it's the twist that does it
—not the knob

If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West.

You buy 50,000 watts multiplied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

WOR

that power-full station—
Sells Goods Here

IN CHICAGO AND MIDWEST AMERICA

IN PHOENIX AND THE "GARDEN OF EDEN"

Two good stations in two great markets—doing the same fine job for advertisers—proved by sales results—by mail response—and by consistent renewal contracts. For details call Bill Cline, Sales Manager WLS, Chicago, or Fred Palmer, Manager, KOY, Phoenix. Or any John Blair man.

870 The Prairie Farmer Station, Chicago... Burridge D. Butler, President... Glenn Snyder, Manager... 870 Kilocycles, Clean Channel, 50,000 Watts. NBC Blue Affiliate.

550 Phoenix... Burridge D. Butler, Chairman... Fred Palmer, Manager... 550 Kilocycles, 1000 Watts Day and Night... CBS Affiliate. Key Station, The Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee.
WHERE THERE'S SMOKE, THERE'S-
-Selling!

In New England, the Total is $91,527,000 a Year

NEW ENGLANDERS have "money to burn" for cigarettes, cigars and pipe tobacco.
They spend $45,574,000 more for beauty preparations—toilet requisites—hair treatment and other personal care commodities.
Here are but two sales sectors of the prosperous New England sales market that merit consistent cultivation by every maker of the products concerned.

New Englanders are receptive and responsive. They can be sold if your sales appeals GO WHERE THEY LIVE, work and spend!
The 18 locally-accepted stations of The Yankee Network go where New Englanders are, combining concentrated effectiveness with the COMPLETE COVERAGE essential for a thorough selling job in one of America's greatest markets. Choose the network with proven sales power for your next campaign.

THE YANKEE NETWORK
21 Brookline Avenue, Boston, Mass.

EDWARD PETRY & CO., Inc.
Exclusive National Sales Representatives
The latch string
is out for you
at the McClatchy Stations

WELCOME N.A.B.

KFBK SACRAMENTO
KMJ FRESNO
KWG STOCKTON
KERN BAKERSFIELD
KOH RENO, NEVADA

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
Right now: one of the largest NON-ASCAP services, with 1600 TAX-FREE selections, and not less than 60 new selections monthly.

By January 1941: we can offer 2000 TAX-FREE selections and 100 new selections monthly.

Available in whole or in part at lowest prices.

Your investment in Standard Library now pays you cash dividends. Complete units of unique, easily sold dramatized commercials averaging 35 seconds each. Series A for USED CARS, Series B for RETAIL CLOTHING and Series C for RETAIL FURNITURE—now being distributed to Standard subscribers. Additional series now in production.

Are Your Transcriptions Up to Standard? Make your answer YES — assure yourself of the best solution to the copyright music question—and provide yourself with selling aids that SELL!

At the Convention—Be sure to get details of these two important Standard features. Complete audition facilities in our headquarters at the St. Francis.
A lightning flash on wheels this Red Lion, swiftest of all automobiles... but s-l-o-w, tortoise s-l-o-w compared to radio that girdles the globe in 1/6 of a second! That can rush first-hand war news from one continent to another in less than 1/60th of a second!

In five years, this country's radio listeners have reached the amazing total of 28,000,000 radio families... who listen 344,872 hours a day, 125,878,200 hours a year.

In these same five years, Mutual has grown from an independent network of four stations to an independent network of 142. Its annual billings now exceed the $3,000,000 mark.

In the recent political conventions, Mutual's coverage of 6 hours a day was more thorough... more timely... more up-to-the-second than any other offered the listener.

This spring, Mutual announced its new Volume Plan, further scissoring network costs... already two of the largest radio agencies in the country, Blackett-Sample-Hummert and J. Walter Thompson, have placed orders for 76 station hook-ups.

At a word, Mutual will place before you the facts and figures with surprising speed!

**MUTUAL BROADCASTING SYSTEM**

*Watch This Cooperative Network of Independent Stations!*
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN!

WKZO
KALAMAZOO
1000 WATTS ... 590 KILOCYCLES

SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco
JOHN E. FETZER President and General Manager
MASTER THE MASTER MARKET
WITH 50,000 WATT

KDKA
PITTSBURGH

The Only Station That
Completely Covers the
WORLD'S RICHEST
INDUSTRIAL SECTION

BEYOND the Pittsburgh horizon ... and completely within the KDKA primary area, are scores of important markets, such as STEUBENVILLE, WHEELING, WEIRTON, BUTLER, NEW CASTLE, SHARON, MEADVILLE, JOHNSTOWN, ALTOONA, CLAIRTON, ALIQUIPPA, HOMESTEAD, BRaddock, McKeesport, etc.... in short, 60 towns of 10,000 population or over, in the KDKA primary area alone.

KDKA is represented by
NATIONAL BROADCASTING COMPANY, NATIONAL SPOT SALES DIVISION
with offices at 30 Rockefeller Plaza, New York
Merchandise Mart, Chicago   NBC Building, Cleveland
275 Tremont Street, Boston   Trans-Lux Building, Washington, D. C.
111 Sutter Street, San Francisco  Sunset Boulevard and Vine, Hollywood

Westinghouse KDKA Pittsburgh
"The Only Master Key to the Master Market"
In Cincinnati

WSAI is 2nd only to WLW in total business

Climaxing the dramatic sweep forward and upward of WSAI's business, comes this revolutionary Cincinnati situation: WSAI IS NOW SECOND ONLY TO WLW IN TOTAL BUSINESS!

During the typical week of July 14th through the 20th, WSAI had 262 2/3 quarter hours of sponsored programs—local, national, spot AND NETWORK. Thus, 5000 watt WSAI, though not tops in power, is tops in business, and is impressively ahead of its nearest rival, a 50,000 watt, 1490 kc, CBS station.

By excluding baseball, we subtract the "strictly summertime" business. Yet even after that, WSAI is still in second place in total sponsorship.

These indices of leadership demonstrate what advertisers think of the Cincinnati radio situation since that memorable day last September when three network changes were made here. They point out the station which the majority of the men who pay the bills believe is doing the job for the advertiser.

More and more, WSAI becomes the choice of those who wish to reach and sell Cincinnati. You should investigate.

WSAI Cincinnati's Own Station
REPRESENTED BY INTERNATIONAL RADIO SALES
KLZ's new directive antenna concentrates its power output in a northerly and southerly direction. This is done to eliminate interference to stations on the West Coast and in the East. But in directionalizing its signal strength, KLZ has likewise turned its full force on the buying power of the Rocky Mountain region... on Cheyenne, Boulder, Greeley, Fort Collins to the north... on Canon City, Cripple Creek, Colorado Springs, Pueblo to the south. In short, this new directive antenna, the most modern known to engineering science, combines with KLZ's new 5,000 watt authorization, full time, to make KLZ the best buy in the Denver region today. Actual measurements of this improved coverage are now being made. Findings will be made available to advertisers within a month. But an indication of what may be expected is to be found in tests in downtown Denver where KLZ's signal has increased about 150% in the daytime, 350% at night.
THE NEW FACTOR in the New York Market!

1000 WATTS FULL TIME

940 Kc (CENTER OF THE DIAL)

NEWS OF THE HOUR (every hour) ON THE HOUR

NEW TRANSMITTER IN THE GEOGRAPHICAL CENTER OF THE GREATER NEW YORK AREA

Jersey City, N. J.

N. Y. SALES OFFICE
SUITE 2217, RKO BLDG., RADIO CITY, N. Y.
Circle 5-5780
DOMINATING THE NATION'S 3RD PROSPERITY MARKET!

YOUNGSTOWN—steel center of the prosperous Mahoning Valley District—ranks THIRD in business improvement, compared with any other territory containing over a million population, according to a recent issue of Forbes Magazine. This greatly expanded activity very definitely means greatly increased spending power—not for a brief period—but for many months to come.

WKBN—now more than ever—is the key to this rich purchasing area—dominating the market of 2,000,000 listeners with strong, clear reception!

WKBN BROADCASTING CORPORATION
17 NORTH CHAMPION ST. • YOUNGSTOWN, OHIO
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM
National Representatives: RADIO ADVERTISING CORPORATION
WAVE GOES 5,000 WATTS—BUT STILL DOESN'T COVER CHINA!

Our engineers tell us that our brand-new 5000-watt transmitter (which goes on the air about September 29) will extend our primary coverage right considerably—but honestly, we still won't cover the teeming populace of either Shanghai (China) or Shine On (Ky.) . . . To tell you the truth, WAVE isn't much interested in reaching anything outside of the Louisville Trading Area (where the bulk of all Kentucky's business is done). We are interested in the fact that, with an extra 4000 watts, we'll be able to give your message an even stronger, clearer voice, throughout the Area you want! . . . So it's still "China for the Chinese"—and WAVE for those million-plus people who can best afford your wares, in the best part of Kentucky.

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives
WcOp
The FIVE STAR
(NOT FINAL, IT'S ONLY OUR 5th BIRTHDAY)

WcOp 1940

ULTIMATE

FOR SUCCESSFUL RADIO SALES
RESULTS IN THE GREATER BOSTON AREA
Way back in 1933, KMBC's new integral plant-antenna was big news to advertisers! Now KMBC's new 544 foot Blaw-Knox antenna—broadcasting 5,000 Watts Day and Night—is news again! Newsworthy because it is a symbol of KMBC's constantly improved technical perfection...of program production showmanship that won Variety's 1939 Plaque...of our ability to produce effective results for advertisers in the prosperous Middle West!

National Time Reps:
Free & Peters, Inc.

National Program Reps:
George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC OF KANSAS CITY
Tear Around Dotted Line

GO ON, tear around dotted line. Get yourself out of breath. You’ve got parts of six states to cover—thousands of miles around. You’ll circumnavigate 259 counties, with 816,690 radio homes and billions of dollars of spendable income.

Buy WOW—cover the entire market with one radio station. WOW provides more selling impacts, in more counties, with more spendable income, than any other medium in the market. If you want the Omaha market—you want WOW!

RADIO STATION

WOW
OMAHA, NEBR.


5,000 Watts Day and Night on 590 KC Covers the Omaha Market
BACK IN THE DAYS when the stagecoach careened through the “wild west,” highway bandits were the terror of travellers. Inadequate communications slowed reports of robberies, made capture of criminals difficult.

Had radio been available at the time, this lawlessness would not have flourished. Today, radio aids highway patrols and police everywhere in the important task of stamping out crime.

Radio today gives vital news to the world almost as soon as it happens. In making and keeping modern Americans the best informed people on earth, an RCA Service, the National Broadcasting Company, operates two nation-wide networks 35 hours a day.

Vitally important also is the role of R. C. A. Communications with its direct transmission to and from 43 countries, and between leading U. S. cities.

So that all America may keep tuned to the pulse of the world by radio...so that quality will be ever higher...prices ever lower...the RCA Laboratories continuously engineer new developments, which are made available to RCA licensees, including the RCA Manufacturing Company, for radio sets, records, transmitting equipment, and other radio and sound apparatus.
WCBM Studios — a recognized landmark and beauty-spot in Baltimore!

POWER Concentrated TO SELL
BALTIMORE, MARYLAND
MORE Effectively - MORE Economically!

A shot-gun scatters its fire over a WIDER AREA, but a RIFLE hits the target HARDER! WCBM’s power is CONCENTRATED to deliver your advertising message, with satisfactory volume and clarity, most effectively in the 238,860 radio-equipped homes IN THE BALTIMORE METROPOLITAN TRADING AREA! That’s why increased sales IN BALTIMORE obtained through WCBM advertising are HIGH in proportion to advertising cost.

WCBM
Affiliated With The
MUTUAL BROADCASTING SYSTEM
National Representatives
THE FOREMAN COMPANY
247 Park Ave. New York
Wrigley Bldg. Chicago

AMERICA’S SEVENTH LARGEST MARKET
Columbia Recording Corporation, a subsidiary of Columbia Broadcasting System, Inc., is now actively engaged in the electrical transcription business.

Complete recording studios, incorporating the most modern facilities, will be available September first, in New York, Chicago and Hollywood. Manufacturing and processing facilities are at Bridgeport, Connecticut, and Hollywood, California.

You are invited to hear a demonstration of the recording characteristic of a Columbia Electrical Transcription, during the N.A.B. Convention, Hotel St. Francis, San Francisco, beginning August 4.

TRANSCRIPTION DIVISION
COLUMBIA RECORIDNG CORPORATION
A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.
"Spots Before Your Eyes"

Buffalo
This is the Era of MORE POWER!

MORE POWER TO NAB

Greetings and welcome to our first Pacific Coast National Convention from the "Evergreen Land" The Pacific Northwest and

KOIN
The Journal

Only CBS Outlet in the Great Oregon Market
ALSO
MORE POWER TO KOIN
Now operating on newly authorized 5000 watts Directionalized Night Power

MORE POPULATION
Advance census figures show healthy Oregon Increase

MORE POWER TO REACH THEM WITHOUT EXTRA COST
No increase in rates so far announced by

KOIN
The Journal

Affiliated with the COLUMBIA BROADCASTING SYSTEM Represented in the National Field by FREE & PETERS
"Take an extra week,"
the boss told me!

"Sales manager gets vacation! It's glorious, dear. And imagine... I had given up all hope when your boss suggested that business trip through Michigan and Ohio."

"Thank radio, darling! Sales started humming when I put that campaign on WJR and WGAR. Those two stations are as popular out there as you are at the club dances. 'Nice work,' the boss said... 'you have earned a real vacation! Take an extra week.'"

Speaking of Vacations, more than a half billion retail dollars are being spent this year by vacationists within the "Golden Horseshoe," the moneyed market served by WJR and WGAR. That's more than in any single state, except New York. Add to this the extra millions being poured into ever-increasing pay rolls, the dollars that defense is depositing here for things of iron and steel. Little wonder most radio schedules these days include the Great Stations of the Great Lakes!

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations...Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

FORBES TABS "HORSESHOE" HOT MARKET
Tycoons guided by "Sales High Spot" maps of Forbes Magazine noted that the July 15th edition cited Cleveland for the 4th consecutive time, pinned the 12th automotive blue ribbon on Detroit. They should know, also, that the best way to "spot" advertising in these high spots is to use WGAR and WJR!
Time-Buying Boom Foreseen for Autumn

All Branches of Industry Anticipate War Danger Fails to Influence Budgets Adversely

RADIO ACTIVITIES of practically all users of the medium will either continue on "normal" schedules or will be expanded this autumn and winter.

With neither the war nor any other economic factors exerting an appreciably adverse influence on radio budgets—with national defense expenditures, indeed, stimulating business and advertising—there is every reason to expect that the business of broadcasting will maintain its upward trend and that the 1940-41 season will continue to bring record month-by-month revenues.

These conclusions are drawn from a consensus of key advertising agencies, major sponsors of network and national spot programs and surveys reported in this issue by correspondents of Broadcasting in the leading advertising centers of the United States and Canada.

All Optimistic

Besides assigning its correspondents to survey their local and regional fields, Broadcasting asked nearly 60 agencies which ranked top in network and spot billings in 1939 to wire their opinions on fall and winter prospects direct, and the telegraphed replies received are published in full on pages 20-27.

Practically to a man, their outlook was optimistic—in many cases even enthusiastic. With such glowing reports from the national field, plus the comments of our correspondents on selected local and regional situations, it is fair to assume that local radio advertising will hold up just as well. It has become axiomatic in the broadcasting field that local radio sales follow practically the same curves as national—this despite the fact that the more network and national spot sold, the less time available for local.

On the other hand, the preponderance of stations is in the local category, most of them having no network affiliations and many of them until recent years enjoying relatively little national spot business That they are due for more of this business, is evident from the generally wider use of spot commercials, either as supplementary to network or because so many more advertisers are turning to the spot medium.

In addition to the "key" surveys appended hereto and the agency symposium published in full, Broadcasting has received brief but similarly favorable reports from some of the most important sponsors of radio programs, both network and spot.

Proctor & Gamble, for example, the largest user of radio time, reported: "We expect to continue through the fall on the present scale."

Donald D. Davis, president of General Mills, wired: "Use of radio network and spot programs continues an important part of our advertising activities, and we see no present reasons for any major adjustments in our schedules, approved by our directors in May, for the fiscal year beginning June 1, 1940."

Other Sponsors Say Same

Thomas L. Smith, president of Standard Brands, wired Broadcasting as follows: "Standard Brands' advertising plans for the fall include aggressive campaigns on the radio and in magazines and newspapers. Our Chase & Sanborn radio program, now on the air for the summer, will resume its activities early in September with the same cast and famous guest stars. Our One Man's Family program will continue throughout the summer, and the I Love a Mystery program will return in October."

The Kellogg Co., Battle Creek, Mich., indicates that its fall advertising program will continue to use "spot radio, color pages in black and white ads in national magazines, newspapers and other miscellaneous media." Said this company: "Prospects indicate a very firm volume of business on all of our products."

"Prospects for advertising use of radio, both spot and general, depend largely on international developments as well as domestic within the next few months," according to Lee H. Bristol, vice-president in charge of advertising of Bristol-Myers Co. "There is no strong evidence yet to favor curtailment on most advertising programs for consumer merchandise. The average manufacturer's viewpoint is cautious and conservative but not extreme in either direction."

The Pepsodent Co. reported its advertising budget is the same as last season, "but slightly higher than last year. It expects to use the same network for Bob Hope's show in September." Adam Hat Stores, sponsor of prizefights, will "continue our present advertising policies without curtailment."

Miles Laboratories, through President C. S. Beardsley, reported itself as "optimistic on advertising outlook for the fall" and is changing neither network nor plans, using approximately the same budget as last year.

Network Plus Spot

Indicative of the combination network-spot user is Nehi Corp., Columbus, Ga., whose Advertising manager, John D. Anderson, wired: "We are going ahead during the fall of 1940 without the slightest cutback. Bob Ripley is under contract to continue his radio program for Royal Crown Cola over an 89-station CBS hookup. In addition, local bottlers of Royal Crown are using one-minute spot recordings and other local radio programs. A national survey made last fall indicated to us that retail dealers feel radio is one of the most effective mediums that can be used."

Similarly, Continental Baking Co., New York, through its advertising manager, Lee Mack Marshall, reports no plan to curtail its Sky Blazers and Pretty Kitty Kelly shows on CBS nor to change its policy of using announcements and spots in local markets in special cases. "Extenuating circumstances might possibly arise to cause Continental to change its present plans, but none is foreseen at present."

Following are the surveys as reported by the correspondents of Broadcasting:

NEW YORK

By BRUCE ROBERTSON

RADIO will hang up new records in 1940, with advertising income far above the normal increase over 1939. Networks and individual stations alike have had the best first six months of any year in radio history and, unless all present indications are wrong, the last half of the year will be even better. Without adversely affecting network business, spot radio is skyrocketing at a pace unequalled since the earliest days of this type of advertising, and many stations, especially those in manufacturing centers, are already hanging out SRO signs for their preferred hours during the fall.

That's how the situation was sized up in New York City by more than 50 New York advertising agency radio executives, station representatives and network officials, interviewed by Broadcasting in an off-the-record caucus.

Without exception, these men reported radio activity unparalleled for this time of year, with more business on the air and more orders already signed for fall campaigns than ever. Advertising budgets are renewing almost 100%, many with schedules expanded to include additional markets, and advertisers new to radio are scheduling test campaigns in unprecedented numbers. Furthermore, many of these campaigns are starting in August and early September instead of the more usual end-of-daylight-saving-time date, and advertisers who are holding off until October have already signed orders for time.

War Not a Factor

What's back of this radio boom? 1940 is a year of war abroad, a war which has already eliminated most of the foreign markets for American goods and a war whose course may further impinge on our interests. 1940 is a Presidential campaign year and such years are notoriously bad for business. Yet none of the interviewees reported any instance of an advertiser holding up a campaign because of the war, or of holding off until after election. In fact, at first glance neither war nor politics seems to have had any effect on the radio picture in the other, and radio appears to be booming because general business is good. One does not have to dig very
deeper beneath the surface, however, to discover that the business uncertainty which is rising by wave and politics is a vital factor in the radio uprising, especially in the pronounced trend to a radio faced with an unpredictable future, American business has apparently decided that the wisest course to pursue is to hold steady and which it cannot control and to devote its energies to doing as much business as it possibly can today. This is one of the things that spells for increased advertising, of which radio would naturally get its share.

But that's only the first step in the reasoning, which is being able to plan intelligently for the future, advertisers are avoiding, as far as possible, tying themselves with any questionable future commitments. They are seeking elastic media, in which campaigns may be altered rapidly to meet rapidly changing conditions, in which copy appeals may be altered at the last moment and which will permit cancellations, should they become necessary, on the shortest possible notice. And that's where spot radio comes in.

Quick Placement

To place and carry out an advertising campaign in national magazines takes approximately three months. It may take about four months to get in and out of national newspaper or billboard campaigns. Campaigns on the air can be altered may be cancelled on 18 weeks notice. But the standard contract for spot radio advertising contains a two-week cancellation clause. A number of representative reports that their stations are even waiving this requirement and are accepting business on a "if it's there" basis that permits the advertiser to halt his broadcasts on 24 hours notice.

The war and rearmament orders, which have lifted employment and retail sales figures to levels above those for either of the two great wars of the first world war or of the late 1920's in the country's manufacturing centers, have naturally resulted in increased time sales for advertising in those centers. One such station, established for more than a decade and presumably having reached its maximum level, reports that its time sales in the first six months of 1940 were more than 25% ahead of those in the same period of last year, with prospects for an even larger increase for the second half of the year.

But prosperity, in America, is never confined to a few cities. Workers in the industries stepped up by war conditions are spending their overtime pay for merchandise made in other cities, enabling workers in these cities to increase their earnings and their purchases and making it profitable for advertisers to widen their campaigns into formerly dormant circles of increased incomes. That this has happened is clearly shown in the reports of the station representatives that tities for the first half of 1940 are anywhere from 25% to 100% over those for the like period of 1939, with even larger increases coming up this fall. It is probably significant that the smaller increases were reported (Continued on page 91)

Agencies Highly Optimistic Over Outlook

J. E. AINLEY
Radio Director
Aubrey, Moore & Wallace Inc.

OUR CLIENTS are looking ahead to a good fall and winter season and are planning equal if not increases over those of the network and spot radio advertising.

R. H. ALBER CO.
Los Angeles

WE ARE making definite plans now to more than double our present commitments by our spot radio next fall and winter for our client, Gospel Broadcasting Association. Two more of our clients have tentatively authorized a larger material increases from former schedule which have been released network and spot. We have every reason to believe that their tenta-

JOHN L. ANDERSON
Director of Radio
McCann-Erickson Inc.

IT IS DIFFICULT to predict with any certainty the trend of the entire industry this coming season. It is natural to suppose that clients will expect to have radio commitments in advance and that clients will have radio commitments in advance and that it will be as fluid a state as possible. At the present time we expect to do a little more radio business this season than in the one just past.

EMIL BRISACHER
President & Radio Director
Brisacher, Davis & Staff

OUR PRESENT commitments for fall and winter broadcasting indicate that our billing will be up around 20% on network time. Our commitments for spot radio are about the same as last year.

MAURICE H. BENT
V.P. & Account Executive
Blackett-Sample-Hummert Inc.

FALL PROSPECTS of Blackett-Sample-Hummert accounts: Look for continuation of present commitment with possible slight increases such as single station additions to present schedules. Total radio bill-

LAWTON CAMPBELL
V.P. & Radio Director
Ruthrauff & Ryan, Inc.

WE HAVE every indication now that our clients will increase radio advertising for fall and winter and expect more radio programs and radio billing for this agency this fall than in any previous similar season.

C. H. COTTINGTON
Vice-President
N. W. Ayer & Son

THE OUTLOOK on radio advertising for the forthcoming fall and winter appears to be excellent. I see no reason why the advances made last fall are likely to be exceeded this fall. However, this is not to say that radio advertising will not be affected by any scarcity of time, so that it will be a question of those advertisers who can afford to pay the highest rates being the ones who will get the spots.

ROBERT G. JENNINGS
V. P. & Radio Director

INDICATIONS point to excellent fall and winter season on both spot and network business. There is an easing up of the time availability situation both on spot and network at present. Last minute orders will, I believe, alter this before time change. Because of the uncertain situation in Europe, contracts generally will probably contain more conservative cancellation clauses. But other than this, radio generally should equal or better 1939.

FRANK W. FERRIN
V.-P. & Radio Director
Henri, Hurst & McDonald Inc.

GREATEST difficulty I see in the immediate radio picture is time availability. Our radio billing is considerably up and there is every indication that our fall billing will be even higher. The outlook for fall and winter, barring an unforeseen catastrophe, should show an all-time peak for the industry.

EDWARD J. FITZGERALD
Radio Director
Erwin, Wells & Field Inc.

THE RADIO outlook for this fall is encouraging. There are increased budgets to some extent, and accounts which for a time for- gott broadcast advertising are showing increased interest. Because available network time demands high talent costs necessary to offset competitive programs, this agency has drifted to a high per-centage of spot, with the added cost of handling, spots are proving economically solid. Nevertheless, this agency looks forward to some increase in network broadcasting.

Dollar Volume of Network Sponsors Analyzed for Half-Year by Industries

RADIO ADVERTISER expenditures on all major networks advanced from $41,176,150 in the first six months of 1939 to $47,048,571 during the same period of this year, a gain of 14.3%. Analysis of the combined billings of NBC, CBS and MBS by industries reveals the totals by in-

C. F. GANNON
V.-P. & Radio Director
Arthur Kudner Inc.

ALL INDICATIONS point to a brisk fall and winter business in radio for Kudner clients. Some accounts, originally radio that had reverted to press, will re-

CHARLES H. GARDNER
Time Buyer

BELIEVE outlook for radio is optimistic. Every indication general listening is on upgrade. Our clients made good use of both network and spot this spring and summer, and will resume radio this fall in a major way and there is no likelihood of any cancellation of current business.

E. A. GOBLE
Stack-Goble Adv. Agency

THE EXTENSIVE use we have made of radio in the past is proof positive of what we think of it as a medium and what we now expect to do in the future. Let's anticipate that radio will grow on and on to greater heights.
They See Good Season Ahead

Mr. Gannon  Mr. Holcomb  Mr. Ferrin  Mr. Fitzgerald

Edward Lasker
V.P. in Charge of Radio
Lord & Thomas

We expect all of our clients using both spot and network radio to continue on the air through the fall and winter periods. At this date we are not anticipating any changes in schedules or shows from the programs our clients used last year.

Richard Marvin
Radio Director

Seven shows are now on the network and scheduled for fall continuation and will be substantial increases in spot appropriation on network over last year, and we will undoubtedly be a peak year.

John E. McMillin
V.P. & Director of Radio
Compton Advertising Inc.

The fall and winter outlook for network and spot radio looks healthy and strong on all our accounts.

Paul F. Monroe
Buchanan & Co. Inc.

Considering our plans with what I have been told as regards other clients, all things point to a most encouraging season for radio advertising—probably the best in its history. Radio certainly year by year has proven itself to be the most powerful and a powerful medium. On our part, we have completed our network plans for the Texas Co. for the 1940-41 season, presenting the Texas Star Theater starring Fred Allen with Kenny Baker and company on an 88-station CBS network. We also anticipate regional coverage in Florida for the winter season; in Texas, with almost as large a distribution. Total expenditures should remain substantially the same.

Robert W. Orr
Executive Vice-President
Lennen & Mitchell

The situation on radio for the fall and winter is very encouraging. Network radio looks as though it will continue at the same high level for at least as long as last year. We definitely expect spot radio to be greatly increased.

Arthur Pryor, Jr.
V.P. & Radio Director
BBDO

Network and spot radio schedules in 1940 will reflect normal yearly increase in use of medium as effective advertising vehicle. They do not reflect any apprehension of war or political campaign. Defense program with later addition in purchasing power might conceivably stimulate additional commitments in late fall or early winter.

Russel M. Seeds Co.

Unless unforeseen difficulties and our clients are planning an extended fall schedule. No curtailment of any advertising is anticipated. Unfortunately, this is the case with the country. Some of our clients are watching the situation very closely and have made no commitments to any fall schedules have been held up.

Otto R. Stedman
Seeb-Treas. & Time Buyer
Needham, Louis and Brorby Inc.

Our clients' radio spot and network advertising for the coming fall and winter will be slightly ahead of the same period last year.

Walter A. Wade
V.P. Account Executive
Wade Adv. Agency

This looks like an extra good year for radio advertising. News of the war plus the coming political campaigns will keep more people glued to their radios this fall and winter than perhaps in any previous year. Summer tests, which we have been conducting, have shown more good sales reaction and greater promise than at any previous time. All indications are that our clients will be using more network and spot broadcasting during this fall and winter than they have in the past two years.
distributor. More personal representatives of the home company will call on retailers and distributors to promote products in conjunction with radio programs than in the past. It is expected that distributors will have more say in how the advertising dollar is spent.

Another definite trend is the supplementing of network shows with chain-break and one-minute announcements. These are spotted during particular daytime and evening periods to reach definite types of listeners. This is something that has not been done in the past. Many others have included it in their fall and winter schedules.

Still another trend, according to agency executives, is toward fewer unproved or "wildcat" programs. It has been the opinion of many that the past is to buy untried but seemingly good idea programs and place them on network or national spot. After much expenditure, they often prove to be duds insofar as general public acceptance and pulling power is concerned. This is being replaced by a "farming out" system of testing in a few chosen markets, gathering pertinent information on results, and then, if proved successful, placing on a nation-wide basis. This serves equally as protection to advertisers, reduces the risk to agencies, and in some cases to the listeners as well.

Transcriptions Bullish

Transcriptions companies are unanimous in their prediction that fall and winter will bring about a new high in operating at full capacity. In addition to the general upswing in business which most of them are experiencing, other contributing factors, they say, are:

1. Transcriptions have graduated from their testing stage and are now on a production and performance par with any live shows.

2. The "local angle" which transcriptions afford offer an incentive to retailers and distributors, especially if there is developing a "regional" picture in signatures, to merchandise.

3. The general trend of using announcements to transcribe spot and network shows (mentioned previously as suggested by McCann-Erickson).

4. The flexibility of transcribed spots in "spotting" them in best available local time.

According to the outlook and advance orders, one company expects to produce well over 700 discs a month. Others are equally optimistic.

Spot Record Foreseen

It is predicted that more national and regional spot campaigns will start in the coming season than ever before. Many agencies talk enthusiastically of "productive market's" schedules which can be accomplished only by using this type of program. Others will use spot as a test and prelude to network expansion.

It is generally predicted that there will be an exceedingly little, if any, "undesirable" time on stations in the future which means, therefore, in a fall and winter there will be available. The periods considered less worthy than others by advertisers are receiving particular attention by a building process of presenting better programs at these times to attract more listeners.

SAN FRANCISCO

By J. CLARENCE MYERS

The GRADUAL breaking down of retail store resistance to radio, together with a healthy "shot in the arm" from political accounts and better than usual regional, national spot and network business, promises San Francisco radio one of its best fall seasons.

That is the combined prediction of station managers, sales managers, advertising agency executives and radio directors and station representatives in the Golden Gate City.

If there is any war scare among those who buy time on the air in the country, it is practically unnoticeable in Northern California, where "business as usual" has been the case throughout the summer months.

The business lost by San Francisco radio because of the uncertainty of the situation in Europe has been negative from a local standpoint. However, there has been a national spot accounts placed out of the East which were expected to renew at the termination of their contracts, but failed to do so. This may or may not have been due to the war.

Exceptionally Good Autumn

Most station managers interviewed stated that their local, national spot and network business was up over the summer of last year, and that from present commitments the fall season shows every indication of being the best in history.

The exceptionally strong fall season will be accountable in part to a heavy political schedule, network regional, spot and local. In addition to the national political business, California has many competitions for office this year as well as a score or more of propositions and amendments on the ballot. Because most of the major network affiliates are sold out solid in the evening hours, the lesser independents reap a rich harvest in political.

San Francisco radio has been historically weak in retail advertising, particularly large department stores and specialty shops. But that resistance is gradually being broken down by some of the major stations. KSFO, the CBS affiliate, and KFO-RKO of the NBC group as well as KRON, the Mutual station, have gone after the retail merchants' business with "idea promotions" that fit their particular needs. To a certain extent they have been successful.

But the retailers are still cautioning their buying power, and are "feeling out" with radio by placing small campaigns.

C. R. Dellar, general manager of KSFO, stated that those retailers who have come to radio, in the main, have been won over by the medium and continue to place a large amount of radio in their advertising budget. According to Dellar his station was just as crowded with business during the summer months as during the spring and winter.

Spot, Net Both Look Good

The national spot business promises to outdo itself in San Francisco this season in the optimism of some station men. A number of the national advertisers using spot radio are leaning towards considering larger and/or longer times than in the past, they state.

The regional network business looks exceptionally healthy, too, particularly in the Don Lee-Mutual chain, which recently "snagged" the Standard Oil Company's two programs from NBC for release on about 30 Mutual stations twice weekly [BROADCASTING, July 15].

San Francisco independents for the most part enjoyed a spring and summer season that was equally as good as if not a shade better than in 1939. All are optimistic concerning the fall season, which promises to be a peak in the heavy range of the political business.

Local business boomed a little a year ago in the Golden Gate Exposition, opened but such was not the case this year. But the locals made up for the loss in securing a large number of accounts.

From present indications national and regional spot business will be up a little for the locals over the same period last year.

Some of the largest placements of recent time in San Francisco unhesitatingly forecast a healthy fall season for radio in the Golden Gate area.

McCann-Erickson, which has the largest billings for radio time, reports that from present indications the last quarter of 1940 would surpass any other quarter of the current volume of air time placed through its office. Among the accounts handled by McCann-Erickson are the Northern California Ford Dealers, who plan a comprehensive spot campaign in the fall; W. H. Fuller & Co., LTD, which will use nearly 60 stations in a spot campaign starting in September; and Buck Lager Beer, using a major spot campaign during the summer and remaining on during fall months.

California Packing Corp., handled by the same agency, recently completed a comprehensive spot campaign, and may resume late in the fall. In addition McCann-Erickson handles the campaigns of California Dairies, which shifts its two programs to Mutual on Oct. 5, and the Pacific Gas & Electric Co. Evening Concert two hours nightly on KYA.

Much Optimism

Other agencies placing radio were optimistic for the coming quarter. A few would not commit themselves but stated that the situation at present was neither encouraging nor discouraging. A number of larger and smaller agencies handling from two to a dozen radio accounts were optimistic as both saw bright prospects for the autumn. Several stated they had new shows or spot campaigns in the making, and that there was every indication they would come on the air later in the year.

While the outlook of agency radio executives laid emphasis on dramatically transcribed spots being very strong, this was not the case. Others stated the leaning for the fall was toward programs rather than live or transcribed announcements.

All in all, San Francisco radio presents a composite picture of business health with prospects for letting out a couple of notches in the belt when the "autumn feast" begins.

LOS ANGELES

By DAVID GLICKMAN

If FORECASTS made by Pacific Coast broadcasters, agency timebuyers and station representatives on fall radio business prove to be true, the industry is in for one of its most prosperous years. The forecasts are most optimistic. A new type of radio business originating on the Pacific Coast this past year exceeded $10,000,000 and the outlook for the 1940-41 season is even brighter, according to leading West Coast agency timebuyers and station operators. They predict an increase of between 25 and 40% over last year in spot business alone. The volume of guaranteed time will also be much higher than the last year. Timebuyers and station managers, in the words of one of that opinion, and those 'in the know' state that several important campaigns are contemplated this winter that are not now being discussed for fall placement.

Besides the usual renewals of coast-wise shows, many new adver-
tisers have been signed for regional network time. Other prospective sponsors are inquiring into the potentialities of shortwave advertising. Executives of CBS, NBC and Don Lee report that time already sold and reserved is not enough to meet their networks' commitments, and that networks are not in a position to make commitments to those who have not used that media in recent years. Others have been spot using only, and are thus exploring to expand radio advertising operations with network shows. No partition are being made in the general opinion that West Coast sponsors using regional network time, will go in for cheaper shows this coming season, thereby cutting down production and talent costs. They show no interest in "compact shows," preferably the one-map type, and also audience participation programs. Others are inquiring about new network formats, tasters, quiz shows and morning participation programs.

The Agency situation is a look to San Francisco as the spot headquarters of the Pacific Coast, but both Los Angeles and Seattle have placed a goodly share of their efforts to do so. Practically every southern California agency of any importance has become committed for these past few years, and are strongly recommending that type of program to their clients. The same has been true in recent seasons. Some recommend spot to supplement network time. Many agency men have estimated that housing spot radio will be played during the next several months, agency men continued agree that every campaign placed from Los Angeles and Hollywood, and now in force, will continue at least through the Christmas season, and perhaps who is difficult to account for of that is difficult to say. Several agency executives express the belief that they will continue to include spot broadcasting in late fall and winter advertising schedules. Some are already planning such campaigns, and others are making inquiries, which substantially identifies.

Some But Not All Stations
In many instances sponsors will use additional stations to increase coverage as markets are established. Other advertisers, it was stated, are keeping their options open, and are already planning such campaigns, and others are making inquiries, which substantially identifies.

DETROIT

For report on outlet for radio in Canada, see page 88.

AN IMPROVED feeling about business prospects is quite apparent in Detroit, and general expectations are for a larger growth of radio activity. However, there is yet no sign that the large-scale automobile advertising will be any more heavily this fall and winter than was the case in the same period a year ago.

By the fall season intensified, the automotive accounts might well have considered return to their substantial time-buying of years past. This trend has been somewhat curtailed from 1937 volume thinned in the business retreat of 1938. It expanded quickly during the latter half of 1938 through 1939, although spot buying was the main point of activity, rather than network programs. Meanwhile, automobile sales were improving noticeably. Feeling had been that if the climb indicated for the coming season will get under way—proved out, it would be the signal for some resumption of chain shows.

The uncertainty created by the war, however, has minimized this possibility. At this writing there is definitely no sign that the Government's restrictions, if any, will interfere with normal auto output in any manner whatsoever. But there are still enough unknowns, not only in manufacturing but in merchandising and profit margins as well, to bring the auto companies toward a policy of "doing nothing new".

However, automakers will bring a substantial amount of spot buying, from programmers, in the coming season. Some stations during the coming two months, when 1941 models are introduced. Some introductions will be made of new cars from mid-season work programs have reserved their same time for the coming season. Few advertisers have been signed, with all choice time reported "sold out" on the NBC-Red and Philco. New advertisers will be announced a list of new advertisers and the renewal of old ones. By all accounts the present buyers are using Detroit stations, and network time, according to the consensus, will continue to find Hollywood's highest-expense entertainment resources their richest advertising asset.

It has been pointed out time and again, that as long as Holly- wood talent shows continue to sell the advertiser's product, there will be buyers for these kind of programs.

Many firms which had the impetus of substantial start in using radio advertising several seasons ago, and have kept constantly at it, are proving to be quite capable of more sales and consequently increased profit. Major advertisers have maintained that radio budgets on the basis of results obtained. In direct relation, talent requirements, in a manner like other things, No other talent center in the country today has anything approaching Hollywood in resources which now have become dominantly essential to the success of network radio, agency executives here declare. To maintain the level of advertising, nothing new to radio this past year, the standard has improved.

August on, and as usual the announcement drives will be heavily bulked by radio copy. Complete plans are not yet formulated.

Motor Industry

Consensus prevailing to the automobile industry do not apply, however, to the more general types of accounts handled by Detroit agencies. For these the air is decidedly clear.

Account executives and advertising managers anticipate that the rearmament program and the general outlook of business will stimulate employment intensity during coming seasons. This naturally will increase and thus increase the spending power. As a result, they look for better business everywhere. The planning stage is believed to be the era of radio in forthcoming advertising programs.

Confirmation of such general expectations had seen in Detroit retail advertising over radio as now scheduled. One executive pointed out that there are today probably more retail establishments using Detroit stations than ever, although he admitted their total use was not be so large as in years past, due to schedule curtailments by a few top users. Even so, however, he pointed out that the top "top user" stores in question have been practically off the air for a few seasons past, and are now resuming advertising commitments.

He also pointed out the interesting fact that many smaller stores are turning to radio for their copy programs for them, in contrast to the earlier practice of handing such work to the store's agencies. He described this development as a growing appreciation of the importance of radio and the importance of professional radio-planning for use of the medium.

PHILADELPHIA

By MAURICE H. ORODENKER

THE PREVAILING war jitters to the advertising ideal have not yet been indicated in daily reports on every count that Philadelpia radio will experience another "boom" year with the coming of the 1941 season. In spite of the fact that there have been marked decreases in advertising revenue in other media, radio here continues on the upbeat. And it's a normal upbeat. There are no variables in the station sales manager or the agency timebuyer can point to. It's just that radio, as a prime media, has taken deep root locally. It's no longer a question of selling radio per se to prospective advertisers. Instead, it's a question of finding available time on the already crowded schedule to take care of the advertisers clamoring at radio's doors.

A marked indication of what the new campaign model looks like is the point at one of the largest non-network stations here. Since the beginning of the peak season of this year, the station has been at a premium, and already it has been necessary to turn down business for the fall. The radio station will not accept any business for Sep...
TALE OF ONE NAB DELEGATE

Alphabetical Adventures of a Transcontinental Traveler Enroute to the Coast

By C. E. MIDGLEY Jr.

This is not a WOR story. It is the tale of a Delegate who had toiled in the WOR days, daring to try the Claus before his time. It was a dashing exploit, and the Delegate himself, M. C. E. Midgley, Jr., who performed it, is a true patriot in the truest sense of the word.

On the first day of the convention, the Delegate was approached by a man who wished to hire him as a chauffeur for the day. The man was a native of the West, and he offered the Delegate a sum of money which the Delegate found to be quite generous.

The Delegate accepted the offer, and the two men set out on their journey. They traveled for several hours, and during this time, the Delegate learned much about the West and its people.

As they continued their journey, the Delegate noticed that the man was not speaking to him. He asked him why he was silent, and the man replied that he was a member of a secret society, and that he could not speak to the Delegate.

The Delegate was surprised by this, and he asked the man what kind of society it was. The man replied that it was a group of people who were dedicated to preserving the natural beauty of the West.

The Delegate was fascinated by this, and he asked the man how he could join the society. The man replied that he could not, as he was already a member. However, he did offer to show the Delegate around the area, and he did so.

The Delegate was grateful for this, and he learned much about the West and its people. He was also able to see many of the natural wonders of the area, and he was delighted.

After a few days, the Delegate returned to the city, and he was able to share his experiences with the other delegates. They were all amazed by what the Delegate had seen, and they were grateful to him for sharing his story.

The Delegate returned to his home, and he was able to continue his work for the week. He was grateful for this, and he felt that he had accomplished much.

The week passed quickly, and the Delegate was able to return home. He was grateful for this, and he felt that he had accomplished much.

The Delegate was able to share his story with others, and he was grateful for this, and he felt that he had accomplished much.
Business-as-Usual Will Be Keynote at San Francisco; Code, Labor, Treaty to Hold Delegates Attention

By Sol Taishoff

War, ASCAP Dominate NAB’s Agenda

REFUSING to allow conditions wrought by the warring Old World to blight normal processes in radio, the nation’s broadcasters will convene in San Francisco Aug. 4-7 at the 18th annual convention of the NAB to devise means of safeguarding their welfare during the emergency period and to declare their independence in music copyright after nearly two decades of ASCAP-dictated bondage.

Despite the long haul to the Pacific Coast and the ominous forebodings of the war situation which is rapidly transforming the nation into a defensive arsenal, the convention program will be “business as usual” consistent with the demands of the times. There will be affirmation of the industry’s pledge to the national Administration of unqualified support in the national defense planning. But to ward off any attempted grab for power by bureaucratic opportunists, which would defeat the very purpose of the Government in these tense times, an integrated plan for voluntary cooperation will be formulated.

Plain Talk to Prevail

The gloves will be removed when the convention moves into subject fields as copyright, self-regulation via the code route and the inroads of labor, organized and otherwise, into all phases of broadcast operations. The tempo of the convention, however, will be pitched largely to the copyright issue, with every sign now pointing to ASCAP-less music over the networks after next January 1, and the industry-owned Broadcast Music Inc. as the new supplier of radio’s most important right material. Quick action, to which all have already pledged to BMI since last September, at least an equivalent amount—and possibly four times the figure—may be sought from stations to guarantee capacity operation of BMI in turning out music of sufficient quality and quantity to meet the industry’s demands. Acquisition of additional catalogs, outside ASCAP’s monopolistic accumulation, also is part of the planned program already scheduled for convention action.

Upwards of 200 registrations of broadcasters already have passed through the NAB convention committee headquarters at the Hotel St. Francis in San Francisco. Eleventh-hour registrants are expected to swell the total to more than 500, and with the attendance of related industry groups such as network representatives, transcription producers, station representatives, equipment manufacturers, engineers, attorneys and agency men, the gross attendance may eclipse the total of some 900 at last year’s convention in Atlantic City. There were nearly 400 broadcasters representing 273 member stations at the Atlantic City meeting.

While many eastern broadcasters will foresee the convention because of the transcontinental trip, increase in the NAB’s membership to a new all-time high of 400 stations is expected to offset some of the lost Eastern attendance. Moreover, many West Coast stations which heretofore have found it inconvenient to attend eastern meetings will be present at the first convention west of the Rockies since the Colorado Springs meeting in 1938.

Neill Miller, first paid president of the NAB, will give the convention an accounting of his two years of stewardship as head of the vastly expanded trade association operation. It will be his third appearance before the industry as a whole. His first convention was the Atlantic City meeting in July, 1939. The special convention in Chicago last September resulted in the declaration of war against ASCAP and the formation of BMI as a going concern, and constituted his last appearance.

Emergency conditions provoked by the war have consigned to Congressional oblivion several proposed efforts to investigate radio and to saddle it with additional regulatory restraints. Instead, the whole

PRINCIPAL SPEAKERS BEFORE NAB

NATIONAL DEFENSE and radio will keynote the NAB convention in San Francisco Aug. 4-7. FCC Chairman James Lawrence Fly, in his first face-to-face meeting with the body politic of the industry since his assumption of the FCC helm last Sept. 1, has selected as his subject “Radio Faces the Future” for an address to be delivered Aug. 6. Col. Louis Johnson, formerly Assistant Secretary of War, in addressing the convention Aug. 6, will use his theme “Sponsors of National Defense”.

Talks to Be Aired

ADDRESSES of FCC Chairman James Lawrence Fly and former Assistant Secretary of War Louis Johnson before the NAB convention in San Francisco will be broadcast over nationwide networks. The Fly speech on Aug. 6, will be carried over CBS and MBS 5:30-6 p.m. EST (1:30 p.m. PST), and that of Col. Johnson on Aug. 6 at the same times over NBC and MBS.

has been paying tribute to the job being done by radio in its war coverage and in aiding the military and civil establishments of the Government in their defense mobilization planning. The industry, moreover, has found solace in the actions of both the Republican and Democratic conventions in drafting “free radio” planks in their campaign platforms.

Fly to Talk

The convention will hear first-hand reactions of high ranking government officials on radio and its future role. Chairman James Lawrence Fly of the FCC will be the principal speaker at the opening business session Aug. 5. Foremost proponent of the plan to create a Defense Communications Committee of Government officials, opposed in principle by many leading industry figures, the FCC chieftain is expected to seek to placate the industry and reassure it as to the future. As he has done repeatedly since the war emergency arose, he probably will say flatly that Uncle Sam has no idea of encroaching on commercial radio.

Col. Louis Johnson, who resigned as Assistant Secretary of War July 15, before his tenure under the policy “Sponsors of National Defense”. Radio’s role in maintaining public morale and in assisting national defense planning by giving freely of its time for recruiting and other activities, may predominate in his message. From both principal speakers, however, can be expected the note of exercise of utmost care against possible espousal activities and use of their facilities, particularly international broadcast stations, far and wide.

An unscheduled topic of fundamental importance to all radio may well be the plight of the standard broadcast reallocation provided for in the Administration which was adopted more than three years ago. FCC Chairman Fly has promised action post haste by the FCC, after publication “Broadcaster” May 15. The report that the treaty conceivably can go by default under its automatic limitations, unless the FCC promulgates the regulations required under it. Unless the FCC acts affirmatively prior to the convening of the San Francisco sessions, spontaneous outbreaks on the floor, with a demand for action, can be expected.

The fact that the treaty has been ratified by the Senate, and therefore constitutes a sovereign commitment which cannot be violated by a subordinate administrative agency, unquestionably will warrant the necessary regulations. With the proper demands to proper places lest all the advantages of the continental reallocation be lost. Of great significance in this connection are the vexatious interference conditions precipitated by operation of outlawed high-power border stations under temporary Mexican authorizations that have continued for a decade.

Paine Plea Rejected

Copyright hits the agenda at the second day’s session Aug. 6, with hold barred on an inquiry of the likely temper of this session was given in an exchange of correspondence between NAB President Miller and ASCAP General Manager John G. Paine, after the latter had suggested that an ASCAP emissary, presumably President Gene Buck, go to San Francisco and address the convention. President Miller minced no words in declining the bid and in desiring that ASCAP come to the convention with all apologies. He reiterated his statement (Broadcasting, July 15) that "San Francisco will be no Munich".

(Continued on page 78)
Typical Station Participations in National Radio Festival under auspices of NAB

Window display by WHIO, Dayton

Lobby sign at WMBG Richmond

Denver stations displayed these posters in varying sizes.

Listen while you drive

Enjoy the many hours of radio entertainment provided every day by the "AMERICAN SYSTEM OF BROADCASTING"

Visit THE STUDIOS during National Radio Festival WEEK OF MAY 19-25

Sponsored by KVOD KOA KFEL

DENVER MEMBERS NATIONAL ASSOCIATION OF BROADCASTERS

Window display by WHEC, Rochester

Window news display of KFBK, Sacramento

30,000 visited WCAU, Philadelphia, studios—and 5000 posed before the television camera.

Special studio show at WWL, New Orleans
**Monthly Radio Business Index May Be Reinstated by the NAB**

**Scripps Committee Favors Plan Measuring Time Sales by Units Instead of Dollars**

REINSTATEMENT of a business index for broadcasting, modernized and streamlined, has been the aim of a committee which detailed monthly analyses of broadcast advertising volume. The index was made available as a service to the industry, with the proviso that no NAB membership meeting in San Francisco Aug. 6, after a year of exploratory study by the NAB Research Committee, Research Director Paul F. Peter.

Designed to supplement the former system of dollar volume measurement, which was eliminated because of constantly recurring headlines about radio rolling in wealth, the plan encompasses a unique method of measuring broadcast advertising. Prior to submission to the convention itself, the NAB board, at a meeting scheduled for it, will act on the proposal. William J. Scripps, chairman of the committee, will present the plan to the convention, assuming final board approval.

The board last February instructed the research committee to study the feasibility of developing a broadcast index in terms of units and to prepare for its consideration a workable plan, under which data could be communicated to the industry. It is expected that the plan, using the base of one program unit, will be presented to the convention as tentatively scheduled.

Practical Data Sought

The purpose is to provide data of maximum usefulness to broadcasters, advertisers and prospective advertisers and agencies. It is argued that such a plan will not only aid the individual station in spotting the classifications of business where sales pressure is needed, but will also be of primary value in securing the business.

The committee, which participated in drafting the plan comprises Chairman Scripps; Hugh M. Beville Jr., NBC; Arthur B. Church, KMBC, Kansas City; James D. Shouse, WLW-WSAI, Cincinnati; Dr. Francis H. Vinton, CBS; Theodore C. Streibert, WINS, MBS, and Research Director Peter.

In advocating reinstatement of the modified plan, the committee said it is surprising the extent to which advertisers, purchasing, and the broadcasting industry in general are doing business in an advertising way. Whatever the underlying psychology, a pattern reaction of advertisers to broadcasting sales approach is the ready question, “How much broadcast advertising is paid by businesses like mine?”

The committee said, “Professionally, the means to advertising volume would provide information of sales value to stations, national representatives, networks and advertising agencies, and thus is needed to a greater extent than can be found in the general pattern, and it was held. The establishment of industry-wide unit measurement and comparisons with other media using indices and expenditure figures”, said the committee, “will be beneficial to the broadcasting industry in which we now exist”.

Cited as an example was the (Continued on page 114)

**Networks to Name 3 NAB Directors; Convention Will Broaden Membership**

ELECTION of nine new directors—one third of them to represent the major networks as such for the first time—creates the scope of political electioneering planned for the NAB convention in San Francisco Aug. 4-7. Membership of the board, pegged at 23 since the reorganization of the association two years ago, will be increased to 26 to accommodate the NBC, CBS and MBS representatives, assuming the membership approves an amendment to the bylaws.

**Two Already Elected**

Under existing bylaws, each convention must elect six directors at large, two representing large stations, medium stations and small stations. These directors will be selected from among 12 nominees (four for each station classification) whose names will be brought in by the 17 district directors. The elections, by ballot, are scheduled for Aug. 6.

Two new district directors already have been elected at district meetings held during the last two months, while six others whose terms were to expire with the convention have been reelected for two year terms.

The new directors are Harrison Holliway, general manager of KFI and KECA, Los Angeles, succeeding Donald W. Thornburgh, CBS Pacific Coast vice-president, and Clarence Wheeler, vice-president and general manager of WHEC, Rochester, in place of Harry C. Wilder, WSYR, Syracuse, who declined to run for re-election. Mr. Thornburgh was not a candidate because of the proposed new provision for network directors to be elected as such.

Assuming passage of the bylaws amendment authorizing network directors, it is expected that network officials close to Washington will be named, so they can be available to NAB headquarters on emergency matters. Likely selections are Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president, and Theodore C. Streibert, MBS-WOR vice-president. They have been active in NAB affairs. Terms will be for one year.

In addition to the bylaws amendment for network directors, another amendment slated for action at the convention is one that would broaden the base of NAB active membership, to permit new commercial radio pursuits such as FM, television, and other prospective services to enjoy full membership privileges. The existing bylaws prescribe that active membership will be limited to stations licensed within the band 550 to 1600 kc. The proposed amendment provides that the frequency band clause be deleted and that active membership shall be allowed all stations engaged in radio broadcasting. The latter term is defined as “the free dissemination to the general public, by means of electromagnetic waves, of intelligence and entertainment appealing either to the aural or visual senses or both.”

District directors reelected for two year terms at recent district meetings are John A. Kennedy, WCWS, Charleston, W. Va.; Edwin W. Craig, WSM, Nashville; John F. Feeney, KDKA, Kansas City; John G. Olin, Jr., WOW, Omaha; Herb Hollister, KFBI-KANS, Wichita; Eugene O'Fallon, KFEL, Denver.

Holdover district directors whose terms expire next year are Paul W. Morency, WTOP, Hartford; Clifford M. Chafee, WEEU-WRAV, Reading; Walter T. Wilson, WFLA, Tampa; J. Harold Ryan, WSFO, Toledo; William H. West, WTMV, E. St. Louis; Earl H. Gammon, WCCO, Minneapolis; O. L. Taylor, KGN, Amarillo; Howard Lane, KFKB, Sacramento; C. W. Myers, KONY, Portland, Ore.; E. W. Myers, KOB, Albuquerque.

Directors-at-large, whose terms expire with the convention, are Harold V. Hough, WAB, Fort Worth, and F. M. Russell, NBC, Washington, for large stations; George Norton Jr., WAVE, Louisville, and Don S. Elias, WWNC, Asheville, for medium stations; John F. Feeney, WTOP, Baltimore, and Harry R. Spence, KXRO, Aberdeen, Wash., for small stations.

**INS Luncheon Party**

TO OBSERVE its fifth anniversary in radio as a news service, International News Service Aug. 7 will honor the broadcasting industry with a luncheon party at the St. Francis Hotel, San Francisco, NAB convention headquarters. Walter E. Moss, INS sales director in charge of radio, Joseph V. Connolly, president, and Barry Faris, editor-in-chief, will play host. Arrangements have been made to have the managers of the 10 San Francisco stations, all INS subscribers, serve as honorary guests.

Mr. Moss
President Miller Denies ASCAP Plea For Place on NAB Convention Agenda

SUGGESTION by ASCAP that one of its representatives (presumably President Gene Buck) be invited to address the NAB convention in San Francisco Aug 4-7, to give "first-hand facts" about ASCAP, has brought from NAB President Neville Miller a vehement "No", expressed in a two-toned letter which he received this week. Miller opened his letter by denouncing the grievances of the broadcasters against the music "monopoly".

The exchange of letters is seen as the opening of a new phase of the copyright battle, slated to reach its zenith as the year closes when ASCAP comes to terms with the ASCAP contract, which may expire. Meanwhile, broadcasters have lined up solidly behind Broadcast Music Inc, as the industry's own music reservoir, and NBC and CBS have committed themselves unalterably against a separate deal with ASCAP at its quoted terms.

General Manager John G. Paine July 8 wrote President Miller suggesting that an ASCAP speaker be placed on the NAB Program. Since President Buck is on the Coast, it was presumed Mr. Paine meant his chief. Mr. Miller, in his reply July 17, told Mr. Paine that the program has been "closed doors" to ASCAP and the result of the categorical reasons why the request was ill-timed and ill-conceived.

Simultaneously, the NAB sent to the industry a new booklet titled "Let's Stick to the Record", to offset ASCAP large-scale "educational campaign" on the music question. The booklet was described as a compilation of questions and answers in explanation of the current dispute between NAB and ASCAP.

The texts of the Paine-Miller exchange follow:

The Paine Letter

I have your letter requesting time on the NAB convention program. We appreciate your interest in our country's problems of copyright and ASCAP representative at your expense to San Francisco, all of which confirms our opinion that the NAB convention is a most important meeting broadcasters will be attended by representative broadcasters from all parts of the country.

I regret that the interest of your Society in the NAB, and your recognition of the fact that it represents the radio industry, which is the largest in the world, has come to light only about this late date. When I assumed the presidency of the NAB, I immediately notified the other officers of your Society, and did all in my power to effect a compromise between the two groups, so that the terms of renewal of the ASCAP contract would be possible. We were, however, greatly appreciate hearing from you at your earliest convenience, so that our speaker can be fully prepared to present a paper worthy of the importance of the occasion.

The Miller Reply

The interest shown by your members in the broadcast industry is fully appreciated by this Society. It indicates a growing public interest in cultural, and educational values of music, and its contribution to the progress of the nation is being realized.

In view of this awakened appreciation of music, I believe it will interest the members of your organization who are interested in attending the NAB convention, to get some first-hand facts about the plans, purposes and policies of this organization, which is devoted to the advancement of radio, particularly commercial radio.

We therefore would be pleased to send a representative to San Francisco, to your convention, to address your convention.

I greatly appreciate hearing from you at your earliest convenience, so that our speaker can be fully prepared to present a paper worthy of the importance of the occasion.
"You'll need this pin 
to show WHO coverage!"

If you'll sit down a minute, Sir, and listen to a few statistics, we think we can show you some things that may greatly influence your thinking about radio coverage in Iowa.

In the first place, this big State has a total population of 2,470,900, but nary a city of as many as 175,000 souls. . . . We have seventeen cities between 10,000 and 170,000 population—and actually sixty-four good towns of less than 10,000! . . .

In addition, we have 967,979 people living on farms.

The only way any radio advertiser can reach a sizeable proportion of all these people at minimum cost is to use WHO—the one station in Iowa which has enough power to cover the State. . . .

WHO is "heard regularly" in daytime by 70% of Iowa's urban people—by 86.1% of our village people—by 85.1% of our farm people. No other station is heard regularly, in Iowa, by even so much as half of these percentages, in any of the three categories.

That's about enough statistics for today. But there are dozens of other highly significant facts, about all phases of listening habits, in the new 1940 Iowa Radio Audience Survey, by H. B. Summers of Kansas State College. Write for your copy, today!

WHO
+
for IOWA PLUS!
+

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Joint Ownership of KGKO Voted

FCC Approves New Division Of Fort Worth Holdings

ACQUISITION of half interest in KGKO, Fort Worth, Tex., for $250,000, by trustees for the A. H. Belo Corp., which publishes the Dallas News and owns WFAA, was approved July 25 by the FCC. Under the arrangement, the Fort Worth Star-Telegram, which operates WBAF and WBAH, retains 50% interest in KGKO, equally dividing the holdings of the Dallas-Fort Worth newspapers in both WFAA-WBAP and the Fort Worth outlet. The application involving KGKO was filed March 20.

WFAA and WBAP use a common transmitter and divide the 800 kc. clear channel as a fulltime NBC Red outlet. KGKO, regional with 1,000 watts day and 5,000 watts day on 510 kc., is the NBC-Blue outlet for the Fort Worth-Dallas area and is the key of the Lone Star Network.

Joint Sales Plan

It is understood that, with the approval of the transfer, KGKO will be operated in conjunction with WFAA-WBAP. Unlike the new 50-50 ownership of KGKO, however, WFAA and WBAP in individually owned but the sales operations are maintained jointly. The new KGKO Broadcasting Co. will have as its president either Amon Carter, president of the Star-Telegram and WFAA, or G. B. Dealey, president of the WFAA. As approved, the transfer of 350 shares of new common stock was to G. B. Dealey, E. M. Beasley, and M. M. Donoskey, all Dallas News executives.

Under the operating plans, a new sales organization will be established, to be headed by Martin B. Campbell, general manager of WFAA, who is expected to serve as general sales manager of both the Red and Blue Network operations. Harold V. Hough, general manager of WBAF and KGKO and circulation manager of the Star-Telegram, is the executive of the Fort Worth operations and will continue as managing director of the new operating structure.

It is expected that Alex Reese, assistant to Mr. Campbell, will become manager of WFAA. George Cranston, general manager of KGKO, is slated for the management of WBAF.

Mr. Carter purchased half interest in the WFAA transmitter, near Grapevine, Tex., for WBAF several months ago, after which transmissions were entered into sale for half interest in KGKO to the Dallas News interests. WFAA and WBAP have shared time virtually since they began operations in 1922.

GENERAL FOODS Corp., New York (July 9), has signed its 52nd contract renewal, allowing for a 13-week hiatus for the Jack Benny program which returns Oct. 6 to NBC-Red stations. Sundays, 7:30 p.m. new contract runs through Jan. 29, 1941. Young & Rubicam, New York, is the agency.

Reviews of NAB departmental activities during last year will be found on pages 142-147.

PLAQUE DEDICATED TO FREE RADIO

Radio's Gridiron

WHAT MAY be the forerunner of an annual radio skit, during which industry figures and events will be lampooned, following the pattern of the famed Gridiron Dinners of Washington newsmen, will be presented at the NAB banquet in San Francisco Aug. 7. Titled "The Greener Pastures," the burlesque was written by J. Kenneth Jones, until recently publicity director of the Federal Radio Education Committee, in collaboration with Ed Kirby, NAB public relations director. It will be presented under the auspices of the Do-Do Club, organized two years ago by Lambdin Kay, WSB, Atlanta, made up of broadcasters of "ancient vintage." The elaborate presentation will employ a professional cast, and will be directed and produced by Mr. Jones.

Radio's Gridiron

Identical Symbols Will Be

SYMBOLIC of a free American radio is the plaque (above) to be unveiled Aug. 3 as the first national tribute to the tradition of the broadcaster. Identical plaques will be dedicated in ceremonies at the New York and San Francisco World's Fairs during observance of Broadcasting Day, Stephen Early, secretary to the President, in the name of the chief executive, will officiate by remote control from Washington.

The plaque shows the American broadcaster (closest to the microphone) whose devotion to freedom of speech has behind it the nation's tradition of a free American democracy, represented on the plaque by the heads of Lincoln, Washington, Patrick Henry, Thomas Jefferson and Benjamin Franklin. Everything for which radio stands today (in this country) expresses these statesmen fought and were willing to die for—a free American democracy.

The artist is Anton Refregier, a young American painter and sculptor with exhibits in all major national museums and at the World's Fair in New York. The plaque is of bronze against a walnut background, with gold leaf inscription from Walt Whitman, reading: "I say there can be no safety for these states, ... without free tongues and ears willing to hear the tongues." The dedication is "to a Free Radio in the Public Interest."
SHOWMANSHIP WINS DETROIT'S BILLION DOLLAR AUDIENCE!

This year individuals in the Detroit and WXYZ market will be paid over a billion dollars. We know that they respond to and applaud good showmanship.

That's been proved time and again by the success gained by radio productions originated by the WXYZ organization. Advertisers applaud this response because of sales gains that mean profits.

This unique combination is offered at the Lowest Radio Dollar Rate in Detroit.

WXYZ
KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS Daytime ... 1000 WATTS Nighttime
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.
Thurman Arnold Takes Over Government’s ASCAP Case

Asks Detailed Data From Stations and Other Copyright Users on Relations With Society

GOING into high gear in its anti-trust action against ASCAP after five years of slumber on the Federal court docket, Assistant Attorney General Thurman Arnold, trust-busting executive of the Department of Justice, is personally taking a hand in the current proceedings.

Leading industry figures conferred with Mr. Arnold for an hour July 26 in connection with the litigation. Participating were NAB President Neville Miller, Niles Trammell, NBC president; Edward Klaufer, CBS executive vice president; Alfred J. McCosker, chairman of the board of MBS; John J. Burns, CBS attorney and director, and Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc.

Beyond the observation that the conference was “entirely satisfactory”, Mr. Miller made no comment. No word was forthcoming from the Department. It is presumed, however, that the conference centered around the newly-instituted procedure against ASCAP and that in behalf of the industry the Assistant Attorney General was advised that the questionnaire data sought would be filed as fully and as expeditiously as possible.

Would Speed Case

Apparently anxious to speed the Department’s case, Mr. Arnold on July 18 personally dispatched to all stations a questionnaire seeking detailed information on dealings of stations with ASCAP and other copyright organizations and delving into all other music contractual aspects of broadcasting.

“The information acquired by means of this questionnaire,” Mr. Arnold stated, “will be used by the Department to enable us to ascertain whether or not your business and that of other broadcasters has been subjected to unreasonable restraints imposed by any combination of owners of copyrighted music. All documents supplied by you in response to this questionnaire will be preserved and returned to you when they have served their purpose.”

Letters and questionnaires also were dispatched by Mr. Arnold to music publishers, hotels, motion picture exhibitors and other copyright users. The quest for information by questionnaire follows submission to the Department by ASCAP of files and records which had been requested in criminal proceedings instituted in New York by the Department after ASCAP repeatedly had failed to supply them.

After a motion to quash the Government’s subpoena had been denied in the Federal District Court in New York, ASCAP Inc., June 15, July 1, July 15], ASCAP supplied the information voluntarily. ASCAP has been informed in no uncertain terms, it is reliably reported, that the Department intends to pursue the five-year-old anti-trust suit pending before the New York Court, or perhaps even institute criminal proceedings.

Victor Waters, special assistant to the Assistant Attorney General, has been in immediate charge of the ASCAP case, reporting, however, to the Assistant Attorney General. It is understood he is making a thorough analysis of the ASCAP data. Presumably the precise course of action will not be decided upon until the results of the questionnaire analysis are ascertained.

Questions Asked

Questions asked of stations, regarding ASCAP contracts, as form of contract, blanket licenses, threatened infringement suits, hotels, motion picture exhibitors, dance halls or others who have been sued or have received threats of litigation from ASCAP; number of tunes ASCAP claims to control; other interrogatories designed to ascertain whether ASCAP has claimed a monopoly, restrained trade, or has otherwise contravened the statutes.

Would Questions relate to network affiliation, and whether such outlets were required, contractually or otherwise, to have ASCAP licenses; newspaper form of contract; negotiations through NAB for ASCAP licenses, and the like.

The final questions go to the ASCAP requirement that a percentage of station revenue derived from programs irrespective of whether ASCAP music is performed, must be paid as a license fee. Stations are asked whether radio artists, musicians or orchestras have received requests or instructions from ASCAP or its representatives that they refrain from performing non-ASCAP music.

SUCCESS of the weekly half hour Burns & Allen Show is in the hands of this capable crew of radio executives and artists. They are: Top (1 to r), Dave Elton, NBC Hollywood director; Wayne Griffin, BBDO producer of the series; Jack Smalley, Hollywood manager of the agency; lower, George Burns, Gracie Allen, featured comedians; and Artie Shaw, musical director. Program is sponsored by George A. Hormel & Co. (Spam), on 62 NBC-Red stations, Mondays, 7:30-8 p.m. (EDST).

HAMMOND DEVICE

AUGMENTS PIANO

SOLOVOX, a new electronic musical instrument, has been invented by Laurens Hammond, inventor of the Hammond electric organ and Novachord. The invention, designed to augment piano music, incorporates a complex keyboard of three octaves with miniature keys, attached by thumbcords to the underside of the piano keyboard. The Solovox keys are slightly below the level of the piano keys, and the fingers of one hand can span both keyboards.

The Solovox is claimed to add “singing voices” like orchestral instruments to the tones of the piano. The player carries the melody on the Solovox with the right hand as the left accompanies on the piano. A slim tone cabinet is attached inconspicuously beneath a grand piano or set alongside a vertical model. Costing under $200, the Solovox apparatus includes 14 standard radio tubes.

Do Your Music Shopping Now... Without ASCAP

(An Editorial)

BROADCASTERS have within their grasp complete victory in the attack of organized music upon their networks. Back 17 years, ASCAP, after an uninterrupted sway of totalitarian rule of Tin Pan Alley, which it seeks to perpetuate, now for the first time is on the defensive.

Complete victory may not be easy, but it definitely can be achieved if broadcasters, their clients and the advertising agencies do not yield to the pressure sure to come from the ASCAP quarters and its satellite operations. Broadcast Music Inc., blanked by independently owned catalogs available for radio can supply radio's demand for ASCAP contracts expire Dec. 31.

Fears are expressed in some station quarters that the networks will “run out” on BMI, and sell the independents “down the river”. The networks are on record, in strong and forthright statements by Niles Trammell, NBC president, and Mr. Burns, CBS president, urging their advertisers and agencies to help in the battle by planning to get along without ASCAP music. They have made unequivocal statements to their affiliates.

And other things have happened. The move to ban performances of phonograph records over stations, which may or may not have had ASCAP origin, has fallen flat with the opinion of the U. S. Circuit Court of Appeals in the Whittemore-RCA-WNEW case. Performing artists and record manufacturers have no right to collect royalties once the record is sold, says the court. AFM, which admittedly had an ASCAP tiein, is disposed to deal somewhat more equitably, at this moment in any event.

ASCAP makes a grandiose gesture by having no less a figure than Elliott Roosevelt, as president of the Texas State Network, sign the first contract renewal. That obvious sort of byplay may be all right for public consumption, but it certainly won’t draw anything more than a rousing Bronx cheer from the industry. Elliott has been at loggerheads with the industry too long on too many issues to make any lasting impression in playing ASCAP’s game.

Trust-busting Assistant Attorney General Thurman Arnold has taken over active direction of the Government’s anti-monopoly suit against ASCAP. For five years broadcasters have helped ASCAP thwart the Department’s efforts by a lackadaisical, non-cooperative attitude. The Department has sent to stations questionnaires eliciting information on ASCAP dealings. It is the duty of every broadcaster to supply that information, however meager it may be. It is the duty of every broadcaster to write to the Attorney General, either directly or via his closest Congressional representative, expressing his views on the ASCAP holdup.

In five months present ASCAP contracts expire. Much will happen in the interim. Broadcasters have but to play heads-up ball to make it happen their way, and fix ASCAP’s status as a sort of music in what for the first time can be a competitive market for radio’s essential raw material.
11% Increase for Year Shown in Analysis

CONFIRMING to a surprising degree the estimates made by BROADCASTING last February, the FCC July 23 announced that net time sales of practically the entire broadcast industry for the calendar year 1939 amounted to $129,865,026, or about 11% more than the preceding calendar year, based on an official analysis of data submitted by networks and stations.

The estimates made by BROADCASTING, as published in its 1930 Yearbook, Feb. 1, were $119,800,000, or approximately 12% ahead of the preceding year.

In virtually all net time sales categories, the FCC official figures varied less than a percentage point or two from the BROADCASTING estimates, made by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania. Dr. Hettinger, BROADCASTING's consulting economist, in using the more conventional figure of gross time sales, which is comparable with figures of other advertising media, arrived at a total of $171,000,000, or an increase of 14% over 1938. The FCC analysis, if projected on a gross basis, it was stated authoritatively, would result in approximately the same figure.

Increased Expenses

The official figures were compiled by the Commission's Accounting, Statistical & Tariff Department on the basis of the reports from the three major networks and 705 stations, including those owned, managed or operated by the networks. Despite the increase in volume, the FCC found that expenses skyrocketed, due to increased items of overhead.

Total broadcast expenses of the industry for 1939 were given as $100,043,920, as against $92,553,594 for the previous year, or an increase of a bold 8.5%. Net stations and their 23 affiliated stations had 54.1% of the total business last year, but their proportion of the net business, after deduction of commissions and payments to affiliates, was given as 38.2%. The proportion of the 682 other stations was 61.8%, according to the FCC. Time sales last year resulted in agency commission payments totaling $17,405,414, as against $16,427,000 for 1938.

The FCC concluded, based on its analysis, that the three major networks (NBC, CBS and MBS) had earned incomes (before Federal tax and similar fiscal items) of $5,631,228 or about 24% of the total earned income figure for the industry. The 23 managed, owned or operated stations had incomes of $3,428,024—nearly approximating that of the networks—which amounted to 23% of the total. Net income, computed on the same basis, of the 682 other stations, was $12,777,792, or about 53% of the total.

All branches of business—network, national and regional spot—and local—while ahead of 1938, nevertheless maintained the relative positions percentagewise as to the total for the industry. The FCC's tabulation was as follows:

Page 40 • August 1, 1940

BROADCASTING • Broadcast Advertising

1 Stations licensed to major networks, and those licensed to others but managed by major networks as to programs, time, or sales. One station less after November 27, 1939.

2 Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some for networks and non-network business and some for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

3 This amount does not agree with the amount shown in column 5 as sales to major networks, since it includes amounts paid to Canadian and other extra-territorial stations and to other networks.

4 Applicable to the total sale of network time, $62,621,690.
### Stations Serving as Outlets for Major Networks

<table>
<thead>
<tr>
<th>Clear Channel</th>
<th>Regional</th>
<th>Local</th>
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</thead>
<tbody>
<tr>
<td>Unlimited (1)</td>
<td>Part-time (2)</td>
<td>Unlimited (3)</td>
</tr>
<tr>
<td><strong>50,000 Watts</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>5,000 to 25,000 Watts</strong></td>
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<td></td>
</tr>
</tbody>
</table>

- **Stations with time sales of $25,000 or more:**
  - Number of stations:
    - To major networks:
    - To regional networks:
    - To local stations:
  - Sale of broadcast time:
    - To networks:
      - General and administrative:
      - Commissions to station owners:
      - Commissions to program producers:
      - Sale of time:
      - Sale of local broadcast time:
  - Total sale of broadcast time:
  - Deductions from sale of time:
    - Payments to networks and stations (from sale of time):
    - Commissions to network stations:
    - Commissions to program producers:
    - General and administrative:
  - Total broadcast expenses:
  - Service income:
    - Technical:
    - Program:
    - Sales, advertising, promotion, and publicity:
    - General and administrative:
  - Total broadcast income:
  - Net time sales:
  - Reductions from sale of time:
  - Total network income:

---

### Stations Not Serving as Outlets for Major Networks

- **Stations with time sales of $25,000 or more:**
  - Number of stations:
    - To major networks:
    - To regional networks:
    - To local stations:
  - Sale of broadcast time:
    - To networks:
    - General and administrative:
    - Commissions to station owners:
    - Commissions to program producers:
    - Sale of time:
    - Sale of local broadcast time:
  - Total sale of broadcast time:
  - Deductions from sale of time:
    - Payments to networks and stations (from sale of time):
    - Commissions to network stations:
    - Commissions to program producers:
    - General and administrative:
  - Total broadcast expenses:
  - Service income:
    - Technical:
    - Program:
    - Sales, advertising, promotion, and publicity:
    - General and administrative:
  - Total broadcast income:
  - Net time sales:
  - Reductions from sale of time:
  - Total network income:

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### Additional Information

- **Report on 1939 Broadcast Income of Stations by Class and Network Affiliation**
- **5,000 to 25,000 Watts**
- **Unlimited (1)**
- **Part-time (2)**

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(Continued on next page)
FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS  
By Class and Network Affiliation  
(Continued from page 41)

<table>
<thead>
<tr>
<th>Clear Channel</th>
<th>Regional</th>
<th>Local</th>
<th>All Commercial Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 Watts</td>
<td>50,000 to 25,000 Watts</td>
<td>Unlimited (1)</td>
<td>Part-time (2)</td>
</tr>
<tr>
<td>Stations with time sales of $25,000 or more: Number of stations</td>
<td></td>
<td></td>
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<tr>
<td>Revenue from the sale of station time:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To major networks</td>
<td>$160,700,000</td>
<td>$7,500,000</td>
<td></td>
</tr>
<tr>
<td>To regional networks</td>
<td>$159,100,000</td>
<td>$3,900,000</td>
<td></td>
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<tr>
<td>To local users</td>
<td>$158,100,000</td>
<td>$3,000,000</td>
<td></td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>$158,100,000</td>
<td>$3,900,000</td>
<td></td>
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<tr>
<td>Deductions from the sale of station time:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments to networks and stations (from sale of time)</td>
<td>$158,100,000</td>
<td>$3,900,000</td>
<td></td>
</tr>
<tr>
<td>Commissions to network representatives and brokers</td>
<td>$158,100,000</td>
<td>$3,900,000</td>
<td></td>
</tr>
<tr>
<td>Total deductions from sale of station time</td>
<td>$158,100,000</td>
<td>$3,900,000</td>
<td></td>
</tr>
<tr>
<td>Balance, net time sales</td>
<td>$158,100,000</td>
<td>$3,900,000</td>
<td></td>
</tr>
<tr>
<td>Revenue from incidental broadcast activities:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Sales</td>
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<td></td>
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<tr>
<td>Commissions, fees and profits from obtaining or placing talent</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Total revenues from incidental broadcast activities</td>
<td>$3,900,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

For example:
- Sales: $1.916,619
- Commissions, fees and profits from obtaining or placing talent: $78,405
- Sundry broadcast revenues: $851,645
- Total revenues from incidental broadcast activities: $2,865,566
- Total broadcast revenues: $27,055,146

Speech by Hitler Cut Off by Don Lee; Nazi’s Refuse to Feed MBS Programs

TO PREVENT his "attempted justification of the crimes he has committed", Adolf Hitler’s speech to the German Reichstag was cut off the air on Mar. 22 Pacific Coast stations of the Don Lee Broadcasting System July 19 by orders of Lewis Allen Weiss, vice-president and general manager.

"The management of this network is of the opinion that it is not in the public interest now in harmony with the attitude of this Government, to permit the continuance of this broadcast by Mr. Hitler from Germany", said a statement by Mr. Weiss which was read over the network. "We feel that our American listeners will concur in this opinion that Mr. Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself."

Hitler’s speech was cut off from Los Angeles shortly after it began, as the announcer read the statement. Shortly after Stu Wilson, KHJ, Los Angeles, announcer and commentator, read the announcement, Don Lee officials in Los Angeles and San Francisco said they were swamped with numerous telephone calls complimenting them on the action. Both CBS and NBC stations on the West Coast continued the broadcast of Hitler’s speech without interruption.

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‘Info Please’ to Luckies

AMERICAN TOBACCO Co., New York, will begin sponsoring Information Please Nov. 15 for Lucky Strike cigarettes, taking over the program the week following the conclusion of its present series for Canada Dry Ginger Ale. While contracts have not yet been signed, it is learned that the new sponsor will shift the program from the Blue to the Red Network. Present sponsor’s discontinuance is said to be due to the increased price asked for Information Please by Dan Golenpaul, its creator and owner, reported to be $8,500 a week.

The current spot announcement campaign for Luckies has been dropped, effective Aug. 1. Agency is Lord & Thomas, New York.

COMIK RICE MILLS, New York (Page 42 • August 1, 1940)
Recognize him? That's right, it's Bimilech—one of the truly great horses in racing history. That he lost to Gallahadion at Louis-ville this year in no way minimizes his greatness. On the contrary, the mere fact that he ran a close second in the most famous race on turfdom's calendar is a testimonial to that greatness.

We feel the same way about KGO. Thus we do this unprecedented thing—we frankly admit that in circulation it is in second place among San Francisco stations. But being second to KPO, one of largest two stations in the West, in no way minimizes KGO's importance. On the contrary, when you take KGO's considerably lower costs into consideration, such a position is a testimonial to KGO's importance as an outstanding radio advertising buy.

This importance KGO has carefully built up until today its leadership is recognized in many fields—vital fields, such as

NEWS: Programs every few hours, edited from complete U. P. and I. N. S. services—plus NBC Blue news features and alert special events.

SPORTS: Play-by-play professional baseball and college football, championship fights, local sports commentaries.

CULTURE: Town Meeting, Metropolitan Opera, NBC Symphony and all the NBC Blue educational shows.

AGRICULTURE: Daily service programs directed by a veteran full-time farm program director—plus National Farm and Home Hour.

There's class! And if you want mass, 7,500-watt KGO can deliver that for you too... as, for instance, it does for Homestead Bread with a Monday night amateur hour bucking major network shows. During its three years Homestead Amateur Hour has pulled up to 90,000 votes a week, ranked first for its time in coincidental survey.

KGO boasts case histories in all divisions. Ask your nearest NBC representative for those in your own field of interest.
Mullen Is Slated To Fill New NBC Executive Position

Trammell to Head Quartet, Including Woods, Russell

UPON recommendation of President Niles Trammell, the NBC board of directors at its meeting Aug. 2 is expected to elect Frank E. Mullen, BCA vice-president and

A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

Fox’s had some wicker furniture which it had not been able to dispose of for years. Finally, after exhausting all other media, the store asked Hawthorne to do his best with it.

How Hawthorne Does It

Hawthorne talked about the furniture pretty much as follows: “These pieces of wicker furniture I’m looking at are probably the worst pieces of furniture that have ever been built. Furthermore, if you sit in them on your lawn on a windy day, you are apt to get seasick, etc.”

Result: Fox’s cleaned out its stock of unmovable wicker in three days.

Though Hawthorne’s technique is unique, Willard Campbell stressed the point that it can be done to death. It must be handled with restraint and dis...
KGO is in second place in San Francisco

...but so was this horse in the Kentucky Derby

Recognize him? That's right, it's Bimilech—one of the truly great horses in racing history. That he lost to Gallahadion at Louisville this year in no way minimizes his greatness. On the contrary, the mere fact that he ran a close second in the most famous race on turfdom's calendar is a testimonial to that greatness.

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SPORTS: Play-by-play professional baseball and college football, championship fights, local sports commentaries.

CULTURE: Town Meeting, Metropolitan Opera, NBC Symphony and all the NBC Blue educational shows.

AGRICULTURE: Daily service programs directed by a veteran full-time farm program director—plus National Farm and Home Hour.

There's class! And if you want mass, 7,500-watt KGO can deliver that for you too...as, for instance, it does for Homestead Bread with a Monday night amateur hour bucking major network shows. During its three years Homestead Amateur Hour has pulled up to 90,000 votes a week, ranked first for its time in coincidental survey.

KGO boasts case histories in all divisions. Ask your nearest NBC representative for those in your own field of interest.

Represented Nationally by...

SPOT Sales Offices

KGO
SAN FRANCISCO
7500 WATTS - 780 KC.
Come and see WESTERN ELECTRIC'S New Synchronized FM TRANSMITTER perform—and don't miss the all-star supporting cast of high quality Mikes, Amplifiers, Speech input, Transcription pick-ups and other broadcasting accessories.

ASK YOUR ENGINEER—
N.A.B. CONVENTION 1940

M

HERONIZED
Western Electric

western Electric
Mullen Is Slated To Fill New NBC Executive Position

Trammell to Head Quartet, Including Woods, Russell

UPON recommendation of President Niles Trammell, the NBC board of directors at its meeting Aug. 2 is expected to elect Frank E. Mullen, RCA vice-president and a veteran in network broadcasting, to the newly-created post of NBC vice-president and general manager.

Moulding his own executive organization since this assumption of the NBC presidency July 12, Mr. Trammell urged the Mullen appointment, which had been agreed to by David Sarnoff, RCA president and chairman of the NBC board. Mr. Trammell has planned executive management of NBC under a quadrumvirate comprising himself, Mr. Mullen, Frank M. Russell, NBC Washington vice-president, and Mark Woods, vice-president and treasurer. On July 17 he gave to Mr. Woods added responsibilities covering practically all non-sales and non-programming operations, and himself took over direction of all other activities.

Shift in Functions

Mr. Mullen, in his new capacity, will report directly to Mr. Trammell, a business associate and friend of more than a dozen years. Both first began their careers with NBC in Chicago. Department heads now reporting to President Trammell under the new executive alignment presumably will report to Mr. Mullen, leaving the president free to handle all policy matters.

While his status as Washington vice-president was unaltered, Mr. Russell is expected to figure more prominently in executive functions. Mr. Russell has worked closely with Mr. Trammell during the last decade, even while the latter served as vice-president in charge of NBC's central division. Mr. Mullen, as RCA vice-president, has been in frequent and close association with Mr. Russell in his official capacity. Moreover, they were classmates at Iowa State College, and before the advent of network broadcasting were agricultural journalists. Station relations, fundamental network policy, and related matters presumably will come before the new high council created by Mr. Trammell.

Mr. Mullen's background, good natured and resourceful, is thoroughly familiar with practically all phases of operation. He was agricultural director of NBC from 1926 until 1934, created the National Hour, and was directly responsible for the sale of a number of network programs in the farm category during those years. Since 1934 he has been with RCA in New York, first as manager of its department of information, and since May, 1939 in the then newly-created post of vice-president in charge of advertising and publicity.

Horton Heath, manager of the department of information of RCA and a veteran employee of the parent company, will continue with that title, but is slated to take over Mr. Mullen's executive duties in connection with advertising and publicity. He has been with RCA some four years, and prior to that was partner in an advertising agency.

Less than a week after he took over the presidential assignment at NBC, Mr. Trammell issued an order revising executive operations of the network organization. He had served as executive vice-president under Lenox R. Lohr since Jan. 1, 1938, and was entirely familiar with the functioning of the organization. So far as is known, Mr. Trammell does not at present contemplate any additional major executive changes.

New Lineup

Under the new orders, Mr. Trammell specified that the following department heads and vice-presidents would report to the president, and presumably to the new vice-president and general manager when Mr. Mullen takes over:

Roy C. Witmer, Red Network sales; Edgar Kobak, Blue Network sales; John F. Royal, programs; Frank E. Mason, information; A. L. Ashby, legal; Janet MacRorie, continuity acceptances; Sidney N. Strotz, Chicago chief; Don A. Gilman, Pacific Coast head, and Vice-President Russell.

In expanding the responsibilities of Mr. Woods, the July 17 order specified that in addition to his present duties, he will actively supervise and direct artists services, radio recording, auditing, and television operations, both sustaining and commercial.

Executives who will report to Mr. Woods are George Enges, artist manager; Roy W. Clift, assistant manager; John N. Gordon, and Commencing; Edward C. Thompson, commencing; Alfred H. Morton, television; Vincent J. Gilker, general services; Harry F. McKown, program; Harry F. McKown, section; Harry F. McKown, special services; and Jack Strothers, radio recording.

Mr. Woods is well known in the broadcasting business. He has been in radio since 1922 when he began setting up an accounting system for the radio department of AT&T, which he directed in the broadcasting business. Stil only 36, he joined NBC on Nov. 1, 1926, and has planned network and regional broadcasting operations to NBC, and became the network's assistant treasurer, assistant secretary, and office manager. He became treasurer a year later, was made assistance vice-president in 1934 and vice-president and treasurer in 1936.
WKY CUTS THE PATTERN FOR A NEW TECHNIQUE IN DRAMATIC SERIALS

"This Is the Story"

This Is the Story of "THIS IS THE STORY"

"Thank you for something really worthwhile in entertainment."
"The type of story is appreciated. Prefer the shorter ones to the long drawn-out, extremely emotional ones."
"We who have wished for a higher type of daytime program are hoping that 'This Is the Story' will be continued."
"So thrilled and delighted to thank you for these programs."

These statements are repeated over and over again in the flood of listener comment which pours in to WKY since "This Is the Story" made its bow.

THE TALENT

Against a background of novachord music that colors the scene and interprets the action, Madeline Douglas Bullard, talented play writer and critic, brings the story and its characters to life. Combining narration with the important dramatic episodes of each story, Mrs. Bullard clearly and faithfully interprets all characters herself.

FLEXIBLE IN APPEAL, LENGTH

"This Is the Story" restricts itself to no specific listener group. Each story is unfolded in from 5 to 10 days. Stories for all ages and all tastes give change of pace and change of interest to the program from week to week. Its new technique has captured widespread interest and secured the vociferous approval of WKY listeners.

"This Is the Story" typifies WKY's ability to serve its audience a fare of radio entertainment that tempts the most jaded appetite. WKY does not stop with developing talent and producing shows of network caliber. WKY feeds production shows to the network. It is the only station (not owned or operated by the National Broadcasting Company) off the basic Red network to do this. And because of such sparkling programming WKY is able to get noteworthy results for sponsors ... to earn repeated citation for performance in product exploitation in the Southwest.

THE PROGRAM

"This Is the Story" is a daily dramatic serial for which the world's best writers have already fashioned the scripts and plots ... novels and stories, each of which took months to write ... good (but not high-brow) literature, both classic and modern.
A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

TIME AND AGAIN department store executives say, "Yes, we've used radio, but it doesn't work.

The trouble with this statement is that it rarely, if ever, is followed by the reasons why.

Perhaps the unsuccessful user really doesn't know, anyway. For, after carefully questioning the executives, it is found that the department stores who buy, but don't "make" it with radio, have always presented radio as a very simple, almost mechanical, type of promotion.

In too many cases, it is believed that if one is able to sell goods, he can also sell radio.

This is not necessarily true. There are those who do not believe in using radio, but they have never actually experimented with it to see if it could work for them.

There are those who have used radio successfully, but have not been able to prove, with cold, hard facts, that radio has been of any real help to their stores.

Then there are those who have not used radio at all, because they have not had an opportunity to do so, or because they were too afraid to venture into the unknown.

But, there are some who have used radio successfully, and who have been able to prove, beyond the shadow of a doubt, that radio has been of real value to their stores.

Selling Through Radio

1. The Intelligently Used

Some of the most successful department store radio campaigns have been those in which radio was used intelligently.

It is not enough to simply "put" radio on the air. It must be used in a way that is designed to sell the product.

Successful radio uses are those in which the radio station is carefully selected, the program is well-prepared, and the message is strongly presented.

Good radio campaigns are not those in which the radio station is chosen at random, and the message is delivered in a half-hearted manner.

Successful radio campaigns are those in which the radio station is carefully selected, and the message is strongly presented.

2. Careful Store Administration and Selection of Skilled Personnel

The second important factor in successful department store radio is the careful administration of the department.

This means having a well-prepared and well-trained staff who understand the importance of radio, and who are capable of presenting the message in a way that is designed to sell the product.

Good radio campaigns are those in which the staff is well-prepared, and the message is strongly presented.

3. A Cautious Approach

The third important factor in successful department store radio is the cautious approach.

It is not enough to simply "put" radio on the air. It must be used in a way that is designed to sell the product.

Successful radio uses are those in which the radio station is carefully selected, the program is well-prepared, and the message is strongly presented.

Good radio campaigns are not those in which the radio station is chosen at random, and the message is delivered in a half-hearted manner.

Successful radio campaigns are those in which the radio station is carefully selected, and the message is strongly presented.

One large Eastern store, which had a successful radio campaign, is one of the cases in point.

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Established — Audience FEATURES

Ray Dady and his "SIDELIGHTS on the NEWS"

A ST. LOUIS KWK FEATURE for more than 5 years.

CAROL GAY
—the foremost feminine name in St. Louis radio—exclusive over ST. LOUIS KWK

HELEN ADAMS
conducing
"LET'S HELP YOU KEEP HOUSE"
FIVE DAYS a WEEK on ST. LOUIS KWK.

AL SARLI
His Piano — His Orchestra
FEATURED ON ST. LOUIS KWK for TEN YEARS

MYRON J. BENNETT
BROADCASTING THE NEWS

ST. LOUIS KWK
THOMAS PATRICK, INC.
Represented Nationally by
PAUL H. RAYMER CO.
It was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it's great—and we're thankful we're an American broadcaster. For that means something.

It means private ownership, and the liberty
TO BE A BROADCASTER—

AN American BROADCASTER!

To present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, unvarnished and true.

It means we can give our listeners the kind of entertainment they want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs that will broaden their minds.

It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve... No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

NATIONAL BROADCASTING COMPANY
WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service
Rate Chiseling Seen Rampant, NAB Urged to Revise Code

EGolf, KVVO, Charges Stations Still Suckers for Cut-Rate ‘Buys’ Under

Describing the commercial section of the NAB Code, which became effective July 1, as a "cover for a rotten tooth," Willard D. Egolf, commercial manager of KVVO, Tulsa, in an address to NAB President Neville Miller July 18 urged stringent reforms in industry rate practices to prevent "chiseling.

"Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere," Mr. Egolf stated. He advocated a "commercial rate code" with penalties for violation, as a possible solution, and urgently suggested that the NAB convention in San Francisco Aug. 4-7 take up the problem.

Mr. Egolf is an attorney, a former advertising agency executive, president of the Tulsa Advertising Federation, director of the 10th District Advertising Federation of America and a director of the Tulsa Better Business Bureau.

Here is Mr. Egolf's "open letter":

"On my desk is a copy of the Commercial Section of the NAB Code, which will become effective Oct. 1, 1940. This is a handsome book but it is a gold crown for a rotten tooth. The lovely figure on the cover, "honesty," is impressive in her pose, but she is Jezebel in the conduct of her own affairs. Those two fingers stuck mustache-wise seem to want to go, for she is bound to feel uncomfortable in her deception.

Our Private Morals First

"What a farce it is for the radio industry to buttress its public morals when its own practices are as weak as Minnie the Moocher's. Even more can be said for Minnie. She gets her price, or more, seldom less. She is rarely the victim of a commercial, synthetic friendship.

"I take this means of advising you that a "cut-rate" rate, the structure of radio has become as much of a hollow shell as it was in the dark days of 1933. Radio, of all things, the strongest selling force in the world today, the most popular advertising medium in existence, where demand far exceeds supply, is allowing itself to be freely pilaged by time buyers. Fastening upon everything that presents an excuse, time buyers chisel under the names of "package deals," "service features," "courtesy announcements," "minimum budget requirements." Some even plead the fact that these agencies have been put on the spot by the chiseling activities of competitive agencies, therefore the stations must help them make a success of their account by the competition's, in order to hold the accounts involved.

"One time buyer, by making a special trip to the spot, he was able to buy announcements at approximately 50% less than the card rate on an entire list of stations.

"The statement was made recent-ly that only KVVO and one other station on a time buyer's list would not cut rates."

Reps Look Other Way

"Preliminary telephone conversations between time buyers and radio station representatives are rapidly eliminating a discussion of rates. Instead these conversations are filled with assurances to the time buyer that such and such a station is 'friendly' or that the time buyer 'needn't worry' about a certain station.

"Station representatives are developing the increasing habit of referring any and all chisel deals direct to the stations, not daring to turn them down out of fear that the stations might actually be interested.

"We have been in business a long time here at KVVO, therefore we have had our moments of weakness. But we reformed and did penance to the tune of many thousands of dollars of chisel business which we turned down, therefore we claim the privilege of speaking our peace without having to answer the charges usually hurled at a "reformed reformer."

"A man of our acquaintance is prominent in the American Hotel Association. He stated that hotels were once victimized by convention managers who would chisel one hotel against the other, claiming that one hotel quoted for example, $8 per person per day, on the American Plan, and 12 'free' rooms for the use of officials, which would influence the second hotel to cut its rates and furnish 15 or more 'free' rooms for officials, and so on, ad infinitum. The American Hotel Association overcame this situation by establishing a 'clearing house' or system of exchanging information whenever quotations were made. Even in the face of diminishing, instead of increasing, hotel business, these men recognized the weakness that they were exhibiting in the control of their business and corrected it.

Suggests Clearing House

"Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere. A Commercial Rate Code, with penalties for violation, offers one solution. A "spot" agreement, with branches for each section of NAB, with which copies of all quotations will be filed, presents a possibility.

"If commercial radio continues to follow its wayward trend, freely victimized by time buyers and exhibiting less and less ability at self control, the least we can expect is an 'industry director', while as business men our mental superiors will regard us with generous and increasing contempt.

"What can the 1940 NAB convention do about this problem?"

50 kw. For WPTF, WLAW Full Time

approving a mutual agreement regarding interference limitations between the stations, the FCC July 17 granted to WPTF a 50-kw. increase in power from 5,000 to 60,000 watts, while WLAW, Lawrence, Mass., increased its power from 5,000 to 60,000 watts in lieu of daytime on 680 kc. A pending application of KWK, St. Louis, filed July 12 for 60,000 watts on 680 kc., was not considered, and no action was taken on a conflicting application, previously filed by KQF, St. Joseph, Mo. [Broadcasting, July 15].

The decisions, it was pointed out, were based upon the action on the applications for full-time assignment on the channel in Missouri. WLAW proposes that it be given 680 kc. with a directional antenna, and that KQF, now operating limited time on the frequency, be shifted to the present KWK assignment on 1350 kc. making possible a full-time service, according to the FCC claim.

WPTF, NBC outlet, several months ago, was awarded full-time on 680 kc., on which KPO, San Francisco NBC-owned outlet, has been the dominant station on the west coast. WLAW has operated with 1,000 watts daytime on the frequency, but sought full-time assignment for some time, but the agreement between the two stations for use of directional antennas, the FCC authorized both grants. WPTF, under its construction permit, will use a directional antenna at night with 50,000 watts, as will WLAW with its new 5,000-watt transmitter.

IRNA Meeting Planned Aug. 5 by Rosenbaum

A MEETING of Independent Radio Network Affiliates at the St. Francis Hotel, San Francisco Aug. 5, to which all affiliated stations are invited, was called July 20 by Samuel R. Rosenbaum, chairman of IRNA, in conjunction with the annual meeting of the NAB. Only those that have paid dues to IRNA are legally entitled to vote, he pointed out. Among the agenda items for the IRNA board has resolved to invite all affiliates, regardless of membership for the next session, at which membership business will not be transacted.

Gen. motors on the agenda cover such subjects as the FCC network-monopoly report, the present situation with regard to ASCAP, status of relations with American Federation of Musicians, and general problems of practice in network commercial broadcasting, especially in connection with commercial continuity and station breaks.

National Biscuit Spots

NATIONAL BISCUIT Co., New York, on July 22 started a series of three-minute, quarter-hour Musical Clock programs for its breakfast cereal, Culls, on WBBM, Chicago, as an outgrowth of its network program, "Musical Clock," a series of well-known melodies, weather forecasts, and related news and weather reports. Lord & Thomas, Chicago, created the music and packages.

Wythe Williams, radio commentator and former foreign correspondent, has joined the program, according to MBS, WCC, Bridgport, Conn. His new series of "News Stories," broadcast each weekday, will be fed to MBS stations, not including WOR.
TIME-BUYER eyes DENVER

So the Advertiser May
Know WHICH Station Is . . .

FIRST in DENVER
in Everything!

*ADVERTISING POWER SHOWMANSHIP
AUDIENCE PROGRAMS SALES RESULTS

*ADVERTISING

Question: “What station should I buy for my client in the Denver Market Area for best results and lowest advertising cost per thousand listener families?”

Answer: The station on which more national, local, and spot advertisers place the largest dollar volume of radio advertising in the Denver Market Area!

Of course, it’s KOA

Year after year—locally, regionally, nationally—the greatest advertising names are found using KOA for superior results at lowest cost.

Represented Nationally by SPOT Sales Offices

NEW YORK NEW YORK
CHICAGO CLEVELAND
SAN FRANCISCO DETROIT
BOSTON HOLLYWOOD
PITTSBURGH
Once Upon a Time: A Veteran Reminiscences

By J. M. Mathes
President, J. M. Mathes, Inc., New York

Agency Executive Who Handled 'Eveready Hour' Tells How It Started Modern Broadcast Trends

The tremendous growth of radio in recent years is one of the best examples I know of advertising's contribution to progress. Radio is so new that most of us can remember its "stone age." Listeners who now push buttons to tune in symphonies or swing from distant points can still remember the howls and noises made by early crystal receivers, or indeed even the earlier crystal sets, with their filaments of wire poised on little pieces of gælate. After all, that was less than two decades ago.

I believe almost everyone who ever twisted the many dials of an old-time radio receiving-set still remembers the Eveready Hour broadcasts which ran from 1923 to 1929. Certainly those old Eveready Hour fans are outstanding. Indeed, they would be outstanding even by today's standards.

When they began I had the pleasure of being associated with the National Carbon Co., as senior vice-president, and handling the account. Because of this association I was privileged to play a part in the early development of radio advertising.

Queensborough First

There had been commercial broadcasts before the National Carbon Co. first went on the air. It is now fairly well established that the first company to pay for the use of radio for advertising purposes was the Queensboro Corp., which first used the facilities of the American Telephone & Telegraph Company's transmitter WEA on Aug. 28, 1922. Other advertisers who employed radio at about that time were E. E. Squibb & Sons, Shur-on Optical Co., Mineralia, Tidewater and American Express. Two of these, Squibb and Shur-on, I had the privilege to deal with.

These programs ran for 10 minutes and consisted of talks, usually by some member of the advertiser's own organization. When the National Carbon Co. decided to go on the air, its program followed the general pattern. Each program lasted for 10 minutes and was a talk by a man on radio batteries by George C. Furness, a National Carbon official. The first of these broadcasts was July 25, 1923.

From this it will be seen that advertisers were not rushing into radio in those early days. No one, including the company executives, was then the only selling time, quite knew what they had to sell or how to go about it. Indeed, I am told that during the first four months there were the people who ran WEA: Does the public want broadcasting? What sort of programs does the public want? Who is going to give the public the programs? Who is going to pay for them?

Early Reluctance

With radio a doubtful quantity even to the people who operated the broadcasting stations, it is not surprising that there was a certain reluctance on the part of advertisers to regard its use. Some of my associates were apprehensive or opposed to using it. Because of their doubt, it was necessary for me to have our early programs handled as a special service of the agency's publicity department.

Paul Stacey, a member of the department, was put in charge of the work. Closely associated with the building up of the famous Eveready Hour series were William B. Oke, of the agency, who is still associated with me; Douglas Coulter, of the agency, now with CBS; George C. Furness, of the National Carbon Co.; George Peden, then with WEA, and William Enslen, also with WEA and now with CBS.

In building the Eveready programs we were using a formula that would make radio so interesting that millions of people would listen to it. All tube-operated radio stations at that time were powered with batteries, and we were selling Eveready batteries. The advertising slogan for the batteries was, "The air is full of things you should not miss," and the broadcasts had to bear out that promise. Incidentally, by getting into radio when we did, we had for a time a virtual monopoly on radio advertising insofar as the battery industry was concerned. At that time WEA maintained a policy of permitting no competitive advertisers to use the station's facilities.

Personalities Participate

When, on Dec. 4, 1923, we started the Eveready Hour series, as against the ten-minute battery talks, there was no cut and dried plan to follow. Among those who appeared in these programs were Eddie Cantor, John Drew, D. W. Griffith, Julia Marlowe, George Gershwin, Moran & Mack, Weber & Fields, the Flonzaley String Quartet, Irvin S. Cobb, Trader Horn, "Chico" and Pablo Casals. Many such artists made their radio debuts before one of our Eveready Hour microphones.

We believe we knew what people wanted, so we gave them everything we could think of. The first program presented a one-act play, "The Farm" with Eugene Lockhart, Eva Taylor and Lawrence Grattan. However, each week's play was different, worked out on Thursday preceding the following Tuesday night's broadcast by the group I have previously mentioned. We had jazz orchestras and concert stars, comedy and drama—indeed, everything possible in the way of entertainment. Never before, or since, was such a formidable job undertaken by a single sponsor.

In the course of this it was only natural that we established an impressive list of "firsts." The Eveready Hour under sponsorship presented two of the first dramas, the first stage show, the first original script show, the first man-in-the-street program, the first classical music program under commercial auspices, the first nationally known guest stars who were billed for their performances, the first radio adaptation of a book, the first round variety program—and others that now seem commonplace.

Mike-Fright a Problem

There were many interesting experiences in connection with this pioneering. We ran across that strange malady known as mike-fright, even with such troopers as Elsie Janis and Will Rogers. We had an early experience with studio audiences in connection with Rogers. They had been offered the then fabulous figure, for radio, of $1,000 to appear on the show and comment on their performances.

At first he insisted that he broadcast with no one in the studio. After a short time, however, he asked for a few people as an audience. Assistants were sent to round up some spectators who were ringed around the cowboy philosopher. With this group, one of the earliest of studio audiences, Will Rogers was able to broadcast at ease. The program was a success. Incidentally, a month after this, our auditors noticed that his check had not been cashed, and Mr. Ensign called on him at his Ziefeld Follies dressing room to ask about it. The check, forgotten, was found in a suit hanging in a corner.

Some of the programs then gener- ated such spontaneous and proved so popular they were repeated. One of these was a reading of Ida Tarbell's "I Knew Lincoln," White rueful. Listeners liked this so much it was given each year as close to Lincoln's birthday as possible.

Another involves the story of an air adventure on the Galapagos

(San Francisco's Chinatown Merchants Take to the Air to Market Their "Merchantise Through a Chinese Hour"

The ancient customs of their ancestors, carried down through the centuries, have given way in part to the modern mode for nearly 50,000 inhabitants of San Francisco's famed Chinatown. They recently adopted radio as a means to move their merchandise.

Six nights a week, Monday through Saturday, direct from the heart of Chinatown, the Chinese present in their own broadcasting studio, a full hour program in Chinese on KSAN, San Francisco. The programs consist of rare Chinese music, played by live talent on Chinese instruments, some of them centuries old, songs by pretty Chinese maidens, spewing and news flashes in Chinese. An oriental master of ceremonies presides over the entire broadcast, released from 10:05 to 11 p.m. (PST).

A group of Chinatown businessmen recently formed the Golden Star Radio Co. The firm has purchased the time on KSAN and in turn sells participating spots on its programs. Sam and Tommy Tong are two of the major figures in the unusual enterprise. Although the program has been on the air but a few weeks, the Chinese promoters are finding it commercially satisfactory. To date they have signed up a number of noted Chinese cafes, cocktail bars, curio shops and large merchandise houses. The commercial announcements are given both in Chinese and English.

The news flashes are given only in Chinese. Although most of the program is directed to the Chinese population in San Francisco and surrounding area, frequency of their number will make announcements in English to keep the American listener posted as to what is going on. S. H. Patterson, manager of KSAN, states that he believes this to be the only all-Chinese commercial program on the air in the United States.
MANY MARKETS are served and sold by WLW. It is the daily listening habit of millions of consumers living within its primary area. Merchants serving these consumers are naturally guided by the resulting preference for WLW-advertised brands.

NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE.
WPTF

will soon be operating with

50,000
WATTS

C. P. GRANTED JULY 17, 1940.

Serving, better than ever,
the LARGEST TRADING AREA
between Baltimore and Atlanta

NBC RED-BLUE
680 KILOCYCLES

WPTF RADIO CO., Inc.

RALEIGH
NORTH CAROLINA

FREE & PETERS, Inc. New York • Chicago • Detroit • Atlanta • San Francisco • Los Angeles
**Extensive NBC Survey of Listeners To Shed Light on Audience Habits**

After months of tabulation and analysis, checking and interpretation, NBC is just beginning to release the research the "first all-county census of network listening habits and preferences," the most extensive station research ever conducted. The survey was begun several years ago by Price Waterhouse & Co. in their surveys for CBS (which this new survey most closely resembles) in two important respects, according to NBC statisticians.

**Postcard Questions**

On the surface this technique appears simple enough, impressive only in its magnitude. What NBC did was mail 1,200 postcard questionnaires to as many home-owners, located in every one of the country's 3,000 counties. Each card asked the recipient to answer a radio "quiz" because "the sponsors of your favorite programs want to find out what stations people listen to." The quiz consisted of two simple questions: "What radio stations do you listen to most?" and "What others do you hear?" By reversing this order and injecting the word "regularly" NBC believes it has eliminated mentions of stations listened to rarely and that it gets a surer measure of the most popular station by first focusing the mind of the person answering the family's regular listening habits.

To those who question the mail survey method as compared to personal interviews, NBC cites the six months of special studies conducted under the direction of Dr. Paul F. Lazarsfeld, director of radio research of Columbia University, which satisfied him that mail questionnaires could be depended upon to give an accurate measurement of the network station listening habits of radio families. Before the questionnaire finally used was adopted, 37 distinct field tests were made, using various sizes and colors of cards, wording of questions, etc.

**Boyhood Secret**

It remained for Time magazine (July 22) to disclose a hitherto carefully guarded secret about Niles Trammell, newly elected president of NBC. Born in Marietta, Ga., his hometown, he was formally known as Leonard Niles, informally as "Pud," reported Time. "A member of a Mark Twainish clan of roppers called 'The Dirty Dozen,' Pud was a bit on the model side," the magazine related, "until the boys persuaded him to smoke a few cigarettes, toss off a couple of noggers of beer."

**Among Those Present**

At NBC's July 15 party were (1 to r) Linnes Nelson, A. K. Spencer and John U. Beber, of J. Walter Thompson Co., the latter vice-president in charge of radio, and Ed Kobak, recently named NBC vice-president in charge of Blue network sales.

**Standard Brands**

New York, has appointed Kenyon & Eckhardt, New York, to handle advertising for Fleischmann's Foil Yeast, according to an announcement July 17 by Thomas L. Smith, president of Standard Brands Inc., New York, which formerly handled the account, had already signed a renewal contract for the Fleischmann program I Love a Mystery to return Sept. 30 to NBC Blue, and according to the new agreement the program will be rerun as scheduled.
Right to Broadcast Recordings Upheld

Ruling for Radio Upsets Lower Tribunal

IN A PRECEDENT-making decision which is a 100% victory for the broadcasting industry, the United States Court of Appeals for the Second Circuit July 25 reversed the lower court and found that a broadcaster may buy ordinary phonographs and use them on the air without the necessity of obtaining permission to do so from either the manufacturing company or the recording artist and "in entire disregard of any attempt" on the part of either manufacturer or artist to restrict such use.

Fees Postponed

While a further appeal to the U. S. Supreme Court is almost a certainty, this decision, at least, any danger that in addition to the demands of unions and other groups broadcasters will be faced with the necessity of paying month-ly fees for the right to broadcast phonograph records.
A lununarious decision of the thirteenth Circuit Court of Appeals, Learned Hand, with Justice Charles E. Clark and Robert P. Patterson (just named Assistant Secretary of Labor) on the ruling reverses that of Judge Vincent L. Leibell in the Federal District Court (handed down exactly a year and a day previously) in the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc. (sponsor of a record program broadcast on WNEW), in which Judge Leibell found the station and sponsor guilty of copyright infringement and granted permanent injunctions to both RCA and Whiteman restraining WNEW from broadcasting their records without permission [BROADCASTING, Aug. 1, 1939].

Appeals from the Leibell decision were taken by Whiteman and WNEW, with the National Ass'n of Performing Artists acting for Whiteman and the NAB similarly underwriting the appeal of WNEW. In the oral argument of the appeals on June 17, Col. Joseph M. Hartford of White & Case, co-counsel for the broadcasters with Stuart Sprague of Crawford & Sprague, made the plea that the broadcasting industry is already paying millions of dollars in fees to the copyright proprietors of the music used on the air under the provisions of the national Copyright Act, and that now the record companies and performing artists, who have been unable to get even this limited copyright protection from Congress, have been forced to give them "perpetual monopolies" on their alleged common-law property rights [BROADCASTING, July 1].

A meeting of the New York circuit court decision stated that "certainly when the 'common-law property' is in a work which the Copyright Act covers there can be no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication is complete. . . . We see no reason why the same acts that unconditionally dedicate their work to the public are not copyrightable under the act should not do the same in the cases of works not copyrightable. Other- wise, the only protection the courts can grant pro tanto, to have the advantage of dissemination of the work at large, and to retain a perpetual interest in the copyright, is to found the Copyright Act and of the Constitution. Any relief which jus-tice demands must be found in extending statutory copyright to such works, not in recognizing perpetual monopolies, however limited their scope."

Recognizing that "the law is otherwise in Pennsylvania," the court decided that the choice of any injunction whatever or enjoining WNEW "from broadcasting throughout the Union and in Canada in order to prevent a tort in Pennsylvania alone" the latter would be "an ob-vious misuse of the writ which goes only in the aid of justice."

Appeal Planned

Regarding the unfair competition claim of the plaintiff, the court said that if they can "not bring themselves within the law of common-law copyright, there is nothing to justify a priori any con- tinuance of their control over the activities of the public to which they have seen fit to dedicate the larger part of their contribution."

RCA's appeal that WNEW was guilty of a tort in buying records and using them in its programs was unsuccessful. After final argument, sufficient extra copies of the docu- mentary evidence presented to the Circuit Court were printed so that they are now available to Whiteman and the Supreme Court, together with copies of this new decision. While no such action has as yet been taken, it is expected to follow promptly.

Restrictions on Artists

In addition to halting, tempo- rarily at least, any plans of record manufacturers for licensing broad- casters with phonograph records, the decision imposes the same restriction on the recording artists. NAPA, together with the New York Local of the League of Composers and Performers, has filed a suit against RCA Mfg. to prevent the sale of phonograph records among the members of the orchestras making these records. About 80% of NAPA members also belong to AFM, most of them to 802 since most of the recording of phonograph records is done in the New York area.

Plan of Payment

Plan, discussed at a NAPA meet- ing in New-York-July 23, was to what along the lines of the ASCAP system of royalty payments. Books would be kept of all musicians en-dorsed by RCA broadcasting records and at regular periods, possibly once a year, the income from NAPA's radio licenses would be divided among the broadcasting companies and member bands according to a system based on the number of members, including the number of records made by these musicians, sold to the orchestra, popularity of the records, etc.

In addressing the group of more than 500 at the meeting, ex-mayor of New York and now president of NAPA, compared the lot of the composer who writes for radio to that of ASCAP perform- er, draws royalties on it for the rest of his life, and the performing artist who gets only immediate compensation, regardless of the continuance of the sale of his records. Other speakers included Jacob Rosenberg, president of Local 802, and Maurice J. Speiser, NAPA's general counsel, who reviewed the history of the litigation instituted by NAPA to gain recog-nization of the rights of performing artists in the records they make.

Text of Court Decision in Phonograph Record Case . . .

TEXT of Decision of U. S. Circuit Court of Appeals for the Second Circuit, No. 357, October term, 1939, argues that contract in suit between RCA Mfg. Co., plaintiff, against Paul Whiteman, WBO Broadcasting Corp. Before the action was brought Whiteman had filed a claim against RCA Mfg. Co., WBO Broadcasting Corp. and Elin Inc., to restrain the broadcasting of phonograph records of musical performances by Whiteman's orchestra. By leave of court RCA Mfg. Co., then filed the complaint at bar, asking the same relief against the above defendants. WBO and Elin Inc. then moved to strike the complaint for want of jurisdiction of the subject matter. Their motion was denied.

The court's decision was based on the following points:

"It is not necessary that a phonograph or radio program be copyrighted in all places in which it is used, or that it be copyrighted in a form or by a company other than those who are doing the reproductions; the right to publish and broadcast phonograph records under this act is based upon the copyright of the record, not upon the copyright of the original works of which they contain renditions. . . . It is not necessary that any such record be copyrighted at all. . . . The specific act of reproduction, or performance of a phonograph trademark, is enough to give the copyright holder his remedy. . . . The acts of making the copyright records and of reproducing them on phonographs and radio programs are acts of reproduction, or performance of a phonograph trademark, which are sufficient to give the copyright holder his remedy . . . .

"It is not necessary that any particular phonograph company be the copyright holder; the copyright holder of the original work may sell his right to reproduce. . . .

"It is not necessary that the reproduction or performance be made under a certificate of deposit; the reproduction or performance may be made whenever and wherever the manufacturer or the original author or his agent, assigns, or his successor in interest, gives consent. . . .

"The act of reproduction, or performance of a phonograph trademark, is enough to give the copyright holder his remedy . . . ."
forecast... already come true!

FIRST REPORT ON COLUMBIA'S COAST-TO-COAST NEW PROGRAM PRESENTATIONS
IT WAS only a few weeks ago that we announced an entirely new, logical program plan...an idea, deep-bedded in common sense, which is, nevertheless, a daring departure from the conventional in radio.

We created fourteen completely new network programs —with fresh and vital new material, new ideas, new productions for radio. The fundamental plan behind each program fuses the right idea, the right director, the right material and the right performers into one smooth-running unit. And does this fourteen times over!

"Auditions"...Air-Tested

We are now offering these new programs to audiences and sponsors at the same time...through actual broadcasts over the coast-to-coast Columbia Network. The series—twelve half-hour and two full-hour programs—is scheduled each Monday evening throughout the summer.*

We ventured into the precarious field of prophecy when the name of this series was first announced: “FORECAST.” We said then, among other things, that...

"at the end of the eight week season, 'FORECAST' would be acclaimed by the audience for its discoveries"...and

“radio editors, from Portland to Portland, would hail 'FORECAST' as a brilliant innovation.”

*Mondays 9:00 to 10:00 P.M., starting July 15, 1940
times over!

As we go to press, the first of the eight-week series has been aired (and the second is about to go on the air).

"Best ever heard...cleverest"

Already mail has poured in, from listeners throughout America. Excited, exciting letters. Such comments as: “one of the best programs to come along in years”...“give us more”...“the idea is grand—can’t be beat”...“cleverest in a long time”...“ought to get a medal”...“most enjoyable radio hour in many months”...“refreshingly good”...“henceforth, Monday night will be my radio star night”...“marvelous—please keep it on the air”...“perfect program”...“don’t know when I’ve been so enthusiastic”...“best half-hour I’ve ever heard”...“marvelous...grand...masterpiece...bravo...bravo...

Again, CBS sets the pace

We go ahead with our plans—more confident now than ever that, once again, Columbia provides a substantial milestone in the record of radio’s progress. Now, the vitalizing freshness of new ideas and new talent to radio can be heard under actual broadcast conditions...making possible an accurate, intelligent choice of good radio for their needs.

There follows, on the next page, a partial list of the contributors to “Forecast”...

Radio Critics Applaud

Radio editors have not waited for the completion of the series. Already, their professional plaudits—their confirmation of our proud prophecy—ring in our ears.

Said Variety:
“Bright; lively...basic conception smart...production tight...script splendid...a remarkable accomplishment.”

And Radio Daily:
“Excellent showcase...adept handling...acting of extremely high standing...the program shines.”

Walter Winchell threw “New Yorks” in “Forecast’s” direction and Alton Cook of the New York World-Telegram added his approval with the words, “The audience in the studio was rapturous...a good program.”
“Forecast” of Characters

We raise the “FORECAST” curtain just high enough to give you an alphabetical glimpse of the talent that is scheduled to appear during “FORECAST’s” eight full hours on the air.


Music... Larry Adler, Howard Barlow, David Brockman, Bernard Herrmann, Frankie Hyers, John Kirby, Wilbur Hatch, Jelly Roll Morton, Lyn Murray, Raymond Paige, Earl Robinson, Harry Salter, Albert Spaulding, Joe Venuti, Mark Warnow.

Song... John Boles, Joan Edwards, Fredda Gibson, Golden Gate Quartet, Woody Guthrie, Hall Johnson Singers, Frank Luther, Gertrude Niesen, Paul Robeson.

We hope you will follow the actual program listings—week to week—and join us in listening to “FORECAST”. And that you will give us your opinion of these new efforts.

Columbia Broadcasting System
Networks Prepare to Drop ASCAP Music

Stations, Sponsors Told Dec. 31 Is Deadline

For current developments of Broadcast Music Inc., see page 106.

IF IN LATE JULY there was still any lingering belief that in forming BMI the broadcasting industry was merely making a move to secure better terms from ASCAP, and that at the last moment the networks would get together with ASCAP and settle the matter for another five or ten years, it was rudely dispelled by letters sent to all their affiliates, to all stations playing on network sustaining programs and to all advertisers and advertising agencies using the networks' facilities.

Keynote of all letters was the direct statement that after Dec. 31, 1940, no ASCAP music will be broadcast by either network and that stations, bands and advertisers should make their plans accordingly.

Getting Ready

The networks state that they themselves have already taken steps to make the transition as painless as possible and to insure an adequate supply of music following the end of the year.

Meanwhile, Elliott Roosevelt, July 36 became the first broadcaster to accept the new ASCAP licensing agreement, using the move as a springboard to denounce NAB as the tool of the networks and describing BMI as the networks' attempt to extend their "monopolistic control" of radio in the music field. He charged this would be "life and death power over the whole amusement industry."

Effective July 31, every orchestra playing a sustaining program on NBC must include at least one non-ASCAP number on each broadcast. CBS, which since April has reduced the use of ASCAP music on sustaining programs by 33% and in May eliminated all restricted ASCAP numbers requiring special credits from its remote dance band pickups, will also require one non-ASCAP number from all remote bands beginning Aug. 5. Both networks say that the proportion of non-ASCAP music required will be steadily increased.

In addition to a rapidly-mounting catalog of BMI music, the networks have available music controlled by the Society of European Stage Authors & Composers, by Associated Music Publishers, by G. Ricordi & Co. (Milan), by the Society of Jewish Composers, Publishers, and Song Writers. In addition, they have other concerns and individuals plus, of course, special arrangements of the entire vast supply of public domain music.

N Bs letter to orchestra leaders suggests they study their signature tunes and if the ones they are currently using are ASCAP numbers that they consider changing them now to numbers they will be able to use after the first of the year. All three of NBC's letters were signed by Niles Trammell, the network's new president. W. P. Kesten, CBS vice-president and director, signed that network's letter to advertisers and agencies; Edward Klauber, executive vice-president, signed the letter to CBS affiliates, and Lawrence W. Lowman, vice-president in charge of operations, signed the one to orchestras.

Elliott's Statement

Elliott Roosevelt signed the contract in the presence of a score of new men, photographers and ASCAP executives gathered in the ASCAP board room for the ceremony. The contract covered a five-year period from Jan. 1, 1941 for the network. Earlier in the day, Mr. Roosevelt said he had signed individual contracts for the nine TSN stations controlled by himself and his associates: KFWG, Fort Worth; KABC, San Antonio; KCMC, Texarkana; KPLT, Paris; KBST, Big Spring; KBBC, Abilene; KGLK, San Angelo; and KOACO, Waco; KNOW, Austin. The remaining affiliates of the chain would sign up for "nominal values of music" at a "ridiculously low price". Furthermore, he said, "it places the lion's share of the source which gets the lion's share of the income" in contrast to the present system under which "the networks pay most musicians' royalties but the station pays all the music fees." He added BMI has nothing to offer stations in the way of a library.

Charging that the "chain-controlled NAB" has organized BMI "for the announced purpose of using that music exclusively and barring the music of the 1,100 composers and authors represented by BMI," Mr. Roosevelt said he considered this "an extremely dangerous precedent." He said he was not being an "alarmist" but that the worry of monopoly led him to organize a music publishing company and barring all other music publishers from the air, and organizing a company and barring all other music companies from the air.

John G. Paine, ASCAP general manager, said: "While ASCAP has received some 140 applications for licenses from broadcast stations, Mr. Roosevelt was "given the courtesy of being the first to secure ASCAP's new license because of his pioneering activities in promoting the availability of music throughout the Southwest."

SESCA Addition

Society of European Stage Authors & Composers has signed the Arthur P. Schmidt Co. of Boston, obtaining the performing rights to a catalogue of over 10,000 selections, chiefly in the field of standard music. Founded in 1876, the Schmidt Co. has long been an independent music publisher, until now refusing to become associated with any licensing group. Publisher of the works of Handel, Italian, and greatest of the post-romantic American composers in the semi-classical field, the Schmidt Co.
Programs in Foreign Tongues Continue Under Surveillance

Meeting Under NAB Auspices Emphasizes Note of Americanism; Results Are Reported to FBI

CONTINUANCE of foreign-language programs, but under close NAB auspices, was decided upon by the organization, in order to guard against improper activity during the period of national sensitivity indicated by the late war. The NAB's decision was charted in the call to a meeting of foreign-language broadcast operators in New York and Chicago held under NAB auspices. NAB President Neville Miller, who presided at the meeting, will appoint a committee to study means of expanding foreign-language programming emphasizing Americanism.

Results of the meeting were reported July 26 by the NAB to Hugh Clegg, special assistant to J. Edgar Hoover, chief of the Federal Bureau of Investigation. Mr. Clegg has been named by the NAB to review foreign-language broadcasters and to report any cases of improper use of their facilities.

Their Only Contact

"Following a careful study of the foreign-language broadcasts over domestic stations," Mr. Miller said, "I am happy to report that broadcasters are rendering a distinctly meritorious and patriotic public service in reaching great numbers of people with the language they understand and readily through no other media. Our foreign-language broadcasts are not foreign broadcasts; they are American broadcasts in a foreign language. These broadcasts are propagating Americanism throughout our foreign-born population. Should broadcasters not be held primarily responsible for proper use of their foreign-language medium?"

"American broadcasters rendering this foreign-language service have shown a high degree of responsibility in formulating policies designed to protect the best interests of the country. All employees are carefully investigated before hiring and full personnel records are kept. Foreign-language news broadcasts are simply translations of the regular news reports taken during the day from the foreign press services which supply our daily newspapers and radio stations. Scripts are carefully checked and all news broadcast technicians are given training in foreign defense and Americanism. Trusted and competent linguists are employed to execute careful supervision of the service at the station to eliminate any sinister influence which may be attempted by those unfriendly to our way of life."

Mr. Miller said complete files of programs and continuities are being kept by stations for inspection by proper Government authorities. On June 27 Mr. Miller sent to all stations a questionnaire eliciting information on foreign-language broadcasts, to be used as a basis for discussions at the July 26 meeting. Questionnaires had been mailed to 836 stations, and returns were received from 398. Of the latter, 93 indicated that they are currently carrying foreign-language broadcasts. In addition, 13 stated that no such programs are now broadcast, indicating that they had been discontinued in the past but were discontinued because of the war situation.

The 83 stations currently carrying foreign-language programs enumerated programs in 30 languages. Polish headed the list, with 36 stations. Italian is used on 35, German on 19, Spanish on 17, Hebrew on 15, Swedish on 14, Hungarian on 13, with the remainder 10 or less.

VOW, New York, leading in language-stations, has announced that effective Jan. 15, it will broadcast only in English after 6 p.m., moving its Italian programs now aired at night to afternoon.


TALL CORN Sweepstakes AGAIN

West Virginia's WCHS Renews Challenge to WHO—As KFH Drops; Prizes by WHO

ONCE AGAIN the WHO-Iowa State Fair National Tall Corn Sweepstakes will defend Iowa's supremacy as the State with the tallest tall corn grows." For the second consecutive year the title has been challenged by WCHS, Charleston, in behalf of West Virginia.

"We have made up our minds we are going to take the title," wrote Howard L. Chernoff, assistant general manager of WHS, last year. The West Virginia challengers admitted defeat when D. D. Hill, of Eatavia, Ia., capped the sweepstakes with a stalk measuring 18 feet 2 inches, inching it away from the Iowa's "ace in the hole" with a 23 foot 10 inch stalk grown by Don Radda, Washington, Ia. Radda's entry received the biennial award but did not qualify for sweepstakes winnings because it did not bear an ear.

West Virginia's prize stalk was 17 feet 9 inches tall.

Also in the 1939 interstate contest this year's event was again presented by KFO, Wichita, exhibiting a stalk measured at 15 feet 4 inches. Clark Luther, KFH promotion manager, while attending the event reported the Western corn competition but offered to stake his State's wheat or tumbleweeds against all comers.

J. O. Maland, in behalf of WHO and Iowa, declined the Kansas challenge on grounds that Iowa is not primarily a wheat-growing State, as the Corn Belt. Chemnoff dismissed the wheat-tumb-bleweed contest until West Virginia is again established as the corn champion.

Awards in the WHO-Iowa State Fair National Tall Corn Sweepstakes, to be announced during State Fair week, Aug. 22-30, include $250 in cash and the Col. B. J. Palmer gold trophy. The Iowa winner will receive an Oliver Plow master-bottom two-ton tractor plow, new but better than last year.

In addition to its individual tall corn contests, WHO also will sponsor the second annual Tall Corn Belt bowling Match, to name the champion plowman of Iowa and Missouri. The plowmen will enter a national vacation of WFW, New York, and a traveling bronze matches from which the winners will enter the Corn Belt competition before the national contest. WHO's 1938 contest was claimed as the first plowing match on record with no territorial limits. The national match for the 1939 final match in which the winner is to be crowned "Master Plowman of the United States".

Decade in Raleigh

FORMATION of a Ten-Year Club, honoring employees connected with the station for a decade or more, was announced July 23 by WPTF, Raleigh, N. C. At that time 70 WPTF officials and staff members were presented 21-jewel wrist watches "in appreciation of 10 years loyal service". The 10 cited were J. R. Weatherpoon, president; John W. Waddell, owner of WRX Radio Co.; S. C. Boley, vice-president; D. L. Cozart, secretary; J. Sharp, treasurer; Richard H. Mason, station manager; Henry Hulick, technical supervisor; Willcious Turner, chief engineer; Howard Sugg, transmitter operator; Lacy L. Dawkins, transmitter supervisor; J. Kingham Scott, musician.


QXR IS GIVEN AP News Rights

Both Sponsored, Sustaining Service Are Included

UNDER an arrangement similar to that made a month previously by WNEW and QXR, New York, has acquired the rights to broadcast AP news, either on its own account or that of another station to which the AP regulations permit the use of its news on the air only through the medium of a member newspaper.

Other Requests

W. J. McCambridge, assistant general manager of AP, said that several other stations have requested permission to carry AP news similar to those secured by WNEW and QXR. Differing from the usual case in which the member paper pays a surcharge on its normal AP assessment for the privilege of broadcasting AP news, these contracts call for a specified minimum payment by the station, plus a percentage of the net income from the sale of this news to sponsors.

First sponsor signed by QXR for AP's news broadcasts was Horton Beer, which started July 22 to sponsor a daily news program, 2:00 to 2:15 p.m., Monday through Friday. Horton Beer, New York, will take over the period Oct. 7 for Charles Gulden Inc., New York.

QXR previously had broadcast several periods of AP news daily on a sustaining basis under the press association's "public service" arrangement, through which AP furnishes news to a number of stations with no cash use, making no charge to the broadcasters except the actual expense of handling and maintaining AP tickers. With the development of AP's "liberalizing" program for the broadcasting of news on its regular commercial basis such as is offered by the other networks, this "public service" basis of operation is gradually being eliminated.

Cosmetic Spots

CUSTODIAN TOILETRIES Inc., Chicago (cosmetics), on July 32 started a 13-week schedule of 10-weekly minute transcribed announcements in Texas, New Mexico, Louisiana, the Carolinas, and Louisiana stations. Being used are KOMA WFRA KOKO KQO WBYR WBYK KQGO KOKE KQTR KOOK WICK WICK D. W. Kastor & Sons, Chicago, handles the account.

DOROTHY THOMPSON, noted woman columnist, inaugurated a new Cyclopedia Corp. syndicated column, "Let's Face The Facts," on the CBC national network from Montreal on July 1. She was formerly director of Canada's Director of Public Information, was coordinator of the Associated Press' "Good News" to Great Britain. On July 32, Frederick Birkel, New York Times correspondent in Paris, and former Foreign Service man, handled the European press chief gave the second talk in the series.
The Mural Room of the St. Francis. Favorite meeting place of San Francisco advertising men...as well as the N.A.B.

-- HARRY L. STONE, Gen'l. Mgr.

"Funny thing about WSM. We have one account on there selling a ten cent product and another account selling machine units that start at $795...and both clients say it's one of the best producers on the list."

"Sure, WSM has studied the listening habits of its audience for 16 years with a resulting high in popularity. WSM doesn't cost...it pays."

W
Air Castle
of the South

50,000 WATTS CLEAR CHANNEL &

WSM

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.
TWENTY YEARS AGO a small but curious in a little room on the fourth floor of The I the evening of August 20, 1920—the evening o: incidentally, was the first regularly scheduled station in America. A cardboard horn stood b 20-watt de Forest transmitter. Operators exc "Annie Laurie" and "Roses of Picardy" were one then played "Taps" and the first WWJ

TWENTY YEARS have brought much prog broadcasting. Twenty years of broadcasting l prestige to WWJ also—and a background ri accomplishments. For not only has WWJ ful vement of the radio industry, but of even i and held, a listener-preference in Detroit unsu tion in Michigan . . . equalled by few radio

Est. August 20, 1920
group of spectators gathered about the Detroit News building. It was WWJ's first broadcast, which, as a telephone "mike" on an idly adjusted dials, and then played on a phonograph. Some broadcast was over.

As to the science of radio and the human desire to keep pace with the rapid advances and increased importance it has gained, WWJ has held its own amid the prestige of any other radio stations in the world.
ON THE FLOOR and in the booths above the speakers’ platform national network staffs were busy as bird-dogs covering activities of the Democratic National Convention, held July 15-18 in Chicago, following a busy week at the Republican Convention in Philadelphia a fortnight before. And as at Philadelphia, WLW-WSAI, Cincinnati, sent a six-man squad to Chicago for independent pickups. In addition to Chicago Stadium, convention site, other broadcasts originated at the Stevens Hotel, Democratic headquarters, and various focal points of convention activity. Hard at work on the Stadium floor during one of the rousing Roosevelt demonstrations, using an NBC “beer mug” transmitter (at left), are Durward Kirby and James Thornburg (in background), engineer of the Chicago NBC staff. In center are three of CBS convention news luminaries in the CBS booth, eyes fixed on some commotion on the floor—(l to r) Paul W. White, CBS director of public affairs; Albert Warner, CBS Washington commentator; Bob Trout, CBS roving reporter. At right, in the MBS booth in the Stadium, Quin Ryan, manager of WGN, Chicago, and veteran newscaster, and not of convention comment as he watches goings on through a window.

Time Sales During Campaign Offset by Convention Losses
Networks Drop $600,000 Covering Nominations; Listeners Protest Dropping of Boxing Match

WHILE the major political parties spent nearly $1,275,000 for time on the nationwide networks during the 1936 campaign, and while they are expected to spend even more this year, the networks are not anticipating any great increase in net profits for 1940 because of political business.

In the first place, the costs of covering the Republican and Democratic conventions have set the networks back for the combined sum of nearly $600,000. Furthermore, as most speeches of Presidential candidates are made before live audiences as well as over the air, they come during the choice evening hours which have already been sold to commercial sponsors.

Entries, Not Revenue
That means that while the political parties are expending large sums for time—and for talent on the displaced commercial programs who get paid whether the programs are broadcast or not—for the networks a great share of the political business means merely a number of bookkeeping entries, but no additional revenue.

In covering the Democratic National Convention from its opening session on July 15 until the close of the demonstration following the address of President Roosevelt from the White House in the early morning hours of July 19, the major networks estimate that their combined costs totaled $235,942. Added to the $304,700 expended in covering the GOP sessions in Philadelphia three weeks previous [BROADCASTING, July 1, July 15] the total reaches $580,642 which the networks spent as a part of their public service operations in keeping the public fully informed.

Out-of-pocket expense for the Democratic coverage is set by NBC at $13,250, by CBS at $25,000 and by MBS at $6,000, a total of $44,250. Commercial cancellations cost NBC $32,267 in lost time revenue after discounts and $35,425 in rebates for talent. CBS lost $75,000 for time and $25,000 for talent. MBS figures its losses at $2,000 for time and talent. The total commercial cost for all networks thus amounts to $110,250. Mutual explains its low losses because it was able to arrange for makeup broadcasts for most of its clients whose regular programs were cut out by convention broadcasts.

Total expenses for each network for the conventions were as follows: NBC, $160,500 for the Republican and $100,942 for the Democratic conventions; CBS, $195,000 and $125,000; MBS, $9,200 and $8,000.

Total for both conventions were: NBC, $261,452; CBS, $320,000; MBS, $17,200.

Fight Protests
Democratic coverage costs were uniformly lower than for covering the Republican sessions because the Democratic sessions fell chiefly in the late evening hours and because the Democrats wound up their convention with the Thursday night session and thus did not interrupt normal Friday schedules.

In most cases where the convention received precedence over the program normally scheduled for that time, listeners accepted the substitution without complaint. The sole exception was on July 17, when NBC-Blue carried the convention instead of the Armstrong-Jenkins fight, which would normally have been broadcast under the sponsorship of Adam Hats. At 9 p.m., when the fight was scheduled to start, Senator Robert F. Wagner of New York was reading the Democratic platform and, not wishing to cut him off mid-way, NBC arranged with NBC officials to delay the boxing match until 10 p.m.

At 10, however, Senator Wagner was still reading and the fight officials decided not to hold off any longer. A few minutes after 10 the NBC announcer cut into Senator Wagner’s speech to announce that the fight would be put on the air the moment the Senator was through.

At 10:34 the speech was ended and at almost exactly that moment Lew Jackson fell out of the ring, bringing the decision, which NBC announced almost immediately.

During the half-hour and for an hour afterwards, NBC’s switchboards were flooded with calls from indignant fight fans who did not agree with the decision of network officials that the reading of the Democratic platform was an event of more national importance than the fight.

Civil Liberties Union Reports
Sees Fewer Complaints Against Radio; Code Has Helped
"FREEDOM on the radio has shown marked improvement during the year," reports the American Civil Liberties Union in its annual survey of United States civil liberties, published in a 72-page pamphlet titled In The Shadow of War. "The new personnel of the FCC has refrained from the prosecution of programs which the Commission a year ago," the survey continues. Station program managers, under the influence of the new NAB code, have shown a far greater appreciation of radio’s function in presenting all sides of controversial issues, with the public type of forum discussion becoming more widespread, it stated.

Complaints of exclusion of speakers on the air have fallen off markedly, the Union noting only one instance involving political candidates and another incident involving organized labor. An examination of the working of the NAB code was made by the representatives of the National Council on Freedom from Censorship, ACLU affiliate, on all types of stations, with the net conclusion that the code has promoted “a far larger and fairer degree of discussion of public issues.”

When President declared a national emergency in September, 1939, the Union, fearing that he might act under the law to take over and operate radio stations, reported in the survey that it prepared a bill to take that power from the President. Though such a bill was introduced in Congress, it has made no headway, and the pamphlet states that there has been no indication that the power granted the President will be so used.

MORE THAN 2,000 gold carnations were distributed to delegates, national leaders and distinguished guests at the Democratic convention in Chicago by MBS. The tokens were tagged with "compliments of MBS" and given out by attractive blonde girls.
It's time to change all your old ideas about radio stations in Boston. It's time to know that one station dominates the city of Boston and all its suburbs.

**WORLD'S MOST MODERN 50,000 WATT TRANSMITTER**—WBZ Boston has the world's most modern, thoroughly efficient 50,000 watt transmitter. It dominates Boston because its signal is so clear, so powerful, and so far-reaching. But WBZ Boston has more than a sensational new transmitter...

**NEW, STRATEGIC LOCATION FOR TRANSMITTER**—On the clear unobstructed shore of Boston Harbor, directly across from the city itself, you can see two gigantic towers looming on the horizon. That paradise for transmitting facilities at Hull, Mass., is the new location of WBZ's powerful 50,000 watt transmitter. But even that's not all the news...

**NOW! MORE EFFICIENT TYPE OF DIRECTIONAL ANTENNA**—Westinghouse engineers use a type of directional antenna especially suited to WBZ requirements. This directional antenna directs the full force of Boston's WBZ in a great, invisible stream right on the city and its suburbs. All of WBZ's power goes to Boston and inland. Now—right now—one station dominates Boston and its suburbs, one station supplies a minimum strength of 50 MV/M in the city of Boston and a dominating 10MV/M carrier in the outer reaches of Metropolitan Boston. That station is WBZ!

**BETTER LISTENING, MORE LISTENING**
Put your programs on Boston's WBZ. It provides better listening for 2,500,000 people in the rich Boston market... and better listening means more listening! New power, new transmitter location, new directional antenna, new and better coverage make WBZ your Best Buy in Boston.

**EASY TO BUY!** Westinghouse Station WBZ is represented nationally by the National Broadcasting Company Spot Sales Office (New York, Chicago, San Francisco, Boston, Cleveland, Detroit, Hollywood, Pittsburgh). The WBZ studios are in Hotel Bradford, Boston. Ask for complete information on WBZ.

**NEW TRANSMITTER WENT INTO OPERATION JULY 27TH!**

**WBZ| SPRINGFIELD (1,000 WATTS) IS SYNCHRONIZED WITH WBZ BOSTON**

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**WBZ a Westinghouse Station**

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**New Directional Antenna, on New Strategic Location Focuses WBZ's 50,000 watts Full on Metropolitan Boston, Making WBZ Your Best Buy in Boston!**
Radio's Refugees

MEMBERS of the Canadian Association of Broadcasters, collating figures which have agreed to find places in the homes of Canadian broadcast executives and growing families for children of the employees of the British Broadcasting Corp., to be evacuated from England. Station manage- ments also agreed to canvass radio advertisers and adver- tising agencies. The evacuees are between ages 5 and 16. Maj. Gladstone Murray, CBC general manager, and Dr. Sedgewick, CFBB, Toronto, who is president of the CAB, have been delegated as special officers to handle the proj- ect.

′RAMPASTS′ PLUGGED

Van Vorhis Flits Wildly in
Shower of Spots

ALL FOUR Washington stations participated in the ambitious prom- otiom campaign conducted July 21 by all stations in co-operation with the world premiere of the movie, "The Ramparts We Watch," editor of Time and Life magazines and the March of Time staff. Claimed the largest individual promotion was overange, and since it was earlier, and Mr. Zalamea shortwaved a report in Spanish to CBS in New York and WCAB, which was later, was in some way waving later in the evening to Latin America.

Daily Broadcasts

To further favorable relations among stations, CBS has estab- lished a shortwave studio in Inter-American House at the New York World's Fair, from which noteworthy events will be short- waved to South America via WCBX, New York, and WCAB, New York, which will go to South American stations. This new schedule was inaugurated July 24 with a pro- gram commemorating "Simon Bolivar Day," in honor of the great liberator. Consul generals of six South American countries were guest speakers. Earlier that day, Dr. John Crane, Brazilian author, broadcast a talk on Simon Bolivar in Carnegie's Lecture Hall, 4:45 p.m.

NBC arranged for two daily broadcast conferences beginning July 20 and continuing for the duration of the meeting, at ap- pproximately 7:15-7:25 p.m. on NBC Radio 2, and the Blue from 10-10:10 p.m. Edward Tomlinson, NBC's expert on Pan American affairs, analyzed each day's events on the two daily programs from Havana. Howard J. Trueblood, Latin American editor of the Foreign Policy Assn., gave a special talk on the meeting July 21 on Blue from 4:30 p.m.

Fulton Lewis jr. is covering the conference for MBS. Leaving Washington, he was at the MBS conference July 20 and imme- diately after his broadcast on July 22, Lewis flew to Havana, from which he broadcasts his regular program each evening, summarizing the day's happenings. In addition, Lewis has had a number of special broadcasts presenting outstanding events of the conference.

NEW subscribers to International News Service include: KEAW, Reyn- olds, Mexico; WIXX, Washington; WLH, Fort Worth, Tex.; KXAS, Dallas; KFYR, Miami; KJBS, San Francisco; WEVD, New York; KRIC, Beaumont; WL, St. Louis.

MBS to Include 150 Stations for Baseball Classic

Gillette Again to Sponsor World Series Broadcasts

FOR THE second consecutive year the World Series baseball games will be broadcast exclusively over Mutual Network, sponsored by Gil- lette Safety Razor Co., Boston, sponsor of the baseball classic last year. More than 150 stations in the 48 states, Newfoundland and Hawaii will be included in the list carrying the games, MBS announcers, and shortwave fans will take the play-by-play descriptions to all parts of the world. Deal, which adds $100,000 to baseball's total receipts, was announced July 22 from the Chicago office of Judge Kenesaw Mountain Landis, baseball's 3rd commissioner. Contract was signed by Judge Landis, J. P. Spang Jr., Gillette president, and Fred Weber, general manager of MBS. The $100,000 fee for the broadcasting tests will be divided among the two pennant winners, the commis- sioner's office, the leagues and the clubs in the same manner as are the gate receipts. The broadcast of the 1939 series added nearly $600 spice for each member of the series-winning New York Yankees.

Background of Series

Last year's World Series broad- casts were carried by 238 stations, including some affiliates of both CBS and Mutual. The number is too small to be enough, by either WVL or WSAI, Cincinnati stations owned by the Mutual Broadcasting System, President Povel Crosley Jr., is owner of the Cincinnati Reds, the Na- tional League team which demanded that the station not accept the MBS broadcasts.

This controversy was called to the attention of the FCC, and is referred to the FCC's special subcommittee appointed by the Commission to supervise the investiga- tion of chain broadcasting (the so-called Monopoly Report) as an illustration of the detrimental ef- fects of exclusive outlet contracts. The report states:

Past Sponsors

"Mutual obtained exclusive privileges from the baseball author- ities for the broadcasting of the games with the Gillette Co. as commercial sponsor. It then attempted to purchase time from stations in various communities, making offers to stations which were then under contract with other networks. Co- lumbia, for instance, insisted upon their outlet stations to respect the provisions of their contract, nevertheless, they would not accept the MBS broadcasts (Broadcasting, Sept, 15, Oct. 1, Oct. 15, 1939)."

FOR THE second straight year exclusive broadcast rights for the World Series went to Gillette Safety Razor Co., Boston, and MBS followed, 1939, with the plan of carrying with baseball officials in Chicago. Here (1 to r) are Judge Kenesaw Mountain Landis, the National League commissioner, Fred Weber, general manager of MBS, and J. P. Spang Jr., Gillette president, who is putting his John Henry on the $100,000 line.

Sunnyvale on Don Lee

SUNNYVALE PACKING Co., San Francisco ( Rancho Soups) has launched a 52-week radio campaign over 31 Don Lee stations. Those in the Bees Bye, the Market Scout program, Mondays, Wednesdays and Fridays, 8:30-9 a.m., Pacific Time. In addition the advertiser is using the same program Tuesdays, Thursdays and Saturdays over nine sta- tions of the Mutual network in Northern California. Account was placed through Lord & Thomas, San Francisco.

Packers, as well as the Gillette adver- tiser, have agreed to date places in the homes of Canadian broadcast executives and the employees of the British Broadcasting Corp. to be evacuated from England. Station man- age- ments also agreed to canvass radio advertisers and adver- tising agencies. The evacuees are between ages 5 and 16. Maj. Gladstone Murray, CBC general manager, and Dr. Sedgewick, CFBB, Toronto, who is president of the CAB, have been delegated as special officers to handle the proj- ect.

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BROADCASTING • Broadcast Advertising
The finest schedule of daytime programs in the world will unquestionably attract the greatest number of women listeners in any market.

In Chicago it’s on... WMAQ

50,000 WATTS — 670 KC, CHICAGO
KEY STATION OF NBC RED NETWORK
It happened in ’35 AT COLORADO SPRINGS

The highlight at the N. A. B. Convention at Colorado Springs back in 1935 was the birth of NBC THESAURUS—“treasure house of recorded programs.”

NBC introduced this service to help local stations secure new advertising revenue through the “big time” programs which advertisers could get at economical cost.

In ’35, NBC Thesaurus started off with 580 selections. Today it has 3000. These include programs of dance music, popular vocal music by groups and soloists, instrumental solos, mountain music, concert and symphonic selections, as well as mood music and sound effects.

From the very first, NBC Thesaurus has been successful. Because it offers a real service to broadcasters. Its “name” talent includes 75 individual artists and musical groups, names that listeners know—names that can be used profitably—names like

- Rosario Bourdon
- Xavier Cugat
- Al Donahue
- Jimmy Dorsey
- Shep Fields
- Fields & Hall
- Hildegarde
- Harry Horlick
- Richard Leibert
- Mary Lewis
- Vincent Lopez
- The Master Singers
- Russ Morgan
- Will Osborne
- Ranch Boys
- Allen Roth
- Jan Savitt
- Nathaniel Shilkret
- Ted Steele
- Thomas L. Thomas
- and many others

NBC Thesaurus Service provides weekly continuity for 21 outstanding program series—a total of 65 individual program periods a week. In addition, Thesaurus offers the extra advantage of NBC ORTHACOUSTIC—recording which literally makes programs sound like live studio broadcasts.
— and it’s meant more profits for stations ever since!

...and in San Francisco in ’40...

We’ll be at the St. Francis Hotel during the N. A. B. Convention. Be sure to visit us to hear and see the new ideas and new plans we have, to make NBC Thesaurus and NBC Syndicated Programs work even harder and with greater results for you. If you are unable to drop around to see us, be sure to write your nearest NBC office for full details.

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NOTE TO ADVERTISERS: If you are planning a listener or radio campaign in any of the above markets, ask the THESAURUS stations to audition any one or all of these twenty-three stations this year! They are established in listener popularity — ready to go to work for you!
Democrats Adopt Free Radio Plank

AS DID the Republicans at their June convention, the Democratic National Convention on July 10 adopted a platform plank affirming the freedom of radio and suggesting legislative steps to assure the same protection from censorship now afforded the press under the Constitution. The Democratic platform framers adopted the plank, and it was included in the platform unanimously adopted by the convention, after NARF (President) appealing before the resolutions committee at Chicago to urge it. The plank reads:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States.

"We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican platform's section on radio reads as follows:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Behind-the-Scenes Encounter Is Waged As Democrats Adopt 'Free Radio' Plank

A BEHIND-THE-SCENES battle over adoption of the “free radio” plank the Democratic National Convention platform took place in Chicago in mid-July, with Senator Wheeler (D.-Mont.) responsible in the final analysis for both the resolutions Committee's and the convention's action. Flanking Senator Wheeler in his battle to push through the plank, over the steadfast opposition of Senator Wagner (D.-N.Y.), chairman of the committee, were Senators Harrison (D.-Miss.) and Byrnes (D.-S.C.).

While clear-cut in an anti-censorship sense, the plank would have been far stronger had Senator Wheeler and his adherents had their way. The committee representing the broadcasting industry had proposed five-year licenses, a provision against direct censorship and other assurances against undue governmental interference. The convention committee, however, stripped the resolution to the expression of "free radio" on a parity with the press.

Senator Wheeler had sought an even stronger expression, proposing that all parties involved in revocation or license renewal proceedings be given a judicial review both on the law and the facts. He did not support flat five-year licenses for broadcast stations, but favored a "longer" license term than the three years now specified in the law, or the one-year tenure now authorized by the FCC within its discretionary power.

Sen. Wagner's Opposition

Senator Wagner's opposition to any radio plank at all was unexplained. He opposed vigorously, it is understood, the longer license term provision. It is presumed the FCC had been contacted in this connection, and that Chairman Wagner, as the Administration spokesman on the committee, had reflected the FCC's views.

Woodbury Spots on 60

ANDREW JERGENS Co., Cincin- nati, Aug. 1 starts an eight-week campaign of 30-second to one-minute transcribed announcements for Woodbury's soap thrice weekly on 60 stations throughout the country. The list is similar to the 60 NBC-Blue stations carrying the company's Sunday evening pro- gram, "The Parker Family." The campaign will promote the offer of a package of four cakes of Woodbury soap for the regular price of three plus one cent. Agency is Lennen & Mitchell, New York.
Fall bookings are highest in WPRO's history. Place your fall schedules NOW!

W
We're on 630 kilocycles
the best frequency in Rhode Island.

P
over 5,000 watts unlimited
(greatest full-time power in Rhode Island).

R
CA 5DX transmitter just installed.
Also new 400 ft. Blaw-Knox towers
erected in salt water marshes.

O.K.
in New England

WPRO • Providence, Rhode Island • CBS Basic
National Representatives: Paul H. Raymer Co.
EXECUTIVES of Wesson Oil & Snowdrift Sales Co., New Orleans, and WLS, Chicago, literally put up a recent demonstration held in the studios of the station when Ruth Williams, home economics director of the oil company, and Pauline DeLisle, director of the wireless division, threw the fog over the air by Martha Crane and Helen Joyce, directors of the Wesson Feature Foods program on WLS. Shown (1 to r) are Martha Crane; Ruth Gezaloff, director of bookings; Chief Freeman, WLS salesman; H. N. Wick, western sales, and E. L. Reinke, district Wesson manager; Frank Baker WLS continuity head.

Gets Bridgeport Local
A SECOND station in Bridgeport, Conn., was authorized to use 500 watts fulltime on July 19 in an order granting the application of Harold Thomas for a new station with 250 watts on 1420 kc. Mr. Thomas is also owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass.

New Transmitter Plant
Of WIP Is Dedicated
WIP, Philadelphia, on Aug. 1 formally dedicated its new $50,000 6,000-watt transmitting plant, located two miles from downtown Philadelphia. A large number of theatre and radio personalities, along with the owners of various cities in the listening area, participated Aug. 1 in a special two-hour dedication program from 8 to 10 p.m. In addition to dedicatory remarks from FCC Chairman Fly and Neville Miller, NAB president, brief statements were made by Bernard F. Gimbel, president of Gimbel Bros.; N. M. Garver, president of San Bernardino, owning 15%; secretary-treasurer is Howard H. H-Johnson, owner and director of the Enterprise and Press, 15%. Other station officials include Forrest W. Hammond, publisher of the Enterprise and Press, 15%, and J. C. E. W. Hix, co-owners of KFXM, San Bernardino, 2% each.

Three on 580 kc.
Get Full 5 kw.

Eight Others Get Increases
In Time and Power
THREE regional stations on 580 kc. were granted Class III-A status July 17 with authorizations from the FCC for power increases, 5 kw. fulltime. They are WIBW, Topeka, WCHS, Charleston, W. Va., and WBQX, Portsmouth, Va.

Simultaneously the FCC granted 345 applicants a number of stations increased in terms of power, a wording to WTM, Mt. Madison, Pa., for 1,500 watts fulltime, on 620 kc., while at the same time changing his application for 6,000 watts. A new station on 1,500 kc. was authorized to operate in wvch's place in Redwood, through a licensing of a new station on it in Syracuse, and shifting a station on one to the channel.

Sen. Broadcast Advertising
sent out, under auspices of the Veterans Wireless Organization, of which Rines is honorary president. Program calls for transcontinental broadcasts and will take place May 24. A dinner and dance have been arranged for the evening. Mayor Ross is the guest of honor at the dinner and he will come with the boy to the city at a luncheon to be held in the Palace Hotel.
WELI, with new, modern Lehigh Towers enabling its signal to reach 1,913,000 sales prospects, is now ready to do your national selling job in the prosperous, populous New Haven-Long Island test market which annually spends over $700,000,000 in retail sales.

New Haven’s only station which is RCA equipped throughout thoroughly covers this famous diversified manufacturing area with a program policy of progressive showmanship distinctly attuned to community service.

The second largest city in Connecticut, New Haven, is the home of Yale University which adds over 5,000 potential sales during the school year. With its 242 foot Lehigh Towers situated on Long Island Sound, WELI throws an exceptionally clear signal to wealthy Long Island residents, in addition to its intensified coverage of southern Connecticut.

If you want sales results in this area which has an annual payroll of over $477,000,000, WELI is your first advertising medium.

930 Kilocycles 500 Watts

W E L I

NEW HAVEN, CONN.

JAMES T. MILNE, GENERAL MANAGER

National Representatives: William Rambeau Co., New York, Chicago
MBS Seeks Ban On New Network Affiliation Pacts

Delay Pending FCC Action on Monopoly Report Is Urged

MOVING once more against the "long-term restrictive contracts" of NBC and CBS, MBS on July 17 filed with the FCC a motion to adopt a regulation maintaining the status quo by prohibiting the writing of new or renewal station-network contracts beyond a date to be specified by the Commission, pending FCC action on recommendations of the Chain-Monopoly Committee. The brief, submitted by Louis G. Caldwell, Frank D. Scott and George W. Beach, Washington counsel of the network and MBS key stations, explained that to prevent NBC and CBS from further jeopardizing MBS' position as a national network before the FCC could reconsider the network contract situation, as recommended by the Chain-Monopoly Committee.

Monopoly Claimed

The July 17 motion is the third of its kind offered by MBS since the six-month chain-monopoly investigation concluded in April, 1936. Following the initial offer in the closing stage of the hearings, the request for a regulation was filed again July 10. The latest proposed regulation reads:

"No licensee of a standard broadcast network shall enter into a contract, agreement or other arrangement with any national network organization or dealing with the affiliation of such licensee's station with the national network organization, or into any renewal or extension of any such existing contract, agreement or other arrangement, or exercise any option or other privilege contained in any such existing contract, agreement or other arrangement for a period extending beyond .........."

The proposal, MBS reviewed its principal arguments against NBC and CBS actions at the request of the FCC's antitrust inquiry, charging that their operations, centered on station-network buy-sell transactions, have resulted in "a substantial monopolization of the more desirable outlets for the more desirable broadcasting time" amounting to a "slanted trade in the network broadcasting field." Special comment was made on the results of discussions in NBC and CBS contracts, time optioning provisions in the agreements and the long-term duration of the contracts.

The MBS counsel also pointed out that the continuing practice of NBC and CBS in imposing these "unlawful" contractual clauses upon affiliates, in addition to placing "exclusive" requirements, has resulted in "a practical matter seriously impair the power of the Commission to control and make an end of the jurisdic- tion over the subject matter if and when it promulgates regulations therein." The exclusive contract matter precipitated a heated controversy last fall when MBS, with exclusive broadcast rights for the World Series, was unable to service a number of NBC and CBS affiliates, reportedly anxious to carry the MBS baseball broadcasts, because of network restrictions. However, MBS' stand on exclusive contracts took an about-face shortly afterward when steps were taken to form a new national network, Transcontinental Broadcasting System. At that time MBS revealed to the FCC that it had started a new policy of writing contracts with its stations, explaining that since no steps had been taken to check exclusivity, MBS necessarily had to adopt the exclusive contract in self-protection.

DEDICATED with appropriate ceremonies the night of July 27 was the new 50 kw. Westinghouse transmitter plant of WBZ, Boston, located at Fort Point, Mass., across the harbor from Boston and replacing the old Millis setup. Located on a sally port being often inundated during high tide, the new WBZ transmitter is housed in a Cape Cod type building, in line with the Colonial atmosphere of the town. Two 500-foot antennas give directional effect. A diagram shows the model transmitter house layout, planned and installed under the direction of D. A. Myer, WBZ plant manager (left).

New 50-kw. Transmitter Is Dedicated by WBZ

FEATURED a special NBC-Blue program originating in New York, WBZ Boston, on July 27, formally dedicated its new 50-kw. transmitter, located at Hull, Mass. The half-hour NBC program, which opened the 50-kw. operating period, switched from New York to Boston and later to Pittsburgh, Philadelphia and Baltimore, for congratulatory pickups from Westinghouse stations in those cities. The NBC program, and talks by Vincent F. Callahan,WBZ general manager; Gov. Leverett Saltonstall, of Massachusetts; Mayor Maurice J. Tobin, and Clarence V. Nickerson, chairman of the board of city councilmen, featured a special 75-minute show from WBZ, following the network schedule. The NBC-Blue salute included a congratulatory message from President Roosevelt.

BUYING KRC Control

PALMER K. LEBERMAN, one-time NBC staffman on the West Coast and now vice-president in charge of sales of World-Fired magazine, with headquarters in New York, and his wife will acquire control of KRC, Seattle, under a deal made with E. W. Andrews, Seattle real estate man, for which FCC approval is sought. Mrs. Leberman already owns 35% of the stock, and Mr. Leberman proposes to buy Mr. Andrews' 45% for $28,000. Robert E. Piefke, station manager, will retain his 10%

EARL C. DUNN, onetime engineer with KGFJ, Brownsville, Tex., is 50% owner in a company applying for a new 250-watt station on 1430 kc. in Corpus Christi, Tex. Charles W. Rossi, Corpus Christi oil operator, is the other stockholder.

KW50 KW. PLEA OPPOSED BY KFEQ

OPPOSITION to the petition of KWK, St. Louis, for assignment on 680 kc. with 50,000 watts in a suggested shift under which KFEQ, St. Joseph, Mo., now operating limits its power on 680 kc. to a half-watt, would take over the present KWK facility on 1550 kc., was filed with the FCC July 22 by the St. Joseph station.

Asking that the KWK application [BROADCASTING, July 15] be denied for the following reason and that its own application for fulltime on 680 kc. be granted, or that both applications be set for joint Hearing, KFEQ contended that the engineering data submitted by KWK does not reflect a true and accurate picture of the proposed operation. Assignment of 680 kc. to St. Louis as proposed "will not result in the best use of the frequency" from an engineering standpoint, KFEQ contended.

Publishers Plan Sept. 1

Start for New KMYC SCHEDULED to begin operating Sept. 1, the new KMYC, Marysville, Cal., authorized for construction last January, has ordered an Alphonse E. Tow and Liverpool tower, and will be linked to the group comprising KHSI, Chico, 950 kc., KNC, Cal., KMON, Merced, Cal., and KWLK, Longview, Wash., all outlets of the Don radio chain, June 1, 1937. Thus far announced are Hugh McClung, general manager; Walter Thompson, Jr., vice-president; William M. Laddlin, commercial manager; Robert S. Hambley, production manager; Leon Stauffer, chief engineer; Dorothy E. Harrington, assistant.

Marysville-Yuba City Broadcasters Inc., which will be licensed to operate a 250-watt station on 1430 kc., is headed by Horace E. Thompson, president, publisher of Marysville Yuba City April-Democrat, 50% stockholder. Treasurer is Hugh McClung, who is co-owner of the new station. The other stockholder, who owns KYOS, holds 49.5% of the stock, and his brother Peter McClung holds a half share. Mr. McClung has 5% interest in the KHSI, in which the McClung family has a 50% interest. The McClungs also control KLLA.

PBTY BURRIDGE, Hollywood script writer, has joined the CBS Melody Ranch program, sponsored by J. Walter Thompson Jr. Of Chicago, and also writes the Gene Antry set play. Deal was made with J. Walter Thompson Co., Chicago, agency producing the program.
To: The FIRST Radio Station in the SECOND City in the FIRST State in the BEST Country.

Try WBEN Buffalo

Yes, sir, that's sound advice. Try WBEN Buffalo

900 kcs • 5000 watts day • 1000 watts night ★
Represented Nationally by Edward Petry & Co., Inc.
How the War Affects Radio Listening

Surveys Show Set Use Keeps Close Pace With News

By C. E. HOOPER
C. E. Howard Inc.

The War in Europe has cast its shadow over the American scene. It has affected the thoughts, the emotions, the hopes and the fears of millions. As such America is in a way wondering what the President will take on as an important issue. Lately we have seen increased audiences as America was roused by the lightning moves of a former Bavarian paperhanger.

The degree of increase in radio listening coincident with the development of any given news situation is one guide to the general interest in, of emotional response to, that situation. The following table of radio listening percentages shows "set use" for the "normal" years 1937-39 (averaged) and 1940. The percentages are averages by months covering the evening periods from 7:00 to 10:30 p.m. They are the result of calling more than a million homes in the Hooper Control Area."

Average "Sets-In-Use" Comparisons, 1937-39 and 1940

<table>
<thead>
<tr>
<th>Month</th>
<th>1937-39 Averaged</th>
<th>1940 Increase</th>
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<tbody>
<tr>
<td>January</td>
<td>3.9%</td>
<td>10.6%</td>
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<tr>
<td>February</td>
<td>3.5%</td>
<td>12.6%</td>
</tr>
<tr>
<td>March</td>
<td>3.3%</td>
<td>13.2%</td>
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<tr>
<td>April</td>
<td>3.8%</td>
<td>15.6%</td>
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<tr>
<td>May</td>
<td>3.8%</td>
<td>17.5%</td>
</tr>
<tr>
<td>June</td>
<td>2.8%</td>
<td>12.3%</td>
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The minimum difference between 22.8% and 25.6% for June or even the maximum difference in the April findings of 31.5% and 39.6% may not seem, at first glance, to be particularly significant. It is well to remember, however, that at each percentage point, if projected literally to total radio homes, represents something over a quarter of a million families. It follows that three-fourths of a million homes were involved in the June comparison, and that two and a quarter million homes were represensted by the increase in April over the average for the three preceding Aprils.

Headlines and Listening

Now let us dramatize the timetable of increases in listening by adding a summation of news headlines as events in Europe are front page news.

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Headlines and Listening

Now let us dramatize the timetable of increases in listening by adding a summation of news headlines as events in Europe are front page news.

"SERENADE" to a sunrise "slugfest" might well be the title of this picture which shows Vie Rugh, sports and special events director KBKN Red Bank in Oke Harrow, the first 5 a.m. ball game in the annuals of the sport at the Kansas State semi-pro tournament in Wichita. Having broadcast the night game the day before, Rugh slept in the press box of the ball park in order to be on hand for the mildman's matine.

lines for the days represented in each period:

January, 1940: 60 Above Normal (1939-40) 2.5%. Headline Summary: War Raging in Norway! Germans Capture Oslo! Big Battle in Stengrak! Nazi Transports Sink! Nazi Warships Dotted in the Harbor! The news is being carried during a period when news broadcasts are on a more orderly basis, and that listening to late news is merely a matter of consulting the radio log in a newspaper. There are relatively few new periods during which news cannot be found listed for some stations.

During the earlier months of the year there were certain periods as many or perhaps even more news periods than in June, but at that time fewer were scheduled in advance. News flashes tended rather to interrupt or to cut short other programs. Now, when we want news, we know where to find it and we feel that there is a great deal of interest in the European war has not waned a great deal. Audiences to individual long-established news programs are relatively constant, and news listening is shown to be in spite of the overall increase in news broadcasting. As an example (for Raymond Gram Swing) the "Afternoon News" section of the March 1940 calls, and the corresponding figures for the same period in 1940 are:

January, 1940: 8.4
February, 1940: 8.1
March, 1940: 8.0
April, 1940: 7.7
May, 1940: 13.6
June, 1940: 14.5

Whatever may be the cause, we predict that average "set use" will soon surpass that of any level ever reached as events in Europe are front page news.

Why the comparative decline in May listening and again in June? The probable reasons undoubtedly contribute to the explanation of the phenomenon. The first is that American nerves have probably rebelled at having too much war news. The emotional peak has passed; and may not again be reached unless events in some future time strike "nearer home".

The second possible reason is quite different in character. Listening to, just like broadcasting of, war news has probably become a more regular pattern since April than in the preceding months. Moreover, many may be virtually repetitions of the previous news broadcasts. This has resulted in tuning in and out of scheduled news programs rather than continuous tuning to catch news flashes, plus concentration on those programs considered the best.

There follows a list showing comparatively the number of weekly scheduledixin news periods, or programs, covering late evening and overnight hours of New York stations as listed by one of the consumer publications. Keep in mind that in April, 1938 the total was 97.

No. of Scheduled News Periods

Month

January, 1940 181
February, 1940 199
March, 1940 205
April, 1940 209
May, 1940 238
June, 1940 333

News Becomes Routine

A comparison of the listening percentages with the number of scheduled news programs seems primarily to indicate that news broadcasts are on a more orderly basis, and that listening to late news is merely a matter of consulting the radio log in a newspaper. There are relatively few new periods during which news cannot be found listed for some stations.

Foreign Tongue Check

A number of foreign language broadcasts have been recorded by field stations and the FCC plans to increase this phase of its work. This is evidence that the broadcast is well received by audiences as America is in the greatest need of foreign language programs. The percentage received by field stations is flanked by multi units, spanning the radio communications and broadcasting spectrums. Applications for positions as radio operators are now beginning to flow into the FCC, as a result of the arrangement made with the Civil Service Commission permitting employment of unqualified personnel temporarily pending examination. Moreover, brief training courses of the regular FCC field staff have been completed at the school established in Baltimore, and these inspectors are now back on their regular assignments.

The FCC already has purchased about $150,000 in radio equipment, in addition to the approximately $150,000 dual type recorders, direction finders and accessory devices, now being delivered to designated field offices. The program contemplates expenditure of several hundred thousand dollars in addition monitoring and related apparatus.

WCBS, WAKR to Blue

TWO additions to the Blue Network—WABC, New York, and the projected new WAKR, Akron—have been announced by NBC, bringing the total number of Blue Network affiliates to 19. WCBS, operating with 250 watts on 1420 kc., becomes a Blue supplementary station at Akron, with 1,600 watts on 1420 kc., while the projected WAKR with 250 watts on 1530 kc., will join the basic Blue about Oct. 1. WCBS will be offered live network service for $80 per evening hour, WAKR at $140.

JEROME SCHWARTZ, CBS Hollywood writer, has sold radio rights to "The Sheik of Araby," to Arch Oboler.
Recording Engineers!...
NEW
PRESTO AIR BLOWER ENDS
TROUBLES WITH DISC SHAVINGS
Reduces surface noise . . . crackles . . . pops
Makes your cutting needles last longer

THE NEW PRESTO AIR BLOWER SYSTEM
Sends a tiny blast of air across the disc just behind the
cutting head, cleaning every particle of dust and grit
from the surface of the disc just before it passes under
the cutting needle.

NO CHANCE FOR TANGLING
The airstream whisks the shaving across the disc and
winds it in a ball on the center spindle. No need to
touch outside-in recordings until the record is finished.

BETTER THAN A VACUUM SYSTEM
. . . the airblast is kept away from the cutting needle
where it cannot produce "air noise".

BETTER THAN A BRUSH OR WIPER
. . . It can't scratch the surface of the disc or interfere
with the speed of the turntable.

Models for every type of Presto turntable ready for
immediate delivery. Special models for other makes of
turntables. Give make, type and serial number when
ordering.

FREE 10 DAY TRIAL to any Presto owner. No charge or obligation except transpor-
tation costs. Order your Presto type 400-A Blower system today. List price complete,
ready for quick easy attachment $75.00 FOB, New York.

NEW
- Professional
  Recording
  Tables
- Transcription
  Turntable
- Portable
  Transcription
  Playback
- Transcription
  Editing and
  Re-recording
  Equipment
- Recording
  Discs and
  Needles
- Portable 16"
  Recorder

EXHIBIT MANAGER
NORMAN B. NEELY

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment
When you think of

NEW ORLEANS

you think of:

Delicious

CREOLE COFFEE

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

War, ASCAP Dominate NAB Agenda

(Continued from page 31)

and that broadcasters will offer no appeasement to any group “seeking plunder or special favor”, BMI is his answer.

The copyright proposal which the convention will be called upon to vote will take one of two predetermined courses, both with BMI as the base and with ASCAP out of the picture as of Jan. 1, 1940. The more ambitious of the plans envisages acquisition of the catalogs of Metro-Goldwyn-Mayer, motion picture producers, for some $4,500,000, but interest in this move has waned. Inability of M-G-M to deliver, unenumbered, the rights attaching to its important catalogs might make this acquisition hazardous. It is understood. Nevertheless, the matter will be brought to the attention of the convention with definite recommendations.

To finance this project, the NAB board recommendations to the some 300 BMI station members would have been a three-year plan of assessment under which stations would pay to BMI an amount equal to 2½% to 5% of net time sales for 1939, with the networks paying the same percentage for owned or affiliated stations and an additional 1½% on all network time sales for 1939, exclusive of payments to affiliates.

Fee Boost Opposed

The second project—and the one most likely to be presented with a favorable recommendation—is for speedup of the present BMI operation of acquiring writers and independent publishers in its net right. To finance this, each BMI member would be asked to commit a sum equivalent to 2½% of its 1939 net time sales, with the networks paying one-half of 1% of their net income from the sale of network time. This would raise an approximate $1,500,000 for the next year for smaller independent stations, thrown a sop by ASCAP in its proposed new contracts, a new sliding scale already has been adopted by BMI, working with National Independent Broadcasters, which would more than offset the seeming advantages of the ASCAP offer, it is stated.

At this writing it appears certain that NBC and CBS will not capitate to ASCAP demands for a 7½% tax on income, and that the majority of the industry is not disposed to go along with the plan which would mean an overall boost beginning next year of from approximately $4,500,000 to almost $9,000,000 in royalties. Moreover, the BMI plan has won strong support from advertisers and agencies, who see in the ASCAP proposal an inevitable increase in radio time and programming costs. They are aware of the inability of radio to absorb these increased charges.

Carrying the copyright issue to the floor will be President Miller, as president of BMI; Sydney M. Kaye, prominent New York attorney, serving as BMI vice-president and general counsel, and the draftsman of the basic BMI plan; M. E. Tompkins, BMI general manager, and Carl Haverlin, BMI station relations director, who has barnstormed most of the country trying to sell the BMI plan to broadcasters.

The convention agenda carries its full load of commercial and business subjects, with the beleaguered self-regulation code expected to re-verbate long and loud during the sessions. Code Committee Chairman Edgar W. Peoria, will pilot this discussion, aided by a majority of the NAB board, which is geared to fight off any effort to weaken the commercial creed. Ed Kirby, Code Committee secretary and NAB public relations director, who has borne the brunt of enforcement activity under direction of the committee, is expected at the Aug. 7 session to recount code benefits which already have inured to the industry.

Second only to the code deliberations on the commercial agenda is the plan to reinstate a business index under NAB auspices, to measure monthly a volume of stations. William J. Scripps, chairman of the NAB Research Committee, will pilot the move, assisted by NAB Research Director Paul F. Peter. The former business index was knocked out some five years ago by the NAB convention because of exaggerated reports of radio’s wealth, which purportedly made it the target of every itching-palm group and easy bait for union organizers and even government functionaries who wanted the Government to retrieve some of that gold by dollar-per-watt or some similar confiscatory license fee systems.

New Radio Services

New broadcast services, such as FM and television, will get full convention attention at sessions on Aug. 6 and 7. John Shepard 3d, president of FM Broadcasters Inc. and an important figure in FM commercial development, has arranged an elaborate session, including an FM roundtable presided over by Paul de Mars, vice-president in charge of engineering of Mr. Shepard’s Yankee Network, and an actual demonstration of FM transmission and reception at the closing session Aug. 7. The transmitter will be installed by Radio Engineering Laboratories in cooperation with KSFO, San Francisco. There will be an executive session of FM Broadcasters Inc. following this demonstration.

At a night session Aug. 6, Ted Smith, RCA television transmitter sales chief, and Harry R. Lubke, Don Lee television supervisor, will discuss developments in the visual medium, in non-technical terms, and describe audience reaction, apparatus requirements and the role of the present day broadcaster in television’s development.

The first convention day, Sunday Aug. 4, will be given over to
committee meetings, and the customary board of directors dinner session that evening to devise convention policy and to consider additions to the agenda. The first business day Aug. 5, opening formalities, rendition of reports of officers and directors and consideration of amendments to bylaws, will feature Chairman Fly's address at a luncheon session.

Group Sessions

In keeping with the innovation at last year's convention, the afternoon of Aug. 5 will be given over to group meetings, permitting various industry segments, with peculiar problems, to devise convention policies and transact other business. These meetings, already scheduled, include a session of Independent Radio Network Affiliates, which may vote on a permanent organization, with retention of paid counsel and personnel; National Independent Broadcasters; National Sales Managers, with station representatives and advertising agency men; Clear Channel Group; National Association of Regional Broadcast Stations; Local Stations.

During each convention day, NAB department heads will be available for breakfast sessions, in the form of roundtables. Presiding at these sessions, scheduled for 7:30 a.m., will be Lynne C. Smeby, engineer; Ed Kirby, public relations and code; Paul F. Peter, research; Russell P. Place, law; Joseph L. Miller, labor and wages.

Following adjournment sine die of the convention on Aug. 7, the annual banquet will be held that evening on Treasure Island at the Golden Gate Exposition. Instead of the customary radio entertainment, a specially written satire titled "Greener Pastures" will be presented, with professional actors depicting various personality roles. J. Kenneth Jones, radio writer, recently with the Federal Radio Education Committee, is the author and producer. Ed Kirby collaborated in the writing. During the banquet the BROADCASTING Magazine Gold Trophy, will be awarded to the winner of the tournament scheduled at the California Golf Club Aug. 4.

PACIFIC STATIONS

SIGN WITH AFRAM\n
CONTRACTS between the American Federation of Radio Artists and KPO-KGO, San Francisco; KQW, San Jose; KROW, Oakland, Cal, affecting announcers, sound effects men and staff artists, were signed recently, according to Vic Connors, executive secretary of the San Francisco AFRA chapter.

In each instance, according to Connors, the contracts call for a 40-hour, five-day week with two consecutive days off for the announcers and sound effects men. In the most part announcers received slight increases in pay due to the AFRA contract. The contract also calls for a raise in salary every six months.

Connors stated AFRA is now negotiating with KSFO, San Francisco affiliate of CBS. When the KSFO contract is signed, AFRA will negotiate with KYA, which will be the only remaining station not yet signed by AFRA, he indicated. The San Francisco chapter of AFRA moved its headquarters on August 1 to 111 O'Farrell Street, taking over the lower floor.

CBS DROPS THEATRE

WITH CBS Hollywood now utilizing two new studios recently constructed and adjoining Columbia Square building, the network has relinquished its lease on the Music Box Theatre on Hollywood Blvd. The 1,500-seat theatre was used for nearly four years as the originating point of Live Radio Theatre, sponsored by Lever Bros. With return of the weekly program in fall, it will originate at the CBS Vine St. Theatre.

WHEN WKAT, Miami Beach, recently was authorized to go from local status to regional, using 1,000 watts on 1330 kc, it was immediately signed for NBC-Blue by Easton C. Woolley, manager of the NBC service division (right). Mr. Woolley is here shown with executives of the station, photographed before WKAT's mobile unit (1 to r): Alex Campbell, commercial manager; John McCloy, general manager; C. A. Wampler, business manager.

Trammell's First Mike Chore

AS HIS first "station relations" chore after being elected president of NBC on July 12, Niles Trammell was guest speaker solving the new NBC-Blue supplementary group of Florida stations which joined the network July 15. The stations are WKAT, Miami Beach; WJHP, Jacksonville; WMFJ, Daytona Beach, and WTMC, Ocala. NBC announced network base rates for the stations as follows: WKAT, $140 per evening hour; WJHP, $120; WMFJ, $60; WTMC, no charge.

CHEYENNE'S newly authorized station, which the FCC on July 11 authorized Frontier Broadcasting Co. to construct [BROADCASTING, July 15], will bear the call letters KFBC.

KNX

LOS ANGELES

50,000 WATTS

CBS

With the largest habitual audience in the West, KNX extends its primary nighttime coverage over seven million people in 272 counties in eleven Western states.

COLUMBIA'S WORKSHOP IN THE WEST
Are you all ready for the American and with your Fall radio program?

If you have goods to sell that radio can use the World plan of broadcasting ... your own markets ... intensify here and down there ... start in a hurry and stop hurry, if this suits your sales strategy.

And with all this broadcasting flexibility which is so desirable today, you enjoy an tremendous advantage working the World. Wherever your program goes to the heart of radioland or in the heart plains—World broadcasts are heard with form clarity. Our unique method of receiving—the Western Electric vertical-cut Range system—actually gives your aud...
near and far a higher fidelity broadcast than they can enjoy through any other vehicle of sound.

So how about that Fall program? Need an idea? We can help you as we have helped dozens of sponsors, big and small. We work closely with agencies, assuming any desired part of the program preparation, from idea straight through to broadcast.

To give you the fullest and most modern broadcasting service, World’s studios are located in the three talent centers—New York, Chicago, Hollywood—with branches in San Francisco and Washington.

It’s nearly curtain time... may we serve you?
NAB’s ‘Anti-Snatch’

BROADCASTERS, at their annual convention in San Francisco, could do worse than adopt a one-word slogan, evolved to fit any contingency. We hereby submit “anti-snatch”.

A glance at the agenda for the convention—admittedly one that may have an important bearing on shaping of the industry’s future—reveals how apt such a slogan can be.

Many broadcasters view with gravity a possible snatch of control of Radio by the American plan as an outgrowth of the war emergency, despite assurances to the contrary.

It’s ASCAP that seeks to snatch new dollars from broadcasting’s exchequer. And it’s a snatch at those same dollars that motivates the AFM’s the AFRA’s and kindred groups.

Unlike most previous conventions, the war situation has cast a pall over the San Francisco sessions. Broadcasters have but to turn an eye toward Europe, either enslaved by dictator or at total war, to realize what the snatch means in radio. The first move of the dictator upon his conquest of new territory is to take over radio, under the theory that a stouge radio (and press) is more potent than mightiest artillery in subjugating the people.

This is not an incident only because of our brand of democracy and our geographical advantage, but because, unlike Europe’s, radio here even in peacetime, is a free competitive enterprise. Moreover, our radio under the current stress has acquitted itself in such a way as to win praise from every segment of the public and of the Government. It is working in complete harmony with the national defense plans and has adjusted itself almost overnight.

But national defense planning means nothing more nor less than planning for actual war. In those plans we are assured that commercial radio will continue unmolested. That will be as long as radio continues to conform with the policy as it is at that moment.

It is not our intention to inject a scare-element into the war mobilization picture. Our only purpose is to admonish those who convene in San Francisco, to think ahead in terms of what might happen, and shape plans to fit. The best defense against any possible snatch attack is that which recognizes the danger.

This, to our mind, adds up to adequate and responsible representation of the broadcasting industry in the communications councils of the Administration. The industry has plenty of brainpower. There are a dozen men who could qualify as a communications coordinator working with the National Defense Advisory Committee. It is more than a mere protective device we have in mind. It is the patriotic duty of the broadcasting industry voluntarily to shape its operations in such fashion as to give our Government the maximum service of which it is capable. Practical broadcasters, who live radio every day, are best qualified to fashion such a plan.

The San Francisco convention, in more ways than one, is destined to make radio history. It will be the convention at which ASCAP’s bluff will be called—unless we miss our guess. It will be a convention devoted to many of the customary bickerings and small talk.

But every broadcaster who attends can carve his initials in a new creed for radio, and leave it as a heritage to future broadcaster generations, who may be transmitting sight, sound, and perhaps even heat and light, by adopting the “anti-snatch” slogan and applying it to every eruption that endangers free radio.

Outlook Good

HARDLY a discordant note is discernible in the glowingly optimistic reports of broadcasting business prospects gathered by Broadcasting-technically speaking, of course—in this issue. By and large, this summer is holding up exceedingly well; the networks, bellwethers for the industry as a whole, are running well ahead of last year, and fall and winter bookings and prospective bookings already assure continued new monthly records. Except for copyright demands, growing labor costs and new capital expenditures necessitated by equipment installations either for improved facilities or new techniques such as FM, the business outlook for radio apparently is rosy indeed.

As the networks do, so does the business of broadcasting as a whole—this has become virtually an axiom in charting the industry’s revenues. In this connection, a word of caution spoken before might well be heeded again. We refer to the apparent dependence of radio on a few industry categories for the bulk of its income. The six-month classification of industry revenues by industries published in this issue, while gratifying so far as grand total is concerned, shows a tendency to place radio’s eggs in too few baskets.

Again foods and food beverages account for more than one-fourth the networks’ revenues, 28.7% as against 30.57% for the same period of last year. Again drugs and toilet goods runs a close second, 27.1% as against 27.36% last year. Again there is a wide margin before the next ranking categories are reached—tobaccos, 15.2% as against 12.01%; laundry soaps and cleaners, 11.5% as against 11.22%. Again no other classification ranges anywhere near as high as 10%.

It is true that these are basic consumer commodities especially well adapted for radio advertising. But it is also true that a “break” in any one of these industries, so far as advertising is concerned, would seri-ously disrupt the whole economic structure of radio. Certainly radio doesn’t want any of these industries to curtail, but certainly a big selling job to other lines of distribution remains to be done by radio. All of which means radio has not by any means reached the peak of its sales possibilities.

‘As Free as the Press’

WHETHER it’s Roosevelt or Willkie in November, radio should be sitting pretty. Never before has the broadcasting industry been given the kind of endorsement and assurance of a “free radio” as that voted unanimously both by the Republican and Democratic conventions in separate radio planks of their respective party campaign platforms.

Inclusion of the radio planks, pledging radio on a parity with the press, whose freedom is constitutionally guaranteed, is an eloquent example of what can be done through objective planning. Delegations representing the broadcasting industry, under the aegis of the NAB, appeared before the Resolutions Committees of the two conventions.

Radio is non-partisan. But even if it were not, on the basic issue of Radio by the American Plan, it should have no qualms about the victory of either party candidate. The President has been more than friendly to radio from the start of his administration in 1933. He stands for a free and unfettered radio even though his selections of personnel for the FCC have often been criticized.

Mr. Willkie has made no public expressions regarding radio. His whole business background, however, appears to be that of a man who will not be 100% for the maximum freedom for radio. He has his own ideas about regulation, too, from what we are able to glean, and, if elected, probably will introduce a new government process of running alphabetical agencies through the meat-grinder.

It is hardly likely that radio will be a campaign issue, except possibly for a few pot-shots at the bungling tactics of the FCC as a New Deal agency, particularly with respect to television. But it is already apparent that radio will play a greater part than ever before in the actual political campaigning. President Roosevelt, for example, chose to make his third-term announcement via radio. And his acceptance of the nomination likewise came via radio.

Also tying into the action of the political conventions in adopting radio planks is the observance of Broadcasting’s Day at the New York and San Francisco fairs that will bear the names and symbols of free American radio. That is purely nonpolitical.

These events, we submit, should peg 1940 as radio’s coming-out year and should effectively silence those who have constantly clamored for a gagged and bound and politically hamstrung radio.

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ABOUT 13 YEARS AGO, Hollywood chuckled up its nose when a young chap whose pockets bulged with soap began showing himself regularly around film studios trying to get big name talent to sign testimonials for use in advertising the product he represented. He knew that soap had never before been endorsed by motion picture stars. Hollywood wisecrackes laughed, and indeed it couldn't be done. But he was persistent. And when newspaper and magazine advertising men began discovering that these film stars, the value of such exploitation was obvious. The young fellow was right, and the wisecracks wrong. Thereafter he had less trouble getting cooperation. Within a few years there was hardly an important film personality in Hollywood who hadn't participated in the advertising campaign.

That young fellow with soap in his pockets was Daniel Joseph Danker, now Southern California vice-president of J. Walter Thompson Co., who is headquartered in Hollywood. He still signs contracts with the film stars, but they are of a different nature. He contracts them now for appearance on radio shows. He signs them today for such agency-produced programs as Lux Radio Theatre, Kraft Music Hall, Chase & Sanborn Show and other nationally known sponsored broadcasts serviced by his firm. Contracts he arranged during the last year have paid Hollywood film talent and other celebrities millions of dollars in salaries and fees.

Ever since radio began to use film names, Danker has been signing them. In fact, he has the record of contracting more motion picture stars and name talent for radio programs than any other person in the world today. Only a few celebrities, like Greta Garbo, Charlie Chaplin and Shirley Temple, have refused to go on commercial radio programs. But they have promised to let Danker know if and when they will.

Only 37 years of age, this young fellow refuses to be a "big shot." He is grateful to the many people who have helped him and who have introduced him as "Danny." Few address him as Mr. Danker because he dispenses with all formalities. Although serious minded, he has that jovial air of good fellowship that makes him one of the most popular agency executives on the West Coast. Mention his name to any man in radio or advertising, and he'll always have a good word to say about Danny Danker, and of his ability to "get around." Danny is known as the unofficial mayor of Hollywood by his wide personal acquaintance with folks in films and radio. He knows everybody, from name stars to gatemen, secretaries and page boys at the studios. He takes a personal interest in their problems, too. They all like to chat with Danny Danker and he always manages to find the time to do it. He has won and held their confidence.

Danny was born on March 14, 1908, in Boston, where he received his early education. At the age of 18 he moved to Hollywood and became an assistant to J. Walter Thompson Co. that year as an apprentice.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. Radio was just getting out of its experimental stage. Danker made his headquarters in the Roosevelt Hotel in those days, handling testimonials and other agency assignments. But with increased activity in Southern California, three years later, in early 1930, he established offices in downtown Los Angeles, and worked on the Goodrich, Balto Dog Food and other agency accounts.

Meanwhile, advertisers were showing increased interest in the possibilities of radio. Maxwell House Coffee started using local shows, and had a program featuring the banjoist Eddie Peabody, writing and starring in Sat. Eve. Puzzles. Guests were being used on occasion, and along with his other agencies, Danker supplied talent, signing it in Hollywood.

He also supplied occasional Hollywood guest talent for another San Francisco-produced program featuring Rudy Sieger, violinist and his orchestras, which originated from the Fairmont Hotel, under sponsorship of the Shell Oil Co. That was back in 1928. Danker likes to relate his varied experiences in those days. The old Shell Chateau featuring Benny Rubin with Horace Heidt's orchestra, was another J. Walter Thompson account which used guests who were also sent to San Francisco for appearances. As a matter of fact, when Al Jolson took over that show and moved to New York, Danker continued to handle its West Coast appearances.

The Rudy Vallee Show then sponsored by Fleischmann's Yeast on NBC, and originating in New York, actually started the guest artist vogue in 1933. That was really the beginning of the Hollywood name talent to appear in radio, he said. It brought Mr. Danker to Hollywood. Besides his other heavy agency responsibilities he was kept busy advertising talent. He sent them to New York in wholesale lots. Dann would find out which movie stars were going there and when. Then he would sign them for guest appearances on that show. He was also active in advertising radio to many a film star, and often sought them out in the most unusual places. But Danny Danker, like his brother Walter, Mountie of the Mounted Police, "always got his man".

In a few short months other radio programs began using public figures. Shows started in New York with talent also being signed by Danker. In Hollywood for these appearances, The Lux Radio Theatre, opened in New York in October 1934, using Broadway as well as movie talent. Danker sent many from Hollywood during the two weeks the program emanated from New York. If talent wasn't available in New York, he would then, he would persuade it to go there especially for appearances on the Valley Show or Lux Radio Theatre. It wasn't easy in the beginning. Hollywood film talent wasn't always sure of the value to be gotten from appearances. Danny recalls having spent an entire day around William Powell's swimming pool, selling the star on the idea of doing a broadcast of "The Thin Man" with what he intended to be a thousand trees, signed for a guest spot on a weekly one-hour show, phoned Danker, was rather in a hurry, being put off until a week which happened to be Monday, and asked him to postpone the program until the following week, preferably Friday. "It was something new to them, and they were afraid. They didn't understand. You would have to argue for months to get them on a program. They would go jittery with minor last minute broadcast they would say, 'Well, when do I go on again? Next week?"'

Burns and Allen got their first radio break on the Rudy Vallee Show. Then they went on their own. Shortly after they came to Hollywood on a motion picture

(Continued on page 97)
John G. Bridges, 34, program director and sports announcer of WALA, Mobile, Ala., died July 13 after a 10 years' illness with WALA for several years, Mr. Bridges was active in handling sporting events for the station.

Mrs. Marion M. Ward
MRS. MARION M. WARD, 45, former in-studio radio playwright and director of the weekly half-hour "Musical Youth" series on Don Lee Broadcasting System, was found dead in her Los Angeles home July 13, she had been ill for three months. Mrs. Ward had been ill for some time, but had continued to work. She was a native of Manhattan, Kansas, and a graduate of University of Kansas. She had joined the WJW announcing staff in July 1937, and was married Marja Mianowski.

JOHNNY BERNBOM, salesmen in the talent division of WGN, Chicago, is the father of a boy born early in July.

HILDA KIRBY, of the publicity staff of WFIL, Philadelphia, has resigned to write continuities and handle a woman's program on WFDP, Petersburg, Va.

PAUL GLYNN, formerly in charge of the night press desk of CBS in New York, has resigned to become publicity director of WJSV, CBS affiliate in Atlanta. He replaces Bill Slowe, who has resigned to return to New York to handle special events and promotions.

CHRIS YACICH, musician at WVL, New Orleans, recently placed fourth in a contest for publication with Radio Music Corp., "Life Is a Mighty Long Time," "We Will Meet by the Bend in the River," "The Little Green Mood on the Hill," "When There's Trouble in the Potatoes," writing songs for the last 20 years, Yacich has had about 50 published.

HERALD GOODMAN, formerly head of the writing division of CBS Radio News, has joined the program and production staff of WFAA, Dallas.

DOROTHY CONNOR has joined the announcing staff of KGNE, North Platte, Neb.

H. V. KALTENBORN, news analyst, will be the chief special to the AFRA, benefit in the Auditorium Theatre, Chicago, on Aug. 8. His subject will be "Music in the Movies - Part II: The Romance of Crime and Passion in Film.

DOROTHEA O'HERON, formerly of the stenographic department of NBC-CHICAGO, has been transferred to the secretary to S. N. Stroits, head of NBC Central Division, replacing Alice B. Hults, who married Jack Glueck, Chicago, Illinois. Prior to her Chicago, Illinois, prior to her

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BROADCASTING • Broadcast Advertising
Mendel Jones Appointed Manager of New WAKR

ALTHOUGH the starting date has not yet been fixed, S. Bernard Berk, who will be operator of the new WAKR, Akron, has announced the appointment of Mendel Jones as general manager. Mr. Jones, who has resigned as production manager and program director of WCKY, Cincinnati, has already reported for duty in Akron, working from Mr. Berk’s law offices in the Second National Bank Bldg. It is hoped to have the station, which will operate with 1,000 watts fulltime on 1530 kc, in operation this autumn.

Authority to construct WAKR was first granted in August, 1938 but opposition held it up and a re-grant was issued last January. Mr. Berk, who heads Summit Radio Corp., the licensee, owns the city’s largest wholesale and retail sporting goods firm, in addition to which he practices law. His new manager is a veteran of many years in radio, having started as a band leader and then served as salesman with the old WEDH, Erie, Pa., and the old WJAY, Cleveland. Mr. Berk also announced the appointment of Don Dayton, local radio man, as chief engineer of WAKR.

MRS. EDWIN PETTIS, sister of Burridge D. Butler, president of WLS, Chicago, and publisher of Prairie Farmer, died July 9 at her home in Grand Rapids, Mich.

FOR ONLY $5 PER HOUR
EVENING: LESS EARNED DISCOUNTS

CBS ADVERTISERS CAN SELL SOUTHERN COLORADO FROM WITHIN

KVOR COLORADO SPRINGS
CBS Station for Southern Colorado

The Oklahoma Publishing Co. • The Oklahoman and Times
The Farmer-Stockman • WKC, Oklahoma City • KLE, Denver
(Affiliated Ownership) Represented by The Katz Agency, Inc.

1000 WATTS FULL TIME

- Available to CBS advertisers using the Mountain Group is “inside” selling penetration of the rich Colorado Springs and Southern Colorado market through KVOR . . . best-liked, most-respected station in the Pikes Peak region . . . at the phenomenally low price of $50 per evening hour, less earned discounts. Daytime rates are lower still. Add this top-slice of Colorado’s sales melon to your hook-up at a negligible increase in cost.
Ladies First... as News Listeners, Too

CBS Finds Fair Sex Faithfully Follows Broadcasts

BY JOHN J. KAROL, CBS West Coast Correspondent

URING the last two years, there has been a large increase in the number of news programs heard over the air. This has resulted in speculation by the broadcasting companies and news sponsors on how much and what sort of audience these programs reached. How many people listened and just how many of them were women.

Mr. Karol

CBS has just collected and collated the results of many studies by different investigators which throw light on the subject of how women fell for radio broadcasts. CBS researchers took charge of the marshalling of facts, both past and present, and the woman-hunt was

More and More Facts

In country, in city, on farm and in factory the researchers have gathered more and more facts on news-listening. From Providence, R. I., to Madison, Wisc., and Philadelphia to the "typical prairie State" of Kansas, the questions were asked, over and over again: What type of radio program do you like best?

"Where do you ordinarily get most of your news?"

And many other questions in the same vein, with perhaps slightly different syntax. All of them center in a novel line of inquiry.

A group of these researchers from Ohio State University tackled the city of Dayton, armed with a battery of instruments, and asked men and women of Dayton to check their five favorite programs. News won overwhelmingly with both sexes; 81.5% of the men preferring that type of radio program, and 79.7% of the women favoring it.

That survey was taken of both sexes, so when the researchers moved on to Madison, the question was asked only of housewives. (In this any desire of women to show off their knowledge before men, to try to eliminate comparisons, and there would be no compulsion to say "news" because it sounded more intellectual, and would impress the men.) The results were broken down by age and education, and the favorite five were to be checked.

When the dust of the pencils had been cleared away, it was found that all the rest, being the first choice of 38.4% of the women, against 25.3% for the second choice—popular music;

PROBLEMS OF HOUSEWIVES and how to go about solving them, was the topic when these three nationally-known home economists got together in Southern California to compare notes. They are (1 to r.) Beth makers department, Swift & Co., Chicago; Norma Young, director of the daily Happy Homes program on KHJ, Los Angeles, and Verna Miller, home economics department director of Frigidaire Co., Dayton. Their discussion in part, was televised over the Don Lee television broadcasting station W6XAO, Los Angeles.

By now pretty well satisfied that the urban woman of America listened whenever news sent out on the air, the research boys wanted to check the rural area, to see what the farmer's daughter (and wife) listened to, when there was nothing better to do.

News in Kansas

Dr. Harrison B. Summers, of Kansas State College, sent his research staff into the fields of Kansas and discovered once more that news programs were the first choices of 9335 men and women on the farms and in the towns of that State.

Broadcasts were the first choice of men and women, and farm women; second choice, by a narrow squeak, of the farm men, beaten only by weather information, (which is considered news by many.) Eighty-eight percent of the first place choices of the town women went to news broadcasts, against 85% of the town men's choices, while 98% of the favored ballots of the farm women put news broadcasts in first place. Ninety-one percent of the farm men registered their preference for news broadcasts, 92% of the farm women, 92% of the first choices of the farm men were given to weather information, so that the farm women actually preferred news broad- casts above all others, while their better halves put it second to the weather. (This of course, is understandable, since the farmer is highly dependent on weather news each day, else his earning power and livelihood would be rather speculative. If weather information, which is actually "news", were to be included in that cate-

GWOL Test in Supreme Court
Is Possibility in WCOL Appeal of WCOL Grant

NEW indication of an eventual Supreme Court test of the authority of the FCC to curtail coverage of radio by broadcast stations through assignment of other transmitters on the same channel, with the FCC's refusal of a hearing by W2XO, New York, was given July 20 with a second FCC denial of a petition by W2XO, Cincinnati, against assignment of W2XO to the station (BROADCASTING April 15).

W2XO, operated by Scripps-Howard Pub. Inc., originated a petition appealed from the FCC decision of Oct. 10 granting W2XO a construction permit "without hearing" for assignment on 1200 kc. with 250 watts unlimited time, involving a license from 1210 kc. The Cincinnati station claimed its service would be reduced and sought a hearing or rehearing. When this was denied, W2XO took an appeal to the U. S. Court of Appeals for the District of Columbia, against the issuance of a construction permit without hearing. With the action of July 20, denying its second petition for rehearing, the FCC, through its counsel, Paul M. Segal, now plans to appeal to the appellate court from the issuance of the license to W2XO.

In its new decision the FCC said it denied the W2XO petition because it suggested that an operation by W2XO under the grant results in interference in pe- rformance of radio service to adjacent areas, but sets forth no facts in any way indicating that the Commission would allow the public interest would be served by the grant.

Plans for New WKPA

TENTATIVE plans for WKPA, daytime regional outlet in New Kensington, Pa., near Pittsburgh, to go on the air about Sept. 1, have been announced by the station's newly appointed general manager, Les Ryder, formerly of WFPD, Pittsburgh, formerly authorized by the FCC June 25 to operate with 250 watts daytime on 1120 kc., the station to be owned by Kiski Broadcasting Co., a group of seven local business men and city officials, each holding equal inter-

WHKY Staff Completed

JOHN MCALLISTER, formerly of WBT, Charlotte, is manager of the new WHKY, Hickory, N. C., authorized November 19, 1936, by the FCC to operate on 1370 kc., 250 watts fulltime. James McClenndon, formerly with WSPF, Salinas, N. C., is program manager; Orville C.ampbell, assistant commercial manager; E. S. Long, former of WSPF and WNC, chief engineer; Wesley I. Nodine, assistant engineer. An- Other Bureau and Collins console is being used. A Truscon tower is located atop the Hotel Hickory, adjacent to the studios.
We thought this was terrific... but LOOK—

The same war map offered again on Don Lee brought 23% increase in response!

When 60,000 Avalon packs were mailed in as a result of six announcements on Don Lee in the first Brown & Williamson war map offer, we thought we had a whale of a story—so did Brown & Williamson and their dealers...

But now B. & W. makes another war map offer, only this time listeners had to send in 10c, and what happened... a 23% increase in returns! No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know, from experience, Don Lee brings action where it counts—at the cash register.
Preponderance of Youths in Personnel Vital Factor

AS THE NUMBER of Canadian broadcasters enlisting in the armed forces continues to grow, Canadian broadcasters are faced with a problem of depleted staffing during the next few months. Conscription of single men 21 years up starts late in August or early September. Conscription has been legislated in Canada for home defense, enlistment for overseas service still being a voluntary procedure.

Offices of the Canadian Assn. of Broadcasters are daily being quizzed by would-be enlists for information, but at this writing no government regulations have as yet been released on dates when conscription registration starts or what classes will be called up. Most stations will be heavily affected, inasmuch as most staffs consist largely of young men. One group of stations has practically its entire staff within the conscription age limits, and many of the staff single. The Canadian Broadcasting Corp., is similarly affected, as much of its staff consists of men under 30.

No Exemptions

At the outset of the war, it is learned, a register was made by the CAB of all staffs of all privately-owned stations, and forwarded to Ottawa for reference purposes. At that time it was also announced that the Canadian Broadcasting Corp., if its technical staffs of the private stations would be exempt from war service, as broadcasting was considered an essential wartime service. The situation has changed, and the government has determined that home defense regulations do not allow exemptions.

Present government-announced conscription for home defense plans call for a training of about six weeks, some in evening time, some in regular time. Enlistees continue to hold positions open for men called up, to pay full salaries or make up, whichever is most in the army pay and their regular salaries, as conscripts will not be paid for dependents' relief, as in training. Conscripts can volunteer to join the Canadian Active Service Force.

It is understood there will be some cooperation between the government and industries, including broadcasters, so that entire staffs will not be depleted for home defense training. In addition to the conscription of young men, there will also be evening training in militia units similar to the United States National Guard regiments with camp training for those who are able to go. The training is for married men and those not called in conscript classes.

More Auto Radios in Canada

AUTO radios took a boost in Canada in 1939, according to figures just released by the Radio Branch, Department of Transport, which reports a total of 65,425,000 cars were licensed for the fiscal year ending March 31, 1940, as compared to 29,854,447 in the preceding fiscal year. This is an increase of 42% of the total number licensed. Every province showed increases, except for Ontario. Free radio licenses were granted to 4,690 blind persons in Canada, as compared to 3,926 in the previous year.

Joins Regiment, Woman Manager in Charge

CALLED TO THE COLORS, Lieut. J. Don Buchanan (left), owner and manager of CKPC, Brantford, Ont., has left the station in charge of Miss Evelyn Feely “for the duration”. Lieut. Buchanan has joined his regiment of the Canadian Active Service Force. Miss Feely becomes Canada’s only woman station manager. She began with CKPC as secretary to Lieut. Buchanan seven years ago, and has served as announcer and commentator under the name of Martha Lee. For the last few years she has been program director.

THE BUSINESS OUTLOOK: CANADA

By JAMES MONTAGNES

RADIO advertisers have not and do not plan to stint on commercial radio advertising just because Canada is at war. That is the consensus after a survey of Canadian broadcasters, advertisers and station representatives. The spot broadcasting and the network broadcasting pictures both look good in Canada, with an increase expected for autumn business this year as compared to last year. As one leading time buyer stated: “Everything points to a normal increase in spot and network time, the same normal increase which has been evident the last five years.” That speaks plainly for radio advertising in Canada at war for nearly eleven months.

Spot Holds Up Well

It is as yet too early for many of Canada’s radio advertisers to have finally arranged for their fall schedules, but advertising agencies are busy with the Canadian Broadcasting Corp., station representatives and stations for time schedules for the regular radio advertisers and for a number of advertisers who are trying radio for the first time. No executive interviewed was pessimistic on the radio advertising picture for the last months of 1940. All opined that it would be as good and possibly better than last fall.

Spot broadcasting has held up well in Canada despite the war. Few advertisers found it necessary to curtail or abandon their plans for radio, though a few did. These were mainly companies who imported their products and were not sure of deliveries in quantities large enough to warrant radio advertising. Expansion is still continuing to take place. There is a more than normal inquiry for small regional and larger custom-made networks, and at least one sponsor will broadcast collegiate football games on regional networks.

More national network campaigns are booked for this fall than were on the air last year, including a large number of American and Canadian advertisers new to Canadian networks. Reasons given for this growth include that the Canadian advertisers are nationalizing their regional distribution, are making radio an integral part of their overall promotions on a yearly instead of half-yearly basis, and are turning from spot to network advertising.

While there have been no commercial wartime programs developed, it is believed in some quarters that some angle of the variety program may be developed featuring war songs and sketches. Most agencies expect that at least some radio time will be devoted to programs. The situation, however, that enough talk and news about the war are carried on radio. Most radio networks are doing other entertainment on commercial programs.

The quiz show is felt by some to be the way out. All the sponsor newscast situation (there is strong newspaper-backed movement for the elimination of sponsored newscasts in Canada) is finally settled in August, national stations being left to drop the program material. There are two Canada-wide sponsored news services now on the air in the Dominion, and other big advertisers have shown an interest, when the situation clears.

Transcriptions and Elections

Despite increased customs duty and the devalued dollar in Canada and United States dollars, transcription shows continue to be imported into Canada. Transcription sales of imported shows are on a par with last year, before war conditions made them more of an importing firm. On the other hand, custom-made transcriptions in Canada are continuing in demand, one special set recently made being for a food firm with an Italian name to tell its all-Canadian ownership story in 13 Canada-wide musical broadcasts.

The war actually benefited Canadian broadcasters; this spring WDEF held a federal election. Past elections saw the cancellation of commercial broadcasts, but network election talks. This time, with war control on election broadcasts by the CBC, and each election talk, local and network, having to be approved by the CBC, broadcasters found that less commercial broadcasts had to be cancelled for network election talks, although there was talk that the war result was more money for the stations.

With prospects of increased business, radio, a fall advertising agency executives report that specific time is constantly becoming more expensive, whether on individual stations, while network time is considered so hard to get that “a shoehorn is needed.” The outlook as it looks is that the war will mean excess profit taxes for most Canadian stations, instead of a slump in radio advertising as expected in 1939. The content of the war was brought about last September.

WDEF are the call letters assigned by the FCC for the new local station in Chattanooga which Joe W. Engel, operator of the bowling club, has been authorized to construct [BROADCASTING, July 15].
Columbia engineering has developed a transcription which is incomparable in tonal fidelity.

During the past five months we have seen blase union musicians thrill like "school-boys" at first hearing a Columbia reproduction of their work.

We have enjoyed the sensation of being forced to telephone a broadcasting station to prove to an advertiser that the "live orchestra" he thought he was listening to, was a NAB-Lang-Worth transcription.

Yes, we have even had a complaint from a program manager who wrote: ... "These new NAB-Lang-Worth transcriptions are making me trouble. They are so real they embarrass my live orchestral!"

When the agreement between NAB and Lang-Worth was signed, Lang-Worth pledged itself to provide Radio stations with a transcription service of the highest possible technical excellence at the lowest possible cost.

That Service is NOW ready for YOU!
PACA Vancouver Radio Session Is Big Success
Felis Committee Brings U. S., Canadian Radio Delegates

BROADCASTERS from the United States and Canada, as well as West Coast advertising and agency representatives, attended the radio department of the Pacific Coast Advertising Club's Association in Vancouver, in mid-July, left the scene well satisfied with the lively discussion on popular radio. That was because the convention, which concluded the sessions of the 37th annual PACA convention, was the best attended of all special functions and was hailed as the most successful session in recent years.

Divided under the chairmanship of Hugh Feltis, commercial manager of KOMO-KJR, Seattle, and a committee of West Coast broadcasters, the meeting was designed to give delegates from the States an idea of the problems of Canadian broadcasting and under the stress of war conditions. A list of representative speakers and discussion on major industry problems.

Daylight Time Issue
A subject of great importance to Pacific Coast broadcasters and advertisers—daylight saving time—was fully discussed with the expected sympathies for elimination of the summer differential, which the members of the Western Association voted into the Pacific Coast an hour earlier. It was concluded that the PACA convention would have the place to take positive action, and the radio delegates proposed to raise the question at district meetings in San Francisco preparatory to the NAB convention Aug. 4-7.

C. P. MacGregor, head of the Hollywood transcription company of that name, opened with a spirited plea for station managers and advertisers to start right. He quoted Broadcast Music Inc. He reported that the recently concluded arrangements between BMI, and the leading recording studios, making available the NAB Convention, 5,000 recorded pieces and the guarantee by the participating recording companies to furnish at least 75 tunes per month prior to the expiration of the present ASCAP contracts at the end of this year.

CBC War Activity
In the absence of Horace Stovin of CBC, Toronto, who was scheduled to speak on "CBC 15th," which concerns the handling of medical copy in Canada, Ira W. Dillworth, regional director of the Canadian Broadcasting System, spoke on "The CBC in Wartime." This reflected the tempo of the cooperation which was much more evidenced in comparing war sentiments and international viewpoints from both sides.

R. E. Gamble, managing director of American Assn. of Advertising Agencies presented the advertisers' viewpoint when speaking as a medium stressing particularly the problems of cash discounts and

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"Pacific Coast Manager, John Blinr & Co.

ONE OF THE FIRST

KFH Baseball Quiz Marks
125th Broadcast

A PIONEER quiz show, Quizzers Baseball, recently completed its 125th weekly broadcast from KFH, Wichita, under the cooperative sponsorship of its original four backers. Broadcast from the stage of the local Civic Theatre, the contest feature simulates a real baseball game, with Larry Stanley, program director, serving as play-by-play color. Prizes from $25 up to more than $100, built up cumulatively, are awarded in regular prizes by O. F. Sullivan, theatre manager.

In the broadcast Vernon Reed, KFH program director, distributes to audience participants miniature baseball bats, numbered to correspond with particular questions. Each question is good for one, two, three bases or a home run, if answered correctly, depending upon the difficulty. A single pays the batter $1, with a home run worth $4. The spectators' cards are given for answers to questions pertaining to a picture at the theatre. Listen for a chance to win $1 at the theatre, reserved for questions used on the program. The feature was originated by E. F. Layman, program director, and is being presented in several other theatres and stations. The program, distributed by Civic Enterprises Inc., Wichita, is copyrighted.

Assist for Hodges

RUS HODGES, sportscast-er of WBT, CBS affiliate in Charlotte, N. C., should share honors for the two-hit shut-out game recently pitched and won by Buck Newsom of the Detroit Tigers over the Washington Senators. While broadcasting, Hodges heard that Newsom was worrying about his father, a minor-league baseball man, and sent good wishes to the sick man. Newsom's sister, Miss Helen Hodges, of Kansas City, had telephoned the WBT studio in Hartville, S. C., phoned WBT that her father had been operated on and wanted Buck to "stay in there and pitch." WBT phoned the news to Buck in the player's dugout and said that the shut-out game result.

Johnson Wax Shortwave

S. C. JOHNSON Co., Racine, Wis., on July 12 started two Friday night programs via NBC's shortwave stations WNBI and WRCJ, to promote Johnson's wax. The program, South America. Series will run 65 weeks, the first program, in Portuguese, is titled Hollywood Life and features Irama de Mallo, 7:15 to 9:30. June 30. Second shortwave program, Hollywood, is carried in Spanish with Oga Andres, 9:30 to 11:30. Both series are being prepared weekly in Hollywood, then mailed to NBC in New York for translation into the proper language, for transmission to Latin America. Erwin, Wasey & Co., New York, handles the export advertising of the company.

AHRING has been ordered by the FCC on the application of the Huntsville, Ala., Broadcasting Co., for the facilities of WSBP, Huntsville, 250 watts at 1200 kc. The license is owned by the same firm as WBSW, the Birmingham News and Age Herald and operates WSGN, Birmingham.
Year in and year out, the prosperous WTIC market ranks with the nation’s best. The latest figures show this grand market more than ever at the top of the heap today.

Last year, for instance, the 420,895 families in our primary area alone had—and spent—84.3% more money per family for consumption goods than the national average.* Their per family purchases even topped the remainder of better-than-average New England by 10.9%! **

Here’s a market that can and will buy your product—lots of it.

WTIC gives you this big, convenient, billion-dollar market literally on a silver platter!

*National Resources Committee
**Printers Ink Market Explorations

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
DISTRIBUTION ACCOUNTS
sp—studio programs
—transcriptions
so—spot announcements
—transcriptions announcements

WMCA, New York
Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 30 sp, thru Vanderbeck & Rivenbau, N. Y.
I. J. Fox, New York, (furriers), 70 sp, thru Lew Kauflin, N. Y.
Foster-Miller Co., Buffalo, 5 sp, thru Street & Finney, N. Y.
United Shoe Exchange, New York, 60 sp, thru Kissinger Adv. Corp., N. Y.
U. S. Steel, Chicago, 6 sp, thru Bob Wheaton Radio Features, N. Y.

WGY, Schenectady

KGW, San Francisco
Progressive Optical System, San Francisco (chain optical stores), 5 sp, thru W. L. Gleason Agency, Riverside, Calif.

WQXR, New York

WGBB, Cleveland
John C. Bellamy, Jr., Cincinnati (Lava soap), 5 sp, thru Blackett-Sample-Hammond, M. N.

KKNX, Hollywood
Dr. Pepper Bottling Co., Los Angeles (Chrysler), 6 sp weekly, thru Tncy-Locke-Davis, Dallas.

KDKA, Pittsburgh
W. H. Comstock & Co., Morristown, N. J. (liniment), 5 sp thru Street & Finney, N. Y.

KFW, St. Louis
Procter & Gamble, Cincinnati (Lava soap), 5 sp, thru Blackett-Sample-Hammond, M. N.

KMP, Beverly Hills, Cal.
Ocean Park Amusement Corp., Ocean Park, Calif. (amusement park), 6 sp thru Charles Davis, N. Y.

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Radio Advertisers

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil & Snowbird) through Fitzgerald Advertising Agency, a city, on July 15 started for 13 weeks participations on WKTF, the newest station in the combined Sunrise Satellite and Housewife Protective Programs on KXNN Toluca, Los Angeles (department store), in a 13-week campaign which ends Oct. 11, and through Milton Weinberg Adv. Co., that city, also is using six-weekly participations in these programs. Each new participating sponsors include Colorado Lumber Co., air conditioning systems, thru W. Austin Campbell Co., that city, for 13 weeks ending Oct. (K) and Schwabacher-Frey Co., Los Angeles (chain station), for 62 weeks, ending July 8, 1941, W. Austin Campbell Co., is the agency. Lindsay Ripe Olive Co., Chicago, Ill., Aug. 5, is sponsoring a 20-week campaign which ends Jan. 31, used daily transmitted announcements on WKTI, in a city, for 13-week participation starting Sept. 2, placing through Scholtz Adv. Services, that city.

KIP Corp., Los Angeles (sunburn lotion), seasonal users of radio, thru Phoebus B. J. Melino, the latter a 20-day campaign which ended July 31, used daily transmitted announcements on KIOO, for 13 weeks, and through WKDF, KFOX, KBDB, at KI, KB.

GOLDEN STATE Co., Los Angeles (dairy products), frequent users of Southern California radio time, in a test campaign, is using ice cream, Jax, that city, a 13-week campaign which ends Aug. 15, sponsoring a 3-weekly early morning quarter-hourly commentary program featuring Fisstwood Lawn on, both KNX and KECA, Los Angeles. Ad Manager, Adv. Agency, Santa Monica, has the account.

ENERGY RESEARCH Associates, Los Angeles (natural gas), has started a 3-week campaign in Los Angeles, using radio for the first time, to introduce D-B-Q Tablets, a vitamin food product, in a city, through transmitting six weeks participations in the Andy & Sandy radio program on KMPC, Beverly Hills, Cal. Contract, ending Sept. 18, and placed direct, is for nine weeks.

ADOBE MILK FARMS, Los Angeles (dairy products), occasional user of Southern California radio, has started sponsoring a weekly 60-minute program of recorded classical music on KFJ, that city, in a contract which ends April 30, used daily transmitted announcement five times weekly on KFJ, for 13 weeks, starting July 5. Alfred Leonard contributes in the production of the program, plans each program presented. Agency is Lord & Thomas, Los Angeles.

GENERAL DRY BATTERIES of Canada, Toronto, Ont., Aug. 31, as a test a live half-hour barn dance on CKXW, Wingham, Ont. Account was placed by Vincent & MacRae, that city.

RUTLAND FAIR Assn., has purchased spots through August and September to promote the Rutland State Fair. via WGY, Schenectady, N. Y., and reports six weekly participations in the campaign, has been placed by Baldwin Laboratories (Dwinn) and placed by Young Co., Erie, Pa.

On the Line

FOR YEARS KRE, Berkeley, Calif., has suffered a serious problem of asked train sound effects resulting from location of the station in a full-line railroad tracks within a block of the studios and transmitter.

Since the railway has been unable to install a complete barrier on the line, all over the Coast, Sam Styles recently sold it on the idea of using a pickup microphone to record the actual sound of each passing train, preceded and followed by a pitch of P. plug for the particular train. The pickups are made through a combination of wire loop and tape roset. Please with the idea, Lord & Thomas, agency handling the account, has placed a trial order for 250 spools.

SOUTHERN PACIFIC Ry., to introduce new coach-tourist train The Bonnie between Portland and Seattle, using transcribed announcements on KOIN, Portland, and all stations, the air by Leath Abbott, advertising manager. Opening with the sound of a passenger train whistle, the show dramatizes features of the train, including its passenger service

SEABOARD FINANCE Co., Los Angeles (auto and furniture loans), a Southern California radio time, is sponsoring six weekly participations in the Andy & Sandy radio program on KRXM, and a similar number in WSD & Shine on KFRC. In addition, the firm is using 42 spot announcements weekly on KFY and 12 a week on KRE. Seaboard Finance Co. is also sponsoring a three weekly quarter-hour news broadcast on KSFO and KFJ. An extensive fall schedule, with new stations added to the list, is being planned. Smith & Bull Adv., Los Angeles, has the account.

KELLEY KAR Co., Los Angeles (used cars), consistent users of Southern California radio time, has started sponsoring for 52 weeks a daily transmitted personal news program, with Ken Bart, as commentator, on KECA, that city. The show, which runs daily Monday through Friday, and Sunday morning program of recorded popular music on that station, with a similar six-weeks hour, half-hour news broadcast on KFAC. In addition, Kelley KAR Co. uses a one-hour program of recorded classical music on the latter station, starting nightly on Thursdays, Smith & Bull Adv., Los Angeles, has the account.

MILES LABS, Elk hart, Ind. (Alba Reo, Reo), by raising 100,000 weekly for this month, a 10-week program, of five-week or quarter-hour transcriptions, for their neighborhood, Friendly Neighbors, on WLS, Chicago, Adv. Agency, Chicago, handles the account.

RAINIER BREWING Co., San Francisco, Via United and through Bush- man & Co., Los Angeles, in a summer campaign, is using daily transmitted announcements weekly on KGUB, Hialeah, and KVOR, Colorado Springs, and three times weekly on KGUD, Portland. Finale is 15 weekly on KGKA, Greenville, S. C.

RUSSELL MILLER MILLING Co., Minneapolis, on Aug. 6 will start a schedule of three weekly quarter-hour transcriptions for their product, Russell Miller's coffee, for the Northwest. Shows will be heard 10-11:15 a.m. weekdays and Sat., for 16 weeks. N. W. Ayer & Sons, New York, handles the account.

WXZ's 'NeD Jordan' Sponsoring by Candy Co.

ANOTHER of the WXZ, Detroit, series originated by Mr. Trendle is the new series which W. Trendle goes commercial Aug. 13 with the sponsorship of NeD Jordan & Sons. Part of an expanded dramatic series, it goes on the air, on WXZ, WGB, Buffalo, WLW, Cincinnati, WGN, Chicago, and Michigan Radio Network, Los Angeles, and H. Jordan Candy Co., Chicago (Powerhouse candy bars). The half-hour drama has been set up this week over MBS Tuesdays at 7 p.m. (EST) for the next six months ending Dec. 19, sustaining and will enter the network unsponsored except on the stations mentioned.

The series is produced by WXZ, which also has to its credit The Lone Ranger and The Green Hornet originated by Mr. Trendle, president of the King-Trendle Broadcast Corp., owners of WXZ and operators of MRN. Frank Bruck Agency, New York, placed the account. The program theme deals with fifth-column elements in America, and the efforts of NeD Jordan, railroad claim agent, and his employer, J. B. Medwick, transport tycoon, to combat them.

Samuel R. Hornstein

SAMUEL R. HORNSTEIN, 33, president of Coast Fish Co., Los Angeles, Calif., is the creative head of Southern California radio advertising, having just 14 at his home after a brief illness. Born in Cairo, Egypt, he was educated in Japan and later moved to Los Angeles, in the rice business. He later established his home and business in Los Angeles. His firm, for Bato Dog Food, was the first in Southern California to use newspaper advertising and sold "Uncle John" Daggett's Digest in 1920. His present affiliation with the Los Angeles Times. Surviving his widow, Mrs. Myrtle Hornstein; two sons, William and Robert, and his mother, Mrs. Charles Houghton.

CHARLES J. COWARD, formerly with Ralph H. Jones Co., Cincinnati, Ohio, has been vice-president of the National Electrical Manufacturers Assn., has been appointed director of promotion and advertising for the Network Division of Nash-Kelvinator Corp., of Chicago. He succeeds J. Nelson Stuart, resigned.

J. SCOTT WEBSTER, formerly sales promotion manager, has been elevated to sales manager for Nash-Kelvinator Corp. He succeeds J. Nelson Stuart, resigned.


J. E. DAWSON last month was named manager of the Public Relations Division of Western Oil & Snowbird Sales Co., sponsors of the NBC Pacific Coast Network. He succeeds H. Trendle, retired after 20 years of service.

AL C. JOY, advertising manager of the Pacific Gas & Electric Co., San Francisco, which sponsors the 2-hour nightly Evening Concert on KX, has been elected first vice-president of the Public Utilities Advertising Assn.

R. B. DONNELLEY, formerly of Vick Chemical Co., New York, has been named branch manager for Ohio and Indiana, and the new stone cigarette), as vice-president in charge of sales and advertising.

I DON'T care if this is the Navajo Reservation, Junior, I'm not going to buy that blanket. We're going to get one from all those Indians in San Francisco. I distinctly heard your father say that the first thing he was going to do at the Convention was to visit the Standard Reserves and sign a blanket contract.

THE STANDARD tribe? . . . Oh, quite tame, I guess. You can't keep on making wampum if you practise scalping the cumbering grooves into a silver tray. Well, you've often heard your father say, 'These Standard cumber grooves ought to provide some marvellous platters.'

VANISHING AMERICANS? I should say not! Just a few weeks ago they claimed more members to their tribe than ever before. And, they've that they've adopted WCFL, Chicago, WTNJ, Trenton, N. J., WMJ, Milwaukee, KVER, Seattle, WHDL, Olean; WOKO and WABY, Albany; WKOK, Sunbury, Los Angeles, WOII, Ames, Ia., which now makes a total of 261 braves!

AH, THESE aboriginal craftsmen! Will you look at that Indian building his little house . . . without tools . . . without nails! And do you know, Junior, I heard your father say that the Chiefs at Standard have just constructed a new library COMPLETELY FREE OF TACKS!!
EIGHTH YEAR of sponsorship of the noon newscasts on WOWO, Fort Wayne, was celebrated when Kamm & Schellinger, Mishawaka, Ind. (beer) renewed again last month. Bob Wilson is current newscaster on the series which has had at the mike such notables as Harry Flannery, now with KMOV, St. Louis; J. Howard Ackley, now at WOWO executive; George Applegate, now in West Coast radio. Seated (1 to r) are A. J. Kamm, sales manager of the sponsor firm; Rudolph Kamm, president; Clarence Kamm, brewmaster; standing (1 to r) are Lincoln J. Carter, handling the account for Carter, Jones & Taylor, South Bend agency, and Ford Billings, manager of WOWO-WGL.

THE BUSINESS OUTLOOK: NEW YORK

(Continued from page 26)

by firms whose station lists include chiefly the larger, well established stations which might be presumed to have approached their saturation points, while the reports of doubled sales came from representatives of smaller stations with more time available under normal conditions.

Renewals a Help

Another interesting angle, stressed by many representatives, is that while the business increase is due to expanded spot campaigns of present advertisers, who are almost unanimously renewing their contracts and in many cases are adding more time on stations already used as well as going on the air in new markets. While the expansion is based primarily on better business conditions, several representatives expressed the feeling that the renewals were at least partly due to the growing realization on the part of station managers that it is less expensive to hold an old account than to secure a new one.

The increased merchandising, promotion and other cooperation given to advertisers by these stations has had an appreciable effect in raising the percentage of renewal, the representatives believe.

Agency executives also reported an increased interest in spot radio among their clients, both those who have never been on the air and who are planning test campaigns in selected markets and those who have heretofore confined their broadcasting to the networks but are now adding spot campaigns in supplementary markets. There is no tendency for network advertisers to drop that medium in favor of spot, however. In all of its calls, BROADCASTING was told of only one example of an advertiser replacing a network campaign with a spot campaign and in that case there were unusual conditions that made the advertiser unwilling to be tied up by a network contract with its 13-week cancellation requirement.

Red Network Sellout

With network billings for the first six months some 14% higher than those of a year ago, with summer business at a higher level than ever before and with advertisers already competing for the time still available for fall and winter, network executives expect an extremely profitable period with optimism the agency time buyers generally concur. NBC reports that the Red Network is already sold out between 8 and 10:30 p.m. in New York, which has never before happened at this time of year. On all networks there is a noticeable decrease in the summer hiatuses, with advertisers who formerly took 13-week vacations now reducing them to much shorter periods or, in many instances, remaining on the air straight through the summer.

Fail renewals are also coming through in good shape and with some expansion, it is reported, CBS mentioning that several of its clients are adding 25 or more stations to their present networks. In addition to the regular commercial business, the networks report that they are already receiving inquiries for political time on a regular schedule. In the 1936 campaign the politicians learned that while it was usually possible to clear time for an address by a Presidential candidate the public regarded uninterupted recitations of their normal listening habits.

Plans of the Politicians

Furthermore, when a commercial advertiser relinquishes his time for a political speech, the party must pay not only for the time but also for the advertiser's talent, greatly increasing their expenses. Therefore, if they can arrange for their candidates to speak on a regular schedule the political parties can secure more time for their money and avoid offending any regular following of advertising programs.

Following President Roosevelt's statement that the troublesome internationl situation would preside his conducting a normal campaign, fear was expressed that this might curtail political purchases of radio time. As a matter of fact, the Republicans following suit. The general feeling, however, is quite the opposite: That if the President and the administration in Washington are to carry on and so are unable to make their usual in-person appearances they will obtain their campaign time by buying it by radio, thus increasing rather than decreasing their radio expenditures.

The broadcasting industry's action against the music monopoly of ASCAP, which may quite possibly lead to the banning of ASCAP music in New York, is dated Jan. 1, 1941, has as yet had no effect on the placement of advertising on the air, either network or local. A number of broadcasting executives expressed the opinion that the "networks will settle this matter before anything really serious, just as they did last time they have in the past." A few of the larger agencies said that they were watching the situation closely, but their present contracts expire in October and they do now and were not planning any action before the NAB convention in any event.

The political situation may be summed up in a single sentence: The outlook for radio is better than it has been for any time at this year of.

Breakfast Club on NBC

Now Has 30 Sponsors

FIRST comprehensive report on the NBC Breakfast Club as a locally sponsored show indicates that in the final week of June the program had 90 different sponsors in 25 cities. The Breakfast Club was offered as an NBC-Blue presentation offered for local sponsorship last February.

Sponsors and stations are as follows: American Express, WCFL, Chicago; Lewis-Howe Co., WJZ, New York; Gowen & Co., WSAI, Cincinnati; Mercedes-Benz, WRTD, Richmond; Hygeia Milk Products, KGRV, Sioux City; Montgomery Ward, WTTN, Minneapolis; Crescent Laundry, WWJD, Jackson, Miss.; Manchester Biscuit Co., WFOR, Erie; Linear Tires, WOR, New York; and Mr. Women's Wear, August Eds Motors and Les Wheeler Electric Co., WEBR, Buffalo; Sheriff Ltd., CBL, Toronto, and L. J. Fox, Chicago. In addition, Leo Crum is learning the Lewis-Howe Co., WWL, St. Louis; Kay Jewelry and Willys-Overland Sales, WCOL, Columbus; McCrea Laundry and Morris Plan Bank, WSOC, Dayton; K. W. Dotte, N. C.; Wesson Oil and Perry-Mann Electric Co., WS, Columbus, S. C.; Kimball Laundry and Schuie Baking Co., K & W, Omaha; Old Dominion Beach, WKH, Cleveland; Jenkins Auto Sales and Frigidaire Sales, WING, Dayton; Derst Bakery, WSAT, Savannah; Mann's Baking Co., WAGC, Dallas; Capelston, WTMA, Charles- ton, W. Va.; Willys-Overland Sales, WSPD, Toledo.
SKYWARD, by day and night, they strain anxious eyes for signs of danger on Europe's once-peaceful horizon. And they are not alone. In a lesser degree, on other horizons, tireless vigilance is more than ever needed in the midst of today's far-reaching, bewildering changes. On news fronts throughout the world Transradio keeps a 24-hour watch for signs and portents of vital concern to this country. Through its own correspondents and its unexcelled affiliations with leading news agencies abroad, Transradio offers the utmost in authoritative, swift and accurate news coverage. Its growing staff of military, diplomatic and other experts supply lucid, informed interpretation. With redoubled vigilance, Transradio is doing the most outstanding news job in radio today.
What's he thinking when BROADCASTING DAY features the fairs?

He's thinking of the blessings of democratic institutions, of personal liberty, of free speech, of a free Radio. He's thinking of his favorite station, of Radio by the American Plan. He's thinking Radio.

And when he reads BROADCASTING, he's thinking Radio, too!

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.
The concept of the program was made a reality by the Greatest Radio principle. He acts as liaison between the client and permanent talent on the weekly network programs which originate from Hollywood, and it is his job to keep everybody happy. Danny has also negotiated many an important deal, bringing many a new advertising client to the J. Walter Thompson fold.

When the Southern California offices of the agency were consolidated and moved to the present Hollywood headquarters at 1549 N. Vine St., Jan. 1, 1939, Danker personally designed and furnished the set up to meet all requirements. It is today one of the most modern and best equipped advertising agency offices on the Pacific Coast. It is one of the few to boast its own Little Theatre for auditions. Danker has never had the desire to produce a program. He frankly admits his interest lies in the business of advertising and in talent buying. He likes to work out the policies of a show and then supervise the direction and production of such a show. He has a feeling that the audience knows what he wants from the show. He is not interested in the audience, but in the shows themselves. His attention is confined to the talent he brings into the show.

Blue-eyed, with brown hair, Danny stands 5 feet, 11 inches tall and weighs 190 pounds. He was married Dec. 6, 1934, to Loretta Layson, Warner Bros. film actress, and they have one child, Suzanne, who is the pride and joy of the Danker household. She reigns supreme. When he is talking to Hollywood stars about a radio contract, Danny is usually master of the situation, but when 2½ year old Suzanne talks to him she is powerless. He has no hobbies besides his work, which is almost a 24-hour job. He keeps his staff, as he should, by keeping them interested in the program. Each draws on Danker's knowledge of radio, talent, and general company policies.

When you buy WLAW, LAWRENCE, you only pay for Lawrence but you cover four big cities—a total population of 714,892.

For WLAW covers Lawrence, Lowell, Haverhill and Nashua—all at WLAW's modest rate for 1000 watts—680 kilocycles.

Plus this with a thorough merchandising under-standing of these markets brought about by joint ownership of WLAW and the Lawrence Eagle and Tribune.
Nationally represented by Weed & Company, New York, Chicago, Detroit and San Francisco. Owned and operated by the St. Louis Star-Times. On approximately October 15th, KXOK will change its frequency from 1250 kc. to 630 kc. and its power from 1000 watts to 5000 watts day and night.
For about October 15th.

Frequency of 630 kC.
Increase in Power
Imate 10 Fold Increase
Night Time Range

KXOK
ST. LOUIS, MO.
Radio Asked to Aid the Military In Locating Men for Skilled Jobs

WITH 100,000 skilled civilian workers needed by the military establishment of the country, the broadcasting industry has been asked to aid in the job of locating this manpower and placing it in contact with proper authorities in their areas, and the NAB has pledged full industry support. In a special bulletin to the industry, NAB President Neville Miller July 19 notified stations of the NAB pledge and asked them to cooperate by spot announcements which will be sent out from Washington in quest of the skilled workers.

Mr. Miller pointed out that the national defense needs of the country require immediate employment of 100,000 skilled civilian workers in the War and Navy Departments, Civil Aeronautics Authority and several other departments. To locate these men speedily is an "urgent and patriotic duty that radio can perform best," he said.

Asking the vigorous help of every broadcaster, he said these men must be reached and urged to return to former trades to avoid bogging down preparedness plans. Clerical workers and laborers are not now needed, he said.

Data to Stations

Announcements mailed to stations will designate definite jobs open in particular sections of the country, Mr. Miller stated. Only in exceptional cases is it likely to be necessary to issue blanket announcements. The jobs will be Civil Service, but all red tape will be cut, stations were notified. The applicant does not have to pass a written examination.

Emphasizing that the need is urgent, Mr. Miller said that men responding to the radio announcements can secure application blanks at the nearest first or second class postoffice.

Every week, stations were told,

NAB will confer with the Civil Service Commission about jobs. "It is expected that needs at certain points will change frequently. As they change, supervising announcements will be sent," the notice stated.

"Therefore," stations were advised, "in the interest of efficiency, in this hour of emergency, we shall operate on the assumption that stations will continue to broadcast announcements until it is killed or modified to meet the changing conditions." Stations were asked to "turn on the heat" to locate the men needed for the country's defense. Suggestions also were solicited.

Submitted to stations were blanks to be signed under which stations confirmed their desire to cooperate in the search. Mr. Miller pointed out that it is necessary to provide the Civil Service Commission with accurate knowledge of the areas being covered by the announcements.

Ford's Used-Car Week

FORD DEALERS Advertising Ford, Kansas City (used cars), on July 22 started a concentrated one-week campaign of two-daily one-minute announcements on 26 stations in its home territory. Stations used were KOUA KDRO KWHO KCHB WHB WDAF KMBW KCPQ KMBS KWCH RFK KFBI KANS WIBW KSKAL KOAM WRENN KCKN KWBG KYUB KIUL KGNO KVAK KGGP KFEO. McCann-Erickson, Chicago, handles the account.

Change in WMSL Control

THE 48 shares of stock in Tennessee Valley Broadcasting Co. Inc., licensee of WMSL, Decatur, Ala., for which Ted R. Woodward held subscription rights, would have been sold to Mutual Savings Life Insurance Co., now holder of 40 of the 130 issued shares, under a deal in which FCC approval was sought. The insurance company would take up the stock in effect of a sale. WMSL was sold last September by James S. Moss to a group including the insurance company and its executives, Manager Woodward and Clarence E. Callahan Jr., Atlanta attorney. Mr. Moss, who manages WGST, Atlanta, acquired 60 shares, which he retains.

DR. HENRY B. KRANZ, former Vienese journalist and dramatic critic, a member of the staff of the CBS shortwave listening post on Long Island, is on a lecture tour, discussing "Inside Radio War Propaganda."
Ten Video Stations Granted By FCC as Interest Slackens

Seek Met Sponsor

NEW NBC-Blue Network sales force has hopes of selling the Metropolitan Opera series of 16 Saturdays next winter, since the setting of a blanket price of $225,000 for the whole series, including time and talent, a reduction of more than a third from the previous quotations. NBC, which has not been sponsored by any network here in the past, has asked American Tobacco Co. to purchase the opera broadcasts for Lucky Strikes.

SCOPHONY PLANNING AMERICAN BRANCH

An American branch of Scophony Ltd., English manufacturer of television transmitters and receivers, is being formed, according to Arthur Levey, Scophony official, who arrived in New York July 24. Company, to be called American Scophony Television & Radio Corp., has secured financial backing from the backers of advertising, which he could not yet divulge.

About two years ago, when Sol Segall, president of CRC's, and Mr. Levey, who was technical director of Du Mont's new television station, W2XBS, New York, since May 24, worked with him in Chicago, and when Mr. Levey said, describing the interesting ideas, that he could not yet divulge.

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Broadened Exemption Sought For Fair Labor Standards Act

NAB Suggests Changes in Definitions to Permit Inclusion of More Personnel as Executives

By LEWIE V. GILPIN

BROADENED exemption for radio employees under the Fair Labor Standards Act was proposed July 25 by Joseph L. Miller, NAB labor relations director. The proposal was offered at a hearing, the fourth of a series in recent weeks held in the Wage-Hour Division of the Labor Department.

The series of hearings was scheduled to give representatives of various industries an opportunity to advance recommendations redefining the "executive," "professional" and "outside salesman" classifications exempt under the Act.

The NAB proposal held special significance for the industry in the light of a July 16 opinion by the Wage-Hour Division that an advertising solicitor does not qualify for exemption from overtime provisions of the Act under the section "outside salesman." Holding that an "outside salesman" must make sales results in the giving and receiving of property, Rufus G. Poole, associate general counsel of the Division, declared in a letter addressed to an inquiry by Mr. Miller: "An advertising solicitor is not engaged in performing work resulting in the giving of title to property, but is merely negotiating contracts for the broadcast of prescribed materials to facilities of the radio station."

Speaking for the radio industry, Mr. Miller proposed revisions in the accepted definitions which would remove the principal difficulties met by radio operators, arising from the Act's maximum-hour restrictions and overtime provisions. Application of these restrictions to such station officials as chief engineers, program directors and salesmen has caused most difficulty.

High Average Wage

Pointing out that minimum wage requirements do not concern the broadcasting industry, with one of the highest average wages of all U.S. industries, Mr. Miller declared the present narrow definition of "executives," "professionals" and "outside salesmen" was proving "both burdensome and undesirable!"

Also appearing at the July 25-29 hearing, presided over by Harold Steinh, assistant director of the hearings branch of the Wage-Hour Division, were representatives of the American Newspaper Publishers Assn., National Editorial Assn., American Association of Schools & Departments of Journalism, other organizations in the communications, transportation, publication and public utilities fields. LaBahn, speaking for the NAB, stated: "We are both in presenting testimony and cross-examining witnesses, included International Brotherhood of Elecctricians, American Newspaper Guild, Communications Assn. and American Federation of Radio Artists.

Mr. Miller recommended that the Wage-Hour Administration's definition of an "executive" be amended by striking out the provision that he "does no substantial amount of work of the same kind regularly performed by non-exempt employees." Thus, a chief engineer, program manager or sales manager, as a "bona fide executive" in the highest department, directing employees under him and enjoying the power to hire and fire or make suggestions along that line, and who pay, would qualify for exemption from the maximum hour and overtime provisions.

On FCC figures, Mr. Miller stated that the networks and 660 commercial stations had 18,359 full-time employees during the week beginning Dec. 11. He arrived at an average wage of $45.20 for that week, one of the highest paid by any industry. The FCC figures also show that 187 stations, or a proportion of 78.51 for station executives, Mr. Miller pointed out.

Exemption Effect

"We recently asked stations to inform us how many of their executives, not now exempt, would be exempt if the section were amended to read: "Two hundred and seventy-seven station managers so far have informed us that the total in their stations would be 546; 12,115 full-time employees, 178 executives, now subject to the Act, would be exempt with the change, their average compensa-

"We believe this a typical cross-

"If we are correct, the change we propose would exempt somewhat less than 1,500 employees who receive an average weekly pay check of $47.13. In considering that the change we recommend would exempt approximately 936 of the industry's 18,000 fulltime employees, it must be remembered that the average broadcasting station has fewer employees compared with most industrial units. The 660 stations reported the change would exempt 51 of their employees now receiving an average of $68.67 a week.

SINCE SUMMERS get pretty hot in the Connecticut River Valley around Hartford, announcers of WDRC are permitted—on exception hot days—to do their shooting from a 16th floor terrace outside the studios. Here are three WDRC announcers, with cool drinks handy, putting on one program and preparing for the next one when time permits. They are (1 to right) Bob Mak, Harvey Olson and Bob Provan Jr.

AFRA to Review Disc Negotiations

Membership to Get Reports

On Status of Dickering

STATUS of negotiations between committees representing the transcription industry and the American Federation of Radio Artists over the AFRA code of wages and standards for the employment of directors, producers, announcers, singers and sound effects men on recorded programs is to be presented by AFRA membership at meetings scheduled to be held in New York on July 30 and on about the same date in Chicago, Los Angeles and Hollywood.

Receipt of AFRA's code [BROADCASTING, July 1] by the transcription manufacturers and the counter proposals of the recorders will be reported in full to the union members, according to Mrs. Emily Holt, executive secretary of AFRA, who said reaction of the membership to these reports would determine the future course of the negotiations.

Convention Delay

Although there are still a number of points on which the union and employer viewpoints are widely divergent, and although the AFRA will not interrupt the committee meetings for at least a week, Mrs. Holt expressed the belief that it might be possible to conclude negotiations before the AFRA convention, which is to be held in New York, Aug. 28-31.

Meanwhile, a series of negotiations with network executives to work out a single contract covering work done on sustaining network shows, succeeding the present contract which expires Aug. 12, is scheduled to get under way this week.

Discussion of these two sets of negotiations so occupied the AFRA convention July 29 that they did not find time for consideration of the one-big-union plan for combining all branches of the Associated Actors & Artists of America into a single organization in lieu of the present separate sets under which each field of entertainment has its own union.

The council of Actors' Branch of the convention, held in New York July 19, announced approval of the plan, but to date the other AAA organizations have not acted on it.

Bromo Plans Return

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), has appointed Ruthrauff & Ryan, New York agency. Plans now being completed call for a weekly half-hour program on NBC-Blue, starring Ben Benes, Boston station station, with an unsold account. Account has been the subject of lively solicitations by a number of agencies since it left J. Walter Thompson Co. recently.

CEREMONIES and events of New Jersey Day at the New York World's Fair, July 30, were broadcast over a network of radio stations, including WHOM and WAAT, Jersey City; WCMR in Camden; WNY, Vineland; WCAM in Camden; WBBB, Red Bank; WBAB, Atlantic City; WSNJ, Bridgeport.

state business, and in no wise detracts from the fact that the intention of Congress was that the workers, whenever the time from the nature of their employment could not be controlled."
Unions on Coast Violate Pickets

Workers Refuse to Recognize Patrol of NBC Studios

PICKETS continued to patrol the NBC Hollywood studios as no indication, at present, of a settlement of the dispute involving the network and three AFL unions was apparent. The lines, representing stagehands, janitors and electrical workers, were thrown around the network's west coast studios during the headquarters July 17, following a breakdown in negotiations.

Picketing was ordered by Local 33 International Brotherhood of Electrical Workers, and Building Service Employees International, in an effort to enforce recognition as bargaining agency for workers in those classifications. The unions declared NBC is now employing non-union help in departments over which they claimed jurisdiction.

Spurn Gilman Proffer

Don E. Gilman, NBC western division vice-president, stated that none of the pickets were NBC employees and that no worker from that company was on strike. He declared that "NBC is ready at any time and has been ready to negotiate with any labor organization which has proper representation under the law among our employees.

He further declared that the picket line was thrown about the studio with no advance notice other than a telephone conversation about 10 minutes before the pickets arrived. Mr. Gilman recommended that the three unions take the case before the National Labor Relations Board and that NBC "would be glad to cooperate in such a procedure."

Carl Cooper, head of Local 33, IATSE, admitted that the local had no membership in the studio, but declared that "we belong" there, and that the unions were seeking recognition similar to those with CBS. He charged that inexperienced boys were being employed to do work of stagehands, and non-union workers were being employed in other technical departments. Unions claim they are picketing the NBC studios because NBC officials refused to bargain. They refuse to take the matter to the NLRB declaring that "this is purely a matter of recognizing our jurisdiction and nothing for the Labor Board. If the unions were NBC of failing to negotiate with them, although meeting with network officials had been held.

Efforts to have AFRA and the musicians union join the picketing and proposed strike have failed. Musicians and radio artists have international agreements with NBC, which bar walkouts. Hollywood union leaders feel that only the combined power of the independent nationals can bring about a settlement. Meanwhile musicians and actors have been walking the picket line to fulfill engagements on network programs.

Some 22 pickets took position July 17 when the picketing was established, but on the following day there were less than a dozen on duty, with the number dwindling to four at press time. There has been no disturbance.

COMMUNIST POLICY

WFIL Refuses to Sell Time, Donates Half-Hour

BECAUSE of uncertainty whether Communist Party candidates will be allowed on the Pennsylvania ballot in November election, WFIL, Philadelphia, has refused to sell the party time, although President Rosenbaum gave it time for a special 30-minute broadcast July 26. Carl Reese, educational director, the Communist Party of Pennsylvania, at that time answered attacks made on the right of the party to have its candidates appear on the ballot.

In a statement outlining his reasons for refusing to sell the Communist time, Mr. Rosenbaum said WFIL was informed "that until existing doubts are removed, the Communist Party may properly be a duly qualified political party, the name of which will properly appear on the ballot." He explained further that since he abhorred and opposed censorship of free speech by force, and because he refused to make Mr. Reese a "martyr," he had given him 30 minutes time on July 26. He added that WFIL will grant similar facilities "to a proper representative of those who hold other views" if they wish to answer the Communist speaker.

FHA Autumn Campaign Includes Use of Radio

Radio has been included in plans for the fall modernization drive among new projects of the Federal Housing Administration. Although local and sectional FHA officials must handle the housing programs in various regions, the FHA radio section in Washington has announced it will issue a double-face recording containing three 5-minute dramatizations on one side and 12 dramatized spot announcements on the other, available for local sponsorship by building concerns.

In addition, the modernization drive features a series of weekly spot announcement service of the FHA headquarters, and it is announced that series of 15 five-minute talks on modernization will be sent to field officials of FHA. Operating with FHA, World Broadcasting System is producing a new weekly transmitted series, So You Want to Build a Home, concerned with the planning and building of low-cost homes through the FHA setup.

Sinclair Dealer Discs

SINCLAIR REFINING Co. has informed its dealers and service station operators that they must use NBC "The Newscast" transcriptions on their local stations and that the Sinclair 50-50 advertising plan, with the company paying half of the cost. Dealers were told of the arrangement the company has made with NBC in a folder listing 21 these musical series, ranging from a single quarter-hour to six full hours weekly, as well as a number of dramatic programs, if the dealer prefers. Dealers listing stations currently broadcasting the "The Newscast" service. "Actual recordings require no approval--Sinclair has already approved them," the folder states. "You must, however, use the commercials' sent you by the District Office."

General Oil Football

GENERAL PETROLEUM Corp., Los Angeles, out of radio for more than two years, on Sept. 18 starts for 13 weeks Football Forecasts with Sam Hayes, on nine CBS West Coast stations (KNX KSFO KARM KOKO KKOY KTUC), Wednesdays, 6:45 p.m. PST. Agency is Smith & Drum, Los Angeles. Hayes is also commentator on the five-weeks-quarter-hour early morning Sperry News, sponsored by Sperry Flour Co., San Francisco, on 6 NBC-Pacific Red stations, Monday, through Friday, 7:45 a.m. PST. That series, through Westco Adv. Co., San Francisco, has been renewed for 12 weeks, effective Aug. 12. In addition, Hayes is commentator on the "Weekly Spectator," an NBC-Pacific Blue network sustaining program.

'SHOUT TIME TO TRADE ER IN, I GUESS!'

Out here in the prosperous Red River Valley, our well-heeled hayseed lives in a style that lots of so-called "sophisticates" would like to get accustomed to! That's evidenced by the fact that this area accounts for 46.8% of all automotive sales in North Dakota, South Dakota and Minnesota (excluding the counties containing St. Paul and Minneapolis).

All the Valley's million and a half buyers are within easy listening distance of WDAY—the only chain station reaching 'em all! Does that put a bee in your bonnet?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARGO

N. D.

940 KILOCYCLES

5000 WATTS DAY

1000 WATTS NIGHT

FREE and PETERS, INC.

NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 103
George B. Porter to Leave FCC Post
To Enter Practice of Law With Haley

TERMINATING nearly a decade as assistant general counsel of the Federal Radio Commission and its successor, the FCC, George B. Porter has
resigned, effective Aug. 1, to enter private practice of law in Washing-
ton, specializing in general par- 

mentary matters.

Actively identified with broad-
cast matters during Mr. Porter's
official tenure, Mr. Porter has
been assistant general counsel
in charge of broadcasting since
creation of FCC in 1934. He will
establish offices in the Earle Bldg.,
Washington, and Andrew G. Haley,
FCC attorney, who resigned last
September, will join him. The firm
will be known as Porter & Haley.
Mr. Porter plans to continue
upon his retirement from the FCC.

FCC Chairman James Lawrence
Fly, in commenting on Mr. Porter's
resignation, said: "Mr. Porter's
"reluctantly relinquishes to private
practice a man ideally qualified by
experience and reputation for the
important work which he has so satisfactorily performed.

"The FCC is indebted to Mr. Porter's FCC general counsel, paid high compliment to
Mr. Porter in a statement accept-
ing his resignation, and expressed
regret over his decision to leave the
Government service. Mr. Taylor said:

"Mr. Porter's long experience and expertise in the field of radio
law has been highly important and invaluable in the performance of
the Law Department's duties. I deeply regret that my association with
him has been so brief and ex-
tend to him every good wish in his new activities."

Successor Not Named

No announcement yet has been
made of Mr. Porter's successor. Lucien
Hilmer, of New York, who on July 17 was named special counsel
for the FCC, has stated his office
at $6,500, is a possible selection for the post, which pays $3,200 per year. Mr. Hilmer
is chief of the New York office of the Senate Interstate Commerce
Commission in its railroad investigation and is 32. Mr. Hilmer's status now is

ably will start out with a half-dozen
men, but will draw upon regular FCC personnel for supplementary
aid. He is now assigned to
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applications, he said, but it will "in-
vestigate where investigation seems
necessary."

"Pointing out that in the past
"ex parte" representations have formed a substantial basis of official
action by the FCC, Mr. Fly said this
did not contribute to "good administra-
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dle labor problems that arise in the
industry. He disclaimed any inten-
tion of waging a "crusade."

FCC Probe Unit Head
Appointed

Lloyd Named Investigative
Counsel; Lawyer Added

CREATION of a permanent inves-
tigation unit of the FCC to get
out information regarding the re-
sponsibility and character of ap-
nellate counsel for the entire
industry, the FCC July 26 in-
nounced.

Mr. Lloyd's appointment came
coincident with the addition of
five other attorneys to the FCC staff,
most of whom will be assigned to
broadcasting. Mr. Lloyd, James
Lawrence Fly has long advocated
creation of an investigation unit, having
told committees of Congress that
the FCC has been handicapped in checking qualifications of appli-
cants because of lack of such an organization. He stated that about
$50,000 would be required for the personell of the unit, to head-
quarters in Washington.

Mr. Lloyd, who is 29, was former-
ly assistant chief counsel of the Sen-
ate Civil Liberties Committee. His
appointment as special counsel
gives him a salary of $5,600. It is presumed other attorneys on the
FCC staff will be possibly experi-
enced investigators from other gov-
ernmental agencies, in due course
be assigned to duty under the new
investigation chief.

Other Appointments

Another important legal appoint-
ment was that of Lucien Hilmer
of New York, to be special counsel
in the broadcast division of the
FCC Law Department, Mr. Hilmer becomes
"second man" in the broadcast section
of the FCC, taking over the New
York office of the Senate Interstate
Commerce Commission in its rail-
road investigation.

The remaining four appoint-
ments were under Civil Service
classifications. Leo Resnick, of
Oklahoma City, has been appointed assistant
attorney at $3,200, and has been
assigned to national defense opera-
tions. While attached to the Law
Department, he presumably will
function as legal aide to Chief
Engineer E. K. Jett. He came to the
FCC from the legal staff of the
Public Works Administration.

Marcus Cohn, of Tulsa, a gradu-
ate of the University of Oklahoma,
University of Chicago Law School
and Harvard Law School, was named as a special attorney at
$3,200, and is expected to be
assigned to broadcast work. Oscar
Schaeffer, of New York, was named as a special attorney at
$3,200, and will be attached to the
litigation section under Assistant
General Counsel, John L. Raub,
Jr. and Anthony Cotton. Philip
Eiman, of New York, law clerk to
Chief Engineer Valverdi Magruder,
of the First Circuit, was appointed
attorney assistant at $2,600, and
previously assigned to the broadcast
section.

Chairman Fly declared July 22
that the Investigation Unit prob-
ably will start out with a half-dozen
men, but will draw upon regular FCC personnel for supplementary
aid. They are expected to be
translated to broadcasting or to new
applications, he said, but it will "in-
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tion of waging a "crusade."

FCC Invites Briefs, to Be
FILED UP TO Sept. 15

ALLOWING all parties until Sept.
15 to file briefs in connection with
the report of its Network-Monopoly
Committee, which has drawn sharp
narratives from the management of
the industry, the FCC July 26 indi-
cated that no final action is likely to be taken on the report until
after the presidential elections.

Action was taken upon a petition
filed by MBS by the 300-man chief
counsel in the monopoly proceed-
ings, John J. Burns, of Boston.

Judge Burns, in a letter dated
Nov. 1, 1934, suggested the FCC act
upon a report by the committee.

Whether oral arguments will be
held following submission of the
briefs presumably depends upon
later developments and possible
requests to that end.

The FCC said the briefs, should
be directed solely to accuracy of
actual statements in the commit-
tee's report and not to recom-
medations contained in its memo-
andum of submittal and to the advisability
of adopting the recommendations suggested MBS temporary
regulation.

G. Franklin Wisner
G. FRANKLIN WISNER, 61, press chief of the old Federal Ra-
dio Commission, who served as a
successor to the late FCC chairman,
Mr. Webber, 1927 to 1938, died July
25 in Garfield Hospital, Wash-
ington, after a long illness, and
was survived by his wife in his
second year in retirement at his Silver
Spring (Md.) home. Mr. Wisner had been
relieved March 15 of his duties for
health notice during the personnel
purge instituted by the then chairman,
Frank R. McNinch, Born in Hamp-
stead, Md., he was graduated from
St. John's College, Annapolis, after
which he was principal of the Tow-
son (Md.) High School. He started
his newspaper career with the
Baltimore Sun, later shifting to the
Baltimore American, and after
coming to Washington in 1921 served
as correspondent for the Ameri-
Can Broadcasting Co. He has lived in
New York World. Surviving are his
wife and a daughter.

Mapleton Test

FLEMING-HALL Co., New York,
us, is using daily quarter-hour spot
stations as test bed for the proposed
next campaign for Mapleton cig-
rettes and smoking tobacco. On
n the use of the company's
sponoring Today's Baseball, Bert
Lee's round-up program broadcast
from the Browns' opening game in
7:30, and a similar series is be-
ning on USED, Gary, Weiss &
eller, New York, is agency.
Pact Allocations Received by FCC

Action After Labor Day Seen On Treaty Wave Tables

WITH FIVE of its seven members present, the FCC July 19 formally received from its engineering department the long-suffering standard broadcast reallocation tables provided for under the so-called Havana Treaty; and before Labor Day, it detailed study, with active consideration planned after Labor Day, Sept. 2.

Under the terms of the treaty itself [Broadcasting, July 15] the FCC must exchange allocation lists 180 days after the states of the Big Four on the continent ratified the pact, which becomes finally effective March 29, 1941. An earlier date can be agreed to mutually by Mexico, Canada, Cuba and the United States, but the absolute deadline is March 29.

Status of Clear

Present at the meeting were Chairman Fly and Commissioners Craven, Walker, Thompson and Payne. Commissioner Case is convalescing at his summer home on Narragansett Bay, while Col. Thad H. Brown, nominated for a seven-year tenure from July 1, still awaits Senate confirmation and until it is forthcoming cannot sit officially at FCC meetings.

Deep concern has been shown in broadcasting circles over failure of the FCC to act on the treaty allocations. Moreover, the fact that certain members of the FCC favor wholesale changes in the prescribed treaty allocations as a means of breaking down clear channels, has caused apprehension [Broadcasting, July 15]. It is stated, however, that the FCC proposes to complete its consideration in advance of the Sept. 29 notification date and that diligence will be employed to avoid serious complications.

The July 19 meeting was the last held by an FCC quorum of three members (Fly, Walker and Thompson) met July 23 and July 26, but only as a board, and took actions subject to ratification by a quorum under recently instituted procedure. The FCC, it is understood, does not contemplate another regular meeting before Labor Day.

Van-O Cleaner Tests

CHEMICALS Inc., Oakland, Calif. (Van-O cleaner), in July started a 13-week test campaign on five California stations in behalf of its product, comparatively new on the market. Five-minute dramatized transcriptions are being used on KFBK, Sacramento; KQW, Stockton; KHSL, Chico; KCVC, Redding; KTRB, Modesto. Account is handled through Botsford, Constantine & Gardner, San Francisco.

Grove Labs. in Canada

GROVE LABS, St. Louis (Brono-Quine), in October will start a varying schedule of quarter-hour programs, news periods and local 100-word announcements on 20 Canadian stations. Contracts will run through March, 1941. Russell M. Seeds Co., Chicago, places all Canadian advertising for this account.

WSB Adds to Staff

SINCE the recent acquisition of WSB and the Atlanta Journal by the James M. Cox radio-newspaper interests, many staff additions have been made by J. Leonard Reinsch, new general manager. Staff appointments include: Ernie Harwell, formerly on the sports staff of the Atlanta Constitution and recent journalism graduate of Emory U., sports editor; Elmo Israel, former assistant publicity director of Alabama, public editor; James Bridges, recent Georgia U. graduate, continuity editor and announcer; Hubert Batey, formerly with WGSP, Albany, Ga., news announcer; Bill Spencer, formerly with WERD, Birmingham, and WAPQ, Chattanooga, announcer; Claude Wilson, formerly with WTVZ and WSAV, Savannah, continuity and announcing; Lorin Myers, recent Emory graduate, salesman; Bill France, formerly with the AAA, farm director. In addition, WSB has appointed Charles Wells, Georgia U. junior, and Harry Hutchins, Emory U. junior for "internships".

Wins—But Loses

THE Revenge, Class A cruiser owned by Blair Walliser, producer of CBS, Chicago, and Ken Griffin, CBS director, on July 23 was first to cross the finish line in the Chicago-to-Mackinac yacht race. As a "scratch" boat, the yacht had to stand by while other smaller boats which were given handicap times surpassed its 65 hours, 36 minutes and 24 seconds established time. The Revenge was winner of this race two years ago.

Richfield's 10th Renewal

RICHFIELD OIL Co., Los Angeles (petroleum products), through Hoxton-O'Donnell Adv., Inc., for the tenth consecutive year on Aug. 11 renews for 52 weeks the five weekly quarter-hour Richfield Reporter on six NBC Pacific Red stations (KFI KMJ KPO KGW KOMO KKO). Sundays thru Friday, 10-10:15 p. m. (PST).

Hughes News Sponsored By Langendorf Bakeries

LANGENDORF UNITED Bakeries, San Francisco, West Coast bakery chain, on July 22 started sponsorship of News by Hughes, featuring John B. Hughes, news analyst, on six CBS Coast stations (KSPD KNX KARM KVO KBOY), Monday through Friday, 1:30-1:45 p. m. (PST). Contract, for 52 weeks, was placed through Leon Livingston Agency, San Francisco. Hughes, for nearly five years a newscaster on KFRC, San Francisco, will retain two of his commercial newscasts on that station and the Don Lee-Mutual network.

With WOZO AIREA

WESTINGHOUSE RADIO STATIONS, Inc.
10,000 WATTS 1160 Kc.
NBS BASIC BLUE NETWORK

INDIANA'S MOST POWERFUL RADIO STATION

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising August 1, 1940 • Page 105
BMI Ships 50 Transcription Numbers

450 More Slated As Production Expands

WITH DETAILS of the transcription plan by which Broadcast Music Inc. will insure a steady supply of creative material to its small-station members who are largely dependent on records for their musical broadcasts not yet covered by ASCAP, we report that BMI has already produced its first six—double-faced transcriptions containing more than 50 non-ASCAP compositions, which were shipped last week without charge to all BMI members.

An additional 450 such numbers will also be distributed before the end of the year and details are now being worked out by which BMI stations will be assured of a regular flow of non-ASCAP music in recorded form.

New Fee Formula

Announcement of the transcription scheme was made following a BMI board meeting, held in New York last June 15, at which a new formula for license fees was adopted at the end of the initial license period, was also adopted. The new fees are based on a sliding scale of payments designed to greatly reduce the payments to be made by stations in the lower income classes of the industry.

Report of BMI progress to date was made at the July 16 board meeting by Neville Miller, president of the NAB, who listed seven major accomplishments of the industry-owned publishing house:

1. BMI has made the first comprehensive study of the musical requirements of broadcasters and has begun the preparation and production of material to meet those needs for 1941.

2. In its first three months of operation, BMI has given broadcasters the most requested tunes published under its own imprint and is now on a production schedule of 150 selections a month—30 new tunes and 100 new arrangements of public domain music—a rate never surpassed in music publishing history.

3. BMI's new popular tunes have been successfully used on the air, both by networks and local stations, and are being heard with increasing frequency in all parts of the country.

4. BMI's transcription plan will make several hundred selections available in recorded form by the end of the year. Also BMI's tunes are being recorded on phonograph records for home use.

5. BMI has acquired catalogs containing more than 5,000 copyrights and producing more than 40 new transcriptions per week, the plans for other important catalogs are in progress.

6. BMI staff has begun compiling all non-ASCAP music available for performance, including that of all other licensing societies, that already recorded and that of publishers not affiliated with ASCAP. More than 7,000 non-ASCAP selections have already been recorded for BMI.

7. BMI has maintained the support of a united front of broadcasters representing all branches of the industry, despite ASCAP's efforts to split the industry into antagonistic groups. It is united backing which has enabled BMI to make its present record of achievement.

BMI members now number 300 commercial stations representing more than 70 per cent of the daily business done by the entire industry and including 108 stations of 100 to 250 watts power as well as that of the nation's 41 fifty-kilowatters.

NIB Endorsement

At the July 16 session, the BMI board elected a new member, Niles Trammell, succeeding Lenox R. Lathrop, who had a few days earlier resigned to accept a position with NBC, as BMI's representative on the board. In addition to Mr. Trammell, the board now includes Edward Klauber, CBS; John Elmer, WCBM; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; Paul W. Morency, WTC; and Andrew W. Lohr, BMI national treasurer.

Following the BMI board meeting, the National Independent Broadcasters sent a letter to all non-network stations, calling to their attention the fact that while ASCAP has sanctioned their activities as "made it difficult, if not impossible, for many small broadcasters to participate," they "now have an opportunity to make some improvements in their services and benefits of the industry-owned music supply at a reasonable and fair cost."

Signed by Harold A. Lafount, NIB president; Lloyd C. Thomas, secretary-treasurer, and Andrew W. Bennett, general counsel, the letter states that BMI has many discussions with BMI regarding a revision of fees for small stations, the letter urges that the broadcasters send in their assignments and "operate without ASCAP's contrivances in the light of your own particular circumstances and the best interests of your committees for future commitments.

Further Hearing on Brown Nomination

Is Called as Senate Action Is Blocked

THE INSPIRED campaign to block Senate confirmation of the nomination of Thad H. Brown to serve a new seven-year term as a member of the FCC was inaugurated during the last fortnight, with the outlook for further hearings. Another session is set July 31. Meanwhile, Col. Brown remained in the status of commissioner designate without portfolio or salary, since his old term ended June 30 and he cannot sit until the Senate confirms his nomination.

Senator Tobey (R.-N.H.) continues to lead the opposition, and has demanded that the nominations be put to a vote soon. The Senate Commerce Committee on the ground that Col. Brown is not qualified for the post. A new recruit against confirmation has blossomed, it is now reported, in the person of Rep. Lawrence Crane, R.-Md., persistent critic of the FCC and the networks. Rep. Connelly, it was disclosed at the Senate Committee, had advised him of information he had procured which he indicated would give him a handle on some of the activities of FCC members and staff.

Inside Stuff

It was reported in reliable quarters that the General Accounting Office had been asked to supply detailed information on travel vouchers of Col. Brown and certain other FCC officials respecting a trip to Texas, California and the Southwest a few months ago, including a trip to Agua Caliente. Because of the nature of the information sought, it is generally considered by many as a "stock-taking" as charged by Senator Tobey. Commissioner Brown's testimony previously had been to the effect that the FCC had looked with disfavor on the manner in which he supposedly had manipulated its stocks.

As things stand now, the committee will hear Col. Brown and Mr. Colin July 31. Chairman Fly also had planned to appear but was expected to leave the city. Meanwhile, Col. Brown's status will remain unchanged. Despite all the newspaper reports, his nomination will be reported favorably, though not unanimously, by the committee, and that in due course he will be confirmed by the Senate and installed in office. Chairman Fly is supporting his confirmation.

Before that, however, it is likely that the FCC will be taken to task over the "front of plans to leave the city. Meanwhile, Col. Brown's status will remain unchanged. Despite all the newspaper reports, his nomination will be reported favorably, though not unanimously, by the committee, and that in due course he will be confirmed by the Senate and installed in office. Chairman Fly is supporting his confirmation.

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'Bonus' Numbers

Already six transcriptions have re- served unused numbers, leaving only 116 which have been sent not only to their own subscribers but to all BMI members as well, including many 50 non-ASCAP tunes, as follows:

NBC Theaters: There's an Old Easy Chair by the Fireplace, Pied Piper, High Time, Windy Hill, and Phantom in the Dark, all BMI tunes, on one side, with six patriotic selections on the other. Spirituals, American, Dixie, Maryland, Yankee Doodle and Co-
Drafting of Ethridge Proposed
As Communications Liaison

Industry Trouble Shooter Would Be Coordinator
With the Knudsen-Stettinius Commission

WHITE HOUSE consideration is
being given to appointment of
Mark Ethridge, former president of
BMI, as communications industry's
front-line trouble shooter, as defense
communications coordinator to
function with the National De-
fense Advisory Commission. WHAS,
for the emergency service as repre-
sentative of the broadcasting
industry, has the job. Ethridge is
high in regard in Administration
circles, and often has been called
in by President Roosevelt for con-
ference. Broadcasting and newspa-
ter matters.

FCC Coolness

Mr. Ethridge figures in a plan
whereby the proposed Defense Com-
munications Committee of Industry
would be tied in more closely to the
powerful Knudsen-Stettinius com-
mission, following the precedent es-
pecially with other basic industries.
It does not mean abandonment
of the Defense Communications
Committee plan, under which a
Government board of five officials
would be named to plan communica-
tions defense activities. But it
reinforces that board's authority.
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GREETINGS
FROM THE THIRD MOST POWERFUL STATION
IN SOUTHERN CALIFORNIA

WARNER BROS.

KFWR

HOLLYWOOD

Page 108 • August 1, 1940

BROADCASTING • Broadcast Advertising
Millions of listeners find greater enjoyment in the broadcasts from these stations because exacting acoustical quality has been achieved in studios and control rooms through the use of J-M Sound-Control Materials and Methods...

For full details on J-M Sound-Control Materials and complete information on how J-M Acoustical Engineers help improve broadcast quality, write Johns-Manville, 22 East 40th Street, New York, N.Y.
Temporary Jobs Offered by FCC

Commercial, 'Ham' Operators May Get Emergency Work

IN ITS quest for radio operators to work in the field in its plans for a 24-hour watch of communications during the war emergency, the FCC announced July 16 that temporary positions, paying from $1,620 to $1,800 per year, are available to those holding radiotelegraph licenses.

Civil Service examinations are open now for operator positions, it stated in a public notice, but the FCC is prepared to accept applications from licensed commercial operators and amateurs for appointment in the field service, with the understanding that those selected will be given temporary employment for 90 days and examined during that time by the Civil Service Commission. Temporary employees who pass the examination and are reached in the order of their standing on the eligible list will receive indefinite probationary appointment on a temporary basis as the "present emergency may justify", the FCC said.

Covered in Defense Fund

The Commission has procured from defense appropriations a budget of $1,500,000 for monitoring equipment and increased field personnel [Broadcasting, July 15]. It seeks support from citizen operators, clerks and other field personnel, all of whom must be procured from Civil Service eligibility lists. Explaining the procedure to be followed regarding the temporary appointments, the FCC announcement stated:

General Conditions

Applicants receiving appointments must defray the expense of travel to the city or town designated by the Commission as their headquarters. The Commission reserves the right to make transfers from time to time according to the best interests of the service. A few positions will be available outside the Continental United States to those who pass the Civil Service examination. Those who are willing to accept appointment in Alaska, Hawaii, Puerto Rico or other special areas should indicate their order of preference.

Temporary appointees are also required to pass a physical examination which is conducted at U.S. Public Health stations throughout the United States. Operators will be required to travel in Commission field cars on official business, and when operating outside of the limits of their headquarters will be paid five dollars per diem for subsistence.

Operators in the Commission's service are required to stand a rotating watch which involves work on Saturday afternoons, Sundays and holidays. Persons holding radiotelegraph first class licenses will be appointed to fill positions at $1,800 per annum and those holding radiotelegraph second class licenses at $1,620 per annum.

Amateurs' Qualifications

Amateur licensees desiring to file applications for positions as operators in the field service must possess the following qualifications:

(a) Be 21 years of age and not over 55 unless they have veterans' preference; (b) Must hold an amateur operator's license for a continuous period of at least five years prior to making application for employment; (c) Must demonstrate in a Commission field office their ability to transmit and receive plain English text at the rate of 20 words per minute.

The salary for amateurs who qualify for appointment is $1,020 per annum. A deduction of 30 per cent is made from all salaries toward retirement, but this is returned if the employee leaves the government service before retirement.

Applications should be submitted on U.S. Civil Service Application Form 8 to the secretary, Federal Communications Committee, Washington, D.C. Complete information must also be filed with respect to citizenship and fingerprints under FCC Order No. 75. Further information relative to these positions may be obtained by writing to the FCC or to the U.S. Civil Service Commission, Washington.
'Broadcasting Day'
(Continued from page 81)

Bill Stern, Virginia Rae, Stebbins Boys, Morton Downey, Graham McNamee, Margaret Speece, Ted Husing, Ray Perkins, Col. Stoopnagle and the Revelers.

All Groups Cooperating

Conrad Thibault will sing the "More Perfect Union" tone poem from New York. Norman Corwin is expected to write and produce a dramatic sketch along the lines of his "Seems Radio Is Here to Stay", which was written in 1939 in connection with NAB Open House Week. Arrangements may be made to have Charles Laughton, famed character actor, play the lead role.

In connection with the elaborate radio pageants planned by the NAB, special train and bus transportation is being provided, particularly in the East. The New York fair has scheduled the ceremonies for the Court of Peace, which will be specially decorated in a radio motif.

In addition to the contribution of services by the famous stars, the American Federation of Musicians and the American Federation of Radio Artists have given full clearance to their members to participate in the tribute. The broadcast portion of the program will include brief messages from Harvey D. Gibson, chairman of the Board of the New York fair, and Marshall Dill, president of the San Francisco exposition. Dr. John S. Young directed radio and television for the New York Fair, and R. C. Coleson, director of radio at the San Francisco Fair, will be master of ceremonies.

Pickups will be from Washington and Hollywood as well as the Fair. The fairs, working in collaboration with the NAB and the industry, conceived the joint celebration as an expression of public good toward the radio industry. Emphasis is to be placed on radio's efforts to promote national unity and the free expression of ideas. Ed Kirby, NAB public relations director, was the industry's principal liaison with the fair groups. The radio program is being produced and directed by William S. Rainey, former NBC production manager.

In the non-broadcast ceremonies, the fair committees have asked concerns having exhibits and also network programs to invite their stars to come to their exhibits and act as hosts throughout the day. Many outstanding radio personalities thus will be on hand. New York and San Francisco local stations throughout the day will make special pickups from the fairs.

Newsreel cameramen will be on hand. A pictorial brochure, memorializing the occasion and the statements made, will be published.

W. H. Reitz, manager and chief engineer of KVAK, Atchison, Kan., which began operating exactly a year ago, has purchased that station from Carl Lateuder, local music and home appliance dealer of Atchison, Leavenworth and Fall City, Neb. The purchase price was undisclosed, and application for transfer of ownership has been filed with the FCC.
Collins Announces the New

**Consider these specifications**

**Application** Deluxe Broadcast service in the frequency range 550 kc to 1600 kc.

**Carrier Power** 5000 watts with provision for reduction to 1000 watts.

**Power Reduction** Instantaneous reduction of plate voltage to final amplifier and modulator.

**Frequency Stability** Less than 10 c.p.s. deviation from assigned value.

**Audio Frequency Response** Constant within plus or minus 1.5 db from 30 to 10,000 c.p.s.

**Audio Frequency Distortion** Less than three per cent r.m.s. between 50 and 7500 c.p.s. at 100 per cent modulation.

**Residual Noise Level** More than 60 db below 100 per cent modulation level (unweighted).

**Radio Frequency Output Termination** Concentric or four wire grounded transmission lines of 60 to 300 ohms impedance.

**Personnel Protection** Fully interlocked front and rear doors.

**Tuning Method** Centralized control of all motor driven variable elements by selective switch on control panel.

**Metering** Twelve rectangular case instruments, including 40E meters, with selective metering switch on control panel.

**Monitoring** Provision for connection of frequency and modulation monitors.

**Tubes**


**Cabinet Sizes**

- Transmitter Proper 120" wide x 30" deep x 78" high.
- Monitor Rack 201/2" wide x 14" deep x 78" high.

**Power Consumption** 16.5 kw—no modulation; 18.5 kw—average modulation.

**Power Source** 220 volts, 60 cycles, 3 phase.
Aircooled 5kw 21A

31 superior features

- inverse feedback
- economical aircooled tubes
- motor tuning
- instantaneous power reduction
- centralized control and centralized metering
- positive relay protection
- class A and class AB audio system
- positive overload protection
- vertical chassis construction
- correlated cabinets
- fully encased external components
- magnetic circuit breakers
- highly efficient circuit
- low circuit distortion
- simpler adjustments
- full length access doors
- arc back indicators
- inductive neutralization
- recycling relay
- high reactance filament transformers
- standard vacuum tubes
- complete personnel protection
- low power consumption
- low initial cost
- convertibility to 10 kw
- easy installation
- spun glass air filters
- ferrule type resistors
- complete tube visibility
- r-f arc-over protection
- quadrature connection of main rectifier tubes

accessible  reliable  efficient

Cedar Rapids, Iowa
New York, N. Y.: 11 West 42 St.
May Reinstall Business Index
(Continued from page 33)

On your way to or from the San Francisco Convention stop at Youngstown and visit the model studies of WFMJ.

Nowhere does the American prediction for free speech run more rampant than in "B. Mike's" radio column in The Oorangian. B. Mike says what he thinks about radio programs and radio performers. Listeners have a chance to say what they think. And some of the comments fairly sizable.

The result is a much "cussed and discussed" radio column which keeps radio listeners listening to KGW and KEX, the radio stations of The Oorangian.

In Portland it will pay you to pick KGW and/or KEX—Portland's only newspaper-owned and operated stations.

KGW RADIO STATIONS OF THE OREGON
PDX 750 KW MIGHTY DAYS 1600 KW NIGHTS
NBC RED National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

KEX 620 KW MIGHTY DAYS 1940 KW NIGHTS
NBC BLUE

Behind the WIRE by Victor Charles

Straight from the Shoulder!

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NBC BLUE

Behind the WIRE by Victor Charles

Straight from the Shoulder!
A new and improved guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor throughout, for example, guys have safety factor of five in a 70 mile wind. Low erection cost. Lower initial cost due to tremendous annual tower volume in wind-electric field. Wincharger tower now used and endorsed by numerous commercial and government stations.

**APPROXIMATE COSTS**

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

- **200 FT. TOWER**: $675.00
- **240 FT. TOWER**: $1,525.00
- **300 FT. TOWER**: $2,100.00

(Experienced erection engineers available to handle complete installation of tower.)

**F. O. B. Sioux City, Iowa less lighting and erection costs.**

**WINCHARGER CORPORATION**

**SIOUX CITY, IOWA**

WRITE FOR COMPLETE DETAILS INCLUDING STRESS ANALYSIS ON TOWERS

ROADCASTING • Broadcast Advertising

August 1, 1940 • Page 114-A
IMPROVE I OOUJARa your jobber cannot supply you
from 114B staggerig Curtis, life and Federal
grain coating, 828 Complete August people.

Noise is factory, em-
in ing the work York
NEW YORK, expected to in this fall. A selector switch will
provide reception from either NBC, AT
to provide reception from

TELEVISION NOTES

DENIAL

THOMAS H. HUTCHINSON

Ge's Video Book

Course in Television

For visitors to the General Electric's 12-page pocket-book pub-
lishing the work of Dr. E. W. Alexander, a report to the Na-

TUNES TO RMA

Walter Reed, director of the

CBS Students in the course, which

Dialing

The instruction will therefore be

program director, is the

CBS Students in the course, which

Dialing

The instruction will therefore be
ATTENTION: PLEASE

OVER 141 STATIONS USING THE
ORIGINAL TEL-PIC NEWS-PHOTO
AND MERCHANDISING DISPLAYS

Progressive broadcasters, 141 of them*, from Maine to California are now using Tel-Pic's News Display, radio's newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic's Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.

Only TEL-PIC gives you the following features:
1. Illuminated electric display (18 by 28 inches) in six colors . . . red, blue, black, yellow, white and green . . . patented bio-lite ANIMATED waves. (Not just a frame.)
2. News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.
3. Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)
4. Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.
5. Sold exclusively to your station on monthly budget plan at extremely low cost.

Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants' windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to customers are handled direct by Tel-Pic Syndicate Inc.

See "Tel-U-Vision" display model at convention. Greatest attention-arrester yet devised for store windows.

See TEL-PIC's representatives at the St. Francis Hotel in San Francisco, August 4-7. You owe it to yourself to investigate TEL-PIC's Display Service before making any 1940-41 merchandising plans.

*Tel-Pic's 141 subscribers include local stations, network affiliates, network M & O stations, 100 watters to 50,000 watters.

TEL-PIC SYNDICATE Inc.

1650 Broadway • New York City • Circle 5-4688
WILKENS AMATEUR HOUR . . .
SIXTH consecutive year . . . RATING
NEVER LESS THAN 50 PERCENT
AND UP TO 75 PERCENT OF THE
RADIO AUDIENCE. Sundays, 3:00 to
4:00 p.m. . . . Kaufmann’s (Pittsburgh’s
largest advertiser) SIXTH consecutive
year. Transradio News 15-minutes, twice
daily, 6 days a week . . . Rating never less
than 46 percent and up to 58 percent of
the radio audience.

The Columbia Station
in Pittsburgh

WJAS

James J. Stinson, president of
Gratton & Manning Inc., Philadel-
phia agency, was installed as presi-
dent of the Poor Richard Club at its
annual meeting July 16. William
Berry took office as first vice-presi-
dent; Howard A. Medhold, second
vice-president; V. Winfield Challen-
ger, secretary; Dr. Franklin H. Cawl,
assistant treasurer. Poor Richard is
a club of local advertising executives.
Stinson succeeded Adolph Wiede-
mann. New members of the board of
directors are Peter L. Schaubau, How-
ad C. Storey, James McCabe, Charles
E. Eyles, Joh- H. King and H. H.
Kneel.

Lake-Spiro-Shurman Inc. is
the new name of the former Lake-
Spiro-Cohn, Memphis agency. Milton
M. Shurman, secretary-treasurer, has
been a member of the firm for more
than 15 years. Avron Spiro is pres-
dent. The firm recently added to its
executive personnel as part of an ex-
pansion program.

MELVILLE E. WANK, head of
Wank & Wank Agency, San Fran-
cisco, has been elected president of the
Industrial Marketers of Northern
California.

SANFORD BARNETT, Hollywood
producer of “Peter Wilter Thompson Co.
the CBS Live Radio Theatre, moun-
ted by Leonard Rose, is in New York
for conferences with home office ex-
dents, on fall plans for the series.
On the TV Screen, he is the series,
Harry Kerr and George Wells, agency
writers on the program, are vacation-
ing at Lake Tahoe.

NAT WOLFF, recently resigned as
radio director of Myron Selznick Co.,
Beverly Hills, Calif., talent agency, has
formed his own organization under
the name of Nat Wolff, Inc., with offices
at 170 S. Beverly Drive, that city. He
is now in New York on a
five-week business trip for radio
and television talent representation. Jack
Cramer, of the NBC Hollywood main-
te office in New York, has been
named to join the new talent agency as
account executive.

Earl R. Culp has joined John R.
Riordan Co., Los Angeles agency, as
vice-president and account executive.
Prior to his new affiliation, he was
account executive of Heinta, Pickering
& Co., that city.

MAURICE BLATT has opened an
advertising agency in Philadelphia,
trading as Blatt Features, with offices
at 4901 Spruce St.

C. FREDERICK RIEGEL has re-
signed as vice-president of Geo.
Marston, Philadelphia agency to join
the New York office of Alley &
Richards Co., as account executive.

E. H. BROWN & Co., Agency, Chi-
cago, has moved to temporary quarters,
Suite 1602, Merchandise Mart. On
Sept. 1 the new location will be Suite
933; telephone, Delaware 8333.

George Duram, time buyer of
W. V. Kent & Sons, Chicago, is the
father of a girl born June 20. It is his
second daughter.

Directional over New York

YOUR BEST NATIONAL SPOT BUY

WBNX

A NEW APPROACH TO THE NEW YORK MARKET

Broadcasting • Broadcast Advertising

Page 114-D • August 1, 1940
KFRO, Longview, Tex., has postponed its regular six-hour broadcast of the Saturday night operation on 1340 kc from July 15 to Aug. 4, because of the intense political activity in the State during July.

The station plans to hold a formal opening on public telephone company, giving an RCA 1,000-watt transmitter and operating a new tower in three 175-foot Winchuscher towers. When KFRO started operating its new facilities recently, 26 stations throughout the country sent their congratulations in addition to the transcribed greetings, other station's news bulletins and congratulatory wire and letters to James R. Curtis, president.

LISTENERS to the Court of Miss- 1010, the demonstration and etc., WEEI, Loring and Ray Bloch's orchestra.

EWS, orchestra classics.

WNYC, WITH.

LEON A. FRIEDMAN, president of the station, has since been acquired by McGraw-Hill, the company, has issued a new for production of a series of "Eye-View of Hollywood, Radio Raffles, Father Reads the News, a musical quiz program in the form of a situation, and a name band production.

ARRIVAL of warm weather, WNYC, has announced a feature program, Summer on the Beaches, a series of programs through public address systems to New York's public swimming pools and beaches.

RANGING from sweet to swing, from classics to jazz, CBS during the week of July 22 tried out a series of sustaining musical shows featuring Chevrolet's annual, "The Eye-View of Hollywood, Radio Raffles, Father Reads the News, a musical quiz program in the form of a situation, and a name band production.

WEEB, Boston, on July 22 was host to about 100 newbies, under guidance of officers of the Burroughs Newsboys Foundation of Mass., Inc., at an open house demonstration and broadcast. The newbs were seen in groups from sponsors' products, and were conducted on a tour through the studio.

WHN, New York, has issued a new radio card, Number 2, which becomes effective Aug. 15, 1940. Base rate for an evening hour has been raised from $600 to $750, and a 1010 kc, with 5,000 watts day and 2000 watts night.

KHOW, Oakland, Cal., recently received a letter from the State of California CCM screening office stating that radio station is entitled to four 4 to 1 in attracting CCC enrollees. KHOW has been receiving all the announcements for the CCC, advising of openings in nearby camps. According to the letter, the CCC selection officers in several counties kept track of the scores of information cards and literature youths to apply, and the 4 to 1 ratio resulted.

This pair of miniature networks, operated similar to big broadcast stations, is used in the General Electric PABLO office where D. Lee Chetan drama- "In the Presence of the Lord," for FM, a Green network AM. In center, a midget cut- down house, complete with antenna, contains FM and AM receivers, which pick up signals from two FM and two AM stations. Power comes from transmitters housed in wireless record-players. Effect of interference from radio and other gadgets on FM and AM signals is demonstrated, as well as freedom from station interference.

KFAR, Fairbanks, Alaska, America's farthest North station, recently presented a trio of well-known L. S. citizens on visits to Alaska, Maj. Gen. Henry H. Arnold, chief of the Army Air Force; Dr. Henry P. Leavitt, president of the National Geographic Society, and Chief Radio Advisor of the American League of the Air Force, and General W. D. Barrett, assistant administrator for the American Radio Relay Line, who are conducting a series of half-hour Bible dramas, "Bible of the People," a daily spot program from the National Geographic Society's "Eye-View of Hollywood." Station KFAR merged with KWAR, which has been handling station's advertising, as of July 15.

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Fly Disposes of Details Prior to Coast Journey

RUNNING the gamut of reporters' queries July 29 at his regular weekly press conference, FCC Chairman Fly nipped up his desk preparatory to a two-week "sabbatical" which will take him to the West Coast and the NAB convention in San Francisco. Although several matters remained to be arranged before departing, Chairman Fly indicated he intended to fly from New York to the coast July 31, following a meeting with RMA-sponsored Television System Committee. In California, besides participating in "Broadcasting's Day" ceremonies at the Golden Gate Exposition Aug. 3, and speaking at the NAB convention Aug. 5, he expects to inspect television operations on the West Coast and visit members of his family.

Although refraining from any specific comment on just what may determine the difference between a Presidential "fireside chat" and a campaign speech for the coming election, Mr. Fly said he felt confident President Roosevelt would not take advantage of the situation. Responding to the question of whether the chairman stated that NBC recently completed data for an application for a television transmitter in Washington and that the application was "in the mill" and probably would be granted "within a few weeks." Despite absence of FCC members, including himself, at various times during the summer, he declared that FCC operations would continue without interruption under the newly-instituted quorum rule.

Text of Phonograph Record Decision

(Continued from page 54)

makes possible the proper recording of those performances upon a disc. It would follow from this that, if a conductor elected the radio show and the performance was not an abandonment of the right, he would be bound without his consent to record it as it was received from a receiving set and to use the record. Arguedo, we shall also assume that such a performance would not be an abandonment, just as a performance of a play or the delivery of a lecture is not; that is, that it does not "publish" the work and dedicate it to the public. Ferris v. Roh- man, 223 U.S. 484, 458; Nat'l v. National Institute, 31 Fed. 2d 256 (C.C.A. 2); McCarthy v. Wade, 269 Fed. Rep. 964; Upror Co. v. National Broadcasting Co., 8 Fed. Supp. 106.

Resale Restrictions

Nevertheless, even if Whitman's "common-law property" in his performances survived the sale of the records on which they were inscribed, it would be very difficult to see how he, or a successor in right of the record, could impose valid restrictions upon its resale. Concededly that could not be done (regardless of the present statutory prohibition) if the restriction forbade the buyer to use the article except with other articles bought of the record maker. Motion Picture Patents Co. v.影射 the record, 248 U.S. 502. We do not, however, have that question here.

Copyright in any form, whether statutory or at common-law, is a monopoly; it consists only in the power to prevent others from reproducing the copyrighted work. Hence, if Whitman and RCA Mfg. Co. had combined to prohibit an owner of a musical score and inscribe it upon records. The records at bar evidenced Whitman's "common-law property," his contribution as a conductor—in precisely the same way that the record of such a score would embody his composition. Hence the question is not different from whether he might disseminate a musical score to the public and impose a limitation upon it that buyers should not use it to broadcast for profit.

Must Be Justified

Whatever might be said of that—if the sale were not a "publication"—it will hardly be argued that if it was a "publication" in the sense that it destroys the "common-law property," the restriction upon the use of the record would be valid notwithstanding. Restrictions upon the uses of chattels once absolutely sold are at least prima facie invalid; they must be justified for some exceptional reason, normally they are "repugnant to" the transfer of title.

If the "common-law property" in the rendition be gone, then anyone may copy it who chances to hear it, and may use it as he pleases. It would be the height of "unreasonableness" to forbid any uses to the owner of the record which were open to anyone who might choose to copy the rendition from the record.

To revert to the illustration of a musical score, it would be absurd to forbid the broadcast for profit of its rendition. If any bearing might copy it and broadcast the copy. Thus, even if Whitman and RCA Mfg. Co. had a "common-law property" in the rendition which performance does not end, it is immaterial whether the right to copy the rendition from the records was preserved through the action of the restriction imposed. As applied to books, where the problem is precisely the same, there is not very much law as to whether such restrictions prevent complete dedication, but the judges who have passed upon the question have declared, at times with much certainty, that they are nugatory. In 1894 the Court of Appeals of New York held so decided in Dunning v. Merrimac Agency v. Jewellers Publishing Co., 165 N. Y. 243, and that is the leading case. Judge Putnam had held the same in 1896 (Ladd v. Green, 35 Fed. Rep. 750) and he was followed by Judge Townsend (Lar- rose-Loisette v. O'Connell, 69 Fed. Rep. 894), Judge Lacombe (Wagner v. Con- ried, 126 Fed. Rep. 383), and Judge Ward (Homan v. Homan, 150 Fed. Rep. 684). In his dissenting opinion in International News Service v. Associated Press, 248 U.S. 116, 125, Mr. Justice Brandeis spoke of the law as "well-settled" to that effect. (See also the reasoning of the court in Chamber of Commerce v. Wells, 150 Minn. 205.) It is quite true that if "publications" were merely a question of intent, these decisions are wrong, for the intent is ob- viously not to limit the whole right.

Copyright Policy

The problem is not so simple: in dealing with a monopoly the law imposes its own limits. Certainly when the "common-law property" is in a work which the Copyright Act covers, there is no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication must be complete. If the records were registrable under the act, the restriction would therefore certainly not limit the dedication. The fact that they are not within the act should make no difference. It is indeed argued that by virtue of Donadam v. Beekel, 4 N.Y. 240, there is a potential common-law copyright in works not copy- rightable under the act; we have answered that argument in Fashion Originators D.S. Co. v. Fashion Originators Guild, 292 U.S. 97 (2) — and need not repeat what we said. That said, the true, we see no rea- son why the same act that uncondition- ally dedicate the copyright in works copyrightable under the act, should not do the same in the case of works not copyrightable. Otherwise it would be foo- sible, at least pro tanto, to have the ad- vantage of the representation of the work at large, and to retain a perpetual though perhaps monopoly in it. That is contrary to the whole policy of the Copyright Act and of the Copyright idea. If such justice demands must be found in extend- ing statutory dedications to such works, not in recognizing perpetual monopolies, how ever limited their scope.

It is true that the law is otherwise in Pennsylvania v. West Coast Supreme Court in 1937 decided that such a legend as the re-
To Drop ASCAP

(Continued from page 59)

has issued its own licenses to the networks and individual stations who wanted the right to broadcast "To a Wild Rose" "To a Waterfall" and other works of MacDowell.

Acquisition of this catalog by SESAC makes it generally available for broadcasting, except for those stations which do not own or hold licenses, federal and private.

KXOK Plans Fall Debut

With 5 kw. Transmitter

KXOK, St. Louis, announced July 29 that it plans to be on the air this autumn, utilizing its new 630 kw. assignment with 5,000 watts fulltime in accordance with a recent action of the FCC authorizing shifts in assignments of several St. Louis stations. A 90-acre site has been purchased in Madison County, Ill., five miles from downtown St. Louis. Three 4.0 watts 300 feet high will be erected in triangular formation, and a new 8,000-kw. Western Electric 405 B-1 transmitter has been purchased.

Phasing units for day and night directional transmission are housed in cabinets designed by Victor J. Andrew, Chicago engineer. Art Rekurt, KXOK chief engineer, and Fred Grimwood, consulting engineer, are supervising the installation. The transmitter house contains phasing units and is ultra-modern in design.

Reverses Libel Law

FLORIDA'S radio libel law, passed by the State legislature in 1939, has been declared unconstitutional by Judge Bayard Shields of Duval County Circuit Court, according to a report from Jacksonville. The law, urged by station operators, provided protection of owners, licensees, and others against damages for any defamatory or libelous statements published or uttered by one another than such owner, licensee, or operator or agent or employee thereof.

Carver's Export Discs

CARTER MEDICINE Co., New York (liver pills), through its export division, Carter August 1st, has started 24 one-minute dramatized disc announcements in Spanish on 150 stations in Central and South America. Recording is by NBC radio recording division, with production by Walter Craig, director of Broadcast & Finney, New York, the Carter agency, under the direction of Ab Karian, Carter export manager.

In a rich, populous area made-to-order for profit merchandise, WJW now offers complete and co-ordinated facilities for reaching and selling this vast Akron market. With new low rates, we have given more value to each dollar spent by our advertisers...because each dollar now buys the attention of more potential customers.

W. M. O'NEIL
General Manager
Swapper per starts H. P. HOODS Northeastern region:
Connecticut... 12 937,812 $375,514
Delaware... 8 513,712 $40,001
Indiana... 5 188,130 $4,505
Kentucky... 17 955,115 $92,732
Massachusetts... 16 1,377 $2,736
Michigan... 17 688,084 $1,798
New Hampshire... 3 2,947,942 $38,092
New Jersey... 5 2,497,100 $28,143
New York... 21 2,466,007 $18,910
Pennsylvania... 5 2,291,658 $4,042
Rhode Island... 4 360,480 $3,744
District of Columbia... 12 5,912,798 $4,042
Total, Northeastern region... 125 7,518,174 $28,143

Great Lakes region:
Illinois... 12 1,281,586 $11,498
Indiana... 6 298,808 $900
Michigan... 17 284,906 $11,725
Ohio... 23 2,732,989 $18,910
Wisconsin... 12 208,436 $3,744
Total, Great Lakes region... 110 5,912,798 $79,105

Midwest region:
Iowa... 11 491,848 $4,323
Kansas... 9 146,270 $870
Minnesota... 14 599,882 $2,458
Missouri... 17 1,047,797 $2,000
Nebraska... 7 482,120 $3,919
North Dakota... 10 67,902 $2,531
South Dakota... 14 52,810 $5,788
Total, Midwest region... 54 2,723,865 $62,212

Total, Northern District... 299 16,150,837 $207,955

SOUTHERN DISTRICT

South Central region:
Alabama... 4 143,121 $764
Arkansas... 6 129,195 $11,335
Mississippi... 11 389,905 $2,913
Florida... 12 2,949,006 $31,866
Georgia... 24 2,370,416 $1,798
Louisiana... 11 365,622 $4,946
Missouri... 17 416,550 $1,054
North Carolina... 11 219,466 $548,960
South Carolina... 4 25,810 $278,531
Tennessee... 14 447,184 $1,126
Texas... 11 306,909 $1,095
Total, South Central region... 83 2,325,992 $51,134

Total, Southern District... 121 9,560,710 $149,197

WESTERN DISTRICT

Mountain region:
Arizona... 4 61,198 $2,216
Colorado... 6 1,176 $985
New Mexico... 3 2,913 $1,126
Utah... 2 298,585 $278,531
Total, Mountain region... 27 711,164 $2,216

Pacific region:
California... 45 1,266,993 $46,297
Oregon... 16 310,844 $15,962
Washington... 17 501,193 $12,540
Total, Pacific region... 78 2,078,230 $147,899

Total, Western District... 99 2,789,191 $147,899

Total, United States... 519 22,500,941 $1,393,244

Analysis of 1939 Broadcast Station Revenues by

YANKEE TRADERS
Sponsor's 5,000 Dealers to Have Swapping Lists
H. P. HOODS & SONS, Charles-town, Mass. (ice cream), on Aug. 2 starts The Original Yankee Swapper on the CBS New England net-
work, including WEEI, Boston; WPRO, Providence; WOR, WORC, New York; WMAS, Springfield, and WRC, Washington. Program mater-
ial is derived from the "Original Swapper" columns of Yankee Maga-
azine, published in Dublin, N. H., and will feature guest appearances of swappers. WEEI will originate the program.

Listeners may obtain free swap lists at any of the 5,000 Hoo Ice Cream dealers in New England. The lists also advise listeners how they may participate in the program and appear on the air. The addition to trading back and forth between themselves, participants may swap articles with the Original Yankee Swapper himself as plans to start by swapping an inexpensive item on the first program and "swap all the way up to a yacht," making one trade a week. Agency is Harold Cabot & Co., Boston.

Drene on NBC-Red

PROCTOR & GAMBLE Co., Cin-
cinnati, has contracted for the 7-90 p.m. (CST) period Saturdays on NBC-Red for a program to be
began this fall in behalf of Drene. Starting date and show itself have not been definitely set. H. W. Kas-
tor & Sons, Chicago, placed the contract, which runs through June, 1941.

LEE NASH, formerly news editor of KGVO, Missoula, Mont., won one of four nominations to the State legis-
lature in the July 16 Democratic pri-

U. S. Lines Schedule

UNITED STATES Lines, San Fran-
cisco and New York, conducted a two-
months' spot announcement campaign in the latter July over seven Pacific Coast stations (KTL, KAL, KBEC, KPO, KFBK, KJL, KHD) to call attention to the two additional 24-hour lin-
ens put on the New York-San Fran-
cisco run—the Manhattan and the

PHILADELPHIA GARDENS, sport cen-
ter has placed its account with John B. Gerakas Adv. Agency, Philadelphia, and will use local radio.
Decisions... JULY 16

KFWC, Hot Springs, Ark.—Granted licen-
se new trans., increase power 35 kw.

WPTI, Baltimore—Granted temp. auth.
operate 35 kw.

JULY 17

WXBS, NBC, New York—Granted Tele-
vision Channel No. 1 and 12, 15 kw.

WJBD, New York—Granted Television
Channel No. 1, 100, 150 watts.

WABC, New York—Confirmed tentative
approval of CP, television.

WJBD, New York—Granted CP 5 kw.
directional N.

KINST, Virginia—Granted CP 500 k on
5 kw. directional N.

WXBS, NBC, New York—Granted CP
increase N 500 k to 5 kw.

WPXO, New York—Granted CP in-
crease N to 5 kw directional.

WITF, Philadelphia—Granted CP.
Increase to 250 w.

WLRN, Birmingham—Granted CP new
trans., increase to 250 w.

WNB, N. V.--CBS, Inc., River side, Cal.—
Granted CP Class IV 1435 kw 250 w.

WLPM, Suffolk, Va.—Granted mod. li-
cense N to 350 w.

WSW, Washington—Granted mod. li-
ence to change daytime directional
patents.

NEW, Marion Bos 5, Inc., Marion, O.—
Granted CP 1500 kw 5 w un.

NBN, Westwood Bstg. Co., River side, Cal.—
Granted CP new trans., change 640 to
650 kw 5 kw.

WLAN, Lawrence Mass.—Granted CP
directional N, increase to 5 kw unl.
680 w.

MISSOURI—KSAE, Huntsville, Tex., oral
grant on 600 w on directional N present
foundings re revocation of license; New
grant, modified CP, new antenna to change
trans.; KZL, Den.

NEW, Marion Bos 5, Inc., Marion, O.—
Granted CP 1500 kw 5 w un.

WLAN, Lawrence Mass.—Granted CP
directional N, increase to 5 kw unl.
680 w.

WJUL, Charlotte, N. C.—Granted CP.
New antenna.

KSHE, St. Joseph, Mo.—Granted CP.
New trans., antenna change.

JULY 19

WXGT, Holland, Mass.—Granted license
45 kw, 1 kw experimental.

WQVI, Columbus, Ohio—Granted mod.
CP trans., antenna, change freq., de-
crease 1 kw.

WEOA, Evansville, Ind.—Granted licen-
se change trans.

WXBR, Birmingham—Granted license
1230 kw 250 w unl.

WSPA, Lexington, Ky.—Granted CP move
trans., new antenna.

JULY 20

NEW, Altes B. B.—Montana, Wash.—
Confirmed approval Television Chan-
nel No. 12.

NEW, Harold Thomas, Bridgeport, Conn.—
Granted CP 1435 kw 250 w unl.

KNIC, Marvel, Cal.—Granted motion ac-
cept amendment applic.
CP to 1340 kw.

WFPY, Portmouth, O.—Granted con-
tinuing CP to new trans. on applic.
antered to 9-4-40.

WMTV, Minnesota Times Co., Huntsville,
Ala.—WHTF granted license renewal;
Hunting, Ala., granted CP.

KTEV, Bellingham, Wash.—Confirmed
motion to change directional.

WCL, Galveston, Tex.—Granted CP new
trans.
P & G Serial Returns

PROCTOR & GAMBLE, Cincinnati (Teel), on Sept. 2, will return its That's Love, weekly half-hour dramatic show, to 59 CBS stations Mondays 8-8:30 p.m. (EDST), and 11 outlets for a repeat show for Mountain and West Coast regions at midnight. The cast will remain the same as last year, with leading roles handled by Nan Gray, Richard Crowell, Almer Kruger, Virginia Sale, Oscar O'Shay, Helen Wood and Donald Woods. Broadcasts will originate in Hollywood. H. W. Kastor & Sons, Chicago, handles the account.

Network Changes


CUMMER PRODUCTS Co., Bedford, Ohio (Dixie), on July 24, announced What Would You Have Done With the Old Man's Family, a weekly half-hour dramatic series, starting July 31, 8-8:30 p.m. Agency: Young & Rubicam, N.Y.

Jack W. Laemmle joins Lord & Thomas, Chicago

JACK W. LAEMMLE, for 3½ years assistant time-buyer and member of the research staff of Blackett-Sample-Hummert, Chicago, on Aug. 1, was appointed time-buyer and head of the radio department of Lord & Thomas, Chicago. While at BSH, Mr. Laemmle was responsible for time-buying and coverage computations. The NAB has on its agenda at the current convention a discussion of his conclusions.

Previous to joining BSH, Mr. Laemmle was with the Lord & Thomas research department and is a graduate of Loyola U of Chicago and did postgraduate work at Northwestern U.

Holly Shively, formerly time-buyer in charge of radio for Lord & Thomas, has joined the executive staff of the copy department of that organization. James Whipple remains in charge of production.

'True Story' on MBS

MACFADDEN Publications, New York, on July 31 started a new daytime dramatic program, 'I'll Never Forget,' on a 75-station MBS network, 1-1:15 p.m. Program features dramatizations of prize-winning letters published in 'True Story' Magazine, which it advertises. Pat Barnes, master of ceremonies, and Frank Luther, host, are featured on the broadcasts.
High Frequency Rules Eclipsed
FCQ Offers Explanation of Contour Map Requirements
BECAUSE of uncertainty among applicants regarding requirements of Section 1 (b) of the Standards of Good Engineering Practice for High Frequency Broadcast Stations, the FCQ on July 19 supplied additional information concerning the use of maps for contour creation in establishing service areas for high frequency stations. The following summary of FCQ's recommendations, as published in the FCQ, "to avoid unnecessary work on the part of applicants," was omitted from the original release. The essential data is included in applications for high frequency broadcast stations.

Section 1 (b) of the Standards sets out the procedure to be followed in taking into account the effect of topography on the service areas of proposed high frequency broadcast stations. Pro- file maps must be drawn along at least eight radial lines from the proposed site. All such map lines shall be equal or greater in length to the distance of 900 ft. from the proposed site and within 900 ft. of the boundary lines of the area. They are divided into not less than 10 equal sectors and the average elevation of each sector is given. In no case should the length of a sector be in excess of five miles.

Permissible Intervals
The file for a station shall be plotted by contour intervals between 40 and 100 feet and where the information permits the use of equal intervals shall be plotted, i.e., the distances should be indicated corresponding to the various contours of very close proximity to the station. The contour intervals in the areas shall be drawn along the contour lines every 100 ft. shall result in several points in a short distance (200 or 400-foot intervals may be used in this distance).
On the other hand, where the terrain is fairly undulating or gently sloping, the smallest contour interval indicated on the topographic map should be used, taking into account the effect of topography may be given in a given area. After all the data obtained, the relation between the contours may be shown in a given area.
For a sector, the average elevation therein shall be determined by one of the following methods: 
1. The elevations at equally spaced stations may be given in a map, the average obtained by mean of a plottable. The median elevation (ele- vation at an equals space for the average distance in some cases would give more accurate results for the purpose and may be used.)

The elevations or contour intervals shall be the submission of the topog- raphical irregularity of the country where such maps are available. If such maps are not published for the area in ques- tion it may be shown in a given area. Also, the government departments and specialized departments of the government may be used.

Also, railroads and highways and other services used in the cont...
THE BROADCASTING INDUSTRY

... is cordially invited to witness Radio Engineering Laboratories' FM demonstrations to be held in the REL suite at the St. Francis Hotel, August 4-7, during the NAB convention in San Francisco.

REL will install a 1 kw FM transmitter in the studio building of Radio Station KSFO and will broadcast high fidelity programs continually from KSFO to the REL demonstration rooms in the St. Francis Hotel.

As the pioneer FM transmitter manufacturer, REL is proud to have been associated with the inventor of FM, Major Armstrong, in building the first FM station on the air. Over 95 percent of all FM stations now in existence use REL-FM transmitters from 1 kw to 50 kw.

Come and hear the best there is in FM.

REL welcomes your inquiries.
WFBL's increased power from 1000 to 5000 watts makes your advertising dollar pull even harder...reaches more people with greater force!

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts both day and night!

WFBL SYRACUSE NOW 5000 WATTS NIGHTS!

WFBL, a member of the Columbia Broadcasting System, has had a 5000 dollar pull even harder...reaches more people with greater force!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WFBL, now approved International Radio Sales as its national representative.

WFBL's area. Coverage potential increased well.

TV TRANSMITTER 1470 watts nights.

NIGHTS!

THE RMA Sets Up Committee

WFBL, Boston, has appointed George M. Watson Jr. as national sales representative. Mr. Watson was last connected with the young & successful of Lever Bros. He will take charge of WFBL's recently completed transmitter, at 366 Madison Ave., New York.

PAUL F. ADLER, Eastern manager of Sears & Ayer, New York representative firm, spent July in the business and professional men's group of the CMTC camp at Plattsburg, N. Y.

JOSEPH BLOOM, general manager of Forst & Co., New York, station representative, in August married Paule Diamond, well known soprano. Frank Daniels of the Forst sales staff recently married Phyllis Santomarco.

WILLIAM M. WILSON, formerly of the advertising departments of the Washington Post and Times and Los Angeles Times, has joined the sales staff of WOR, WNEW, New York, station representative.


CFRC, Kamloops, B. C., has appointed All-Canada Radio Facilities, Toronto, as its exclusive representative in Eastern Canada.

CFRC, Kingston, Ont., has appointed James L. Alexander, Toronto, as exclusive representative.

O'Keefe Files Appeal

WALTER O'KEEFE, radio m.c., has filed an appeal in the appellate division, first department of the New York Supreme Court, following the dismissal June 14 by New York Supreme Court Justice John E. McGeehan of his breach of contract suit for $45,750 against Young & Robinson and the Packard Motor Car Co. (Broadcasting, July 1). At that time Justice McGeehan ruled that business conditions beyond the sponsor's control caused cancellation of the Packard program starring O'Keefe, a possibility contemplated when the contract was signed.

THE FCC, through Commissioner Thompson, on July 25 denied as in default the application of Ben J. Snider for a new local station in Alliance, Neb., on 1210 kc.
Johnson Wax to Start Disc Spots in September

S. C. JOHNSON & CO., Racine, Wis. (Wax-O-Name, household paint), starting Sept. 3 will use 30 stations for five-weekly one-minute live announcements for an undetermined length of time. In addition, six-weekly quarter-hours featuring Standard Radio Library Service with Alexander McQueen as host will start on WBBM, Chicago, Sept. 2, 8:50-9:10 a.m.

Stations selected for announcement schedule include WBBM KARD KARK WJAX WOOD WPLA WSB WJBO KWKH WWJ KSTP WDAF KSDF KOHJ KTSA WIRE WHO KPH WBEN WBT WKBK WKBW KYOO WJAS WTMA WOOD WNOX WSM WFAB KFRC Spon- sored by the NBC-Red, Tues., 8:30-9 p.m. (CDST) in behalf of its Glo-Coat (floor polish) as a summer replacement for Fisner & Co. with a return in September. Needham, Louis & Ernery, Chicago, handles the account.

Change in KBST Control

THE Houston Harte - Bernard Hanks radio-newspaper interests on July 25 were authorized by the FCC to acquire control of KBST, Big Spring, Tex., where they publish the Big Spring Herald. Joe Galbraith, publisher of the newspaper, was authorized to sell 250 shares for $3,750, so that the stock setup now is Mr. Harte, 31.7%; Mr. Hanks, 31.7%; Mr. Galbraith, 16.5; Howard Barrett, station manager, 10%; Mrs. Bonnie Davis, Abilene, 10% (Broadcasting, June 15).

Sweetheart's Spots

MANHATTAN SOAP Co., New York, is starting its spot campaign for Sweetheart soap during August and September on about six stations in different parts of the country, probably on a basis of eight times weekly. The company concludes its NBC-Red series with Mrs. Franklin Roosevelt July 25. Franklin Buck Adv. Corp., New York, is in charge.

Jim Yerian, promotion manager of WBNS, Columbus, holds a check for $100 offered the station by Campbell-Mithun, Minneapolis, agency for Taystee bread, for the best merchandising stunt during June. Grabbing for the check and claiming a share are Bob Thomas (left), merchandising manager of the station, and Jerome Davis (right), publicity director. Final decision was Solomon-style with the three lads cashing it and splitting the proceeds.

The organization of the new committee to function under auspices of RMA. Membership of the committee, it is understood, was passed upon by the FCC. The Commission added it recently paved the way for an increased number of television stations "with a view to crystallizing their experiments with different systems into a uniform standard upon which commercialized broadcasting may be safely launched." It stated that previous television hearings had revealed "a serious conflict of engineering opinion" on standards.

FCC Statement

"Because of the inadequacy of the various suggested standards," the FCC announced, "the new group will explore existing television systems with a view to developing and formulating standards that will be acceptable to the industry as a whole in an expeditious establishment of a single well-established national system—one which has promise of ultimately giving this country more television stations and receivers than all other nations combined, with resultant benefits to manufacturers, dealers, and broadcasters, as well as the public."

"This project, though sponsored by the Radio Manufacturers Assn. will operate independently and represent the majority opinion of the industry. Members will be appointed by James S. Knowles newly-elected president of the association, subject to the approval of that association's executive committee. However, membership will not be limited to the association; it will embrace representatives of companies broadly interested and experienced in the television field, also representatives of national technical organizations desirous of seeing television launched on a firm footing, as well as individual experts."

FCC Chairman James Lawrence Fly welcomed organization of the committee as "a splendid opportunity for the cooperation of industry and government in the solution of a problem which is of such timely concern to the public and to business."

5 kw. ON FULLTIME IS GRANTED WNAC

WNAC, Boston, key station of the Yankee Network, on July 25 was given an increase in power from 1,000 watts night, and 5,000 watts day to 6,000 watts fulltime on 1280 kc., in an action taken by less than a quorum of the FCC under its newly-adopted administrative order. The action therefore is subject to later ratification.

Simultaneously, the FCC board approved transfer of control of the Winter St. Corp., parent company of the Yankee Network, from John Shepard Jr. to John Shepard 3d and George R. Bledgett, trustees of the John Shepard 3d and Robert F. Shepard trusts. Licenses of WAAW, WEAN, WICC, WNAC and six high-frequency stations are involved. The Commission's action in granting the transfer, it was stated, shall not be construed as an approval of any future transfer of control which may result from any change in the parties.

JIM YERIAN, promotion manager of WBNS. Columbus, holds a check for $100 awarded the station by Campbell-Mithun, Minneapolis, agency for Taystee bread, for the best merchandising stunt during June. Grabbing for the check and claiming a share are Bob Thomas (left), merchandising manager of the station, and Jerome Davis (right), publicity director. Final decision was Solomon-style with the three lads cashing it and splitting the proceeds.

THE PROVING GROUND

of a radio station is right in its own back yard! The local merchants are in a position to appraise listener acceptance and advertising results.

Conclusion:

It logically follows that similar results will be obtained by the national advertiser.

"When are you comin' round the mountain?"

250 Watts • 800 Kc. Clear • Member NAB

W T B O

CUMBERLAND, MARYLAND

National Representatives: BURNS-SMITH CO.

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 125
Heavy Expenditure for New Equipment To Bolster Service to Latin America

Licensees of international broadcast stations will invest some $2,000,000 in new transmitting equipment to bring their stations up to the 50,000-watt minimum output specified by the FCC, and therefore will render vastly superior service, particularly to South and Central America, the State Department was told July 23 by a group representing licensees in this field.

As asked by the Department, through Thomas Burke, chief of the division of International communications, through the NAB, regarding future operations of such stations, particularly in the light of hemispheric solidarity considerations, the directors of the NAB President Neville Miller, outlined the proposed increased broadcast service to America were made following the three-hour afternoon session for further informal discussions. The meeting was preceded by a series of the station officials at NAB headquarters at which an inventory of international broadcast operations was taken.

The group, in addition to the estimate of $2,000,000 for new transmitting equipment, told the Department that increased expenditures of approximately $1,000,000 annually would be entailed in maintaining the improved operations and for new program features. They stated that at present an aggregate of 13 hours and 19 minutes of news is broadcast daily to South American listeners, and that this constitutes the most desired radio feature, based on mail response and other surveys.

Latin Listeners Pleased

Some 10,000 letters per month are being received from “pleased” listeners in South America, it was said. It was expected that with the improved signals and coverage of these stations when they all operate with the minimum 50,000 watt power, favorable audience reaction would correspondingly increase. Plans to step up programming also were outlined.

The broadcasters’ group said that popularity of the American stations is increasing and that new roads are being made by European stations beamed for South American service to spread their particular brands of propaganda. Next to news, South American listeners apparently prefer travelogues, historical dramas, and travelogues, scientific developments, aviation and lessons in English.

Present at the sessions for the State Department were Mr. Burke, James Clement Dunn, State Department advisor on political relations. Francis Colt DeWolf and Harvey B. Otterman, of the Division of International Communications.

Representing the industry, in addition to President Neville Miller, were Harry C. Butcher, E. K. Cohan and Miss Elizabeth-Ann Tucker, CBS; Robert L. Gibson, General Electric; Frank E. Mason and Guy C. Hieckok, NBC; Oswald F. Schuetz, RCA; J. C. Leitch and Kenneth W. Stoneman, WCAU, Philadelphia; Walter C. Evans and J. B. Rock, Westinghouse; R. J. Rogerswell and W. C. Robinson, attorney, Crosley Corp.; Walter Lenmon, World Wide Broadcasting Corp., Ed Kirby, NAB public relations director.

WLW, new Crosley international station in Cincinnati, will broadcast official hurricane storm warnings of the U. S. Weather Bureau in English, Spanish and Portuguese as a special service to Latin American countries. The warnings will be flashed to the WLW-WSAI network and put on WLW as bulletins immediately. They will be broadcast every three hours until new reports are received from Washington.

ARKANSAS’ NEWEST RADIO STATION

KWFC Hot Springs

Represented by HOWARD WILSON CO.
Our transcribed musical library is already being played over more "FM" stations than is the library of any other transcription service.

Because...

ASSOCIATED transcriptions have won the approval and indorsement of FM experts after the most exacting tests.

ASSOCIATED transcriptions are truly "wide-range". We have always maintained a recording frequency extending from 20 to at least 12,000 cycles. The coming of FM and the consequent improvement of microphones for sound pick-up and equipment for reproducing recorded sound, have made it possible for us to increase our recording frequency to and beyond 15,000 cycles. ASSOCIATED is keeping up the pace with FM.

ASSOCIATED transcriptions are vertically cut... and only vertically cut transcriptions give satisfactory reproduction over FM equipment.

Engineering tests have proven that programs for FM broadcast cannot be transmitted satisfactorily over available telephone wires as in chain broadcasting. Therefore, FM stations must rely on transcriptions for the majority of their programs.

ASSOCIATED'S method of recording (licensed under U. S. patents of Western Electric Company) permit us to make "direct cut" transcriptions which are available for immediate broadcast. Although chain broadcasting (as we know it) is unsuitable for FM stations, programs may be broadcast simultaneously over many stations by the use of ASSOCIATED direct-cut transcriptions.

in a recent report, the F.C.C. recognized the fact that "transcriptions are comparable in fidelity to personal presentations" and "are so technically satisfactory that their use should not be discriminated against".

the ASSOCIATED transcribed library contains musical compositions of all types, performed by artists of "name" value, listener appeal and sales power, and is well suited to rendering the required program service utilizing the full fidelity capability of FM broadcasting.
KENO, LAS VEGAS, 
TO START SEPT. 1

AUTHORIZED for construction on June 15, the WOR station in Las Vegas, Nevada, operating with 250 watts on 1760 kc. fulltime, will go on the air about Sept. 1, according to George Penn Foster, general manager; Nevada Broadcasting Co., operator, is co-owned by Foster and Maxwell Kelch, who is chief engineer. The firm has taken over the one-story building formerly occupied by a night club, the Meadlows, and is remodeling it. Three new studios are being built, including one to accommodate 300 persons. All studios will be air-conditioned and artificially lighted. A Collins transmitter and speech input equipment, with Winchel aerial, is being installed. Balance of equipment is RCA.

Foster, before coming to the West Coast two years ago, was with NBC, CBS and Mutual network in Atlantic City, as producer. Kelch is well-known in West Coast radio, having been engineer with various stations and also a consultant. John Strock will be commercial manager. Bob White joins the staff as announcing-producer. Other personnel has not yet been selected. Station has contracted for Theaulus. Studios and transmitter site will be located two miles out of Las Vegas, on the Boulder Highway.

FLOYD MACK, newscaster of WOR, said since his return from New York, is working on the construction of a composite high fidelity single-channel home recording system, automatic record-changer, phonograph, FM receiver, short-wave receiver.

BROADWAY LISTENS AT SUNRISE

WABC Discovers Early Birds Are Tuned To Their Radios and Dawn Programs Prove Surprise

WHEN Arthur Hull Hayes, new sales manager of WABC, New York, decided that early morning hours, ought to be pay in New York, since other sections find them profitable, he met with doubts from skeptical oldtimers. But he went ahead with his idea, and WABC's operating time was moved from 7:30 to 6:30 a.m.

Worht problem was the 5:30-7 half-hour, and it was solved by placing Larry Elliott, veteran CBS announcer, at the mike and letting him run amuck as the Rising Sun. The successful Phil Cook participating, quarter-hour, Morning Airman, was placed in the 7:30 slot. "Why don't you turn off your radio and go back to bed like a decent citizen?" Elliott inquires of his (at first) startled listeners. "If you're silly enough to get out of bed at this ungodly hour, it's your fault...don't expect me to entertain you...I'm tired too."

Listening License

WABC knew, from the first, that it had something good in Rising Sun. Mail in response to Elliott's admonition that anyone who wanted to listen to this program was required to obtain a listening license, lest the "big black wagon" draw up to the back door and take them away, was sufficient to entice sponsors (Ford Motor, Gordon Mfg., Gordon Baking, and Pall Malt Cigarettes) to schedule 100-word and one-minute announcements on the program.

It remained for Rising Sun's newest sponsor, however, the Federal Life Agency Co.—to put to show a concrete mail-pulling test. On July 8, Federal Life inaugurated a three-week, 100-word announcement campaign to the program. From their very first announcement, it was asked for mail, offering listeners a free book of household hints.

Neither Hayes, nor Federal Life's agency, Green-Brudie, Inc., knew in advance what results the program would produce in its first week. They expected they might be successful with the advertised tales.

But the first day's mail, alone, went higher than their estimate for the entire week! And the next four days' results were an amazing improvement on the one made on alternate days kept pace. Rising Sun finished its first week of Federal Life announcements with 1,500 mail replies and over 50 telephone inquiries!

Unusual in itself, the "mail order" provided only half the story of Federal's first-week experience with the program. For, as the sponsor's agency put it in a letter to Hayes:

"Federal's men had a chance to do something which the radio station seldom can—the mail order. They asked many questions about him, indicated that they listened to his program regularly, despite the extremely early hour at which it is broadcast."

"This loyalty was further borne out by the fact that in a large proportion of these homes the family had framed and conspicuously displayed Larry Elliott's 'License to Listen to the Program.'"

Enthusiastic over their results on Rising Sun, Federal Life already has contracted with WABC for an additional program, 15 minutes of Zeke Manners & His Gang, Sunday mornings, 11:15 to 11:30.

The old-timers who raised eyebrows when Hayes first announced an earlier opening time for WABC have long since been convinced. Now they're watching without comment Hayes' latest move of putting WABC on the air every morning at 6:35 a.m.—and, in fact, expecting that before long Hayes will have them reaching out for an audience from 6 o'clock on. And getting it!

BROADCASTING • Broadcast Advertising
Disc Code Arrangement Adopted on Pacific Coast

ASSOCIATION of Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, Los Angeles, have adjourned their difficulties and worked out a basic code agreement agreeable to all concerned, it was learned in late July. Although no statement was forthcoming from either group, a general membership meeting of Radio Writers Guild has been tentatively set for Aug. 5 to vote on acceptance of the contract with transcription producers.

The proposed pact was approved by RWG Council at a special meeting held July 17. It is now being revised by Attorney Aubrey L. Finn for submission to both RWG membership and executives of transcription concerns. Minor revisions have been made in some of the wage classifications, but it is understood that RWG gets a 160% Guild shop. Active in negotiations and representing transcriptionists and producers are C. P. MacGregor Co., Fields Bros., Fred C. Smith, Associates, Edward Sloman Productions, Radio Transcription Co. of America, Stanislav Jan, Raymond R. Morgan Co. Attorneys George E. Bodle and Finn represent RWG.

Alka-Seltzer Disks

MILES LABS, Inc., Elkhart, Ind. (Alka-Seltzer), on July 22 started a series of six 15-minute, 1,000-word transcribed Friendly Neighborhood programs, featuring three Indiana housewives in an over-the-back-fence type of show, in eight markets in addition to WOWO, Ft. Wayne, transcribed from the WLS Cincinnati home in Cincinnati, Ohio, transcribed from the WCBS home in Westfield, NJ, and transcribed from the WLS Chicago home in Chicago.

From Coast to Coast, Hundreds of Radio Engineers Endorse Fairchild Precision-Built Recorders!

- Radio men you know will tell you that Fairchild recorders produce better transcriptions—more easily and with less expense, both in the studio and outside. Precision-built, for better quality and higher fidelity. The Fairchild F-26-3 Recorder is instantly ready for action; takes any type of disc up to 171/4 inches. Complete except microphone and stand. The Fairchild F-26-3 Recorder has:

1. High Gain Amplifier to permit use of microphone without a pre-amplifier!
2. Instantaneous Speed Change (33 1/2 RPM or 78 RPM) through push-button control.
3. Floating Motor Mount to eliminate all possibility of objectionable motor vibration.
4. Split-Second Timing through synchronous speed gear and worm drive at 33 1/3 RPM, to assure wow-free recorded programs.
5. Variations of pitch and direction of cut are provided for in the recorder itself. No expensive, troublesome additional feed screws needed.
6. Dynamically-Balanced 16-pound cast iron turtable.

Send for free descriptive literature...today!
Forbes Heads Recording Producing Firm on Coast

FIDELITY RECORDINGS, new Hollywood transcription and production unit, has been established at 3868 Santa Monica Blvd. with Don Forbes as general manager, and Harry Smith, chief engineer, co-partners. Recording facilities are custom built and include several innovations. The firm will cater to special requirements of radio stations and agencies nationally. Forbes is also commentator on the six-week quarter-hour NBC-Pacific Red program, Richfield Reporter, sponsored by Richfield Oil Co., and prior to taking that assignment was CBS Hollywood chief announcer.

Smith was formerly recording engineer of Radio-Recorders Inc., Hollywood, and is well-known in West Coast radio. Other recording technicians of the new firm include Merrill West, formerly chief engineer of Technical Recording Co., Hollywood, and A. Babian, formerly associated with General Radio Co., New York. Robert I. Lee, formerly general manager of Verticolor Film Laboratories, Hollywood, is sales manager. Barbara Chapman is office manager. The firm will use the label slogan, Videoscopic Recording, on its products.

EDUCATIONAL Radio Script Exchange of the U.S. Office of Education has announced that it has available fifteen 30-minute scripts based on municipal government operations. Dradations cover the work of various municipal government departments which are adaptable to local conditions.

920 CLUB
Boston's Biggest Radio Program
(Participating)

Write for 15 big success stories

WORL BOSTON

PRISONERS TAKE THE AIR
Carolina Inmates Reform as They Perform on WRAL Prison Feature

BEHIND THE BARS once each week goes this quartet from WRAL, Raleigh, N. C. They make up the "outside" talent of Central Prison Varieties, originated by WRAL for the Carolina Network direct from the auditorium of Central Prison, State penitentiary just outside Raleigh. Standing near the WRAL special events car, with barred prison windows in the background, are (l to r) Evelyn Weeks, WRAL staff pianist; Bob Menefee, announcer and m.c. of the program; William M. Carpenter, publicity director; Stanley Brown, engineer.

A NEW ANGLE in success stories comes from the Central Prison Varieties, originated by WRAL, Raleigh, N. C., and relayed to Carolina Network stations WFTC, Kinston, and WGTM, Wilson. The weekly half-hour, broadcast direct from the auditorium of Central Prison, the State penitentiary just outside Raleigh, has become a popular feature for listeners. But prison officials comment that its effect on participating prisoners has been even more remarkable.

Production of the show rests largely in the hands of Ren Hook, recreation director of the prison. Hook each week works with the men and women prisoners in developing the show, helping them select music and superintending rehearsals. A full rehearsal is held each Thursday night, with Bob Menefee, WRAL announcer and m.c. of the show, as well as another the following night just before the program goes on the air.

Music is the backbone of the program, with vocal and instrumental soloists drawn both from the men's and the women's prison. In addition to specialties by the String Band, the Four Walls, the Negro quartet, hillbilly crooners and blues singers, the feature incorporates prison news commentaries by an older inmate, a young Ray Means, former prisoned forger, after completing his sentence plans to seek employment in radio.

Effect on Inmates
Proof of the good effects of the program are best drawn from examples cited by prison officials. One prisoner, condemned to death for murder, became a particular problem for the officials after his sentence was commuted to life imprisonment. During the year before the WRAL series started, he spent nine of the 12 months in solitary confinement, all with no placating effect on him.

Fred Fletcher, WRAL program director, about that time spoke to the warden and other officials about starting the program. The prisoner expressed a desire to participate, so the warden secured an electric guitar for him. For the last 10 months he has been a model prisoner, has not misused a single broadcast, and has not spent a day in solitary confinement.

The prisoner commentator, a forger, is another case in point. Participation in the program has revealed his gift for terse, discerning and witty comment and has prompted him to look to radio as a profession when he leaves prison.

Another star of the series is a 19-year-old girl singer who was imprisoned for bigamy. She was one of the first women to appear on the program after participation was extended to include the women's prison.

Means of Expression

Prison officials, admitting that their viewpoint was frankly not so much public entertainment as benefit to the prisoners, give a large share of the credit for the program's success to Hook, Fletcher and Menefee. The beneficial results of the program are indicated in the officials' efforts to buy more instruments for the prisoners, secure a musical director and in general to further this means of expression.

WRAL takes particular pride in the program as a public service, futility ruling out all offers for sponsorship. Station officials emphasize that the program serves its purpose by merely acting as a working example of the place of radio in the world today. The station reports that in several cases inmates of other prisons in the State have asked to be transferred to the Raleigh prisons so they can participate in the program.

ACA Confers on Radio

TO DISCUSS plans for organizing employees of radio stations, a conference of broadcasting locals of American Communications Assn., CIO union, will be held in Philadelphia, Aug. 17. Representatives from locals in Buffalo, New York, Philadelphia, Baltimore and Washington are expected to attend the conference, which was called by Lenne Ohl, ACA vice-president in charge of the broadcast division of the union.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 Streamlined Watts
LET US SEND YOU THE
AMAZING STORY OF
OUR COVERAGE
AT LOW COST

W J B C
BLOOMINGTON, ILL

W CAR
PONTIAC, MICHIGAN
National Representatives
Radio Advertising Corp.
New York - Chicago - Cleveland

Page 130 • August 1, 1940 BROADCASTING • Broadcast Advertising
Notables Slated At IRE Session

AN ELABORATE agenda is slated for the Institute of Radio Engineers' 1940 Pacific Coast convention, to be held at the Ambassador Hotel, Los Angeles, Aug. 28-30. Convention arrangements are in the hands of Los Angeles section of IRE, with William W. Lindsey Jr., as general chairman. American Institute of Electrical Engineers will also hold its convention at the Ambassador at that time, and a joint communications session is planned, with notable speakers from both groups participating.

Besides previously announced seminars and roundtable discussions, with educational talks by eminent authorities on all phases of the technical end of radio, there will be several special demonstrations. Delegates will be taken on tour to the California Institute of Technology, the NBC Hollywood studios, the KNX-Hollywood transmitter site and other points of interest to technical men.


Extension of Rule

TO ACCOMMODATE the half dozen or so stations still operating additional hours under experimental authorizations, until such time as the new allocations become effective, the FCC July 25 announced extension of the effective date of Section 3.32 (b) of its rules and regulations from Aug. 1 until Oct. 1. This rule when effective will prohibit broadcasting of commercial programs on experimental authorizations.

FM for Educators

IN LINE with its new FM allocations, the FCC July 25 announced repeal of the existing section in its rules allotting the band 41-42 mc. for non-commercial educational broadcast stations, and substituting the band 42-43 mc. for FM operation. The new rule specifies that FM shall be employed exclusively for the educational service unless it is shown that there is a special need for use of AM.

GENERAL ELECTRIC Co., Schenectady, has announced a new G-30 ther- 

mocell for broadcast-frequency control. Specifications for this new cell are outlined on catalogue page GEA-3003.

WKAQ, San Juan, Porto Rico, on July 25 was granted a change in frequency from the FCC's 240 to 620 kc., and an increase in power from 1,600 to 5,000 watts.

Above: Small size, light weight: allows ease and speed in packing and unpacking, yet provides room for three microphones and other accessories in the case. Left: Front view, showing three position, mixer, master gain, choice of D. or V.U. meter and extremely small size and light weight.

Write today for the Remote Equipment Catalog and enter the Gates Way to better, lower cost "Remote" jobs.

The Light, Compact GATES DYNAMOTE

So inexpensive the price belies its perfect performance and high quality parts and craftsmanship.

Perfect Audio Frequency Response

First quality remote equipment is important for forthcoming conventions and the heavy winter schedules... but it need not be expensive as our many broadcast customers throughout the world have discovered.

BROADCASTING • Broadcast Advertising

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FM vs. AM Tests Reported by GE

Tests Give FM Vastly Greater Area of Good Reception

The area of good broadcast reception area with frequency modulated radio is 33 times greater than with amplitude, as reported by General Electric Co., licensee and pioneer experimenter with the Armstrong system. A report on tests and calculations were announced July 18 by GE engineers.

The calculations were made by J. E. Weir, GE radio engineer, using two amplitude and two FM transmitters operating on the same wavelength and placed on level ground 15 miles apart. The two FM transmitters, each operating with 1,000 watts, were calculated to operate simultaneously. The area served without interference about three times greater.

Varying Powers and Results

In the second condition the power was increased to 10,000 watts on one transmitter and 1000 on the other. With amplitude, the clear reception area of the 1,000-watt station was reduced by interference from the stronger station to one-third its size, and the area of the 10,000-watt station increased to about three times.

When a switch was made to FM, under the same conditions, the clear area for the 1,000-watt station was reduced one-fourth, whereas with the 10,000-watt station the area was increased about three times.

The third and final calculation was made with the power of the transmitter at one point increased to 100,000 watts with the other transmitter remaining at 1,000. With amplitude modulation, the clear area of the 1,000-watt station was reduced to one-eighth area, and the 100,000-watt station area increased approximately three times. With FM, the area of the 1,000-watt station was reduced to about one-tenth its size and the area of the 100,000-watt station increased about 4½ times.

These calculations, according to Mr. Weir, give added proof that FM permits more stations to operate on the same channel. The same frequency can be assigned to a large number of stations which do not have to be separated by great distances, and at the same time the stations can cover a greater area with good reception than is possible by amplitude modulation.

Supplement and not replace the existing broadcast system. Many localities not adequately served by the present system of broadcasting will undoubtedly benefit from the new frequency modulation installations.

Programs and Receivers

"With regard to programs, since one of the outstanding characteristics of FM is high fidelity and naturalness, we may expect program material which will benefit from this outstanding advantage," he stated. Programs, like the system itself, will be a process of evolution—the end result being better service to the listener.

"So far as FM receivers are concerned, we need only review the shortwave reception. First came the attachment which utilized our existing receiver, and finally the shortwave bands as they now appear on the modern radio receiver. It is too much to expect that FM will follow the same path, so that eventually the FM band will appear as a third or fourth band to the receiver in practically every home. In fact, GE has had on the market for over a year now a combination receiver that will receive either amplitude or frequency modulated signals."

Road Markers such as these are used by Maj. Edney Ridge's enterprise WHIG, Greensboro, N. C., on main highways leading into the city.

Bright Future for FM

Is Predicted by Leitch

JOHN G. LIETCH, chief engineer of WCAL, Philadelphia, addressing 100 Middle Atlantic dealers of Stromberg-Carlson radios at a sales meeting July 17 in the Architects Bldg., Philadelphia, characterized FM as promising to revolutionize present methods of broadcasting and receiving. He emphasized, however, that the new system greatly reduces but does not entirely eliminate the two kinds of static—acts of God, such as lightning and thunder; acts of man, such as electric razors, in the next-door apartment.

The dealers listened to an FM demonstration broadcast from a supervised equipment on the roof of the building. The program got off to a slow start, but smoothed out as it continued. The audience, which received alternate samples of amplitude broadcasting, agreed that FM gave almost a "three-dimensional effect."

Lietich also revealed that the WCAL group secured a license from the FCC to build a high-power FM broadcasting station in the center of the city. He said the request will point out that the station will cost at least $100,000 and be in operation within three months of license grant.

State Police Use FM

STATE police of Connecticut are installing the first statewide FM system in the country, designed and installed by the direction of Prof. D. E. Noble of Connecticut U. System, made the location of the 5000-watt FM transmitters, of which four are in operation and the others scheduled for completion before Sept. 1, and 225 two-way mobile units for patrol and completion is expected to be in operation by Labor Day. Installation follows tests which have been conducted for more than a year, during whichProf. Noble covered 2000 miles by automobile to every corner of the state, checking car-to-car and car-to-car conversations under various conditions of weather and traffic.

WOR Completes FM Setup

WITH the installation of the new type of Western Electric FM transmitter at 444 Madison Ave., New York, and of special custom-built high fidelity studio control and audio unit for WOR's studio No. 1 in the main studios at 143 E. 52nd Street, WOR claims to be the first station whose FM setup meets all the FCC requirements. Even the phone lines connecting the studio and transmitter are of special quality, carrying frequencies up to 20,000 cycles, WOR reports.

The new FM transmitter, W2XOB, was to be formally inaugurated July 1. GENERAL ELECTRIC Co. will emphasize a "frequency modulation key" in advertising of its 1941 line of radio receivers, placed through Mason Inc.

Now

5000 WATTS Day AND Night

Shooting Directly at 2,031,712 of the Best Buyers in America!

KQW's 5000 Watts are directionally concentrated on, and uniformly cover the population centers of the entire San Francisco Bay Area. Only one other station delivers 20 Millivolts in San Francisco, Oakland and San Jose.

Call a Reynolds Fitzgerald Man, and compare rates before you buy!
"What is this new system? Can it provide a greatly broadened listener service? Can it effect a major extension of the Broadcasting Industry? Can it serve as the foundation of a truly universal and truly dependable Broadcasting Service? Is it a good 'buy'? **the Radio Industry in general has a great deal to think about!"

from "ARMSTRONG'S SYSTEM—WHAT IT MEANS"

by Paul F. Godley in BROADCASTING—

July 1, 1936

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.
Ladies First
(Continued from page 86)

gory, then the first choice of both sexes, in town and country, would be overwhelmingly news programs, far ahead of the next group—comedians—which reached a high of but 74% of the choices.

Dr. Sumner's energetic group continued their inquisitive rovings in rural Iowa, where they found the same sentiment, in practically similar ratio:

<table>
<thead>
<tr>
<th>Chief Source of News</th>
<th>TOWN</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>58.5%</td>
<td>58.7%</td>
<td>60.8%</td>
</tr>
<tr>
<td>City Daily</td>
<td>13.0%</td>
<td>13.0%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Local Daily</td>
<td>10.4%</td>
<td>10.6%</td>
<td>11.1%</td>
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<tr>
<td>Weekly Paper</td>
<td>18.1%</td>
<td>18.1%</td>
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Magazine Study

In August, 1939, Fortune decided to go deeper into the interest of men and women in news in general, and radio and newspaper handling of news in particular—studying a complete cross-section of the U. S. population in every geographic area, every income level, in every conceivable group. In forming its questions, the poll recognized two facets which are self-evident in today's news presentation to the public; the astonishing growth in both popularity and importance of the newspaper columnist and radio commentator.

You all know how many people today will credit a newspaper's growth, even its very existence, to a particular columnist whose daily essays fill a column of type in the paper. You also, I'm sure, know many who, without much fear of contradiction, that newspaper editors don't mean a damned thing any more, that the columnist's egocentric views are omnipresent in the field of influencing public opinion.

Well, the editors of Fortune had heard so much of this talk that they decided to test it on a nationwide basis. They asked their cross-section of people all over the United States: "Which do you like best: radio commentators, newspaper columnists, or newspaper editors?"

New York World's Fair. Market Analysts Inc. interviewed 464 women and 535 men, on this matter of preference of source of news. (In this particular survey the education and income of the group was much higher than the national average.)

Here the question was simplified. Reading: "How do you ordinarily get most of your news?" 49.6% said radio; 48.1% said newspapers; 1.5% said newsreels; 1.1% said magazines.

Cosmopolitan Group

Since the Fair draws an audience from all over the country, we may assume this choice is a tribute to radio's complete coverage, with the smallest hamlet and the largest city being reached at least one radio station. Radio was also chosen by these same women in response to a second question—"Where do you get your current news?" For current American news 49.7% listened to the radio, against 47.7% who chose newspapers. For current foreign news 56.5% of the women preferred radio, against 40.2% who stuck to newspapers.

This last answer was of particular importance to radio's researchers. Since the war began, each of the major networks has carried two, sometimes three, regular broadcast periods a day from abroad. These combined with the regular and frequent news summaries and bulletins have made radio quite replace the old "extra" of the newspapers, and have kept the American audience right up with every move of the war, no matter how "blitzkrieg" it might be. The result has been that the American audience is not only the most and the best informed of all.
but has learned to look immediately to radio for giving it the latest and most accurate news; to the newspaper for the details of each story.

Armed with this mass of fact, coordinated and analyzed in detail, CBS determined to survey 4,000 radio homes in five cities, during a week of its The World Today broadcasts, as final and conclusive proof of their evidence that women do listen to news. This series is the now famous 15 minutes from Europe, which Columbia instituted last September, after Poland first felt the wrath of the invader, and which is heard Mondays through Saturdays, 6:45-7 p.m. It usually comes from three cities in Europe, wherever the action is most critical. It is unquestionably one of radio's most important contributions and services to the American people.

What's New, Dear?

In each of these 4,000 radio homes, the coincidental survey, conducted by Crosley Inc., posed a single question: "How many men, women, boys and girls are now listening to the program?"

In Providence 46.2% of the listeners were women. In Portland, Maine, 48.2% those hearing the news from Europe were women. So, Republican or Democrat, women as well as men in Portland, Maine, were listening to the news!

In Baltimore, home of the coliseum and the oriole, 43.7% of that week's news audience was composed of women.

In Charleston, 49.4% of the Southern belle was being very modern by listening to the news, while her cavalier beau could muster up but 42.5% of the total.

And finally, in Little Old New York—East Side, West Side, in fact all around the town—the women have really taken over the radio for their own, for 47.4% of those hearing the Murrow from London and William Shirer from Berlin were women.

Because They Have Time?

Thus the factual evidence in the case of women and the news. That women are interested in radio news is proven beyond doubt.

One possible flaw in the story has been detected, and can here be refuted. It might be pointed out by some cautious fellows that women, being in the home, have more time to listen to radio news and radio in general. Men, they would say, have to do their work, depend on newspapers for news, listen to the radio only at night. Now that's as all well and good, but the five-city coincidental survey which CBS conducted came during an evening program; in fact, the most important evening news program. In every one of these cities, almost 50% were women. (The series on which the coincidental survey was made contained an offer of one million maps of Europe, made by the thousands of Sinclair service stations, sponsors of the program. An evidence of the listeners, men and women, male and female, in the program, is shown, when within two days, midwestern stations wired CBS to take the offer off the air, since their supply was already exhausted. In three days another million maps had to be printed.)

So, with all the evidence in, it seems that the women have taken another privilege away from the males. No longer can the men pontificate on the news, and tell their women what's going on in the world (at least with the embroi- dery customary in those recitals).

For now, when you get home at night, and the little woman asks: "What's new, dear?" don't answer! Because she knows, and is probably just trying to trip you up!

Send Me, Enosco

STRANGE things are going on in the recording department of WDAS, Philadelphia, according to the station management. The boys were non-plussed recently, during a classical music program, a two-record transcription of the "Romanian Rhapsody" got under way. When the second record was set on the turntable, the story started, instead of Enosco's continuing classical measures out came the startling hootie-woogy of Fats Waller in "Send Me, Jackson!" The culprit had done a masterful job of switching labels.

KVOS Granted Renewal

AFTER PROCEEDINGS

WINDING UP what has been referred to as the "battle of Bellingham," the FCC on July 22 issued an order affirming its findings of fact and conclusions entered May 10 to renew the license of KVOS, Bellingham, Wash. The protracted proceedings, centering on an application of Bellingham Broadcasting Co. for the facilities of KVOS, climaxed July 13 in an oral argument before five FCC members. The final chapter in the three-year struggle between KVOS and the applicant company was highlighted by cross-firing charges of financial unfitness and questionable program policies.

Arguing his own case July 13 in absence of counsel, T. R. Waters Jr., president of Bellingham Broadcasting Co., maintained that the organization had demonstrated its fitness to operate a station in Bellingham, and declared that given a chance they would render a greater public service to that area than KVOS.

Speaking for the station, Andrew G. Haley, Washington counsel of KVOS, maintained the applicant had not demonstrated financial responsibility in compliance with FCC standards and that present operation of the station in public interest, convenience and necessity could not be questioned. FCC action upholding the KVOS license renewal came after an executive FCC session. Immediately after the oral arguments concluded, although Chairman Fly during the proceeding had indicated that the aggregate history of the station would be taken into consideration at all times, regardless of present operating conditions.

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"I AM 100% SOLD!"

Says L. B. BEEUWES

"We now have about 110 KYW-NEWS PICTURE DISPLAYS in high spot windows and locations in our listening area. As you know, we worked out our own promotion idea to take full advantage of them. To put it mildly, I have never seen anything click so fast or do a better job of station promotion. We figure that without one cent of cost to ourselves your attractive displays have not only materially increased our listening audience but that, as an indirect result, we will also pick up several new time contracts. I am 100% sold—and I think it is a smart idea for any station. Incidentally, I am more than pleased with the way your organization handles all contracts and detail. Good luck—and you can tell the boys anywhere that we are for you!"

L. B. BEEUWES
Sales Promotion Manager
KYW
Philadelphia

** and among other users are

WBZ—Boston WBZA—Springfield
KDKA—Pittsburgh
WFLB—Baltimore WMAL—Washington
WELI—New Haven WOLF—Springfield
WBNY—Buffalo

Illustrated's Picture-News Service, together with the handsome, illuminated displays shown above, is available FREE OF COST TO YOU in your area on an EXCLUSIVE USE contract. Write, wire or phone.

ILLUSTRATED CURRENT NEWS

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 135
new WFAA Studios
WFAA, Dallas, on July 17 started remodeling its powerhouse at the local Santa Fe Bldg. to make way for its new studios. A large auditorium, seating about 500, and four smaller studios are to be included in the new WFAA quarters. Other features will be a lobby, 20 and four individual control rooms, artists' lounge, large reception room, fireproof music library, recording facilities, client audition rooms and 12 offices on a second level, above the studios. All offices and studios will be air conditioned. George Dahl, Dallas architect, drafted the plans for the new quarters, with assistance of NBC Engineers and Raymond Collins, WFAA technical supervisor, who is in charge of the construction job. Martin Campbell, general manager of the station, has indicated that NBC Engineers should be completed and the new quarters ready for use by Jan. 1, 1941.

Gen. Baking on 30
GENERAL BAKING Co., New York, has granted an announcement campaign for Bond Bread on about 30 stations located in cities in which the company has distribution. Schedules, calling for 19 announcements weekly, started on 15 stations July 15 and four more will be added Aug. 15. Company also started daily five-minute program July 25 on WABC, WEJF, WJZ and WOR, New York, on July 25. Agency is BBDO, New York.

FM RULES & STANDARDS
Complete Reprints Ready!
—Adopted by the FCC June 28, 1940

Text of Rules Governing FM
—Adopted by the FCC June 22, 1940

One to 9 copies, 10¢ each • 10 or more copies, 5¢ each

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CBS Makes Plans For School Series
New ‘American School of Air’
To Stress Hemisphere Subjects

EXPANDING its educational activities on a hemisphere basis, CBS estimated July 17 that 15,000,000 school children throughout the Americas will listen to its American School of the Air series, which will resume Oct. 7 for the new school year. Redesigned series for Latin American countries and Canada as well as the United States, the CBS educational feature will incorporate a large amount of material drawn from these countries.

Among the governments that already officially have signaled their intentions of participating are the Philippines, Hawaii, Alaska, Puerto Rico, Argentina, Brazil, Canada, Colombia, Chile, Dominican Republic, Honduras, Mexico, Panama and El Salvador, according to Sterling Fisher, director of the CBS department of education. Mr. Fisher also stated that other countries are expected to join in by the time the air school classes resume.

Arrangements for classroom evaluation of the School of the Air on a national scale also are being completed by Elphe K. Smith, president of the department of education in the National Education Asn., whose membership includes more than 983,000 teachers. Projects are to be set up in various U. S. cities in cooperation with educational directors of the local CBS stations, designed to show teachers how best to use the series in classroom.

Programs Changed, Renamed
Changes have been made in three of the five series comprising the School of the Air curriculum. The Monday Frontiers of Democracy programs have been replaced with another vocational guidance and social study series, Americans at Work, dramatizing production of vital American commodities and the lives of workers engaged in this production. Among distinctly Latin American products scheduled for treatment are cocoa, rubber, coffee and bananas.

The previous Tuesday program, Folk Music in America, has been renamed Wonders of Music, and traces music’s emergence from dance, work, play, religion, migration and human enterprise. The programs combine two 15-minute radio broadcasts, alternatingly dealing one week with American folk music and the next with symphonic selections. Alan Lomax, assistant in charge of the American folk song at the Library of Congress, will again conduct the folk music portion, and the department director of New York U., will comment on the symphonic programs. Program’s use of Latin American music will be included in this series.

Wednesday’s New Horizons series on geography, history and science will use The Waters of Life as its 1940-41 theme, tracing the establishment and growth of New World civilization as influenced by great navigable bodies. Programs will dramatize the first migrations of Asatic tribes, the Aztec, Incan and Mayan civilizations, and the Spanish, Portuguese and English voyages of exploration.

Latin America is represented on the Thursday literature series, Tales from Far and Near, by dramatizations of such books as “Nanga,” “Aztec Drummer” and “The Dauntless Liberator.” Two Canadian books to be dramatized are “Petite Suzanne” and “Trampine North,” both with a Canadian locale.

Current public issues will be enacted, with a background of Pan-American relations, as a feature of the Friday The Front Page programs, to originate each week from a different New York City high school. The final third of each broadcast will consist of forum discussion of the issues presented.

Radiophonic Ballad

RADIO may doff its cap and take a bow once more for another musical success story. Certainly its most spectacular individual achievement this year in the field of music was popularizing the now famous “Ballad of Americanisms,” hailed as the new “nation’s song.”

By the time it was broadcast late in June as the highlight of the opening ceremonies of the Republican National Convention in Philadelphia, radio already had established the soul-stirring theme as an American epic—after it had been tossed about for some time without taking hold.

The “Ballad” is Broadway’s newest success story. The selection, written by Earl Robinson and John Latouche, was produced originally a year ago as the finale for “Sing for Your Supper,” a stage play of the Federal Theatre Project. The play ran for six weeks without creating much stir—and so did the song—until Congress put an end to WPA theatrical activities. The song apparently died with the show and the Federal Theatre Project.

But Norman Corwin, CBS producer, had seen the play and was attracted by the “Ballad.” He arranged for Paul Robeson, famous Negro baritone, to sing the solo part on the CBS Pursuit of Happiness show early in November. The radio audience responded immediately, demanded a repeat performance. This came on Dec. 31. Overnight the movies and music publishers began scrambling for exclusive rights. Meanwhile, with other soloists, including Lawrence Tibbet, James Melton, Ray Middleton, the “Ballad” is becoming increasingly popular with symphonic orchestras. MGM, which purchased the movie rights, plans a film based on the “Ballad.” And the Republican party has adopted it as its campaign song, along with Irving Berlin’s “God Bless America”—which also owes its success to Kate Smith’s efforts in plugging it on her radio programs.

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ROYAL FOLDING CHAIRS

1. MOST COMFORTABLE.
2. STRONGEST—all models guaranteed.
3. NEAT APPEARING-REFINED.
4. LIGHT WEIGHT—EASY TO HANDLE.
5. SAFETY TO USE—NON-TIPPING.
6. MOST ECONOMICAL TO BUY—A folding chair for every need.

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First, mail coupon below for our new catalog. Select the chair you like. We'll ship it immediately prepaid.

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New York • Los Angeles • Toronto

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FOR FREE 30 DAY TRIAL

First, mail coupon below for our new catalog. Select the chair you like. We'll ship it immediately prepaid.
**In Syracuse:**

- Printers' Ink's Study of "Families and how they Live" gives Syracuse a rating of 229—highest of all cities in upstate New York.

- Sales Management Survey of Test City Markets discovers 162 Agency Executives rate Syracuse second among all cities of 100,000 to 500,000 in the Atlantic States.

And in Syracuse the station that provides outstanding NBC Network shows, that retains in 1940 seventy percent of its 1927 advertisers is

**WSYR**

Syracuse, N.Y.

750 Kc. - NBC

**LUNCH LISTENING**

In Philadelphia Drugstores

Promoted by WDAS

SURVEYING drugstores in the Philadelphia area WDAS, Philadelphia, noted that the majority had radio tuned in most of the day. With this in mind, WDAS is now offering a new type of sales promotion help—an audio display.

During the lunch hour, the station pointed out that many of the items they carry in stock are advertised during WDAS. With the lunch hour, the fountain crowds not only would hear the luncheon music but would be asked at the same time to stop at the drug counter for any of the products mentioned during the broadcast.

In addition, the promotion department of the station is planning a visual display which will incorporate the station itself as the central figure, surrounded by the various advertised products. The lunch hour, the fountain crowds may send their requests to be heard through the jewelry company. Enroll must add five questions each week to win a prize. Questions include true or false, song titles, last lines and right or wrong statements.

**Capsule Quiz**

WHEN the sponsor, a men's clothing store, asked for something different, Dwight Merriman, announcer of WBNX, Youngstown, O., came up with what is claimed to be the shortest complete quiz program on the air. 'What's the Answer?' The five-minute daily broadcast presents two annoucers who, besides pulling varieties of jokes, mention the sponsor and ask a single question each day. The listener with the most nearly correct list of answers at the end of each week wins a man's suit.

**News in Dialogue**

A DIFFERENT type news commentary program is offered by WBNX, New York, with the weekly quarter-hour "Tomorrow's Tcards" broadcast during which Richard Thomas, former AP correspondent and shortwave news broadcaster in Europe, and Morti Frenon, free lance newswompanent and press agent, discuss in dialogue from New York and the news. The couple informally analyze late bulletins using as background material their experiences abroad.
The Hams' Own
AMATEUR radio operators now have their own program on WHAT, Philadelphia. Titled Hams On the Air, it is produced, directed and supervised by Joe A. Grady, newest addition to the WHAT announcing staff and himself a "ham", operating WEFYW. The weekly program is intended to acquaint ordinary listeners with the doings of the amateur radio operators, and also to acquaint the "hams" with information concerning "rigs," hookups, weather conditions and technical information.

* * *

Everyman's Salutes
PILOTTING the Morn Patrol on WCKY, Cincinnati, Dr. Bland has evolved a new idea in radio salutes. Instead of saluting a celebrity or a city, each morning he selects one family from his listening audience and spends a few minutes talking about these everyday folks. He tells about the members of the family, when they get out, what they eat for breakfast, where Dad works, what Mother thinks about current problems and styles, where the youngsters go to school.

* * *

Victory as Motif
CFCF, Montreal, has started a daily quarter-hour Thought Barrage as part of their war effort. The program starts with the signaling of "Victory, Victory" in code, followed by an announcement, then the thought-barrage message. The program is daily produced by James A. Shaw, CFCF manager, with the purpose of having listeners concentrate their will and minds on the idea of victory.

* * *

Summer Doings
DESIGNED primarily for summer visitors, WBAB, Atlantic City, has started Amusement Page of the Air as a regular Thursday evening feature. In addition to covering the resort's best-known attractions, the program provides up-to-the-minute information about theaters, amusement piers and night clubs, together with movie and radio gossip.

IMPORTANT FACTORS IN CHOOSING A TEST MARKET--Baltimore has all 10!

1. Good advertising coverage at reasonable rates.
2. An average income (as determined by Sales Management's Survey of Buying Power) which correlates closely with the section, or its population group.
3. A population which is diversified, representative, well-balanced, of average cultural level.
4. An average level of business activity.
5. Suitable and sufficient distributive outlets.
7. A self-contained economy; no isolated in relation to other markets.
8. Close to average retail sales per family.
9. Compact boundaries, for sales efficiency and frequent checks.
10. Advertising media which will cooperate in making a test.

EDWARD PETRY & CO.
National Representatives

A NEW IDEA in programs for women has been put on the air by WSPE, Spartanburg, S. C., with Jane Dalton (left) interviewing colored Southern cooks borrowed for the occasion from some prominent Southern kitchen. As part of the Woman's Viewpoint program, Miss Dalton each week chats with a Mammy about current affairs and such, as well as cooking and recipes. The interviews, full of surprises, have proved highly entertaining, and listener reaction in buying various grocery products to try out a favorite recipe has been immediate.

Fashion Looking
KPO, San Francisco, is flitting with big department stores and specialty shops with its recently launched feminine shopping program, KPO Fashion Window, conducted by Gagnier. Each day Gagnier, the KPO stylist, makes a round of some of the city's best stores. In her broadcasts she mentions some particularly good buys observed. No names of stores are mentioned. Listeners must call KPO to obtain the information.

* * *

Kids' Postcards
HEARD twice weekly on WHAM, Rochester, N. Y., The Postcard Lady is an original series written by Mrs. Timothy M. Keenan. Girls and boys join the Postcard Lady's Club by sending her an interesting postcard. Each receives a membership badge, and a two dollar award is made each week for the most interesting card. On each program the Postcard Lady dramatizes the story of one of the cards.

Red Cross Safety
AMERICAN RED CROSS on July 28 started a second series of Listen & Live broadcasts on NBC Blue each Sunday afternoon. Programs are designed to teach the general public some of the rules of safety as part of the Red Cross program of life saving through education.

* * *

How to Fish
THE Hunting and Fishing Club on KYW, Philadelphia, in cooperation with the Dover Fishing Club, has established a novel school for free instruction in fishing and casting. Each Monday evening, at one of the pools in Philadelphia's Fairmount Park, Joe O'Byrne, director of the KYW program, and another member of the fishing club are on hand to give free casting lessons to any boy or girl between 10 and 15. Details of the instruction are broadcast over the station each Friday evening during the program.

* * *

To American Music
DEDICATED to American music and its evolution, Our Musical Heritage is a new program recently launched on KGO, San Francisco. The feature is released Fridays, 7-7:30 p.m. (PST) and features Camilla Romo, soprano, the Knickerbocker Quartet and an orchestra conducted by Ricard. All tunes on the broadcasts must be by American composers. Whether it be symphony or gutbucket jazz, the composition will be American and contains something of the cosmopolitanism of America.

We’re Happy In Zanesville

. . . . and so are the advertisers who use "OHIO'S BIGGEST LITTLE RADIO STATION" in America's Typical Market.

52,229
Radio Homes
214,241
Listeners
with the
WHIZ Habit
Will make you happy, too, because there is not a better Radio Buy in the good ole U.S.A.

WHIZ
Zanesville, Ohio
with NBC Red & Blue
John Blair & Co.
National Representatives
QUICKLY, accurately, G-E engineers determine by thorough square-wave measurements the over-all performance characteristics of every General Electric FM transmitter. Carefully they check frequency stability in the G-E "torture chamber" at temperatures from freezing to 122 F.

Noise level, cross modulation, linearity—from every angle General Electric proves the capabilities of each unit before it goes onto the job. That is your assurance of dependable, high performance at low cost.

These typical square-wave measurements show an a-f characteristic that is flat within ±0.5 db from 15 to 16,000 cycles.
Features Like These in G-E FM Transmitters*

Speak for Themselves

- **EXCEPTIONAL FREQUENCY STABILITY**
  Over a room temperature range of 32 to 122°F, stability is \( \pm 0.0025\% \)

- **FULL DYNAMIC RANGE**
  At 100% modulation, FM noise is down from signal level \( 70 \text{ db} \)

- **SMALL TUBE COMPLEMENT**
  All G-E tubes. Entire 1-kw transmitter requires **only 31**

- **SMALL SIZE**
  Completely self-contained. Floor space required by 1-kw transmitter is only \( 9.3 \text{ sq ft} \)

- **AMAZING FREQUENCY RESPONSE**
  A-f characteristic from 15 to 16,000 cycles is flat within \( \pm 1 \text{ db} \)

- **ACCESSIBILITY TO ALL TUBES**
  By merely opening main doors, all tubes are accessible **INSTANTLY**

General Electric offers a complete line of FM equipment: 250-watt and 1-, 3-, 10-, and 50-kilowatt broadcast transmitters; 50-watt relay transmitters; G-E transmitting tubes; G-E crystals; FM antennas; FM home and station receivers; also FM police and emergency systems.

Complete information can be obtained through any of the 80 G-E sales offices (in principal cities). Consult our local representative, or write General Electric, Schenectady, N. Y.

*Designed by General Electric under Armstrong license*
Review of 1939-40 NAB Activities

Since the 1939 convention in Atlantic City, the NAB and all its departments have had a busy face to face year, as evidenced in these reviews of the activities of the various NAB divisions. A complete report on each department’s activities will be offered by department heads at the 1940 convention in San Francisco.

Labor Relations

Joseph L. Miller
Labor Relations Director

A PROGRESSIVE labor policy continues to pay dividends to the broadcasting industry, as is evidenced by the fact that among them organized labor’s continued friendship, goodwill and respect, although more tangible dividends have been apparent in the industry’s day-to-day dealings with its employees and their representatives.

The industry’s average weekly pay check of $45.20 is believed to be the highest in the country, and although it is difficult for broadcasting employees to keep the regular hours of factory workers, the average work week in the industry was decreasing toward 40 hours even before Federal wage-hour legislation was enacted.

As a whole, the industry has accepted the collective bargaining contract as a normal and permanent part of its relationship with its employees. Only two stations in the last two years have been accused by the National Labor Relations Board of violating the Wagner Act—during a period when broadcasting employees were rapidly organizing.

Nine Strikes Reported

Nine broadcasting strikes have been called to the attention of the NAB during the last year six resulting from failure of stations to agree with technicians on the terms of first contracts; the other three from failure to agree on terms for the employment of staff musicians, all three finally settled by agreement. Inexperience with collective bargaining and its technique on the part of station managers undoubtedly was a factor in these difficulties, and stations utilizing the services of the NAB labor relations director in making first contracts fared better.

Compliance with the Wage & Hour Act has turned out to be a severe industry headache. Rules, regulations and official opinions are so many and complicated that the labor relations director’s time during the last year has been devoted to trying to keep member stations out of wage-hour trouble. Approximately 500 inquiries about labor contracts have come to the NAB labor relations department.

The association is making efforts to broaden exemptions under the Act, either through redefinition of terms like “executively” and “professional” or by setting a wage level for exempt employees. Only two stations have failed to meet the Act’s requirements.

peace with AFRA

The director’s only complaint after two years of service, is that station and station members have not made more use of him. Most of the few labor difficulties station have encountered in that time could have been averted if the NAB had been consulted in time.

The industry is currently at peace with the American Federation of Musicians. Although neither the industry nor the union is completely satisfied with the present arrangement, it appears to be working out reasonably well and to have been the best practical adjustment of a difficult problem. The networks and their affiliates since Jan. 17, 1940, have continued to employ staff musicians, generally speaking, and to pay them the same total annual salary they paid under the national agreement which expired Jan. 17. As a result of this general policy, AFM has dropped the demand of last Nov. 2 for a new national agreement with a $1,500,000 increase.

A large group of non-network stations is continuing to operate under a national agreement which calls for “quota” expenditures for staff musicians.

IBEW Expansion

The International Brotherhood of Electrical Workers (AFI) has led the way in organizing broadcasting employees during the last year. IBEW, which takes in only technicians, claims more than 200 contracts with radio stations, and is talking about trying to get a national agreement within a few years. The NAB, in its advisory capacity, and IBEW are approaching common ground on the general form for a contract covering station technicians, although there have been no direct negotiations. The line and none are contemplated for the immediate future.

The American Federation of Radio Artists has continued to concentrate its activities in the larger production centers. Although the union has obtained a new network contract, the year, it has been a hard-fought battle for the station capitol to the union’s demands.

This summer AFRA approached transcription companies with a proposal for an agreement on “unfair” wages. Although the proposal would have covered companies in transcription to any station declared “unfair” by AFRA. The NAB advised both AFRA and the companies that the industry considered application of such a clause would be illegal.

Aca. Ang Slow

The American Commercial Association (CIO), which takes in all broadcasting employees but artists, has secured a few new contracts during the year, but it has not expanded on a scale with rival AFL unions. ACA membership still is confined almost entirely to Washington, Baltimore, Philadelphia, and New York.

The American Newspaper Guild, the other CIO union in the broadcasting field, still holds a few contracts with radio writers, announcers and some technicians, although it was organized as a news-
Labor Is Happy

The only jurisdictional dispute arising during the year was between IBEW and the Stagechands Union, over which one's members should operate television cameras and handle electrical equipment for television shows. There has been no show-down yet.

Owing largely to the increased liberality of the networks during the past winter in giving national labor leaders time on the air, both the AFL and CIO are happy about the broadcasting situation. The NAB labor relations director arranged for an increase in the number of labor talks last fall when the CIO was looking with a wary eye at the NAB program code, feeling it would be used to keep labor off the air.

In a few instances the code has been used to keep local labor leaders off the air, but by and large it has worked to labor's advantage. By arrangement with both AFL and CIO, neither makes any complaint to the FCC without first consulting the NAB. During the last year only one complaint went to the FCC; dozens of others were amicably adjusted.

Convention Displays

FOLLOWING custom established two years ago, station promotional material will be exhibited at the NAB convention headquarters in the St. Francis Hotel, San Francisco, Aug. 4-7. The NAB has asked that promotional material be shipped to Arthur Stringer, at the hotel, along with instructions for posting in the exhibit room. General displays will respect NAB membership and organization information, along with elaborate charts and graphs copyright and for functioning of Broadcast Music Inc.

RESEARCH

Paul F. Peter
Director of Research

DURING 1939-40 research activity of the NAB has covered a wide range of topics, enabling statistical studies to development of revised accounting procedure and a unit plan for measuring broadcast advertising volume. Tackled by Mr. Peter in assembling industry data has continued, and the research department is better able to answer requests for information from the membership and general public. The research department has been devoted also to collecting information and making special analyses for NAB officials and committees.

Collaborating with the NAB accounting committee, the research department developed a new program log, recommended as satisfying the requirements of the revised FCC rules and regulations governing broadcast station. The FCC has indicated that the recommended form and instructions satisfy the conditions of the requirement that stations log all their programs.

Accounting Manual

Another practical development during the year was the revised accounting manual, also devised in collaboration with the accounting committee. The "Accounting Manual for Broadcast Stations" gives particular attention to the aligning of accounts to provide a direct and inexpensive check of preparing the FCC financial report, as well as for Federal and State income tax purposes. The manual also emphasizes the providing of a system that will produce the vital financial facts needed in conducting the business of broadcast advertising.

Among coming projects to get consideration in the future from the research department are two to be conducted in collaboration with the American Broadcasting Agency and other advertising agencies — standardizing invoice forms used in billing for radio advertising, employing the program log required by the FCC as an unimpeachable proof of performance document to obviate the necessity of affidavits, and revising the standard order blank for spot advertising.

In the Richmond area—WMBG is the Red Network outlet. A minute spot on Richmond's WMBG—United Network station—costs only $15.00—night time rate. A minute on the other leading Richmond Station—night time rate—costs $35.00—saving $20.00. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red Outlet, Richmond, Va. National Representative—John Blair Company.
programs can be your best local customer. From radio ownership figures it is apparent that every domestic utility customer owns at least one radio receiver. As a current consuming device, radio sets have been rated fourth among electric appliances, accounting for 14% of the entire domestic appliance load, according to the Edison Electric Institute Bulletin.

Whatever a utility does to increase radio listening, to its own programs or the programs of others, has the same effect as putting additional appliances on the line, except that the consumer need make no capital investment whatsoever. Since January additional power companies have been converted to the use of broadcasting; others have increased their schedules. By experience broadcasting is being found the most economical method of reaching the power companies' customers, either to induce purchase of appliances or to increase the use of appliances now in the home.

States Participate

The grass roots promotion, National Radio Festival, held a stage during May and June, and in some cases will continue into the State and county fair season in August and September. More stations participated in Radio Festival than in previous promotions, and for the first time a State—Connecticut registered 100% participation of all its stations. Nine State governors have issued official proclamations of the Festival, along with a great number of mayors. Comments received from officials of participating stations have indicated the success of the promotion.

To raise the plateau of summer listening many stations are participating in the twin promotion; "Listen While You Ride", to push auto radio sales, and "Listen While You Play", promoting portable sets. This approach to the problem of increasing listener availability to programs is bearing fruit. One station on the increase attributes a large part of this summer's 15% increase in the amount of listening to the growing ownership of auto radios and portable sets.

"Radio Christmas" was another seasonal promotion, emphasizing circulation as well as good will, through a drive to replace old radios with new sets, then repair the old sets for distribution to underprivileged families. Local dealers and distributors, along with servicemen's organizations, cooperated in the drive.

Last year's autumn time change was ushered in with "Cortez Rotor", an industry-wide promotion credited with contributing substantially to circulation increases. Another project was publication of "Portable Radio Booklet, Radio's Riches, in April.

The NAB research department estimates that a total of 44,000,000 active radio sets were in operation in the United States in November, of which 28,000,000 radio families have at least one set. But in those homes are 7,500,000 extra sets and 6,000,000 radio sets belonging to neighbors. The NAB research department is aggressively interested in adding the 7,500,000 extra sets, "primary sets", to be "primary sets", rather than by secondary sets because of superior quality reproduction.

Servicemen Cooperate

Cooperation with local radio servicemen has been advanced through the work of the promotion department in pointing out the mutual benefits resulting to both the servicemen and operators. Radio Servicemen of America cooperates wholeheartedly with the NAB, which urges establishing more chapter of the nation's servicemen's organization. RSA's guaranteed service plan, with qualification of local chapter members, is operating in some 40 cities. Refinements in the plan were suggested by the NAB, new movement, which worked out minimum standards for servicemen.

On July 19 the promotion department announced and outlined a plan for recruiting 100,000 trained workers for national defense agencies. The move was undertaken by the U. S. Civil Service Commission by NAB, on behalf of all U. S. stations.

With a radio campaign certain this year, another promotion, "Listen Before You Vote", was announced July 18. Designed as a combination institutional and circulation-building campaign, Sept. 1 is the suggested date for publicly launching the "Listen Before You Vote" campaign.

LASHED DOWN to resist Canadian wind, hell and high water is this new antenna of CJKL, Kirkland Lake, Ont. It is a Lingo gruadular steel vertical radiator 200 feet high. It is gruadulated at five elevations in four directions, spaced 90 degrees. The guys at the upper elevations are high strength Copperweld steel strand ½ inch diameter. Those at the three lower elevations are extra high strength Copperweld strand ½ inch diameter. The guys at the upper elevations are high strength Copperweld steel strand ½ inch diameter.
Camera Club Jault
WFIL in late July exhibited in its studios the results of the recent jaunt to West Point taken by its popular Camera Club. The station was host to 420 persons taking the trip under the direction of "Pop" Gray, president of the club. Sixteen of the girls were reported "lost" among the cadets. The candids and blowups made a display which attracted many viewers.

Brewery Sponsors AP News
HORTON PILSENER BREWING Co., New York, has started a daily five-minute Associated Press newscast on WQXR, New York, incorporating a special series of one-minute transcribed playlets including commercials voiced by "Happy Horton," trade character featured in display material. The 50-second transcriptions also have been furnished Horton distributors along the Atlantic seaboard for local release.

R. M. Wilmotte, consultant, ex-officio; Lynne C. Smeby, director, ex-officio.
The engineering committee membership for 1939-40 included Mr. Hogan, chairman; John E. Fetzer, WKZO; J. H. DeWitt, Jr., WSM; John T. Schilling, WHB; Mr. Poppele; Paul A. Loyet, WHO; William G. Egerston, KTSA; Mr. Hanson; Mr. Cohan; Carl J. Meyer, WGN; Mr. Heiser; William H. West, WTMV; Porter Houston, WCBM; Mr. deMars; Herbert Hollister, KFBI; Mr. Wilmotte; Mr. Smeby.

PUBLIC RELATIONS
Ed Kirby, Director
RELIATIONS of the broadcasting industry with the public have been excellent during the last year, as a result of a program service delivered by the entire industry that immediately affects the social and economic life of more than 25,000,000 American homes every day and night in the year. The public relation and program policy of radio are inescapably one and the same thing.

If there has been a single significant and sharply defined radio development in the last year, it is recognition that public relations and program policies are interwoven and interchangeable. The industry's war coverage policies, for example, proceeded as much from a consideration of public relations factors as from a consideration of program techniques and availability. The same holds true for political broadcasts. To weld the two in every unit of programming, commercial and sustaining, is public relations department's major operating job in 1940-41. The finest guide for this is found in the industry's own Code.

Churches Cooperate
The NAB public relations department has sought out pertinent information from all segments of the listening audience, and from all political, social and economic developments, which would help management and program policy makers. It also has performed liaison and contact work between the industry and outside groups, i.e., women, religion, education, labor, the con-

JANSKY & BAILEY
CONSULTING RADIO ENGINEERS
National Press Building, Washington, D. C.

An organization offering a complete radio engineering service backed by years of extensive training, research and experience.

BROADCASTING • Broadcast Advertising August 1, 1940 • Page 145
a plan to educate the public was developed to facilitate the frequency shifts from the standpoint of the radio listener. The plan included a two-tier strategy: the first tier involved organizations that, in conjunction with stations, would make the necessary adjustments on public notice at minimum cost and with guaranteed results. The plan is ready to operate the minute a definite recommendation is made by the committee.

With the country engaged in intensive defense preparation, the NAB has been working on securing industry support of defense activities, both in station and man power. The primary projects already underway is the NAB's collaboration with the various military departments and agencies and the drafting of live and transcript spot announcements to aid the recruiting drive for the different branches of military service.

LEGAL
Russell P. Place
NAB General Counsel

Since the appointment of Mr. Logan, NAB counsel since November 1939, the work of the NAB legal department, aside from assistance to affiliated stations and their attorneys and to the NAB staff and committees, has lain chiefly in the fields of legislation and litigation. Although proposals before Congress have drawn considerable attention from the NAB, the legal department has kept a close watch on measures considered by State legislatures.

The legal department has actively followed the course of legislation affecting radio during the year, and in individual States, studying and analyzing all laws with a radio angle. No measure adversely affecting broadcasters have been enacted.

Bills in Congress
The principal bills affecting radio now pending in Congress include: the Thomas Bill, drastically revising the copyright laws, opposed by the NAB and unacceptable to the industry, particularly because of retention of minimum statutory damages for copyright infringements; and the Goldwater Bill, also revising the copyright law contrary to the interests of broadcasters, principally because it would grant copyright in recorded renditions of musical performances; the Johnson Bill, which would ban advertisement of alcoholic beverages on the radio, opposed by the NAB as an unwarranted interference with programming content and it discriminates against radio in favor of the other media; the Dobbs Bill, which amended the Communications Act of 1934 in the interests of broadcasters; and the Pendergrass Bill, requiring hearings on any application for broadcast facilities at the instance of any person; the Walter-Logan Bill to revise administrative procedure.

The NAB has made a concerted effort to come from a State legislature during the year was the Perry Bill, introduced in the New York legislature, which would have required broadcasters to secure the written consents of all performers on a broadcast program. The NAB

PHIL LASKY
and the entire staff of Northern California's stand-out independent
WELCOME YOU TO THE NAB CONVENTION and to
KROW
OAKLAND & SAN FRANCISCO
National Representatives: FREE & PETERS, INC.

FAIR VISITORS... make the St. Francis your home while in San Francisco! Take advantage of the gracious service, famous cuisine and central location. You'll enjoy the Pageant of the Pacific more if you are at the St. Francis. 1000 rooms from $4

HOTEL ST. FRANCIS
MANAGEMENT DAN E. LONDON
UNION SQUARE
SAN FRANCISCO
THE BUSINESS OUTLOOK: PHILADELPHIA
(Continued from page 89)

And the current summer business, in all cases, exceeded expectations. Of course, it is folly to say that all stations are making money during the summer. The important thing is that they are losing less money this summer than last year. And going back over a period of five summers, the seasonal losses are showing a steady decreasing at a rate that leads all station heads to believe that another summer or two, given normal conditions, will place the June-July-August totals on the profit side of the ledger. This is in the face of steady summer decreases in other media.

Agencies further add that radio is increasingly taking a larger share when mapping out a campaign. It is not expected that any new advertiser will champion radio as a first-time in his particular industry, but all those now using radio or who have used radio in the past, will continue to do so again on same and increased scales.

Doan's Test on Five

Foster-Milburn Co., Buffalo, early in July started a test campaign for Doan's pills using three-weekly sweepstakes over KDYL, Salt Lake City; WHN, New York; KDKA, Pittsburgh; and WIP, Philadelphia. More stations may be added later this fall, according to Street & Finney, New York, the agency.

WJW Staff Revamped As O'Neil Takes Control

STAFF of WJW, Akron, has been realigned by William M. O'Neil, new president and manager, who assumed active management in July following the FCC's decision authorizing his purchase of control [BROADCASTING, July 1]. O'Neil is the son of the president of General Tire & Rubber Co.

Named commercial manager was R. L. Bowles, formerly with WMRO, Aurora, Ill., with Russ Salter also coming from WMRO as program and production manager and Edgar Taylor assigned as Salter's assistant. Bill Griffith remains as news and sports editor and publicity director, and Gerald Roberts continues as chief engineer.

Larry Webb has been named office manager and Rae Carde stays as continuity director, with Gretchen Neidlinger as assistant. The announcing staff includes Purv Pulen, who created the character "Trailer Tim" on WTM, Cleveland; Charles Hunter, formerly of WMRO and WCNZ, Carthage, Ill.; Chuck Seaman, formerly with WKH-WCLE, Cleveland, KTUL, Tulsa, and WSPD, Toledo; Paul Hunt.

WTHY three half-page picture layouts, the July 15 Life magazine reviews the rural program services of WLS, Chicago's "Good Morning Farm Country," and P.M. Land & Swartz's "National Barn Dance "a phenomenon in the brief perspective of radio history"... Photos included shots of Barn Dance talent and other activities of the station, including a radio christening by the staff preacher, Dr. John Holland, and the weekly Mon on the Farm.
PHILADELPHIA Radio Service Men's Assn., falling to effect a collective deal with all the radio stations in the city, has made an exclusive tie-in with WFIL. The group, representing 275 service men, agreed to use WFIL window and showcase displays in their shops, inserts in all direct mail advertising, leave WFIL folders at the homes of customers, call special attention to the WFIL frequency, and use WFIL on all push-button sets on display. In return, WFIL will give the service men a weekly program of at least 15 minutes with no charge for time or talent, free publicity to clubs and organizations, free advertising for the group on all WFIL outdoor signs and billboards, use the PRSMA insignia in all direct mail advertising and aid in the group's promotions and advertising.

When the PRSMA called representatives of all the stations to a meeting, but all WFIL attended, the station insisted on an exclusive arrangement. The other stations turned down a collective arrangement in view of the fact that the PRSMA has only 56 shops and represents only one-seventh of the total number of servicemen in the city and that the membership is not represented in radio and department stores.

**KSF'O's Posters**

IN AN intensive audience exploitation campaign, KSF'O, San Francisco, has signed a contract with Foster & Kleiner, outdoor advertising, calling for eighty-three two-color illuminated posters erected in the San Francisco-Oakland area. The posters have changeable panels, local and CBS programs of particular interest. The listings are changed every three weeks. This is the third major promotional step taken recently by KSF'O. The other two were running trailers on the screens of the Golden Gate Theater chain in San Francisco and Oakland and 150-148,420 leaving the Bay area to back up Wheaties’ “Breakfast of Champions” sale during July. The letters were signed by Dean Maddox, baseball announcer. Asking the stores to give every possible push to the sale, Maddox specially requested that the grocers get customers to autograph the special “man with the mike” display piece. At the sale these displays were to be sent to Maddox. Grocers sending in the greatest number of customer's signatures are to win special awards.

**Wheaties' Collars**

THROUGH an arrangement with Pevely Dairies in St. Louis, General Mills is conducting a six-week promotion campaign for the Wheaties' baseball broadcasts of France Lax on KMOX. Lax' broadcast of baseball games, champions (Wheaties, Pevely milk and Pevely irradiated milk) is emphasized on a red-white-blue collar attached to some 60,000 Pevely milk bottles daily. The campaign also incorporates a tie-up with the local amateur baseball league, with Wheaties panels for half-admission price at the amateur games.

**At Salad Bar**

GROCERS and their wives, along with press and radio people and home economics directors of local stores, in mid-July were guests of Gladys Cronkhite, former economics director of KGO-KPO, San Francisco, at a Salad Bar Party in the executive offices of the stations. During the party, attended by about 250 persons, Miss Cronkhite interviewed several guests on a special quarter-hour KPO broadcast.

**More Kaltenborn Maps**

PURE OIL Co., Chicago, is promoting the Kaltenborn War Map No. 4 on its three-weekly NBC Kaltenborn Edits the News program, following the success of the first three similar maps. Map No. 4, two of which are available for every pint of Pure Oil gas purchased from local dealers, includes the Western Hemisphere for the first time, as well as the complete coverage of all European countries.

**Still More Maps**

REPRINTS of United Press news maps, one of Europe and one of the British Isles, are offered listeners by WRC-WMAL, Washington, on behalf of the Esso Reporter news-casts.

**The Pioneer Voice of Kansas**

**BROADCASTING**

**Broadcast Advertising**

**GLENN D. GILLET & Associates**

Consulting Radio Engineers

National Press Bldg. Washington, D.C.

**THERE IS NO SUBSTITUTE FOR EXPERIENCE**

**MAYFLOWER**

WASHINGTON, D. C.

B. L. Pollio, Manager

**DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.R.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.**

**SINGLE ROOMS FROM $4**

**DOUBLE ROOMS FROM $6**

**All with Bath, of course**

**Merchandising & Promotion**

Service Plug—Lighted Signs—Maps and More Maps—
Shaker of Hands—Hartford Puzzle

**Pacific Awards**

KPO and KGO, San Francisco, won first award for direct mail advertising at the recent annual convention of the Pacific Advertising Clubs Assn., held in Vancouver, B. C. The exhibit, covering activities for the 18 months ending June 30, 1940, was prepared by Bob Andrews, sales promotion manager of KPO-KGO, and Milton Samuel, manager of the press department. The display included various mailing pieces, letters and other material used in the exploitation of the stations, their programs and facilities. In addition NBC's Western Division, with which KPO and KGO are identified, won first prize for its sales promotion department in the trade paper advertising division of the P.A.C.A. awards. The several classifications were open to all advertising media, including confided specifically to radio, as was the case in former years.

**Artist Days**

A COOPERATIVE tie-up between KPO-KGO, San Francisco, and the Golden Gate International Exposition, in which the stations have arranged for various outstanding artists on the stations, was launched recently. NBC's Western Division, with which KPO and KGO are identified, won first prize for its sales promotion department in the trade paper advertising division of the P.A.C.A. awards. The several classifications were open to all advertising media, including confided specifically to radio, as was the case in former years.

**News Documentary**

TRACING all phases of radio newscasting, from receipt of a dispatch on the teletype until it is broadcast, KROW, Oakland, Calif., is preparing a documentary film to be distributed next fall to San Francisco and Oakland schools. John Potter, KROW newsreader, wrote the film script. As part of KROW's public relations program, directed by Manager Philip G. Lasky, Potter has been filling speaking engagements at schools and clubs. He plans to use the picture in conjunction with his lectures.
Hi-Li Tournament

COOPERATING with the Hi-Li Sales Co., New York, WHK-WCLE, Cleveland, on July 15 completed plans for a city-wide Hi-Li contest to run for six weeks at local playgrounds. The Hi-Li games, consisting of a small paddle with a rubber ball attached by a rubber band, have been distributed to 92 playgrounds operated by the city and others operated by the Cleveland board of education. Eliminations will be run at each playground with winners participating in playoffs at 15 Cleveland neighborhood theatres, which are cooperating in the campaign. Final winners are to be interviewed on the stations. Prizes include 15 bicycles and 75 pairs of roller skates.

Service to Business Men

A NEW service to business men has been inaugurated by Harold E. Fellows, manager of WEEI, Boston. A condensed list of the station's programs, including political and news broadcasts and programs of a scientific, cultural or business nature, is being mailed to busy executives who would not ordinarily have time to peruse lengthy program lists.

Iowa Luck

A MINIATURE horseshoe is attached to a promotion piece sent to the trade by Craig Lawrence, commercial manager of the Iowa Broadcast Station, KSCO, Des Moines. Don't trust to luck, the folder suggests, and proceeds with a sales message.

Park Tieup

WHN, New York, has arranged a tie-up with Pilates Amusement Park, across the Hudson from Manhattan, whereby WHN's call letters are flushed on the park's electric sign, with the sign reading “It's time to tune to WHN” immediately before each correct time announcement.

** BROCHURES **

NORTHERN CENTRAL BROADCASTING SYSTEM Inc.—File-size four-page counter-stock brochure titled "How Radio Aids Merchandising" and vital statistics of member stations along with two-column March. WLS, Chicago—File-size four-color folder which opens to 20 x 17” showing breakdown of county mail received during 1930 titled "WLS Coverage As Shown By 1,117,926 Letters." Included also are photos of antenna master-control room and assembled Barn Dance talent. WTAM, Cleveland—Yellow-and-black folder "Play Up the Pit ... But Don't Forget the Gallery," promoting the station's coverage of 1,233,600 radio homes in the Cleveland national spot market. WJSV, Washington — Second edition of "Quiz for the Color-Blind," a 16-page booklet in blue and white. WHN, New York—Two-color brochure with die cut cover, "Tonight's Best Story," describing the dramatic series of that title, radio versions of stories printed in Story Magazine broadcast weekly on WHN.

CFOS, Owen Sound, Ont.—File-size folder featuring data on market of "Canada's newest radio station," reprinting letters from local press carrying results obtained from use of the station.

CBS—Green-and-black folder and a series of individual brochures, promoting Foremost, variety series.

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** Booklet of Promotion **

TO MERCHANDISE the General Foods' show carried on KBOO, El Paso, the station recently published a 25-page booklet describing the promotion campaigns. Included in the pamphlet were lists of the complimentary service announcements, merchandising letters, full-page photos of display advertising in local grocery stores and tear sheets of all publicity given the broadcasts. Dorrance D. Roderick, KBOO program, and Merle H. Tucker, general manager, signed each of the books.

** Dial for Results **

CFCF, Montreal, has prepared a novel "spin the dial" promotion piece revealing the results of a coincidental survey of Montreal radio listening habits. The newscasts twice daily from its station recently conducted a survey as the dial fits over 17" show windows. A versioned "WLS American Band, Troy, has placed a large neon sign in its lobby to call attention to its UP news broadcasts over WTRY, and trucks of the Wager's Ice Cream Co. carry banners while dealers display colored strips to announce their newscasts. These are handled by Andy Kinshcher, news editor, who conducts news broadcasts for eight local sponsors. One, a tire company, had him originate the newscasts twice daily from its show windows for two weeks.

** From Down Under **

WITH a preface by H. G. Horner, general manager, Macquarie Network, Sydney, Australia, has just issued its 1940 catalogue of 46 pages. In a 11 x 15 inch leatherette board cover, the compilation includes maps, program features, list of sponsors, with rates, coverage and other data of interest to agency executives.

** Merchandising the News **

MANUFACTURERS National Bank, Troy, has placed a large neon sign in its lobby to call attention to its UP news broadcasts over WTRY, and trucks of the Wager's Ice Cream Co. carry banners while dealers display colored strips to announce their newscasts. These are handled by Andy Kinshcher, news editor, who conducts news broadcasts for eight local sponsors. One, a tire company, had him originate the newscasts twice daily from its show windows for two weeks.

** Newspaper Supplement **

WITH the opening of WJHP, Jacksonville, Fla., on July 15, the Jackson-ville Journal ran a 30-page supplement saluting the station. Both station and newspaper are owned by the John H. Perry interests.

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** WITH EVERY PRODUCT identified by the radio program advertising it, Wegmans Food Markets ran this special full-page advertisement in Rochester newspapers to draw attention to these individual programs and to Wegmans' Handshaker feature on WHEC, Rochester, N. Y. The program tie-in was carried further, with emphasis on the Handshaker series, through window displays and banners all over the stores. Agency handling the Wegman Food Markets in Hart-Conway Co., Rochester.
in Kansas City chalks it 50-50.

Costs vs. Results

W. A. Campbell of Fox's claims that it's difficult to check results exactly unless one has precise cost figures. Also, such planning helps keep buyers on their toes. It forces them to select radio items that will move rapidly, not deadwood on which they wouldn't jeopardize the reputation of other media. It should also be apparent that, being charged as much for radio as he is for other media backing, the buyer immediately elevates radio to its just position as an equal goods-mover as other media, not a refuse heap for departmental trash.

Another view, and rather unique among department store people, is that of Taylor's in Kansas City. They feel that the entertainment portion of the show should be charged to general expense, and the commercial spots to each individual department.

A compromise opinion has been reached by other stores. This consists of charging radio directly to each department whose items are featured, but, if radio does not concentrate on any one department, its cost is credited against general expense.

The majority of successful department store-radio users have found that, during the first few months of radio, it is generally good buyer relations to charge radio, and that general expense until the medium has proved to the buyers that it is just as effective if not more effective than other media.

Pick the Right People

A careful comparison of the operating methods of the nine most successful department store users of radio shows that, in each case, one radio-experienced member of the advertising department is solely responsible for the radio operations—and results.

The majority of all department store executives interviewed agreed that if this fixing of responsibility did only one thing, it built a feeling of consideration and loyalty to radio among the buyers and general store personnel.

Formula for Department Stores

(Continued from page 48)

In those cases where this responsibility fixing was tried, most of the buyers were definitely antagonistic to radio at the beginning, but changed their opinion in time under the intelligent educational work of the person assigned the responsibility of proving to them that radio is effective store advertising if properly used.

Win One, Win All

Winning over a few buyers and doing a job for them, has been demonstrated by store after store, is the beginning of winning over every buyer successfully. This is not an overnight achievement. Most of the stores which have been and are using radio successfully found that it took from one to two years successfully to educate the store merchandising personnel to cooperate fully on the radio campaign. One must remember that one must battle the fixed reputation of direct mail, newspapers, outdoor and other methods of promotion many of which have been used for decades by the individual stores.

Listen for a minute to what Gene Carr, advertising manager of WGAR has to say on this point:

"The real problem for radio-department store promotion revolves around the buyer, and for that reason it is very important to have someone in the advertising department of the store responsible for radio. This person does two things: (1) cultivates the buyers and the sales people, and points out to them from time to time the merits of radio, winning them over to an understanding and appreciation of the medium and its function; (2) this person can also prevent radio from being treated as a poor relation—with scripts carelessly composed and merchandise poorly chosen for stress on the commercial."

To cite Fox's again, as it is one of the most outstanding and successful users of radio in the country, it hired a special writer with four years of radio experience to write its commercials and paid that writer a salary in proportion to her experience. Fox's started off right by employing the best person it could possibly obtain.

Getting the buyer to cooperate to

$293 REWARD: TO ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to stop them!

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Reminiscences of a Veteran

(Continued from page 50-1)

Islands as told by a man who had been marooned there—a New York City taxi-driver, Red Christiansen. This program, on the order of a present-day We, the People broadcast, had to be given time and again by request.

Radio, Star Maker

We also learned of radio's ability to make a star. The constantly changing Every Day Hour, starting in the winter of 1923, carried through to the following summer when we put Wendell Hall on for the summer period. You may recall him, "The Red-Headed Music Maker". If you don't remember him, you undoubtedly remember "It Ain't Gonna Rain No Mo'", for which he was responsible. Hall achieved such popularity through his radio work that he became much sought after for personal appearances, from which our client of course benefited.

Incidentally, radio was put to an odd use in the case of Wendell Hall, in a program that would attract much attention even today. His marriage to Marian M. Martin, a Chicago newspaper woman, on June 4, 1924, was solemnized as part of an Every Day Hour broadcast. This particular broadcast, incidentally, was the first in which remote control was employed to supply part of a program from one point while another part of the program originated somewhere else. The organ music for the service was "piped" from the loft of the Skinner Organ Co., on Fifth Avenue, to the WEAF studio, where the marriage took place.

However, interesting as all this was, it was not quite as significant as another development hastened by the success of the Every Day Hour. Radio was then in a stage of development similar to that of television today. The broadcasting stations had a limited range and each station arranged its own programs. It was not long until the National Carbon Co. found its broadcasts so popular that an extension of the idea seemed desirable.

Geographical Posers

To permit people in outlying sections to see and hear the famous Every Day Hour entertainers, a series of personal appearances was arranged. Wendell Hall, Vaughn de Leath and Carson Robison in particular made a great many personal appearances. Often where it was possible, these out-of-town appearances were broadcast locally. However, this was difficult for many thousands of miles. We found ourselves rapidly getting into the show business, with traveling entertainers shuttling between widely separated points. It began to look as though our radio and related ventures were becoming too cumbersome despite the excellence of the results.

The answer seemed to lie in some sort of network. If somehow two or more stations could be connected with telephone lines, or even by radio, a large area could be served simultaneously. We investigated and learned that it was practicable. Indeed, it had been done and was being done on a basis that was largely experimental.

The first record of two stations broadcasting a program simultaneously concerned WNAC at Boston and WFAI; on Jan. 4, 1923, when a saxophone solo by Nathan Glanz was relayed from the WEAF studio to the Boston station.

The first regular service between stations came about in a noteworthy manner. The late Col. Edward H. R. Green, son of the fabulous Hetty Green, made science his hobby at his large estate in South Dartmouth, Mass. To assure himself of a supply of new scientific equipment, he had placed a standing order with Western Electric for one unit of everything they manufactured. One day he received a number of crates containing a radio transmitter. Puzzled, he got in touch with Western Electric officials and asked what they thought he could do with this.

"Broadcast," he was told.

"Broadcast what?" he asked.

"Speeches, phonograph records, anything," was the reply.

Col. Green had his transmitter assembled, received the call letters WMAF, but shortly found himself in difficulty trying to make up schedules of broadcast entertainment. Then he had an inspiration. Invited to the home of Harry B. Thayer, then president of the AT&T, in New Canaan, Conn., he came across what seemed to be the solution of his problem. Mr. Thayer, unable to hear WMAF well at that distance, had arranged for a special telephone line from the studio to his home.

Col. Green asked for a similar hookup to feed his new transmitter programs originating at WMAF and the request was granted. On July 1, 1923, he started broadcasting WMAF programs on WFAI. Thus the first "network" came into being. Like so many other developments in radio, it was the result of circumstances rather than planning.

$60 Per Hour

It goes without saying that the system worked, and Col. Green entertained the countryside with music that streamed from New York via telephone line. One of the outlets for this, incidentally, was on his own estate. Col. Green rigged up huge speakers for the benefit of fishermen working along the coast. Others heard of the entertainment, and hundreds of cars could be found parked on the grounds of the Green estate, the occupants listening to the music that poured from the speakers.

The first commercial radio station to be tied up regularly with WFAI by means of telephone lines was WJAR, owned by the Outlet Store in Providence. The first WFAI program to go out over this station's transmitter was a
First Network Sponsor

The Eveready Hour was the first sponsored program to go over this WEAF-WJAR network, and the first Eveready Hour to be so broadcast was on Thurs., Feb. 19, 1924. It consisted of the first reading of "I Knew Lincoln". That broadcast, the first advertising program to go over a network, had an interesting story behind it. Our thinking on the subject of a network seems to have paralleled that of the people of WEAF. As I previously mentioned, the popularity of the Eveready Hour made it desirable to extend the listening range of the program.

Not knowing that WEAF and WJAR had been experimenting with a telephonic hookup, not to mention the economic cost of each transmission, I decided to discuss the matter with officials at the AT&T. Fortunately, there was in a good strategic position to do this; since besides working with the National Carbon Co., I was associated with the AT&T, supervising the agency's work on that account.

I first discussed the use of telephone lines to carry the Eveready Hour to several stations simultaneously with the late George McClelland, commercial manager of WEAF and later a vice-president of NBC. My discussion with Mr. McClelland led to a meeting with W. R. Harkness, in charge of radio activities of the telephone company. Later we presented the matter to Walter Gifford, at that time a vice-president.

The telephone people, as I have indicated, were unaware of the possibilities. However, the success of the Eveready Hour, in sales as well as in popularity, gave them another aspect to consider. We were an immediate prospect for facilities they had available, and the upshot was that a network was developed sooner than had been planned.

Radio vs. Telephone

Mr. Gifford asked me to prepare a map showing key sales areas of the country, which it would be desirable to reach through radio. This was carefully worked out and subsequently presented to him. He seemed greatly impressed with the possibilities, indeed somewhat perturbed by their scope.

"If radio is going to reach this stage," he said, "maybe it's better to think of writing. If we don't, we may find ourselves running a radio business instead of a telephone business."

The innovation of broadcasting the Eveready Hour over the WEAF-WJAR network proved successful. Gradually the network was extended, as we added WCW, WGR, WEI, WCAE, WSAL, WOC, WCTE, WTAJ, WWJ, WCDO, WEAR, WN and other stations which brought increasing millions within the listening range of the Eveready broadcasts. Each extension of our network naturally represented problems for both AT&T and ourselves. Jane E. Monahan, the CBS vice-president of radio's application to any network.

Choice of Error

Suppose a timebuyer, in studying an availability, finds that it precedes a program with a sectional CAB rating of 6. Suppose that on the basis of this rating he accepts the availability. However, by a closer analysis it may be revealed that he made a mistake. Let's say the particular section for which the rating of 6 applies consists of six markets. Just to reveal the specific possibility of error the various facilities in the six markets could have applied.

actual CAB ratings 2, 5, 6, 8 and 7. Add them up and divide by six. You will get the average CAB rating of 6.

Suppose the timebuyer happened to take the station that had an actual CAB of 2! This is not a representation that CAB arrives at its sectional program ratings in the above manner. It is a fictitious set of figures merely to illustrate how an average cannot be applied to a single facility.

The network timebuyer needs another standard when purchasing single facilities. In the correct sense no program is rated on any station unless it is surveyed. Ma Perkins has no "rating" by CAB in any one city. The CAB figure is an average of various cities. In this respect, if Ma Perkins has a good rating it certainly makes sense for a timebuyer to want to precede the program on the same network but not necessarily on a single station.

Therefore a timebuyer should have a double standard—one for network and one for national spot. Use the national surveys for the station as a whole—indeed, we had a contract with NBC. I mention that simply because those early Eveready Hours were broadcast for many months without a written contract. The lawyers, it seems, could not agree on the wording of a contract to cover such a strange new force as radio.
A ROYAL WELCOME

to our friends of the N.A.B.!

★

DON'T MISS THE RCA EXHIBIT

Room 551-552-554, St. Francis Hotel, San Francisco

Come Up and Meet the Latest RCA Equipment for

TELEVISION
BROADCASTING
FREQUENCY MODULATION

Speech Input Equipment — Measuring Equipment

Camera Fans!

Enter your best shots in the RCA Convention Camera Contest!

3 Divisions —
3 First Prizes!
3 Second Prizes!
3 Third Prizes!

Details at RCA Convention Headquarters.

Photos will be judged by Keith Henney, Editor of Photo Technique, and members of the Art Staff of Lord & Thomas Advertising Agency.

Use RCA Radio Tubes in your Station for Finer Performance
FIVE hours from Cincinnati by train but split seconds by WLW

. . . that's the comprehensive, economical way you cover more than a score of rich trading areas when you use The Nation's Station. In Charleston, for example, WLW is a daily listening habit. So retailers in Charleston, as well as throughout all of WLW's primary area, are naturally guided by the resulting consumer preference for WLW-advertised brands.
For stations at the TOP!

RCA 50,000 Watt Broadcast Transmitter

Model 50-E ... Top Performance ... Efficiency ... Economy!

Your new 50,000-watt transmitter is perhaps the most important investment your station will ever be called on to make! Choose wisely and your operating costs will be lower—your performance finer, more trouble-free. Choose wisely and we believe you’ll choose RCA. Here are a few of the reasons why:

The new RCA Model 50-E Transmitter offers you lower installation costs because it takes up only 278 square feet of space—requires a much smaller building to house it. Airstream-cooled throughout, it saves you the cost of water coolers and tanks, water pipes and pumps and associated equipment. RCA-engineered high level Class B Modulation requires lower current consumption—the 50-E draws only 115 kilowatts from your power line at average program modulation! The exciter is capable of operation as a complete 5 kw. Transmitter at a second’s notice—eliminating a separate stand-by transmitter.

Unified front panel construction gives finer appearance, cleaner design, easier installation... and permits either straight-line or “folded” layout for your requirements, without extra work or extra cost. It’s particularly adaptable to modern buildings.

See exhibit of all RCA services... including Television... at RCA Building, New York World’s Fair—and Golden Gate Exposition, San Francisco.

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. · A Service of the Radio Corporation of America