours, results in an inequitable distribution of proceeds from network broadcasting. Where, as Columbia and National had aggregated network time sales of $44,513,775 for 1938, they paid to the 253 independently controlled stations on their networks only $12,267,560, approximately one-half of which was paid to 26 of these stations with a relatively strong competitive position based on the need of the networks for their peculiar facilities.

"Moreover, the contracts generally cover periods of time far in excess of the period for which the station is licensed and bind the outlet to network policies far beyond the expiration date of the license."

The committee found these "arbitrary or contracts arrangements" further reflected in the program policies of the networks, adding:

Program Domination By Agencies Claimed

"Outlet stations are required by their contracts to accept all commercial programs arranged by the network organizations unless they are able to prove to the satisfaction of the networks that a particular program is undesirable in interest. Since the outlet stations have only general advance knowledge of the content of the program, they have come to the conclusion that they work to choose to them.

"Furthermore, approximately 90% of the commercial programs sent from the network organizations are produced by advertising agencies, so that the delegation of program responsibility by the licensee is carried one step further.

"The committee found that the outlet station cannot accept programs from any network other than the one to which it is bound by contract depriving it of the production of profitable business and the listening public of programs for which there is a demand.

"The practice of requiring stations to set aside all or a major portion of their broadcast time for the utilization of the networks, regardless of such time's usefulness or not, places an undue burden upon the outlet station and lessens the ability of the station to serve the local needs of the community."

Sees Violation in Management Contracts

Alluding to management contracts entered into by networks with certain affiliated stations, the committee said that these contracts are "sections 10(b) and 10(c) of the Communications Act. It pointed out that it had already "taken cognizance of these problems" and is investigating these contracts.

Cracking NBC on its dual network operation, the committee said the manner in which the Red and the Blue are operated is regarded as evidence of the "complete dominance" of the affiliated stations and is also "one of the most inequitable by-products of these contracts." It pointed out that these contracts do not specify whether the affiliate is to be a Red or a Blue outlet.

"By virtue of this factor," the report said, "National has the power to determine the economic fate of many of its outlets by arbitrarily assigning to the prosperous Red Network or to the unprofitable Blue Network."

Hitting at CBS and NBC talent contracts, the committee said this has the effect of limiting the efforts of many of the best talent in network programs and of arbitrarily restricting programs of independent competing stations. It claimed that the two networks have among them control over 800 of the best artists in the broadcast and concert field.

Alluding to NBC as a dominant

FRONT PAGE NEWS via facsimile is demonstrated by RCA at the New York World's Fair through the cooperation of the New York Post, which has assigned two rewrite men to the task of selecting and condensing the day's news and miniature front page, 8½ by 12 inches, which the new high-speed facsimile system turns out every ten minutes, more than twice as fast as was possible with last year's equipment.

Page 80 • June 15, 1940
More Business-Baiting: The 'Monopoly' Report—An Editorial

YET ANOTHER example of the "giant-killer" complex that seems to be motivating the FCC is its Network-Monopoly Committee's report. Without for a moment maintaining that the networks are above reproach in their dealings with affiliates, it is held that the facts that like Topsy and like radio itself they "just grew" and are still in the growing stage, we feel that the report is an attempt to bring about a wholesale upheaval of broadcasting as a business and as a public service. If all the committee says is true, and if the evils are as wide as the long series of indictments imply, then the networks might as well fold their tents and steal silently and abjectly away. And the broadcasters generally had better resign themselves to an era of unbridled regulation and bureaucratic control, including rate regulation, limitation of profits and perhaps even breaking up.

If the report was calculated to enhance public and official esteem of the Commission, we predict it will fail. Masquerading in spots as the benefactor of the little fellow, but throughout finding very little to praise in the present system, the committee lashes out at bigness apparently for its own sake. Curiously enough, it is in the hands of the networks and their affiliates that we are winning kudos on all hands, even from the highest Administration circles, for the magnificent public service they are currently rendering during a world crisis. Even more curious is the fact that such outright business-baiting of a legitimately thriving industry should come at a time when everyone, especially the business man, is in a veritable state of jitters which the political rulers are encouraging by their bluster in view of the war and the impending election.

To us it is manifest that the report represents an outrunning of deep-seated yet unstudied prejudices; at least, it is apparently written as a reply to what the more vocal Congressional business-baiters want rather than what the facts show.

"The committee's recommendation or straight line of policy is laid down. The report says, in effect, that Congress should "just leave the problems to us; we have the power, and we can handle everything." That the Commission has authority over business contracts may be doubted in view of the recent Sanders case decision of the U. S. Supreme Court. That neither the public, the courts, Congress nor the Administration itself will hold with the extreme set down, we are reasonably confident.

There may be something to some of the factual data put into the records by the committee; for example, the point that the networks control the affiliates' buying policies and their buying policies, in turn, buttrease the networks' position in the radio broadcasting industry." The committee said it felt that such domination reacts to public disadvantage by penalizing independent stations not on the network which are not in the frequent use of transcriptions. Approximately half of all commercial transcriptions sold in a week are broadcast by stations on its network, while less than one-fifth were broadcast by stations on CBS and MBS, it was stated.

Compares Time Sales Of M & O Stations

As example of the "dominant position" occupied by stations owned and directly controlled by networks as distinguished from affiliated stations, the committee stated: "The 23 stations owned or controlled by Columbia and National had one-sixth of the total sales for all 660 stations.

The amount paid by Columbia and National from network time sales to their 23 stations was nearly one-third the amount received from all three major networks by 327 independently controlled stations on the networks.

"Of non-network business sold to national advertisers, the 23 stations had one-seventh of the amount for all 660 stations.

"In the field of business, the 23 stations had one-twelfth of that for all 660 stations.

"The net operating income of the 23 stations was nearly one-third of the net operating income of all 660 stations.

"The net operating income of the 23 stations was more than one-half of the net operating income of the 327 independently controlled stations.

"While 310 stations not on major networks lost $149,000, the 23 owned or controlled stations had net operating income of $4,958,289.

"The 23 stations broadcast sustaining programs for approximately 50% of their time, while the 327 independently controlled stations broadcast sustaining programs for approximately 70% of their time.

"Sideline' Ownership Of Stations Reviewed

The committee concluded that stations owned by the networks are in a favored position compared to independently controlled stations on commercial programs. The independent stations do not reach the network advertiser directly but only through network for time sales, it is held. Therefore, they have no voice in selling time to network advertisers "and must rely absolutely upon the network sales forces". As between two stations serving the same area, "self-interest determines the extent to which the network sales force will undertake to influence the choice of the network advertiser in favor of the network owning or controlling the station." The committee then took a pot-shot at "sideshow" ownership of stations. Pointing out that broadcasting is the fastest growing source of advertising revenue in America, it said that unlike other big business enterprises it is not the chief activity of its owners. More and more applications for new stations show the applicants to be persons of business, it said, unlike other big business enterprise. When pressure for granting stations was announced, the committee went on: "But the little "giant" is a "giant" in its place.

"Further analyzing ownership, the report listed:

(a) Forty-one owners controlling stations which have 35% of the revenues of all stations.

(b) Thirty-five owners controlling stations which have 10% of the revenues of all stations.

(c) Eleven owners controlling stations which have 16% of the revenues of all stations.

(d) Three hundred and seventy-seven owners controlling stations which have 42% of the revenues of all stations.

A Discovery: Agency Programming

Shifting of program responsibility from station to network to advertising agencies was discovered by the committee. It pointed out that networks are not licensed by the Government and that the Communications Act fixes responsibility upon station licensees for operation in the public interest. In practice, however, it was contended, the record shows that the responsibility is discharged by the engaged in chain broadcasting is reduced simply to the matter of selecting the network with which the station is to be affiliated. For the license becomes an outline the matter of selecting programs, accepting advertising material and in general the broadcasting of programs by the station insofar as network operations are concerned is placed in the control of the network. The network in turn, it was argued, passes (Continued on page 86)

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Two More Texas Deletions Advised

KSAM, KAND Found to Be Controlled by Rev. Ulmer

Two additional Texas stations in which Rev. James E. Ulmer, allegedly held undisclosed ownership, were recommended for deletion June 4 in a preliminary report submitted to the FCC. These are KSAM, Huntsville, and KAND, Corsicana, on which hearings were held in Texas in March and April by Commissioner George H. Payne.

All told seven revocation proceedings against Texas stations that have been instituted by the FCC. On May 16 the FCC adopted proposed findings under which licenses of KNET, Palestine, KTBC, Austin, and KRBA, Lufkin would be revoked, based on recommendations of Commissioner Payne following hearings. All involved Dr. Ulmer, the commissioner contending that parties who filed for the application in most instances were "dupe's" of the minister-broadcaster [BROADCASTING] 5-22-40.

Newspaper Attack

The Tyler (Tex.) Journal in a lead editorial June 7 came stoutly to the defense of Dr. Ulmer and took Commissioner Payne to task. Attorneys for Dr. Ulmer, the editorial pointed out, attacked Commissioner Payne because of his "methods, not his findings or conclusions." After quoting from the Ulmer reply briefs in which the commissioner was undeniably "the paper's editor stated that he had known Dr. Ulmer a long time and was in- clined to "listen to him with his history in their answer to the Commissioner's findings." He added that he did not know the lives of FCC members or attorneys but "we are willing to put the life and character of James G. Ulmer squarely by the side of any man connected in any way with the FCC or any other Commission and will risk our reputation on the public merits after close personal comparison of him with any of them."

A COMPLETE glassed front news broadcast studio scored a hit for KMPC, Beverly Hills, Calif., at the TV Home Show, recently staged in Pan Pacific Auditorium, Los Angeles. In addition to regular United Press news tickers, the KMPC studio was fitted with a two-way cabled console, customized desk from which Clete Roberts, news editor, worked. A Trans-Lux moving screen was hooked up to a special UP ticker and news was flashed on a large section of the studio's wall in front of the audience.

Would Outlaw Communists on Air

(Continued from page 15)

it to be the sense of Congress that any political party or organisation which "advocates the overthrow by force of the form of Government of the United States established by the Constitution, or is subservient to a foreign government, should not be reelected to a position of influence and the Congress recommends to the State Legislatures enactment of legislation to prevent any such political party or organisation on the official ballots of such State."

Why They Refused

In refusing to carry the Browder broadcast, Leon Levy, WCAU presi- dent, said, "Communists are just as much a menace to this country as the Nazis. He added he would not permit the use of his station by any of these "fifth columnists.""

O'Connor Complains

On May 31 former Rep. John O'Connor, of New York, wrote the FCC and CBS criticizing the networks for scheduling the Commu- nist broadcast. CBS has recom- mended a change in law which would permit on an trial basis any political party proven to be subservient to foreign power. It maintained, "the legislation of the Bureau by the networks, a num- ber of stations refused to carry it."

"Such stations as WCKY, Cincin- nati, WCAU, Philadelphia, and the Iowa Network (KSO, KRNJ, WNAX and WMT) declined to carry the June 2 broadcast. All three networks, however, issued statements that the broadcasts were handled in compliance with undis- puted interpretations of the Com- munications Act. Senator Wheeler (D-Mont.), chairman of the Inter- state Commerce Committee in which radio legislation originates, declared on the Senate floor May 30 that amendment of the Act to per- mit broadcasters certain discretion- ary powers should be enacted. He said he thought the Act, as now written, goes too far.

NAB President Neville Miller in a statement May 31 also observed that European developments, par- ticularly in the light of the Brod- der incident, might require amend- ment of the political section of the Act. He pointed out that the section clearly requires stations to either exclude the candidates of all parties or to extend equal facilities to the candidates of all parties. De- claring that the rule was not made by stations but by Congress, he said Congress alone has the power to change it.

Editorial opinion generally did not protest the action of the net- works, in view of the requirements of the law. Instead, the newspaper reaction was that parties known to be subservient to foreign powers should be outlawed, which would automatically take care of the ra- dio equivalent.

ROY COLLINS, colored page psy of WOR, Newark, is the composer of the song "Can't Get Those Blue From My Soul", which Milton Kaye featured recently on his Colliers program on WOR. Collins has had two other songs broadcast on MBS.

BROADCASTING • Broadcast Advertising

FM New York Office

FM BROADCASTERS Inc. has set up a studio at 52 Vanderbilt Ave., under the direction of Dick Dunwoody, former WOR network. Telephone is Murray Hill 4-2701.

RC A president and NBC board chairman, for being "a close associate of the brother-in-law of Sen. Joseph McCarthy," the Government Relations Committee of the Federal Communications Commission recommended that he be penalized in connection with an alleged breach of the law that he violated in 1938.

A Technical Point

Nathan Boone Williams, Wash- ington, was recommended June 11 it was his view that no radio station is under legal compulsion to allow any person to use its facilities, merely because he says or does something that someone else says for him that he is a "candidate" for the office of President. He contended that under the statute there is no such person known as "electoral candidate" in these offices, since they are filled by electors chosen at national elec- tion.

While it is known that these elec- tors will vote for a particular in- dividual for these offices, they are not required to do so, he con- tested. When Congress passed Sec. 315 of the Communications Act and used the term "legally qualified candidate" he contended to Mr. Williams, "it certainly had knowledge of both the Constitution and its own interpretation defining the term 'candidate.'"
World History
WORLD Broadcasting System is recording for posterity and for rebroadcast use by its 200 affiliated program service stations many of the important speeches being made by the nation's leaders during the current world crisis. The recordings include the President's May message to Congress on armament appropriations, his fireside talk on May 28, and the talk by former President Herbert Hoover on May 27.

FM Demonstration
(Continued from page 20)
may be made for the next three years it is bound to be exceeded.

The station, which, many of whom had not previously witnessed an FM demonstration, showed great interest and Mr. Armstrong and Mr. Gunther answering questions about the location and power of transmitting facilities in the area.

Those Attending
Those attending the demonstration were:

Arnold Nygren, WFTL
Dale Melcaughlin, WGNY
H. N. Cassill, WGNY
B. T. Whitmore, WFBC
L. C. Ericsson, WCAO
M. L. Jones, WGAO
G. J. M. Edwards, WGBB
P. E. Allen, WLYA
Paul Fielding, WRH
Robert G. Fields, WBJN
Jack Heuten, WCHS
C. Pepper, WFTL
Giffen Foss, WFTL
Miss Hydrok Christian, WOV
Ralph Sardello, WBB
L. W. Berne, WGNW
Paren Fauser, WBN
H. N. Cooker, WTEL
E. F. Bies, WTEL
L. M. Biederman, WTEL
R. E. Smith, WTEL
E. J. Thayer, WWWW, and son
R. L. Haik, WRR
N. A. Thomas, WDDD
J. W. Machtin, WGR
James L. Spital, WRAW
James Gavant, WNPR
E. J. Gruen, WSOC
Frank A. Mooney, Bradley-Bred Co.
Robert Gayan, Bryant-Goffin & Brom
Roy Anderson, Bryant-Goffin & Brom

The program is free and will begin with excerpts from three transmitted programs.

ONE of the first systems of two-way FM communications for police service has been installed in Douglas County, Ariz. The station is known as the 25-watt General Electric FM transmitter at Clearview exercised from the sheriff's office in Omaha.

Lingos for New WE Transmitters
Beaux Arts Competition
Yields 120 Designs for New WE Transmitters

Final results of one of the most successful architectural competitions ever offered by the Beaux Arts Institute—for a new 1 kw. broadcast transmitting design—will be announced June 19 at a special preview given by the board of trustees of the Institute in New York. The contest was sponsored by Western Electric Co. in collaboration with the Institute, and it is expected the winning designs will be employed by the company in new transmitter models.

The contest was open to students of American architectural schools, with some 120 entries submitted, including many pen and ink sketches, four or five color drawings and three-dimensional models.

Almost without exception the students chose a modern motif.

Judges were Ralph Walter, Jacques Elie Kahn, Alfred Alma, and J. R. Popple, WOR chief engineer. The prizes donated by WE were $250 first prize, $100 second prize and $50 third prize. Following the preview a selection of the best drawings will be on display at Rockefeller Center Home, New York, for two weeks. It is also expected they will be displayed at the NAB convention in San Francisco Aug. 4-7.

Du Mont Station to N. Y.
ALLEN B. DU MONT Laboratories has moved its 50 kw experimental television transmitter from Passaic, N. J. to New York and will shortly begin making field strength tests from the location of its 1,000-watt transmitter at 83 Madison Ave. The new transmitting apparatus is proceeding rapidly, according to Mr. Lowry, vice-president, and installation will begin as soon as the city building supervising officials have approved the erection of the transmitting station. Mr. Lowry, who returned to New York June 17 after a trip to Florida, where his company is receiving more orders for receivers than it can keep up with, adding that they are chiefly from restaurants and taverns rather than from private individuals for home use.

ONE of the first systems of two-way FM communications for police service has been installed in Douglas County, Ariz. The station is known as the 25-watt General Electric FM transmitter at Clearview exercised from the sheriff's office in Omaha.

L. S. Kaufman, WFRM
Roy Thompson, WFRG
E. G. Bell, Isle, WBR
W. W. Hoffman, WFM
L. C. Smekal, NBB
K. W. Berry, WAA
R. S. Fillmore, WAA
Paul F. Bridge, WCM
R. S. Woodman, WIMG
John Dempsey, WBB
Charles Sharp, WBB
H. M. Butler, VBB
Hoyt Wooten, WBB
T. E. Mankin, WBB
T. R. Kennedy, New York Times
E. L. Mason, New York Sun
M. C. Lund, Broadcasting
Bruce Robert, Broadcasting
A. J. Koutides, WR
Charles Lott, WBS
S. P. B. Horn, WBS
E. B. Johnston, WBS
W. Johnson, WBS
James Barker, CBC
C. J. King, WJB
William Thompson Co.
Keith Hensley, Electronics
Don Fink, Electronics
Ray Koger, Newark-Tribune
R. M. Banks, American Airlines
E. S. Randall, WBR
D. G. Alcorn, WBR
Dr. H. L. Wilson, WBR

For years, behind laboratory doors and guarded field tests a new radio development was taking place. Today FREQUENCY MODULATION is a proven fact with a far-reaching effect on the entire broadcasting industry. LINGO is proud to have pioneered in the FM field . . . proud that MAJ. E. H. ARMSTRONG uses several LINGO TURNSTILE ANTENNAS at W2XMN, Alpine, N. J. These patented antennas are now available to YOU, specially designed for each FCC application for installation on buildings and supporting towers. No guesswork or vague theories go into the designing of LINGO TURNSTILE ANTENNAS. Our years of pioneering in this field enables us to furnish complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

JOHN E. LINGO & SONS, Inc.
Established 1897
Licensed Manufacturers of Patented Turnstile Antennas
DEPT. B-615 CAMDEN, NEW JERSEY

LINGO
VERTICAL TUBULAR STEEL RADIATORS

Write for Information
Our engineering staff will be pleased to assist you, without obligation, by planning the proper tube antenna for your particular building or supporting tower. Inquiries should indicate planned frequencies, number of tube bays desired, location and height building. 

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Network Report Seen Threat

(Continued from page 81)

onto the advertising agency the right of selection and production of these network programs. The responsibilities are shifted still further in that many instances, the advertising agencies have passed them on to program producing agencies. A test of the market indicated that 90% of all network commercials are thus produced and that these programs cost an approximate $50,000,000 in 1938.

The committee observed: "The station licensee has very limited power over network programs. The protection of the public interest is thus passed from licensee to network to advertising agency to program producing agency. The responsibility for securing the public interest placed by the statute upon the station evaporates when it is so diffused.

Jockeying of World Series Contracts Recalled

The committee cited the 1939 baseball World Series as an illustration of the excessive power of network television and radio agencies over contract arrangements on particular programs. It pointed out that MBS obtained exclusive privileges for the television broadcast of the series from San Basey Co. as sponsor. When it attempted to purchase time from stations under contract to other networks, CBS and NBC were said immediately to have called upon their outlets to respect provisions of their contracts.

This prevented certain licensees from obtaining time for which they believed there was public demand and which they thought would be in the public interest, the report stated. "It also deprived the advertiser of network advertising service in some areas and prevented the licenser from receiving income which could have been obtained from acceptance of the program series. Mutual, on the other hand, refused to make contracts with stations to broadcast the program in communities where it had exclusive outlets and also refused to make contracts with communities which it considered were within the area covered by Mutual outlets. As a result, thousands of potential listeners failed to hear the World Series of 1939."

The committee contended that primary service rendered by networks is far from nationwide in scope. "Many stations receive no adequate network program service under existing conditions," it said. "It appears that network duplication should be held to a minimum.

Desire for Profits vs. Public Service

"The basic theory of the Communists is that radio stations shall render service to the public. Chain broadcasting is valuable to the furnishing of a complete program service. The two principal networks have compiled a record of profitable business operations, and have established themselves in the public Eye. But, perhaps not unnaturally, the desire for profits appears to have been foremost, and the unprincipled part of the industry has operated to restrict the distribution of network service, and to obtain profits at the expense of the advantages of chain broadcasting service," the report stated.

"Although the major networks purport to be national in their service, the reality is that while they have voluntarily into the better markets, they have neglected the less profitable ones and, as a result, some of them have gone about 220 which are the only stations in their communities, remain without major network connections.

"From a financial and economic standpoint it seems clear that the network organizations occupy a predominant place in the broadcast industry which has enabled them to profit handsomely at the expense of the independently owned and controlled stations... It should also be remembered that the considerable evidence in the record which indicates that from a social viewpoint the profits derived from the two major networks have been sufficiently utilized for the betterment and expansion of the industry."

Director Laid by Districts of NAB

FORT NAB district directors—John A. Kennedy, WCHS; Charles C. Edney, WBC; F. L. Arney, WBC; Earl Glade, KSL; Arney, assistant to the president, attended all four sessions.


Denver, KYDL, Salt Lake City, KIDO, Boise, and KEUB, Price, Utah, inaugurated the radio business men's association.

Earl Glade KSL, member of the NAB Code Compliance Committee, made a strong appeal for industry support of Code provisions, especially on controversial issues. Part of the all-day meeting was devoted to sales discussion, with Walt Wastgaf, KYDL commercial manager, presiding.

District 4 Meeting

Guest speakers at the District 4 meeting were: Mr. and Mrs. Dorothy Lewis, national radio chairman of the Society of Women Engineers, and Ernest L. Waldron, U. S. Office of Education; Mr. Haverlin and Joseph L. Clark, WBBZ; Phil Conveyor, Edney Ridge, WBB, Greensboro, was in charge.

At the meeting were: J. C. Wells, WBT; C. T. Lucy, WRVA; Philip P. Allen, WBB; WBB; H. W. WGT, WTM; Alan Wannamaker, WGT; O. C. Mavey, WBBT; John W. New, WBB; Ben Young, WBB; John J. McAllister, WHKY; Wayne M. Nelson, WMFR; F. C. Thomas, KYM; E. O. McCollum, WBB; GNC; John W. Shivers, WTVF; R. P. Jordan, WBB; C. J. Gluck, WOC; D. Kesler, WBB; E. A. Becker, WBB; Norris L. O'Neill, WSJS; J. E. Jarman, WBB; G. Bills Murray, WRAL; G. Bills Murray, WBB; N. W. Supplies, ERAS; WIBB; William H. Mavens, WMBG; Robert E. Mitchell, WBB; Fred H. Heiss, WBB; D. J. Saumens, WBB; E. J. Jocelyn, WBT; Richard H. Mason, WBB; T. E. Penny, WBT; J. H. Dodge, WBB; George W. MAI; Campbell Arnoux, WTAR-WPDI; Edward E. Bishop, WBB; W. D. Workman, Jr., WTM; Edward E. Edgar, WBB.

St. Louis Session

At the 10th District Meeting in St. Louis, 23 of 33 NAB members attended. A result of the activities of NAB, along with legislation, labor, BM, television and copyright development was given by NAB President Miller. Mr. Arney restated tentative plans for the San Francisco convention.

Mr. Haverlin also addressed the St. Louis meeting, graphically explaining the manner in which BMI shall be challenged. A resolution of ASCAP contracts at the end of the year was the group adopted a motion expressing confidence in Mr. W. A. Bond, WBB, St. Louis, announced subscription of his station to BMI and several other stations followed suit.

Edgar L. Bill, WBB, Peoria, chairman of the NAB Code Compliance Committee, outlined the need for unified support of the code by broadcasters. Asking for a better understanding of the code by broadcasters, his remarks precipitated a lengthy discussion on code compliance.

Attending 10th District

Sales managers of the 10th District hailed a session June 8 under chairmanship of Craig Lawrence, sales manager of Iowa Broadcasters, Inc., KCRW, Des Moines. Mr. Lawrence called upon the NAB board to approve a survey and study of the broadcasting business. A series of ASCAP contracts at the end of the year was the group adopted a motion expressing confidence in Mr. W. A. Bond, WBB, St. Louis, announced subscription of his station to BMI and several other stations followed suit.

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Conclusions of Network-Monopoly Report

(Continued from page 13)
tainment of the scope of activity of the outlet stations.

Thus, the provisions of these contracts which forbid the outlet to accept programs from any other network, which prohibit the outlet from accepting programs on a network in- administrative advantage to rates lower than those charged by the network, and which require the outlet to keep accounts for the use of the network all, or almost all, of its time, stifle competition and tend to make the outlet the servant of the network rather than an instrument for serving the public interest. The station is thereby rendered inca-

pable of serving as a medium of local self-expression through the broadcast of local programs.

Networks Seem Dominant

Similarly, the onerous burden of proof placed upon the outlet when it desires to reject a commercial network program can be traced in the almost universal acceptance of all such network programs and the delegation by the license-outlet of its duty to the public interest. The long life of these con-

tracts and the retention by the net-

works of the option of renewal, without access to the privilege to the outlet, give the chains a dominant bargaining position suffi-

cient to enable them to dictate poli-

cy to the station licensees.

Finally, a disproportionate share of the receipts from a network broadcast is retained by the net-

works organization under these con-

tracts. We believe that individual and corporate licensees should be independent and successful if they are to serve fully the public interest.

Claims Authority to Act

It is the committee's opinion that many of the evils of chain broad- castling can be corrected by the elimination of certain provisions now found in the regular network-outlet contract. The committee be-

lieves that the Congress has the authority to do this under the statute to deal with the prob-

lems raised by these contractual arrangements. Section 303(i) of the Communications Act of 1934 pro-

vides that the Commission shall have authority to make special regulations applicable to radio sta-

tions engaged in chain broadcast-

ing".

It is our opinion that the author-

ity so granted by the Act includes the power to make regulations govern-

ning the contracts entered into be-

tween a licensee and a network where such contracts affect the duty or ability of licensees to operate in the public interest.

The power conferred by Section 303(i) is buttressed by the grant of authority contained in Sections 307(d) and 309(a) requiring the Commission to consider the necessity or advisability of renewals thereof unless the Com-

mission finds that public interest, convenience or necessity be served by granting the license or renewal. It is our opinion, based upon the extensive investigation

which we have just completed, that public interest, convenience or necessity are adversely affected by in- clusion in the network-outlet contracts of many of the contractual provisions referred to above.

Transcriptions and Talent

As the report clearly shows, the activities of the principal networks in the fields of electrical transcription and talent supply raise prob-

lems which tend to vitally affect the fair of the industry and the listen-

ing public. These and other net-

work practices which have tended to make the contracts between broadcast field can be eliminated or, at least, ameliorated by a re-

definition of the licensing policy of the Commission.

The problems in the chain broad-

cast field are interdependent and closely related with one another and with the network-outlet con-

tract. The elimination of arbitrary and inequitable contractual ar-

rangements will tend to subject the networks to active public criticism and will render the independent station more secure within the in-

dustry, and better able to cope with the networks in all fields of broadcast activity.

The committee believes that the Commission should proceed at once to correct the worst of these problems to the extent that Congress has given it authority in the Communications Act of 1934. In our opinion, the Com-

mission should, perhaps as a sample under the Communications Act, to redefine its licensing policy and re-

quire the elimination of inequitable and arbitrary contractual arrange-

ments which affect the duty of the licensee to serve the public inter-

est.

Revaluation of Clear Channels

The committee believes that content and coverage of the radio broadcast field can be further enhanced by a revaluation of the so-called clear-

channel policy, whereby new sta-

tions are allotted lobbying channe-

ls regardless of the service which the new station would be able to render and regardless of how closely the clear-channel station would be. The record evidences that all but two of the high-power clear-channel stations in the United States are on the Columbia and National net-

works as well as all the high-

power regional stations.

The excessive allocation of a clear channel to a station which can only serve limited areas prevents people in other sections of the country from receiving service from stations which could otherwise oper-

ate on the clear-channel frequency. In our opinion, the Commission should consider the wisdom and practicability of utilizing the clear chan-

nels so that people living in all sections of the United States will be able to receive a license at the same time.

The committee desires also to direct the attention of the Com-

mission to the following problems sug-

gested by the report:

1. The necessity and advisability of requiring networks to be li-

censed by the Commission.

2. The ownership of stations by networks.

3. The ownership of more than one station by an individual or cor-

porate.

4. The control of talent by net-

works.

5. The dominant position of Na-

tional in the transcription field.

6. The difficulties involved in supervision of the network oper-

ations of corporate licensees because of their stock being listed on stock exchange.

The actual administrative ex-

perience which the Commission will obtain under its new licensing policy will enable it to suggest to the Congress the enactment of amendatory legislation to deal with these problems if such is later found to be necessary.

The opinion of the committee that through the exercise of the powers of the Commission in dealing with the contractual rela-

tions between a network and a potential advantages of chain broadcast in this country can be retained. At the same time, the abuses which have prevented many of its potential advantages from being realized can be corrected. It is the committee's belief that the elimination of arbitrary and inequi-

table provisions from network-outlet contracts will eliminate many of the detrimental practices in-

volved in chain broadcasting with-

out sacrificing any of the benefits.

Win RCA Honors

ELEVEn high school students in various parts of the country have been notified by David Sarnoff that they are preliminary winners in the RCA scholarship contest conducted early April [Broad-

casting, April 15]. The 11 winners will be brought to New York and the winners of the contest will receive RCA and NBC facilities, the final winner to be selected after an on-site contest. One of the 11 winners will receive a $4,000 scholarship to an accredited engineering college. The other contestants will receive $100 in cash prizes.

Festival Draws

Radio Festival celebra-

tions over the country are drawing unusual numbers of station visitors, both adults and the school children who make the trip. The show-
WITH advertising agencies increasing their expenditures for radio advertising via transcriptions, a few thoughts relative to obtaining maximum station cooperation and service on transcriptions come to mind. These thoughts and suggestions are borne out of actual incidents and experiences in our own busy WRVA program service department.

An advertising agency can make a real saving at a small cost in requesting that "best possible service" by getting copy and instructions to the station in ample time. This little extra time frequently enables the station to check thoroughly on the agency's commercials and instructions—to the agency's advantage. For example, one year there was an epidemic of influenza in many sections of the country. For a week, the stations were completely un-occupied. However, during this period WRVA received copy from an agency for a product which helped build up resistance against colds, etc. The opening sentence in this copy read: "Flu epidemic hits Rich- mond—right now is time to make your merch- antable, complete, specific instructions. Partic- ularly is this true concerning the ac- tual transcription of the copy, if possible—but why should the agency leave such a matter to a station's discretion when, by checking its copy beforehand, it can include its own words and get exactly what it wants?"

The need for complete, specific instruction is all the more readily realized when it is seen how varied are the uses of transcriptions. Some are completely original; some are commercials and identification already recorded thereon; others must be preceded by a live announce- ment, or followed by one; or have one at each end inserted; or have one brought in at a certain point in the copy. In certain cases, changed mar- ket conditions may prompt a sponsor to delete one or two commercial announcements already recorded on the transcription. It is the agency's responsi- bility to make the copy useful, and it is the station's that in ample time.

Getting copy to a station in time should be a particular point if a Monday broadcast is desired. Many stations operate on a five-day work week, with the result that the station executive in charge of booking scripts may not be on duty Saturday. Thus when copy is mailed on Friday it reaches Kalamazoo or Detroit or New York to points at least one night-mail-service away, it is possi- ble that the copy is not checked by the station executive until Monday, when it is scheduled. Checked, it may be that the announcer scheduled to read the copy does not come on duty until briefly before broad- cast time. The announcer has only enough time for a brief scanning of the copy, and he puts it on the air without checking. This is a limited time for advance reading and interpretation. Incidentally, at WRVA the policy is to have com- mercial copy rather than announcements for familiarization purpose at least 24 hours in advance of broadcast time, when such copy is received in ample time.

It is to be remembered, too, that where an agency sends in only one copy of an announcement or script, the station may, for the purpose of complete service, find it neces- sary to have duplicates made for the production department, the control room, etc. At WRVA and at every other conscientious station all cues, tie-ins and details are con- sidered, and every effort made to make the airing of the transcription and, of course, again, such attention to detail in the sponsor's behalf is respectfully merited ample time.

Another step to assure maximum service on transcriptions from a radio station is for the agency to send complete, specific instructions. Particularly is this true concerning the actual transcription of the copy, if possible—but why should the agency leave such a matter to a station's discretion when, by checking its copy beforehand, it can include its own words and get exactly what it wants?

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A CAR thief bearing a warning from WJAG, Norfolk, Neb., about himself, stopped "this" car and ran into a field. Whereupon he turned around and expo- nited himself, then turned him over to the police. The station's copy was delivered to the station. The station put up the signs that only 20 minutes elapsed between the time of the last broadcast warning and the arrest.

LAMONT CORLISS & Co., New York, from June 30 through July 6 will use announcements on the eight homemaking programs in which it participates on various stations throughout the country to promote Toll House cookies made from Nestle's semi-sweet chocolate. The announce- ments will tie in with the ice cream campaign conducted week by week in the past, and will stress how good Toll House cookies are with ice cream. Cecil & Presbyre, New York, handles the account.

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BROADCASTING • Broadcast Advertising
Brown Hearing

(Continued from page 74)

the President’s sons. He characterized a statement by Commissioner Payne regarding RCA’s lobbying for WACO, that the radio was “very extravagant”, and added, “They have never bothered me.”

Senator Toby also took the FCC to task for failing to pay any attention to certain statements made by former Rep. MacFarlane (D-Tex.) in 1925 that RCA was a monopoly. After Commissioner Brown had indicated that the statements had “never been talked of”, although they had not been consciously ignored, Sen. Toby asked, “Aren’t you looking for the light? You’re red-blooded fellows, not bunch of nincompoops, aren’t you?” Shortly after this exchange the Senator declared: “My opinion is that you’re not fit to go on serving”. He commented further that “it’s a damn funny thing that Senators find these things when the FCC can’t.”

Press Section Included

Chairman Wheeler entered the argument again as he went into the activities of the FCC press section, which he said probably existed “for propaganda purposes” primarily. Upon questioning, Commissioner Brown said the press section had three employees, with the chief, George Gillingham, drawing a salary of about $4,600, and two girl employees getting about $1,800 each. He commented that he did not think there was any objection to a “modest” press section.

Chairman Wheeler and Senator Toby each recited an instance in their experience where in an overnight switch, pro-inquiry persons had changed to lobbyists for anti-inquiry companies. Sen. Wheeler finally named Oswald F. Schuette, of RCA, as one he had in mind.

Charging the FCC with support of monopolistic practices, Senator Toby cited the transfer of WNAV, Yankton, to the Cowles interests, who already operated three stations in Iowa, the acquisition of WNAV giving them “100% control of Iowa”. He also asked theتصمیم of WPTF, Raleigh, N.C., which he charged was not able to get increased facilities until it had gotten the consent of NBC by giving NBC an option on itself.

The Good-Will Factor

Senator Gurney, pointing out that he was speaking as a former broadcaster, exhibited interest in Commissioner Brown’s observations in regard to a station’s worth. Conversations between these two developed agreement that running a radio station really was running a business, in the last analysis, and certain business methods must underlie the whole operation.

Senator Gurney pointed out that WNAV, when he was with that station, had an annual payroll of $25,000 a year, and said that during its first few years it lost as much as $50,000 annually. He also developed the point that equipment obsolesces rapidly, with new advances every year which necessarily must be incorporated into an up-and-coming station.

The value of a station is not so much dependent on what the operator does today, Senator Gurney declared, but rather on what has been done in the past. He pointed out that it takes time to build an audience, and station management must engage in a continuing process of building goodwill, which with an audience is the only value a station really has, since value of equipment as such is a minor factor in this consideration. With this in mind, a safe price of 20 times the physical worth is not too much, he declared.

Droning along in its final stages, the hearing wound up with a brief inquiry into stockholdings in CBS. Commissioner Brown indicated that to his best knowledge the largest CBS stockholders were President William S. Paley, I. D. Levy and Dr. Leon Levy, with Mr. Paley holding the largest minority block of stock. As this fact was developed, both Chairman Wheeler and Senator Toby declared that disposal of part of Mr. Paley’s stock must be of interest to the FCC, particularly if it amounts to transfer of control or transfer of an interest to a foreign person or persons. A veiled recommendation was made that, if it could not be found out otherwise, Mr. Paley be brought before the FCC to tell to whom he had sold part of his stock. Chairman Wheeler asked that Commissioner Brown, at his reappearance before the committee, advise the Committee as to who will own certain stock sold by Mr. Paley and what will be the FCC’s attitude on the transaction.

Radio Lends Assistance

In Red Cross Campaign

RADIO stations over the country were quick to cooperate with local Red Cross chapters in the $29,000,000 war relief drive of the National Red Cross. With networks and national sponsors cooperating with spot announcements on network and transcribed programs [BROADCASTING, June 3], local stations were spearheading the drive in individual communities.

A motor stations participating were WOKO-WABY, Albany, N. Y., which on June 9 ran a 5-hour 55-minute Red Cross appeal in the late evening on the local channel $4,133.50, including a $500 anonymous contribution. In a 10-day drive started late last month in Charleston, S. C., released more than $2,200, more than a quarter of Charleston’s original quota and an eighth of all money collected there. WCKY, Cincinnati, on June 15 started a series of Red Cross programs in aid of raising Cincinnati’s $240,000 quota. L. B. Wilson, WCKY president and general manager, also arranged a display of refugee news pictures to dramatize the need for relief. Boy Scouts are aiding in the broadcasts and helping at the headquarters tent erected downtown.

WBOW, Terre Haute, reported that the Terre Haute Brewing Co., sponsoring two daily newscasts, had ordered deletion of all commercials and devotion of commercial time to the Red Cross appeal.

Roma Wine Extending

ROMA WINE CO., New York, which since May 1 has been using 30-word evening chain-break announcements six times weekly on WIP, Pittsburgh, and WPIL, Philadelphia, is now testing live and transcribed announcements 120 times weekly on WAAT, Jersey City, and WMCA, New York, to promote the Wine Cellarate and Tia Boheme wines. More stations will be added later this summer. Account is handled in the East by Bermingham, Castleman & Pierce, New York.
**Late Personal Notes**

**AFM Convention**

(Continued from page 16)

Describes Himself

AL DAVIS, announcer of KGVO, Missoula, Mont., in mid-May took two steady steps toward some recognition. Davis, receiving his law degree from Montana State U and passing the bar examination. As though this was not enough, Davis also had the unique experience of broadcasting his own graduation ceremonies, which were carried in their entirety by the station.

By Bill Davis

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**Naval Lays Restrictions On Time Signal Pickups**

NOTICE to broadcast stations that, in order to meet requirements regarding rebroadcasts of Naval Observatory time signals, they must make provision for direct reception rather than through networks, which was given June 13 by FCC. The notice stated that an announcement was made that the time signal must be obtained by means of a direct transmitter and that no time may be announced as Naval Observatory time, any lag has been introduced.

Because of complaints regarding accuracy, the FCC announced that, effective June 13, any station is authorized to broadcast Naval Observatory time signals only if it transmits the signals received from sources provided no mechanical relays are used and that announcement of the time with a delay without reference to any commercial activity. Each licensee receiving the signal should obtain and prepare to inform any inquirers as to the actual time delay in transmitters," the FCC stated. Those requiring more accurate time signals should make provision for direct reception from naval radio stations in various parts of the country.

**To Call NAB Board**

A MEETING of the NAB board of directors is planned by President Nels Miller for later this June in the light of other recent developments. Suggestions that, because of the Senate war sit-uation, legislation may be introduced in San Francisco Aug. 4-7 be shifted to the East, will be considered at the next NAB board meeting in 1940, although, however, it is not expected that the San Francisco plans will be changed. President Miller tried to get a conference together in mid-June but found date conflicts. No definite dates yet have been set.

TED HERBERT, former senior sales- man of WOR, Newark, where he has been for the past seven years, on July 1 joins the sales department of WHN, New York. His brother, Ira M. Her- bert, is WHN assistant sales director.

MILTON R. McKINLEY, former sales- man with BIBO, Chicago, and form- erly advertising manager of National Union, has joined the sales department of WHO, Des Moines.


MELVIN HANSEN, for the 1939-40 season, has joined the sales staff of WTMJ, Milwaukee.

ROH ULMER, formerly announcer of KJST, St. Paul, has joined KFY- KEG, Des Moines.

TOM PEDEN, announcer of WIRE, Indianapolis, on June 1 married Susan Scearce.

W AUDHILL LAHAY, formerly of KLZ, Denver, returns June 17 as con-tinuity editor and director of women’s programs in the production department. T. E. Mining paper work in Kansas City. Mark C. Schreiber has resigned as graduate manager of athletics at the U of Colorado to join KLZ as sports comment-teur.

JULES HACK and Jack Tish, form- erly of the NBC, Chicago, guide staff, have resigned. Several months in the advertising department and later, in charge of all NBC political and commer- cials broadcasts during the current campaign.

P AUL JONES, program director, and Melvin Myer, of the sales staff of WFLA, Tampa, Fla., are the fathers of boys born late in May. CARL E. BUSART, formerly of KCOR, Jerome, Idaho, is the new engineering staff of WIRE, Indianapolis.

J ACK FRANCIS PAYNE, formerly of WMJ, Milwaukee, has joined the weekend staff of WBBM, Chicago.

**May Restore Fund**

REOPENING the door closed by the House in late May, the Senate has moved toward allowing use of Federal relief funds for Government radio activities, definitely prohib-ited in the relief appropriation bill passed by the House [BROADCASTING, June 1]. On June 12 the Senate agreed to a provision in the relief bill prohibiting the use of relief funds for "radio broadcast- castng time". The House bill banned use of such funds for "broadcasting time, and the word "time" is believed to allow continuation of the work of the radio service of the Federal Office of Education, since the division spends its funds only on program production and research and none in buying time.

LEVER BROOKS, Cambridge (Life- buoy soap) on July 10 will start a weekly serial on CBS, Wednesdays, 7:30-8 p.m. under the title "Every Man a Fool." The first installment will be "Meet Mr. Meek," with titles changing from week to week. Agency is William Esty & Co., New York.
Agencies Consider AFRA Disc Plan

Discuss Proposed Code With Transcription Executives

THREE representatives of the transcription manufacturers and three adver- tisers, agency execu- tives, comprising a six-member committee which will meet with the American Federation of Radio Artists in an attempt to negotiate a contract covering the employ- ment of talent on recorded pro- grams, discussed the situation cre- ated by the submission of AFRA's proposed transcription code [BROAD- CASTING, June 1] in two all-day meetings held June 11-12 in the NBC board room in New York.

Charles Gaines, secretary, World Broadcasting System, and chair- man of the transcription commit- tee, said that a meeting with AFRA officials would probably take place within the next week or ten days, but that no decision had been set. While declining to reveal the course of the committee discussion, he inti- mated that further consultations would be held by the committee members before they meet the union.


FCC Hearing Awarded In Transfer of WPAY

FURTHER test of the newspaper ownership issue appeared on the horizon June 12 when the FCC granted a hearing on the proposal of Brush-Moore Newspapers Inc., publishers of the Portsmouth Times and other Ohio newspapers, to ac- quire for $28,800 66% of the stock of WPAY, Portsmouth local, and thus become the sole owner. The hearing, for which no date had been set as BROADCASTING went to press, resulted after the full Commission on June 6 had heard oral argu- ments by Horace L. Lohes, counsel for both Brush-Moore and Cleve- land financier seeking to sell his half inter- est in the station [BROADCASTING, June 1]. The June 12 hearing order set aside the original order denying the stock transfer and granted a hearing set on seven issues.

In his 75-minute oral argument, which was interrupted frequently by Commissioners' queries, Mr. Lohes pointed out that since April 13 the FCC has granted six applications to the only newspapers in certain cities. Chairman Fly point- ed out that in these cases there was no alternative but to grant or not grant, since the newspaper concerns were the only applicants in each case. However, in the WPAY case there are two alter- natives, he continued, either full ow- ership by the newspaper or con- tinued dual ownership.

Mr. Lohes countered by point- ing out刷that Thompson had indi- cated he definitely meant to sell his WPAY interest, if not to Brush-Moore then to someone else.

BMI To Expand

(Continued from page 17) ablable music will be available to the broadcasters before the end of 1940.

"There seems to be no likelihood that the networks will perform any ASCAP music after the end of the year and the elimination of this music will not be as difficult a mat- ter as might be imagined. You will remember that during the first six months of 1938, 40% of the ASCAP catalog was dropped from the air by most broadcasting stations and by all networks without any decrease of listener interest or loss of advertisers of a single account."

Disc Firms Cooperate

Cooperation of the manufactur- ers of transcription with BMI is shown by a list of recordings of the first BMI music which reveals that BMI Takesours has issued six BMI tunes; Standard Radio, five; World, four; Associated Music Publishers, three, and Langlois-Went- worth, three.

In Hollywood, BMI announcers have been ordered to refrain from crediting film or stage musicals from which songs used during broadcasts are taken on all sustain- ing programs. Ruling is seen as an- other move on the part of the net- work to give as little publicity as possible to BMI and to BMI's members and their works. Similar restrictions have not been applied in the east by BMI, it was stated.

Another advertiser has followed the example of A & P in making the music of its programs available to BMI. The P. J. Nee Co., furni- ture retailers of Washington, D. C., sponsors Dreams Come True pro- grams featuring original composi- tions submitted by listeners on WRC, Washington. An agreement has been made by the network with BMI under which all number played on the programs are offered to BMI for publication.

BMI has announced the shipment of the following numbers to its subscriber stations, now totaling 291: "I Look at You," "My Watcha Wanna Do," "Don't the Moon Look Pretty," "Practice Makes Perfect," "Unless My Heart Deceives Me," "There I Go," "More Gentle".

Latest information from ASCAP on the status of the new radio li- censing agreements is that the Society's attorneys are now engaged in giving the forms a final going over and that they should be ready for mailing to stations sometime within the next week.

KRKO May Lose License

THE ONLY 30-watt Class B sta- tion in the country, KRKO, Everett, Wash., stands to lose its license by reason of proposed findings of fact and conclusions issued by the FCC June 13 charge that the licensee, Lee E. Mudgett, has been "dominated and di- rected by various persons who have provided funds in substantial amounts for the original acquisition of the sta- tion in 1934 and for its subsequent maintenance and operation." Holding that this outside influence was contrary to the "letter and spirit" of li- cense holding, the Commission gave Mr. Mudgett 20 days in which to file his exceptions. Otherwise, the deletion order will be entered as a matter of routine. In the meantime, the Commissions recommended dismissal of KRKO's application for fulltime. It will be shaven 1570 kc. with a cattie, whose call recently was changed to KVR.
Milk Bureau’s Radio
NEW YORK STATE Milk Publicity Bureau, which recently reappointed J. M. Mathes, New York, to handle its $300,000 advertising appropriation, will start the radio portion of its campaign this week in September after Daylight Saving Time ends, using 26-week participation in home economics programs on 17 stations, the list used last year.

Olsen Controls KGY
LOUIS WASMER, operator of KHQ and KGA, Spokane, on June 11 was authorized by the FCC to sell his 52½% shares in KGY Inc., operating KGY, Olympia, to Tom Olsen, manager of the station. The consideration was $9,291. Mr. Olsen already owns 75 shares, so that he now holds control. Archie Taft, operator of KOL, Seattle, in which Mr. Wasmer is also interested, holds an additional 52½ shares in KGY, which he is retaining.

BARTLEY T. SIMS, manager of KWH in Globe, Ariz., became sole owner of that station June 11 when the FCC authorized its transfer to him. Interests in the station formerly were held by the Rev. William J. Sims, his father, superintendent of the Methodist Hospital, Tucson, and John W. Sims, his brother, a Phoenix printer.

Religious Campaign
NATIONAL COMMITTEE for Religious Recovery, which on May 8 started its annual thanksgiving campaign urging listeners to go to church on WINS, New York, has added the following stations to the campaign since that date, the major carrying the announcements twice weekly: WFNH and WMCA, New York; WBBG, Brooklyn; WHOM, Jersey City; KPRO, Columbia, Mo.; WCSH, Portland, Me.; WLWH, Laconia, N. H.; WESX, Salem, Mass.; WGNC, Louis- ville; WBBF, Rock Island, Ill.; WBW, Toledo; KTFI, Twin Falls, Idaho; WOB, Cleo; KFUV, Sioux Falls, S. D.; WMGC, Rice Lake, Wis.: WIRE, Indianapolis.

CHRYSLER MOTO RS, Detroit (Dodge Division) scheduled 30 one-minute spots on WLS, Chicago, June 10-22. Ruthrauff & Ryan, New York, placed the business.

Classified Advertisements
Help Wanted
Combination Announcer-Engineer. Send references, experience and salary in first letter. Transcription if available WMOH, Brunswick, Georgia.

Commercial Manager for local station. A1 engineer, proven record, send recent photograph and complete details. Box A840, Broadcasting.

Program Director—Dairy, August 29, 1940. Western Man., 109 W. 42nd St., New York, N. Y. Reply by June 30. Variety, Talk, Call." Production, musical, etc., on request.

Radio Personnel—Confidential promotion to high salaried positions $2,500 to $5,000. Young, energetic, position protected. Personal Promotion Service, 3 Grindal, Binghampton, N. Y.

Excellent opening for Commercial Manager. Located in Southern Texas, 146 miles from nearest U. S. A. radio station. Approximately 100,000 people in immediate service area. Present local billing satisfactory but world of room for development. 500 watt, unlimited time. Only experienced person of proven quality, with satisfactory recommendations, will qualify. Box A844, Broadcasting.

Help Wanted
Sales Manager—Top flight promotion, merchandising, marketing experience. Real estate experience, not necessary. Box A847, Broadcasting.


Stations Manager—Familiar with every phase of the business with emphasis on Sales and Programs. Have built and managed two stations. Business go getter. Excellent references. Available July 15. Box A845, Broadcasting.

Continuity, production, sales production. Ideas. Five years exceptional radio experience. Write, produce, deliver copy, all types programs. Must have three years at outstanding Western station. Box A839, Broadcasting.

Chief Engineer—May 1 have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to investigate. Box A837, Broadcasting.

PRODUCTION MAN—Fourteen years’ experience, production, program promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A836, advertising.

EQUIPMENT PUBLICITY—Extensive network experience; metropolitan newspaper, magazine, syndicate training; specialized knowledge of all media for publicity, public relations, and promotion. Availability as publicist-director of radio station or commercial organization; excellent references, Box A834, Broadcasting.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Wanted to Buy
1937 Model Universal microphone transcription recorder for cash. Box A885, Broadcasting.

Professional Directory

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

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

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

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

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

Radio Engineering Consultants
Frequency Monitoring
7134 Main Street
KANSAS CITY, MO.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Davis & Thompson Incorporated
1647 Union Commerce Building
Cleveland, Ohio
Telephone—Main 2685

Appraisal Financing
Smith Davis Chester A. Thompson

Classified Advertisements
Help Wanted and Situations Wanted, 7¢ per word. All other classifications, 10¢ per word. Bold face letters, CAPS. Minimum charge $1.00. Payable in advance. Count three words for box address, forms close 10th and 25th of month preceding issues.

Classified Advertisements
Help Wanted
Combination Announcer-Engineer. Send references, experience and salary in first letter. Transcription if available WMOH, Brunswick, Georgia.

Have openings for licensed operator who can maintain maintaining equipment, copying Transradio press. Box A841, Broadcasting.


Employee—Let us help you get a position through our National Radio Employment Bureau, Paramount Distributors. Box 864, Denver, Colo.

Four Salesmen—two for regional and two for local stations. Must be men with proven records. A1 references and ability to sell. Give complete details in first letter with recent photograph. Box A848, Broadcasting.

ANNUNCER—Position available immediately for man not over approximately 30 years of age. Eastern City, 100,000 radio population. Write in detail Box A838, Broadcasting, stating experience, salary expected, etc.

Announcer at once—Good commercial delivery essential. Write all details including availability, voice recording and rating. First-class license required. Briefly program position, No mechanical work. Box A849, Broadcasting.

All Radio Personnel—Confidential promotion to high salaried positions $2,500 to $5,000. Young, energetic, position protected. Personal Promotion Service, 3 Grindal, Binghampton, N. Y.

Excellent opening for Commercial Manager. Located in Southern Texas, 146 miles from nearest U. S. A. radio station. Approximately 100,000 people in immediate service area. Present local billing satisfactory but world of room for development. 500 watt, unlimited time. Only experienced person of proven quality, with satisfactory recommendations, will qualify. Drifters, rocking chair executives save your stationery. Box A844, Broadcasting.

Situations Wanted
Production Manager—Exceptional background best stations. Experienced Announcer, Continuity Chrysler, moves. License Manager, Program Director. Sparkling showmanship. Box A848, Broadcasting.

Butler Controls KGY
BARTLEY T. SIMS, manager of KWH in Globe, Ariz., became sole owner of that station June 11 when the FCC authorized its transfer to him. Interests in the station formerly were held by the Rev. William J. Sims, his father, superintendent of the Methodist Hospital, Tucson, and John W. Sims, his brother, a Phoenix printer.

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CHRYSLER MOTORS, Detroit (Dodge Division) scheduled 30 one-minute spots on WLS, Chicago, June 10-22. Ruthrauff & Ryan, New York, placed the business.
New Circuit Aids Foreign Reception

Philco Process Is Exhibited; Photoelectric Phonograph

TWO MAJOR improvements in sound reproduction were announced at the Philco dealers and distributors convention June 10-12, at the Edgewater Beach Hotel, Chicago, by engineers of the Philco Radio & Television Corp., Philadelphia. One is a new type of circuit to improve foreign shortwave reception on the 9-12 mc. band by reaching into the stratosphere to bring down to earth reception with concentrated intensity; the other is a photo-electric phonograph.

The former, according to David Grimes, chief engineer of Philco, is made possible through three major inventions developed during the past year.

"By concentrating on the 9-12 mc. band," he explained, "it became possible to peak the performance of the new circuits on its stations and to separate them four times farther apart. This coupled with other improvements results in greater selectivity, the ease of tuning and an overseas shortwave signal 500% stronger than has been possible on some radio receivers."

"An important factor is the perfection of the Double X' type of converter type which reduces tube noise right at the source. By simplifying the tube construction noise has been reduced 6 to 1 and cross talk by 20 to 1 while increasing selectivity by more than 2 to 1."

Improved Sensitivity

The new Double X type of converter tube made possible another important factor for opening up the horizon in overseas radio reception, Mr. Grimes explained.

"This tube enabled our engineers to perfect the circuits with the same super-sensitivity we enjoy now in domestic broadcast reception. The new circuit has been the goal of radio engineers as the 'ideal' but this is the first time that it has been practically applied."

"Still another factor which makes all this possible is the built-in American and overseas aerial system which employs long distance telephone wire, a matter of times thinner than ordinary aerial wire, and has six times greater area and consequently better reception."

In the photo-electric phonograph,


described in terms of other improvements results of reception with concentrated intensity; the other is a photo-electric phonograph.

Mr. Lathrop, who will work with the individual MRN stations in merchandising campaigns as well as handle all sales for the network, comes from WJDX, Jackson, Miss., where he was station manager. Previously he has been an account executive with Lynch & Wilson and Homer McKee, Indianapolis agency. Mr. Gomery Ward & Co., Inc. in Chicago for two years. He has managed a number of Southern and Southwestern stations in addition to WJDX. Levitan was formerly with KDAL, Duluth."

Ban on WPA Satire

MAJOR networks have banned a song titled "WPA" which refers to salaried personnel in military fashion to allegedly slandering proficiencies of WPA workers, citing bad taste as a reason for their action.

Newsmen, for the account of Selected

Clients in the purchase or sale of large Radio Broadcasting Stations.

Telephone: Cortland 7-2816
MAY 31 TO JUNE 13, INCLUSIVE

**Applications**

**JUNE 3**

WOR, Newark—Extension exp. auth. 560 w.

**JUNE 5**

NEW, Cincinnati—grand tile to 100 kw.

**JUNE 8**

WDBO, Orlando—licensure increase to 5 kw. WDBO, Orlando, Fla., dismissed application.

**JUNE 9**

WAGS, Scranton—grand tile to 250 w.

**JUNE 10**

WOOD, Grand Rapids—grand tile to 1 kw. class I old trans., Me.

**JUNE 11**

WOR, Memphis—licensure decrease to 250 kw.

**JUNE 12**

WOBM, Columbus—grand tile to 1000 kw.

**JUNE 13**

NEW, Baltimore—licensure increases to 30 kw. NEW, Baltimore, Md., granted grand tile to 25 kw.

**JUNE 14**

WABC, Newark—grand tile to 1000 kw.

**JUNE 15**

WQXK, West Palm Beach—grand tile to 50 kw.

**JUNE 16**

WGBK, WINS, WNBC, WJZ, WOR—grand tile to 15 kw.

**JUNE 17**

WOR, New York—grand tile to 100 kw.

**JUNE 19**

WBBM, Chicago—grand tile to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

**JUNE 20**

WABC, New York—grand tile to 1000 kw.

**JUNE 21**

WBBM, Chicago—grand tile to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

**JUNE 22**

WINS, WNBC, WJZ, WOR—grand tile to 15 kw.

**JUNE 23**

WBBM, Chicago—grand tile to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

**JUNE 25**

WBBM, Chicago—licensure increase to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

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**JUNE 30**

WBBM, Chicago—licensure increase to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

**JULY 1**

WBBM, Chicago—licensure increase to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

**JULY 2**

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**JULY 30**

WBBM, Chicago—licensure increase to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

**JULY 31**

WBBM, Chicago—licensure increase to 10 kw. WBBM, Chicago, Ill., granted grand tile to 10 kw.

QEO, A. HORMEL Co., Minneapolis (Spam and meat products), on July 1 starts George M. Cohan’s Annie on 60 NBC-Red and Blue stations, Mon., 7:30-8:30 p.m. Agency: Lord & Thomas, San Francisco.

SUNNYVALE PACKING Co., San Francisco (Rancho soup), on June 24 starts for 22 weeks Bess Budge on 30 Pacific Coast Don Lee network stations, Mon., Wed., Fri., 8:45-9:45 a.m. (PST). Agency: Lord & Thomas, San Francisco.

Renewal Accounts

BAYUK CIG (FST), Agency (Phil- lies), on July 1 for 52 weeks renews Inside of Sports on 28 MBS stations, Tues., Thurs., Sat., 8:30-9:30 a.m. for major stations (7:30-8:45 p.m. in New England). Agency: Ivey & Ellington, Philadelphia.

GORDON RAKING Co., Long Island City, N. Y. (Silvertop bread), on June 4 renews for 16 weeks Jack Finster on 3 NBC-Blue stations, Mon. and Thurs., 7:30-8:30 p.m. Agency: Young & Rubi- lam, N. Y.


AMERICAN TOBACCO Co., New York (Locky strikes), on July 5 for 13 weeks renews Alka Lye’s College of Musical Knowledge on 108 NBC-Red stations, Mon. 10-11:30 a.m. Agency: Lord & Thomas, N. Y.


RICHARDSON & ROBBINS, Dover, Del. (boneless chicken), on July 4 for 5 weeks The Revelers on 5 NBC Red and Blue stations, Wed. & Fri., 7:30-8:30 p.m. Agency: Chas. W. Hoyt Co., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentuck Fried Tobacco), on July 4 renews for 13 weeks Veg Pop on 30 CBS stations, Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

19 NBC PROGRAMS RENEWED BY P & G

FROCTER & GAMBLE Co., Cincinnati, on July 1 renews 19 programs on NBC, totaling 22% hours weekly, and securing from seven to six to 66 stations, for a 52-week period. Several programs renewed on NBC are: All Monday through Friday, include: The Romance of Sherlock Holmes, 10:30-11 P.M. Houseboat Havoc (Lara soap), 10:15-10:30 p.m.; Midwinter Teal, 10:45-11:30 p.m.; Astor Place Pigeon, 11:30-12:15 a.m.; Russian Jack, 12 noon -1:15 p.m.; The O’Neill (Ivy soap), 12:15-1:15 p.m.; and Renew at 2:45-3:30 p.m.; Story of Mary Marijn (Ivy soaps), 3:05-3:55 p.m.; Story of Mary Marijn (Ivy soaps), 4:15-4:55 p.m.; Life Can Be Beautiful (Dreft), 6:25-7:20 p.m.; and Story of Mary Marijn (Ivy soaps), 8:40-9:10 p.m. Also renewed on the Red is the weekly What’s My Name program (Oxydol), Fridays, 5:30-6:00 p.m.

One hour of serial programs on NBC-Blue are renewed as follows, Monday through Friday: Painted Dreams (Chipojo), 10:10-11:00 a.m. (EDST); Story of Mary Marijn (Ivy soaps), 10:00-11:00 a.m. and; Pepper Young’s Family (Cam- ey), 10:15-11:00 a.m. (EDST). Agency: C. P. Cumber. 1:00-1:30 p.m.; Life Can Be Beautiful (Dreft), 5:35-6:05 p.m. Also, renewed on the Red is the weekly What’s My Name program (Oxydol), Fridays, 5:30-6:00 p.m.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on July 6 renews for 13 weeks Rob Cravens Orchestra on NBC-Red stations, Sat. 10-10:30 p.m. Agency: Wm. E. Gray & Co., N. Y.

CHESEBROUGH MPG Co., New York (vaseline products), on July 13 renews for 13 weeks Dr. Christian’s on 91 CBS stations, Wed., 8:30-8:55 p.m. (EDST), with repeat 7:30-7:55 p.m. Agency: McCann- Erickson, N. Y.


Network Changes

LEVER BROS. Co., Cambridge, Mass. (Bleach), on June 19 replaces Big Town with Uncle Jim’s Question Bee on 61 CBS stations, Tues., 9:00-10:00 p.m. Agency: Ruthrauff & Ryan, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on June 7 shifted West Coast rebrand- ing of All Pears & His Goon on NBC stations, from Fri., 5:30-6:30 p.m. (PST), to 4:30-5:30 p.m. (first broadcast contin- ues 7:30-8 p.m. (EDST). Agency: Wm. E. Gray & Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (electric vacuum cleaner), on July 8 renews for five weeks True or False with Drew Pearson and Bob Allen’s Washington Mirror-Go-Round on 35 NBC-Blue stations, Mon., 8:30-9:00 p.m. (repeat, 11:30 p.m.-12 midnight).

PROCTOR & GAMBLE Co., Cincin- nati (V-8 juice), on Aug. 17 renews for 8 weeks True or Consequences from 5 CBS stations, Sat., 2:45-3:15 p.m. to 35 NBC-Red stations, Sat., 8:30-9:00 p.m. (repeat, 11:30 p.m.-12 midnight).

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on June 28 replaces Time and Temperature Time with summer program, as yet unnamed, and shifts program to 57 NBC stations, from Mon., 9:30-10:15 p.m. to Fri., 10:30-11 p.m.

Ramsdell, WOR Settle Contract Recovery Suit for $25,874 damages of WOR, Newark, against William Irving Hamilton and Ramsdell Inc. (cos- metics), alleging breach of con- tract, has been discontinued in the New York Federal court following a settle- ment worked out by the court and the cosmetic firm. The defen- dants sponsored The Johnson Family program on WOR, the contract calling for 39 weeks, starting July 24, 1940. On Oct. 25, cancellation was sought, but the station refused, running the program sustaining the end of the contract and then filling suit for non-payment. On April 25 the Fed- eral court of the New York District ruled that WOR was entitled to $8,490 of the total amount sought, and full payment unless the defen- dants could prove that the station could have sold the time to someone else.

WLBJ Debuts June 25

The new WLBJ, Bowling Green, Ky., will make its debut June 25, according to an announcement June 12 by Col. Bayburn, manage- ment. The station, owned chiefly by Lee B. Jenkins, tobacco broker and farmer of Kinton, N. C., has been assigned 250 watts on 1310 k.c. Jim Turner, station director, an- nounced that WLBJ will be contracted for Transradio News.

Weed Moves in Detroit

WEED & Company, station representa- tive firm, has moved its Detroit office to new and larger quarters in the General Motors Bldg. Charles Adell is Detroit manager.

In our recent graduating class of ambitious, hard-working young men, it is just the man you are looking for to fill that ex- citing engineering job. A few of our graduates are still available. We will be glad to supply complete qualifications of the man best qualified for your particular job. We charge you nothing for this service. Our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS in any one of the phases of Radio and Television Engineering. Address inquiries to . . .

E. H. RIEFZEK, Pres.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-6, 3224-14th St., N. W., Wash., D. C.

Specialty Designed FOR HIGH FREQUENCY CRYSTAL CONTROL

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BILLEY ELECTRIC COMPANY

Erie, Pa.
Commercial Television Is Seen In the Near Future by Craven

Engineering Accord Main Obstacle, He Informs

Lundeen as Fly Lends Endorsement to Letter

BARRING the possible economic influence of the European war, competitive commercial television will be established throughout this country "as fast as wind and early date", FCC Commissioner T. A. M. Craven June 5 advised Senator Lundeen, Minnesota Farmer-Laborite.

In a letter bearing the endorsement of FCC Chairman Fly, Commissioner Craven, despite the May 27 action of the FCC consigning television to a new experimental siege (Broadcasting, June 1), declared he believed in getting television started as a new industry as soon as possible. His letter was in reply to an inquiry by the Senate June 3 as to why he (Craven) had concurred with the majority on the May 27 report, whereas he had previously disagreed with its stand on television. Senator Lundeen asked specifically whether television "is to go forward as a new industry, or is it to be stifled by Government bureaucracy?"

The exchange of correspondence was placed in the Congressional Record June 12 by Senator Lundeen without comment. Because of the Senator's absorption in the war situation, it is understood he decided to postpone his remarks on the Craven reply until a later date.

Conference Seen

Commissioner Craven, in a postscript, declared he had discussed his reply to Senator Lundeen's inquiry with Chairman Fly and that he was informed by the chairman "that we are in close agreement on the broad objective of facilitating progress in television."

Declaring it was his opinion that the Commission intends to encourage actively the promotion of television as a service to the public in homes, he added it was his belief that as soon as engineers can come to an unbiased agreement on best current engineering practices, the Commission will authorize full commercialization. He said that in the near future Chairman Fly would call to Washington leading television engineers on the standards question.

The Commission intends to grant immediately several pending applications for television stations, Commissioner Craven asserted. The Commission will authorize these licenses to transmit television programs while at the same time requiring them to keep their stations abreast of scientific progress.

Commissioner Craven said he saw no logical reason for insisting upon one method in preference to another in television transmission, provided all concerned can agree on something which is intended to stimulate progress.

Possible Effect of War

"While I regret the Commission's rules will not permit immediate commercialization by experimental television stations designed primarily to broadcast television programs" he stated, "my colleagues prefer another method also designed to achieve progress on the ultimate goal of good television service to the public. I recognize that other methods may possibly achieve the desired goal by a different route. Therefore, under the circumstances, I see no valid reason for dissenting in this respect. I am confident that the Commission will not delay authorizing commercial television by waiting unduly for the unknown inventions of the future."

Summarizing his views, Commissioner Craven said:

Spanish Quirk

CINCINNATI postoffice officials were puzzled for several days with mail coming in from South America addressed to Radio Station BBLBBO. Actually the letters are intended for WLWO, New kuw. International wave adjunct of WLW, Cincinnati. On the air WLWO's call letters, read in Spanish, resemble WVEH ellay double-veh oh", with "W" spoken as a "double-V". Thing is, the Spanish "V" also sounds like a "B". South American listeners not paying close attention evidently think they are hearing "double-B", and address their fan correspondence accordingly.

It is my estimate of the situation that, at a relatively early date, there can be established by private enterprise several television stations throughout the nation rendering a competitive commercial television broadcasting service to the public. These different stations will be capable of broadcasting programs to the public with transmitters having the best uniform engineering performance possible at this time. Of course, in making this estimate I have to disregard the possible economic influence of the European war. I cannot foretell whether the effect of such economies will stimulate or retard the development of the television industry.

"I believe in getting television started as a new industry as soon as possible. I think it is ready to undertake the initial construction now. I know that you will agree with me that any quibbling on methods or raising the ghosts of the past will not contribute constructively toward the progress which must be made on the long road ahead before television is established as an acceptable service to the public on a nationwide competitive scale. In America we are at a critical point. Unity of action is necessary, not only in Government but also in industry, as well as between the Government and industry. This is no time to insist upon specific methods, provided agreement can be reached on broad principles of constructive action, designed to attain a definite goal."

Newspaper Comment

Although war news practically shelled all non-related developments from newspaper editorial pages, several daily newspapers took occasion to comment upon—and criticize—the FCC's action on television. The New York Times in an editorial June 4 wrote: "an alarming expression of tyranny and an unwarranted interference with the free development of a great art." For the first time in the industrial development of the country, the Times editorially continued, "a Government agency decides whether or not an invention has reached such a stage that it may be offered to the public."

Extension of this principle of Government control would make "free competitive enterprise" impossible in this country, the Times stated. The editorial also criticized the Commission's attitude toward the observation of David Sarnoff, RCA president, that "we thrive on obsolescence". Holding that healthy industry development must have obsolescence, the editorial stated that research implies progress and progress implies obsolescence.

The Washington Post commented editorially June 4 that the FCC's action clarifies the issue but the problem of obsolescence "cannot be solved by marking time". Without commercialization, it commented, the incentive to spend money on experimentation is weakened, and even after unified standards have been adopted, further progress can be made only by discarding obsolete equipment, it stated.

AMERICAN Federation of Radio Artists will hold an informal cocktail party and dance at the Hotel Pierre, New York, June 6, to toast to the American Red Cross. Betty Garde, actress, is chairman of the committee.
Strangely enough the city of Louisville, while only a little over a hundred miles from Cincinnati, is not dominated by the Nation's Station—a fine tribute to broadcasting as it is done in Kentucky's largest city.

However, there are many loyal WLW listeners in Louisville. In the rich surrounding trading area the Nation's Station again comes into its own and does a thorough job of covering an audience whose importance is reflected in the fact that most Kentucky wholesalers and retailers consider WLW a vital factor in the movement of merchandise from their warehouses and retail shelves.

LOUISVILLE, KY.
Population, 1930 307,700
Retail Sales, 1939 $124,484,000*
Wholesale Sales, 1939 $191,778,000*
\% of Nation's Buying Power .6702*
(Trading area)
Radio Homes (Jefferson County) 91,040
*Estimated by Sales Management

THE NATION'S most "Merchandise-Able" STATION
This remarkable new Tetrode paves the way for new economies of installation and operation in applications calling for high power at ultra-high frequencies. A pair of 827-R's will conservatively handle the output stage of a 1.0 kw television sound transmitter—without tricks or fuss—and without costly installation, thanks to the efficiency of RCA forced-air cooling.

Although primarily designed to provide economical transmitter power for Frequency Modulation and Television, the 827-R is equally efficient for general broadcast requirements—the ideal tube for the station that buys for today with tomorrow's requirements also in mind.

Low-inductance leads minimize feedback and degeneration difficulties. Input capacitance is 20 µf; output capacitance, 13 µf; grid-plate capacitance, 0.2 µf; filament voltage, 7.5 V.; and filament amperes, 25 A. As in other RCA Air-Radiator transmitting tubes, the plate is provided with fins for forced-air cooling. Throughout, construction is exceptionally rugged to meet the rigorous requirements of frequency-modulated transmitters.

Technical Bulletin on the RCA 827-R will be sent on request; write to RCA Commercial Engineering Section, Harrison, N. J.

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The RCA-889-R Triode is another RCA Air-Radiator unit that sets new standards of performance. Designed for use as an amplifier, oscillator, or modulator at moderately high frequencies, it is priced considerably lower than a multi-grid tube of the same rating. Short leads within the envelope result in low lead inductance, while the use of two grid leads reduces grid-lead inductance still further. Technical bulletin will be sent on request.