"Well-uh-can you cook?"

- Yes, some of the questions were sorta personal—but when H. B. Summers and his crew of 99 expert investigators got through their 1940 Survey on April 15, they had the most complete, authoritative and dependable information ever compiled on the radio-listening habits of Iowa people.

For instance—would you like to know what percentage of all Iowa men or women are listening to the radio between, say, 8:00 and 10:00 a.m.? What kind of program they like best? The program preference differences between city people and farm people? The ratings given the 29 stations that are "heard regularly" by at least 1% of all Iowa families?

These are only a few of the vital questions that you can have answered by the 1940 Iowa Radio Audience Survey. And these answers will help you to make your advertising supremely effective—not only in Iowa, but throughout the Middlewest.

If you'll write us quickly, a copy of this monumental Survey will be gladly sent you on request, without cost or obligation. But we suggest prompt action, because only a limited number of copies are still available. Address:

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives
WSPD’s night-time signal finds new frontiers with its night-time power boost to 5000 watts; a greater after-dark audience, no increase in rate!

"More Power To You", said the F.C.C.; and now we have it!

WSPD — Toledo, Ohio
Represented Nationally by the Katz Agency
He has the confidence of Home Town folks!

HOME town people believe in, and are loyal to, the family doctor who serves them so faithfully. He is an integral part of community life, day-in and day-out.

The Colonial Network’s 18 “home” stations benefit by the same type of confidence and acceptance because they too serve the community, providing programs of local interest as well as network features.

This creates listener-loyalty that no distant, stranger-within-the-gates station can ever obtain. The advantage of this friendly attitude and the good will it achieves is obvious.

It is one of the important reasons why campaigns on The Colonial Network are as successful as they are economical.
To Our Friends
The Advertising Agencies of America:

Something unbelievably big is happening here. It's bewildering,--like waking up to find oneself a millionaire! We would gladly forego our good fortune if it were possible to remove the cause. Since that's impossible, we want you to know about it, as it is information vital to you and your clients.

Nearly FIVE HUNDRED MILLION Dollars is being spent here for defense,--all within the 10 millivolt line of WTAR.

We are to build two battleships, four aircraft carriers, two cruisers, a mine sweeper, drydocks, fortifications, tremendously expand the Naval Base and air station, and many other items.

Ten thousand high paid civilian workers are now at the Navy Yard, with 5,000 on the way. The navy personnel already has been increased 5,000 and the naval payroll upped 29.6%.

Every dwelling is occupied, and the government is spending $3,000,000 at once to build workers' homes.

The program, only begun, has stimulated business already. Telephones increased 57.3%, retail sales 5.6%, buying income 7% in 1939 over 1938. In May residence building increased 71% over May 1939 (62% better than the average of all states east of the Rockies). Bank debits increased 9% the first five months of this year over the same period in 1939, and so on.

Norfolk this fall and winter is destined to be America's outstanding boom market.

That's why, with WTAR on every one of your station lists this fall, your clients will be sure of sharing this unique prosperity. Our national representatives, Edward Petry & Company, will gladly give you still further details.

Cordially yours,

Campbell Arnoux
General Manager

National Representatives: Edward Petry & Co.
The Novachord is used daily at KFBI, in its new studios and station at Wichita, Kansas

Newest in everything—from microphones to antenna! That was the order given for equipment of the new studios and station of KFBI as it moved from Abilene to Wichita, Kan.

So, for the newest in music—newest appeal, greatest versatility—KFBI purchased a Hammond Novachord! And, since the opening day of these new studios, the Novachord has been in use daily at KFBI!

Your programs can make this same profitable use of the Hammond Novachord. It will give music for radio an entirely new and utterly different appeal. It will give the musician a new and amazing versatility. And it will give you a greater variety of usefulness than any other instrument you can buy.

Try the Novachord. Its regular keyboard is played like a piano. Any pianist will find a fascinating invitation to explore its amazingly vast musical resources. Visit your nearest Hammond dealer or write to Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

Hammond Organ Studios
New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard

Play the Novachord as you would a piano...for beautiful, piano-like tones. THEN—turn the Tone Selectors for musical effects of violin, English horn, 'cello, guitar and dozens of other amazing voices.

How KFBI uses its Novachord “Apparently the Novachord has a very wide range of application in the broadcasting field, but it has served us particularly well as a solo instrument. Frank Chiddix, musical director of KFBI, presents a daily program with the Novachord, called ‘Nova Lyrics,’ and we have had some very encouraging comments on the show.

“Frankly, I feel that the Novachord is a very valuable part of our station equipment.”

Herb Hollister,
Vice-President & General Manager

See... Hear... Play
The Hammond
Novachord
at the Hammond Organ Studios, in the Hammond Bldg., 50 W. 57th St., New York
There's more to KSFO than meets the ear!
On outdoor boards ... in newspaper advertisements ... on theatre screens ... and in window displays, KSFO parades its pageant of CBS and sparkling local origination.
With this result: every audience study now shows a vigorous sweep to KSFO.
No wonder KSFO carries more commercial programs than any other network station in San Francisco! And should carry yours!

KSFO
A CBS STATION · 560 KILOCYCLES
PALACE HOTEL · SAN FRANCISCO
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.
Yes sir, Big Business is expanding and "digging in" down Shreveport way in a very permanent manner. Big Business is building with the assured prospects of a bright future based on permanent stability and prosperity of the past and present of the Shreveport market.

The vast wealth of resources ... huge manufacturing plants ... and major industries have made the Shreveport market area of over 3,000,000 people a "natural" for the maximum sales of the many products that depend on complete dominant coverage of KWKH for successful results.

$750,000 United Gas Building, completed and occupied.

T and P Passenger Station, part of a $3,000,000 construction project. A new freight depot has already been completed.

New store for J. C. Penney Company already under construction, costing $200,000.

$1,000,000 Commercial National Bank Building, nearly completed.

Shreveport Union Station to be remodeled and rebuilt at cost of $100,000. This work is already in progress.
Yes, we guess it was purely accidental, but when Hugh Boice graduated from a good college, then went to work for a leading "industrial", then for a progressive advertising agency, then for a well-known radio station—well, maybe it was just a lucky accident, but all this experience was leading straight to the logical conclusion of a job with Free & Peters!

Why? Because that's the sort of background F&P wants and gets, in our personnel... .

First, thirteen of our fourteen fellows are "college men"—and ten of us graduated. Not that that's so wonderful, but it does imply a little mental discipline. Next, the fourteen of us average almost two years apiece in advertising agencies—which you will admit is wonderful! Next, we average 3½ years with Free & Peters, and Hugh is in his third year with us. Next, we all average well over a year of experience, each, in actual radio stations—and that, we believe, is also a pretty good back-ground for anybody who's first job is to help smooth the road for radio advertisers...

All our fourteen fellows have similar back-grounds in some other regards, too. We all speak English. We all feel certain that we want to "stay in radio" for a long, long time to come—and that the surest way to stay in is to give you the very best we've got (and the best that radio has, as well).... That's the way we work in this group of pioneer radio-station representatives.
NAB Decrees Its Music Independence

By SOL TAISHOFF

Officially Assured of 'Free Radio', Convention Gives Unanimous Support to BMI, With Ample Finances

IGNORING a frenzied eleventh-hour effort of ASCAP to stampede the industry, a unanimous NAB enthusiastically plowed its way through its 18th annual convention in San Francisco Aug. 4-7, and, behind the leadership of President Neville Miller, formally decreed its musical independence as of Jan. 1, 1941.

Not a dissenting voice on any important issue was heard on the convention floor during the three-day session. Reassured in personal messages from Stephen T. Early, secretary to the President, and FCC Chairman James Lawrence Fly, that a "free radio" is not threatened, the convention dug into its major industry problem — copyright — by unanimously voting its support of Broadcast Music Inc., as a "permanent" organization to provide for radio its music needs when current ASCAP contracts expire on Dec. 31. Nearly 400 stations representing 90% of the dollar volume of the industry were pledged to BMI, and a new scale of fees adopted assures the company of at least $1,500,000 to build the industry's own music supply during 1941, aside from $1,250,000 pledged since last September.

Even Measured Service Plan Is Ignored

The convention, hailed as the biggest and best in the industry's history, manifested its united approach by disregarding entirely the almost frantic appeals from ASCAP to meet with it and talk things over. ASCAP even agreed to a "measured service" experiment for Ed Craney's KGIR, Butte, and in effect offered the same terms eventually to all stations, but the convention, incensed over repeated rebuffs from ASCAP during the last two years, declared BMI a permanent "going concern".

Glowing tribute was paid Mr. Miller — the NAB's first paid president — when the newly-elected board Aug. 6, in recognition of his services during the last two years, extended his contract and gave him a substantial increase in salary, effective at once. Retained for a three-year term on July 1, 1938 to head the reorganized NAB, Mr. Miller's contract was extended from 1941 to 1942. His present salary is $30,000, plus allowances, and it is understood the increase authorized was approximately $10,000 a year.

The board's action effectively answered the insinuations of internal disunion and opposition to President Miller published in the amusement press. The ill-starred ASCAP campaign got under way even before the convention started, and was obviously designed to break the back of BMI. There were daily letters or telegrams to delegates, colored stories in the amusement press and widespread buttonholing of delegates. The fruits of these labors turned out to be bitter condemnation from the convention floor and general resentment among delegates.

In declaring its musical independence, the industry took cognizance of the demands of ASCAP under the new form of contract, which would result in an estimated increase in royalties paid by the industry from about $4,500,000 to $9,000,000. Instead, the membership voted to support BMI, irrespective of cost, and plunged into plans for the transition at the first of next year.

Pledges of Freedom From Early and Fly

The convention turned out to be a one-purpose meeting, after illusions about threats to radio's independent status had been dispelled by official spokesmen. Mr. Early, appearing for the second time at an NAB convention, brought from President Roosevelt a message reiterating his pledge of last year of an American radio "as free as the press". Chairman Fly branded as "without substance" disturbing rumors of imminent curtailment of broadcasting in the event the security of the country is threatened, or about stories that the FCC is "about to destroy rural radio serv-

NEW NAB BOARD held its first meeting in San Francisco Aug. 6 shortly after election of new directors-at-large and of three new directors representing the networks, the latter authorized by a vote at a meeting the same day. The first act of the board was to extend the contract of Neville Miller as president of the Association for another year to July 1, 1942, and to give him a substantial increase in salary. Seated (1 to r): Don Searle, KOIL, Omaha; Paul W. Morency, WTHC, Hartford; C. W. Myers, KOIN-KALE, Portland, Ore.; John Elmer, WCBM, Baltimore; Edwin W. Craig, WSM, Nashville; President Miller; Herb Hollister, KFBE, Wichita; John E. Fetzer, WKZO, Kalamazoo; E. H. Gammons, WCCO, Minneapolis. Standing: Mark Ethridge, WHAS, Louisville; Fred Weber, MBS; Gene O'Fallon, KFEI, Denver; J. Harold Ryan, WSPD, Toledo; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC; Clifford M. Chaffey, WEEU-WRAW, Reading; William H. West, WTMV, E. St. Louis; Harry Spence, KXRO, Aberdeen, Wash.; Howard Lane, KFBK, Sacramento; John A. Kennedy, WCHS, Charleston, W. Va.; Harrison Holliday, KFI-KECA, Los Angeles; George W. Norton Jr., WAVE, Louisville; John J. Gillin Jr., WOW, Omaha, and Harold V. Hough, WBAP-KGKO, Fort Worth. Absent were Edward Klauber, CBS vice-president; W. Walter Tison, WFLA, Tampa; Clarence Wheeler, WHEC, Rochester.
ice. He implored the industry to stop believing in "ghosts." If any outbursts had been expected against the industry's self-regulation code, which observed its first birthday earlier in the year, they did not materialize. Instead the membership voted it full confidence. Not a solitary amendment was suggested. Also, on the commercial side, the convention voted reinstatement of a modified plan of reporting industry revenues on a unit basis rather than on a dollar-volume basis. It pledged support in consumer-education undertakings, and reaffirmed previous convention commitments in maintaining advertising standards.

Taking cognizance of world conditions precipitated by the war, and with national defense planning going on, the convention adopted a resolution authorizing President Miller to appoint the "Advisory Radio Committee on National Defense," further to implement cooperation which the industry already has extended to the Government. The resolution recognized the need for a vital and dynamic responsibility of the American radio broadcasting industry to bend every effort in the organization of plans for national defense."

Survey of Defense Requirements Planned

The committee was instructed by the convention to advise with the President, the Secretaries of War and Navy and the Chairman of the FCC of its duties, to prepare a report to place its services at the disposal of the Government. Another specific instruction was that the committee undertake to determine industry requirements in the event of national emergency, and the qualifications of all employees for defense service.

With a total registration of 661, and a broadcasters' registration of 480, the convention attendance was declared the highest in history. This was so despite misgivings that the trek across the country to San Francisco would discourage attendance. The convention registration was estimated in the neighborhood of some 800 of the NAB's 480-convention membership.

Copyrightraps came thick and fast. ASCAP had its big gun—President Gene Buck and General Manager John C. Paine—in San Francisco. The announcement that ASCAP had come to terms with both Montana and Washington broadcasters, disclosed on the first day of the convention by Mr. Craney, at first caused consternation but did not change the tide. After the convention's vote on BMI, there emanated from ASCAP quarters reports that many celebrated radio performers would decline to remain on the air unless ASCAP tunes were available to them. There were even inferences of restraint of trade action against the major networks because of the rights taken by ASCAP with ASCAP music. Gene Buck called it a "boycott." Although the musicians' unions insisted that ASCAP had only "protested" as in close contact with ASCAP, the powerful San Francisco local adversed President Miller Aug. 7 that it would insist in every form possible to break ASCAP's "sandbagging." "Inasmuch as the members of the musicians union have suffered irremediable harm and inconvenience that we regard as excessive license fees collected from employers of music by ASCAP," said the local, "we wish to ask Mr. John E. Petter, board of directors of this local hereby to offer our assistance in whatever form possible to break this sandbagging on employers and musicians alike." The telegram was signed by Ed S. Moore, acting president of Local 6 of AFM.

In answer to the ASCAP threat, quoting "speakmen" of the Society on the alleged "boycott" of ASCAP music by the networks, Sydney M. Kaye, vice-president and general counsel and originator of the BMI organization plan, said the only way in which BMI is close to "sandbagging" is by being close to ASCAP," ASCAP said, he is trying to put broadcasters in the position where they would violate the copy- right law, and insists that the ASCAP organization, not BMI, is the one who infringes the law by not complying with copyright requirements. If, because we cannot pay that price, we decline to use ASCAP tunes, ASCAP cannot complain. It is a pleasure to see the hither bitten."

And was arrived at the conclusion of the action of the three judges in Gainesville, Ga., holding the ASCAP anti-monopoly suit for violation of its contract and the convention's determination to move forward on all music fronts. The court's opinion held that the law was not constitutional, because it was enacted at the behest of broadcasters and not by general public demand. An appeal to the Supreme Court is possible. Only a matter of minutes after the opening gavel, President Miller touched off the fireworks on copyright. Deviating from his prepared report [see page 24], the NAB chieftain said the atmosphere at the convention should show which way the wind is blowing and that BMI was a going concern. When he observed that "ASCAP has crossed the country and is pleading for a meeting with the broadcasters," the convention cheered.

The pre-convention attitude was that ASCAP had become panicky, and the more secured the station's general manager and the more certain that ASCAP cannot complain. It is a pleasure to resign the hither bitten."

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MBS flower girls were on deck again. Howard Lane, KFBK, Sacramento, chairman of arrangements committee, is on a mission to prepare for the annual MBS convention.

WEST COAST HOSTS included: Ralph R. Watson, KJBS-KQW; Don Thornburg, CBS Western Division vp, Don E. Colman, NAB, Western Division vp.

TAKING A BREATH were: Arleen R. Ander, KKB; Don Lefkowicz, KQX; Don E. Gilman, NBC, Western Division vp; Waldo Shoults, Westinghouse general sales manager; and Hugh M. Beville, Jr., NBC research manager.

EAST WEST—Gayest convention center was the International Hotel, Las Vegas. In room 11 to 12, Ralph R. Brunton, KJBS-KQW; Don Thornburg, CBS Western Division vp; Don E. Gilman, NBC Western Division vp; Kaye Lord, WQAM; Ray Thompson, KFRC; Neal Ellis, WPIC; Frank Headley, same firm; J. Noel Macy, WFAS, White Plains; George M. Roth, KSD, St. Louis.

Frank Mullin, NBC, vice-president and general manager, sauntered from right to left at annual press luncheon on the 11th floor of the Howard Hotel. KFYI, Herb Ackerman, CBS vice-president; and Harold A. Laubach, NAB president.

BALLOTS and books were collected Aug. 6 by L. B. Wilson, WPBT, New York. WPBT chairman, and WPBT vice-chairmen, WPBT, WSMR, KQW, WOR, WOR.

RENEWING friendship were: Bill Kelly, KGON, Abilene; Lloyd E. Funke, KGON sales manager; and J. E. Miller, KGON assistant manager.

NATIONAL ASSOCIATION OF BROADCASTERS included: Ralph R. Watson, KJBS-KQW; Don E. Colman, NAB, Western Division vp; Don Thornburg, CBS Western Division vp; Don E. Colman, NAB, Western Division vp; Waldo Shoults, Westinghouse general sales manager; and Hugh M. Beville, Jr., NBC research manager.

SHOP TALKERS were: Edward Perry, president of Edward Perry & Co.; M. Preston Peters, vice-president, New York; and Laverne Wilson, New York manager of International Radio Sales.

Despite break in research work are Mrs. Frank Stanton, wife of the CBS research director, C. E. Royster, head of research firm, and Mrs. Hugh M. Beville Jr., NBC research manager. Both are Mayors of their respective cities.
that it had lost its battle to maintain its grip on performance of music and was willing to allow broadcasters to pay royalties on programs using its music, and not on all station income.

Who had not signed the new form of ASCAP contract and actually could not, in view of the existing State statutes prohibiting ASCAP as an "illegal monopoly." It was clear, however, that the agreements were reached as a condition precedent to the execution of the contracts, with the contract provisions then to become operative as revised.

### Montana Suits Dismissed Under Agreement

The "measured service" experiment at the Crany station was decided upon because he was represented by counsel to handle the task. He has kept records of all music performances for a period of years and has insisted that a "pay-as-you-use" method of payment is feasible.

Spinners and countersuits, under the agreement, have been dismissed in Montana. None is pending in Washington. Among the suits dismissed were those which resulted in an pecuniary arrest, under a Missoula Mont. warrant, of Gene Buck in Phoenix, Ariz., several months ago. ASCAP, it is stated, has prejudice all of the infringement actions against Montana stations.

How back royalties due from Washington stations since 1936 and Montana stations since 1937 will be adjusted, was not revealed. It is presumed, however, that audits will be made by ASCAP and that a settlement will be made. It is estimated, roughly, that the accumulaed back royalties, based on the present 5% royalty payable, would approach a quarter-million dollars.

Mr. Craney made his address before the independent group at its scheduled session Aug. 5 because he had not been given a place on the NAB convention program, it was reported following his appearance, he left his home in Butte and did not attend the convention, according to the following day. He told the independent group that his arrangement with ASCAP is available to all stations, and that it provides the means by which the industry, for the first time, will be in a position to buy its music in a competitive market.

In his address to NIB, Mr. Craney recounted the history of ASCAP negotiations from 1932 and minced no words in his condemnation of networks in these proceedings. He said he had always sought clearance at the source, and that the networks always had opposed his efforts to be responsible for the music they originated with no control over what is performed in network studios in New York or elsewhere. Transcriptions likewise can be cleared in that way, he insisted. He said he opposed a "flat fee" basis because he thought a station using 90% of its time with ASCAP music should not be treated on a par with a station using only 40%.

Apropos BMI, Mr. Craney asserted, while he is not a subscriber, he nevertheless believes there should be more than a single source of music. He added that he believed the industry should support two music pools built on "exactly the same formula," which he declared was the case with BMI and ASCAP, and that the industry's 1937 ASCAP payments. "I believe rather," he continued, "that after we have worked so hard to break free from an arrangement at the source and 'pay-on-what-we-use,' that certainly our own industry-owned music pool should not support a "special deal" for one or a few.

There was only one man I knew who was willing to take the great task and who would be satisfactory like all the others. This man was Senator Wheeler of Montana. To say the said said, conceived and was willing to allow

### Letter by Senator Wheeler Explains Montana Per-Royalty Agreement

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Major Resolutions Adopted by Convention

AMERICAN WAY OF LIVING

The American Radio Industry is fully conscious of the vital interdependence of a free radio and a free people, and has long been dedicated to the preservation and the promotion of the American way of life, with its democratic liberties and free institutions.

Our greatest hope for the preservation of the American way of life rests fundamentally with the preservation of the stout and unconquerable unity of the American people which in the past has permitted—though drawn from every race, creed and nation of the world—to live together in peace and harmony.

Unveiling forces, active today in this country and abroad, are seeking to undermine the faith of America in democracy, to weaken our will to defend our freedom and the freedom of the people it serves.

The NAB does solemnly redecide the American radio industry, with whose freedom it is entrusted, to the preservation of the unit and unity of the American people.

ACCEPTANCE OF CODE OF ETHICS

Our Association expresses its gratitude to those representatives of the various segments of our American life who have expressed the hope that our religious, youth, civil liberties and Government bodies will have given the complete confidence in the American system of free radio as exemplified in the Code of Ethics of the NAB. This was dramatically brought forth in the tribute to American radio by both the New York World's Fair of 1940 and the Golden Gate International Exposition in a broadcast of unprecedented proportions which was carried by all networks and many non-affiliated stations on Saturday, Aug. 3, 1940.

Defensive was the strong appeal to the public at large and the professions to support the Code of conduct which the NAB has designed to set higher standards in the industry which have been given to the industry.

MUTUALITY OF INTEREST

The NAB joins with other advertising media, and organizations interested in advertising, in the presentation of a united front to cement public confidence in advertising. We are not alone, and the strongest argument for the strength of advertising lies in the fact that the entire industry is bound together by a common interest in the welfare of the country.

DEFENSE OF THE NATION

Since the American people are today faced with new and urgent problems of national defense calling for the unrestrained efforts of all Americans, the NAB, recognizing the vital duty and responsibility of the American radio broadcasting industry to lend every effort in the organization of plans for national defense, hereby instructs the president of the NAB to appoint a committee, of which he shall be one, to represent the industry and to be known as the Advisory Radio Broadcasting Committee for Defense, which will still further implement the defense work of the industry.

The Association instructs this committee to advise the President of the United States, the Secretary of War, the Secretary of the Navy and the chairman of the FCC of the desire and purpose of the American radio broadcasting industry to cooperate fully in the organization of defense plans.

And the Association further instructs this committee to place its services at the disposal of all departments of the Federal Government in coordinating and promoting the defense work; and in order to anticipate possible calls from the Federal Government, that the committee undertake a survey of the industry to determine the requirements of national emergency, and the qualifications and availability of all employees for defense service.

EDUCATION

The Association looks with regret to the closing of Federal Radio Schools, which have been so splendidly non-partisan efforts of the Federal Office of Education, which have broadcast educational programs, such as Smithsonian Institution, University of California, University of Texas, and University of Nebraska, and have been so favorably accepted by the United States.

CHILDREN'S PROGRAMS

The Association desires to express its appreciation to the Radio Council on Children's Programs which has broadened the splendid cooperation and understanding between parent and teacher groups, and American broadcasters, in the improved standards of children's programs.

Just before one of the NAB sessions, Broadcasting's photographer caught this group headlined for the World's Fair from New York City, World's Fair from Chicago, World's Fair from San Francisco; J. E. Cammeau, CKLW; Bill O'Neill, WWJ; Wilbur Eickelberg, Don Lee, Los Angeles; Linnea Nelson, J. Walter Thompson Co., N. Y.; Bill Pabst, KFRC, San Francisco; Hulbert Taft Jr., WKRC; Walter Jenkins, WOR, New York; Fred Weber, MBS; Gene O'Fallon, KFEL; H. K. Carpenter, WHK-WCLE; I. R. Lounsbury, WGR-WKBB.
SHERWOOD BRUNTON WINS GOLF TROPHY

In Annual ‘Broadcasting’ Tournament

PACING a record-breaking contingent of 69 broadcasting massewiqters, Sherwood Brunton, KJSB, San Francisco, was named as the winner of the NAB blind bogey golf tournament held Aug. 4 at the Crystal Cove Club near San Francisco.

Mr. Brunton carred a net of 64 with second lowest gross score of 114 and a net cap of 30. Three strokes behind with net score of 67 came Earl W. Smith, WCCO, Don Elias, WYNC, Asheville, and Les Johnson, WHBF, Rock Island.

Lower scoring for the day turned in by Carl Haymond, KMO, Tacoma, who had an 84.

Past Winners

Winning net scores were determined by subtracting the blind bogey handicap from the gross scores.

Mr. Brunton, brother of the general manager of KJSB and KQW, San Jose, was the tenth winner of the BROADCASTING tournament. It was presented Aug. 7 during the annual NAB banquet. Previous winners were: Mr. Leo Levy, WCAU, Philadelphia, 1932; Jerry King, St. Louis, 1933; Dan Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, Los Angeles, 1936; John Stoddard, KJBS, Denver, 1937; C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, 1938 (no tournament 1936); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFB, Springfield, O.

Individual scores follow:

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<th>Gross</th>
<th>Net</th>
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<td>Ward Ingrum, KFRC</td>
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<td>77</td>
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<td>Carl Haymond, KMO</td>
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<td>Lewis Allen Weiss, Don Lee 111</td>
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<td>Jack Brunton, KJSB-KQW</td>
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<td>Leo Fitzgibbon, WJR</td>
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<td>Robert Stoddard, KJBS</td>
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<td>Don Thornsberg, CBS</td>
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<td>Ray Youngow, Edw. Petry &amp; Co.</td>
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<td>C. L. Torber, WGR</td>
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<td>Lincoln Deller, KSFQ</td>
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<td>Gaye Monck, KNX</td>
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<td>Clarence Magumen, WTN</td>
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<td>Elgin, Williams, WTV</td>
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<td>Phil Meyer, KPTF</td>
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<td>Wm. Cartwright, Ed. Petry</td>
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<td>Werley, WGR</td>
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<td>Eds. Norton, WHBF</td>
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<td>Wm. Qarton, WTM</td>
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<td>Hugh Petie, KOMO-KJR</td>
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<td>Ted Edna, Iowa Broadcasting System</td>
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<td>Curt Phillips, KIDJ</td>
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<td>Harry Whalen, WBT</td>
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<td>Paul Raymer, Paul Raymer</td>
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<td>Howard Lane, McClatchy</td>
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<td>Jack Murdock, KJBS-KQW</td>
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<td>Harry Howard, WHEE</td>
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<td>Kingsley Horton, WHEE</td>
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<td>A. E. Jocelyn, WBT</td>
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FRUITS OF SKILL with the little white pill Sherwood Brunton (KJSB-KQW, San Francisco), proudly holds aloft the BROADCASTING cup presented him as winner of the NAB golf tournament. Brunton had a net of 64 for the course. Fifty-nine players participated.

Famous Donors

IT TOOK President Secretary Early, FCC Chairman Fly and NAB President Miller to present the BROADCASTING Magazine Golf Trophy won by Sherwood Brunton, KJSB, San Francisco in the annual NAB tournament. At the presentation ceremony during the annual banquet Aug. 7, President Miller first introduced Chairman Fly, who talked about Mr. Early’s ownership as a golfer. President Miller then called Mr. Early to answer, since radio gives equal time to both sides of controversial issues. All spoke entertainingly of BROADCASTING’s trophy as “hardware”.

TRANSMISSION FIRMS Are Cooperating

Transmission companies are cooperating admirably in recording BMI music, Mr. Tompkins reported. Before the end of the year an additional 25,000 separate titles available in transcribed form, he said.

President Miller announced that the BMI board, restricted by its bylaws, has refused to ask Mr. Streibert to participate in all deliberations as BMI representative. In a determined mood, he said BMI is a permanent organization and that “we mean to lick this thing so it will stay licked.” It is not a “sham battle,” he declared.

From Mr. Kaye, described by President Miller as the “spark plug” of BMI, there came news that the ASCAP “right problem” “no creation of the broadcasters” but of ASCAP. He related statistics to show that BMI’s lack of ASCAP income goes to a small coterie of top writers and executives; that ASCAP wants 80 times as much from BMI; that BMI is the only company from which ASCAP obtains its income; and that the proposition is beyond the pocketbook, reason and belief of broadcasters.

Dealers will do more for the composer, on a per-piece compensation basis, than ASCAP ever has done, Mr. Kaye said. ASCAP has become a monopoly because of the broadcasters’ own facilities. Radio, he said, provides the exploitation means that makes music popular, and broadcasters now will use it in that way. He recalled the Warner Bros. defection from ASCAP to BMI, and he performed the motion picture concern’s music on the air resulted in disastrous box-office declines, and soon after many theaters abandoned their high-class houses back in the ASCAP fold.

“The key to the problem is exploitation of music,” Mr. Kaye declared. “If stations get behind BMI and play its music it will be successful.”

Broadcasters, Mr. Kaye pointed out, have the privilege of utilizing their rental operations to pave the way for non-ASCAP operation. Hotels, dance halls and even the motion picture picture shows. The program is that the performing companies not performed on the air via ASCAP channels, all will cooperate, he predicted.

After only four months of active

(Continued on page 59)
IN DEFENSE—Of the American System of Golf, FCC Chairman James Lawrence Fly goes in hard; leads off the grab of this crew of broadcasters (Ilit): Bill Cartwright, Edward Perry & Co.; Watson Witham, WCCO, Baltimore; Will Thompson, KRB, Sacramento; Clark Luther, KFM, Wichita (police photographer), and Edward Petry & Co.'s Filip, Mr. Fly.

BEFORE THE TEEOFF—This foursome shared the wealth in a little giving. Bill Cartwright, Edward Perry & Co.; Watson Witham, WCCO, Baltimore; Will Thompson, KRB, Sacramento; Clark Luther, KFM, Wichita (police photographer), and Edward Petry & Co.'s Filip, Mr. Fly.

SALLED UP—An old timer was this fellow: It is to C. T. Ragsby, WTN, and Paul H. Ravenw, KSAL, among others. Mrs. W. E. C. Smith, WWVA, Wheeling, West Virginia.


LOST BALL HAUL—Almost it was a dud. Left to right are Robert Studen, KEN, Bakersfield, California; and John B. Allman, WARD, Chicago. (KFC)

CUP CONCEIVED—With the trophy within grasp (except for the slight job of shooting the course) this quartet tried a bit of close approach scenery. Left to right: Mort Mailman, KERK, Kansas City; Tom Hay, KARE, Minneapolis; Ellis Atteberry, KCKN, Kansas City; Ken. (KZC)

PACKED IN ICE—By Lee Weiss, was the comment on this day by a former winner of the Broadcasting's Trophy. Left to right: Ward Hogan, KFRK, San Francisco; Carl Haymond, KMO, Tacoma; Don Edwards, KEC, Kansas City; Don Lee, WCCO, Minneapolis. (KZC)

THE CLUBHOUSE CONFERENCE—Frank E. Mullins, newly-elected vice-president and general manager of NBC, talked things other than golf with 3rd States; NBC Central Division head (standing), and Howard S. Hedges, NBC vice-president charged with station operations.

A MILKMAN'S MATINEE—Was stopped for the first time since babyhood by this CBS crew. (All checks to meetting was A. E. Johnson, WITF, Charlotte; and Carl Saltz, WCCO, Minneapolis. (All checks to meetting was A. E. Johnson, WITF, Charlotte; and Carl Saltz, WCCO, Minneapolis. (KJ)

NOT ONE DOLLAR —But that thing to it was the declaration of golf war. Left to right: Carl Haymond, KMO, Tacoma; Hugh Faris, KOMO, Seattle; Fred Nagle, KFRC, San Francisco; Carl Haymond, KMO, Tacoma; Don Edwards, KEC, Kansas City; Don Lee, WCCO, Minneapolis. (KZC)

IT'S A WOW—Or at least it might have been if the landscape had missed out chores. William Rues, assistant editor of KPO, Omaha, seemed to feel the warm weather. Left to right: John B. Allman, WARD, Chicago. (KFC)

FIVE TO TEE OFF—In what Bill Cartwright, Edward Perry & Co. (KFRK) called this round of golf it is to say Frank Fitzsimonds, KBFT, Bismarck; Pete Lemun, KOMO, Seattle; Les Johnson, WHBB, Rock Island.

LITTLE GAMES—(Ilit): Bill Cartwright, Edward Perry & Co.; Watson Witham, WCCO, Baltimore; Will Thompson, KRB, Sacramento; Clark Luther, KFM, Wichita (police photographer), and Edward Petry & Co.'s Filip, Mr. Fly.

EARLY START—But the last to hit is to say, Stephen E. Early, president of Mutual, after rounding up the foursome, to give him a shot of golf while getting the course for the first time.

THE THREE BALL ACT—This changes Bill Cartwright, Edward Perry & Co. (KFRK) called this round of golf it is to say Frank Fitzsimonds, KBFT, Bismarck; Pete Lemun, KOMO, Seattle; Les Johnson, WHBB, Rock Island.

TROPHY San Francisco 1940

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IRNA to Oppose Net-Monopoly Report

Quarterly Discussions of Problems Agreed to By Networks

RECOGNIZING the danger to the entire industry lurking in the report of the FCC Network Monopoly Committee proposing far-reaching changes in network-affiliate relationships, Independent Radio Network Affiliates at a meeting in San Francisco Aug. 5 approved procedure whereby a brief will be filed opposing certain of the conclusions reached by the three-man FCC committee. The brief will be submitted by Sept. 15. Paul M. Segal, Washington attorney, was retained for the purpose by the IRNA board at a meeting Aug. 6.

Also adopted was a resolution relating to network trade practices said to encroach upon rights of affiliates, including station-break time. IRNA welcomed an agreement reached with officials of CBS and NBC during the convention whereby regular quarterly meetings will be held with the heads of the respective networks, to discuss with committees of their own affiliates trade practices, recommendations and complaints regarding operating policies.

Rosenbaum Again Chairman

Samuel R. Rosenbaum, WFIL, Philadelphia, was re-elected chairman at the meeting of the newly constituted IRNA board Aug. 6. Paul W. Morency, WTIC, Hartford, was re-elected vice-chairman. Resignations from the board of John Shepard 3d, Yankee Network, and Walter J. Damm, WTMJ, Milwaukee, because of pressure of other business, were accepted. The board named William J. Scripps, WWJ, Detroit, and I. R. Lounsberry, WGR-WKBW, Buffalo, to the vacancies.

Committees named by the board to meet quarterly with the major networks, in accordance with the new agreement, were, for NBC: Chairman Rosenbaum, Vice-Chairman Morency; Edwin W. Craig, WSM, Nashville; George W. Norton Jr., WAVE, Louisville, and n

RESOLUTION BY NETWORK AFFILIATES

1. Representing the interests of all affiliates, IRNA is concerned over trade practices which encroach upon the established and proper rights of affiliates.
2. Such a practice is the use without payment by a network advertiser of the station-break period between contiguous program periods for separate products.
3. This practice is condemned by IRNA.
4. We express the view that it results from undue compliance by sales departments with efforts by advertisers and agencies to obtain entire concessions. Affiliates see in this practice, if continued, a threat to an important item of the income of affiliates without which their ability to serve the public would be impaired.
5. IRNA welcomes the agreement which has been obtained by its board with NBC and Columbia to the effect that the ranking executive of each network is willing to schedule a regular meeting quarterly or, if necessary, at other intervals, in which each network will discuss, with a committee of its own affiliates, trade practices, recommendations and complaints regarding operating policies.
6. IRNA requests its board to instruct such committees to continue to endeavor to obtain from the networks cooperation towards the reduction and elimination of the trade practice above condemned.

Martin Campbell, WFBA, Dallas. For CBS: Mark Ethridge, WAVE, Louisville; Mr. Lounsberry and Don Elias, WWNC, Asheville.

A new executive committee elected by the board comprises Messrs. Rosenbaum, Morency, Elias, Campbell, Lounsberry and H. K. Carpenter, WHK, Cleveland.

About 150 broadcasters attended the session. Chairman Rosenbaum reviewed past attainments of IRNA before bringing up new business, and urged non-members to join. The agreement procured from NBC and CBS for regular consultation on network-affiliate problems, he said, is a development of major importance.

Action on the resolution to file a brief in opposition to the network-monopoly report came after Chairman Rosenbaum, George W. Norton Jr., WAVE, Louisville, and Mark Ethridge, WHAS, Louisville, had addressed the session. They frankly recognized the many points of dissatisfaction in relations of networks with affiliates, but emphasized that the FCC Committee proposed to accomplish, without new legislation, results which inevitably would undermine or conceivably control the business, program and other operations of stations and networks, which are specifically precluded it under the statute.

It was agreed the FCC should be advised that the affiliates are in a position to engage in their own bargaining with the networks. Mr. Norton analyzed the report as it applies to affiliate affairs, specifying six points. These he recounted as length of contracts; optional time; outlet stations must accept network programs; exclusive contracts, resulting in purposed limitations on competition between networks; limitations on competition between network and outlet, and division of revenues between network and outlet.

Renders Future Uncertain

"Looking over the report as a whole," Mr. Norton said, "if the recommendations are carried out, we are faced with grave uncertainty as to the future in view of the indefiniteness and vagueness, and in most cases the actual lack of any specific recommendations. Any broad, standardized rules applicable to everyone would be very difficult of application. Under these circumstances, it may be that the affiliates should make specific recommendations with relation to the matters condemned or criticized in the report."

No Nurse Needed

Mr. Ethridge declared the saving graces of the report is that it is simply a subcommittee proposal to do without legislation what could not be accomplished otherwise. He said the report was contrary to the view "so eloquently expressed" by Chairman Fly in his address before the NAB convention a few hours earlier.

Mr. Rosenbaum declared broadcasters are capable of negotiating their own contracts and do not require any "wet nursing" of the type proposed in the report. The FCC apparently does not understand the caliber of men in radio, he observed. He cited as an example the new FM license form (519), which he said requires the pedigree of the applicant even to distant relatives and practically demands the naturalization of people who came over on the Mayflower.

To File a Brief

Campbell Arnoux, WTB, Norfolk, offered the motion that the IRNA board be authorized to employ counsel to file a brief in opposition to that portion of the report deemed incomprehensible to the interests of affiliates. George B. Storer, WAGA, Atlanta, president of the Fort Industry Co., also operating stations in Ohio and West Virginia, inquired whether it would be wise to restrict the brief to the question of certain of the allegations in the "indictment", and include also a recognition of the existence of "sacred abuses".

Because there were "too many differences of opinion even among affiliates", Mr. Rosenbaum suggested the brief should be in the nature of a general attack. Don Elias, WWNC, Asheville, held there were justifiable complaints against certain network requirements in those situations, which force affiliates to peg their na

Meeting of Independent Radio Network Affiliates at Convention

Page 16 - August 15, 1940
Radio Can Face Future With Confidence

BY JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

Industry Must Stand as Bulwark of Democracy During the Troublesome Days Ahead, Without Federal Interference

IT IS A GENUINE pleasure to meet with you for the mutual consideration of radio and the problems which it meets today. The medium is a heating type of communication. Only through joint discussions of this kind can we promote the free exchange of ideas so necessary to effective cooperation between Government and industry. At no time in our history has cooperative endeavor been more essential to the welfare of the public and the industry alike. I have the feeling that, as we meet face to face, dope-story conflicts and phantom crises will move out under the veil of the first fog retreating over the bay.

Before moving to the discussion of one vital problem of the broadcasters, I think we ought to utter a word of tribute to those great engineers whose scientific genius and tireless efforts have given the broadcasting. To a great extent their names are unsung, yet it is they whose research developed radio to the laboratory and continued from year to year for almost a quarter of a century to lift radio broadcasting to successively higher planes of technical efficiency. They have given us the equipment to do a splendid job. We are assured of even greater things on new frontiers. That leaves the task to us as broadcasters.

Gossips' Hobgoblin

Grave problems confront us in the policies to be pursued in the public service. But in the outset some of the supposed problems may be dispelled. For example, you may be concerned about the effect of radio on the present emergency. Alarmists with absolutely no factual basis to support them have conjured up the bogeyman of the Governmental broadcasting facility and in turn have assumed an obligation to conduct your operations in the manner required by the public interest.

The public interest in broadcasting derives from two chief sources. It stems from the great force which radio exerts over the customs, the opinions and the very lives of the people as a whole. Not a public utility—a much more than a public utility—more than an ordinary convenience made available to the public, its force of broadcasting places it in a uniquely important and novel class of public service. The manner in which that great force is wielded necessarily is a matter of great public concern in fact.

Another source of public interest in broadcasting is that the radio spectrum is public domain. Radio waves are not the subject of private ownership. The public has every right to impose the private exploitation of this public facility, the public interest shall be served. Where private operation runs counter to public interest, the FCC as the servant of the Congress and of the people is under a duty to repose the wave length in the nation's interest.

It is a rare tribute to the radio industry that this duty has seldom been exercised, because of the character of the public service rendered. That duty must never be performed in a capricious manner. Nor should it ever be used as leverage to control program conduct.

Program Latitude

Under the law there cannot be any Governmental censorship of radio. This is another ghost which seems to have taken on substance by the repeated whippings it has taken.

It is important to observe that no Government official directs you to maintain particular programs or to delete any particular program. Great latitude must exist in the conduct of a broadcasting station. And under no circumstances is it entirely proper that broad discretion in the conduct of the station is vested in the private operator. At the same time the public does and should urge that certain basic principles be preserved. But the greatest of these, very principles requires that neither I nor any other particular person or interest shall utilize this great force to impose one's will on the public.

Radio must remain as an instrument of freedom and for the preservation of freedom. That being true we must not be deluded in the thought that such an instrument is under no obligation to the public.

On day before yesterday at the World's Fair, there was presented to the broadcasting industry an impressive plaque symbolizing freedom. On it was inscribed in words of Walt Whitman, "I say there can be no safety for these States—without free tongues, and ears willing to hear tongues."

As I sat there in the spell of (Continued on page 68)

SAN FRANCISCO's world-wide reputation for fine food was upheld Aug. 4—at least in the eyes of the NBC's bigwigs who were tendered an epicurean delight—by the San Francisco NBC executives during the NAB convention.

With Al Nelson, KPO-KGO general manager and assistant vice-president, as host, Niles Trammell and his Radio City flock, together with v-p's from Washington, Chicago, Hollywood, Denver and way-points, feasted at the renowned Omar Khayam's. The 52 present at the stag dinner dined for nearly four hours on a score or more courses and six wine courses.

The special menu, concocted by Chef George M. Mardikian, includ-ed NBC breads, KGO relishes, KPO hors d'oeuvres, static soup, Red network salad, Blue network paste, kilocycle pilaffs, remote control jams and jellies, official en- trees, transmitter fritters, antenna vegetables, transcription desserts and sign-off coffee.

FOOD was everywhere when NBC executives dined at San Francisco's Omar Khayam restaurant as guests of Al Nelson, KPO-KGO general manager. Edgar Kobak (lower right) fawned over a choice suck- ing pig prior to wielding the carv- ing knife. The little porker was one of 52 courses. Afterwards, Mr. Kobak and Mr. Nelson (at left, top photo) told Steve Early, secretary to President Roosevelt, about the feast, with Chef Mardikian filling in the details.

NBC CREEW'S FEAST

Golden Gate Delicacies Greet
- Net Executives -

BROADCASTING • Broadcast Advertising
August 15, 1940 • Page 17
Spot-Local Setup Revamped by NBC
Straton, De Russy Assigned Broadened Sales Area

CONTINUING the revamping of the NBC spot sales organization which has been occasioned by the July 1 withdrawal of the four Westinghouse stations, XFYW, Philadelphia, WBZ, Boston, WBSA, Springfield, and WNYA, Pittsburg, from the roster of network managed and operated stations, James V. McConnell, NBC national sales manager, and Lord & Thomas sales manager, on Aug. 9 announced three new sales territories and operations, in Cleveland, Boston, and New York.

New setup establishes an NBC branch sales office in Boston and expands Cleveland territory to include Pittsburgh and Western Pennsylvania territory to include Philadelphia, replacing offices formerly maintained at the then M & O stations.

Mr. Straton Mr. De Russy

in those cities. NBC continues to act as sales representative for the Westinghouse quartet as it did when they were part of the M & O setup, and in addition will also represent Westinghouse stations WOCL, WOEU, WOEU, and WOEU, Fort Wayne, as of Sept. 1.

Straton's New Area

Under the new alignment, Donald G. Straton, former NBC network and spot sales representative in the Cleveland district, will concentrate on spot sales in an expanded area that will include the Cleveland, Detroit, and Pittsburgh territories. Before assuming his present position in 1932, Straton had spent five years in the sales department of WJW, Cleveland, and three as sales manager. He had previously been advertising manager of Williams Metal Products and of Vittorio Co.

J. S. De Russy, formerly on the staff of Fox, New York, Philadelphia, operating from NBC's New York spot sales headquarters, will cover the New York and Philadelphia as well as a network of accounts and agencies in New York. A onetime reporter on the Newark News and later advertising manager for Scovil Bros. financial advertising agency, De Russy also served in the advertising departments of the Philadelphia Evening Bulletin, Inquirer, and Record before joining NBC in 1938.

In New England, NBC's spot sales representative will be Emile Kettrel, formerly with Prentis's Ink, the Scripps - Howard newspapers and Lord & Thomas He has just joined NBC.

FIRST MAJOR CHANGES in the NBC organization since the NBC board's appointment Aug. 2 of Frank E. Mullen as vice-president and general manager [Broadcasting, Aug. 1] occurred in the Pacific Coast sales division. Sidney Dixon has been named sales manager of the Pacific Red Network and Tracy Moore was designated to the same post for the Pacific Blue. The appointments were announced jointly by Edgar Kobak, vice-president in charge of Blue Network sales, and Don E. Gilman, western division vice-president. Dixon has been western division sales manager for two years, a post now abolished, and Moore has been transferred from the Hollywood sales division. Here are (1 to 7) Messrs. Kobak, Dixon, Gilman and Moore.

Cent-a-Station-Performance Minimum Is Set Up for Music Writers by BMI

A MINIMUM payment of one cent per performance per station has been established by Broadcast Music Inc. as compensation to its writers for the performance rights to their musical compositions. This, which follows the outline developed in June [Broadcasting, June 18], will be put into effect Jan. 1, following installation of a computation system to check performances.

Chief feature of the BMI compensation method is its lack of discrimination between writers on the basis of age, reputation, or any other standard whatsoever. In other words, a writer who has his name clicked on the start will have a just compensation, no matter how many years he has been in the business or how many compositions he has written. However, if a writer's composition is used in a certain performance, he will be paid the same amount of money as the writer who has had his name selected by a computer.

Aids Young Writers

"The BMI directors have set up a minimum payment per performance per station as compensation for the authors", the statement continues, "and have established a system of check performances to see that the amount is paid each time a performance is made. This method of computing performances will have made it economically feasible to increase the rewards.

(Continued on page 95)

DEPARTMENT SHIFT EFFECTED BY NBC

WITH the appointment of Frank E. Mullen as vice-president and general manager of NBC by the NBC board Aug. 2, the reorganization of staff in addition to shifts predicted exclusively in the Aug. 1 issue, will include a setup whereby five departments will report to William S. Hedges, station relations vice-president.

These are the Red Network Division, Sheldon Hickox; manager Blue Network Division, John Norton, manager; and Service Division, Easton C. Woolley, manager; National Sales, Willard Hedges, manager; and Service Division, Sherman D. Gregory, manager; and Service Division, Charles W. Horn, assistant vice-president in charge.

Mr. Trammell's will consist of James R. Angell, educational counselor; John deJ. Almonte, assistant to the president, and Clayland T. Morgan, assistant to the president.

Mr. Trammell's assistants will be unannounced, Mr. Mullen has decided he does not want them. Mr. Trammell and Mr. Mullen are unannounced, Mark Woods, vice-president and executive treasurer, will act.

The departments and divisions reporting to Mr. Mullen and Mr. Woods will be covered in the Aug. 1 Broadcasting.

Strotz Names Murphy

WILLIAM J. MURPHY, member of the NBC central division continuity department since 1932 and assistant continuity editor since April 1937, has been named continuity editor, according to Sidney N. Strotz, vice-president in charge of the NBC central division. Murphy succeeds Ken Robin- son (page 74). Robinson's predecessors were Larry Holcomb and Willis Cooper. After graduating from Northwestern University in 1927, Murphy joined McFadden Adv. Co., Chicago, as a copywriter, remaining with that firm until Jan., 1932, when he joined the continuity staff of CBS Chicago. He went to NBC, Chicago, in October 1932, as a continuity writer. He was author of Young Hickory, The Killer of Cameos of New Orleans, Flying Time, Medicine in the News, This Amazing American. He is married, has three children and lives at 1317 Lake Washington St., Willmette, Ill.

Hauser to Blue Staff

B. J. HAUSER, formerly in charge of sales promotion for NBC's managed, owned and programmed stations, has been transferred to NBC's network sales promotion staff, where he will specialize on promotion for the Blue Network. No successor has been named.

Mr. Hauser, together with Joseph A. Eccleston, formerly with the ANPA Bureau of Advertising, has joined the NBC Blue Network department as a copy writer, succeeding Peter Zahnir, resigned. Both changes are effective Aug. 15.
Annual ‘Broadcasting’s Day’ Urged

Tributes Are Paid to Radio Service by World Fairs

OBSERVANCE of “Broadcasting’s Day”, or some variation of it, as an annual event at which the industry will render an accounting of its public service, was foreseen following the Aug. 3 celebration during which officials and dignitaries representing every segment of American life paid homage to free American radio.

Led by Stephen T. Early, secretary to President Roosevelt, who unveiled a plaque symbolizing free radio, more than a score of national leaders participated in the one-hour broadcast over the largest single network in the world. A total of 634 stations—network affiliates and independents alike—tied into the Aug. 3 celebration, climaxing the unveiling of identical plaques at the New York and San Francisco World’s Fairs.

Plans by President Roosevelt to brighten the air in the radio and theatrical firmaments, these leaders paid glowing tribute to radio’s accomplishments.

Symbol of Freedom

From President Roosevelt himself, Mr. Early brought a message reiterating the Chief Executive’s previously expressed view that, save for such essential controls of radio, the industry must know complete confusion on the air, in all other respects “radio is as free as the press”. He commended the industry for its great record of progress and service, and commented that the American system of free radio, as depicted by these plaques, is a symbol of freedom.

Chairman James Lawrence Fly of the FCC, William Green, president of the American Federation of Labor, and Busby Berkeley, who represents representing free radio in the world of ours is a felony, punishable by death. It is, likewise, a crime, according to the credo of the tyrants, for men to listen to the opinions of others. I am sure that those who listen to the words of our speakers are not suffering the tyranny and slavery that follow the loss of their freedom.

Expression of opinion in parts of this world of ours is a felony, punishable by death. It is, likewise, a crime, according to the credo of the tyrants, for men to listen to the opinions of others. I am sure that those who listen to the words of our speakers are not suffering the tyranny and slavery that follow the loss of their freedom.

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SPEECHES AT PLAQUE UNVEILING

Chairman Fly’s Remarks

I AM HAPPY to participate in this tribute to the two great World Fairs to the radio industry—both in an official capacity, as chairman of the FCC, and in a personal capacity, as a listener who has found many enjoyable hours by the side of his radio.

First, let me say a word about the public interest in this field. The FCC was created by Congress to protect the public interest in radio and related fields of communication. It was set up to carry out the policies which you, the American people, want. The members of the Commission are your representatives.

No less are the broadcasters your servants. As trustees of the radio frequencies which are public domain, the broadcasters are eager to learn what the public desires. They spend large sums of money in making surveys to learn the type of programs which meet with your approval. They are always sensitive to public reactions once they are made known.

Those in the broadcasting industry know, for example, that so far as public issues are concerned you want an opportunity to learn all the facts. They realize that other sources are open to those who want, or who may be willing to tolerate, the partisan presentation of information—with its unbalance and the insinuation of prejudice into factual reporting. They are aware of their great opportunity to establish radio as the completely reliable, impartial medium. Idealism is a practical influence in the conduct of radio broadcasting.

But, in large measure, is because you have made it clear that you do not want the magic of radio bent under the yoke of self-interest. I am convinced that you want this public facility left completely free to serve the interests of the public. It is entirely appropriate that you make your wishes known to the broadcasters, and for that matter, to the Commission. All of us want radio to continue its great strides for the benefit of the whole race. Its great force we all want exercised, in this country, to maintain American ideals in the past, the finest and freest on the face of the globe.

In the last analysis, the best radio, the freest radio, is that most responsive to the wishes of the people. That is democracy in flower.
Senate Probe Reveals Shakedown of RCA

By LIEW V. GILPIN

GOING for afered from its initial purpose — considering the nomination of Thad H. Brown for another seven-year term with the FCC, the Senate Interstate Commerce Committee during the first two weeks of its investigation conducted a radio monopoly investigation of its own which threatens to discredit the 1938-39 Network-Monopoly Inquiry of the FCC.

Levelling their guns squarely at RCA, committee members led by Chairman Wheeler (D-Mont.) and Senator Tobey, eventually, lead to a group of RCA officials, headed by President David Sarnoff, on charges that the company had paid bribes, an assertion variously based on a satisfactory consent decree whereby General Electric and Westinghouse ownership of RCA was to the public as an independent entity and patent pool.

Apart from the "questionable procedure" of RCA, the hearing developed what was regarded as a growing possibility of a Senate investigation of the radio industry, that FCC or both. During the unexplained extended hearings on Col. Brown's reappointment, the committee, with Senator Tobey as its chairman, had appeared to have something other than the nomination on its mind. But not until this latest tack of minutes examining RCA's actions in a 1922 proceeding and their subsequent ramifications did it become evident that the committee had in mind anything beyond a criticism of the FCC Network-Monopoly Report and Col. Brown, as acting chairman of the Network-Monopoly Committee, casts a long shadow. At the hearing in Washington, June 15, July 1-15, Aug. 1.

The RCA situation causing the extended hearings was epitomized in a highly revealing report made in the midst of RCA testimony by Chairman Wheeler: "You don't expect us to believe that RCA paid a contact man to find a couple of real estate men to recommend a lawyer who would find Senator who would recommend hiring another lawyer sitting in the Senate to represent your company in Wilmington (Del.), where the company already had counsel employed!"

Getting Rid of Nuisance

The extended inquiry into RCA procedure started when Senator Tobey invited Mr. Sarnoff to appear before the committee to answer charges originally made in 1938 by former Rep. MacFarlane (D-Tex.). These charges were amplified by the testimony of E. O. Keller, calling himself a Washington real estate broker who, for some years was identified with movements to secure a broad in-vestigation of the radio industry and the FCC. Although all charges of "bribery" on the part of RCA were denied by Mr. Sarnoff and other FCC officials, it was established that RCA finally paid out a total of about $3,257 to the Washington real estate brokers and "contact men" to rid itself of "nuisance.

The RCA matter revitalized committee interest after it had been filtered through an FCC allegation set forth in the Network-Monopoly Report that CBS officials had made some unsavory stock transactions from 1929 to 1932 with Paramount-Publix Corp., the detriment of other CBS stockholders [BROADCASTING, Aug. 1]. In the CBS matter, the committee charged the FCC with publishing "alleged facts" rather than real facts.

The FCC also drew a heavy lashing from committee members for completely disregarding the RCA matter when it was first brought to public attention in 1938 by Rep. MacFarlane. It was pointed out that on the one hand the FCC Network-Monopoly Report gave much attention to the CBS-Paramount negotiations and ultimately committed "inaccuracies of fact" which might injure CBS, while on the other it failed altogether into the charges made against RCA.

Brown Is Forgotten Man

Since the start of the RCA racket, bare mention has been made of Brown nomination during committee hearings, which were still in progress as BROADCASTING went to press. During one all-day session the notion of Brown itself was mentioned only once, and then incidentally. With further hearings expected to continue for several days, it is probable that nomination has become of secondary interest.

After concluding the CBS matter July 31, the Senate committee started on a thorough examination of all activities Aug. 1, carrying on Aug. 6-9, and resuming Aug. 13, with further sessions scheduled as BROADCASTING went to press. Appearing for RCA at the hearings were Mr. Sarnoff; Col. Manton Davis, RCA vice-president and general counsel; Robert O. Callaghan, Jr., June 15, a member of the RCA legal staff and now in private practice; H. A. Sullivan, RCA comptroller; Judge Joseph M. Froskauer, in charge of RCA stockholder suits.

Appearing independently at the request of the committee or under subpoena were: E. O. Keller, Percy H. Keller, Levin P. Handy and Whyland Shaffer, Washington real estate brokers; H. C. Mahaffy Jr., clerk of court; F. G. Hendry, of Wilmington, Del.; former U. S. Senator Daniel 0. Hastings, of Delaware; Roger Whitehead, Washington lawyer; H. C. Mahaffy Jr., father of the witness and F. G. Hendry; J. A. Stockly, senior partner in Mr. Hastings' law firm; C. E. Duffy, a former associate in the Froskauer firm; Former U. S. Senator George H. Moses (R-N.Y.) was expected to appear, although he was definitely scheduled.

The committee was marked with spirited exchanges on subjects ranging from a criminal indictment and burglary to alleged use of "political influence," with the latter reaching its extreme when the Einstein theory of relativity was mentioned. As word of the new developments spread, the proceeding suddenly caught the attention of newspapers and the committee room became jammed to capacity with newspaper spectators. The atmosphere became increasingly tense as witnesses were continually reminded they were answering under oath.

Buck Asks Agencies, Sponsors To Tell of Broadcast Pressure

Charges Networks Would Dictate What Agencies, Bands and Artists Perform on Radio Appearances

CHARGING that "the chains, drunk with power, assuming to speak for the independents, intend to dictate what copy an agency will use in the space it buys on the blank white pages of radio," Gene Buck, president of ASCAP, has sent a hinged-page letter addressed to "all advertisers" urging them to inform ASCAP of any pressure brought to bear on them by the broadcasters.

"We invite," he writes, "any advertiser who has discerning taste and all performing artists and orchestra leaders to bring to our attention each and every instance in which any pressure whatever is brought to bear upon them that might deprive them of complete freedom to choose, according to their artistic or commercial judgment, the music best suited to their particular use or purpose. All information thus received will be held in strict and inviolable confidence.

After devoting his first five pages to a review of ASCAP-radio relationships since the inception of broadcasting, Mr. Buck singles out as principal cases the impression the broadcasters spent the entire 20 years in trying to steal music from ASCAP, Mr. Buck begins his answer to the letters recently sent by NBC and CBS to advertisers and agencies, urging their support of BMI [BROADCASTING, Aug. 1]. Calling BMI the "wholly-owned creature of the broadcasters," whose "whole idea is to terrorize and intimidate ASCAP," and continuing:

"ASCAP is not in the slightest concerned about these bombastic edicts being presently issued by the two chains, in which it is very noticeable that the overwhelming majority of independent and individual stations do not join. It is apparent that the chains, drunk with power, assuming to speak for the independents, are using the example and the pressure to copy an agency will use in the space it buys on the blank white pages of radio.

If this is the central issue, joined, neither the performing artists nor the advertising agencies will permit themselves to be made cats-paws, for the increased and advertising copy to thus be harmed and emaciated, by the dictation of the interests who would thus, if

(Continued on page 4)
Here's Where We Come In

and Stay In!

There's a vital difference between a radio station "coming in" and "staying in." Millivolt maps show where a station can be heard (we have them, too), but it's more important to prove where a station is listened to.

We know WLS is listened to, because in 1939 listeners wrote us more than a million letters. And as for proof we "stay in"—we've received more than a million letters a year for ten years!

That's WLS listener loyalty—and that loyalty means WLS Gets Results.
NIB Holds Turbulent Session On Copyright-ASCAP Issues
Per-Piece Contract of Wasmer Refutes Claim
Craney Starts Discussion; His State Had Signed

WHAT was scheduled as a routine business session of the National Independent Broadcasters on Aug. 5 turned into a pitched battle on copyright.

Hardly had the opening remarks of President Harold A. Lafount, and the report of Secretary moerd Thomas concluded, when the subject of ASCAP bomb-shelled into the room, with the tosser Ed B. Carley, KGB, Butte, who was a champion of the broadcasters in their long fight with ASCAP for reasonable concessions.

He revealed that he had made for his three stations an experimental deal with ASCAP by which the stations would be taxed only on music used by them. He said his agreement with ASCAP was for a triall period for an unspecified time to see if the plan was practicable for the entire industry. He explained that no percentage price had been set between his stations and ASCAP on this experiment.

Mr. Craney read a letter he had received from Senator Wheelar (D-Mont.), terminating the Montana controversy with ASCAP, and setting up the circumstances under which the measured service experiment would be carried out.

False Report Scolded
His action was immediately challenged by other members of the NIB group as to the wisdom of such a move at this time when the entire industry was fighting ASCAP and promoting BMI. The meeting immediately broke into an open forum discussion.

When the meeting ran over and encroached on the time scheduled for a session of the Local Stations Group, John Elmer, WCMU,ausland, announced that he had been requested by NAB President Neville Miller to hold his meeting so that Carl Haverlin, BMI station relations director, could explain the workings of the BMI to the independents.

With the consent of Mr. Lafount the two meetings were then welded and Mr. Haverlin took the floor. He recounted progress made by BMI and stressed how important it was that all the independent station owners become members of the industry's own music organization.

Mr. Haverlin injected a surprise package when he called upon Louis Wasmer, KHH-KGB, Spokane, to refute a published report that Washington State broadcasters had signed with ASCAP. "I have not signed with ASCAP and I can say that no Washington State broadcasters have signed with ASCAP," Mr. Wasmer declared. "I consider it a thoroughly unjust move on the part of ASCAP in permitting this trade paper to publish such a statement."

There seemed to be a fear among some of the independents that BMI would not be in a position to supply the necessary amount of music and records for their needs, inasmuch as many of the independents use recordings and transcriptions practically exclusively. Mr. Haverlin, however, assured the broadcasters that BMI is in a position to take care of all their needs.

Texas Predicament
Mr. Haverlin was swamped with questions from broadcasters relative to the BMI service. A station operator from Texas, surrounded by Roosevelt stations, who have already signed with ASCAP, told of his perplexing situation. "They'll all be playing the ASCAP tunes," this station operator said. "We're not going to have to do any business with BMI."

This brought a number of BMI champions to the floor, who urged patience, pointing out that the issue was not one of the ASCAP but rather the activities of BMI. Several others, however, entered the ASCAP, and urging the independents to back it.

Andrew Bennett, counsel for the NIB, outlined recent FCC rulings as applied to the independents.

President Lafount closed the meeting with the announcement that the NIB would hold its annual meeting in San Francisco Aug. 15, subject to a $7,500 in its treasury, a suggestion that the organization be dissolved, since superpower no longer is considered an issue, was voted down.

A motion by Walter J. Dam, WTMJ, Milwaukee, that all present directors be recalled, carried. Mr. Shepard was re-elected chairman, and Paul D. P. Spearman, Washington attorney, was retained as counsel. Members of the board are Campbell Arnoux, WTR, Norfolk; Edgar L. Bill, WMBD, Peoria; E. B. Craney, KG, Butte; Edgar T. W. Twamley, WBEN, Buffalo; Boyd B. Woll, WR, Memphis; Lewis Allen Weiss, Don Lee general manager, Los Angeles.

Regional Group Defeats Proposal for Dissolution
ALTHOUGH dormant for more than a year, National Assn. of Regional Broadcast Stations, organized to wage a battle against superpower several years ago, was continued by vote of some 20 regional stations at a meeting in San Francisco Aug. 15, called by John Sheppard 3d, president of the Yankee Network, chairman of the group. With upwards of $7,500 in its treasury, a suggestion that the organization be dissolved, since superpower no longer is considered an issue, was voted down.

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ASCAP long enough. The industry must stand in back of BMI now unitedly."

A hand vote taken by Haverlin showed that the majority of those present at the NIB meeting--some 60 members--were either already signed by BMI or proposed to do so in the near future. Earlier in the meeting Secretary Thomas read a letter from Edward Allen, vice-president of BMI, endorsing BMI and urging the independents to back it.

Andrew Bennett, counsel for the NIB, outlined recent FCC rulings as applied to the independents.

President Lafount closed the meeting with the announcement that the NIB would hold its annual meeting in San Francisco Aug. 15, and one in New York about Oct. 15.

Mr. Lafount explained that because of the great distance between the Midwest and the East Coast, many NIB members in those sections were unable to attend the San Francisco meeting. For that reason he said meetings were proposed in Chicago and New York for broadcasters in those areas.

*Gridiron* Sketch Given at Banquet
Federal Tactics Lampooned at NAB Convention Festivities

A NEW BRAND of entertainment for broadcasters, following the theme of Washington newsmen's celebrated Gridiron dinners, was accorded the NAB convention at its annual banquet on Treasure Island, San Francisco, Aug. 7 before the guests. Titled "The Greener Pastures" the one-act presentation employed a professional cast. It was written and produced by Kenneth Jones, former public relations director of Federal Radio Education Committee, in collaboration with Ed Kirby, public relations director of NAB, under the auspices of the Do-Do Club, old-timers' broadcasters' group.

Lampooned in the skit were members of the FCC, whose regulatory rulings proved the ban of the existence of Joseph J. Smith, "a typical broadcaster." Mr. Smith's tribulations, from the time he received his license, to his "dream of heaven" burlesqued as events he transpire in radio.

**Heaven With Girls**
His dream of heaven, the closing scene, showed broadcasters stretched out on divans, as beautiful girls (selected from Billie Holiday's Aquarelde) languished about. In one corner were cell doors labeled "ASCAP," "AFRA," "FCC" and "Lawyer's Lair," as lions and tigers roared. Against the backdrop was a chart labeled "chart of profits" with the curve going straight up, as the barometer bubbled over the top.

In another corner of the room was a chateau opening, labeled "interest on the public interest delivered here in cash."

The part of the typical broadcaster was played by Will Aubrey, KPO Musical Co-ordinator, and as a vaudeville performer. His performance won the plaudits of the "professional" audience. All music performed during the banquet, to which the guests danced, was from the BMI catalogs. Dancers apparently did not detect the difference between BMI or ASCAP tunes until they were apprised of this "surprise". Distinguished guests at the banquet included President Secretary, Stephen T. Early, and GAC Chairman James Lawrence Fly.
NOW READY—THE 1940 FACTS AND FIGURES ABOUT THE MOST RESPONSIVE AND FASTEST MOVING MARKET IN THE WORLD

This WXYZ market survey book reveals money saving factors that should be at the "fingertips" of every advertiser planning fall schedules. It shows the influential position that WXYZ holds in dominating this market. Have you received your copy?

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.

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Long-Range Thinking Needed By Industry, Miller Declares

Annual Report to Convention Calls for Zealous Effort to Maintain Democratic Principles

DESCRIPTING radio's last fiscal year as its greatest, but pointing out that broadcasters are meeting in a "very different world from that which existed this time last year," Neville Miller, president of the NAB, in his second annual report to the convention in San Francisco Aug. 6 called upon the industry to try to be "in-long-range thinking," in the light of the national emergency.

Broadcasters must be sure that regardless of what may happen, "radio's pillar in the temple of democracy will be sound and will not crumble," he said. "The foundation of that pillar must be a free radio. There must not only be no censorship but no threat of censorship."

Hand-in-Hand

Asserting that the foundation of free radio has been laid by broadcasting, Mr. Miller said the public is the only champion radio needs. "So long as our thinking is dominated by self-interest and self-interest only, he said, "there will be no serious threat to free speech, a free press or to a free radio. The American broadcasting industry has a good reason to be proud of its record. Its job is one to be treasured and guarded from any hands within and without, which may threaten to destroy it. The American public we serve is marching with us."

In his report, delivered at the opening session of the convention, President Miller covered in retrospect events on the broadcasting scene since the 1939 convention. Concerning FCC reports, though he covered the war situation, legislation, public relations, code, labor and other problems.

Caring the fight to ASCAP, Mr. Miller declared: "Broadcasters all-ways have been willing to pay a fair and equitable price for the use of music. But, he said, they de-nied the right of ASCAP to purchase music in a free and competitive market, just as they purchase their other requirements. Asking the convention to send out the word that "San Francisco is to be no Munich," he said the time was critical for all broadcasters and that industry is in the fight to win.

In reviewing the ASCAP controversy, Mr. Miller declared broadcasters are unwilling to pay ASCAP on programs which use ASCAP music or on news broadcasts or other programs not using music. They are unwilling to pay the entire price for music by relatively few composers merely because those composers "have secured a monopolistic control of the means of expression of their output," he ar-gued.

Broadcasters believe that the cultural life of America will be greatly benefited by encouraging the creative genius of those composers excluded from ASCAP, Mr. Miller said. He reminded that broadcasters pay 40 times as much per dol-lar of their gross as any other cus-tomer of ASCAP and that the new ASCAP contracts now demand they pay 90 times as much, increasing payments some $4,500,000 to nearly $9,000,000 a year.

BMI Progress

A year ago, when ASCAP re-fused to deal with an NAB com-mittee, Mr. Miller said that in accordance with the mandate of the NAB convention last July, a special copyright convention was held in Chicago last month, at which a $1,500,000 fund was pledged for creation of Broadcast Music Inc.

"BMI has passed through the or-ganization stage and today is a well-staffed organization, with a membership of over 300 stations," he said. "These BMI members pay over two-thirds of the revenue which ASCAP receives from the entire industry." He said that broadcasters have it within their power for once and all to end ASCAP's monopoly.

On the legislative front, Mr. Mil-ler pointed out that the Johnson Bill to prohibit the advertising of alcoholic beverages by radio and the Thomas resolution for ad-herence to the International Copyright Union are still pending. He said threats during the present session of Congress, but neither bill nor any other legislation adversely affect-ing radio had been enacted.

In litigation, he said, the NAB participated in the RCA-White man phonograph record case and that on July 26 the Circuit Court of Ap-peals in New York reversed the deci-sion of the lower court and held that broadcasters had the right to perform records without paying a fee to the record manufac-turer or the performing artist. [BROADCASTING, Aug. 1].

A plea for revision of procedure at the FCC, to permit legal tests of A S A TRIBUTE to the part radio is playing in the current enlist-ment and national defense cam-paign, the Color Guard of the 65th Coast Artillery (AA), Fort Win-field Scott, Cal., in an impressive ceremony, presented colors to the NAB at the opening luncheon meet-ing held in the Hotel St. Francis Colonial ballroom.

More than 600 persons witnessed the ceremony as well as the brief ceremony, which preceded an address by FCC Chairman Flynn. Mr. Miller pledged further support of broad-casting stations and networks in all national defense preparations.

"The broadcasting industry is proud and privileged to cooperate with the Army, the Navy, the Civil Service Commission, and the National Defense Council and all other proper agencies of government in the furtherance of the national defense program designed to protect this nation and the liberties of our fellow Americans," Mr. Miller said.

"A free radio can do, and is doing, no greater patriotic service than to lend generously of its time and fa-cilities to do those things necessary to preserve the freedom of the American people. NAB station members have pledged their aid in opportunity for judicial findings to jobs in national defense agencies- Army, Navy and Civil Aeronautics."

Commission actions without requiring applicants first to violate them, was made by Mr. Miller. He said he believed there should be an opportunity for judicial findings by an independent examiner or some quasi-judicial or judicial tribunal. In particular cases which involve not a violation of tie. The delegates also was in favor of broadcast licenses and where the license's entire business is at stake, there should be provided a separ-ate judicial determination of the facts as well as the law, he con-tinued.

High praise was given the NAB committee which precipi-tated a major controversy at the last NAB convention and which has had reverberations since, in the

ARTILLERY TRIBUTE
NAB Honored for Its Part
in Defense Drive

FM Network Plan To Be Discussed In Chicago Aug. 27

Progress of Art Is Topic of San Francisco Meeting

A MEETING in Chicago Aug. 27 brings together com-pleting FM stations in key cities has been called by John Shepard 3rd, president of Yankee Net-work and prime mover in FM de-velopment. The purpose is to dis-cuss plans to establish an FM net-work. It is expected to get under way next year. Mr. Shepard stated at the NAB conven-tion in San Francisco that several committees named to study the formation of such a chain, ap-pointed six weeks ago, will report to the meeting.

The scope and development of FM broadcasting, with particular stress on its advantages over regu-lar broadcasting, were explained at a session of FM Broadcasters in San Francisco. Throughout the day FM was demon-strated to the delegates by Frank A. Gunther, president of Radio Engineering Laboratories Inc., who built Maj. Armstrong's station at Alpine, N. J., and the Yankee Net-work station KSFO in San Fran-cisco; Clifton Reiniger, program manager of KSFO and KSRO in San Francisco.

Good Reception

Mr. Shepard presided at the Aug. 7 meeting and Paul deMars, Yankee Network's engineering vice-presi-dent, who demonstrated which he lauded the work of Maj. Armstrong as inventor and Mr. Shepard as prime mover. After the demonstrations by REL-KSF0, Mr. Gunther stated that reports of reception came from points as far as 40 to 50 miles from San Fran-cisco, all reporting excellent qual-ity.

Western Electric and RCA also had FM equipment displays which were visited by many convention delegates. The rapid growth of FM was indicated by Mr. Shepard's statement during the meeting that by fall at least a dozen manufacturers will be ready to sell the equipment.

To questions whether FM set makers were going to have an advertising appropriation for those stations, or would place the bulk of their advertising in newspapers and magazines, as has occurred in the past in the case of set manu-facturers, NAB President Neville Miller replied that the NAB has been working with the committee regarding the advertising of sets by radio.

Damm Urges Campaign

Walter J. Damm, WTJ, Milwau-kee, told the broadcasters it was time radio industry itself went into a major promotion cam-paign to sell radio broadcasting. He referred to the ANPA Bureau of Advertising, which last year raised a special fund among its members for promotion of advertising in the press. That is what radio vitally needs, Mr. Damm said, and he would like to organize a Bureau of Advertising. Up until this time radio has been a buyer's market, he stated, and ra-dio has now nearly reached the saturation point.

FM BROADCASTING demonstrations were highlights of the NAB convention in San Francisco. Here is a group chiefly instrumental in arrang-ing the special displays: (L-R) Frank Gunther, REL technical engineering Laboratories; Paul de Mars, vice-president in charge of engineering, Yankee Network; Frank Gunther, REL vice-president in charge of engi-neering; R. V. Howard, chief engineer, KSFO and KSRO in San Francisco; Clifton Howell, program manager of KSFO and KSBS in San Francisco.
More than two loaves is better than one

When you buy WOR you buy a station which delivers more than twice the power of any station in Greater-New York.

You buy 50,000 watts multiplied and molded by a unique directive-array* method into a penetrating impact of 135,000 watts.

Is it any wonder, then, that a message launched over WOR spreads faster than office gossip?

Is it any wonder that more gilt-edge advertisers are using WOR than ever before? More frequently than ever before?

Wherever you see sales-smoke you'll readily discover that WOR's 135,000 watts have had a hand in igniting the tinder that produced the smoke.

We might suggest that we're always delighted to discuss this matter much more thoroughly for your benefit. Our address is 1440 Broadway, in New York.

*DIRECTIVE-ARRAY radiation of power differs completely from the limited radiation delivered by the standard, or conventional, 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus system in New York.

that power-full station—
Clear-Channel Stations

Continue Organization
TWO-DOZEN representatives of clear-channel stations using 50,000 watts voted at a meeting in San Francisco in August to form a Clear Channel Group as an organized entity to safeguard clear channels from further encroachments. In existence for the last half-dozen years, the group, headed by Edwin W. Craig, WSM, chairman, discussed current problems confronting high-power stations, particularly financing of radio's growing needs and the formulation of fair treaty allocations, now awaiting final FCC action.

Louis G. Caldwell, Washington attorney, was continued as counsel. He attended the session with Reed T. Rollo, his associate. Broadcasters present were Charles J. Burke of WJR, Detroit; Bob Dunville, WLW; Burridge D. Butler, and Glenn Snyder, WLS; Earl J. Meyers, WGN; Harold Hough, WBAP; Martin Campbell, WFAP; W. E. Groves, KSL; A. M. Hermon, WHK; and C. Anthony, Harrison HiIway, H. L. Blatterman, C. W. Mason and W. T. Campbell, WWL.

The meeting discussed the FCC ruling which brought the revocation of all foreign broadcasts on KROW since the European war ended. However, Mr. Lasky, the station manager, who was present, said that the group had been informed by the license department that there was no change in the order.

To the pronounced surprise of all present, the station was informed that there was no change on the KROW license, and that the station was free to broadcast as a clear-channel station.

NAB Delegates Guests
At INS Entertainment
AN ENTERTAINMENT highlight of the recent NAB convention in New York was the appearance of internationally known personalities of radio, stage and screen entertained at the headquarters of one of the Corporation's New York radio stations.

The party was in celebration of INS' 45th anniversary in radio as a news service.

O'Sullivan May Add
O'SULLIVAN RUBBER Co., New York, which recently appointed Charles J. Burke as public relations manager, is planning to add a national radio account. Burke, who is managing Director of the agency, told the agency that the company is planning to make a national advertising campaign for the product.

The company plans to use its national radio account to promote the product in the United States.

DISCUSSION
Coverage Of Special Events

NEWS BROADCASTS are the most consistently popular type of program on the air today, it was brought out at the Aug. 7 session on special events and news coverage at the NAB convention.

Mark Ethridge, WHAS, Louisville, former NAB president, who presided, said this statement was proved in a recent survey. He reviewed the survey for the NAB over 100 stations, he stated, the majority of broadcasters believed that special events were essential to good program structure and that the greatest benefit was derived by those at the receivers rather than persons at the pickup point of special events.

The same survey showed the recent political convention broadcasts on the networks were the most popular of all special events in recent months.

Van Newkirk, director of special events for the Don Lee Broadcasting System, spoke briefly on the handling of special events by a regional network.

Because the meeting schedule was such, it was impossible for two other scheduled speakers to address the meeting. They were Joseph Schmid, director of news and special events, NBC, and Paul W. White, director of public affairs, CBS.

SEMEL Expands
R. B. SEMLER inc., New York, on Aug. 7 expanded its twice-weekly series of newscasts by Gabriel Heatter on WOR, Newark, to six MHS stations in the interests of Krendel mail.

The series now is heard from 9:00 to 9:15 p.m. on KWK, WHK, WFLI, WZAF, WBAL, and WOR, while KSTP records the program for re-broadcast at 11:15 p.m. Heatter is broadcasting from Lake George, N. Y., and will return to New York. Erwin, Warey & Co., New York, handles the account.

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BROADCASTING • Broadcast Advertising
Yes—Man breaks down at last and says "No!"

Can I buy Spot Radio time on as few as one or two stations or as many as I like?  
YES

Can I buy any station I want in any territory?  
YES

Can I adapt my commercial announcements to sales drives in any given territory—even giving names and addresses of local dealers?  
YES

Can I use any time-unit I want—25 words, 1-minute, 5-minutes, 15-minutes and so on—up to a full hour?  
YES

Can I time my programs to fit the listening habits of each territory?  
YES

Can I adjust my expenditures for Spot Radio to the sales budget for each territory?  
YES

Can I stay out of any territory in which my distribution is lacking or faulty?  
YES

Can I use different types of programs on different stations?  
YES

Can I use either live or transcribed programs...or both...as I choose?  
YES

Does all this make Spot Broadcasting more expensive?  
NO!

Any quiz on commercial broadcasting finds the right answer in SPOT RADIO. It's so flexible that it lets you do just about what you please, where you please and when you please, to get the utmost out of every dollar spent.

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

EDWARD PETRY & COMPANY  
INCORPORATED  
Representing leading Radio Stations throughout the United States—individually  
Offices in: NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT · ST. LOUIS · LOS ANGELES
Johnson Urges Broadcasters To Feature Patriotic Message

Suggests Industry Create Slogans for Promotion Of National and Hemispheric Solidarity

A STIRRING PLEA to broadcasters of America to create a national motif, which will be kept before the American people for the next 20 years, was made by Army Lt. Col. William W. Johnson, in an address before the annual convention of the NAB in San Francisco. The speech was carried over combined NBC and MBS networks.

Selecting as his subject "Sponsors of National Defense," Col. Johnson asked broadcasters to include in their bulletins, in advertising script and in signing off an "urgent and effective appeal to Americans and all the world for unity." The country must achieve, without delay a cohesion into one pattern of all American dreams and aspirations without delay, Col. Johnson said in pleading for a revival of the spirit of American unity.

'Hemispheric Solidarity'

In addition to one for national unity, the former War Secretary suggested a slogan for the Western Hemisphere, he retorted must move closer and closer toward each other. The dangers are more frequently and exchange goods more freely. Asserting that there is no time to think of bargains and profits, he said that in this world of today the people of this continent must work together.

"Again, I turn to you radio broadcasters to translate this ardent desire into a popular formula that will remind us every day of our duty and responsibility," he said. Besides national unity and hemispheric solidarity, the nation must have a "resurgence of respect for the flag," he declared. In this connection radio, too, he said, can do its part by imparting to the youth of America the real values in life. These he enumerated as loyalties to home, family, church, community and country. Calling them "inspira- tion and our refuge," Col. Johnson appealed to broadcasters "to put new life and meaning into them, to extend them before the youth of our country, to recall them to the minds of our mature and our aged."

Col. Johnson explained the manner in which slogans have been used in conveying to the public the need for adequate preparedness. Three years ago he said he became a "radio commentator" for his subject took "National Defense." For sponsors he said he chose the American people and has been on the air an average of almost once a week to that theme.

In 1937, said the soldier-attorney, Americans were much more aware of the needs for adequate preparedness and too many lived with a false sense of security because the oceans were looked upon as "impeachable Maginot lines." A World War vet- eran and a former commander of the American Legion, Col. Johnson said he felt it was his responsibility as soon as he joined the War Department to convince the American people that national defense was a basic consideration in the life of the country. He visited every state in the Union at least once and many of them several times. Altogether he made more than 200 public addresses on national defense.

With Radio's Help

"With the aid of radio facilities, with the support of the press, and with the cooperation of military and civilian leaders we should be able to awaken a great deal of enthusiasm for our defense program," Col. Johnson declared. "Some skeptical words are thrown out, and there, I ran into what radio advertising men call 'sales resistance' to the 'commodity' I was advertising. Persistence, time, and especially events in Europe and Asia, at last made our people national defense conscious."

Without attempting to minimalize ultimate dangers, Col. Johnson said it is no longer necessary to advertise national defense to the people. Every citizen, he said, must be made willing to make all necessary sacri- fices of time, money and effort to- ward achieving the objective of national defense sufficiently well fortified on land, sea and in the air as to command the respect of the world. Every citizen, he continued, must be made willing to stand at the bench, the lathe, the loom, the plough, or in the armed forces, if need be, to gain the desired goal. Without the cooperation of the public, Col. Johnson said that national de- fense in its broadest phases in- cludes not only unapologetic milli- tary defense and an industry geared to produce munitions of war, but "a united nation, a nation spiritually aroused to its grave re- sponsibilities and ready at all costs to work for a common end."

"You broadcasters of America, who are expert phrase and slogan makers, I urge to coin a national motto to keep constantly before the American people as a reminder, every day, in every way, of the necessity for national teamwork."

In your bulletins, in your advertis- ing script, when you open your program and when you sign off, let us some time forth an urgent and effective appeal to all Americans for national unity."

How the Peabody Awards Will Be Made

Recognising that the radio is an im- portant medium of information, enter- tainment, and public service and is respon- sible to the press, The University of Georgia (chartered 1785) through the School of Journalism and a Board of Advisers, in conjunc- tion with the Grady College of Business, will, once in a century, beginning, in 1940, the George Foster Peabody Radio Awards for the most meritorious public service rendered by each of three American radio stations, representing the local, regional and national, and also awards recognizing outstanding public service, will be given to perpetuate the memory of George Foster Peabody, the first man to call attention to the University of Georgia and friends of edu- cation.

These awards will be announced and presented by the Regents of the University System of Georgia, upon recommendation of the Advisory Board appointed by the University, through The University of Georgia, through the Henry W. Grady School of Journalism, and the NAB.

The membership of this Advisory Board will be comprised of the Dean of the University System of Georgia and 11 other outstanding American professors, members of the Regents, people of notable degree their interest in public service, and who by professional achievement are prepared to evaluate in an impartial and detached manner contributions of radio stations, networks and individuals in connection with these awards. This Advisory Board will be a self-perpetuating subject to the approval of the Board of Regents. Nominations for membership will be made through the Dean of the Henry W. Grady School of Journalism. (All personnel of the Advisory Board is to be announced soon.)

Candidates for these awards shall be made in writing to the Dean of the Henry W. Grady School of Journalism, The University of Georgia, Athens, Ga. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration for one of these awards. Pertinent data shall include, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to com- prise an exhibit which will be a faith- ful reflection of the service contributed to public service offered by the candidate for this competition.

Competition for one of these awards will be limited to work done during the preceding calendar year, as of the date of entry. The first award will be made in 1940, based on public service rendered in 1939. The closing date for entries will be Jan. 15, 1941.

Welch Adds Discs

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 18 will drop the NBC Southern-Blue network contract, it was reported by the company, and will place the show on transcription, to be heard following the Rudy Vallee show on NBC Blue network and the Bing Crosby shows in 14 markets. Stations se- lected are WFFA WOA1 KMBC KNX WWJ KDKA WOR WMER WABC WMCA WOKY WTMX (falling for WYNN) KARK WMC WBYC WSBM KPRC WMAQ. The remainder of the list is being worked out. The show is to be aimed at the transcription being released on the NBC- Blue Sundays, 8:30-8:45 p.m. (CDST), with a repeat broadcast for NBC Radio stations in the Eastern and Pacific Coast areas 10:15-10:30 p.m. H. W. Kastor & Sons, Chicago, are handling the account.

Benefits Foreseen In Radio Awards

Georgia U Plan Expected to Stimulate Public Service

CALLING for support of broadcast- ers, Mr. John D. Drewry, of the Henry W. Grady School of Journalism of the University of Georgia, expressed the hope that the awards for NAB convention-goers the operation of the George Foster Peabody Radio Award made last year, will be made this year for the first time in 1941. The awards, resembling the Pulitzer Prizes of the printed page, will be for outstanding 1940 public service programs, with individual awards for three types of stations—local, regional and national—sponsored as a plan by the University of Georgia, through the Henry W. Grady School of Journalism, and the NAB.

The closing date for entries for the first awards has been set as Jan. 15, 1941.

Tribute to Kay

In reconceiving the genesis of the Peabody Awards, Mr. Drewry paid tri- nial to Lamborn Kay, director of public service at WJCL, in Atlanta, for his imagination and enterprise in evolving the idea of the merit awards, and for his successful portation by the board of regents of the University System of Georgia. "Mr. Kay's statesmanship is reflected in every week of the Peabody Awards, maximum usefulness to radio," Mr. Drewry said, "and each award is a part of the responsibility for the success of the project rests with members of the NAB. Your representative, Mr. Kay, initiated the plan. Your members, by entry, will make the Peabody Awards a major stimulus to that meritorious public service which has already reflected so much credit on radio. We of the University of Georgia are counting heavily on your support, just as we expect to give you ours in every way possible."

As part of his remarks, Mr. Drewry read in full the resolution approved May 17 by the Board of Regents. The resolution, titled "A Message to broadcasters and all people of communication," said the School was a "medium of communication—and also honor a distinguished American."

Vick Plans for Fall

VICK CHEMICAL Co., Greensboro, N. C., is lining up its fall campaign for Vick nose drops and Vatro- col. With the program to press full details had not been set, according to Morse national, New York, the agency. The company will cut a special radio program on NBC’s Red Pacific Net- work Sept. 15, Sundays, 7:30-7:45 p.m. (PST) and from Oct. 3 to 16, Tuesdays, 7:30-8 p.m. (PST), a five weekly quarter-hour News-Headlines program on WBWM, Chi- cago, 8-8:30 p.m. This fall is the last year Vick plans spot announcements and quarter-hour news series on a large program-wide basis. In the country, but other than WBWM and the network program on the Coast, no list has been released.

ADVERTISING Federation of America will hold its 37th annual conven- tion in Los Angeles, May 25-29, 1941, at the Hotel Statler, Los Angeles, according to Elen S, Rose, Chicago, newly-elected president.

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BROADCASTING • Broadcast Advertising
On which network will your program reach most people?

The National Broadcasting Company gives the answer in the results of radio's most significant research project—

Radio's First All-County Census of network listening habits

revealing the preferences of 166,000 listening families—in every county in the United States...

WE ASKED TWO SIMPLE QUESTIONS:

1. What radio stations do you listen to regularly?
2. Which of these stations do you listen to most?

Where can you get the largest audience for your program? Every experienced time-buyer realizes that the answer to this question depends on numerous factors:

Whom do you want to reach?
What time is available?
What programs are on in competition?
What types of programs are they?
What program will you follow?
What program follows yours?

But more important than all of these is "On which network will your program reach most people?"

WHAT DETERMINES STATION AND NETWORK VALUES?

Network or station values are determined by these equally important factors:

1. The entertainment value of its programs.
2. The clarity and dependability with which those programs can be heard.
3. The geographical extent to which such service is available.

Such network or station values can only be measured in terms of the effect which programs and reception have on the listening habits of the radio families in its coverage area.

WHAT DO PEOPLE DO?

Not only "Where" but "How Well"

Advertisers not only want to know where a station or network can be heard (coverage) but where it is listened to regularly (coverage plus programs).

More important still you want to know how much it is listened to—how good a job it does—how well it compares with other stations or other networks. Which network is the best—which has the greatest audience—which one is listened to most.

WHAT FACTS ARE KNOWN?

Engineers have given us invaluable information based on signal strength on where stations can be heard.

The Cooperative Analysis of Broadcasting (CAB) Reports on Program Listening and Station Listening, and
the Hooper Coincidental Studies, have made major contributions to our knowledge on how much programs and stations are listened to—but only in relation to a limited and relatively small section of the radio audience.

These basic facts have been further amplified by NBC with exhaustive studies of audience mail.

Unfortunately these regular station and program ratings reflect conditions in only 33 cities at most—representing only 29.7% of the total United States radio audience—less than one-third of radio’s mighty circulation.

WHAT ABOUT THE OTHER 19,000,000 RADIO FAMILIES?

These program ratings cannot be projected accurately to the balance of the country—since they are purposely taken where transmission and reception conditions are practically equal for all networks. And obviously the station ratings are limited to a study of listening habits in only 38 counties—giving no data whatsoever for the balance of 3,034 counties.

MANY SURVEYS—BUT NO NATIONAL ANSWER

It is true that practically every station has made a listening habit survey at one time or another—but such surveys have been restricted almost entirely to station cities and relatively few rural counties near station cities.

Variance in time and methods have produced conflicting and non-comparable data.

So two years ago NBC started to lay the groundwork for radio’s greatest study of station and network listening habits.

After reviewing all station and network studies, including those of the FCC, the Joint Committee on Radio Research (ANA, AAAA and NAB)—in 1938-39, NBC conducted a preliminary listening habit study in 300 urban and 600 rural counties.

HOW CAN LISTENING HABITS BEST BE STUDIED?

Twelve months of painstaking experimentation on survey technique and methodology finally bore fruit...6 months of special studies by Dr. Lazarsfeld, Director of the Office of Radio Research of Columbia University, showed that mail questionnaires, properly prepared, could be depended upon to give a good measurement of the relative position of different stations in family listening habits. 37 distinct field tests then were conducted to determine important details of technique, wording of questions, type of questionnaire, etc., etc.

NBC WAS NOW READY TO CONDUCT THE MOST IMPORTANT RESEARCH INTO NETWORK LISTENING HABITS IN RADIO HISTORY...THE FIRST ALL-COUNTY CENSUS TO DETERMINE STATION CIRCULATION AND PREFERENCE—DAY AND NIGHT

Radio’s First All-County Census OF NETWORK LISTENING HABITS

On February 8th, 1940, NBC launched the most extensive census of listening habits ever undertaken. Questionnaires were sent on their way to 1,425,000 families. The answers were written by 166,000 radio listening families, in their homes, in family consultation—in every one of the 3,072 counties in the United States. Here was no study restricted to station cities—but one which for the first time in radio history probed into radio homes in every county, every part of every state—rural and urban alike—from coast to coast.

TABULATION BY C. E. HOOPER, INC.

Directly into the capable hands of C. E. Hooper, Inc., was placed the all-important task of tabulating the census returns—the listening habits, preferences of 166,000 radio families—involving over one million mentions of station call letters!

Never before has such a gold mine of practical, usable information on network listening habits and preferences been available to radio advertisers.
The quota from every state was equalled or exceeded—a return of 13.5% from all radio families addressed, equivalent to one out of every 168 radio families in the entire United States.

OVER ONE MILLION STATION VOTES CAST
Call letters of every radio station regularly heard in the United States—Canadian, Mexican, Cuban as well as United States stations—stations of every network, and independents as well, now had to be tabulated.

These one million call letters were tabulated by C. E. Hooper, Inc., separately for night and day listening. Giving each county its correct evaluation in terms of the number of radio families it contained, Hooper then translated the results into nation-wide network circulation and network preferences. Regardless of whether a family listens regularly to one, two, three or even more stations of a single network, C. E. Hooper credited that family only once to the network concerned.

NOW WE PRESENT HIGH-SPOTS OF RADIO'S FIRST ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS...
For the first time networks can be measured and compared on a scientifically uniform base...a major achievement in radio fact-finding history

CONSIDER THESE CENSUS-PROVED FACTS:

1. The Red is listened to regularly by 89.1% of America’s listening families.

2. The Red is preferred—listened to most—by 41.7% more families than any other network.

3. At night the superior programs and outstanding station facilities of the Red not only give it a 31.6% advantage in the cities of 100,000 and over, but a 50.5% advantage in all the rest of the country.

4. Daytime Red advertisers will note with no surprise that 36.9% preference is enjoyed nationally by the Red over any other network.

5. Never-before available facts about network listening give conclusive proof that a program rating on the Red means a greater nation-wide audience for your program (under identical conditions of time and competition) than the same rating on any other network.
89.1% of evening listening families and 74.7% of daytime listening families listen regularly to the NBC Red.

These figures are based on the answers to the first question—"What radio stations do you listen to regularly?" Advance research proved that answers to this question give a measure of station and network listening habits—the stations people can and do listen to.

Here is a quantitative measure showing just where networks are regularly heard, and by what proportion of the listening families they are regularly tuned in. We believe this to be the most comprehensive measurement of network circulation ever obtained.

More families "listen most" to the Red than to any other network...in the daytime—36.9% more families...at night—41.7% more families.

These figures were obtained from the answers to the second question—"Which one of these stations do you listen to most?" Here we find that important qualitative factor for which advertisers have been looking—a measure of the degree of preference for one network over another. Obviously the network which most listening families prefer and listen to most is the network which offers your program its best opportunity to build maximum audience and sales.

Preferred alike by listeners and advertisers—carrying more of the top rating programs than any other network—the Red is the network on which any program can win its greatest audience and results.
Any way you look at it...

by geographical areas
by time zones
by city size
by urban or rural
by station cities or non-station cities

by day and night
the network that's listened to most
by the greatest number of families
is NBC Red

National Broadcasting Company
A Radio Corporation of America Service
Humane Services Of Radio Praised

Terms It a Basic Protection Against Dictator Powers

THE PART radio is playing in breaking down barriers and creating a better understanding between the many racial and religious groups in America, was stressed by Dr. Frank Kingdon, executive director of the Citizenship Educational Service, San Francisco, when he addressed the Aug. 7 morning session of the NAB convention.

He praised the services of radio to humanity, and reminded broadcasters that in their hands, to a large degree, rests the protection of the American mind against totalitarian poison in all its forms. He also lauded the NAB for establishing a code to guide the industry in its practices.

"The broadcasters have a real part to play in defending America," Dr. Kingdon reminded. "Radio is a means of communication that has almost inmeasurable penetrating power. The totalitarian countries have realized this too, and have risen to power by using it to the utmost effect."

Death for Listening

"Once in power, they have taken it over and have monopolized radio absolutely, visiting drastic punishment on those who listen to programs other than their own. They have transformed a magnificent instrument of enlightenment into a weapon of war and tyranny. Using to the limit, they have launched an imperialistic revival of a kind that pattern of private property, contract, and free labor is being replaced by a dictatorial and absolute state monopoly.

"You stand at one of the points where its attack on the way of life centers. In your hands, therefore, to a large extent rests the protection of the American mind against its poison. Your opinions are the pattern of private property, contract, and free labor is being replaced by a dictatorial and absolute state monopoly."

BENEDICT GIMBEL, Jr., president of WIP, Philadelphia, extends his congratulations to Clifford C. Harris (extreme right) WIP technical supervisor, who completed the construction of the station's new transmitter and the start of fulltime, 5,000-watt operation Aug. 1. In addition to the major systems of 15 municipalities included in the station's new coverage area, these WIP executives, participated in the two-hour dedication.

SPOT RADIO will receive the major portion of the $300,000 to be spent by Columbia Records Corp., New York, CBS subsidiary, in a Christmas campaign for its Masterwork classical recordings. Half-hour programs featuring these recordings were started Aug. 4, following weekly. On Sept. 3 CRC will start an announcement campaign in 22 cities, using 24-hour news-style announcements three or more times daily six days a week in one or more station in each city. Both campaign will be expanded during the fall, building up to a maximum of stations and broadcasts during December.

Gift and Price Angles

While the general theme is based on the idea of records as Christmas gifts, current copy stresses the price reductions of as much as 50% on all Columbia classical records, which went into effect Aug. 6. The 12-inch records formerly selling for $2 are now $1; the 10-inch discs have been reduced from $1.50 to $75. With these price reductions, CRC also announced that it has signed the New York Philharmonic-Symphony Orchestra, conducted by John Barbirolli, and the New All-American Youth Orchestra of Leonard Stokowski to exclusive recording contracts.

Stations carrying the half-hour musical programs, titled Masterworks of Music, include WECI, WCVO, WBBM, WJSY, WMOP, KNX, WBT, WGA, WJR, WFOY, WMBR, WCAU, WGAN, WMCA, KSU, WHAS, KSFZ and WNYC. The latter, New York's municipal station, operates non-commercially and does not now broadcast any copy but merely broadcasts the musical recordings with credit to CRC.

Announcements, to start the day after Labor Day, will give news of new artists and orchestras recording for CRC, new records and albums issued by the company, etc., delivered in news broadcast style.

In cities whose people are generally musically minded as indicated by their support of WPX, opera organizations, plans call for the use of several stations. Campbell will call the general direction of Pat Dolan, CRC promotion director, and placed through Benton & Bowles, New York.

Lipton Eyes Drama

THOMAS J. LIPTON, Hoboken, N. J., is considering as its first large-scale network program to start this fall a series of half-hour dramas starring Helen Hayes in the interest of Lipton's tea. Plans are only in the conference stage and nothing definite has been settled, according to Young & Rubi- cam, New York, the agency.

Barbasol Spots

WASY PRODUCTS, New York, is planning a campaign of one-minute spot announcements six times weekly for Barbasol, similar to the one conducted last February. New campaign will start late in September on 20 stations, according to Erwin, Wise & Co., New York, the agency.

Lewis-Howe Plans

LEWIS HOWE Co., St. Louis, has contracted for the 8-830 p. m. (CST) period Thursdays on NBC-Blue for a program to start Oct. 14. Playing the part of a President, L-830 will broadcast in 20,000 words each week, to be used. Stack-Goble Adv. Agency, Chicago, placed the contract.

Population Shifts In Major Markets

Migration to Suburbs Noted

In Census Bureau Study

POPULATION shifts in major markets have been disclosed in the latest U. S. Census Bureau report listing the top 25 cities in the United States, based on preliminary returns of the 16th Decennial Census. The list generally reflects the same cities as in 1930, but 13 have changed rank.

The Census Bureau report shows that rural and suburban areas have been the beneficiaries of big cities, eight of the first 25 showing losses — Philadelphia, Cleveland, St. Louis, Buffalo, Boston, Chicago, San Francisco, Newark, and Rochester.

Houston and Denver went into the top 25 ranking, crowning Kansas City and Portland. Largest population gain was registered by Washington, D. C.

A "flattening out" of American cities was noted recently by Director William L. Austin, of the Census Bureau, and studying for offices indicating "tremendous migration" of city residents to suburban areas since 1930. Factors contributing to a "flattening out" include improved roads and transportation facilities which enable people to live farther from their work; cheaper housing in rural areas near cities; opportunities for work at home; salary income by raising poultry and garden produce; expansion of electric and water services to rural areas; freedom from wars, and "the good old American desire to own a home and a plot of ground out of the country," according to Mr. Aus-

The population losses did not affect economic strength of big cities, Mr. Austin explained, since the suburban residents still worked and spent their money in urban areas. He pointed out also that additional indications of this movement to suburban cities is reflected in the returns of the 1955 farm census, which revealed a sharp increase in the number of farms located near industrial areas.

The list of the 25 largest United States cities follows (page 35).

<table>
<thead>
<tr>
<th>City</th>
<th>1940-50</th>
<th>1950-60</th>
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<tbody>
<tr>
<td>New York</td>
<td>7,880,259</td>
<td>6,930,446</td>
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<tr>
<td>Chicago</td>
<td>5,384,556</td>
<td>4,510,995</td>
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<tr>
<td>Los Angeles</td>
<td>3,989,767</td>
<td>3,200,994</td>
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<tr>
<td>Philadelphia</td>
<td>2,866,885</td>
<td>2,330,748</td>
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<tr>
<td>Denver</td>
<td>2,045,760</td>
<td>1,651,964</td>
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<td>San Francisco</td>
<td>1,780,354</td>
<td>1,510,789</td>
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<tr>
<td>St. Louis</td>
<td>1,629,187</td>
<td>1,378,187</td>
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<tr>
<td>Boston</td>
<td>1,367,187</td>
<td>1,180,789</td>
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<tr>
<td>Washington</td>
<td>1,134,187</td>
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<tr>
<td>Detroit</td>
<td>864,444</td>
<td>764,876</td>
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<td>Milwaukee</td>
<td>768,656</td>
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<tr>
<td>Dallas</td>
<td>658,656</td>
<td>580,499</td>
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<tr>
<td>Cleveland</td>
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<td>Portland</td>
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<td>Detroit</td>
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<td>Kansas City</td>
<td>689,578</td>
<td>628,022</td>
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</tbody>
</table>

PUBLIC MARGINALS

Paul F. HABRON, president of WIBG, Glen Ellyn, Ill., has advised all members of the field that if they are directed to describe the week of Labor Day, they should write when they see it return.
Installing and Operating an FM Station

WOR Transmitter Embodies Many Innovations

By BRUCE ROBERTSON

W2XOR, New York, frequency modulation station of WOR, began operation Aug. 1 as New York's first full-time FM station. Broadcasting from 9 a.m. to midnight right through the week, W2XOR operates on a midfrequency of 43.4 Mc. with 1 kw. power.

From the WOR Studio One at 1440 Broadway to the antenna atop the mid-Manhattan skyscraper at 44 Madison Ave., W2XOR is completely equipped to broadcast the staticless, wide-range, full-fidelity signals that characterize FM. Its transmitter is the first of its type, just out of the Western Electric factory; its other apparatus was designed by Bell Laboratories and produced by WE in collaboration with WOR's engineering staff under the supervision of J. R. Popple.

Wide-Range Signal

Enthusiastic about this new type of broadcasting and his own opportunity to get into it right at the start, as he did in amplitude modulation broadcasting when he put WOR on the air way back in 1922, Mr. Popple is as proud of W2XOR as a child with a new toy.

"The FCC requirements call for an overall frequency response that is flat—that is, that has no distortion or attenuation or fading at any instant—from 50 to 18,000 cycles," he declared. "Our signal is flat from 30 to 17,000 cycles, and we expect to do even better than that before long."

To get this wide-range transmission into the receivers of the FM audience, "you've got to put it in at the microphone and keep it in right up to the antenna," Mr. Popple explained. "That means a good wide road, with no bottlenecks at any point along the right-of-way to scrape off any frequencies at either end of the band. For if the microphone or the lines or any other part of the equipment cuts off some of these frequencies, the best transmitter in the world can't put them back on again."

With this in mind, plans for W2XOR were started in the studio, WOR's Studio One, which was re-equipped to handle FM broadcasting, and at the same time to add to the quality of transmission over WOR. The surprising thing, according to Mr. Popple, was that almost no newly-created equipment was necessary, but that the strict demands of FM had already been met by apparatus designed originally for standard broadcast use. "The microphones are the cardioid mikes developed by WE some months ago," he stated, "a sort of cross between the old s-ball and ribbon mikes. All that was necessary was to remove the old case and we had what we wanted for FM."

Special Wire Lines

"Take the speech input equipment. There's nothing in the entire cabinet that hasn't been used before; not a single basic feature had to be designed especially for FM. The only difference between this and ordinary apparatus is the difference you'd find between a line watch and a $2 alarm clock. Either is OK for the work it is supposed to do, but one is just reasonably accurate while the other is a precision instrument."

To carry the signals from the studio to the transmitter, about three miles of telephone lines are laid. WOR asked the telephone company for special circuits and received lines capable of transmitting flat signals of all frequencies from 20 to 22,000 cycles. The circuits are equipped with special equalizers to maintain an accurate signal balance all the way along, but because of the short distance no repeaters were necessary. "No new inventions were necessary here either," Mr. Popple stated. "With circuits already developed that have successfully carried television programs with frequencies up to 3,500 kc. over longer distances, the phone company found it no task to meet our comparatively modest demands."

"With the transmitter, however, we come to something that is really new, the first of its type ever built and the only one in operation today. Its outstanding feature is the stabilization device that keeps our signal swing constantly centered on our assigned midfrequency of 43.4 Mc."

"You know how our WOR transmitter at Carteret is kept on its frequency of 710 kc. by a crystal ground to vibrate 710,000 times a second at a certain temperature and how the crystal is kept in an oven thermostatically controlled so that this temperature doesn't vary a degree a year. Well, W2XOR has the same type of crystal control, but with FM, where the signal doesn't stay on a single frequency but swings back and forth, this alone isn't enough."

Automatic Tuner

"The stabilization of this signal, what we call 'synchronized FM,' is achieved by an electronic device which opposes a sample of the signal being sent out from the transmitter against an equivalent sample from the control crystal. Any deviation in the transmitter signal immediately produces a voltage whose character depends on whether the signal is above or below its assigned frequency. This voltage is employed to operate an automatic tuner which is, in effect, an ultrarfinement of the tuning dial on an ordinary radio receiving set."

"Such a device is necessary," Mr. Popple went on, "because there are so many forces, such as changes in electrical power, temperature, humidity, etc., acting on the oscillator that controls the frequency swing that without a control the station's midfrequency might easily drift one way or the other. This drift would curtail the frequencies at one end of the swing or the other, thus depriving the listener of the full benefit of FM."

"Present FCC requirements limit this drift to .01%. Our transmitter is guaranteed not to drift more than one-quarter as much as the law allows, or .005%. It is probable that these requirements will become stricter as time goes on and our technical knowledge progresses. Eight years ago standard band broadcasting stations were permitted a 500-cycle, plus or minus, from their assigned frequencies; today they are required to stay within 50 cycles and those with good equipment actually stay within 10 cycles."

Special Antenna

From the transmitter a slender metal pipe projects upward through the ceiling, terminating in a rod some 75 feet above the roof and 650 feet from the street below. For a perfect FM broadcast, according to Mr. Popple, the transmitter should be about five miles up in the air, without support and about 10 feet of wire above and below. But until broadcasters learn the secret of the Hindu rope trick they'll have to compromise by choosing a high location for their transmitters—sometimes a mountain, sometimes a skyscraper.

"Our antenna," he said, "is a simple coaxial cable, that is, a hollow pipe with a solid rod at its center. Since the current runs one way in the pipe and the other way along the rod the two cancel out each other and the net effect is about the same as if the transmitter had been lifted above the roof to the point where the rod projects from the pipe. There is of course some loss, but to equal the present signal from our 1 kw. transmitter with the ordinary antenna would require more than 5 kw. power."

When WOR started FM broadcasting on regular schedule Aug. 1, J. R. Popple, WOR and W2XOR chief engineer, watched Maj. E. H. Armstrong, FM inventor, throw the switch, with Alfred J. McCookler, WOR president, an interested spectator (center photo, 1 to r). In left photo Alfred Wallenstein (left) imparts new WE custom speech input equipment in Studio 1, with Mr. Popple explaining the gadgets. The coaxial antenna (right photo) atop the roof of 44 Madison Ave., New York, has a center tower for FM 75 feet above the 40-story building, transmitting the W2XOR FM signal. At left is antenna for WEGM on 37.5 mc. for conversation with remote crews. At right is 38.3 mc. antenna for W2XUP, facsimile, and W2XJ, experimental station.
KLZ's new directive antenna system combines with a five-fold increase in night-time power to provide a powerful investment for sponsors who are more interested in number of radio homes entered than in number of square miles of country covered. KLZ now applies its full force on the population centers of the Denver-Rocky Mountain region... the places where people gather, live and buy. The result: 16% more homes in the daytime... 20% more homes at night.
THAT'S THE WAY they're going for KFBI
... in KANSAS

There's none of this lazy "mud-cat" nibbling about Kansas listeners. They're going for KFBI like a hungry rainbow goes for a sparkling red fly!

There's every reason why they should...for KFBI offers Kansas and Oklahoma listeners

1. **TOP-NOTCH PROGRAMS**... Mutual Broadcasting System, Kansas State Network and a host of local live talent shows plus INS NEWS at 8-11-3-5-7 every day.

2. **CLEAR, LONG RANGE, HIGH FIDELITY RECEPTION**... latest and best 5000-watt RCA transmitter, spotted for maximum radiation efficiency insures excellent reception over a wide area. In fact, KFBI's half-millivolt area includes nearly twice as many counties as any other Wichita radio station.

In short, Kansas and Oklahoma listeners can get the programs they want on KFBI, and their MAIL RESPONSE proves that they do!

This means, as far as you're concerned, that KFBI can and will do a big selling job for you and your products in Kansas and Oklahoma IF...

You'll let us cast the red fly of your product into the KFBI stream!

---


**KFBI**

**WICHITA**

**Pioneer Voice of Kansas**
Radio Decrees Its Music Independence

NAB Offers Unanimous Support to Develop BMI Program

(Continued from page 14)

operation, Mr. Kaye observed, BMI has a "production line" functioning. The industry now is in a position to free itself and introduce competition in the music field.

The vast difference in attitudes of the Atlantic City convention last July and the San Francisco sessions was observed by Mr. Kaye. Last year, he said, broadcasters practically were "begging ASCAP to see us". The shoe now is on the other foot, he said, with ASCAP seeking to curry favor and placate the broadcasters. This he calls the "first fruits" of BMI. His concluding statement, that BMI cannot solve the music problem but that broadcasters can and will, judging from the temper of the convention, brought loud applause from the audience.

Speaking as a member of the BMI board representing independent stations, Mr. Elmer declared that for the first time "unanimity was a fact in radio". He described BMI as one of the most constructive accomplishments in the history of radio, brought about by necessity, and he pointed to the involvement of the former ASCAP "monopoly" BMI will succeed, Mr. Elmer said, because "radio makes music". He chose the word "composed" in speaking of ASCAP and criticized the proposed ASCAP contract as another effort to split the industry.

In its new proposal, said Mr. Elmer, ASCAP offers an estimated $187,970 reduction to small stations, while at the same time asking an increase of some $4,000,000 from all others in the industry.

"ASCAP's estimate of broadcasters must be low," he declared, "when they try to keep us a $4,000,000 million for $187,970."

Mr. Elmer called upon the convention to ward off the "ASCAP blackmail to devastate our industry" by executing the "BMI offense as the best means of defense." He said it was time for the industry to serve notice on all outside interests that "we intend to continue to run our own business," because radio's cause is "just and right."

Rosenberg Cites Amusement Press

In introducing Mr. Rosenberg, President Miller said one of radio's greatest mistakes was its failure to make a transcription of the Philadelphia address before the convention last year on "tunsmiths". Members, recalling this address, felt that demands in the cause of the union would be forthcoming and gave him a rousing ovation.

With much feeling engendered at the convention because of the publication, coincidentally of Mr. Rosenberg, of a special ASCAP Edition of Variety, hurling defiance at the NAB's project to make BMI a going concern, and with inspired stories published in the amusement press about discord and dissension in NAB over copyright, Mr. Rosenberg took this as his theme. He began with one word, "Variety", to the accompaniment of hoots and howls from the audience.

"Variety", Mr. Rosenberg continued, "is the spice of life." Most spices are a species of nuts which grow to maturity under conditions of tropical temperature, he explained. After being ground, he added, they are distributed "in highly colored packages and are sold at a price many times what they are worth."

Mr. Rosenberg then belabored reports published in the amusement press about the time and expense of securing that his resignation from the BMI board was occasioned by disagreement. He denounced this as untrue, and added that he resigned because of personal commitments and business requirements.

The industry was fortunate, he declared, in having men willing to devote so much time to industry affairs and he praised the selection of Paul W. Moreney, WTIC, Hartford, as his successor.

Splitting of ASCAP Spoils Is Described

Reverting, in his whimsical vein, to ASCAP, Mr. Rosenberg proceeded to take apart a nine-page letter sent by ASCAP President Buck to all advertisers, copies of which were given to all NAB delegates and received prior to the Aug. 5 meeting. The letter, typical of other ASCAP assaults, essayed to define "ASCAP" as "an organization for the benefit of the network [Broadcasting, Aug. 1] on the unqualified commitments not to sign ASCAP renewals. Mr. Buck called it a "disingenuous" arrangement.

Referring to Mr. Buck as a "distinguished humanitarian, eager to advance the cause of culture and to the interests of love and affection, throughout the country and particularly the Broadway industry", Mr. Rosenberg maliciously dissected a report that proved it is not a "non-profit" organization. Besides its composer and author members, it also has "publisher" members, who garner shares of its revenues, he charged.

"It's really ASCAP", he said, pronounced with the "Ges-

"tapo". The convention howled and the term stuck. Throughout the remainder of his address, Mr. Rosenberg used the word "Ges-tapo" as a general term for ASCAP, and he assured his audience the charge that broadcasters will deprive the public of the music they want, Mr. Rosenberg said broadcasters and "Ges-tapo" ASCAP numbers after Jan. 1, if ASCAP will forget all these cuss deals about money. In dealing with ASCAP, he said, "let the voice of Jacob, but the hand of Esau".

Support of Industry Is Pledged to BMI

Mr. Rosenberg said the developments today were those he predicted last year—that music is not an art, but a craft. "What you have not seen demonstrated," he concluded, "is that we have many 'crafty' persons in our business."

Don Elias, WWNC, Asheville, proposed a resolution, unanimously adopted, that the convention go on record as wholeheartedly approving the work of the board of directors of BMI. There followed a resolution offered by Harold V. Hough, WBAI-KGHO, Fort Worth, who, unanimously adopted, pledging the membership to the continued support of BMI as a "permanent organization" and expressing its unqualified opposition to ASCAP demands.

After President Miller had urged broadcasters to answer in detail the recent Democratic National questionnaires eliciting information of ASCAP to be used in connection

Finance Activities of NAB Analyzed

In Annual Report Submitted by Arney

TO CARRY on its activities for the fiscal year July 1, 1939, to June 30, 1940, the NAB disbursed $234,554 and at the end of the period had a balance of $45,656—approximating its turnover of the preceding year.

Operating for the second year under its reorganized structure, approved in 1938, which practically quadrupled membership dues, the NAB had gross receipts during the fiscal year of $246,602. With the $25,566 balance of the preceding year its total assets amounted to $298,059 for the fiscal year. For the preceding year, its receipts had amounted to approximately $305,058.

The report was submitted to the convention Aug. 5 by C. E. Arney Jr., assistant to the president, who assumed the duties of the office of secretary-treasurer on April 1 after the resignation of Edwin M. Spence. Mr. Spence's position as secretary-treasurer has not been filled.

Breakdown of Items

The biggest single item of expense in the report was $94,752 for salaries, as against $61,537 the preceding year. Legal, engineering and accounting fees amounted to $17,279. Other expenses listed were: Travel, $12,273; NAB Reports, $19,050; NAB-AMA promotion (partially recovered), $6,919; printing, $9,659; rent, $8,499; telephone and telegraph, $4,896; postage, $3,645; office supplies, $2,645; miscellaneous, $4,417; subscription to the Variety (partially recovered), $8,916; board of directors meetings, $4,606; Broadcast Music Inc. (entirely recovered), $6,061; dues and publications, $1,141; furniture and fixtures, $2,358.

Mr. Arney stated that NAB membership is the highest in history. A year ago it totaled 425 members as against 461 now, or 54% of the aggregate of 847 stations. Of 414 network affiliated stations, 297 are NAB members, and of 358 independent commercial stations, 149 are members, representing 72% and 44% respectively. In the non-commercial group 3 of the 39 stations are members, while of 56 stations holding construction permits, 8 are members.

Of the NAB membership, 74% of all NABC affiliates are in the association, 79% of all CRS affiliates, and 64% of MBS affiliates. Among newspaper-owned stations, 65% belong to NAB.

Full and part-time personnel of NAB, including stenographic and office help, is 26. The NAB board of directors has held seven meetings since the last convention, the executive committee four and the code compliance committee five. Other committees held an aggregate of 16 meetings during the year. A total of 25 district meetings were held in the 17 NAB districts during the fiscal year.

NAB Offers Unanimous Support to Develop BMI Program

BROADCASTING • Broadcast Advertising

August 15, 1940 • Page 39
with the Government's anti-trust suit against the Society, Claire McColl, WGAL, Lancaster, Pa., offered a reminder that NAB reiterates its support of the Gov-
ernment suit and urges that it be prosecuted as early as possible. It also carried unanimously.

Vote of Confidence Is Given Miller

Just prior to adjournment of the session, Mr. Rosenbaum precipi-
tated the move that brought the rousing vote of confidence for Presi-
dent Miller. He said he felt that encouraging broadcasters to attend the two conventions presided over by Mr. Miller since his induction into office was aware of the "capacity and executive ability" demonstrated by the president of this association".

Publications had been circulated at the convention, he said, which in-
sisted on discussion, looking to the source and motive of such "libels," he proposed that the convention ex-
press its full confidence in its presi-
dent. There followed a thunderous applause and the rising vote.

The copyright discussion ended promptly at noon, and the conven-
tion went on to the details of a report from a former Assistant Secretary of War, Louis Johnson, lauding broadcasting and entreating the industry to cooperate in its defense. It was carried over combined NBC and MBS networks. (See page 28.)

The afternoon session was given over to a series of reports. At a session presided over by Wbilz, WJR, Detroit, acting chairman of the Sales Manager's Division, a new unit plan of volume measure-
ment [described in Dec. 29, 1940, Broadcasting, Aug. 1] was adopted after considerable debate. Action came when the understanding was reached that the plan of gathering statistical information by questionnaire would be treated for the remainder of the year, and if it proves feasible, will be broadened in scope.

The convention also heard from A. C. Nielsen, president of the A. C. Nielsen Co., a description of his method of audience measurement by means of the "audimeter" an automatic recording instrument adapted for use in receiving sets in given communities.

No Objection Raised To Code Operation

The NAB self-regulation code, observing its first birthday, was the scheduled topic at the morning session Aug. 7. Following the conven-
tion record of unanimity, not a dis-
agreeing voice was heard to any phase of the code or any of its work-
ings.

Edgar L. Bill, WMXD, Peoria, Code Committee chairman, in open-
ing the discussion, recalled that at the last year's convention many broad-
casters took the position that the code had been "railroaded". Now, after a year of experience and the light of world conditions, he said he believes the industry feels it is fortunate in having instituted self-regulation.

Pointing out that the Code Com-
mittee has held four meetings during the last year to work out com-
pliance methods, he said the code is not a "frozen" document, but can be changed, and probably will re-
quilt alteration from time to time.

NAB Public Relations Director Ed Kirby, as secretary of the Code Committee, delivered the commit-
tee's report. He reviewed the bene-
fits which already have accrued from its enforcement, particularly in offsetting legislative efforts to impose fixed allotments of time for discussion of public questions. Co-
operation with women's organiza-
tions on children's programs and with other groups also have resulted in notable gains.

"Whereas two years ago the atti-
dute of the club women was such as to invite the interest of those who sought to change the basis of the American system of broad-
casting through arousing a wide-
spread, unfavorable public opin-
ton, today the American system of privately operated and competitive radio has no stronger bulwark of organized public support than that bestowed upon it voluntarily by American clubwomen," Mr. Kirby said.

In religion and in education, closer understandings have been reached. Mr. Kirby said that demands of educators for a slice ranging from 15 to 25% of all fa-
cilities assigned exclusively to non-
commercial educational use have no longer are heard. Instead, through collaboration, educators now know that the answer is not to be found in more time on the air, but more time in preparation and rehearsal.

Dilemma Created By Communications Law

Popularity and prestige of Ameri-
can radio is at its highest peak, Mr. Kirby said. He called it a tribute to the stewardship of the indi-
vidual station and network man-
agement in adhering to a code of conduct which has won for radio the largest audience in the history of the world.

A powerful address by Dr. Frank Kingdon, executive director of the Citizenship Educational service, representing agencies with an en-
rolled membership of 30,000,000 in-
terested in perpetuating American democracy, brought attention to its feet in a resounding ovation. Condemning people and interests preaching un-American doctrines, he called upon broadcasters to deny their microphones to all such "trait-
ers." 

Harry C. Butcher, CBS Washing-
ton vice-president, after endorsing Dr. Kingdon's suggestions, said the broadcaster is in a quandary be-
cause of Section 315 of the Com-
 munications Act, which requires that all qualified candidates for pub-
lic office be given equal time on the air, Communists included. He point-
ed out that suggestions have been made in Congress to amend the Act so that stations will not be forced to give time to parties subservient to foreign powers, but that senti-
ment is not sufficiently strong to result in legislation. The responsi-
ibility for amendment of this law rests not only upon broadcasters, but upon all groups interested in preserving democracy, Mr. Butcher declared. Dr. Kingdon then pledged his support in promoting legisla-
tion which would outlaw in this country all parties subservient to a foreign power.

Time for Other Side If President Is Partisan

The question when a Presidential "fire-side chat" is not a political broadcast, subject to the political section of the Act, brought an ex-
planation from Paul W. Kesten, CBS vice-president, after having been raised from the floor, in the light of the Presidential campaign.

"I believe that the same ques-
tion had been raised in the indus-
tory since the President's acceptance speech, as well as by leading spokes-
 men in Republican party ranks, Mr. Kesten said that if the President asks for time on "the state of the nation", the networks would not be disposed to prejudice or even pre-
sent the particular talk, and would schedule it as sustaining time.

If something in the address turned out to be partisan or in the nature of electioneering, he said his company would not hesitate to schedule it as available to the other side. The policy of equal time on controversial issues is a con-
tinuing one, he said, and also could be affected during a campaign. One of these two ways, he declared, appropriate time can be made avail-
able for reply.

President Miller interrupted the proceedings to report that the mem-
bership in BMI was constantly in-
creasing during the convention. The figure stood at 854 stations, repre-
senting more than 56% of the total vol-
ume of the industry at that moment, he reported.

Dr. John D. Drewey, dean of the Howard W. Odum School of Jour-
nalism, University of Georgia, told the convention of the recently au-
thorized George Foster Peabody Radio Awards, which will be made in 1941 for the first time, based on distinguished public service of sta-
tions during the current year. He gave to Lambdin Kay, veteran At-
lanta broadcaster and now director of public service of WSB, full credit for the plan, and said that while all stations are invited to "that meritorious, public service which has already reflected so much credit on radio". (See page 28.)

The Journal, President Miller's suggestion, authorized a telegram of greeting to Mr. Kay, expressing thanks for his work in connection with the awards, and regret over his absence from the convention.

Roundtables Held On Remotes and FM

Roundtable discussions of handling of special events and of FM con-
cluded the business of the Aug. 7 meet-
ing, except the customary sub-
committee reports. An FM special events seminar was presided over by Mark Etridge, WHAS, Louisville, and included Wilbur Mell, WIB, Michigan, A. A. Schetter, director of news for special events of NBC, Paul W. White, director of public affairs of CBS, and Van C. Newkirk, di-
rector of public relations, WIB, Michigan. Because of time limitations the detailed discussion was cancelled. A Roundtable was presided over by John Shepard 3d, president of FM Broadcasters Inc., numerous questions were raised from the floor regarding the new commercial broadcasting medium, including the roundtable and demonstration were Paul de Mars, vice-president in charge of engineering, Yankee Net-
works, and the KWWN, WTMJ, Milwaukeee, and Mr. Shepard.

K. H. Carpenter, perennial chair-
man of the resolutions committee, offered and saw adopted in rapid succession a series of resolutions, pledging the industry to specific pursuits covered by the previous actions of the convention.

LILLISTRATED Current News, New York, Aug. 7 and 8, lists the names of many news agencies and "hardline" boards for store windows, reports that, in addition to installing news picture displays for KXW, Philadelphia, it has contracts with WBZ, Bos-
ton; KDKA, Pittsburgh; WMAL, Washington; WPRR, Baltimore.
Central New England ranks high among all United States markets — both for the stable production of industrial manufactures, and for above-normal expenditures on many consumer goods. Within this Vital Midriff live over a million people (250,639 families), one seventh of New England’s total population, where over 98% of the homes have one or more radio receivers.

One advertising medium and only one, WTAG (5000 Watts daytime — 1000 at night) offers primary service to the 250,639 families in the Vital Midriff.

These million people represent an ideal group for test campaigns in a market which is highly responsive the year around.
Thursday Found Best Radio Day

Wayne Survey Conducted by Detroit School Children

CHARLIE McCARTHY, Jack Benjy and Gangbusters were established as the favorite evening programs of Detroit listeners in a seven-day survey of listening habits of the families of 1,988 Detroit school children. Survey, conducted by the Wayne U Broadcasting Guild and supervised by Prof. Garnet R. Garrison, also found daytime preferences led by The Shadow, Jack Armstrong and Children’s Theatre.

Peak listening day is Thursday, on which 59.9% were tuned to radio in average of 4.45 hours, a figure appreciably higher than the daily average for the week, 3.17 hours. The guild daily average for the week is the same as CBS discovered and presented in "Radio in 1937." If sets that are used sometime during each day are counted in that day's scope, disregarding sets not in, the daily average for a week, both the Guild and CBS found.

Response of 83%

The Guild discovered the average "telephone family" uses its radio 3.9 hours daily, slightly higher than the 3.9 average "non-telephone family".

Conducted during the week of April 6, 1940, the survey was based on listening tables distributed through 2,000 school children who received tables which they were required to take home to be filled out as members of the family listened to the radio. Of the families 1,988, or 83%, responded by checking the program, station and number of listeners for their home.

Technique of the "Listening Table" system was developed at Wayne in 1937 after a study of various research methods. In addition to being economical to use, it is said to combine advantages of four other research systems. Since listeners mark tables as they hear programs, it was coincidental value similar to the "telephone survey"; list of programs and stations gives it the program roster check record of a commercial's service. Also, it is said to have the questionnaire quality of "mail analysis" and the objective of "automatic recording."

Favorite evening programs in Detroit ranked by families listening follow:

Charlie McCarthy, Jack Benny, Great Gilders, Lux Radio Theatre, One of the First, I Love a Mystery, Major Bowes, First Nighter, Simon & Louise, One Man's Family, Fireman's Corner, Tom Draper to Life, Kate Smith, Grand Central Station.


EDWARD ARNOLD, Hollywood radio and screen actor, president of Los Angeles Chapter of AFRA, will not be on this year's individual candidates list. Arnold, who is also a vice-president of the AFRA post last year to fill the unexpired term of Fred Shields, resigned.

FISH STORIES were in order following a recent broadcast of the Brown &Williamson Showboat, heard Fridays at 8 p.m. (CDST) over NBC-Blue from Chicago, as Dick Todd, singing star of the show, explained a recent catch to T. V. Hartnet, executive vice-president of the tobacco corp., while Freeman Keyes, president of Russel M. Seeds Co., had a laugh.

Monthly Time Sales Analysis Voted on Experimental Basis

NAB Studies Viewed as Potential Aid in Getting New Business; Agencies Said to Be Favorable

By DAVID GLICKMAN

AFTER a year of exploratory study, the NAB at its Aug. 6 afternoon session reinstated on a test basis until the end of the year a business index for broadcasting. Detailed monthly analyses of broadcast advertising volume will be made available to the industry.

The plan was adopted after Paul F. Peter, NAB research committee director, submitted his report to a group of about 75 broadcasters at a session presented over President Neville Miller. No radical changes were made in the original proposal (BROADCASTING, Aug. 1).

The unit plan of volume measure as adopted, will be operated on a mutual basis, with no individual city figures being given out unless approved by stations involved. All agencies of the country want that information and will pay for it." Another advocate of the plan who urged its adoption was Col. Harry C. Wilder, WSYR, Syracuse, who stated that it will be a unit plan to measure business at small cost. Past opposition to the plan has been based on false conception. The plan will be most useful in selling radio.

Audimeter Studies

John E. Fetzer, WKZO, Kalamazoo, complimented the research committee headed by William J. Scripps, WWJ, Detroit, on a "job well done." He declared it is a practical substitute for the system of dollar volume measurement and urged its adoption. Though purely experimental, it would eventually become a prime service to NAB members, the industry as a whole and to the advertising fraternity, he said.

Radio offers the greatest opportunity to advertisers today, but it is the most speculative medium, said Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago, in his report to the executive committee, when he gave an illustrated talk on Audimeter Audi-

ence Measurement, its cost and operation, at the session.

Network advertisers to use radio in constantly increasing quantities unless our marketing research techniques can answer vital questions," asked A. C. Nielsen and consider, for a moment, the tremendous advantage which radio would enjoy over other media if it developed research techniques which could answer such questions and thus enable the advertiser to use this form of advertising with the highest possible degree of assurance as to profitable results.

What are we going to do about this glaring lack of marketing facts regarding a form of advertising which, in the opinion of many advertisers, offers the greatest advertising opportunity of the age? How can we remove the charge that radio, despite its opportunities, is highly speculative? Remember, please, that it will remain speculative until research gets the facts.

"There are at least three other reasons why it is vital that the radio industry develop more comprehensive marketing research techniques:

1. To defend itself against the attack of Governmental bureau.

2. Advertisers and agencies are becoming accustomed to more and better methods of marketing research; in fact, they are insisting on it, as a means of making sound decisions on marketing problems."

More for Florsheim

FLORSHEIM SHOE Co., Chicago (shoes), currently placing the transcribed program, The Squared Circle, on two stations nationally, plans to develop features re-enactments of yester-Year's heavyweight championship prize fights. James J. Jeffries is m.c. and narrator. Through dealer tie-ins, the firm is increasing its list of stations and will utilize more than 125 stations for the fall series. Series is being produced by Fred C. Mertens & Associates, Los Angeles.

Chooz Lists

WHITE LABS., New York, will launch a campaign this fall on 27 stations and in newspapers to acquaint consumers with "Chooz," a new anti-acid product in chewin
gum form. Pharmaco, a White subsidiary, is campaigning to market the product and plans heavy advertising to the drug trade.

Proprietary Firm on 135

LYDIA E. PINKHAM Medicine Co., Somerville, Mass., will start a campaign for its vegetable compound, using spot announcements six times weekly on 135 stations, including a large number of country stations. Wasey & Co., New York, handles the account.

Gage May Test

GAGE BROS., Chicago & New York (milliners), is planning spot radio tests in a number of markets in the spring. They are considering two spot agencies, S. G. & Co. of New York, and the Chicago office of S. G. & Co. of Chicago, which handles the count.
KSD Has Led All Other St. Louis Stations in "FIRSTS" in 16 Nation-Wide Radio Star Popularity Polls Voting for Listener's Preferences, Since 1935

NOW OPERATING FULL TIME
Inquiries Are Invited Regarding Time Which May Be Available Due to the Full-Time Schedule on Which KSD Is Now Operating

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
Five Are Granted International CPs

About $2,000,000 Expenditure
For Building Is Foreseen

A FURTHER step toward developing this country's international shortwave stations for more efficient operation under private ownership was taken Aug. 7 by an FCC administrative committee comprising Commissioners T. A. McRaven, as acting chairman, and Commissioner Walker when it granted construction permits for the $50,000-watt operation to five more such stations.

Under recently promulgated rules, 50,000 watts will be the minimum for all international stations and they may be operated continuously under certain conditions. The 50 kw. minimum was to go into effect July 1 but this was postponed until now so the stations time to rebuild. Industry circles estimate about $2,000,000 to be spent on the shortwave building program.

Commission Grants

The CPs granted Aug. 7 were to KGEI, General Electric Co., San Francisco, now operating with 20 kw.; WGEA, General Electric Co., Schenectady, near Albany, with 45 kw.; WRC, NBC, Boudin Brook, N. J., authorized to use frequencies 9670 and 17780 kc., with 50 kw., the General Electric interference and the latter sharing with Westinghouse's WPIT, Hull, Mass.; WAB, NBC, Bound Brook, N. J., authorized to use frequencies 6150 and 21630 kc.; WCBX, CBS, New York, authorized to use frequencies 6150, 6170, 9650, 11830, 15270, 17530, and 21870 kc., and for General Electric's WGEQ was authorized the frequencies 6190 and 21970 kc. It now uses 6950, 13530 and 21800 kc.; WSBZ also changed to 11280 to 11390 kc.

Already authorized and under construction will be the 50 kw. operation at Westinghouse's WPIT at Hull, Mass., and World-Wide Broadcasting Co.'s WRLT at Scituate, Mass. Already on the air with the minimum power or more are Crosley's WJAS, New York, authorized to use frequencies 6150, 6170, 9650, 11830, 15270, and 21870 kc., and for General Electric's WGEQ, Schenectady, with 100 kw., the latter operations 6150 and 21630 kc.

With these grants, all but three of the existing international stations have cleared the commissions. One of the three, WBOS, operated by Westinghouse with 10 kw. at Mills, R. I., has been cable for years, but the WHEZ, operated by WHEZ, is to be discontinued when WPIT goes on the air. WQEB, Miami, Felt, also authorized for 6150 kc., will probably surrender its license, WQAB, operated with 10 kw. near Philadelphia by WCAU, will probably be discontinued after failure of an application to be filed for its facilities by CBS, which plans to erect an entirely new plant at Bremerton, Long Island.

Walgreen Adding

WALGREEN DRUG CO, Chicago, Connecticut radiogram service, and now using five-one-minute announcements on KTAR and KOY, Phoenix, have signed a contract for the entire 560 kc. band from 560 kw. to 560 kw. On Aug. 15 WEBE, Duluth, will be included in this list. Announcements continue on WNIR, Chicago. Additional stations will be added in the future. Schwimmer & Scott, Chicago, handles the account.

Award of New Station
In Syracuse is Opposed By Other City Outlets

ALL SYRACUSE stations have petitioned the FCC for reconsideration or rehearing of its grant of July 17 of a new 1,000 watt station to 620 kc. in Salina, N. Y., to S. E. S. Broadcasting Corp. (Broadcasting, Aug. 1). Also opposing the grant is WHJ, Greensburg, Pa., now operating with 250 watts at 620 kc. and applicant for 1,000 watts fulltime on the same channel.

Syracuse is part of the Syracuse postal district and to all intents and purposes the grant authorizes a second station in Syracuse. Added to 620 kc. recently, in addition to the new Salina station, was WROL, Knoxville, shifting to 620 kc. its second frequency from 250 watts on 1310 kc. with new regional power of 1,000 watts and 600 kw. WTMJ, also on 620 kc., recently was granted 5,000 watts fulltime, while WHJ's application was denied.

The petitions for reconsideration and rehearing assert that the record on which the Salina decision was made, and need for additional service in the Syracuse area, and quoted the FCC examiner to that effect. Conditions in the Syracuse area have changed since the Salina hearing, it is asserted, including the addition of a second station (WOA) in the same ares which already renders the service proposed by Sentinel. With this second station needed for additional service has been diminished, according to the WOLF petition.

Reconsideration Sought
In Portland, Me., Grant
A PETITION for reconsideration and rehearing of the FCC's recent grant to WGAN, Portland, Me., of 5,000 watts fulltime on 650 kc. for the area of Portland (WOLF) was tabled, Aug. 7, by the Federal Judge, in a hearing to review the grant. The petition recites that WGAN granted fulltime on 650 kc., after negotiations by FCC Chairman Fly, in the course of which it was suggested that WABI make application for some other facility, possibly 970 kc.

The petition recites that WGAN filed for a shift from 640 to 560 kc. on June 27, 1940, more than a year before the original application for 560 kc. was made. The petitioners urge that WGAN's grant has been made after negotiations by FCC Chairman Fly, in the course of which it was suggested that WABI make application for some other facility, possibly 970 kc.

Board Suit Dismissed

SUIT brought by Al Fields, band leader, against RCA, the A. F. of L. and Gray Gordon, band leader, was dismissed recently by New York Fed.

teral Court Judge Alpert that grounds that Fields failed to file suit within 10 days after filing his claim for injurion, accounting of profits and damages, claiming that Gordon had not been engaged in a "white key" music with the insignia of a "white key" Radio and Musical Exchange, nor RCA, he claimed, Gordon's music and NBC broadcast the band.
NATIONAL SPOT TIME BUYERS:

Plan your fall campaign on these FACTS

HOW MANY Votes FOR WTAM CLEVELAND?

HERE'S THE COUNT FROM THE AREA by ACTUAL POLL of LISTENERS

*In Metropolitan Cleveland ______________________________________
WTAM usually has as many listeners as all other Cleveland Stations combined.

†In Akron _____________________  †In Canton _____________________
Twice as many people "listen most" to WTAM than to any combination of stations in the area.
Six times as many people "listen most" to WTAM than to any combination of stations in the area.

†In Youngstown ________  †In the Rural Areas ________
Nine times as many people "listen most" to WTAM than to any combination of stations in the area.
Six times as many people "listen most" to WTAM than to any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences—March, June, 1938; January 1939 and April 1940
†NBC Rural Personal Call Urban Survey 1938
††NBC Rural Postcard Survey 1939

Represented Nationally by SPOT Sales Offices

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

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Official Registration at NAB San Francisco Convention

Page 46 • August 15, 1940

Broadcasting • Broadcast Advertising

Groves, Mrs. W. E., KSL, Salt Lake City
Guthrie, Frank G., KBOO, Portland, Ore.
Guthrie, Frank A., KBOO, Portland, Ore.
Gutierrez, John J., KBOO, Portland, Ore.

It's RCA ALL THE WAY in this photograph of the RCA Mfg. Co. contingent at the NAB convention. Left to right are: C. A. Hetzler, Al Holmberg, S. Goulden, R. Wilson; Paul Lutz, Harry Sauter, D. Ressor, E. Frost, V. Trouant, Ted Smith, Will Whitty, R. Baker, transmitter sales chief, who headed the contingent, was making an installation at the time.
Honey Moon Time

CONVENTION was the honey moon time for Ted Enns, national sales manager for WJZ, Baltimore, and Paula, his bride, who were married in San Francisco (left), and Arthur Stringer, NAB promotion manager.

Olsen, Tom, KGY, Olympia, Wash. O'Neill, Bill, WJW, Akron, O.


Copyright Rule

COPYRIGHTED radio talks are entitled to protection from infringement as a "work for hire," a work created "for advertising purposes," according to Federal Judge John C. Knox in Philadelphia Federal District Court. He ruled last July 5 awarding $250 damages to Nell Vinick, radio lecturer on cosmetics, against Charm Publications. The suit charged that Mrs. Vinick infringed on copyright in September, 1937, infringed two of Miss Vinick's talks, given on the Mutual Broadcasting System network "Real Charm, adding that the infringement was done unwillfully.

FOR visiting broadcasters who had attended the convention in each of their respective homes, the Southern California Broadcasters Assn., Los Angeles, on July 15 presented the most popular stations and recep- tion, with more than 260 broadcasters and tourists attending. The luncheon speaker was Harry W. Witt, CBS Hollywood sales manager, president of SRA.

...
FDR vs. Willkie—A Battle of Voices

Two Powerful Speakers
To Meet in Autumn Campaign

By Dr. Henry Lea Smith

Two men of extraordinarily compelling personality are "talking themselves" to the people of these United States, trying each in his own way to convince you and me that his is the man for the job of President.

If this big selling job, voice is one of the most important weapons, if not the most important—then it is because the voice, through the all-covering power of radio, can reach every American voter intimately and know how to make that "ear" voice, more than anything else, is the most persuasive indication of a man's personality, and even to some extent, his physical appearance. A man's look, his manner of dress—these are important. But more important are what he says, and the way he says it.

20th Century Mood

It's old stuff by now that Franklin Delano Roosevelt is the greatest public speaker in the nation. No doubt about it: he's tops in speech, on or off the air. More than that, his development of what the "Presidential" technique has brought to a peak, the Rooseveltian radio personality, the style in which he presents his message, is at least to be considered as one of the most splendid achievements in the development of modern oratory.

Likewise because they have been impressed with the effectiveness of the Rooseveltian radio way, the old school of political orators have abandoned bombastic rhetoric and the grand eloquent platform manner for the informal, conversational person-to-person technique demanded by the microphones. Daniel Webster and William Jennings Bryan were the oratorical heroes of the 19th cent.; Franklin D. Roosevelt is the oratorical model of the 20th cent.

Perhaps, consciously or unconsciously, Wendell L. Willkie has been affected by the Roosevelt approach to public speaking. In any case, in Willkie, Mr. Roosevelt has an opponent with an equally vigorous and colorful personality, one who can match and carry the personality come across over the air. Both are master salesmen. Neither party could have selected, from all their possible nominees, men better equipped to win friends and influence votes through the effectiveness of their radio personalities.

Willkie has a splendid general American voice. If you listen carefully, you will note in his speech patterns certain elements of both Eastern and Southern-Midwestern coloring. The Eastern inflection, I suppose, can be traced to his long residence in New York City. However, I certainly would not advise Mr. Willkie to forget that it is the way he speaks which is the most basic of his personality. And the personality is a man's voice. It is an asset rather than liability.

If you are interested in spotting the "Where Are You From?" give-aways in Willkie's speech, notice how his accent would sound like "any", "many" and "on". His pronunciation of such words is typically Midwestern-Southern Indian.-isms, but on the other hand, although the President's speech most clearly represents a universal standard and non-regional ideal of English speech, one can still spot some Willkieisms in his speech. For instance, the way he pronounces "wholly" as "hully" is common to certain sections of New York State and New England.

Willkie Habits

On the whole, I would say that Willkie is not as polished a speaker as the President. For instance, his "t's" and "s's" are not articulated with what many trained speakers would consider ideal. Yet, if Willkie were to consult a good speech coach, I doubt if the voice expert would advise him to polish his pronunciation, and to avoid slurring his consonants the way he does.

I believe the speech coach would agree that these slight slurrings are too integral a part of Willkie's speech personality. This slight carelessness in diction is an element in the casualness and pleasant informality of his speech. They might be considered to be a part of his vocal charm. The slurring of the consonants is a kind of vocal counterfeit of Willkie's well-known boyish lock of hair over the eye that shows up in his photographs.

 Years of Experience

Naturally, because Mr. Roosevelt is a far more experienced public speaker than Willkie, he has more finesse. FDR has developed his mannerism of words through long years of public speaking in all sorts of situations before all sorts of audiences. Excellent as Willkie's voice is, it can only be better only through more practice.

He is starting to get this practice now. In a short time, as the campaign proceeds, he should develop a greater surety—more even poise and command of situations. Meanwhile, he has not yet reached his maximum efficiency as a public speaker.

But Willkie needs no voice lessons, no speech coaches. His faults are minor, and he himself could give lessons to many of our political speakers. If he has any major weakness in speech, I would say it is his delivery. He is still not as good a reader as he might be. When he reads from a prepared script, although his delivery is good, there is still something missing in reading, the hint of the fact that the speech is being read. The printed page seems to put a bit of a barrier between him and his audience. In Roosevelt's speech, it sounds as if he were saying this thing, then and there, for the first time.

Wants to Ad Lib

In short, Willkie seems to be somewhat inhibited by a script. He appears to have that great deal of natural exuberance which comes through in his voice, although restrained by the script. When I listen to him, I sense the feeling that he wants to take off, to toss the script aside, and say what he has to say in his own way, without resorting to the tricks of the trade. He could, the campaign, we may find Willkie dispensing with script on many occasions.

At any rate, it will be a tremendous campaign with these two great Americans—and great speakers—competing for the attention and votes of their fellow countrymen. It's going to be a verbal battle of giants!

THORNBURGH-WILLKIE BUDDIES

CBS Vice-President and GOP Presidential Nominee

Cronies From World War Days

Ray Tucker, McClure Syndicate columnist, is authority for this story which Wendell L. Willkie verified while he was in Washington just after his nomination by the Republicans.

As Tucker relates, three Indiana boys were serving in the Army together during the early stages of World War I at the School for Specialized Arms, both at Harvard and Fordham. One was Willkie, the second was Frank Hall, now an editor of the National Catholic Register, and the third was radio's own Donald Wayne Thornburgh, a native of Indianapolis, now CBS vice-president for the Pacific Coast.

It was natural that they should pal around together and, although heading for the battlefield, some of their barracks room talk turned to speculation on their post-war careers. All of them planned to return to an Indiana city of 50,000 to 100,000 and, with the spirit of youth, they wanted nothing but to take it over in a big way. So they agreed.

Willkie was to run first for Mayor, and then for Congress. Hall was to become owner of the local newspaper, and as the Willkie's backer. Thornburgh, then in his early twenties, was to go into industry and become the city's leading civic figure.

By controlling the political machine, the newspaper medium (radio was then undeveloped) and industrial interests, and by joining Rotary, Lions, Kiwanis and all the service clubs, they were, once in their city. Nothing sinister about it, of course; with their youthful zeal, they probably would make it a model community.

How their dreams turned out is well-known. They are still fast friends.

Buying WDLP Control

CONTROL of WDLP, Panama City, Fla., will be acquired by the John H. Perry newspaper interests if the FCC authorizes a stock transfer for which application was made Aug. 5, Bay County Publishers Inc., publishing the Panama City News-Herald, seeks to acquire control of the Western newspaper, The Daily News, owned by J. Cook, local auto dealer for $3,600. The newspaper firm already owns 46% of the stock, having recently bought out the holdings of E. D. DeWitt, retired newspaper broker. Philip A. Roll, an attorney, will retain his one-third interest in the station, which recently began operation.

To SYMBOLIZE the "spirit of radio," a model depicting the world reaching for radio was presented to the NAB at its closing session in San Francisco Aug. 7 by WMAZ, Macon. The figure, developed by a Masonic society, was presented in behalf of E. K. Cargill, president of WMAZ, by Wilton E. Cobb, of the station's staff.
Ladies and Gentlemen, the President...

It Sounds Easy, but Radio Pickups Require Elaborate Preparation

By Lewie V. Gilpin

Broadcasting technique in covering Presidential doings has established itself as a unique function in both radio and journalism.

The matter-of-fact handling and reception of a fireside chat or a Chicago "radiocasting" is very far cry from KDKA's 1920 broadcasts of Harding-Cox election returns. By this time, through its constant application, CBS, radio-wise Roosevelt Administration, the technique has become so much a regular part of radio that its stops can be visualized even by a layman.

However, the layman has come to take radio's on-the-spot coverage so much for granted that he might come to believe Presidential doings are in a corner where the President appears. He likely does not try to fathom the endless preparation by national networks to present maybe a dozen hours of Presidential broadcasting a year.

Everything Clicks

For there must be endless preparation and constant readiness, although arrangements for an individual broadcast are made simply enough. The technique has been worked out to a point where, starting absolutely from scratch, the President presents a speech on air in something less than 10 minutes if the occasion demanded.

The ball starts rolling for a Presidential broadcast when Steve Early, White House press-radio secretary, indicates to network officials in Washington that the President is planning a radio message. He merely states the date and estimates the time it will consume. No specific hour is requested. This is left up to the networks to determine among themselves—to find an hour that will interfere as little as possible with commercial schedules and still yield a full audience. Once the time is agreed upon, the White House and affiliates of each network are notified immediately.

Gadgets Galore

The job of handling Presidential broadcasts, both at the White House and on the road, is specialized. The present Presidential announcers and engineers—Carleton Smith and Albert E. Johnson, NBC; John Charles Daly and Clyde D. WJSV; Walter Compton, Richard L. Jevons and William Cornell, CBS—all have been on their job a long time. During each fireside chat, these crews are at their stations in the Oval Room of the White House. Whenever the President takes the air, they begin a trip of any consequence, whether to Hyde Park or Warm Springs or the Pacific Coast, the announcer-engineer teams of CBS and NBC go along on the Presidential Special.

Duplicate equipment is used by each network on all Presidential broadcasts. Each has two microphones on the desk and two sets of pickup equipment, plugged into wire connections with the master controls of the Washington affiliates—WRC-WMAL, WJSV. So far this protection against equipment failure has been called into action only once—last December, when a tube in NBC equipment burned out just before President Roosevelt went on the air during ceremonies at the lighting of the national Christmas tree in Washington. Control operators at WRC-WMAL caught the sound break and switched in the emergency line in a few seconds.

The Oval Room is a beehive on fireside chat night. In addition to

plush-curtained cubicles for each of the announcers and stacks of pickup equipment, the room is cluttered with paraphernalia of a dozen or more newsreel cameramen—cameras, sound devices, lights and cables. Each of the booths has a one-foot window through which announcers can watch their engineers. The networks agree, before the broadcast, how much time will be taken for the preliminary announcement—generally worked out so carefully that all three finish simultaneously in their separate booths.

Usually about 10 minutes before the broadcast, an attendant announces: "The President!" All work stops and every one rises. After President Roosevelt has taken his seat at the desk, last-minute preparations resume. As broadcast time approaches, the announcers go to their booths. No hand signal is given the President. He hears the mumble of their "presentations," and when the sounds cease, he begins, "My friends . . ."

An Engineer's Delight

Much has been said of President Roosevelt as a radio personality. The people who work directly with him on his broadcasts pay him tribute beyond just saying he sounds good. They point first of all to his cooperation with the radio boys in the technical job of putting his voice on the air, paying attention to microphone angles and such. He is an engineer's delight as a radio voice—the modulation and pitch of his voice is such that there is virtually no need to touch the controls to remedy peaks and valleys. Then too, they point out, his sense of timing is reliable, with his speeches generally ending "on the nose," except when he inserts an ad lib paragraph or two.

MUST Buy Time

FIRST sponsored programs ever to emanate from the White House will probably be the political campaign speeches of President Roosevelt, who has indicated his intention of staying in Washington during most of the campaign rather than taking to the road. After the announcement speeches in mid-August of both candidates, tradition—accepted by all parties—calls for all campaign speeches on a sponsored basis. Mr. Roosevelt as President thus becomes distinct from Mr. Roosevelt as candidate, whether he speaks from his accustomed White House desk or from any other point, and all his speeches that are political in nature must be paid for by the Democratic National Committee.

White House broadcasts now operate under a well-established routine. Coloring Presidential tours, particularly the long ones, is another matter. Radio men aboard a Presidential Special, although they may use a microphone, broadcast a day or less, have their hands full most of the time. Pity the poor engineer who does it. They point first of all at the three national networks. Each has at least 750 pounds of equipment, literally sleeping with it in his compartment. All this results from the rule followed by the NBC. Most network broadcasts of the President are to be handled by network representatives rather than local stations.

For instance, CBS, handling the Presidential Special highballs from point to point across the country, the President appears for frequent platform speeches. Although these are not handled by the networks, which had worked out a complete schedule of their pickups long before the trip started, they may be picked up by local stations. At these times the network representatives generally either record or make calls to local announcers to aid local announcers in identifying members of the party and may even make guest appearances at an affiliate's microphone.

During a cross-country jaunt, the President may deliver several addresses to be carried by the networks. Elaborate preliminary preparations are made in advance at each speech-stop. But with all this, it is still up to the traveling network crew to unload several hundred pounds of equipment the moment the train stops, highball it to the auditorium or stadium and have everything working by the time the President arrives. There have been times when engineers have disembarked in a suburb and then raced by car or truck to the origination point, rather than fighting through crowds and traffic at the station. Motorcycle escorts are fine, but if they're not available, it's nonetheless imperative that the crew get on the spot on time.

Motorcycle escorts, say the boys, are not always so efficient. On a

Virtually every American is familiar with the voices of this trio—the Presidential announcers of the three national networks. Chances are they're talking about fishing or Washington's summer heat, or ordinarily when they get together their thoughts are of greater moments as they prepare to present the President in his last radio audience—Ordinarily as the Presidential Special highballs from point to point across the country, the President appears for frequent platform speeches. Although these are not handled by the networks, which had worked out a complete schedule of their pickups long before the trip started, they may be picked up by local stations. At these times the network representatives generally either record or make calls to local announcers to aid local announcers in identifying members of the party and may even make guest appearances at an affiliate's microphone.
Standards Group Plots Course for Television Setup
Fly, Jett Offer Cooperation of FCC in Industry Study

IN ACCORDANCE with the FCC dictum that the television industry must agree on basic standards for picture transmission and reception before any commercialization of the art is permitted, the National Television Systems Committee held July 31 meeting at the Roosevelt Hotel in New York to appoint subcommittees which will begin studying the various individual phases of the complete problem of standards.

While no time limit was set for completion of the task, the committee’s chairman, Dr. W. R. G. Baker, manager of the General Electric radio and television department, charged the group that “time is a very essential factor”.

“IT IS this balance between time and the merit of the system which will rest on the standards you formulate that offers a real challenge to the committee”, he said.

Fly’s Promises
FCC Chairman James Lawrence Fly, chief speaker of the session, assured the committee of the wholehearted cooperation of the FCC but told the committee that the Commission could not now set any date for the commercial operation of television, as it is depending on the committee to do that job.

Recommend a program of study, consultation and joint research, Mr. Fly said, “I think we agree that standards heretofore suggested are not adequate. But I have no doubt that a satisfactory set of standards can and will be developed.” The FCC is imposing no limitations on the scope of the study, he stated, adding that color television might be included, if the committee thinks it desirable.

A problem is a “double-barreled one”, in which experimentation in actual television broadcasting is as important as laboratory research, Mr. Fly said he expects a number of video stations to start in the near future and that as far as the FCC is concerned “the more the merrier.”

BIG WIGS participating in activities centering on the organization meeting of the National Television Systems Committee, held July 31 in New York, included these figures: (l to r) E. K. Jett, FCC chief engineer; J. S. Stromberg; G. H. Baker, RCA; James Lawrence Fly, FCC; Dr. W. R. G. Baker, RCA engineering director.

“But there will be no squaring on the wavelengths, which are public domain,” he continued. “We will not grant the applications of every Tom, Dick and Harry who wants to get in on the ground floor and just sit until the going is good. Whoever goes in must be ready to do a substantial job.”

Any and all the data which the FCC has collected on television is at the disposal of the committee, members were told by E. K. Jett, FCC chief engineer, who complimented the group on its qualifications for making the studies necessary to formulation of standards and expressed the hope that when it makes its recommendations to the FCC, “they will truly reflect the industry as a whole”. He asked for recommendations by fall, or mid-winter at the latest.

In opening the meeting, J. S. Knowlson, president of Radio Manufacturers Assn., under whose auspices the NTSC was organized, asked the members to come together “not as representatives of warring commercial interests, but as scientists, to see that television is born clean and strong and sound.”

In addition to Dr. Baker, the NTSC members are: Adrian Murphy, CBS; Harry L. Rubcke, Don Lee Broadcasting System; Allen B. DuMont, Allen B. DuMont Laboratories; B. Ray Cumming, Farnsworth Television & Radio Corp.; E. W. Alexander, General Electric Co.; Daniel E. Yarnell, DuMont Laboratories; L. Hogan, Albert I. Lodwick, Hughes Tool Co.; Dr. A. N. Goldsmith, Institute of Radio Engineers; David B. Smith, Philco Corp.; E. W. Engstrom, RCA; Frederic C. Young, Stromberg-Carlson Telephone Mfg. Co.; John R. Howland, Zenith Radio Corp.; and a representative, as yet unnamed, of Bell Laboratories.


Defense Report on Joint Nets
ALL SEVEN members of the National Defense Advisory Commission appeared Aug. 8 on special half-hour program carried jointly by CBS, NBC and MBS, discussing the work and problems of their individual departments. The group were interviewed and questioned on defense accomplishments by a group of network commentators - Albert Warner, CBS; Earl Godwin and Baulch, NBC; and DuMont. The seven commission members participating were: Ralph Bush, in charge of transportation; Elmer Johnson, in charge of agriculture; Harriet Elliott, consumer protection; Leon Henderson, statistical studies of prices; Sidney Hillman, employment policies; William H. Knudsen, production; Edward R. Stettinius Jr., raw materials.

Television Grants Awarded by FCC
Two Wholly-Owned subsidiaries are among new grantees

TWO WHOLLY-OWNED subsidiaries of Paramount Pictures, which in turn own the Motion Picture Patents Co., are among the additional grantees of the FCC permit for television stations announced Aug. 5 and 6 by the FCC.

They are the KDKA & Katz Corp., Chicago, operator of movie houses, and The Television Productions Corp., a subsidiary. The latter was assigned Channel No. 2 (60-66 mc) in Chicago; the latter Channel No. 7 (108-110 mc) in Philadelphia. The KDKA & Katz Corp. was granted Channel No. 6 (58-60 mc) in Philadelphia; and 24(56-58 mc) in New York, where WXBS has been shown. The FCC will broadcast.

NBC obtained its full quota of three stations, limit allowable under the new rules, when the Commission assigned it Channel No. 2 in Washington and Channel No. 7 (102-108 mc) in Philadelphia, Aug. 6.

The previous NBC was assigned Channel No. 1 (56-58 mc) in New York, where WXBS has been shown. The FCC will broadcast.

In addition, the Commission modified the WXYC, Zenith Radio Corp., Chicago, permitting it to use Channel 1 (56-58 mc), which will broadcast on an experimental basis with 1,000 watts.

WXYE, operated by RCA Mfg. Co., Camden, N. J., and WXE, of Philco Radio & Television Corp., Philadelphia, were authorized to utilize Channel No. 3 (66-72 mc) for research and engineering experimentation.

On July 17 and 25 the Commission also granted larger television grants, authorizing stations to be erected by NBC in New York; ABC in Los Angeles, and San Francisco; DuMont, New York and Washington; and WVAL at Purdue University, West Lafayette, Ind.; University of Iowa, Iowa City (BROADCASTING, Aug. 1).

Problems of Television Discussed at Convention
WITH approximately 40 NAB delegates present, an evening session on television was held Aug. 6, with Lynne S. Smith, general director of engineering, presiding. The session was confined almost wholly to technical and practical discussions by the two speakers — Ted Smith, RCA manager of television transmission sales, and Harry Lubcke, vice-president of radio engineering of television. A planned demonstration was not held because of the difficulty in setting up.

Mr. Smith discussed “Apparatus Requirements for Television Station Operation" and "Television Pickups'" and" Television Operation Awarded to Teletac Pickups".

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BROADCASTING • Broadcast Advertising
HARDLY A HANDFUL

But Its OUTPUT Is 1800 Watts up to 150 MC!

And the air-cooled GL-8002-R puts out 1800 watts up to 120 MC.

BUILT to speed the conquest of the ultra-highs, General Electric's latest are marvels of vacuum-tube design.

These tiny triodes lick many basic U-H-F design problems almost singlehanded! And they're top performers at lower frequencies as well.

Small in size, their leads are short. But, in addition— their three grid leads make possible separation of excitation and neutralizing circuits, lowering common inductance, and thereby greatly reducing neutralizing difficulties.

GL-8002-R's radiator is milled from solid copper. Air passages are of uniform width for more efficient cooling. Total height, including radiator, is 8 3/8 inches; total diameter, 3 11/16 inches.

Characteristics—GL-8002 and GL-8002-R
Fil Voltage.......................... 16
Fil Current.......................... 38 amp
Direct Inter-electrode Capacitance, Approx.: Grid to plate...... 9 mmf
Plate to filament................... 0.5 mmf
Plate to plate..................... 220 mmf
Grid to filament.................. 8 mmf

Plate Dissipation, Watts 1400
Plate Input, Watts........... 3000
Plate Volts...................... 3000
Class C Telegraph Rating
Use of center-tapped filaments permits paralleling of filament leads for low inductance r-f feed. Reduced ratings permit operation up to 200 mc air-cooled, 300 mc water-cooled.

Two GL-8002-R's are used in the final amplifiers of both the G-E 3-kw frequency-modulation transmitter and the G-E 1-kw television sound transmitter.

GL-8002 and GL-8002-R are "sister" tubes of the GL-880, GL-889, and GL-889-R— all developed and introduced by General Electric, Schenectady, N. Y.
NEW ORLEANS

When you think of

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.

Broadcasting's Day

(Continued from page 19)

NBC vice-president; Samuel R. Rosenbaum, WFIL, Philadelphia, and George W. Norton, WAVE, Louisville. Two score broadcasters watched the ceremonies from a reserved section on the Fair grounds.

W. W. Monahan, manager of the San Francisco Fair, was scheduled to speak in place of Mr. Dill, whose talk was cancelled July 31, but the networks did not carry it due to trouble on the Chicago-Washington-New York line. First trouble came at 8:25:35 and at 8:58 all three networks were cut off. Time was filled with organ music until 8:59 when the trouble was repaired and the end of Mr. Monahan's talk came through.

The program theme "I Am Radio", was interspersed throughout the one-hour seven-minute performance. Radio attestations were then recounted in a fast-moving recital in which many of radio's best known announcers and commentators participated without being identified as such. Then came, in rapid succession, the voices of some of radio's top-flight performers, each in turn congratulating radio. These included Orson Welles, Morton Downey, Hedda Hopper, Gene Autry, Kay Kyser, Col. Stephens, Virginia Rae, Ted Husing, Craig Earle, James Melton, Gertrude Berg, Maj. Bowes, Dorothy Gordon, H. V. Kaltenborn, Lucille Manners, Ray Perkins, Graham McNamee, Jessica Drangenette, Clifton Fadiman, Tom Riggs, Kate Smith, Paul Whiteman, and the Lone Ranger.

There followed the tributes to American radio from the church. Speaking from New York were Dr. Walter W. Van Kirk, executive secretary of the Federal Council of the Churches of Christ in America; Rev. Father Bryan McEntegart, speaking for Archbishop Spellman of New York, and Rabbi Jonah B. Wise.

Praising radio in the name of 45,000,000 American Protestants Mr. Van Kirk said that American radio has been used to draw Catholic, Jew and Protestant "closer together and not to separate us". Father McEntegart praised the religious section of the NAB code and expressed thanks for "a free system of radio in this country which has been quick to recognize its obligations, which has been tolerant of those who have abused its precious gift, yet considerate of the varied religious groupings of 130,000,000 Americans *. * *", Rabbi Wise observed he could not think of any other device which reaches so many people yet contrives to serve all groups without stirring up anamosity. This, he said, was a tribute not only to "our American sense of sportsmanship but also to the American system of broadcasting."

Child Programs Praised

Unsung praise for the NAB code and what it has wrought in improving children's programs and generally elevating standards come from Mrs. Harold Vincent Milligan, chairman of the Radio Coun-

GUESTS OF WAAT, Jersey City, were nine beauties from each of New Jersey's counties during New Jersey Day at the New York World's Fair. They were wired and dined with Gov. and Mr. Moore, then pretty Bonnie McCarron, of Jersey City, was picked as "Miss New Jersey Network". She is here shown being interviewed by Paul Bremer, the program being keyed by WAAT to the hookup including WCAP, Asbury Park; WBBB, Red Bank; WCAM, Camden.

cil on Children's Programs, who said that Americans may well congratulate themselves "that our freedom and the freedom of our children have been so ably safeguarded by the intelligent and far-seeing code of the NAB." In this day of preparedness against the rule of force and aggression, she said one of the greatest weapons of American defense "is our free and unprejudiced medium of radio."

Radio, Mrs. Milligan added, is "serving—not enslaving—the American people, and the code of the NAB as an expression of popular democratic will, has become as vital to free discussion in America as the Bill of Rights is to American liberties."

Following the address of Chairman Ply, AFL President William Green speaking from Washington, said:

"Free speech has been implemented by radio into one of the most powerful weapons at America's command for the preservation of democracy. Through the medium of the radio the American people have learned the treachery that underlies Communism, Nazism and Fascism. They know now beyond question that these systems enslave those who come under their power. Organized labor stands or falls by democracy. Like any other free movement, it cannot exist under dictatorship. The millions of working men and women, who have gained economic and social security, through organization into trade unions therefore owe a great debt to the radio for strengthening America's determination to resist at any cost the enemies of democracy."

Quincy Howe, of the American Civil Liberties Union, praised the action of the NAB in the code provision not to sell time for the dis-
cussion of controversial issues, but rather to give it away. Under it, said Americans are “still free to speak their minds,” and that “this is the blood of democracy”.

BMI Exploited
Dr. John W. Studebaker, U. S. Commissioner of Education, speaking from Wilmington, Del., described education by radio today as a “going concern”. He said it has made the American people better informed about their Government and the problems their Government faces than they have been at any time in all history. He shares with American Freedom of Radio another goal—“Freedom to Learn”, Dr. Studebaker declared. “Through our American way, radio extends the freedom to learn to every man, woman and child with ears to learn,” he said.

A preview of a musical number produced by Broadcast Music Inc., was given the American audience by radio today as “Going Union Troubles Harassed—Broadcasting’s Day” audience from San Francisco, Dr. W. C. Petrillo, APF president, refused to permit the San Francisco Symphony to participate unless a 50-piece standby orchestra was employed. As a consequence, the San Francisco Exposition staff orchestra, led by Jack Joy, was ushered into service on short notice.

Because of difficulties over an orchestra for John Charles Thomas and lack of time for rehearsal (plus certain union demands for compensation) rendition of a new tone poem, “A More Perfect Union”, also was eliminated from the program. The poem was written by Carl Haverlin, public relations director of Broadcast Music Inc.

FRANK BURKE, producer of CKW, Windsor, is fostering the sale of Hitler “Lick ’im” penny stamps, in cooperation with various service clubs. The proceeds of the stamp sale go to various auxiliary units for war services, and listeners buying the stamps for placing on their stationery and back of envelopes are helping to “stamp out Nazism”.

The most popular station in a market of 6,500,000 people... proved by successive surveys over a period of 10 years.

Grove Spot Shift
GROVE LABORATORIES, St. Louis, has appointed J. Walter Thompson Co., New York, to handle spot radio advertising for Bromo-Quinine, while Stack-Goble Adv. Agency, Chicago, continues in charge of the company’s network advertising. Linnea Nelson, time buyer of J. Walter Thompson Co., is touring key cities on her way home from the NAB convention in San Francisco to survey time available on local stations for a national spot campaign for Bromo-Quinine.

Malt-O-Meal on 40
CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), on approximately Sept. 28 will start a schedule of 10-weekly 50-word chain break announcements on 40 stations in Pennsylvania, Ohio, Indiana, Michigan, Kentucky, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Oklahoma, Texas, Arkansas, Louisiana, California, Oregon and Washington. Contracts will be for 23 weeks. H. W. Kastor & Sons, Chicago, handles the account.

Perko Tests on Two
ARMOUR & Co., Chicago, is currently running a test campaign of twice-weekly quarter-hour man-on-the-street programs on behalf of its flake soap, Perko. Mrs. Toledo Perko Up is being heard on WSIP, Toledo; Bring Home the Groceries is on WSBT, South Bend, Ind. Additional stations will be added in the fall. Lord & Thomas, Chicago, handles the account.

General Mills Ascribes Success to Advertising Directed at Consumer
GENERAL MILLS, Minneapolis, one of radio’s biggest advertisers, and its subsidiaries recently reported consolidated net profits for the fiscal year ended May 31 of $5,639,274, equal, after dividend requirements on the preferred stock, to $6.61 a common share. This compares with a net profit of $6,451,226, or $7.69 a share for the preceding fiscal year, according to the report issued July 31 by James F. Bell, chairman of the board.

General Mills, which in 1939 spent more than $2,400,000 for network time in addition to sponsoring baseball, football and other spot advertising, is currently sponsoring Jack Armstrong for Wheaties, Beat the Band for Corn Kix, and Hymns of All Churches for Gold Medal Kitchen Tested Flour on NBC, and Beyond These Valleys for Gold Medal flour and By Kathleen Norris for Wheaties on CBS. It is also promoting its products by sponsoring, either alone or in cooperation with other advertisers, play-by-play baseball in 60 cities.

Touching on the financial record, Mr. Bell said:
The ready acceptance of the company’s products has been advanced by the maintenance of its policy of aggressive advertising and promotion directed chiefly to the consumer.”

OSCAR KRONENBERG, formerly with WARD, Brooklyn, leads Butler Broadcasting Corp., applicant for a new 250,000-watt station on 1420 kc. in Hamilton, O.
RESULTS ARE INSURED TO ADVERTISER.

FIFTY GREAT COLUMNS.
IT'S... IN WATTS
AND BIA PROGRAMS

L. B. Wilson

WCKY
Radio's Redemption

IT WAS LESS than three years ago that the broadcasting industry, as an individual, displayed its immorality. Dissension, back-biting and unrest were the order of the day. The industry was the easy prey of any clique or group that thought it had something to sell. Politicians were making life miserable, and the outlook was black.

It was then that a small group of broadcasters, in a spirit of despair, set out to reorganize the industry's trade association, and seek to have all broadcasters rally under the banner of a new trade group. Just two years ago, in pursuance of that plan, Neville Miller, the noted former flood mayor of Louisville, took over the NAB helm.

The answer to the wisdom of the action of that broad-visioned committee of broadcasters was amply demonstrated at the San Francisco convention of the NAB, for never before has the industry shown such force and unanimity in meeting its pressing problems.

Actually, there was only one big issue before the convention—copyright. All others melted as the convention plowed through an agenda without a single dissent. These are no times for quibbling, the delegates agreed. Pledges were made to give to our Government every ounce of support of which the industry is capable in its national defense planning. The self-regulation code, sorespot of a year ago, was endorsed as the correct way of looking at a matter.

After renewed assurances from responsible government spokesmen—Presidential Secretary Stephen T. Early and FCC Chairman James Lawrence Fly—that Radio by the American Plan is not threatened, the convention got down seriously to its prime problem, copyright.

Broadcast Music Inc., as the radio's own music supply source, was made a permanent organization. ASCAP's effort to split the industry, successful at its will during the last 17 years, was an abysmal failure. Its offer of a "measured service" method of payment, which the industry had sought for a dozen years, came too late to stem the BMI tide. ASCAP has its reward for its years of high-handed treatment of an industry responsible for the success of its composer and publisher members.

ASCAP now is committed to "measured service," and its employee in its 12th-hour arrangement with Montana stations, as well as the good offices of Montana's Senator Wheeler, KGIR, Butte, will serve as the "pe use" payment guinea pig, to test the feasibility of a plan whereby royalties will be paid on ASCAP music used, rather than on the percentage-of-station-income plan now in force, which is actually a privilege tax.

If the Montana experiment works, all stations must be given the same privilege (assuming they want it). The Montana arrangement carries a "most-favored-nation-clause." True competition in music will be introduced if this develops. That is all the radio users of copyrighted music have had to date.

The whole tenor of the San Francisco convention was such that broadcasters themselves for the first time realized their industry had reached maturity and felt their own strength. Radio's "state of the nation" today is a proud testimonial to the wisdom of that little group of broadcasters who forced reorganization of their trade association two years ago and selected Mr. Miller as the industry spokesman.

'Fifth Column'

IN THESE DAYS of eager efforts to promote hemispheric solidarity in the face of the world danger, radio provides some of the more refreshing notes. Here the American broadcasters, free of Governmental restraints and in fact with the encouragement of Uncle Sam, are spending several million dollars to modernize and build up the power of their shortwaves, specifically with the avowed purpose of letting the world, and especially Latin America, hear the American brand of uncensored news and unfiltered programs.

That they have any great chance of recapturing their investments by way of sponsored shortwave programs, now permissible, is too much to hope. This is in the dim distant future, perhaps not worth the gamble. But they are willing to "do the job" out of patriotic motives, if nothing else.

Thus, also, the CBS American School of the Air, one of the most important of the network educational features aimed at the classroom, will, with the knowledge of the subjects, as reported in our Aug. issue. Thus, too, NBC has just finished contributing enormously to Latin American goodwill as a result of the South American tour concluded last month by Arturo Toscanini and the 100 musicians of his NBC Orchestra, a tour undertaken with the approval not only of our Government but those of the countries visited. Throughout South America they played before wildly enthusiastic audiences, arousing what press reports described as "tremendous good feeling" toward the neighbor to the North who sent them down.

Indeed, the American Ambassador to the Argentine, Mr. Armstrong, called Toscanini's orchestra "the United States' fifth column". The executives who arranged the tour may well be congratulated not merely on its triumphal reception but on the great goodwill it has engendered where goodwill is wanted and needed most.

Salute to Radio

A NEW NATIONAL consciousness of radio was born Aug. 9, with the observance of Broadcast Advertising Week, a week of programs dedicated to a Free Radio. That the idea clicked, is evident not only from the reactions to the affair itself but from the fact that one Congressman has already introduced a resolution proposing National Radio Day as an annual event.

The one-hour program over combined networks and independent stations, featuring as it did the biggest names in public life as well as in the entertainment world, may not be remembered as the greatest of radio's extravaganzas or even as an outstanding production. Perhaps there were too many headliners; perhaps it was over-dramatized. The point, however, is that never before have so many prominent leaders of Government, religion, labor, education, social welfare and industry pledged their support to a free American radio. They are on the record in perhaps the most remarkable testimonial to an industry ever given.

Broadcasting's Day or something like it should be observed annually, and radio has both the means and facilities to put it over. Perhaps the original idea of two years ago, whereby radio renders an "annual report" to the public, might be readapted. When acclaim of such a character, from public and private sources alike, is unstinted bestowed on radio, there can be no doubt that it has finally achieved a stature worthy of an annual accounting to its vast constituency.

One Big Hookup

THERE WAS A TIME when the very idea of hooking up the national networks into one big chain for a single program, except perhaps for a presidential fireside chat, was abhorrent to the network executives. It just wasn't done. Like many another synthetic bugaboo, this one has been dispelled with the growth of radio. Not only do the networks cooperate happily on big events and transcontinental public interest, at the same time keeping their individual identities, but when the occasion arises they can work together for the national benefit. We refer in particular to the well conceived and excellently done roundtable discussion over the four combined networks the other day in which all members of the Democratic Presidential Committee were interviewed for a half-hour by Bakhague and Godwin (NBC), Warner (CBS) and Lewis (MBS).
MAJ. JOHN HOLMAN, U. S. Signal Corps, general manager of KDKA, Pittsburgh, left the first week in August to attend Army maneuvers at Fort Dubois, N. Y. He will be attached to the public relations department of the staff of Lt. Gen. A. Drum, commanding general of the First Army, and will be stationed at the commander's headquarters at Ogdensburg.

HOWARD J. PERRY, former commercial manager of WMJ, Milwaukee, will direct the business operations of KDDB, Burlington, Vt., has assumed the additional duties of business manager of the Burlington Daily News, operator of WCAX.

LEO DOWNS, senior salesman of WIS, Columbia, S. C., has entered his candidacy as coroner of Richland County in the Democratic primaries to be held Aug. 27.

WILLIAM F. CARLEY, until recently with J. Walter Thompson Co. in New York, has been named director of M&O station department, has been named promotion and publicity director of WBZ, Charlotte, N. C., according to an announcement by Manager James A. Mitchell. Mr. Carley, formerly publicity director, has been named news editor of the station.

L. B. WILSON, president and general manager of KCJX, Cincinnati, and Bev Dean, promotion manager of the station, are having their secretaries placed side by side. They think alike on promotion and merchandising, yet the story goes that Dunville never mentions to Shouse, nor to anyone else, a contract he expects to get. When the big fish is landed, he reports.

The WLW duo believes that WLW's continuing success in business building has been due largely to its merchandising and promotion methods, and they claim their efforts have brought to radio many a new sponsor. "Merchandising and promotion," says Dunville, "are the only methods to follow through after the sale has been made. That is the reason why sales promotion departments are under my direction at WLW. We have the most elaborate merchandising organization in the broadcasting industry, and yet our sales force is never instructed to sell time on the basis of merchandising alone, but rather strictly on the basis of facilities backed by the most extensive factual information obtained."

Bob Dunville's ability to win and hold clients is attested by the reception of a St. Louis merchant who, learning he was to leave KMOX for Cincinnati, wanted to open a branch in the latter city. When with KMOX he had the gratifying experience of having two competitive accounts open their books to him and give him a free hand in supervising both their advertising campaigns. On several occasions, he put shows on the air without the sponsors' knowledge, with never an objection! He knew how to do a job for them.

WLW's dynamic young sales manager was on the Missouri U

EARLE J. GLUCK, president and general manager of WDAM, Jackson, Miss., has been called into active service as lieutenant commander, U. S. Naval Reserve, to handle enlistments in the Charlotte area and for further duty in the Charleston Navy Yard.

KENNETH S. NELSON, advertising director of the old Akron Times-Press, has been named commercial manager of WOOS to work on the air under the management of Mendel R. Shouse, general manager of WTAG, Burlington, Vt.

A. D. WILLARD, Jr., manager of WJJS, Washington, for the second time has won the annual golfing trophy fired by the Alexandria (Va.) Gazette.

GARY MARABLE, formerly with the Nashua, N. H., police force, has joined the sales staff of WSIX, Nashville.

MRS. LAURA HOBSON, formerly director of promotion of WCAX, has been appointed the newly-created post of "copy chief" of the CBS sales promotion department, according to an announcement by Victor M. Rotter, director of sales promotion.

ALFRED J. MCCOSSER, president of WOR, Newark, and chairman of the board of MBS, began a three-week vacation Aug. 12 during which he will see Rudy Vallee at his lodge on Lake Kesar, Me. and motor through Eastern Canada with his family.

JOHN COOPER, for six months news editor of WHZ-WHZ, Boston-Springfield, has been named director of publicity, news and special events of KDDB, Burlington. He joined the WLW staff in 1941 during the war, coming from the Boston Transcript.

S. W. TOWNSEND, general manager of WCAX, Burlington, Vt., former commander in the Naval Reserve, has been on active duty at Great Lakes, Ill., for three years. He will fly to the Akron airport, operates NID, naval transport.

MIKE WINTERMAN, new to radio, has joined KFPY, Spokane, as account executive.

JAMES ANDERSON, formerly of the Chicago Daily News, now has sales as an account executive, has joined the WGN, Chicago, sales staff.

TELFORD TAYLOR, general counsel of the FCC, and Mrs. Taylor are the parents of a daughter, Joan Pennewell, born Aug. 4. She is their first child.

LEWIS ALLEN WEISS, vice-president and controller of Don Lee Broadcasting System, Los Angeles, and Fox Case, CBS western division director, has been named to the newly-created post of assistant general manager to President Frank A. Mull. Mr. Weiss has been appointed to the California State Committee on Broadcasting.

ROBERT G. SANDS, 1937 chief accountant of United Broadcasting Co., operating WHK-WCLE, Cleveland, Ohio, has joined the Cincinnati staff of the Cleveland offices. Mr. Sands, formerly with WIOD, Des Moines, Iowa, has been named assistant to H. K. Carpenter, as general manager of the Cleveland stations. It is a newly-created post, which he assumes at once.

KENNETH G. EMMONS, formerly a deputy police chief of Capron, Mass., has joined the RCA legal department, Ottawa, Ill.

PAUL W. MORENCY, former general manager of WTIC, Hartford, sailed for Hawaii, where he will attend the National Association of Broadcasters convention following the NAB convention.

FRED RUGG will resign as manager of WTSP, St. Petersburg, effective Sept. 15, to attend the construction of another station in Florida. No successor has been appointed yet.

JOHN CAMERON BURTIS, well known for his City newspaper and radio circles, on Aug. 25 is to join the sales staff of WIBF, Miami, the CBS affiliate in Miami. The station's newscaster, the Miami Herald, announced an appointment by Karl Koerper, manager of the station.
GEORGE McGOWAN, formerly of KOIN-KALE, Portland, Ore., has joined KFXX-Springfield, Ore. Perry Hillery, formerly of KELA, Centurial, Wash., and KJQ, Ogun, Wash., has been added to the station's announcing staff. Mel Sayre, former U of Wisconsin writer, has joined the KPPY special features department.

IRWIN NATOVE, continuity writer of WORCA, New York, has transferred to the Mutual Network, where he is serving as announcer.

OWEN CRUMP, formerly KFWB, Hollywood, writer, and now on the staff of Warner Bros. Studios, wrote the screen play, "March On, Marjorie," produced by the latter firm. He is currently playing Ky., college background material for the film, "The Taps Are Coming." 

WILLIAM WEAVER, former sports-caster of KPV-Portland, Ore., will return to the station at the end of his Broadway tour. Bud Dona- 
han has again been signed for basketball.

T. ELLSWORTH STEPP, of KOA, Denver, producer-director, is the father of a girl born July 26.

DEAN FALLS, for the last two years conductor of the Laugh Clinic on KWTX, Springfeld, Mo., has been added to the promotion department of the station.

MARIEL FRANCIS of the CBS Hollywood secretarial staff and Robert Connaghe, pursuer on the liner S.S. America, were married July 29 in New Orleans.

JUSTIN BRADBAND, formerly of KGY, Denver City, Kan., has joined the announcing staff of KANS, Wichita.

ELTON RULE has been named public relations and sales promotion manager of KROY, Sacramento, Cal.

CLIFF JOHNSTON, program director of KKL, Omaha, is the father of a boy born July 28. The child is named Douglas Richard Johnston.

JOE BROWN, salesman and Lu Search, formerly of KSL, Salt Lake City, are now in Denver.

HERMAN WOORK and Arnold Auerbach, New York writers on the Fred Allen Program for five years, have been renamed on KFXX, Chicago, as a side line.

JOE FRASSETT, musical director of WIP, Philadelphia, took a month's leave of absence early in August to tour the West Coast and Seaboard resorts with his orchestra.

ROBERT T. ENGLE of WEAN, Flint, son of George Engles, NBC commentator and production manager of the Artists Service, is engaged to Helen Gill of Providence.

JAMES F. SIMS, of St. Louis, has joined the announcing staff of WCCO, Minneapolis, its young airman.

FRANK PAPP, director of the NBC aerial, The Story of Bad Berton, is confined to Passavant Hospital, Chicago, with a misplaced sacro-ilac joint.

HELEN DOOLEY of MBS-Chicago, has been appointed to Victor Taylor in Evansville, Ill.

ROG DOYLE, graduate of Northwestern U where he was associated with the Northwestern Reviewing Stand, a MBS show, has joined the WGN, Chicago, publicity department.

MRS. TONY KOELEK, wife of the trade news editor of NBC-Chicago, was arrested on Aug. 10 for being a part of the marriage bureau, 26 E. Wacker Dr., Chicago, where she underwent an operation on Aug. 1. She is the former Ann Lucy, secretary of the NBC Central Division.

E. J. (Nel) BURMAN, formerly announcer at the RCA Exhibits at the Golden Gate International Exposition, has joined a new Chicago advertising agency. Mr. Matthews resigned to join Meyberg Co., RCA Victor distributors in San Francisco.

KABC Executive Changes

HARRY C. HARVEY, for six years salesman of KFJZ, Fort Worth, and recently general manager of KBFT, Big Springs, Tex., has been named program director and manager of KABC, San Antonio. He succeeds J. Bert Mitchell, who has been appointed assistant regional manager of Texas State Network.

KABC has also named Waymond Holst, formerly vice-president and manager of KOMA, Oklahoma City, as commercial manager. Hub Jackson, formerly program director of WKOK, Akron, has been named KABC program director.

BERNARD J. JOHNSON, recently announcee of KOLO, Decatur, Ill., and Park Simmons, formerly of WRIF, Gainesville, Fla., and FRV, Richmond, Virginia, has joined the announcing staff of WCKY, Cincinnati. Mr. Johnson has been teamed with Al Blane to handle the Mormon Patrol.

BOB CRAWFORD, WTOP, Science, a news editor, has been hospitalized for eye operation, and Fred Pfleider, program director, has recovered from an attack of flu.

VELDA KRASSLER has been added to the publicity staff of WIL, St. Louis.

PAUL BUCK, of the WII, St. Louis, has joined the publicity department. Zena Zausch, has returned from his honeymoon.

JUDY GOLIN, formerly of KARK, Little Rock, and KFPM, Fort Smith, Ark., has been engaged by KFRO, Fort Worth, to handle its Women's Hour.

RICHARD CRAWFORD, formerly of KFHX, San Bernadino, has been named advertising manager of KFOX, Long Beach, Cal.

GEE EDWARDS, announcer of WFAS, Philadelphia, recently bought a farm and has joined the dog breeding and boarding business as a side line.

JOE FRASSETT, musical director of WIP, Philadelphia, took a month's leave of absence early in August to tour the Western Coast and Seaboard resorts with his orchestra.

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POLLY MARTIN

POLLY MARTIN, known to listeners of WNYC, New York, as Polly the Shopper, is proof that you can change your name and retain your popularity. She was known as Polly Shedlow for six years on KSTP, St. Paul; kept the name when she moved to WHN two years ago. Last September she married Perry Martin, told her listeners of her new name—and fan mail jumped. Her news, gossip and interview broadcasts for women rank tops in metropolitan radio.

Radio's Elders

Radio may be in its infancy but its station managers seem to be well into manhood. That's what CBS found out after pumping up 92 of its 116 managers on the touchy subject. Replies came in with gay abandon and devil-may-care frankness and, after they are well-jumbled, show an average of 40. The baby of the gang is J. W. Woodruff, executive manager of WBLR, Columbus, Ga., who wrote: "I am 25 years old and have been in broadcasting 15 years and there is no finish, the date is Sept. 23, 1914. The death of 60-year-old Clarence Wheeler, President of the WHEC, Rochester, who tackled the word "Sorry" at the end of his reply.

JESSE H. BUFFUM, CBS regional farm director in New England, has been a member of the membership committee of the International Advertisers Society of Boston, due to his work in first instating the women's section in the United States, before the advent of radio.

WALLACE EESEE, announcer of KIT, Yakima, Wash., on Aug. 1 went on active Army duty at Camp Ord, Cal., as a second lieutenant in the infantry reserves. Chuck Foster, of KWSO, Pullman, Wash., has succeeded him at KIT.

ROB BECKER has been named program director and George P. Dusman sales production manager of WARD, Brooklyn.

GLORIA WORKMAN, recent gradu- ate of Stanford, has been added to the production department of KFRC, San Francisco.

BAY SCHNEIDER, announcer, and John Kinsel, engineer of WVSW, Pittsburgh, are attending National Guard camp.

FULTON LEWIS jr., Mrs Washington commentator who covered both national conventions and the Havan- a Conference, has been scheduled to cover the events of the coming appearing sessions next fall. His schedule includes Los Angeles, Enid, Okla., Detroit, Cleveland, Portland, Me., and Balti- more.

EUGENE KENT and Vern Kneeland are new promotion managers of KEX-KGW, Portland, Ore.

JOHN HESS, 1938 graduate of Dart- mouth, has joined the continuity de- partment of WCN, Chicago, where he will write scripts for William A. Bembridge.

FRED A. BIRD, formerly of WBTH, Wiltamson, W. Va., Paul H. Sedon, of KBFT, Jonesboro, Ark., and Bill Arrington, vice-president of the announcing staff of WGT, Greenville, N. C.

MILTON ATKINSON, assistant traf- fice manager of KGER, Fort Worth, on July 30 married Gwen Brower.

BERT BARRY, announcer of KROY, Sacramento, Cal., is attending Columbia U radio school in New York during the summer. He plans to return to his work at WJAC in the fall.

DOLPH JONES, formerly of KMED, Medford, Ore., and a senior at the U of Oregon, has joined the announc- ing staff of KMNS, Portland.

BOB ELLIS, formerly heard as a singer on WJSW, Washington, has joined the announcing staff of WFVA, Fredericksburg, Va.

AL ROD BORDEN, of the sales pro- motion staff of KSD, Duluth, recently married Jean Allison, of Kansas City.

BOB CARTER, WMCA announcer and sports commentator, on July 30 married Agnes Herman, former United Airlines stewardess.

KING HARMON, of the continuity department of KMG, Milwaukee, Mo., has returned to work after a six-week illness.

PAUL L. EINSTEIN, news editor of WCCO, Minneapolis, late in July married Edna Alice Anderson.

MILDRED GREEN, Stanford U graduate and former KFI announcer in San Francisco, has joined KLBM, La- Grandue. On Aug. 1 as director of women's programs and member of the sales staff.

STAN VAINIRI, formerly KITL Cincinnati, Aug. 1, will succeed Photon, Public, Wash., as announcer-continuity writer.

JOHN BELL, formerly of WFMF, Frederick, Md., has joined the announcing staff of WFVA, Fredericks- burg, Va., to replace Fred Grape.

LOREN L. WATSON, Jr., has joined the announcing staff of WIS, Colum- bia, S. C.

ED HERLIHY, WNO, announcer in New York, on July 29 became the father of a girl, Jean Gra- ham.

PARKE SIMMONS, formerly of WNO, is announced announcer of WNO, Announcer of the staff of WCKY, Cincinnati.

RAY CLARK, formerly of WNAK, Madison, is announced the air- announcing staff of WOW, Omaha, suc- ceeding Gaylord Avery, resigned.

JOE PARKER, NBC Hollywood di- rector of advertising and publicist for Betty Hill, movie actress and singer.

CHARLES VAN BERGEN has re- signed from the photo desk of NBC's Pathe News, New York, where he will work on the script department.

SHIRLEY BENSTOCK recently was named program director of KSAN, San Francisco. Charyl Kelly has resigned.

LARRY THOMAS, announcer of WDS, Philadelphia, married Aug. 6 to Alexandra, Va., with Frances Ki- lan.
FCC PROBE OFFICE
APPOINTING STAFF

DESIGNED to operate as a branch of the Law Department, the FCC's newly-created investigation unit was placed in process of organization early in August following the appointment of two non-legal investigators. They are Arnold Apple and Charles Clift, who, like their chief, David Lloyd, were formerly employed by the Senate Committees. They will report to Mr. Lloyd, whose appointment as chief of the unit was announced last month [BROADCASTING, Aug. 1] and who holds the rating of special counsel.

Mr. Sayler is 31 and a 1931 graduate of the University of Chicago. His appointment is on a temporary, non-competitive basis with a salary of $3,800. Mr. Clift is 30 and a Princeton graduate. His appointment, on the same basis, carries a salary of $3,200. Both until recently were investigators for the Civil Liberties Committee. Temporarily assigned to the investigation unit is Leo Resnick, of Oklahoma, appointed as special counsel. Other assignments will be made by the Law Department as required.

The list of recent appointments to its legal staff [BROADCASTING, Aug. 1] the FCC has added Samuel Miller, 27, a graduate of the University of Wisconsin and formerly connected with the lands division of the Department of Justice. The Commission is not expected to take up the appointment of a successor to George Porter, assistant general counsel, who resigned as of Aug. 1, until latter August or early September.

KOME Staff Additions

FOLLOWING the recent appointment of Jack Whitney, former manager of KADA, Ada, Okla., as manager of KOME, Tulsa, the following staff appointments were announced: Kemm Linn, formerly with WLW, WXYZ, KTUL, CBS and MBS, production manager; George Engleter, former KPM, sales manager; Cecil Hubbard, formerly with KVOO, KTUL and KTOK, announcer; Ray Sollars, formerly with KTUL and WMBH, promotion and merchandising manager; James Neal, recent graduate of University of Oklahoma, announcer; Mary Ellen Schebetsky, Vasaar '35, traffic manager and secretary to Mr. Whitney.

At Bohemian Grove

RADIO MEN attending the annual Bohemian Grove Encampment of San Francisco's famed Bohemian Club, in honor July, in addition to Don E. Gilman, W2UH, and Early C. Anthony, operator of KFK-ECA, who entered the service, are Amenty Dixon, Pacific Red Net sales manager; Walter Banker, KPC production manager; and Carl H. Anthony, operator of KFKECA; Edgar Berman and Charlie McCarthy; Paul Carson, NBO organist; Donald Dickson, baritone.

ARTHUR SIMON, general manager of WPEN, Philadelphia, and Max Simon, had a narrow escape Aug. 4, when a car in which they were riding on Huntingdon Park Lake was rammed by a motor boat and cut in half.

TALBOT MUNDY, 61, author of the 1939 serial, "Judy's American Boy," and 36 novels, died suddenly Aug. 8 at his Anna Maria Island home near Bradenton, Fla.

Seebach on WOR Board

JULIUS F. SEEBAECH JR., WOR vice-president in charge of programs, has been elected to the WOR board of directors, it was announced Aug. 5 by Alfred E. McConkey, president. Mr. Seebach is one of radio's pioneer program directors and producers, having started with WOR 14 years ago as an announcer and having become night program manager. In 1928 he rejoined CBS as program production manager, but returned to WOR in 1938 to manage all program operations.

FRED DYSON, business manager of WMCA for the last 15 years, on July 26 died at his home in Valley Stream, L. I., after a long illness.

HERBERT C. GILLELAND

HERBERT C. GILLELAND, 32, radio executive, died at the University of Michigan Hospital July 29 from a kidney infection traced to an accidental blow suffered during his athletic career. At the time of his death he was assistant general manager of WOI, Toledo. A graduate of the University of Texas, he entered radio as sales promotion manager of KLW, Windsor-Detroit, when that station was American. He later did the same work for WSGN, Birmingham.

Curtis C. Bradner

CURTIS C. BRADNER, 62, pioneer newscaster of WWJ, Detroit, has been Aug. 7 in Detroit of a collapsed lung. Mr. Bradner, connected with the Detroit News since 1910, originated the first news broadcasts of WWJ, when the News founded that station in 1920, and had continued in that capacity until his death. A son and daughter survive.

Coverage of Conventions

By W11 cost $16,000

WLW, Cincinnati, which independently covered the recent Republican and Democratic national conventions with its own staff over its own leased wires, reports that it cost approximately $16,000 to do the job, including rebates to advertisers for cancelled programs and lines. Advertisers' refunds were $4,329 during the Democratic convention, $7,322 during the Republican. The rest was line costs, expenses etc. Many of the WLW programs were also fed to its sister station, WSAI. James D. Shores, general manager, asserted WLW had no intention of competing with the networks, some of whose pick-ups it carried, but wanted to handle certain phases of the big events in its own way.

JIMMY WAKELY and his Rough Riders of WRTY, Oklahoma City, western musical group, have been signed by Universal Pictures for a part in the film, "Pony Post".

Speaking of Sweeping Majorities...

Here's how CANADA'S RICHEST MARKET, rates CFRB Toronto...

In 1600 PERSONAL INTERVIEWS, here's what was asked:

IF YOU WERE CONFINED TO ONLY ONE TORONTO STATION, WHICH ONE WOULD YOU CHOOSE?

the answers...

53.44% - "CFRB"!
33.12% - "STATION X"
8.00% - "STATION Y"
5.44% - "STATION Z"

Without hesitation, 53.44% of the 1600 Ontario listeners recently interviewed, said in effect that CFRB, TORONTO, would be the one station they'd choose if cast away on a desert island! Just further proof that CFRB is the favourite station in Canada's richest market!

Tell Canadians the story of your product over this most popular station. CFRB is the master-key to an immediate audience that represents 29% of the population of Canada.

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

Advising Representatives in U.S.A.: JOSEPH HERSHEY McGUINNESS
New York Boston Chicago San Francisco Los Angeles Atlanta

August 15, 1940 • Page 59
Merchandising & Promotion

Denim & Calico—Hough’s Schedule—Farm Letters
News of the Trade—Attached to Letters

Tower Pix

IN AN effort to get unusual photographs of the antenna towers of its television and transmitter plant, WBZ, Boston, is conducting an amateur "Trans - Foto contest, sponsored in conjunction with the Boston Evening American, Daily Record, and Sunday Advertiser.
The contest runs through Aug. 21, when the five best pictures submitted are to be selected by a board of photo experts. First prize $100, with another $100 split up among other winners. Photo entries are limited to pictures of the towers themselves, not including the transmitter house, since it appears to be difficult to get unusual tower pictures.

Talent Stunt

THROUGH an arrangement with General Foods Corp., New York, WLW, Cincinnati, is presenting a weekly one-hour program titled Invitation to Listen, which serves as a "gossip column" about the talent appearing on two General Foods programs, Fortia Prise Life, and heard five times weekly as a transcribed serial on 39 stations for Fort Toasties, and Good News of 1940, presented on NBC-Red weekly for Maxwell House Coffee.
WLW carries both of these programs. Material for the new series is supplied by Benton & Bowles, New York, agency for General Foods, and consists of human interest items and thumbnail sketches of the leading stars presented by the company.

Mars Shift

MARS Candy Co., Chicago, sponsors of Dr. I. Q., heard Mondays, 8-8:30 p.m. on the NBC-Red network, has leased Madison Square Garden, New York, for the evening of Aug. 16 to present a preview performance of the show to 20,000 dealers. More than 20 announcers will assist Lew Valentine, who portrays the title role. A Roxy chorus of 24 girls, Bennie Fields, Estelle Taylor and other acts have been hired as added features. The show will be aired for a half-hour over WJZ, 8:30-9 p.m. Dr. I. Q. enters the Palace Theatre, New York, for an indefinite run starting Aug. 19. Grant Adv. Agency, Chicago, handles the Mars account.

Texas Clock

AUTHOR of a new "Radio Schedule Clock" appearing morning and evening in the Fort Worth Star-Telegram is Harold V. Hough, general manager of WBAP-KGKO, Fort Worth. The new radio department, three columns by 13¾ inches, lists programs on an 18-hour basis of KGKO, WFAA and WRR, Dallas, KWFT, Wichita Falls; KFJZ, WBAP, Fort Worth.

NBC-RED has issued in folder form a reprint of its advertisement, which appeared in the June 26 BUSINESS AND INDUSTRY, explaining how the new WEAF transmitter utilizes the salt water in Long Island Sound for greater signal efficiency. Titled "WEAF’s Waves take to the waves", the folder has a hole in the cover revealing the X marking the site of the transmitter on a aerial map of Fort Washington.

TRAVELERS passing through the Michigan Central station in Detroit are made WJR-conscious by this notice, reproduction of the transmitter and tower, installed in the waiting room. Every detail is carried out, even to trees and statuary. A five-foot tree from, the depot is an enormous WJR neon sign, a counterpart of the one which faces the Detroit Airport.

Camera for Quarter

Flit Serial Offer is Carried
On 40 Stations

IN A JOINT merchandising project trying in commercials for Flit with the script of the Meet Miss Julia series, Stanco Inc., New York, is offering listeners a Univex Camera in return for 20c and a tag or sales slip from any size can of Flit. The offer, running from Aug. 1-15, is announced before and after the quarter-hour five-week program, and is featured in the script by "Miss Julia" telling what fine pictures she has taken of Paul and Ellen’s baby with the camera.

According to McCann-Erickson, New York, handling the account, the offer is being made on 36 stations, as follows: WGST WBAL WAPI WNAC WLS WLW WIS WXPA KLZ WHO WJR WNI WITC KPRC KBK KFRC WREC WIOD KKST WSM WWL WON WOK WMG WMM WHAM WGN WPTF WHAM WGBI KWK KTUL; also on four stations, WGA KCAU KSFO KYV, which broadcast the The Career of Alice Blair serial for Flit.

Page 60  August 15, 1940  BROADCASTING  Broadcast Advertising
**ADD $80,972,000 BUYING POWER**

TO YOUR CBS LIST for only $30 PER HOUR

- Eighty-one million dollars are being spent this year in Southern Colorado... spent by folks who tune first to KVOR, top-ranking station in the rich Pikes Peak region. For only $50 per evening hour, less earned discounts, you can claim your share of this appropriation for good living by adding KVOR to your CBS Mountain Group network. Cash in on the proven buying power of Southern Colorado* through the proven popularity of KVOR! Penetrate from within!

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**KVOR COLORADO SPRINGS**

CBS Station for Southern Colorado

The Oklahoma Publishing Co. * The Oklahoman and Times
The Farmer-Stockman * WKY, Oklahoma City * KLZ, Denver
(Affiliated Management) Represented by The Katz Agency, Inc.

1000 WATTS FULL TIME

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**BROCHURES**

WAHC, New York—"Buying Audiences and WABC" a folder describing local shows that sell as well as entertain.

NBC—Brochure describing NBC's International Division, with a front-cover world map, photographic illustrations, and quotes from foreign listeners.

WCOU, Lewiston, Me.—Market data brochure, with station statistics and personnel pictures.

NBC—Two-page folder announcing It Looks From Here, a new series of talks to America's women about domestic problems brewing from the war by Margaret Culkin Banning, Thursdays, 2:30 p.m. (EDST) on NBC Blue.

WCCO, Minneapolis—Brochure, "On Going Native in the Northwest", reviewing WCCO programs of particular interest to Northwest listeners.

WJBC, Bloomington, Ill.—Miniature stand-up sales presentation.

WIP, Philadelphia—A pocket-sized booklet, "The Path of the Pioneer."

WCAU, Philadelphia—A 12-page study, "Coverage-Listeners".

WHBO, Memphis—Four-page folder, "Candid Dates—A Straw Vote That Ain't Hay."

NBC—Folder describing 10 programs in This Our America series on Blue network.

KFBI, Wichita—Four-page folder of "Grandpa's flannel" and coverage map titled, Speaking of Coverage.

WSYR, Syracuse—Photographed booklet showing merchandising and promotion facilities provided by service department.

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**Survey of Buying Power, April, 1940, Sales Management**
FOREIGN-BORN citizens of the United States are interviewed on The American Way, a new quarter-hour patriotic program carried weekly on WROK, Rockford, Ill. Paul Wilson, circuit court clerk, interviews people who compare life and opportunities in their native countries with advantages of living in America. Gray Gordon's recording of "I Am an American" is theme music. The show is produced by John Dixon, WROK program director.

* * *

For Good Turns

HONORING humanitarian whose kind deeds have resulted in local or widespread good, a new CBS series, A Friend in Need, each day dramatizes one good deed whose doer is awarded a specially designed CBS medal. Program, broadcast: 3:45-4:45 p.m. Mondays through Fridays, features Richard Maxwell, tenor-philosopher, who invites his listeners to nominate friends in need.

* * *

Midget Story Hour

ORIGIANL basic story ideas submitted for use on the Midget Story Hour, weekly drama on KIOD, El Paso, produced by Larry A. Harris, local author, entitle the donors to a $20 award. Program is sponsored by a group of local merchants.

"I Heard About Critic Feeds Over WMBD... Went into Town and Got A Fine Deal"

To assure strong, quality coverage of the rich, productive farms in the "Peoria area," put your message on WMBD. These farms balance almost 50-50 with heavy, year-round industrial pays. Thus, the story of your product reaches 605,646 listeners who spend an average of $491 annually per capita. Here is the IDEAL place to test ANY radio selling campaign EFFECTIY.

Page 62 • August 15, 1940
**Singing the Call**

WPEN, Philadelphia, will have its call letters sung on the station breaks when it takes to the air from its new studios in October. The Toppers, a local song quartet, have been commissioned by WPEN to make a series of transcriptions singing jingles in rhythm incorporating the station's call letters.

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**Strictly Personal**

**Brothers Insist on Handling Own Commercials**

WILF BROTHERS, operating three rug stores in Philadelphia, in renewing daily 8:45-9:00 broadcast on WFIL, Philadelphia, will again have the sponsor personally participating in the program. While Royal Plant, staff announcer, handles the regular news bulletins, the two commercials are personally delivered by Alexander Wilf, head of the store company, who stops daily at the studio on his way to his office.

Since one of the brothers is at each store to meet and greet each patron, the Wils have insisted that this personal touch be carried over to the air. None but themselves make the first personal impression upon a prospective customer, even if it's by remote control.

That distinction is also carried over in the store advertising, the similarity of the family firm name to the station call letters emphasizing the fact that "In radio it's WFIL—in rugs it's WILF." Philip Klein Agency, Philadelphia, handles the account.

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**WFBL**

**SYRACUSE**

**NOW!**

5000 Watts—Night! WFB's increased power from 1000 to 5000 watts nights makes your advertising dollar PULL, EVEN HARDER — gives you the greatest coverage of any station in the active Syracuse and Central New York market.

Write or wire for rates and time available.

**WFB**

SYRACUSE, N. Y.

or Free & Peters, Inc.

National Representatives

---

**WNEW**

**DELIVERS!**

It's today's hottest radio buy!

1. ONE-THIRD THE COST of any New York network station.

2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.)

3. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.)

4. RADIO'S OUTSTANDING PROGRAMS. (“Make Believe Ballroom” with Martin Block, “Milkmam’s Matinee” with Stan Shaw. And many others.)

5. LOCAL ADVERTISERS know WNEW moves most goods—fastest.

6. MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

Nationally Represented by John Blair & Company

August 15, 1940 • Page 63
When the President Broadcasts

(Continued from page 49)

recent trip the President made a broadcast from Oklahoma City. As things run, it's just as much a problem to break down all the equipment and get it back on the train before it pulls out as it is to get from the train to the speaking point. This time the escort got mixed up and left with the Presidential party, leaving CBS' Charley Daly and Clyde Hunt aboard a truck loaded to the top with broadcasting equipment and stranded in the middle of a crowd blocks long.

Carl to the Rescue

If Carleton Smith, of NBC, hadn't kept up a constant chatter of "They'll be here in just a minute" and managed to hold the train for 40 minutes, the CBS pair would have been left behind. Another time, in Omaha, when transport was jammed for the return to the train, an escort took the radio truck up and down curbs right along the sidewalk until it got into a less congested section.

For a real tough schedule of broadcasts a network may send along a pair of engineers, alternately sending one on ahead in order to allow plenty of time to set up equipment. One of the extra little duties devolving on the belabored engineer is setting up and knocking down the Presidential speaking stand. Both CBS and NBC have one of these collapsible stands—when you see it in the newsreels it appears to be solid as a tree trunk. Complete with reading lights and manuscript board, the stand knocks down into several pieces which are packed for shipment in canvas covers. Toting this extra 100 pounds or so is alternately shared by the NBC and CBS crews.

The engineer, of course, is responsible for keeping his equipment in running order for use at the drop of a hat. On a long trip he may have to run periodic tests to guard against the possibility of train vibrations shaking loose a connection or breaking a filament. One reason the equipment is carried in a compartment rather than the baggage car is to give it a more shockless ride.

The network boys, like the newspaper corps, go with the President on all his trips. If he goes out to San Diego or to Charleston and there boards a ship for a cruise, they follow him right up to the gangplank and then meet him perhaps a week or so later when he disembarks. This special attention is just a matter of being there in case something should happen, although broadcasts generally are worked out on a definite schedule. The same holds true for Warm Springs and Hyde Park trips. There may be a broadcast or two, but when the President relaxes, the radio and press boys can relax too.

Mr. Smith Goes Down

Sometimes this relaxation is a pipe dream. Witness a busy 1938 fortnight of Carleton Smith, NBC's presidential announcer. On one of the President's transcontinental jaunts that year, Announcer Smith saw him aboard a cruiser at San Diego, then immediately hopped back to Washington for a week. Meantime the President was heading for Panama. Smith then flew to Panama, handled a Presidential broadcast there, and proceeded by air to Bogota and Barranquilla in Colombia. Subsequently he flew to Miami and boarded a train for Atlanta. He arrived there at 3 a.m., just three hours before the Presidential Special pulled out for Washington—with two broadcasts en route. The Panama broadcast was on a Saturday morning. The train left Atlanta the following Thursday morning. The whole 8,000-mile trip, with its schedule running like clockwork, was a continuous scramble for plane and train connections, but there was only a three-hour lag at the end.

Back in 1936 the NBC boys had another busy trip when they accompanied the President and a United States delegation to Buenos Aires to the Pan-American Peace Conference. Although they had several days to make all their broadcasts, pronunciation testing had to put in 19 and 20-hour days cutting through red tape. The South American officials were nice in helping, but authorities had to clear through so many of them that the boys were fairly run ragged getting all their credentials and clearances.

One for All

Several times each year the President speaks at commencements, dedications or community events in various parts of the country, sometimes near and sometimes far from Washington. Often these addresses are of local more than national interest. The networks decided whether or not to send their regulars. The White House, of course, had to clear may cooperate in a single pickup, splitting line charges and with a single announcer-engineer team handling the pickup. This may be done from Warm Springs or Hyde Park or from some other point where a single origination can do the job for all. In other cases, where no MBS affiliate is available and where both CBS and NBC are picking up a Presidential speech individually, MBS may carry the program out of one of their New York control boards.

THE ATLANTIC OCEAN ISN'T BUYING

WMBG doesn't offer any listeners in the Atlantic Ocean. In the first place they're not prospects. What WMBG offers is the Red Network audience in Richmond and tributary area. WMBG offers a minute night-time spot for $15.00 . . . a saving of $20.00 over the other leading station's price of $35.00—other savings in proportion.

If you are interested in equal density of coverage in the Richmond area through America's favorite network—the Red—and paying 233% less—get the WMBG story. WMBG—NBC Red Outlet—Richmond, Va. National Representative, John Blair Company.
Arbitrators Rule On Chicago Scale
Contract Held to Determine Fees for Commercials

AFTER TWO MONTH'S deliberation on the questions of basic payment for announcers, actors and singers on the local staffs of the Chicago divisions of NBC, CBS and WGN, the American Arbitration Tribunal, has announced its ruling. Composed of three persons chosen jointly by representatives of AFRA, WMAQ, WBBM, WGN and the American Federation of Radio Artists, the tribunal handed down decisions in favor of AFRA's demands. Among the stations insofar as payment of announcers is concerned and a compromise in regard to the other categories.

During the hearings held in New York early in May, AFRA requested that announcements for commercial announcement and in any commercial announcement regardless of the fact that the majority of them were on regular salary as staff announcers with specified duties which included commercial announcing. The stations disagreed with this stand. Highly instrumental in the final decision, it is believed, was the testimony of Jack Scott, partner of Schimmer & Scott, Chicago advertising agency, who pointed out what ill effects AFRA's demands would have on clients, agencies and the industry in general.

Depends on Contracts

In this regard, the decision handed down by the tribunal reads: "Where station announcers are used for commercial programs, the rates stipulated herein shall apply only so far as consistent with the general contract of employment, which shall govern the question whether their salaries covered all or part of the services required on such programs, and, if not, whether upon receipt of the special fees specified herein any deduction shall be made from their regular salaries for the time so paid." The general contract of employment mentioned above applies either to written or verbal contracts, in most cases, depending on past performance of duties.

The rates for rehearsals are also those laid down in the code.

The minimum rates for basic periods of 15 minutes or less are as follows: For actors, including actors on dramatic commercials and announcers—$9. For singers, Classes 1 & 2 in groups of five or more voices, $6; Class 3, in groups of two to four voices, $9; Class 4, soloists, $20.

In every case the minimum rates for half-hour periods are four-thirds and five-thirds respectively of the 15-minute rate, and the minimum rates for rebroadcasts are half the corresponding broadcast rates.

According to the code, which is in effect until and including Feb. 12, 1941, the decisions apply to "local commercial broadcasts produced in Chicago at the major stations of the companies party to the arbitration." To all practical purposes, however, it applies to all local programs broadcast on these stations.

NEARLY 3,000 persons jammed the municipal auditorium of Sherman, Tex., for the formal dedication of KRRV's new transmitter plant and twin 200-foot towers, located between Sherman and Denison and placed in operation as the station changed from local to regional status. It now operates with 1,000 watts fulltime on 810 kc. Orvin Franklin, KRRV program director, was m.c. at Sherman, and Frank Keegan, manager of the Denison station, was m.c. at the celebration there. Manager L. L. Hendrick and News Editor Ted Bonar of the Sherman Democrat presented a skit narrating the history of the station.

Cuba Joins 'School'

CUBA has notified CBS of its intention to participate in the American School of the Air this fall, when the scope of the educational series is extended to include the entire western hemisphere [Broadcasting, Aug. 1], making 18 American countries which will broadcast the programs over their own networks, in addition to the United States, Alaska and Hawaii, CBS will furnish scripts in Spanish for most Latin American countries and in Portuguese for Brazil. Cuba will shortwave the programs southward in addition to broadcasting them over its own stations, according to Secretary of Education Roberto Montano. A demonstration of the program, broadcast in Spanish from CNQ, Havana, was put on for the Inter-American Conference on July 28, by Sterling Fisher, CBS director of Education, in Havana to aid in the CBS coverage of the conference. Following the demonstration, L. S. Rowe, director-general of the Pan American Union; Senor Montano and Mr. Fisher were to address the delegates.

WHEC

ROCHESTER

FIRST in PHILLY
C. E. HOOPER SURVEYS

audiences of Phila. Network stations
9:30-9:45 A.M. Mon. thru Fri.—4 Mo. Avg.
WFL 19.9%
WCAU 17.0%
KYW 8.5%
\( \% \) stations identifying station and program
First with 46 other programs

For LOWER COST Circulation
BUY WFL

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URBAN SET SURVEY READY IN AUTUMN

IN ITS first meeting of the new fiscal year, the NAB executive committee in San Francisco Aug. 7 authorized publication of an urban radio set ownership survey, material for which has been gathered by NBC and CBS as a joint industry venture. The committee, upon recommendation of the Engineering Committee, approved suggested qualifications for radio servicemen's organizations as a basis for cooperation between member stations and servicemen to assure proper servicing of sets and encourage listeners to keep receivers in good order.

The urban survey, prepared by the networks at a substantial cost, will be published by NAB as an industry project in line with recently inaugurated policy. Paul F. Peter, NAB research director, will supervise the production, with release expected this fall.

In recommending to the executive committee that the service's cooperative plan be approved, John V. L. Hogan, chairman of the engineering committee, said he believed it presented a sound basis under which cooperation can be arrived at by a station and local radio repair concerns.

PROGRAM OF ADVERTISING NEWS

Farnsworth-Norge Dealer Sponsors Series Built
Around Material in Newspaper Ads

THE POWER of advertising as the exclusive subject of a radio program is the unique angle of the five times weekly Good News in Advertising series, which started Aug. 1 on WMCA, New York, under sponsorship of Warren Norge Co., New York, which places the series direct for its Farnsworth radio receivers and Norge refrigerators.

Although critics and listeners have commented on the fact that the “news in advertising” digest is following in the footsteps of PM, New York's newspaper which carries no advertisements but features a “Di- gest of Advertising,” Radio Events, New York, which is servicing the program, thinks the new program is a logical development of the Woman's Home Companion shopping broadcasts and those sponsored by Clue, Peabody Co. for its Sanforizing process. It differs from these latter programs, however, in that it gives every New York newspaper credit for the ads discussed.

Get Advance Proofs

The program is heard at 6 p.m. Mondays through Fridays with the aim of surveying ads appearing in the city's afternoon papers and those scheduled for the following morning. Nearly 75% of the metropolitan department stores send in advance proofs of their next day's ads to Radio Events, which compiles them to present the representative buys of every advertiser and mentions every newspaper in the area at least once. Since the material then goes to the continuity department of WMCA and in turn to Ken Farnsworth, new to radio, who has given great care in presenting the script on the program. The name of the paper, the advertisement, and the prices are all given. Mr. Farnsworth has no connection with the sponsor, despite his name.

Farnsworth, who states that “all he knows is what he reads in the advertising industry, it’s advertising copy to ‘good-will’ if the result that the Warren Norge Co. can put less pressure on its own advertising and more upon the advertising of dealers in that more than 75% of the stores sending in material carry either Farnsworth or Norge products. Tie-ups are currently being negotiated for a mutual-publication campaign around the Good News in Advertising program.

Credited in Listings

According to Joseph Koebler, president of Radio Events, “under normal circumstances the words ‘News in Advertising’ would not find a listing in any New York newspaper. However, with one exception, all New York papers are carrying the program in their listings. Most newspaper department store advertising managers receive advance copies of the broadcast to check the amount of credits their stores are receiving and see that they are getting the best mention on the air.”

Sponsor believes that interest in the program will continue to grow on the part of both newspaper and department stores which are notably newspaper advertisers, to see whether radio can really do a selling job for this type of advertiser.

J & J Starts Spots

JOHNSON & JOHNSON, New Brunswick, N. J., on Aug. 12 began a coast-to-coast spot campaign of station-break announcements on 65 stations six times weekly in the interest of Tek toothbrushes. Ferry, Hanly, New York, handles the account.

Sponsored over KYSM, Mankato, Minn., Sunshine Disinfectant, for the last two years by the Hubbard Milling Co. on Aug. 11 expanded to include KIDC, Rochester. The two-station hookup will be in effect for the Saturday programs only when the show originates from towns surrounding Mankato and Rochester.

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1
You buy 3 favorites in this package
WRAL - WGTU - WFTC
are 3 to 1 for listeners ... and
LISTENERS MEAN RESULTS!
Contact: OIL MURRAY, Gen'l. Mgr. W. R. A. L., Raleigh, N.C., or Sears and Ayer, NEW YORK, CHICAGO.

Annual Contracts For Spot Advised

A TREND toward full-year spot contracts on the part of important national advertisers is disclosed by Joseph J. Weed, president of the representative firm bearing his name, which does the evaluation of spot radio in national campaigns as definitely soaking’. Prominent current-year advertisers are listed by Lever Bros., Procter & Gamble, Standard Oil of New Jersey, Georgia Products, American Home Products, Carter's Medicines and Arrid. Even through four-season contracts may not yet be termed a major trend, they certainly represent an important, attention-getting development.

"Credit in cultivating the long-term contracts is due to alert station operators who gauged the sales presentations to include factors especially advantageous to the 52-week spot advertisers.

"And it was through experience with renewed short-term contracts that stations realized the need for contracting advertisers that spot radio was not a mere ‘fill- in’ medium to be used to support network publications campaigns. The stations couldn’t ignore the high mortality of the short-term contracts made the situation especially noticeable was that, regardless of how successful the spot contracts proved to be, it was certain in a majority of instances that advertisers would run out their time contracts after the specified 13 to 39 weeks.

"No single group of stations got together in conquering this situation; rather, it seems that the same idea struck a great many operators at the same time. And these men went after long-term contracts on the basis that spot radio is a form of advertising sufficient to stand on its feet. Their idea was to rearrange the discount structure so as to make it advantageous and attractive to the spot advertiser to stay on the air 52 weeks a year. Apparently the move is having its effect because there are more full-year advertisers on the air now than at any time in our history.

FRANK JENKINS and Ernest R. Gilstrap, chief stockholders of Southern Ontario Publishing Co., which controls KRNR, Roseburg, are principals in an application to the FCC for new construction and operation on 1510 kc. in Klamath Falls.

WFXJ
"The Voice of Nashville	
TENNESSEE

OFFERS YOU a real audience through proven station personality in a city of steady prosperity.

HEDLEY-REED CO., NATIONAL REPRESENTATIVE
Listenrs Found
Buyers of Goods
Promoted on Air
Survey of Winchell Audience
Shows Purchasing Habits
DEFINITE proof that radio listeners buy the products they hear advertised on the air and that the more they listen, the more they buy, was advanced by National Research, the publica-
tion of the results of a telephone survey made the week of Feb. 11, 1940 by C. E. Hooper, research organization, to test the sales effectiveness of Walter Winchell’s broadcasts for Jergens Lotion.
So close was the connection between users of the product and listeners to the program that the percentage of users among the regular listeners was five times as great as among the non-listeners.

The study specifically set out to measure the impact on listeners of Jergens Journal, at that time carried on 47 Blue Network stations, Sundays from 9 to 9:15 p.m. For the network, Hooper agents made 3,021 telephone calls in 17 cities and asked four questions. One query asked if there were any Jergens Lotion in the home; the others aimed to discover the frequency and time of listening.

The survey identified listeners and non-listeners by a double-check. The February answers to queries about the program were weighed against a survey made during the period from May to July, 1939. More than 3,021 homes in the 17 cities had been phoned at the earlier period while a Jergens Journal broadcast was in progress, and asked if they were listening to the program.

When the homes were called again in February, the people who said they were listening both times were termed “verified listeners.” Those who said they were listening neither time were classed as “verified non-listeners.” Those who were listening only once were chalked out as unverified and excluded from the survey.

On this basis, “verified listeners” tallied to 606, “verified non-listeners” to 244, a total of 1,101 verified persons on whose answers alone the report is based.

Within the verified group, frequency of listening and purchase of Jergens Lotion was seen to hang in hand in hand. Of the listeners, regular and irregular, 40.5% had the product in their homes; in the non-listening group, a percentage only one-fourth this size had the lotion.

Users and Listeners
The following table, showing the user-listener interrelation, was established.

10.8% of the non-listeners use Jergens Lotion.
19.8% of those who listen once a month use Jergens Lotion.
30.2% of those who listen to 2 or 3 programs a month use Jergens Lotion.
51.2% of those who listen to 4 programs a month use Jergens Lotion.

According to the table, among the fairly regular listeners there was a percentage of users three times as great as among the non-

CAT TALE

Paul Corbin, production manager of KXIM, Eureka, Cal., spent a nervous quarter-
hour inside the lion’s cage at the Hildebrand United Shows and Circus recently for a special event broadcast. In the cage were seven lions, a puma and a leopard. Corbin gave the air audience a descrip-
tion of the tamer as the tamer put the cats through their stunt.

WHEN Washington’s Gov. Martin broke a 28-year precedent and let the State Penitentiary baseball team out for a local Red Cross benefit game, KUJ, Walla Walla, came through with extensive pre-game promotion and full coverage of the actual contest.

The 22-piece penitentiary band was an added attraction at the game, and several days before the event KUJ sent portable recording equipment to the institution, transcribed a half-hour of the inmate’s music and then broadcast the tunes through weekly pre-game publicity. In addition to gate receipts, all revenue from sponsorship of the game broadcast was turned into the Red Cross fund. After the game KUJ presented prison officials a transcrip-
tion of part of the 14-inning broadcast to be played for inmates participating in the game.

KGBX IS MIGHTY PROUD OF ITS
NEW POWER, TOO!
- 10,000 watts, day and night!
- Power equal to that of any Missouri NBC outlet!
- Dominating the four-state Ozark Market . . .
- 1,231,110 homes and 284,900 radio homes!
- Offering programs from two networks, both NBC Red and Blue!

AT NO INCREASE IN RATES, you can take advantage of this increased coverage in Missouri, Arkansas, Oklahoma and Kansas.

CHOICE SPOTS adjacent to NBC features are available . . . every one a PRODUCTIVE BUY. Wire or write at once for rates, available information.

KGBX
Springfield 1129 Kilocycles Ralph Foster Red
Missouri 5000 Watts Gen. Manager
Flats, 360 N. Mich. Chicago

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Chairsman Fly on Radio's Future

(Continued from page 17)

Treasure Island I could not but ponder upon the significance of that plaque. To the broadcasting industry, it was the message—the desired message—well done.

But there were groups in this plaque the images of such men as Lincoln, Washington, Jefferson, Henry, Franklin. Theirs was the struggle to create in the first instance, to secure and finally to defend our democratic institutions.

A Basic Right

To me, in a deep emotional sense, freedom of speech is a basic right. But sitting there I began to wonder if the fathers were deeply concerned with my own interest in speaking my mind or in forwarding my own special purpose or in your own selfish interest in getting somebody told. If that be true, then freedom of speech was well nigh illusory and devoid of useful function. With what then were they really concerned? What is the substance of freedom of speech—what is the basic interest protected?

Let us again turn to the plaque. Whitman's words are significant. His concern was not in free tongues for the sake of the tongues, but in habeas verba, "safety for these States." "I say there can be no safety for these States without free tongues." To him as with us today free tongues were essential not merely as a part of our democratic customs and conveniences but rather as an actual instrument for the preservation of our democracy.

Every one of these great statesmen aided in creating, securing, or preserving the Bill of Rights, including freedom of speech. The principle of self-government was at stake. The capacity of a people to govern itself was being tested. Democratic institutions were in the crucible. These men like Whitman were concerned with the safety of the States and the permanence of the democratic form of government they symbolized.

Education—the diffusion of knowledge and information—has long been deemed essential to the American scheme of things. No people without adequate knowledge of the true facts involved are capable of intelligent self-government. The American people properly informed are best capable of self-government. Washington himself, in his Farewell Address, emphasized the need to promote—as an object of primary importance, institutions for the general diffusion of knowledge. The role of facts and knowledge in enabling a democracy to attain the heights of which it is capable can never be over-emphasized.

Getting the Facts

In that light, freedom of speech begins to take on substantial meaning—as an instrument dedicated to the service of a free people. Let us again turn to the plaque—this symbol of the broadcasting industry as an instrument of freedom. In Whitman's words there is a further requisite for the safety of our system of Government, that is, listeners who were ready, able and willing to hear. Whitman's dream has now come true—the radio at last has provided the great audience. And so, appropriately it will serve as the guardian of our institutions.

It must be borne in mind that, however much the individual has personally enjoyed his freedom of speech, there were always serious limitations. How many people could he reach by speech—how many by leaflets—over what distances—through what machinery—and at whose expense? Whatever the mental relief he may have enjoyed there were various limitations in the means of achieving his own purposes as an individual. But there has always been the important need of the democratization to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented.

Free Discussion

This means of course that where vehicles of public discussion are under private control there must be balanced and two sided—not biased or one sided presentations. The Supreme Court recently said:

"Freedom of discussion if it would fulfill its historic function in this nation, must embrace all issues about which information is needed or appropriate to enable the members of society to cope with the exigencies of their period."

Those who won our independence had faith in the power of free and fearless reasoning and communication of ideas to discover and spread political and economic truth. Noxious doctrines in those fields may be refuted and their evil averted by the courageous exercise of the right of free discussion.

Fair Reporting

The handicap of the individual is still grave. Radio is a limited facility. Only the few may talk. The millions will listen. But there again we are driven back to the paramount concern of the broadcaster—his duty to the public. Since he cannot supply to all individuals the right to speak, he must render his service to the public and to the democracy by according public the overwhelming benefit which can come from free discussion and full exposition. Neither Washington nor Henry nor Jefferson could be other than happy at the creation and use of such an important public facility for the propagandization of our democratic institutions.

It must follow that the broadcaster owes to the public whose facility he occupies, and to the democracy he is bound to preserve, the inexpressible duty of full and fair reporting, balanced treatment, and honest and impartial comment on all facts and information of public concern; and adequate coverage on all public issues by two sided discussions and equality of facility and representation.

Recalls Lincoln Phrase

The responsibility for this service rests with the licensee. It is inconceivable that control of the radio as an instrument of freedom should be delegated to any special interest with the liberty to control news, information and comment services. So soon as this service is rendered on behalf of a special interest or political party the radio ceases its most important function in the public interest.

This world too knows, and will long remember, outstanding instances where the instruments of free speech have been utilized by particular individuals and special

There is a Market

Where the State's Largest Industry
Will be Expanded

60%
It's Served By

WCS
CHARLESTON, S. C.
Free & Peters, Inc.
Representatives

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BROADCASTING • Broadcast Advertising
Recognition

AN INNOVATION in Government publicity appeared on a recent War Department release, issued to the press and radio in Washington. In addition to the regular newspaper release date included as a matter of course on all publicity handouts, a separate release date for radio was included, i.e., "For release in the a.m. papers of Tuesday, July 30, 1940. For release by radio commentators after 6 p.m. Monday, July 29, 1940."

ON CHARLIE'S roost perches a new occupant, Hal Thompson of the WFAA special events staff. Hal chose this method of getting an authentic McCarthy atmosphere into an interview with Edgar Bergen when the Chase & Sanborn ventriloquist landed his new plane enroute from Dallas to the Coast.

groups to serve their own individual purposes. The radio not merely follows the trend in government but it too often implements those trends. Where the radio has fallen as the voice of the people self-government has disappeared.

Broadcasting is all the more important in places where the other source of public information and opinion has on occasion utilized its basic freedom to promote its own or other special interests and causes. In the press we have long respected the traditional role of the editorial, however much we might deplore it in the radio. Yet one cannot but view with concern the instances where "news" is handled in such a manner as to give the public what the newspaper owner, in the light of his interest, wants the public to receive. "News" can be colored. Headlines can be slanted. Spacing can be contracted or expanded; emphasis supplied or extracted by artful placing; important events or responsible views can be overlooked, yet John Doe can send a telegram and become a national character overnight. All this may appear momentarily to be good business; but it would not be democracy. It would overlook the real function of our basic freedom; and we should have an instrument of freedom devouring itself and the democratic structure which nourished it.

"I Come to Praise Caesar . . ."

Let me not be deemed to criticize the American system of broadcasting. I am here to praise it. These are trying times and I have thought it beneficial frankly to discuss the great principle. Frankness is essential in these discussions, and those which I hope will follow on other problems of mutual concern. You will know that I am proud to observe the great public service rendered by the broadcasters in the midst of a tremendous conflict.

Their general international and commenting service have been of a high order. News has been searched out and brought to us from the four corners of the earth. The networks have rendered par-
ticularly valuable public service in this regard. And so have the many broadcasters moved across a vast field of public service with creditable results. I face the future with confidence in radio and believing in it as a great and permanent institution. There can be no real fear that, conscious of your great privilege and its attendant responsibility, you would ever let the torch fall.

Need I add gentlemen, as domestic issues compete with foreign events, that I am not asking for special favors. It is basic in this speech that I oppose and shall always oppose special favors in the conduct of radio broadcasting.

No Federal Pressure

It is of greatest importance that neither I nor any other Governmental official or group of officials shall endeavor to bend radio to our own special causes. That is fully as important as that radio shall not bend under the yoke of other special interests. Yours is the discretion to be exercised in the conduct of the station, which after all is constantly under the effective scrutiny of the listening public. No Government official or group can or should undertake to substitute its judgment for your own. Your decisions are many—your problems difficult. But they are yours, not mine. Such is the American system of broadcasting as it rounds into its third decade of public service.

Radio is a tremendous achievement. Its future is one of continually greater strength in the affairs of mankind and in the service of the people. These are troublesome days for all of us. But radio is not and must not be imperiled. To radio, time is endless.

Wars may come and nations may go. Tomorrow's political campaigns will pass into yesterday, as brief events in the life of a free people. The years like great black oxen will thunder down the trail of unending time. But, as the great bulwark of our great democratic institutions, radio must stand—till kingdom come.

MAJ. EDWARD BOWES, impresario of the CBS Amateur Hour sponsored by Chrysler Corp., has enlisted in the U. S. Coast Guard Reserve. And his 8-foot yacht Eddow has joined Flotilla No. 6 of the Coast Guard Reserve Fleet. The yacht, powered with twin 300-horsepower engines and capable of 25 knots maximum speed, is subject to call for special duty at any time.
**Studio Notes**

**NETWORK RATE** for station WSB, Atlanta, NBC-Red affiliate, will be raised, effective Sept. 1, from $800 to $1,000 per evening hour, William S. Hege, NBC vice-president in charge of stations has announced. Increases follow the placing in operation of the station's new vertical radiator. Cut-in announcements will cost $53 at night, $75 by day, and $25 per evening hour. Mr. Hege also announced that on July 15, cut-ins for station KGBL, Billings, Mont., member of NBC's North Moun
tain group, available with either Red or Blue, became $100 at night, $140, and $175 sundar afternoon.

KSD, St. Louis, has issued its Rate Card No. 17, to become effective Sept. 1. It carries moderate increases, but current contracts will be protected against increases until their expiration.

KOA, Denver, during July enjoyed the largest volume of national spot and local business in its history, 17.4% ahead of July, 1939, and 89.1% over July five years ago, according to General Manager Lloyd E. Yoder. Contributing to the KOA in
crease are several news sponsors. Manager Yoder has a number of the policy of selling news this year for the first time in KOA's history.

WCAU, Philadelphia, on Aug. 12 started a newspaper campaign using institutional copy on radio itself to increase listening. The campaign calls for 700 lines to be used weekly in the Philadelphia Inquirer, as part of a time for news space, and a like number of lines in the Philadelphia Publica
tion, a cash outlay with the account handled by the Donavan-Armstrong Agency, Philadelphia.

NEWLYWEDS are Bob Carter, announcer of WMCA, New York, who handles the Sunday night Good Will Hour on NBC, and Agnes K. Hermaness, of Ashland, Ky., a former United Airlines steward
ess, They were married in New York July 30. The camera caught them at the Telephone Exhibit at the New York Fair, Carter, a World War flier, was formerly on the staff of WIP, Philadelphia.

WIS, Columbus, S. C., recently ob
tained the 10th anniversary of its Good Ship Treasure Chest feature, conducted since its start by the late Edwin W. Worth, and studios. Treasure Chest, now are performing with orchestras in Washington, New
York, and Chicago. During its 10 years the program has been spon
sored continuously by 10 local per
cents.

WEBZ, Muskegon, Mich., is rushing construction of its new auditorium to have it ready for use in the fall. The station, which is only the acoustically treated auditorium, will be the first of its kind in the area. WAAT, Clearfield, Utah, has announced the	three stations of the newly organized New Jersey State Network

WAB, Jersey City, has assigned Bob Kieve an special correspondent to cover the current war zones in the Northern New York area. WAB is carrying three five-minute programs daily from the area, in addition to Kieve's daily dispatches, along with the other three stations of the newly organized New Jersey State Network - WORE, Reading, WREX, Red Bank, and WCAM, Camden.

ZELLA DRAKE HARPER, who con
ducts the Woman's Radio Club on WBM, Terre Haute, Ind., has been holding an all-day program August 14 for her listeners at Washington's Crossing, Pa.

As PART of a national campaign to in
tegrate Americans on what is going on in Europe, has arranged for three broadcast
ings on CBS during which Edwin C. Hill, CBS news editor, will in
terview three leading executives on the role the U.S. has already assumed and its future plans. Colby Chester, chair
man of the board of General Foods Corp. and director of the NAM, will speak on the first program Aug. 15; Charles Hook, president of the Ameri
can Rolling Mill Co., speaks Aug. 29, and on Sept. 5, H. W. Pretis Jr., NAM president. Leon O'preview of Armstrong Cork Co. will be inter
terviewed.

A NEAR-TORNADO blew down the new 300-foot vertical radiator at CBS Montreal, but engineers under chief engineer W. R. A. Schaeffler hastily resorted the station on the air in 45 minutes by utilizing the antenna system of the former station.

Broadcast Advertising

**NEW**}

**MISSOUA CAPTURES A LOT OF CUSTOMERS IN MONTANA**

**TOTAL** of 86 artists have signed contracts with the recently organized WGN, Chicago, talent division, accord
ing to Noel Gerson, head of the depart
tment. The talent division, which is only one month old, taken over pro
fessional management of performers, looking for them for engagements under
terms of contracts signed. Included in the list of artists are 40 dramatic actors, 20 speakers and writers, 12 vocalists and seven announcers.

KPO-KGO, San Francisco, during June registered a 41% increase in rev

**WEED AND COMPANY**

**NEW YORK**

**DETROIT**

**CHICAGO**

**SAN FRANCISCO**

**RADIO STATION REPRESENTATIVES**

**BROADCASTING • Broadcast Advertising**

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But SELLING RADIO TIME demands
another kind of attention!

Selling your market and your station demands a distinct and specialized sort of attention. That's where BROADCASTING comes in. For BROADCASTING hits the nail on the head when it comes to winning and holding the attention of time-buyers. BROADCASTING is 100% Radio all the time ... nothing but Radio. It's fast and economical. It's tailor-made for you!

BROADCASTING BLANKETS TIME BUYERS!
they're Radio-Minded when they read BROADCASTING
Quaker State Network
To Carry Fels Program
QUAKER STATE NETWORK, a regional network in Pennsylvania keyed from WFIL, Philadelphia, will be utilized for non-commercial broadcasting for the first time by Fels Naptha Soap Co., when Golden Bar of Melody, sponsored by the radio and television operations of Melody, Inc., is heard over the network.

The expansion was handled directly by Roger W. Clipp, WFIL general manager, with Cyril G. Fox, sales and advertising manager for Fels Naptha Soap Co., who is in Philadelphia to take advantage of the cooperation facilities offered by the Quaker State Network in Pennsylvania's industrial area. Fels has added WGAL, Lancaster; WKHO, Harrisburg; WZTN, Allentown; WKMG, York; WSTX, Easton; WRAW, Reading; and WAZL, Hazelton. The contract covers 52 weeks, Monday, Wednesday and Friday, 10:15-11 a.m. The program started at WFIL on May 13 and is carried at the same time on WXEL in Philadelphia as a separate tie-up with WFIL for commercial and sustaining programs.

Mr. Clipp originally conceived the regional network to meet the requirements of the 1936 political campaign, and he has utilized it for political broadcasts. WFIL acts as the key station and sales agent.

Mr. Clipp serving as coordinator.

Atlantic Refining Plans
Six Yale Games on WOR
ATLANTIC REFINING Co., Philadelphia, in the interests of its gasoline and oil products will sponsor six Yale football games on WOR, Newark, for the fourth consecutive year. The company also will sponsor WOR's broadcasts of three other gridiron events. Announcer for the series of broadcasts has not yet been decided, according to N. L. Robinson, Atlantic's advertising agency. Bill Slater handled the microphone last year.


Food-Beverage Sponsor
To Return in Fall With Divorce Series on CBS
THE Food & Beverage Broadcasters Assn., through its agency, Brisacher, Davis & Staff, San Francisco, has announced it again will sponsor the radio drama "I Want a Divorce" this fall. Starting Oct. 5, on a nationwide CBS Saturday, 7-8 P.M. (EST) for 26 weeks. Last season I Want a Divorce was released on 72 NBC stations throughout the country.

Several weeks ago Food & Beverage Broadcasters Assn. stated that I Want a Divorce was to be replaced by Hollywood Holiday, a variety show, but with a movie of the same title starring Joan Blondell and Dick Powell soon to be released, the tie-in possibilities were too good to pass by, according to Mr. Brisacher.

The agency stated that a Hollywood feature name, not to be announced, will play the lead in the new series, with two guest stars weekly in the interest features. Lou Forben will again direct music with Van Fleming in charge of production.

Wait-Cahill Series
WAIT-CAHILL Co., Deceitul, Ill. (Green Mt. Cough Syrup), has placed direct a spot campaign on KQW, Springfield, Mo., KFVS, Cape Girardeau, Mo., WAGS, Jasper, Ind., WDC, Tuscola, Ill.; KWOC, Poplar Bluff, Mo.

Large colored posters of the American flag, with the simple sub-captions "For America" and "Give Us Our Rights" are being distributed by the Polish Broadcasting Bureau, Joseph F. Mikolajczak and WILAL, Niagara Falls, which is part of one of the largest Polish population areas in the country.

Chee tell me more about de rab-bets, Boss.

Well . . . some day we're going to have a Big Office. With a Big Storeroom. A place to keep the discs.

Sure, Lennie. You can stack the discs neatly, rabbet upon rabbet."

THAT WAS last year. And we did get a Big Office. With what seemed like a Big Storeroom. And it was something out of House Beautiful.

AND THEN, as always, we increased the size of our spot releases for the Library. And our neat huches turned to bulge a bit.

AND THEN, the SPOT-ADS for subscribers. One, Two and now Three series. (Series Three is for Furniture Stores, you know; they're called "Minute Fun Quizes," conducted by Harold Isbel—a new high in original, potential advertising.)

AND NOW our new Tax-free Library. Visitors come in, and we burrow for audition discs of the bright new Bets, the outstanding PD arrangements, originals, ad infinitum.

He looks at our year-old store-room and a wild look comes into his eyes. We begin soothingly: "Some day we're going to have a Big Storeroom. With lots of room for the rabbits." . . . (Boo-hoo! He'll never live to see the day. Not in this constantly and rapidly expanding business . . . You know how rabbits are?)

Rabbits: grooves.

Are Your Transcriptions
Up to Standards?

STANDARD Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD
FM Station
(Continued from page 36)

rod sticks up for a quarter-wave while a larger pipe, circling the neck of the original pipe, extends down for exactly the same distance. Total length of large pipe and rod equals a half-wave, or, for W2XOR, slightly more than 11 feet. Each coaxial antenna must be tailored to make the station's waves. The slender pipe is filled with nitrogen gas at 30 pounds pressure, preventing corrosion inside the pipe, increasing the efficiency of its insulation and acting as a gauge of any cracks in the pipe, as a drop in pressure would immediately show the engineer that something was wrong.

Program Problems
That, in essence, is the road traveled by a W2XOR signal from artist to antenna. The next question is what kind of programs the station is planning for FM transmission. According to Mr. Poppele, W2XOR will start by broadcasting the same programs as WOR in the main, except that it will broadcast MBS programs originating in New York but not heard on WOR. For example, while WOR carries the baseball games in the afternoon, musical programs are being sent to the network and these are also heard over W2XOR.

"FM programming has to develop gradually," he declared. "If we attempted to broadcast a complete program schedule for W2XOR only, the cost would be prohibitive. What we are doing is building an increasingly large number of high-fidelity musical programs and to broadcast from Studio One on both WOR and W2XOR. The new studio equipment, incidentally, has resulted in a noticeable improvement in the quality of WOR's transmission, although of course it lacks the wide-range clarity and freedom from noise of the FM system."

"After Jan. 1, W2XOR will have one daytime and one evening hour of its own programs, in accordance with FCC regulations. These programs will probably be musical, featuring the light orchestral and semi-classical tunes which best display the wide-range advantages of FM broadcast. As the audience increases and we learn more about the program possibilities and limitations of this new medium, we are definitely increasing the amount of exclusive FM programs. We shall gradually remodel and re-equipping all of our studios to meet FM requirements. Here again, however, the process will be gradual. As new a thing as FM is bound to have many improvements in a relatively short time and if we rebuilt all of our studios to the best of today's standards, we should probably find them all out of date in a couple of years. A program of gradual expansion seems to be far more practical, from both an engineering and a financial viewpoint."

Ken Robinson to Agency
KEN ROBINSON, since April, 1937, continuity editor of the NBC Central Division, resigned Aug. 12 to accept the post of program director of Neisler-Meyerhoff, Chicago agency. Nelson Shown continues as radio director of the agency with Mr. Robinson's duties comprising the editing, directing and in some cases, writing of programs produced and placed by the company. He is author of "Dan Harding's Wife" and "The Adventures of Dari-Dan", both of which have been heard over NBC. A graduate of Chicago Central School of Commerce where he majored in advertising, Robinson has been, in turn, circulation promotion manager of the Chicago American, news commentator for the Chicago Herald & Examiner, assistant continuity editor of NBC, Chicago, then attaining the position he held before his resignation.

Mr. Robinson, representing the agency, said, "The new station is a natural outlet for programs which are currently broadcast on the AM and FM networks, and we have already begun planning for the station's opening.

Agencies
PRESTON H. PUMPHREY, radio director of Warwick & Leeper, New York, has resigned, announcing no future plans. Although the agency has not officially named a successor, it is understood that Mr. Hahn, Mr. Pumpher's assistant since last fall, will take over the position.

JOE BIEGLOW, of the New York office of Cathay Thompson Co., left for California Aug. 2 to help write the Kraft-Vasey script, substituting for Carroll Carroll who is ill. Stan Quinn was shifted from the Coast to take Mr. Bieglow's place and work on his accounts.

V. M. WALLACE, formerly vice-president and director of Tracy-Douglass, has joined the New York office of Roy S. Durstine.

V. T. MERTZ, formerly advertising manager for American Distributors (distribution), has joined H. W. Kastor & Sons, Inc., Chicago, as account executive.

J. C. RIGGS, formerly assistant general sales manager of Hickey Products Co., has opened a New York division, has joined Erwin, Wasey & Co., Chicago, as account executive.

TOM DENTON, formerly account executive for WABC, Inc., Chicago advertising agency, has joined H. W. Kastor & Sons, same city, as account executive.

HELOA WERNBLAD, time and space buyer of Benson & Dall, Chicago advertising agency, has announced her marriage June 28 to Harry Wilke.


RAYETT ADV. AGENCY, New York, has been dissolved and Charles Robinson has formed Pobbe Adv. New York, in an executive capacity, handling his former accounts.


BILL MOORE, Hollywood programs supervisor of Wm. Eady & Co., will be in New York until Sept. 1, for conferences with home office executives on fall radio activities. During his absence, Helen Phillips and Bernice Dougall of the New York office, are in Hollywood supervising activities.

H. W. KASTOR & SONS, Chicago, has expanded its facilities to include executive offices on the 17th floor of the London Guarantee & Trust Building, 340 N. Michigan Ave. The firm also occupies the entire 12th floor of the same building.

DALE FISHEr, copywriter for Aubrey, Moore & Wheaton Inc., Chicago, has joined the Chicago copy staff of Young & Rubicam. He is the former principal of Dale Fish, Advertising. and was also a copywriter for Marshall Field & Co.

GIRARD ADV., Chicago, has opened a New York office in Rockefeller Center. John D. New, formerly in charge of the company's Dallas office, is manager and George Bell, previously with the Chicago office, production manager. Telephone number is Circle 5-4848.
Radio Advertising Corp.
And Gellatly Are Merged

Radio Advertising Corp., Philadelphia, and Gellatly Inc., New York, have merged to represent stations now on the lists of both companies. The program production department of Gellatly Inc. also will continue under the new name Radio Advertising Corp., New York; offices are at 9 East 40th St., with branches in Chicago, Cleveland, Detroit, St. Louis and San Francisco.

Officers of the new company are W. E. Gellatly, president; Walter I. Tenney, secretary-treasurer; L. J. Moore, vice-president.

Gannett Buys Paper

WITH the recent retirement of Joseph R. Brandy as publisher of the Ogdenburg (N.Y.) Advance-News, and his son Joseph R. Brandy Jr.'s inauguration of the new WSIB in Ogdenburg last April, it was announced that the Frank E. Gannett publishing interests have purchased that newspaper and suspended publication. The Sunday edition will be continued, and the Advance-News has been merged with the Gannett's Ogdenbury Journal, leaving one daily in the city. The Gannett Newspapers have no radio station in Ogdenbury but own, control or have part interest in WENY, Elmira; WHG, Rochester; WOKO-WABY, Albany; WHDL, Olean; N. Y.; WHTI, Hartford; WPAN, Danville, Ill. In each of these cities Gannett publishes a newspaper.

WIDE WORLD PHOTO
THE BEAUTIFUL Loretta Young, film star, on July 31 became the bride of Tom Lewis, manager of the Young & Rubicam radio department. They were married at Westwood, Cal., after a romance that began when she appeared on the air one of the radio programs Lewis was supervising. Miss Young is 27, Mr. Lewis 38.
Miller Reports to Convention

(Continued from page 24)

Miller report. He said he believed adoption of the code was a distinct step forward and that it had proved its value during the past year and will continue to grow in usefulness. Expressing gratitude to the Code Committee and Chairman Edgar Bill of WHBD, Beijing, he said it was particularly pleasing to mention that the American Trade Assn. execs bestowed a certificate of honorable mention on the NAB for the code, as a "achievement of instituting a system of self-regulation designed to make further Government regulation or control unnecessary, and which will serve and earn public confidence."

Consumer Movements

In public relations, Mr. Miller said the NAB had made great strides, working with educational, consumer, newspaper and other groups, bringing a marked change in the attitude of educators. The idea that education needed more time on the air has been abandoned, he said, because of the realization that education needs less time on the air, and more time in preparation and rehearsal. Pressures for legislation to set aside specific time for educational programs has therefore been eliminated, he said.

Discussing consumer movements, Mr. Miller declared advertising has been under attack from several angles. These attacks, he said, are premised on the allegation that advertising is wasteful and burdensome to the consumer and gives an undue advantage to large companies, fostering monopoly. They are not directed against abuses in the use of advertising but against advertising as a business tool.

Because this movement is viewed as a serious threat to radio and to all media, the NAB has participated in a counter movement to convince consumers, educators and public officials of the specific economic benefits and social improvements gained through advertising. NAB has taken an active part in the work of various committees and has been represented in every consumer relations conference during the last two years. Preparation now is under way for a program to demonstrate the contribution made by advertising to improve consumer service and lower consumer costs, he revealed.

Mr. Miller observed that much of the change toward friendliness in the attitude of newspapers to radio is attributable to the excellent manner in which radio has dealt with crisis and the ease by which newspaper war correspondents. This cooperation, he said, "constitutes a noteworthy chapter in this relationship."

FCC License Forms

In labor relations, he said the industry has operated without any major trouble and generally speaking, the relationship with organized labor is friendly. The average weekly pay check of $45.50 for radio is believed to be the highest in all industry. Labor, he declared, "is a friend of the American system of broadcasting."

The new FCC license forms (301 for standard broadcasting and 319 for FM) were interpreted by Mr. Miller as imposing an excessive burden upon applicants. Stating broadcasters are in sympathy with the Commission's desire to secure full information regarding qualifications of applications, he said, nevertheless that many questions can be modified to relieve applicants of considerable burden without unduly increasing the work of the Commission. He was hopeful that by cooperative effort, the excellent results obtained by the NAB in conferences with the FCC on the program log recommendations could be translated into action with the license forms. Adoption by both political parties of platform planks recognizing free radio, Mr. Miller said, would not only win a well-deserved recognition of the importance of radio but indicates that the leaders of Congress are well aware of radio's problems. It "encourages us," he said, "to believe that helpful legislation may be enacted in the not too distant future, giving to American radio by law the dignity and protection that has already been given by public opinion."
Conscription Talk Irks Communists
Party Asks Station Time for Reply to Bill's Sponsors

CHARGING that supporters of the pending Burke-Wadsworth conscription bill have received broadcasting time on New York radio by stations considerably out of proportion as compared with time given to opponents of the bill, the Communist Party of New York on Aug. 1 sent a letter to the directors of special events departments of all radio stations in Greater New York, requesting time for Israel Amter, chairman of the party, to express his views on the bill and to state why his party opposes it.

Reference to Code
Copies of the letter were sent to the FCC and the NAB, as well as to the presidents of CBS and NBC. In the letter, signed by Edward Morris, press representative for the party, it was stated that "the request for time is in conformity with the self-adopted code of the NAB, the principles of which call for the broadcasting of varying views on important issues." In view of the fact that the MBS has set up its American Forum of the Air on WOR, Newark, especially "for controversial issues of this type", that network will probably not assign time outside of the forum hour for such a discussion, although it would not confirm or deny this view. Neither NBC nor CBS would "comment" on the Communist letter nor would officials state whether a formal reply would be made to the request.

NBC has had a similar decision to make recently in connection with the conscription bill following a speech in favor of it broadcast July 29 by Grenville Clark, chairman of the National Emergency Committee of the Military Camps Assn. Hearing the talk, a spokesman for New Masses requested NBC to give it free time to express its views on the matter. NBC, feeling that it had given both sides of the issue considerable time on its networks and that the New Masses was not a magazine expertly qualified to give opinions on the subject, turned down the request.

INFRINGEMENT Suit
AN INFRINGEMENT of copyright suit has been filed in U. S. District Court at Los Angeles by Samuel J. Warshawsky against CBS, International Silver Co., Young & Rubicam and others. The voluminous complaint charges that in March, 1937, the defendants presented, without permission, on a CBS Silver Theatre broadcast, a sketch titled "For Us A Living", which the plaintiff alleged was plagiarized from his original story, "Our First Mrs. President". Warshawsky seeks an accounting and damages.

WWL to Disaster Scene
WWL, New Orleans, fulfilled its public service duties early in August by offering its facilities to aid storm-devastated areas in Louisiana, Mississippi, Florida and Texas. During the emergency the station broadcast bulletins, warnings and various special programs, including transcribed news-the-scene descriptions and interviews. Remote activities were handled by Jimmie Willson, WWL program manager, and Engineer Bob Lawton, who accompanied Rev. Percy A. Roy, S. J., president of Loyola U., to the disaster scene.

Gem Razor Test
AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y., on Aug. 5 started a month's test campaign for Gem Safety razors on WEEL Boston, using daily spot announcements to promote a special offer at varied times between 6:59 a.m. and 11 p.m., in addition to evening temperature reports and Sunday news bulletins. Through its dealers, the company is offering a special package for 59c containing the new Gem clog-pruf razor with five blades and a 50c tube of Barbasol, with "mystery shoppers" employed to purchase the packages and dollar awards for clerks selling them. The offer. Federal Ad. Agency, New York, the agency in charge, stated that more clerks could attend if the test proves successful.

Sauce on 27
LEA & PERRINS Inc., New York (Worcestershire sauce), on Sept. 29 will start a 26-week campaign of 100-word offers and chain breaks on Class A time in 27 markets. Schedule varies from two to six announcements weekly with majority being five and six weekly. Stations selected are WGST WBAI, WBBZ WBEN WGBN WHK WXYZ KRLD KLZ KTRH WFBM WJAX KMBC KHIJ WAVE WREC WSMB KOMA KOIL KALE WIOD KTSA KXAM KOL WVL.

One station in Philadelphia is yet to be chosen. Schwimmer & Scott, Chicago, handles the account.

Johnson Expands Net
S. C. JOHNSON & Co., Racine, Wis., on Oct. 1 will resume its Fibber McGee & Molly series on 84 NBC-Red stations. It is expected that Johnson's auto polish, Carnu, will be promoted in the campaign.

Fall and Winter reservations now at JOHN BLAIR & CO. offices

MEYER BROADCASTING COMPANY BISMARCK, N. DAK.

5000 watts day • 1000 watts night • NBC affiliate

Warren Hull, Hollywood announcer and film actor, has been signed by Universal Studios to play opposite Anne Nagel in the screen serial, "The Green Hornet Strikes Again", based on an episode of the radio program.

A-L-L A-B-O-A-R-D
Commercials travelling on KFYR for the RICH GREAT PLAINS AREA (6 states and 2 provinces)
WE ARE NOT ALONE

Newspaper Columnist Scans Intricate Broadcast Application Forms and Finds Inspiration—

Strong and loud have been the outcries of broadcasters against broadcast application form 301 and FM application form 319 recently issued by the FCC, preying as they do the innermost souls of broadcasters and radio executives for an outsider to appraise in its dispassionate perspective. This column, by Harlan Miller, syndicated to many newspapers of the country, lands further fuel for the trade's fires that the FCC's latest manifestations of the rampant bureaucracy that discourages rather than encourages FM development. It is reprinted from the Washington Post.

IF YOU want to ask the Government for a license to open a new radio station, and if your wife has ever been picked up by a cop for letting her dog run loose in Central Park, you'd better be prepared to tell the FCC all about her resultant police record when you file your 431-page application.

This is true, of course, only if she has a financial interest in the potential radio station. Question 12-E on page 19 of the questionnaire asks: "Has any other court or proceeding of any character ever been brought against you, or any person identified in 12-C above?"

The Kepiske Case

High-priced lawyers have contended this question to include many a man for whom he might be haled into police court, such as parking near a fire plug, speeding or drinking while driving even if no one person identified in 12-C above.

"—his wife's police record"

recently when a famed organization of publishers asked the FCC to grant a license for a new radio station on the new frequency modulation wave length. The wife of its head man owned stock, and his lawyers found her till with the cop germane to the application.

For example, one applicant's lawyer told them that he would not only have to describe in detail the divorce suit once filed against him by his first wife, but also to attach a copy of the divorce decree, together with a complete record of the status of all his alimony payments.

sort appearing in these application forms, applicants are unable to supply intelligent answers regardless of the amount of effort they devote to the preparation of these forms. We, respectively suggest that the Commission designate appropriate personnel from its staff to confer with representatives of the broadcasting industry in an effort to improve these forms while retaining their efficacy. Informal conferences on similar matters in the past have produced results that were mutually satisfactory and of definite benefit to the broadcast industry.

The broadcast station business belief that such procedure would be equally advantageous in respect of these forms.

As was the case with WDBXO, the new FM station will offer a program service entirely separate from that being aired by WTMJ.

Freed Announces Return With Line of FM Sets

ONE OF RADIO'S oldest names has announced its return to the set manufacturing field "because frequency modulation means the certain and complete obsolescence of all present radio receivers." This was announced by Joseph D. R. Freed, co-founder of the original Midwest Radio Corp., and president of Freed Radio Corp., which will produce the new Freed-Eisemann receivers. Freed purchased the acquired factory, 39 W. 19th St., New York. Declaring "FM sells itself," Freed said the company had no interest in returning to the radio set field until FM was introduced "because during the past few years the field had been swamped with the price competition which makes unprofitability inevitable to either dealer or manufacturer."

The company expects to display its line of FM receivers shortly.

Phil. Storm Hits Two

WPIL and WIP were cut off the air Aug. 6 when a violent electrical and rain storm hit Philadelphia. The storms were so intense that WPIL was silenced for almost two hours, standard time. At the time when the WPIL was off the air, a storm had caused a failure of the power supply to the transmitter, and was unable to bring it back on until about 1:45 p.m. Trouble was caused when lightning struck a metal box on the 100-foot guy-wire pole carrying the official leading to the transmitter. WIP's new transmitter at Belmar, N. J., was put in use at 10:55 the same night. The station was on 90 seconds while switching to auxiliary transmitter. Attesting to switch back to the main transmitter, it lost another two minutes. That proved ineffectual and the station had to continue to rely on its auxiliary while repairs were made.

FM Receiver Lines

IN LINE with the opening of new FM stations in the late winter months prior to Jan. 1, 1941, the following receiver manufacturers have announced that they will place their models on sale during October and November. Zenith, Farnsworth, General Electric Co., Emerson, Pilot, Sethun-Warner, Farnsworth, Freed-Eisemann, Scott, and Philco.

WTMJ, Milwaukee, which has applied to the FCC for a 50,000-watt FM station, plans to install its transmitting equipment on its transmitter some 20 miles north east of Milwaukee. Its present FM station, WIBXO, will continue its operation until the new application is acted upon. The station is located in Milwaukee, within 30 miles of WIBXO, 0.1, 1941. As has been the case with WDBXO, the new FM station will offer a program service entirely separate from that being aired by WTMJ.

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BROADCASTING • Broadcast Advertising

Simple FM Form Is Asked by NAB

Unanswerable and Unnecessary Questions Are Mentioned

The FCC has been asked, in a letter to its chairman, C. W. Gutowsky, by the National Broadcasting Co., to simplify its new FM license application form (319) whose complexities and ambiguities are regarded as a hindrance to effective cooperation in the development of methods whereby this information may be gathered efficiently.

Personal Matters

"However, our study of recent revisions of the FCC license application forms and particularly the new form No. 319 for frequency modulation stations indicates that an excessive burden is imposed on applicants by these forms.

"The charging questionnaires' exhaustive analysis of any of the Commission's forms, may we direct your attention to questions 12-c (d), (e) and (f) on Form 319. We assume the purpose of these questions is to cast some light upon the applicant's character and reputation. As phrased, however, they require the submission of certified copies of judgments and proceedings arising out of such proceedings as traffic violations, probate matters, divorce actions, and probably even proceedings before the FCC not merely for the applicant but also for any stockholders or directors or stockholders of corporate applicants. The task of preparing responses to these questions may well be overwhelming to corporate applicants to us to necessitate a volume of work not anticipated. Corporate applicants appear to us to require a volume of transmittal data that is wholly unreasonable in view of the information to the Commission.

"Under Question 16 (c) the applicant is required to submit the names and addresses of any relatives, present or former 'associates' of applicants, or an officer, member of the governing board, director or principal stockholder who have any interest in the application, or in any other radio broadcasting station. Is the word 'relative' intended to include those related by affinity as well as by consanguinity, and applicant, is the word ‘relative’ to what degree of relationship? What is meant by associates? The word associates, as the former chairman, Mr. Sarnoff, associates, as well as the phrase 'has had' appearing in Questions 16 (a) are likewise burdening the applicant with the problems of corporations having officers, directors and stockholders with extensive business interests, or any other data since they imply no limitation as to time.

"In view of ambiguities of this
HAD TO RE-ADJUST FINAL AMPLIFIER COUPLING CIRCUITS BECAUSE OF LAPP CONDENSER'S LOW LOSS

writes L. W. STINSON, KVOO

“The two continuously variable 1000 mmf Lapp gas-filled condensers were originally ordered as a part of a plan to upgrade our 50-kilowatt transmitter to a modern high-efficiency type of circuit. Plans did not call for an immediate changeover, so they were installed in the regular circuit to replace the solid dielectric condensers in use. For this temporary installation the variable capacitance feature was used only to adjust the unit to a fixed value with a radio frequency bridge; minor changes were made in the neutralizing circuits and the Lapp units inserted in the same position as the old bank of twelve mica capacitors.

“We had not anticipated that the increase of efficiency due to the gas-filled units would necessitate re-adjustment of the final amplifier coupling circuits but such was the case, as the increased impedance presented to the tube anodes raised the efficiency above optimum linear amplifier operating conditions. This, of course, is a testimonial to the Lapp claim of ‘low loss’ features, and permitted us to transfer just that much more power to the antenna and to discard the air blower which had been found necessary to hold the temperature rise of the mica units to a safe value. As best we can determine, the gas-filled units operate at the ambient temperature.

“Our condensers, received in February, 1939, were filled to 200 pounds nitrogen shortly after arrival. Since then they have required absolutely no service of any kind.”

Descriptive literature and list of 54 models in three voltage ratings available on request.
Television Sponsorship Similar to Sound Radio Foreseen in Lohr Book

Television is discussed as an art, a science, a business and a social force by Lenox E. Lohr, recently resigned president of NBC, in *Television Broadcasting* [McGraw-Hill Book Co., New York, $3]. By easy steps he leads the reader from a wide view of television in general to closeups of the television system and its operations: programming—studio, motion picture and outdoor pickup; television's economic, legal and technical aspects, and such future problems as network television and sponsored visual broadcasts.

Eventually, Mr. Lohr believes, television will be supported by advertising as sound radio is today. But he emphasizes the statement that "this state of affairs cannot be established overnight. In developing television in America, the broadcasters must operate for several years at least with considerable losses." Profitable television, he continues, must wait on mass circulation, which in turn will depend on the technical and program excellence and gain of public acceptance.

Public expectation that television will be "born in full bloom," with the elaborate production methods of moving pictures and the precision of sound broadcasting, involves a programming expense many times higher than any income possibilities; but anything less postpones further the day of a public acceptance sufficient to warrant the buying of time on the part of advertisers.

"One thing is certain," the author warns: "If the broadcasters do not give the viewer what he wants, then they will have failed. And if they fail, then some agency other than the broadcasters will take over the development of the new art. In any case, television is inevitable."

**Students in Final Stage Of Scholarship Contest**

**ELEVEN** June high school graduates are spending August in New York and Camden on the last lap of the RCA Opportunity Scholarship competition. The final winner will be awarded a $4,000 tuition and maintenance scholarship in a leading engineering college, while the remaining 10 finalists will each receive $100. During their stay the group is studying the laboratory and engineering facilities of RCA, sponsors of the competition, and its subsidiaries—NBC, RCA Victor and RCA Communications.


**Video Superiority Claimed in Study**

THAT TELEVISION is far more effective than the ordinary radio in putting over a difficult sales message, is the conclusion of Samuel E. Gill, research specialist in New York, who conducted a survey in July on the relative effectiveness of the two media in acquainting listeners with the Esso products of the Standard Oil Co. of New Jersey.

Canvassers made personal calls on 242 homes, eliminating all but 100 as unrepresentative and had left nearly two homogeneous groups, each of 50 families, all of which owned cars. The essential difference was that one group owned television sets and the other did not.

In answering detailed questions that took up point-by-point the substance of the commercials of the Esso broadcasts over both media, the responses showed the television set owners to be many times better-informed than the non-owners, Mr. Gill reports. Lumping the replies together to draw a general conclusion as to familiarity, Mr. Gill found that while 3.3% of the non-owners knew the names and uses of the company's products, a high figure as 21.1% of the set owners knew them.

Strong evidence that television can demonstrate a difficult point was found when more than three-quarters of the non-owners said they had seen demonstrated the difference in explosions between a rich mixture of gasoline and air on the one hand and a mixture of 20% of the non-owners had seen such a demonstration. Of 76% of the television owners who had 50% had seen it on their own sets, 26% elsewhere.

Evidence that television can explain technical matters understandably was seen in answers to Mr. Gill's fairly technical question "how does a car lose gasoline through vaporization?" Only 4% of the nonowners could correctly answer that the loss occurs through the vent in the gas cap and through the carburetor, while as many as 42% of the television owners gave the right answer.

The survey, however, was not a complete success for television promoters. While 9% of the television set owners believed that Esso does most to improve the average motorist, only the slightly lower figure of 7% of the non-owners also believed in Esso, and 33% and 32% respectively had no opinion. In current use of Esso gasoline, the television group is only a shade higher, 54% to 44%, and this showing is vitiated by the final table in the report when put out that the television set owners preferred Esso even before its television programs were on the air.

**WWNC**

**ASHEVILLE, N. C.**

**Full Time CBS Affiliate, 1,000 Watts**

**EXTRA MILLIONS OF DOLLARS!**

The peak business season approach- es us and WWNC in Asheville, North Carolina. Summer brings throngs of tourists... with millions to spend. Right now, schedule your sales messages over WWNC—sole blanket coverage of this bright spot!
Senate Investigation Goes Far Afield

Brown Hearing Develops Into Resurrection Of Trust Case

Following is a running story of the Senate investigation into RCA activities, resulting during Senate Interstate Commerce Committee hearings, in the formation of the nomination of Thad H. Brown for a second seven-year term with the FCC. The hearings opened early in August, began Aug. 1, with further sessions scheduled as "Broadcasting" went to press.

THE BRIEF Aug. 1 session was devoted exclusively to a preliminary discussion by Senator Tobey, interposed with pointed questioning of Col. Brown, of an alleged RCA monopoly situation prevailing around the time of the 1932 "radio trust" consent decree.

Senator Tobey, addressing the commissioner-nominee, cited the apparent neglect of the house committee in the Network-Monopoly Committee's report. He pointed to the disparity of the report in its full treatment of the Consent Decree deal and the absence of any statement regarding the RCA case "in which stockholders were defrauded of millions". He pointed particularly to statements made in May, 1938, by former Rep. MacFarlane (D-Tex.), who alleged bribery and other un-savory actions on the part of RCA during the 1932 anti-trust prosecutions.

Continuing along this line, Mr. Tobey pointed out that Col. Brown's testimony indicated the MacFarlane statements, appearing in the Congressional Record, were not considered by the committee of which he was a member.

After Col. Brown reaffirmed this point, Chairman Wheeler said that the only question on the record was whether the statements were not presented formally to the Commission as an excuse for failure to act was "pretty well disposed". He said that the failure of the FCC to take action in the temporary absence of Chairman Wheeler.

Sen. Tobey, handling the bulk of questions on the charge, at the close of the entire proceeding, recalled Ralph F. Colin, CBS general counsel, and reviewed points of conflict between the CBS executive's testimony and statements in the Network-Monopoly report offered by the special FCC committee handling the 1938-39 inquiry (Broadcasting, July 15).

Mr. Colin reaffirmed that although William S. Paley, CBS president, had made about a million dollars from the transaction and subsequent developments was "totally incorrect", he declared, commenting that although the directors were not above suspicion, other stockholders of CBS, and not as directors.

The "large profits" cited in the discussion resulted after participants, including President Paley and others, had bought stock in a company losing money in 1929 and then sold it in 1932 when CBS was making money, Mr. Colin explained, adding that the sale price of $82.21 per share to Brown Bros., Harriman & Co., was "fair and the original purchase price of CBS share".

Priced by Negotiation

Responding to a query by Senator Tobey, whether the real function of the repurchase of CBS stock from Paramount was to set a market price or was it a request for Brown Bros., Harriman sale, Mr. Colin explained that the sale price in the latter transaction had been arrived at through negotiation, with the situation of the banking firm in full knowledge of the Paramount transaction. He said it was foolish to think a banking firm such as the purchaser could be led to pay any price for any stock if that price were not warranted on the market.

The examination of Mr. Colin was interrupted at this point by Senator Neely, who asked unanimous consent that a vote be taken in the committee on the Brown Bros. stock. The motion was left hanging in the air when Senator Tobey commented he was willing that a vote be taken by them, but that he would not consider other matters in the proceeding could be covered.

Seeks List of Fees

Resuming the examination, Mr. Tobey requested that Mr. Colin supply the committee with an account of the fees received during the 1929-32 period from CBS, Mr. Paley, or Paramount, if any. Mr. Colin agreed to supply this information. He explained that he was not retained as a Paramount counsel until several months after the CBS-Paramount transaction, and then in connection with the Paramount receivership.

From this Senator Tobey went into various aspects of CBS-Paramount, particularly the Paramount receivership and reorganization. Mr. Colin explained, aside from the 1929-32 transaction, CBS had no financial relationships with Paramount.

Presiding again as the afternoon (Continued on page 86)
null
could not see why RCA should hire an apparently "dishonest" person. Col. Davis explained that RCA had hired the Smith firm on several occasions to handle special jobs. This had been done at Mr. Powers' request to "get him off my neck!", Col. Davis declared. He then read into the record a 1939 statement by Mr. Smith, indicating that "most of the observations" in the study for Powers Cinephone Corp. appeared to be unfounded in the light of additional information subsequently coming to him.

Going into the pertinency of these matters, Chairman Wheeler observed to Col. Davis that, although all this happened "way back in 1932", charges have been made, and the FCC and Col. Brown, in fairness to RCA and themselves, should have looked into the matter and determined whether or not this was a monopolistic condition.

Senator White, alluding briefly to previous attempts to launch a Congressional "study" of broadcasting, declared it was a "gracious error" that Congress did not make a study and lay down some principles to guide the FCC. After requesting that Mr. Keller and Mr. O'Callaghan be subpoenaed to appear before the committee Aug. 7, Senator Tobey read into the record an affidavit signed by Mr. Keller, outlining his activities and experiences in connection with the radio-trust case.

Call it 'Fairytale'

Apart from tracing the action of RCA officials and counsel, the Keller statement declared that Mr. Sarnoff had authorized payment of $5,000 each to Senators Hartings and Moses, that Mr. Mahaffy was to receive $25,000 for his aid in securing a continuance and finally received $15,000, and that Mr. Sarnoff, pointing to his close personal friendship with President Roosevelt, had stated at the time that if prosecution of the case could be forestalled until a change in Administration, there would be "nothing to fear!"

Asked to comment, Mr. Sarnoff termed the affidavit a "fairytale" and entered a general denial to all the allegations not founded upon the facts as related in his testimony to the committee.

As the session closed, Chairman Wheeler said subpoenas would be issued for Mr. O'Callaghan and Mr. Keller as well as Roger Whiteford.

He declared that if Mr. Keller's statements, as set forth in the affidavit, were untrue, "he ought to be prosecuted". Observing that it was not generally allowed in hearings before the Interstate Commerce Committee, Chairman Wheeler indicated that RCA could cross-examine subsequent witnesses.

Public Interest

In addition to Mr. Sarnoff and Col. Davis, RCA was represented at the long Aug. 7 session by former Judge Joseph M. Proskauer, RCA counsel in minority stockholder proceedings, who stated that Judge Proskauer would handle cross-examination of witnesses for RCA.

Recalling Mr. Sarnoff to the stand, Senator Tobey asked if he did not deem it "unethical" to seek a continuance of any legal case anywhere but in the court itself. Mr. Sarnoff replied that he saw "no impropriety" in seeking advice on such a matter of "large public interest", referring to his interview with former Senator Moses. At this, Chairman Wheeler declared, "That is a very unusual procedure, to say the least. Whatever lawyer gave you that advice [to see Senator Moses] gave you very poor counsel. I don't think you can justify it on ethical grounds."

Pressing further on the Sarnoff-Moses conversation, Senator Tobey asked Mr. Sarnoff for a "replica" of his 15-minute explanation of the "very complicated case" of 1932. He pointed out that if the case were as complicated as Mr. Sarnoff had indicated, he did not see how he could place it before Mr. Moses in so short a time.

Mr. Sarnoff replied that he was willing to attempt to give a "replica" of the eight-year-old conversation if he would be given 15 or 20 minutes without interruption. Proceeding with his statement, the RCA head said that back in 1932 the "life or death of RCA was concerned", a matter which touched 89,000 independent stockholders and had national as well as international complications. In the light of the various agreements previously made between RCA, General Electric, Westinghouse and AT&T, the question at that time was whether RCA would be allowed to proceed as an "independent entity" or whether the other companies would "take a walk" and leave RCA high and dry. He pointed out that at the time he personally faced probably the greatest problem of any business man unas supported by counsel, knowing that after 2½ years of bicker-
Heads Wincharger

COMDR. E. F. MCDONALD Jr., President of the Zenith Radio Corp., Chicago, on Aug. 3 announced appointment of Robert F. Weing as vice-president and general manager of its subsidiary, Wincharger Corp., Sioux City, Iowa.

Mr. Weing, who has been in charge of farm radio sales for Zenith, has had broad experience as a manufacturer, distributor and sales executive. W. W. Watts, who formerly held this position is returning to the East to enter business.

New Dealer. He also stated, under questioning by Mr. Tobey, that at the time of Chairman Fly's appointment to the FCC, Mr. Corcoran had visited with him and had spoken of Mr. Fly in laudatory terms.

Senator Tobey also read from a letter sent by former Rep. O'Connor to Ed Kirby, of the NAB, alleging that network officials, among them Mr. Sarnoff and Mr. Paley, had used their influence against him and in favor of the Roosevelt Administration, whose leaders were opposing his re-election in the fall of 1938.

Mr. Sarnoff branded as "unadulterated falsehood" the statement by Mr. Keller attributing a close personal relationship between himself and President Roosevelt, adding that he had never met Mr. Roosevelt until the latter had been President for some time.

Litigation Worries

Senator Tobey produced a photostatic copy of a bill of complaint entered in a recent stockholder case against RCA, alleging substantially the same "bribe" payments as charged by Mr. Keller in his affidavit. When he inquired how the same figures could have arisen in two separate places, he was answered by Judge Proskauer that perhaps they came "from the same source". Judge Proskauer continued, "I can assure you that this case will be litigated and that all charges will be brought out and settled in a court of law."

Col. Davis, responding to the request of Senator Tobey for a list of stockholder suits filed and disposed of since the 1932 consent decree, explained that two had been prosecuted rather than settle cases out of court. Col. Davis answered, "Our people read a balance sheet. He added, "You cannot settle with a blackmailer," when asked by Mr. Tobey why RCA doesn't just say in these suits, "Come on, damn you, and let's settle these charges once and for all!"

At one time, as Mr. Tobey was reading excerpts from several statements in his hands, Col. Davis remarked, "You spring on us the statements of God knows whom and ask us to tell whether they are true or false." To this Senator Tobey pointed out that RCA's policy during the last eight years apparently has not been to go to court and thrash out the charges but to settle out of court instead. He added also that RCA at this hearing had obfuscated a number of cases and if now pending, these charges could not be dealt with conclusively on grounds that RCA's defense in the present case would be divulged. Col. Davis answered that RCA had taken this position only because it did not know what questions it would be called upon to answer in the cases concerned.

Directors and Control

Drawn into a discussion of interlocking directorates, Col. Davis explained that the present 12 RCA directors are independent and that this condition has prevailed since the 1932 consent decree. At that time, he said, of the 18 members of the board of directors, 11 were independent and seven were co-directors of GE and Westinghouse. He emphasized that the independent majority at that time had approved the agreements growing out of the consent decree.

In a discussion of the price relationships between the cross-licensing parties concerned in the RCA setup, Col. Davis explained that prices were arrived at by negotiation and not just set and that they do not run too high to best serve the interests of stockholders. As it became evident that a detailed examination of RCA affairs was in progress, Chairman Wheeler ob-

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served that although the committee could not go into the full detail of these matters now, Col. Brown and the committee of which he was a member were derelict in their duty in not going into that situation.

White Urges Vote

The possibility of a Senate investigation of broadcasting or the FCC cropped up again as Senator White interrupted, "I think we've gone far beyond the proper scope of the question at hand. I vote to terminate these hearings and vote on Col. Brown's qualifications. But I would look with approval on a complete search of the background of RCA, as well as other FCC licensees."

Concluding his questioning of Mr. Sarnoff, Mr. Moses asked Mr. O'Callaghan, until June 1 assistant general counsel of RCA and identified with the RCA case, as a member of the committee. "As a constituent member of the committee, could you tell us what you know of this matter?" Mr. O'Callaghan maintained that aside from payments made to these parties the only RCA check he had handled to date, with the check, was one for $5,000 given to Mr. Whiteford for his legal services.

Judge Proskauer briefly cross-examined Mr. O'Callaghan, following a collopy among committee members on his right to do so. His cross-examination established RCA's willingness to have Mr. O'Callaghan testify, regardless of his claim of privilege. Proskauer also read into the record a 1938 memorandum from Mr. O'Callaghan, outlining the whole 1932 situation and corollary events.

Referring to a number of points in the testimony, Senator Reed (R.-Kan.) declared, "The record indicates indiscretions bordering on corruption."

"This remark brought Col. Davis to his feet with the statement, "I resent and deny that."

Answering a question by Senator Tobey, Mr. O'Callaghan stated Senator Hastings' firm had been retained a week or 10 days before the continuance was granted in 1932 and that the firm was paid $7500 for services.

As the Aug. 7 session concluded, Senator Tobey moved that subpoenas be again issued for Mr. Handy, Mr. Shaffer and Percy H. Keller, a brother of E. O. Keller. It was also unanimously consented to set aside the vote originally set for Aug. 7 on Col. Brown's nomination until the hearing could be concluded.

"Hungry" for a Fee

Further fireworks developed during a six-hour session Aug. 8. With Senator Wheeler handling the bulk of the questioning, various "outside" witnesses were called to the stand. First was Whyland Shaffer, Washington real estate broker. Referring to the succession of events, Mr. Shaffer said he had been introduced to Mr. O'Callaghan by E. O. Keller during a New York visit on real estate matters.

In conversation with Mr. O'Callaghan, he, the RCA attorney stated that a continuance would be worth $50,000 to whoever could secure it. He observed that since "things were bad for the real estate men in 1932" he was "kinda hungry" for a fee of this sort. He testified that all he did in the case was to contact Mr. Whiteford through Mr. Handy. He denied that any threats were made to Mr. O'Callaghan, although he, along with Mr. Handy and Percy Keller, felt that "we were the little fellows being pushed out".

Denying any attempt to blackmail, Mr. Whiteford had read the blackmail statute to them, he said the three of them had received $3,000 through Mr. Whiteford but pointed out that during their participation in the matter some $300 worth of telephone calls to RCA advertising were "sale" at various points in the hearing. Mr. Sarnoff returned to his original seat.

Mr. Keller stated he had made affidavits on two separate occasions, one for Rep. MacFarlane in 1938 and a second, substantially a copy of one of the expenses for which they sought some return. Upon receiving the $3,000, a release was given to Mr. O'Callaghan, he stated. He added that he never got any check from RCA or Mr. O'Callaghan directly.

Amplifying the reasons for his claim against RCA, Mr. Shaffer explained how real estate brokers often split commissions after making introductions leading to a successful sale. Although he said he could not remember how much he and his associates originally had for their services, he said O'Callaghan had offered $1,000 or $1,500 "off the reel" during conversations with them in Washington some time after the consent decree had been issued. Senator Tobey asked him bluntly, "Didn't you threaten, 'Come across or we'll expose the whole damn thing?'" Mr. Shaffer replied "No, sir." As Mr. Sarnoff left the stand, Chairman Wheeler observed, "Your memory will be refreshed on a lot of things before we're through with you."
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Conclusion of CBS Phase of Senate Inquiry . . .

(Continued from page 81)

of the first, for Senator Tobey in 1940.

He testified that he had met Mr. O'Callaghan in 1928 or 1929 in a New York hotel. In 1936, he continued, Mr. O'Callaghan asked him if he knew anyone in Washington who might help get a continuance for a friend of his. At that time no mention was made of the continuance being worth any $50, 000, he added.

Combining, however, that J. R. McDonough, formerly assistant to Mr. Sarnoff, had told him the pending trial would cost about a million dollars, probably would last six months and would cost $100,000 for the stenographic report alone, in all addition to officials' time to go through with the trial. But more important, it was pointed out, defeated in the case would mean that RCA under the law stood to lose all its exclusive wavelength licenses and consequent contracts. Mr. McDonough at that time said a continuation was worth $250,000, Mr. Keller declared.

Demand for $5,000 Each

Tracing the chain of events far, Mr. Keller said Mr. Handh, who suggested employing one Mr. Mescheny, a lawyer reputed to be a close personal friend of Senator Tobey, decided it. It was decided that Mr. Mescheny was not to be employed, Mr. Handy then suggested the employment of Mr. Waldorf-Astoria, a "close personal friend of Senator Moses", Mr. Keller said.

After the continuance had come, the "real estate venture had demanded $5,000 each from RCA, Mr. Keller said he understood. When he faced them later during a conversation on the pros and cons of this matter, he said, he called them "a dirty bunch of so-and-so's" for using "unfair" tactics.

Regarding the trip to see Senator Moses, Mr. Keller said that on the Boston boat Mr. Sarnoff had spoken with him and "practically repeated what Mr. Handy had said". He added: "I am not going to say that Mr. Sarnoff had asked him if Senator Moses could do them any good, and he had answered: "Yes, he could". Mr. Keller also stated that after the Sarnoff - Moses conference, Mr. Messer had given the assurance, "New, Dave, you can go back to New York and worry no more about it.

Substantiating his statement in the affidavit, that the matter had been carried to the White House, Mr. Keller said he himself had talked with George Akerson, a former assistant secretary, and then with Famous Players-Lasky, about the case. He added that Lawrence Richey, President Hoovers' secretary, was with him on the plane and contacted on the matter, but that President Hoover and Attorney General Mitchell had "refused to do anything."

Recalls Olney Statement

Mr. Keller testified the affidavit had been dictated originally in Rep. MacFarlane's office by either Rep. MacFarlane or his assistant and that it was correct.

Reviewing the situation of the case in September, 1932, Mr. Keller said that Warren Olney, Special As-

sistant Attorney General who had handled the Government's case for the preceding 2 1/2 years, had said that if the case was not brought to trial as scheduled, he would sign an issue a statement to the press that "powerful influences" were at work to prevent the trial of the case.

Continuing, Mr. Keller said that after further conversations with Senator Moses in Washington, Senator Harding's firm had been employed. When a short time, Mr. Mahaffy was called to New York, where Mr. Keller saw him at the Waldorf-Astoria Hotel. He said he had been told that Mr. Mahaffy was to get $25,000 and that later he actually did get $15,000, but he emphasized that "he had no business relations with him".

He declared that he had "never kept a thing" from Mr. O'Callaghan by reason of which a RCA but that Mr. O'Callaghan's estimate of $4,000 was approximately right. He said he had been paid $500 for a "general release".

His Radio Interests

In a colloquy with Senator Tobey, Mr. Keller admitted he had spent several hours with Mr. O'Callaghan the night of Aug. 5, following the latter's appearance on the stand that day. He said he also had talked with him at breakfast the morning of Aug. 8. He explained that the principal matters discussed were the newspaper accounts of the hearing the day before.

Asked of the origin of his interest in radio matters, Mr. Keller explained that he had become a close friend of William Sarnoff (D-Mass.), who had long fought in Congress for investigation of the FCC and radio monopoly. He added that he also had worked with Rep. MacFarlane and Rep. Lawrence J. Connelly, (D-Mass.) in their similar efforts.

He added that he had a close

staff workers to prepare the digests forming the basis for the Network-Monopoly Report, particularly upon its experts in various fields such as accounting and engineering. He continued, however, that before the Senate committee no differentiation had been made between the digest of evidence and the actual report, and he thought that "a tentative report", not yet accepted by the whole FCC. The committee stands on its report", he declared.

In the midst of this colloquy Col. Brown once referred to "The FCC, of which I am not a member . . . .", which did not add much for committee members and spectators alike.

Norfleet Explains

Confronted with technical questions, Col. Norfleet called William J. Norfleet, FCC chief accountant, to explain the statement in the report that in the $500,000 FCC had used funds from "capital", rather than "surplus", to repurchase the part of the CBS stock held on his personal account. Mr. Norfleet had said that dollars could not be "earmarked", as between capital and surplus, from testimony appearing in the Network-Monopoly Report. Col. Norfleet explained, as of Dec. 31, 1931, CBS did not have enough money from "perhaps several sources", he said, to have covered all the stock, which led to the conclusion that "capital" actually used was for the purchase. This cannot be determined definitely without recalling the books of CBS and testimony offered, he added.

Allowed to participate in the informal hearing, Mr. Colfax commented in his introductory statement that he had "a right to a effect on the Government agency's report is the truth", emphasizing that his allegations concerning CBS were based on statements in the network-monopoly brief and report.

Brown Recalled

Calling Col. Brown to the stand, Mr. Tobey observed that the Senate committee had been "rebuked and ridiculed publicly" after relying on "alleged facts" obtained in the FCC committee's report. He then stated a point-by-point questioning of statements in the report, as refuted in the Colfax testimony. In answering the queries Col. Brown referred to a letter sent by FCC Chairman to Senator Tobey, but which Mr. Colfax entered in the hearing record. Mr. Tobey protested that he wanted answers from Col. Brown "in your own words".

Col. Brown explained that the FCC committee had to depend on how he would feel if he were "president of a respected company" and heard such things attributed to him. Mr. Neely answered that he would probably resent the statements, but would not say he was not "opposed to the nomination".

Wideiy Published

Senator Bone (D-Wash.) pointed to the tentative character of the report, emphasizing that it did not necessarily reflect final attitudes on the part of the FCC, which was supported in this observation by Col. Brown, who also emphasized that advance copies of the document had been delivered to the Senate committee "by courtesy of the FCC chairman". Mr. Tobey maintained that the report was "tentative only", since it has been widely published.

Senator Tobey again brought up the matter of the "2 1/2-day" appointment of Col. Norfleet, which was supported by the chance Col. Tobey had said was filed on a Friday and granted the following Tuesday.

Asked if he believed there was anything wrong in accepting "entertainment" from various persons while traveling on official business, Col. Brown answered: "It all depends on your relations with them."

He added that he could see nothing wrong in associating with old friends or acquaintances at such times. After naming several personal acquaintances of Col. Brown, and asking if each were in radio, and alluding in passing to Mr. Akerson, Col. Brown concluded his questioning of Mr. Tobey.

As the session closed Mr. Tobey read the charges and might have an opportunity to appear before the committee to refute certain charges made against it. He also indicated that he would also had met with Col. Sarnoff, RCA president and chairman of the board of NBC, to testify.
AID FLOOD RELIEF
Led by WHO, Stations Hold
Big Benefit Show

A GROUP of six Midwest stations, led by WHO, Des Moines, cooperated recently in a drive for funds for the relief of a large number of farm families who were victims of a late July tornado in Harrison and Shelby Counties in Iowa. With immediate relief necessary, the Foundation Relief Fund was set up, and appeals started on WHO for contributions. When the Community Club of Harlan, Ia., decided to produce a benefit show on the Shelby County Fair Grounds, WHO offered to cooperate and invited other stations in the area to join.

In addition to WHO talent, entertainers were furnished by artists from KBO, Des Moines; WNNX, Yankton; WOW, Omaha; KKNF, Shenandoah; KOWH, Omaha. Using direct lines from Harlan, WHO fed a special half-hour pickup of the show to the stations. The show, which drew the biggest crowd ever assembled in the Shelby County air grandstand, cleared almost $600, with all receipts turned over to the fund. More than $10,000 in cash and commodities were acknowledged by the relief committee as a direct result of WHO appeals.

best knowledge had been good.

Aiding the Committee

Senator Tobey asked Mr. Sarnoff if this was the time to be credited the witness. Mr. Sarnoff answered that he had been offered merely to help the committee make up its mind as to the truth of Mr. Tobey's statements.

Questioned as to why RCA went into this matter, searching court records, Col. Davis declared, "From our dealings with Keller, it appeared he was the kind of man of whom such things might exist."

This set off a colloquy between Senator Tobey and Col. Davis, with Senator Tobey charging that RCA "didn't come clean" in outlining its relations with Keller. Mr. Tobey remarked, "Mr. Keller has courage and guts to come and testify, knowing that this is hanging over him. I admire him for it."

Entering the controversy himself, Mr. Keller stated that on certain occasions Col. Davis himself had asked him for help, for which no pay was offered or expected. He stated also that at one time while he was present in Mr. O'Callaghan's office, Col. Davis entered and explained, "Bob, I hope next time something's done around here it will be done in a legal way."

The next witness was Mr. Mahaffy, clerk of the Federal District Court in Wilmington, who explained that he had been affiliated with the bank in one capacity or another for 45 years and that he had known Senator Hastings for 20 or 25 years. He testified that his brother, W. G. Mahaffy, had handled RCA cases for years, both before and after the 1932 case. Pressed by Chairman Wheeler, he admitted that his nephew, Rodney Mahaffy, a lawyer for some 15 years, had been given the choice of resigning from the bar or being disbarred and had done the former.

"Strange and Weird"

Mr. Mahaffy testified that he met Senator Hastings early in October, 1932, in New York, a day or two before he dispatched wires notifying all lawyers of record in the case of the continuance. According to his testimony, Senator Hastings merely asked him the state of the record and how he might go about securing a continuance.

At this Chairman Wheeler exclaimed, "You know, Mr. Mahaffy, Senator Hastings didn't call you to New York to discuss the procedure in getting a continuance. You don't expect the committee to believe that. What you are saying isn't reasonable." Senator Tobey commented that the whole procedure was "strange and weird and uncanny".

Asked flatly by Senator Tobey, "Do you deny you ever received any remuneration from Senator Hastings or anyone aside from your salary?" Mr. Mahaffy answered, "Neither in this case nor any other!"

Senator Tobey then started intensive questioning about Mr. Mahaffy's bank account. The latter's statement that he used a safety deposit box brought additional questioning on what amounts of cash had ever been placed in the box. Mr. Mahaffy stated that "about a thousand dollars" was the largest single amount he could remember placing in the box. As for his bank account, he said his largest deposits had been made in a brokerage account, although he could not remember their size. He estimated his net worth in 1920, when he became a court clerk, at between $10,000 and $15,000, with his income rising through the years from about $10 a month to his present salary of $4,600 a year. He estimated his present income at about $5,600 a year and his net worth as $18,000 to $20,000.

During his conversation with Senator Hastings in New York, Mr. Mahaffy said, he had told Senator Hastings he would have to apply for a continuance in the usual manner, as the case had been set for trial.

As the long morning session was drawing to a close, Senator Tobey pointed out that since "important testimony" was to come from Mr. Mahaffy, he wanted him placed under supervision during the lunch hour so he could not speak.

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August 15, 1940 • Page 87
Listening Still Is Rising, Gallup Survey Discloses

ADDITIONAL evidence that radio listening is still increasing comes from the American Institute of Public Opinion, better known as the Gallup poll, which has found in a survey on the public reaction to double-feature movies that competition from radio is making it necessary for motion picture producers to build programs with more appeal to the public.

"Among all the persons interviewed," says the report, "55% say they are spending more time listening to the radio this year than last year, whereas only 15% report listening less. Even during the summer three times as many people say they stay home expressly to listen to radio as say they go to motion pictures."

he had represented RCA in a case before the Wisconsin court and that he had received $7,500 for his services. His only knowledge of the matter came in a general review of the firm's activities at the end of the year, he declared.

The second associate was C. Edward Duffy, a partner in the firm until March 1. He stated that although he did not discuss this matter with Mr. Sarnoff, the amount mentioned was $5,000 or $7,500, Senator Hastings had stated to him and to Mr. Stockly that he had received that amount from RCA "but had to give $2,500 of it to Harry Mahaffy to reduce the business." asked for a comment on this statement by Chairman Wheeler, Mr. Stockly said that if that was said, "I was not there."

"Called upon for unscheduled testimony to the special committee, RCA comptroller, stated to Chairman Wheeler that RCA had paid no money directly to Senator Hastings, although the company had paid Mr. Whiteford, who in turn paid his associate counsel. Chairman Wheeler asked for an itemized list of the advertising charges, RCA by Lord & Thomas during 1932 and the first six months of 1933.

"Before resuming with Mr. Whiteford's testimony, Senator Tohey asked that subpoenaes be issued for former Senators Hastings and Mosby."

He was asked again to the difficulties with the "real estate group", Mr. Whiteford stated that at a meeting with the group in Washington O'Callaghan had laid his case on the table, telling them that if they entered the suit as threatened, they would ruin his career and it would certainly mean he would be "out of radio". He also brought out at the time in conversation with Mr. Whiteford, that since Mr. Sarnoff had indicated "it was his skunk", he felt he would have to pay for the release of his own pocket.

As finally settled, Mr. Whiteford explained, Mr. O'Callaghan agreed to pay $3,000 to Messers. Hardy and O'Callaghan. Mr. Whiteford explained also that although Mr. Hardy ostensibly participated in the split of the $3,000, he was acting on behalf of others and not for his own benefit. He stated to Mr. Sarnoff who brought the matter to him, Mr. Whiteford continued. After conferring with Mr. O'Callaghan, Mr. Whiteford said he loaned $257 to Mr. Hardy and received his promissory note, acting on behalf of Mr. O'Callaghan, who had asked him to "specify" Mr. Hardy temporarily. A short time later, Mr. Hardy agreed to settle for $1,000 additional plus the $275 loan, he explained, and with receipt of the $1,275 he signed a release.

Fee Explained
Explaining the $7,350 fee attributed to Senator Hastings' firm, Mr. Whiteford said Senator Hastings had stated to him shortly after the continuance that the $2,500 he had received was not enough to justify the time he had spent, and that as a future "business" he would be prejudiced against him in the future. He commented that Senator Hastings took the view that he was entitled to a substantial retainer from RCA, large or small, and that he would have to be satisfied with the fee he received. He stated that the fee was the same as he had received for his services in the previous case.

"As a result of the trouble I had with Senator Hastings' firm, I decided to accept the fee as a settlement for his services and did not sign the release, as did the other two. Later he pressed his case, and as a result of the $2,500, it was agreed to settle.
estate group", Chairman Wheeler observed: "This all indicates the stupidity of some of the smart men in New York, but it's [sic] clear that Senator Moses did anything to get a continuation beyond setting off a chain of events leading to a successful conclusion."

Senator Tobey cited the allegations of Senator Hastings' payment of $2,500 to Mr. MacPhaffy as a possible explanation of his later demand for a larger retainer, since the $2,500 represented the total amount of his 1932-1933 fees.

Keller-Shaffer Release

Following Mr. Whiteford on the stand, Percy H. Keller, a brother of E. O. Keller and also a Washington real estate broker associated with Mr. MacPhaffy, requested a Senate synopsis of events paralleling the testimony of Mr. Shaffer. He stated that he received $1,000 when the $3,500 retainer from Mr. O'Callaghan was split three ways. He also felt that "we were entitled to some compensation". Originally the three members of the group had asked $2,500 each.

Making another of his frequent appearances at the conference table, Col. Davis produced a copy of the release signed Oct. 29, 1932, by Mr. Shaffer and Percy Keller. The release statement read: "Received the sum of $3,500 in full settlement of all services rendered" by Robert D. O'Callaghan and RCA."

Col. Davis, refuting certain of E. O. Keller's statements concerning engineers, explained that Mr. Keller at this hearing. He said also that he knew nothing of the Sarnoff-Moses meeting or the employment of Mr. MacFarlane of the RCA engineers before the committee.

'Should Know Better'

Picking up the argument, Senator Tobey said Mr. MacPhaffy and Col. MacFarlane had told him in his Senate office that Mr. Sarnoff had told him not to discuss anything about the "real estate group" with Mr. Davis. To this and related observations, Mr. Davis replied, "I don't think the staff members of RCA are in the habit of discussing party affiliations with real estate men."

The session was closed with a pointed declaration from Senator Wheeler mirroring the apparent sentiment of the committee: "I hope all this business will cease, and I hope it will be a lesson to them not to try and secure the continuation in these cases. They should know better than to deal with all sorts of mumbo jumbo claiming influence. It's getting to be a regular hen-roost one because you're so afraid someone will go around and say they have influence with you."

Discusses Fees

Recalled briefly at the start of the Aug. 9 session, Mr. Whiteford reviewed the discussions and arrangements regarding retainer fees among himself, Senator Hastings and Mr. Schairer. When it was developed that he personally claimed a sum for Senator Moses' continuance, Senator Tobey inquired how he figured he earned the $5,000 he received.

Mr. Whiteford answered that he spent "a good deal of time" on the case and was merely paid for services rendered. Before leaving the stand, he agreed to furnish the committee with available office records for the 1932-1933 period concerned.

Just before the appearance of ex-Senator Hastings, Mr. Tobey stated he had inquired of Col. Brown whether in 1932 Chairman Fly had been associated with the Justice Department. He said Col. Brown had understood that Chairman Fly in 1932 was associated with John Lord O'Brien in the Justice Department's anti-trust investigation. Following this he introduced in the record a photo-static copy of pages of various newspapers showing Col. Brown's "abysmal ignorance" and his statement that the FCC did not take notice of the MacFarlane charges.

Hastings Appears

Appearing voluntarily to make his statement, Senator Hastings reviewed his part in the 1932 proceedings. He said the first knowledge he had of the RCA situation came when Col. Brown called on him and explained that it was an "important case". He continued that he later met Senator Moses and Mr. Whiteford in New York, where at the time he was active in the Hoover campaign, spending much time at Republican headquarters in the Waldorf-Astoria. In conversation with Mr. Whiteford, he said, he commented that if the projected consent agreement were real enough to be a "genuine excuse", but said that some continuation should be secured in the case. To find out if this situation was true, he went to see two RCA officials, whom he could not name, he explained. After these RCA representatives had satisfied him there was a good reason for postponing the trial, he contacted Mr. Mahaffy, he stated. Although he did not know the exact circumstances of the meeting, he did think it took place in New York, as Mr. Mahaffy and others had testified.

He pointed out that Mr. Mahaffy had come to New York at his request in regard to another case, involving a bankruptcy proceeding, about the same time. He added that he would not hesitate to call Mr. Mahaffy to New York if it appeared to be necessary in certain circumstances.

In his brief conversation with Mr. Mahaffy, Mr. Hastings said the former had "doubted very much that the court could try the case on the day designated". Mr. Mahaffy indicated he would try to find out definitely from the Judge, he stated.

In the course of testimony, it was not clear whether Mr. Mahaffy and others had consulted with Judge John P. Neils before sending out wires that the case had been continued due to indisposition of the court.

Payment of Fee

Before he did anything "in this great emergency that was so important to this company", he said he had talked to Mr. Whiteford about some kind of retainer, finally leaving the matter in Mr. Whiteford's hands and in a short time receiving the initial $2,500. Two or three days after his conversation with Mr. Mahaffy, Mr. Hastings stated, the former advised him of the indisposition of the court. The following winter, in Washington, the matter of an additional fee was discussed with Mr. Whiteford, he said, and $5,000 was agreed upon and paid.

In 1933, when the matter cropped up for the first time, Mr. Hastings said he had thanked Mr. MacFarlane for not bringing his name into the controversy directly and asked to come to Washington and testify to his continuing desire to do so. When he then appeared recently that Mr. Sarnoff would testify before the committee and mention the names of parties concerned, he said he had given statements reviewing his part in the proceeding to Mr. Mahaffy and Senator McNary, Republican minority leader, with the request that the latter pass the statement on to Senator Tobey, whom Mr. Hastings did not know. Senator Toby interjected that this was the first knowledge he had had of such an arrangement and that he had not received any copy of the statement.

After reading the newspaper accounts based on the Keller affidavit, alleging a $15,000 payment to Mr. Mahaffy by Col. Davis himself, Mr. Hastings remarked that he had "a very uncomfortable day". Commenting on various statements set down by Col. Davis, particularly those dealing with Mr. Mahaffy, he declared, "Nobody runs that judge, not even his wife. How anybody, with the idea that Mahaffy had a large interest in this, I don't know." He continued that he had never heard of Mr. Keller and did not know how Keller should suggest that the Hastings firm should be employed. Alluding to the hearsay statements of the affidavit, in which Mr. Davis was quoted as saying that Senator Wheeler, Senator Hastings declared, "This is so unfair to an American citizen to permit a thing like this to come in, and then allow the newspapers to publish it."

Claims Falsification

He remarked that one of his prime reasons for appearing before the committee was to say that the statement made the day before by Mr. Duffy that Mr. Mahaffy had been paid $2,500 to secure the continuance in court.

Calling Mr. Duffy "a very fine fellow", he went on to explain that certain difficulties were arisen between the Hastings firm and the newly-formed Logan & Duffy firm. He decried an alleged effort on the part of Logan & Duffy to take over the affairs of one of the clients. In the course of doing, he charged there were unethical actions on their part, including the making of false representation concerning the controversy over who would handle the client's affairs.

Of the Duffy statement made the day before, Senator Hastings said, "It was false and Duffy must have known it was false." Asked to supply some reason for the statement, he remarked that such a statement be that Logan and Duffy are trying to carry on this smear, both of me and the court through Mahaffy. Commenting on the plausibility of explaining the continuance as a result of bribery, Senator Hastings declared, "You can't bribe a man who is not in court. He hasn't authority to do it. You might pay a court clerk for his influence, but he has no influence over this court. The client may go to court and not to go right into open court and ask for a continuance. As it was, the continuance was granted because of the indisposition of the court."

Questioned further by both Senator Tobey and Chairman Wheeler on his conversation with Mr. MacPhaffy...

(Continued on page 92)
Sustaining Contract Extended Month in Net-AFRA Dickering

Union Demands That Minimum Scale Be Applied to Sustainers Meets Objection From Networks

STILL miles apart after a week of negotiations on a new contract covering employment of talent on sustained programs, AFRA has not been able to take the place of the original two-year contract expiring Aug. 12, the networks and the American Federation of Radio Artists have agreed. AFRA had sought to extend the existing agreement for another month, or until Sept. 12, continuing negotiations meanwhile.

Discussions to date have been centered on the union demands that the minimum commercial scale for network programs should likewise be made the minimum for sustaining shows, a proposal unacceptable to the networks and one that is expected to be considerably modified before negotiations are completed.

Commission Dispute

Question of the payment of commissions for time of talent placement bureaus operated by the networks is also expected to become a moot point. AFRA previously announced that the present contract should be interpreted so that the word "minimum" meant net to the artist after payment of such commissions, but when the question was submitted to the American Arbitration Assn. the decision was that the contract now reads commissions are deductible from minimum fees.

Chief difference between scales for talent employed on commercial and sustaining programs lies in the rehearsal fees. An actor engaged for a 15-minute sustaining program at $5 a week gets a minimum wage set in the present contract receives $7 for his work, including a two-hour rehearsal. Commercial scale for a quarter-hour broadcast is only $15 but on a sponsored program the actor is paid $6 an hour for rehearsals, making a total of $21 if the rehearsal lasts an hour as required by the commercial code, or $27 if the actor on the sponsored show is in a two-hour rehearsal period required of talent on sustaining shows.

On a 60-minute program, actors employed for sustaining work get $25 for a full hour of broadcast and $20 for the hour of rehearsal; sponsored artists get $35 plus $6 an hour rehearsal, a total of $83 if the same eight-hour rehearsal period were required. Actually, of course, very few programs call for anything like that amount of rehearsal time from actors. Roughly the same comparisons apply to singers, although their wage scales, both sustaining and commercial, do not exactly coincide with those of the actors.

Sustaining code also contains provisions for staff artists employed on sustaining programs, with a minimum salary which, of course, do not apply on commercial programs. The union makes the point that, while sustaining programs are practically at a standstill, pending action by the union's locals on the counter proposals made by the manufacturers after several weeks of conversation with the union over the original AFRA demands.

Other Locals to Meet

The New York local of AFRA met July 31, when the membership reaffirmed its previous position that payment for talent on transcribed programs should be based on a single program plus rehearsal for it, rather than set as a flat fee for a recording session of a certain number of hours, each of their division into rehearsal and cutting time. Similar meetings are to be held by the Chicago, Los Angeles and San Francisco locals, following which the AFRA committee will resume its meetings with the representatives of the transcription industry.

In the negotiations for the new network contracts, AFRA has been represented by Emily Holt, executive secretary, and George Keller, assistant executive secretary; Mark Woods, NBC vice-president, Lawrence W. Weiss, CBS vice-president, and Julius Seebach Jr., WOR vice-president, represent the network interests. Also in attendance have been various AFRA board members and a number of advertising agency executives, the latter including Leonard Bush of Comp-Ton Adv. Inc., A. K. Spencer of J. Walter Thompson Co. and Leon Campbell of Ruthrauff & Ryan, who have alternated in attending the sessions in a sort of rotating representation of agency interests.

Drop Old WMCA Suit

SUIT of Ralph Marshall Anspach and Jennifer E. Weiss for $150,000 damages and 140 shares of WMCA stock against Federal Broadcasting Corp., John A. Adamson, president, and Calvin O. Freeman, vice-president, was discontinued Aug. 8 in New York Supreme Court following the filing of a stipulation to withdraw. Suit was based on an alleged contract made in April, 1983, whereby the parties to the suit agreed to set up WMCA, with division of profits under a lease deal with Donald Flamm, owner. Anspach and Weiss charged conspiracy on the part of the defendant to expropriate them of their share of the stock under the terms of the contract.

20TH BIRTHDAY
Of WWJ to be Observed
—With Salute by Fly-

WHEN WWJ, Pioneer Detroit News Station, observes its 20th anniversary Aug. 20, it will be saluted by James Lawrence Fry, chairman of the FCC, who will be introduced by William J. Scripps, WWJ general manager who started the station while a youngster pursuing the amateur radio hobby. Because the precursor of WWJ started experimental programs on Aug. 20, 1920 and continued them until Aug. 31, when it began operating as a regular station, it claims to be the first regular broadcasting station in the United States. In this connection it has consistently disputed the claim of KDKA, Pittsburgh, which started in November, 1920.

WWJ's regular broadcasts during the first few months of operation included city election returns on Aug. 31, 1920; results of the World Series in October, and returns of the November elections.

The 20th anniversary will be observed with a full-hour program starring Dr. Frank Black general musical director of NBC, as guest conductor of a 40-piece orchestra; Ruby Mercer, soprano, and Artur Rubinstein, baritone. Misha Koltller WWJ musical director, will also be a soloist.

RCA, NAPA Likely
To Appeal Ruling

ALTHOUGH it is expected that RCA, NAPA Co., the National Assn. of Performing Artists, acting for Paul Whitman, will both attempt to enjoin the Superior Court of the United States their fight for control of the use of photographic records on the air, no such action is expected to date from the networks.

Attorneys for both of these parties stated they are studying the recent decision of the United States Circuit Court of Appeals for the Second District (Broadcasting, Nov. 7) which ruled that the networks from all restrictions of either manufacturing company or the NAPA of their programs, thereby making the decision of the lower court which had found both company and artist to possess certain restrictive rights over the broadcasting of these recordings.

While appeal from the lower court's decision was taken by all three parties to the RCA-White- man-NNEW action, with the NAB refusing to defend the action, the lower court is of the station in the interest of the entire broadcasting industry, Whitman will be party to the appeal to the Supreme Court, as the Circuit Court decision is a total victory for the broadcasters. There little likelihood of the manufacturer and the artists' association will seek to continue their battle right up to the Supreme Court.

Shifts in Auto Accounts Are Forecast in Detroit

WHAT some advertising men believed would presage a widespread revamping of automotive advertising appears to have taken root in Detroit when Maxon Inc. was named agency for the Lincoln-Mercury Division of Ford Motor Co. Simultaneously, Maxon announced that Harry Wismer, former sports-caster of WJR, would be the account executive for Lincoln-Zephyr. Wismer, however, will broadcast the program over WJR, Inside of Sports, for Philipps cigarette division. WJR has been taken over by Joe Weeks.

Defense Transcriptions

IN VIEW of the current interest in the Burke-Wadsworth conspiracy bill, the National Emergency Committee of Military Training Camps Assn. is offering free to program directors of armed forces camps as many as four-quarter-hour transcriptions featuring discussions of national defense and conscription. Shipment on the discs started Aug. 12, and if the press release is to be believed, more will be made available. WOL, Washington, and WOR, New York, are handling the air programming, and speakers are Secretary of the Navy James V. Forrestal; Asst. Secretary of War, Robert Patterson, and Julius Ochs Adler, 2d Corps Area Civilian Aide to the Secretary of War.

GOOD NEWS was the telegram from Washington informing KOIN, Portland, Ore., that it had been granted permission to boost night power to match the 5,000-watt daytime transmission. C. W. (Chuck) Myers, KOIN president, enjoys the pleasant tidings with C. Roy Hunt (left), KOIN general manager, and L. S. Bookwalter, technical director. A two-hour dedicatory program was broadcast Aug. 11.

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Western Canada Stations Favor CAB's News Plan

WESTERN CANADIAN broadcasters decided at their annual convention held in Calgary July 30-31 that the newscast situation should remain as it is present. The Western Assn. of Broadcasters, with representatives present from every station west of Winnipeg, passed a formal resolution favoring the modified newscast plan of the Canadian Assn. of Broadcasters, which calls for a continuation of sponsored newscasts. News would come from a central news bureau to which all news services would subscribe and from which each station would pick such news as it wanted to broadcast, with no commercial plugs in the body of the news. The WAB decided against submitted plans which would practically eliminate commercial sponsorship of news and called for news distribution over a Canadian-wide network from a central news office. The newscast situation is to be aired again on Aug. 19, at the semi-annual meeting of the Board of Governors of the Canadian Broadcasting Corp., at Ottawa, when it may be settled.

About 30 broadcasters attended the convention, including some from Eastern Canada. George Chandler, CJOB, Vancouver, was elected president, succeeding Gordon Love, CFON, Calgary, president for the last two years.

Decision by Arbitrator Reinstates WOV Group

REINSTATEMENT of four employees of WOV, New York, and a regular eight-hour working day were directed, in an arbitration case decided Aug. 6 by George R. English, of the American Arbitration Assn., under terms of an agreement with the station, with which American Communications Assn. has closed shop agreements covering radio technicians, announcers and sound effect men.

The union asked reinstatement of two engineers and two announcers.

The union also challenged claimed discontinuance of the lunch hour from the regular eight-hour day as "contrary to the terms of the union agreement and all past precedents". ACA charged that after releasing the four employees, the station added personnel in other departments and spent money on "non-essentials". The award of the arbitrator sustained the union in all its claims.

A PROFIT PRODUCER!

JOIN UP with WAIR! Make SURE your product has a maximum audience of money-spenders! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!

Libbey Symphonies on CBS

LIBBEE-OWENS-FORD Glass Co., Chicago, is planning to return to the air Sept. 25 with a program of symphonic music to be broadcast over 67 CBS stations in the interests of flat glass products. According to present plans, the program will be titled Design for Happiness and will feature a 65-piece women's orchestra, to include many members of the Chicago Women's Symphony Orchestra which will be conducted by Izler Solomon. A 52-week contract is planned for broadcasts on Sundays, 2-3:30 p.m. (PST). Mr. Solomon, director of the Illinois Symphony Orchestra and of the Chicago orchestra, is currently conducting the outdoor concerts of the Philadelphia Symphony in Robin Hood Dell. United States Adv. Corp., Toledo, handles the account.

Five Programs on NBC Originating in the East Shifting to West Coast

FIVE NBC network shows originating in eastern cities will switch to Southern California shortly, making it the biggest westward trek of the season for major programs.

R. J. Reynolds Tobacco Co. (Camel) on Aug. 15 switches Camel Caravan on 48 NBC Red stations, Thursday, 7:30-8 p.m. (EDST), with West Coast repeat, 6-7:30 p.m. (PST), from New York to Catalina Island, Cal., during the personal appearance engagement there of Bob Crosby's orchestra.

Treasure Chest, sponsored by Lewis-Howe Co. (Tuna), on 69 NBC Red stations, Tuesday, 8:30-9 p.m. (EDST), is to emanate from Hollywood for 15 weeks or more starting Aug. 20 while Horace Heidt and his orchestra work in a film to be produced by James Roosevelt Productions. Heidt's Pot O'Gold program, also sponsored by Lewis-Howe Co. will originate from that city starting Aug. 22 on 92 NBC Blue stations Thursday, 8:30-9 p.m. (EDST). The film featuring Heidt and his crew, is based on the Pot O'Gold program.

While Bud Abbott and Lou Costello work in the Universal Studio's film, "Riviera", the weekly Hour of Smiles, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica) on 52 NBC Red stations, Wednesday 9-10 p.m. (EDST), will also originate from Hollywood starting Aug. 21. F. W. Fitch Co. (shampoo), sponsoring Fitch Bandwagon on 81 NBC Red stations, Sunday 7:30-8 p.m. (EDST), will originate that program from Hollywood for three weeks starting Aug. 25 and then switch to San Francisco for the Sept. 15 broadcast. Several other network shows emanating from New York are scheduled to switch to Hollywood by mid-September.

Announcers' Murderer Insane

ACQUITTED as insane, of a charge of murdering a radio announcer in Los Angeles six years ago, Clarence Walker, 47, former Montana rancher, is being committed to an institution in his home State. That was the decision of Los Angeles superior court Judge Frank G. Swain, Aug. 2, after examining aliens' reports (Broadcasting, Aug. 11). Walker, in 1934, stabbed to death Edwin Woolverton, 21, radio announcer of Grand Junction, Colo., in the reception room of KJH, Los Angeles.

- A photograph that is not clear loses conviction. Just so, a voice or musical note poorly reproduced by radio is unreal and unsatisfying.
- Radio programs are carried by telephone circuits across thousands of miles to dozens of network stations. Every effort is made by watchful telephone engineers to insure their delivery to these stations with brilliance and clarity.
- And in Bell Telephone Laboratories, trained men are constantly at work searching for new methods, new safeguards and new facilities to improve network transmission of the future.
FM APPLICATIONS STEADILY RISING

Exactley 22 applications had been filed for new FM stations up to Aug. 1. Broading was to press, doubling the number reported in the Aug. 1. Broadcasting. indicating a slow but steady stream of applicants since the new forms were made available. The list for the last two weeks follows, being additional to that published Aug. 1:

Chicago: Zenith Radio Corp., 43.3 mc. to cover 10,169 square miles, 4,500,204 population.

Detroit: The Evening News Assn. (WMJ), 43.4 mc. to cover 25,165 square miles, 5,641,951 population.

New York City, National Broadcasting Co. (WEMP-WJW), 43.9 mc. to cover 10,903 square miles, 15,254,420 population.

Boston: The Yankee Network (WAB), 43.9 mc. to cover 9,578 square miles, 6,263,346 population.

Kansas City, Commercial Radio Equipment Co., 44.9 mc. to cover 2,955 square miles, 1,947,000 population.

Boston, WJJJ, Inc., 44.7 mc. to cover 3,700 square miles, 4,051,000 population.

Chicago: WGN, Inc. 44.5 mc. to cover 18,822 square miles, 6,344,083 population.

Senate Probe

(Continued from page 89)

haffy, Mr. Hastings explained that all he wanted from Mahaffy was a history of the case and a review of the testimony. He, however, did not make any suggestion that he was reconning to get a member of the committee to supply him with the checks and office records for 1922-1923.

Complying with requests made by the committee, Mr. Mahaffy agreed to make available for the committee to supply the committee with his checks and office records for 1922-1923.

RCA Fellowship

THROUGH funds provided by RCA Mfg. Co., the National Research Council has established a $3,000 fellowship for the investigation of biological problems with the electron microscope recently developed in the RCA research laboratories. In considering candidates for the RCA Fellowship, RCA announced the Research Council will give preference to "versatile young men of United States citizenship, who have shown sound training in microbiology, a doctor's degree (Ph.D. or M.D.), and a record of original work". The research work is to be conducted in the RCA research laboratory at Camden. Selection is to be made by committee of scientists of the National Research Council.

Mr. O'Callaghan's suggestion, observing that the latter had said it would be "more dignified" for him to introduce Mr. Whiteford to Senator Mahaffy, declaring that he wanted to let them "look for a stranger all over the station platform".

Ex plains Activity

Questioned about the alleged threats attributed to the radio trio, he declared no threats had been made, but that he felt at the time that he was "just sort of pushed out of the picture after this thing was accomplished". He added that he could not recall whether Whiteford had used any blackmail technique to get him to sign the agreements. Whiteford read any blackmail statute to the group, pointing out that he was not a party to the release signed by Mr. Shaffer and Perry Keller.

Cross-examined by Col. Davis, Mr. Handy declared, "It all sums up that we were instrumental in settling this case." He said also that although Mr. O'Callaghan had mentioned $50,000, he had made no promises, and it was expected to get "anything like that amount.

Asked bluntly by Col. Davis, "Didn't you threaten to leave the New England trip in order to lay the foundation for the claim you were going to make later?" Mr. Handy answered, "No." He said it was "absolutely a lie" that he had threatened to "kick this thing wide open" if he were not paid for his services.

"RCA certainly recognized me by calling me day after day until this thing was settled. I was very impressed in this respect, added in response to another remark by Col. Davis, "I suppose you think I am going to work for free by someone for me never knew before".

Explains Activity

Further colloquy developed as Senator Reed observed that委员 had hardly expected an outsider to go very deeply into the authorization for an offer of $50,000 on the part of RCA when he was himself a person definitely identified as a "high-salaried" member of the RCA legal staff. He observed, as he had done before, that O'Callaghan to all appearances was the "Tommy Corcoran of RCA."

Col. Davis, commenting to the committee, said, "You have heard a lot of testimony from a pot of people, but I am sure you know who to believe."

Offer of Influence

Recalling Mr. Mahaffy to the stand, Senator Tobey read two affidavits signed by two New York lawyers. The affidavits declared that Mr. Mahaffy had said to them that Judge Nields and his uncle, Clerk Mahaffy, were on close terms, and that he was in a position to help secure a favorable decision in a case in which the two lawyers were handling before the Wilmingtom court.

As for a comment on this, Mr. Mahaffy, obviously moved, declared that he had warned "the officer boy you could find, but two high-balls sets him off". He commented that the nephew, after resigning from the bar, had started a "small contracting business". He had filed application for readmission to the bar upon the instance of other members of the court who stated that right in the midst of the readmit examination procedure he "went off on this spree". Mr. Mahaffy observed that the hearing went also should incorporate commentatory letters from Judge Nields and other lawyers, who could have been written on half of the nephew.

Tells of Finances

Questioned again about his bank accounts, he stated that although his brokerage account had been as high as $10,000, he had sold it out several months ago, and only about $2,000 or $2,500 remains in it. This made his present line and any liquidity stock, he said. He also estimated that the Wilmingtom home he owned was worth $16,000, and that a summer home at nearby Rehoboth Beach $10,000.

Mr. Mahaffy testified that he had conferred with Judge Nields before sending out the wire notifying lawyers of record of postponement of the case, but that he had not told Hastings' counsel of his connection with the case, for which he was "sorry". He said Mr. Neave and Mr. O'neil had conferred with Judge Nields after Oct. 4 and Oct. 10 the judge issued the continuance. As he concluded, Senator
Tobey requested that he furnish the committee with a complete list of all property held by himself and his wife, as well as all bank deposits and records for the 1932-33 period.

Burglary Indicated

Reappearing for further testimony, Mr. Whiteford indicated that a total of $16,996 had come into his hands from Federal Reserve, sold approximately $130,000,000 worth of time to sponsors, the FCC of August 1 estimated two separate analyzing program expenses and the other detailing the costs of power used by various categories of stations.

Covering 919 stations and the three networks, or only those stations having time sales of $25,000 or more during the year, the program cost report shows that their total program expenses last year amounted to $39,979,247. Of this amount the networks accounted for $14,469,768 and the 919 stations for $25,509,479.

Station-Network Costs

The breakdown for the stations follows: Salaries and wages of program departments, $6,417,115; talent expenses, $5,904,451; royalties and license fees relating to program material, $4,229,454; cost of wire services, exclusive of transmitter line, $2,506,454; other expenses directly related to programs, $2,095,942.

For the networks the breakdown was: Salaries and wages of program departments, $2,849,244; talent expenses, $5,376,229; royaltys and license fees relating to program material, $519,857; cost of wire services, exclusive of transmitter line, $5,145,225; other expenses directly related to programs, $1,045,615.

The report further shows that 361 stations affiliated with networks spent $21,280,007 on programs while 156 stations not affiliated with networks spent $4,229,382. The 33 full time clears of the clearing stations alone accounted for $7,317,439 of program expense; the 18 full time regionals, $10,681,563; the 165 full time locals, $2,845,549.

The power bill for the 919 stations doing $55,000 or more business amounted in 1933 to $1,639,117, with the breakdown as follows: 53 00,000-watt stations, $625,009 an average of $11,881 per station; four part-time 50,000-watt stations, $70,816 an average of $17,704; 19 full time stations of 5,000 to 25,000 watts, $120,000 an average of $2,500; five part-time stations of 5,000 to 25,000 watts, $17,000, an average of $3,406; 18 full time regionals, $548,269, an average of $30,418; 170,500; limited and daytime regionals, $80,426; and 24 part-time regionals, $42,686, an average of $1,749; 165 full time locals, $196,000.

Radio Strip for Papers REVERSES the usual situation, a comic strip series first presented by radio is being made available for sale to newspapers. The strip, "The Adventures of Gabby Scoops", based on the work of a toying reporter, is written by Bill Treadwell and for the last four months was presented Friday nights on the Uncle Dan program on WOR, New York. It is being offered to newspapers through the McClure Syndicate. The strip also is published in Whitman Publishing Co.'s "Crackjack Funnies" magazine.

971, an average of $824; 15 day and part-time locals, $16,416, an average of $1,094.

SUPPLEMENTING its report on network and station time sales during 1939 [BROADCASTING, Aug. 1]. Mr. Whiteford said he had been taking an interest in Federal Reserve activity, especially relative to the Committee's discussions. He stated that the Reserve had been a valuable source of information to the Committee, and that he believed it would continue to be so. He also indicated that the Committee had been most willing to provide information to the Reserve, and that he looked forward to continued cooperation between the two agencies.

The Committee thanked Mr. Whiteford for his interest in their work, and expressed their appreciation of the information he had provided. They also indicated that they would continue to work closely with the Reserve in order to ensure that their reports were as complete and accurate as possible.

BROADCASTING (continued from page 2)

Questioned on his holdings outside RCA, Mr. Sarnoff said he owned a number of shares of stock in various companies, but that he did not own any significant block of stock in any one company. He also stated that he did not own any stock in any company that was controlled by the government.

He added that he did not expect to make any further investment in stock, and that he was satisfied with his present holdings.

Senator Tobey said that he had been informed by Mr. Sarnoff that he was not an investor in the stock market, and that he did not own any stock for the purpose of speculation. He also said that he did not expect to make any future investments in stock.

Mr. Sarnoff said that he did not expect to make any future investments in stock, and that he was satisfied with his present holdings.

Senator Tobey asked Mr. Sarnoff if he had any plans to sell any of his holdings, and Mr. Sarnoff said that he did not expect to sell any of his holdings in the near future.

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German Ban on Pickups Of Reich Broadcasts By Mutual Is Rescinded

RELATIONS between the German Government and the Mutual Broadcasting System have returned to normal and MBS is once more making the broadcasts of Sigrid Schultz from Berlin each Sunday evening.

Dr. Otto Dietrich, Hitler's personal press representative, had canceled all service to MBS from German territory following the action of the Don Lee group in dropping the MBS broadcast of Hitler's speech to the Reichstag on July 20 before its completion, announcing that "Hitler should not be permitted to use American facilities to justify his crimes against civilization."

The ban was in force for about a week, cancelling the July 21 broadcast of Miss Schultz, but permitting her return to the air on July 28.

Resumption of service was announced by Fred Weber, MBS general manager. The arrangement was effected with the German broadcasting authorities to maintain Mutual's policy of making available all world-wide down-loaded program material for acceptance or rejection by the members and affiliated stations comprising the Mutual network of radio stations.

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Buck Asks Advertisers' Aid

(Continued from page 30)

they could, destroy ASCAP, even though radio was ruined in the process of doing it.

We are amazed at the manifestation of a serious public...cues that would prompt these two great and overpowering radio groups to believe for a moment that they are going to do in the way of blanketing Whitman, Waring, Lombardo, or Black what music to play. By what process of loose reasoning do radio jocks deduce that they will tell Lucky Strike, Cities Service, Maxwell House Coffee, or their advertising agencies, who have purchased a large sum of radio time, that what musical content their programs shall have is matter of choice. This belief in the public's right to decide what shall or shall not be heard on radio is the real basis of the world's best music?

"Forgotten Dust!"

"Of course, it is all an absurdity. It amounts to grown men shadow-boxing, making faces at each other, and hissing in the dark. Nothing is going to happen. ASCAP music will be on the air just as frequently as it is now, when every man who is presently discussing this controversy has become quieted.

"In the meantime, great harm may be done. It will be interesting to observe the development of this controversy. Assuming the Government is equally as interested in violations of the law by others as it is in the Booth case, we may expect to see a law that is going to happen. ASCAP music will be on the air just as frequently as it is now, when everyone has been informed of what music shall or shall not be heard on radio, to suit much of the world's best music.

"Calls for Open Market"

An open market for music, permitting advertisers and broadcasters alike to purchase the music that they want on a competitive basis rather than being forced to buy and popularize the music of a single monopolistic source, is the ultimate goal of the radio industry groups of the Broadcast Music Inc., New York, New York.

Pointing out that the proposed ASCAP contracts call for payments by broadcasters of approximately $25,000,000 and $45,000,000 for the five-year term, a sum he said is 80 times as large a percentage of radio's total income as ASCAP now receives from any other industry, Mr. Kase stated that "it is manifestly impossible for the industry to absorb such enormous demands.

"It is obviously in the interest of the advertiser and advertising agency to protect themselves from an exorbitant increase in costs and to protect their programs from sudden change by substituting now the music to which they are paying $6,000,000 for the five-year term, a sum he said is 80 times as large a percentage of radio's total income as ASCAP now receives from any other industry, Mr. Kase stated that "it is manifestly impossible for the industry to absorb such enormous demands.

"It is obviously in the interest of the advertiser and advertising agency to protect themselves from an exorbitant increase in costs and to protect their programs from sudden change by substituting now the music which will be licensed to play after Jan. 1, 1941, and the group of broadcasters, advertising agencies, and performing artists, in a concerted action to protest the music clause of the proposed ASCAP contract. We think the Government may be intensely interested to note this effort to prohibit the performance of such music, and that by the adoption of this clause, which own booking offices, phonograph record factories, and motion picture producing units.

Despite Mr. Buck's assurance

---

The Long and Short of It

1000 watts, full time, on 950 kc. long wave, gives you coverage of 100,000 homes in Vancouver, Victoria and adjacent markets.

Northern and Interior coverage from B.C.'s only short wave station reaches many listeners hearing daytime Canadian radio for the first time in their lives!

All at the old 100-watt rate until Sept. 1.

CKWX and Short Wave CKFX
VANCOUVER • CANADA

Representatives • Weed & Co. • All Canada Radio Facilities

Page 94 • August 15, 1940

BROADCASTING • Broadcast Advertising
ANNOUNCEMENT that ten key stations of the Mutual Broadcasting System have formed ASCAP demands to the ASCAP have included a nationwide basis on which they stand. The ASCAP has been informed by the Chicago, Los Angeles, San Francisco, Los Angeles, San Diego, LBJ, Santa Barbara, the latter four keys of the Don Lee Network. The letter points out that "Mutual does not originate programs, but merely makes available to members and affiliates programs originated by other members and affiliates. Accordingly, questions involving music copyrights in connection with such programs must be ultimately be decided by the member and affiliate stations."

"Syndicate" Rumor

Indeed, one report had it that a syndicate had already been formed to secure an exclusive license for the use of ASCAP music on a nationwide basis and resell this privilege to certain large advertisers, the programs to be played on MBS hookups.

Flaws in the logic back of such reasoning are clearly indicated in the final paragraph of Mr. Weber's letter, which reads as follows: "I'm sure if you learned that ASCAP had honored one of the key stations with a material improvement and that other stations would follow suit, you would be in favor of such an action."}

Bentz, President of BMI, has informed the American Federation of State, County, and Municipal Employees (AFSCME), that "BMI's decision to withdraw from the exclusive dealings with the Mutual System was not a result of the fact that the Mutual System has refused to sign the ASCAP license agreement. Mutual has signed the ASCAP agreement, as have all the other stations in the country." Bentz added that BMI's decision was made in order to protect its copyright holders from being exploited by the Mutual System. BMI has also stated that it will continue to offer its members exclusive licensing agreements with other networks. The company also announced that it will seek remedies against the Mutual System through the courts. BMI's decision has been met with mixed reactions from the industry, with some companies expressing support for the move and others calling it a mistake. The industry is currently divided on the issue, with some companies supporting BMI and others siding with Mutual. It remains to be seen how this situation will be resolved. B basal
**Guest Editorial**

**THIS PROGRAM IS TRANSCRIBED**

By S. J. Hayden

"The following program is transcribed" is an announcement which assures the ears of listeners' scores of times each day. It is an announcement which is to me as superfluous and useless as would be the announcement, "The following program is broadcast." Yet I suppose there must be some reason, some kind of belief in the influence on someone's part that all transcribed material must be specifically announced as such.

Before I go any further I should perhaps explain that I am a New Zealander, resident in the United States since the beginning of this year, and although I have 14 years active service with the New Zealand National Broadcasting Service and am thoroughly familiar with broadcasting in the Antipodes and in England, I have never heard of such a transcription restriction as exists here. May I also make it clear that I have no interest in whatever is going on in any transcription firm or in any advertising agency, nor am I at present connected with U. S. Broadcasting in any way.

Another Category

Having made these disclaimers perhaps you will permit me to develop my argument. If my impression is correct, and I believe that there exists some regulation which brings upon the transcribed form of entertainment, or which at least insists that the transcription is not quite the 'sporting' way of offering material to the listener. Why? Because it is faded!

Of course, I realize that the

Mr. Hayden from 1926 to 1940 was assistant general manager and director of the New Zealand National Broadcasting Service. He was then head of the broadcasting as it is today, heavily upon quality transcriptions. He is currently in this country on a visit to the United States.

transcription is not "live" performance but surely it cannot be classified as if it were an ordinary commercial recording.

In the first place the transcription is not available for sale to the general public and in its dramatic form or as a variety and revue presentation it is never intended for radio broadcast and nausium. Indeed I should imagine that half-a-dozen diffusions from different parts of the United States would be the absolute maximum.

No Good Reason

To me, these points place the transcription in an entirely different category from the ordinary record so that the way in which this is the reason for the discrimination which exists. Moreover, looked at entirely from the listener interest viewpoint, reproduction of transcription offers much scope for the highly polished and completely perfect presentation, whereas the case of dramatic shows and the like, shows no serious mistakes or hesitancy in dialogue can be eliminated. Conservation of sound effects and dialogue can be ensured and no loss of clarity of dictation due to ambient background or monitoring deficiencies need be apparent.

Furthermore, your leading American radio stars appear to be concentrated for the most part on studio appearances during the prime hours of the day's schedule and the transcription would certainly offer the chance for many listeners to hear these same artists in transcription form during the less popular hours. The net result should be an invaluable improvement in the overall standard of programs between morning and late afternoon so that the listener would appear to reap the benefit from all angles.

As to the advantages for the broadcasters who have little necessity for discussion on this score. At the present time we see unnecessary and carelessly broadcast on production which is disseminated are forever lost. In other words the wastage, the tremendous and waste in any industry is usually one of the first factors eliminated.

And regarding to the artist and performer, he can have little or no cause for complaint because his fees are always, and doubtless, are, guided with regard to the degree of permanency affecting his show.

Not Deception

Technically, there can be no room for quibble. The ordinary listener today would be quite unable to determine whether or not he is listening to a radio impression of reality or a radio impression of a re-creation of reality, ha', says the supporters of this seemingly unreasonable regulation, "Where we have you. The transcription is nothing more or less than deception". How and why?

All the important parts of broadcast production are deception. Sound effects, backgrounds, themes and so forth. That form of deception, which is a result of development of an art if you prefer. In any case, unless it be that your program is inconceivable as an interpretation from the British listener he will care not to scrap his idea of hearing a perfect background sound effects or by what media, so long as it is of the highest possible standard. The reason for the transcription required standard is to meet people self evident.

In the face, then, of all these reasons, the object in existing on unreasonable restriction which labels all transcription as such whenever they are presented, this system is simply creating in the listener's mind a complex against a legitimate and effective medium. Such a complex will in the course of time prove an obstacle impeding eradication and lacking some arguments to the contrary I am convinced that some action should be taken by the broadcasting industry to eliminate a piece of "red tape" which must have been tied during the days of the carbon microphone.

**5,000,000 NORTH CENTRAL LISTENERS AWAIT YOUR PROGRAM**

Thru the NORTH CENTRAL BROADCASTING SYSTEM

Affiliated with Mutual "Coast to Coast" Network

Available in Individual Groups to fit your distribution or sales requirements—MBS programs available for local sponsorship.

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<td>New York: 11 E. 42nd St., MU. 2-6148</td>
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**RESERVE your spot now on these special participation Programs**

7:30 Morning News
1:00 Housewives' Bureau of Information
3:00 PM Grocer Bill
5:00 PM Home Town Paper
7:30 PM Today's Headlines
You can book transcription 5 times weekly on any program and get your complete material by the following date:
Attention: Food & Drug Administration, Department of Agriculture, Distribution and Displays in 16th floor office—no cost to you—Wire or phone for details.

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Attention: Food & Drug Administration, Department of Agriculture, Distribution and Displays in 16th floor office—no cost to you—Wire or phone for details.
PHILADELPHIA radio stations broadcasting foreign-language programs — WDAS, WPEN and WHAT — have formulated their own requirements for foreign-language broadcasts. They now demand that broadcasters must prove American citizenship; there must be no counteracting of local news items and no ad-libbing; all copy must be edited, translated, re-edited and passed by the program department; program and translation must be filed together. While some dramatizing is done, the copy of the Philadelphia programs are devoted to straight news reporting and music.

Pat Stanton, general manager of WDAS, which broadcasts Polish, Italian, Jewish, Slovak and Ukrainian programs, expressed the general sentiments of the stations concerned. "Continuing these programs," he said, "is a definite way of counteracting fifth column activities. For these programs are dedicated to the present and spreading of Americanism among those of our population who are under the present threat. In addition, these people, the foreign-language program is one of the principal, often the only interpreters of American traditions and ideals. They must continue."

**New York, N. Y. —** A pointed NEW N. W. point to disc New York, heard grams, "concerned.

WDAS, which broadcasters must WHAT -Li-W

**New York, and WICC, Bridgeport.**

ments began Aug. 15. A probing of the Brenallen-WLW, Erickson, died Aug. 12 from pneumonia.

**Home of WTRG, Troy, N. Y.,** which recently began operating under the direction of Fred Rukley. It is one of the group of stations controlled by Col. Harry Wilder, including WSYR, Syracuse, and KEEN, Keene, N. H.

**CHICAGO CONTEST**

Over 4,000 Dealers Join in

Hi-Li Promotion

A TRIANGULAR deal has been completed between WENR, Chicago, the J. O. Stoll Co., Chicago news distributor controlling more than 4,000 outlets, and Balaban & Katz, theatre chain, for a WENR Hi-Li Contest to determine best Hi-Li players in the city, to be held on 190 playgrounds in Chicago. The contest started on Aug. 10 and will conclude Sept. [14]. Screen trailers at all B & K neighborhoood theatres, daily spot announcements on WENR and distribution of 500,000 descriptive circulars at 140 stores and theatres plus ten "sky writing" ads via airplane are included in promotion.

Contest awards include a week's trip to the New York World's Fair for the winner, plus all expenses for an adult companion, 3,000 bicy- 

les, $100 in cash and 1,000 super de Luxe Hi-Li outfits. As a special drawing card, free ice cream is served to all Chicago youngsters under 16 years of age who enter the contest. Contest blanks are secured with paid admissions to B & K houses.

The reciprocal angle gives WENR the benefit of title-publicity in theatres, shows windows and on each of the Stoll news outlets. B & K selects printed contest blanks and in presenting winners from playgrounds throughout the city it sponsors in newspaper advertisement.

The Stoll Co. collects on the sales of Hi-Li paddles which range from 5 to 50 cents.

**J OHN HARMON FILMAN, New York, 43, pioneer hockey and a la crosse announcer, died Aug. 12 from pneumonia.**

**With the Heat**

**Peter Fox Brewing Co., Chicago (the L. L. brewer), sponsor of the 10-minute Swing It program following all baseball broadcasts on WGN, Chicago, and daily five-minute sportscasts on WLW, Cincinnati, has in the recent hot spell in Chicago ran a concentrated one-week schedule of 90 100-word announcements on WIND, GARY, Ind., and WICL, WJJD, WAAP, Chicago. Sponsor has decided to promote heavily whenever weatherman so decrees. In addition, a 13-week schedule of once-weekly 100-word announcements has been placed on WJR, Detroit. Schwinn & Scott, Chicago, is the agency.

**Fendrich on Red**

FENDRICH, Inc., Evansville, Ind. (La. Fendrich cigar), has contracted for the 1-1:30 p.m. (CST) period on 10 NBC-Red stations beginning Sept. 26, for its Smoke Dreams program featuring the friendly philosophy of Fendrich. The program, which will air four consecutive years this 13-week program has been used. The broadcast originates in Chicago this year and in addition has been heard WMAQ KSD KSTP WHO WOW WISP WBC WSNM. Roush & Ryan, Chicago, handles the account.

**New UP Subscribers**


**Hobo Joe Says:**

"I had a dandy business once, but it went ft. Yes-sir, I should have listened to that WPEN fellow."

**Campana’s 11th Year**

**CAMPANA SALES CO., Batavia, N. Y. —** On Sept. 3 will begin its eleventh season of sponsorship of Nighter programs. The show will be heard Tuesdays, 7:30-7:56 p.m. (CDST) on CBS. Barbara Luddy, leading lady on this show since June, 1937, and Les Tremayne, leading man since 1938, will again be co-starred. Eric Sagerquist will again conduct the orchestra. Marvin Mueller will be heard as Mr. First Nighter and Joseph Ainsley will direct. Aubrey, Moore & Wainsie, Chicago, handles the account.

"Ramparts’ Film Buys Spots TIME Inc., New York, since July 23 has been sponsoring one-minute spot announcements promoting the opening of its Film “The Ramparts We Watch”' in various cities throughout the country. The announcements are heard daily in every station in the city involved, usually the week preceding the premiere of the picture. Above 15 cities have already shown the picture with this type of advance promotion. Young & Rubicam, New York, handles the account.

**Wesson Adds An Agency**

**Wesson Oil & Gas Co., New Orleans, has named Keyon & Eckhardt, New York, as agency in conjunction with the present agency, Fitzpatrick Adv. Agency, New Orleans. The firm is currently sponsoring To The Ladies, Airline Network for Blue Plate Mayonnaisse, as well as a spot nationwide drive.**

**Foster-Milburn Co., Buffalo, in early September will add several stations to the present list carrying thrice-weekly spot announcements for Dona’s pills. Street & Finney, New York, is agency, with placement by Spot Broadcasting.**

**BROADCASTING • Broadcast Advertising**

**August 15, 1940 • Page 97**
Time Purchases By Parties Await Acceptance Talks

Late Opening May Result in Reduced Expenditures

ALTHOUGH detailed plans for commercial time on radio will not be announced by either the Republican or Democratic parties as Broadcasting went to press, political broadcasts will go on a commercial basis following the Aug. 17 acceptance speeches of Augie Willkie, Republican candidate for President, and a pre-commercial plan also has been announced by the two vice-presidential candidates—Charles L. McNary, Aug. 27 from Salem, Ore., and A. Wallace, Aug. 29 from Des Moines.

Detailed plans to use commercial time in the present campaign are being developed by the radio directors of both parties. G. W. (Johnny) Johnston, radio director of the Democratic National Committee, has transferred his headquarters from Washington to the Biltmore Hotel, New York, where he will superintend Democratic radio activities. Republican broadcast schedules are in the hands of Well (Ted) Church, Republican National Committee radio director, headquarters Des Moines.

Late Starting Date

Although earlier in the year it was expected the two parties would use more commercial radio time than ever before, Broadcasting (March 15), it is now possible these early estimates necessarily may be revised, largely because of the late starting date of the actual campaign and also because of the limits placed on campaign expenditures under the Hatch Clean Politics Act.

A report of an alleged scheme to circumvent restrictions of the Hatch Act recently drew the attention of Chairman Gillette (D-Ia.), of the Senate Special Expenditures Committee. The reported plan was to place political speakers as guests on commercial broadcasts. Although Chairman Gillette indicated the practice per se would not violate the law, he observed that if it were widely followed, it would effectively violate the Hatch Act since it would amount to pro visions limiting individual contributions to 5,000 and total campaign expenditures to $3,500,000 for any political organization. He indicated that if formal complaints are filed, they will be investigated.

Pointing out that the practice also would work to circumvent the Corrupt Practices Act prohibition against contributions to political organizations by corporations, Senator Gillette observed he believed the committee was asked to determine whether there was any difference between proper and improper political practices, even if they are within the Hatch Act.

All three national networks and two individual stations will broadcast the Aug. 17 ceremonies attending Mr. Willkie, who will receive the Republican nomination in Elwood, Ind., his home town. NBC and CBS will send their own network crews, including engineers and announcers. NBC will be represented by Carleton Smith, NBC Presidential announcer, and Bud Barry, recently assigned to handle NBC announcements. CBS will send Peter Grant, vice-president in charge of network news, and an announcer, who will handle the direct-origination for WLB.

MBS carried three special programs from Elwood, one of which was the acceptance speeches. On Aug. 10 and 11 Quin Ryan interviewed homebound friends of Mr. Willkie, and on Aug. 15 Ruth De Young Kohler, a member of the Willkie advisory committee, originated her WGN Women World Wide program there.

Although the networks also have indicated they will broadcast the acceptance speeches of the vice-presidential candidates in Salem and Des Moines, no staff assignments have been announced.

Features of Biggest Army Maneuvers Are Brought Listeners by Networks

AS IN 1939, radio will play an important part in bringing Americans full details of the world's largest peace-time army maneuvers in this country Aug. 13-23 when 100,000 men of the U.S. Army, under command of Lieut. Gen. Walter Bedell Smith, Guard and Organized Reserves engage in war games in the Plattsburg-Watertown area of Northern New York. Among the states represented are the five New England States, New York, New Jersey, Delaware, Pennsylvania, Maryland, Virginia and District of Columbia.

To give stations accurate information on the activities, the radio section of the division of the First Army at Ogdens burg, N. Y., is mailing daily radio bulletins to all stations interested. These bulletins will tell shuttle service, written and condensed for broadcast immediately upon receipt. All stations were invited to send their own crews as well, to pick up on-the-spot broadcasts from the area.

Network Features

For complete coverage of the action at the maneuvers, WSLB has assigned a staff including Maj. George Fielding Elliot, military expert; special events reporter John Charles Daly, who will send reports from four engineers and production directors with specially equipped railroad news units to film the maneuvers in color, its coverage, including time and talent, will cost over $6,000, High Lights magazine states. An estimate of the cost of an attack by a mobile unit of modern fighting machines; Aug. 18, when the General James E. Chaney will tell highlights of an aerial demonstration during which two planes will “attack” Watertown to test military forces, and Aug. 19, when Maj. Elliot will fly over “No Man’s Land” to analyze combat maneuvers below.

A. A. Schechter, NBC's director of special events, will coordinate the work of 23 technicians and receptionists from the local Callaway Park, starting at 4 p.m.

Network Puppies

WIRE, Indianapolis, will handle the pickup for MBS. NBC and CBS will send their own network crews, including engineers and announcers. NBC will be represented by Carleton Smith, NBC Presidential announcer, and Bud Barry, recently assigned to handle NBC announcements. CBS will send Peter Grant, vice-president in charge of network news, and an announcer, who will handle the direct-origination for WLB.

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WINNER of the “Little Miss Topeka” title in a recent bathing beauty contest held on the stage of the local Fox Grand Theatre was 3-year-old Jo Susan Curtis, youngest of four children of Elmer Curtis and Margaret Hruby of Topeka. She won $20 and a silver trophy and competed with 56 other contestants between the three and seven years. Jo Susan was named through a WIBW contest staged by her Dad, with Jo Susan chosen from some 10,000 names submitted.

German Program Stopped by WHIP

Criticism of Public and Press Results in Cancellation

GERMAN-AMERICAN National Association, since April 29 sponsor of the German Hour, six-weekly one-hour programs on WHIP, Hammond, Ind., objected of much of the material sent to WHIP was anti-German and anti-Indian ideas, on Aug. 5 was notified by Doris Keene, managing director of WHIP Inc., of the Progressive Network of Chicago, to stop WHIP's broadcasts. Miss Keene was secretary of the Hammond-Calumet Broadcast Network, which operates the stations, that the programs would not be allowed to continue. Addressing her notification to Paul A. F. Warnholtz, Chicago associate managing director of the Association, Miss Keene stated that "this action is taken because the German Hour as now being presented is of such controversial nature as to make it unacceptable to many leading Americans. In an international situation of emergency, growing out of the international situation, we believe wholehearted support of American solidarity and unity.

The Alliance, which is composed of the youngest members who compose the 372 Illinois German-American societies, such as choral groups, first received pay for five weekly broadcasts by accepting donations from various sponsors whose names and businesses were men tioned in the programs. But one sponsor, it is said, declined to remain on the same program with a certain Jewish contributor. The group held out for the elimination of all Jewish sponsors from the programs until order not to let religious angle arise which might have been open to criticism, all participating associations and members contributed small sums paid by one source to be ten cents per person, for the broadcasting expense.

The Chicago Daily News for several weeks carried a page-one campaign account of the German Hour programs. Time magazine also released such an article.

According to Warnholtz, and corroborated by Miss Keene, all copy for the programs was submitted in advance, and at no time was it necessary to delete anything. He said, "We are certain that the public will agree that the throttling of the channels of free speech is not in accordance with the American way of life. We know that tremendous pressure has been brought to bear upon us by people not by the public, but by certain persons whose main object is to get us into the war."

Miss Keene has stated that the tremendous increase of mail which this series of programs has caused was effective in the American way of life. She said she planned to continue the German Hour at the same time as previously but not strictly under station supervision.

Marlin Razor Spots

MARLIN FIREARMS Co., New Haven, which has been using test spot announcements in several leading newspapers in the interests of Marlin Razor Blades, plans to increase the list later this fall. Craven & Hedrick, New York, is the agency.
City vs. City—A Battle of Quizzers

Idea to Be Extended To Other Areas By Agency

NETWORK sponsors whose programs hit Washington and Baltimore at 7:30 p.m. and Minneapolis and St. Paul at 6:30 Monday night, have had special headaches. The natives of the four cities have a flair for months. The program that dominates the air at these times is the Quiz of Two Cities.

Oct. 20, 1938, marked the air-debut of the Quiz of Two Cities over WFBR, Baltimore, and WMAL, Washington. It had been hand-tailored by Ruthrauff & Ryan to meet the special needs of the Gunther Brewery. Thebulk of the Gunther business is in the State of Maryland and District of Columbia, so a two city radio show was a "natural". Within a relatively few weeks the show was the talk of the town. It increased in popularity until, according to local surveys, it ranked very favorably with the best of the city—area—kind of test-town radio program.

With the agency having sole rights to the show, Raymond F. Sullivan, vice-president of the agency, saw it as a logical medium for testing radio for other clients. On Oct. 2, 1938, Ruthrauff & Ryan started the mark of WFBR and St. Paul for Bauer & Black on WCCO. On Jan. 8, 1940, a third market was opened up for a third client—Montréal (GCA) and Toronto (CFBR) for Noxem. In all four of these cities the show has met with the same spontaneous success.

How It Works

Networks have been conscious of the untapped local source of entertainment. The trouble has been that local shows have been too much of the same old, same old, with outstanding ideas and that talent production and have been mediocre. The Quiz of Two Cities was built to cash in on the public's competitive spirit. It calls for a quick-witted master of ceremonies and competent production.

The show emanates simultaneously from two stations in two different cities. Four contestants from each city answer four groups of identical questions. There is a master of ceremonies in charge of each team, who works in front of the studio audiences in their respective cities. The audience and judges hear both teams' answers, so from an engineering viewpoint, the show is a nightmare of quick switches: From the first city to the second city to the announcer's booth and the judges are stationed and back.

Fun for All

The enormous popularity of the Quiz of Two Cities can be traced not only to the pride it engenders in the old home-town but also to its natural, spontaneous comedy. The contestants frequently give unexpectedly funny answers, and a number of the fun also comes from the masters of ceremonies, in their ad-lib ribbing of each other. For example, Eddie Gallacher, keeper of the city of Minneapolis and St. Paul's "microphone." Max Karl immediately parried with: "Thanks, Eddie Gallacher—your voice doesn't come off so good in the microphone." Max Karl went on to tell the audience that the audience was not impressed when they put that extra padding in your cell!

The audience loves this type of humorous exchange. The masters of ceremonies—so long as it is kept on a good-natured basis. Once the audience senses that either master of ceremonies is too sharp and pointed in his joshing, letters of complaints come roaring in from the listeners.

In Baltimore and Washington when a mistake was made in the scoring, the switchboard at WFBR was swamped with calls from 8 o'clock until 10 o'clock again in the morning from indigent home-town rooters. Likewise, studio audiences are rapid in appreciation of their masters.

In Minneapolis and St. Paul the mayors of the cities helped launch the show. Mayor Leach of Minneapolis put up a challenge, by expressing his confidence in the ability of Minneapolis contestants to defend the intellectual powers of his city. Mayor Leon of St. Paul countered with a comment that betting was not permitted in St. Paul but that he was scheduled to meet Mayor Leach at a banquet in Minneapolis.

The Junior Chambers of Commerce of the two cities appeared on the first show in Minneapolis and St. Paul. Among the different organizations which competed were the Kiwanis Club, Boy and Girl Scout Leaders, Twin City Community Fund of the city of the Minneapolis and St. Paul, Bauer & Black in Charlotte, N. C., and others, Retail Druggists, Insurance Underwriters, etc.

Local Ties

During the local Community Drives, the Gunther Brewing Co., Bauer & Black and Noxem, offered special prizes of $100 to the community fund of the city of the winning team. Prominent citizens, acting in the community drive, appeared on these shows.

In the contest between newspaper columnists, one of the Minneapolis contestants was a popular woman columnist who suffered acute stage fright. She was asked an easy question, and said, "in keeping with a color. She did all right on "She was (green) with jealousy," "She was tickled (pink)"—"He had a rose in his mouth"—but when it came to "She was very _______ and depressed," she said, "Blah!" The announcer countered, "But 'blah' isn't a color." She tried "gray" or "pale." "But pale isn't a color." "in the pink." But that is not a depressed feeling!" She never did think of "blue." The following morning she received almost 2,000 telephone calls and letters complimenting or sympathizing with her on her radio appearance.

Public Storms Studios

Each week both the St. Paul and Minneapolis studios are packed. Loyalty to the home town, whether the city of Minneapolis or St. Paul, is as strong as the audience cheer with such gusto that engineers frantically signal for silence.

The Baltimore-Washington show completed its first year in October, 1939, with a score of 25 for Baltimore and 25 for Washington in one tie show. WFBR's and WMAL's newest and biggest studios would not accommodate the growing audience. In an attempt to catch up on ticket requests, were forced to use the huge auditorium in Baltimore being long booked for a show and the new downtown Oval. In Washington, they had to use the Wardman Park Auditorium.

In the same fashion there was much competition among the contestants, wanting to appear on the program. There is a long waiting list of individuals and groups desiring to appear on the show. To increase interest in the show, two men and two women are normally used on each team. It has been found advisable to start the women off first because they have greater patience than the male contenders at their ease.

Commercially Sound

The Quiz of Two Cities is perfect from the advertiser's point of view, since the commercials can be inserted before and after the show, insuring the listeners' attention. The first commercial comes after the first round, the second commercial the second round, the third commercial just before the final scores for the evening are announced. The show is also fool-proof from a product identification viewpoint, since the name of the product is included in the name of the show, and in most cases the product can be sampled. A mention of the product is also given throughout the show.

Mr. Sullivan's contention is that if the show is staged properly it can be built up very quickly in popularity. Today in Minneapolis and St. Paul where, according to a competitor, the show has been on the air for six weeks, and in four months had a rating of 26, ranking with many of the highest network listening stations. The station was WKY in Toronto the show went up to 17.5 in eight weeks.

Extension of Show

This fall the show will be extended. The Bauer & Black test is very successful. The show will be renewed in Minneapolis and St. Paul and other combinations of cities are being scheduled.

One network sponsors Chemical Co. is planning to add other cities. San Francisco and Los Angeles, and Dallas and Ft. Worth, natural rivals, are being scheduled. Other cities, like Boston, Detroit, Milwaukee, and New Haven are also planned. In a major market like New York, an adaptation of Quiz of Two Cities is planned—an Interborough Quiz.

It looks as if the Quiz of Two Cities has awakened advertisers to the great possibility for a high-ranking program. Undoubtedly others will follow.

Broadcasts Help Victims of Storm

ALTHOUGH a disastrous hurricane case on Aug. 11 laid waste a part of Charleston, S. C., and the surrounding community, killing more than 200 people, injuring many other persons, the two Charleston stations—WSCS and WTMA—gave the necessary man-service in setting up emergency communications service for the stricken area. Marine and telephone lines, down, emergency radio operations were the only means of communication were restored and the outside world.

Forced off the air at 9:34 a.m., Aug. 11, when the hurricane coupled the power supply, WTMA resumed operation at 7:30 a.m., Aug. 12, when the shower line was restored. At 11:45 that morning the station started using a ham relay set to transmit weather reports. News flashes from studio to transmitter, since transmission lines also went down. Even this time WTMA equipment was damaged.

WSCS went off the air at 9:44 a.m., Aug. 11, but resumed service almost immediately, using a relay transmitter on its regular frequency. Staying on the air continuously through the hurricane, the station broadcast weather reports and directed emergency services. Considerable damage was done to the WSCS antenna tower and connecting walk, the station used its stationery for 12 hours after WTMA, discontinuing relay broadcasts when power lines were restored to WTMA.
DILECTIONS...

JULY 30

NEW, Brookwood Ayr, Watertown, N. Y. — Granted CP 1720 kw 500 w D.
NEW, New Waterfront, Bost., Water
town, N. Y. — Granted CP 1210 kw 250 w unl.
WIPD, Petersburg, Va. — Granted license new station 1250 kc 500 w unl.

AUGUST 2

WHWU, Boston. — Granted dismissal with prejudice of earlier appec. mod. license.

AUGUST 3

NEW, NBC's Buffalo — Granted CP 1710 kw 500 w unr.
AUGUST 4

NEW, WBFN, Indianapolis — Granted CP television No. 2 1 kw.
NEW, Bakken & Katz. Corp., Chicago — Granted a new license to WBFN in lieu of the tentative grant of NBC to television station in Chicago.

WEZV, Zenith Radio Corp., Chicago — Granted mod. license No. 1 on experimental basis 1 kw. WJDK, Tyler. — Set for oral argument Sept. 19 revocation of WJDK license. WLJG, Tyler. — Tentative license new station 1370 kc 250 w unl.

AUGUST 5

KGGB, Gary, S. D. — Granted petition for license new station 858 kc 1 kw.

AUGUST 6

NEW, Televezz, Los Angeles, Cal. — Granted CP television license.
NEW, NBC, Philadelphia — Granted CP television license No. 11 4 kw.
WGBA, General Electric Co., Schenectady, N. Y. — Granted mod. license to 96 kw.

AUGUST 7

WGEA, General Electric Co., Schenectady, N. Y. — Granted CP 1710 kw 500 w unr.

NEW, NBC, New York — Granted CP 1720 kw 500 w unr.

AUGUST 8

NEW, WBNR, New York — Granted mod. special authorization to change to 11890 kc.
NEW, KGGB. — Granted CP 1710 kw 500 w unr.

NEW, NBC, New York — Granted CP 1720 kw 500 w unr.

AUGUST 9

NEW, WBNR, New York — Granted mod. special authorization to change to 11890 kc.
NEW, WBNR, New York — Granted CP 1720 kw 500 w unr.

AUGUST 10

NEW, Mississauga — Granted license new station to 32 kw.
NEW, KSDK, St. Louis — Granted CP 1720 kw 500 w unr.

AUGUST 11

MISCELLANEOUS — WKSC, Pullman, Wash. — Granted CP change station new station 1390 kc 250 w unl. WDBS, Des Moines, Iowa. — Granted license new station. WBCD, Hollow Green W., Wis. — Granted CP change station.

AUGUST 12

MISCELLANEOUS — WKSC, Pullman, Wash. — Granted CP change station new station 1390 kc 250 w unl. WDBS, Des Moines, Iowa. — Granted license new station. WBCD, Hollow Green W., Wis. — Granted CP change station.

Applications... JUNE 30

WBNS, Columbus, Ohio — Granted CP change station.
WCLI, Joliet, III. — Invol. transfer control to L. J. Thompson, owned by M. J. Brent, Chicago.
KWSK, Pullman, Wash. — CP change eq.

NOT FROM RUBE GOLDBERG but out of the files of KSTP's yesterday comes this laugh for every engineer. It's probably the first portable transmitter ever devised and was used by the St. Paul station in covering local golf matches a decade ago. Left is the late Phil Bronson, announcer who met death in an automobile accident sev-

Hollywood Gossip Sells for Sunkist

BROADCASTING • Broadcast Advertising

Arnold's Leap

MURRAY ARNOLD, program director of WIP, Phila-
delphia, satisfied a lifelong desire recently when he made a parachute jump near Cape May, N. J. On landing, Ar-

nold started walking back to the airport but soon was picked up by a passing mo-
torist who proceeded to drive along at 70 miles per hour. When Arnold remonstrated, the driver pointed to the in-
congruity of his fearless par-
achuting and his dread of speed on the ground. Never-
theless, Arnold maintains that although he doesn't like to ride fast in a car, he will make plans for another para-

chute jump, during which he hopes to make a broadcast from the chute as it descends.

RUBE GOLDBERG

FIRST national television connec-
tion, to be held during the sessions of the Television Engineers Institute of America (Broadcasting Show), will be sponsored by the Hollywood, Aug. 22 to 24 inclusive, will be attended by experts in prac-
tical television operation. Accord-

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BROADCASTING • Broadcast Advertising
Musterole on 75

MUSTEROLE Co., Cleveland, early in September is starting a campaign for Musterole, using one of these five-spot announcements five times weekly or five-minute news programs five times weekly on about 75 stations. Agency in charge is Erwin, Wasey & Co., New York.

AIR CONDITIONING TRAINING Corp., Youngstown, on Aug. 10 shifted Sid Walton, music, on 36 NBC-Red stations from 11:30-11:45 a.m. to Sat., 10-10:15 a.m. Agency: National Broadcasting Co.

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap etc.), on Sept. 30 shifts Woman's Empire on 30 stations, Mon. thru Fri., 9:15 a.m. to 4:30-4:45 p.m.; continues the program on 10 NBC-Red stations, Mon. thru Fri., 10:45-11 a.m. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Corp., New York (Wonder Bread and Hostess Cake) on Sept. 30 shifts Pretty Kitty Kelly on 66 CBS stations, Mon. thru Fri., from 10:10-15 a.m. to 5:30-5:45 p.m. Agency: Benton & Bowles, N. Y.


PROCTER & GAMBLE Co., Cincinnati (Ivory Soap) on Aug. 17, shifts Truth or Consequences on 50 MBS stations, Sat. 9:45-10:15 p.m. to 33 NBC-Red stations, Sat. 8:30-9 p.m. Agency: Compton Adv. N. Y.

R. B. SEMLER Co., New York (Krem hair tonic), on Aug. 7 added 6 MBS stations to a program making a total of 7 MBS stations, Wed. and Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MEN ON THE MARCH

Promotions .. advances .. salary increases .. better radiumen on the march! They are the CRIE students today .. men in the industry, filled with ambition and the urge to succeed, who by utilizing their spare moments to increase their knowledge of radio are increasing their worth to the industry. CRIE men are rewarded for their efforts and hard work. A survey of a typical group reveals that 69% enjoyed salary increases! CRIE training develops in the student that sure confidence in his own ability which enables him to go after those better jobs—and get them! May we send you our new illustrated booklet?

Higher Fidelity is Built into Fairchild's Distortion Free Amplifier!

A Feed-Back Amplifier Flat within .3 Decibel from 15 to 15,000 Cycles!

Precision-built by Fairchild laboratory engineers the new Unit 46 Feed-Back Amplifier provides greater fidelity for broadcasting, recording, playbacks, and laboratory work.

Fits 191/2" relay rack—7" high panel. 2 Units—amplifier and power supply each this size.
IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 Streamlined Watts Let us send you the amazing story of our coverage at low cost WCAR Pontiac, Michigan National Representatives Radio Advertising Corp. New York - Chicago - Cleveland

PROFESSIONAL DIRECTORY

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

There is no substitute for experience


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

HECTOR R. SKIFTER Consulting Radio Engineer FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS Citizens United in Industry SAINT PAUL, MINNESOTA


CLIFFORD YEWDALL Empire State Bldg. NEW YORK CITY An Accounting Service Particularly Adapted to Radio

Anti-Freeze Spots COMMERCIAL SOLVENTS Corp., New York, following the success of last year's campaign of spot announcements on 48 stations for Nor-Way Anti-Freeze, plans a similar drive this fall, to start in October and November according to the advent of cold weather in the markets chosen. This year the company is offering local distributors a choice of three media, spot announcements, newspapers or posters. Maxson Inc., New York, the agency, reports that the majority are again selecting radio and will not only promote the product but also advise listeners on the advisability of checking the cooling systems of their automobiles.

Biscuit Firm Expands SALTERNO-MEGOWAN BISCUIT Co., Chicago, has expanded its five weekly 50-word announcement schedule formerly heard only on WGN and WCFL, Chicago, to include WCAE, Pittsburgh, and WKBN, Youngstown, Ohio. The new schedule started in July and runs for 13 weeks. Schwimmer & Scott, Chicago, is agency.

Adam Hat Co-ops ADAM HAT STORES, New York, will start this fall a series of coast-to-coast television ads, each transmitted to 500 million homes in America. The series is to run for the remainder of the year and will be repeated in many markets during the coming year. The ads will run on network stations and local stations across the country.

Cubs Cereal Starts NATIONAL BISCUIT Co., New York, on Aug. 5, started their third weekly quarter-hour participation on the Homemaker's Protective Association program. The Biscuit Co., in the interests of Cubs, company's new cold cereal. Also for Cubs, the company sponsors the Musical Clock program on WBBM, Chicago, Mondays, Wednesdays and Fridays, 8:45-9:30 a.m., and plans to add more advertising during the fall. McCann-Erickson is the agency.

BROADCASTING • Broadcast Advertising

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Late Personal Notes

GENE FROMHERZ, for the last year of the time-buying department of Hackett-Sample-Hummert, Chicago, and onetime timebuyer of J. Walter Thompson, same city, has been promoted to the post of assistant to Harlow Roberts, head of the department. Irving Bloom, for more than a year employed in various departments of B-S-H for agency training, has been permanently assigned to the time-buying department.

ERIC R. DANIELSON, who was forced to resign from his post in the program division department of NBC Chicago approximately two years ago due to illness, is fully recovered and back at his old post.

KEN ELLINGTON, formerly Roaring Reporter of WBBM-CBS, Chicago, from where he went to the West Coast to assist in the production of the Gate- way to Hollywood programs and later to New England to be associate producer of the Wrigley Spreading New England series, has returned to the Chicago outlet.

CHESTER MILLER, formerly of WJR, Detroit, has joined WMIB, Fort Lauderdale, as continuity chief.

KENNETH CARPENTER, formerly sales manager of NBC’s Chicago division, has become vice-president in charge of field sales in a new publication in the radio field which will appear about Oct. 1. R. E. Lindstrom, editor of the magazine, which will have a free controlled circulation of 100,000 in selected retailing areas, Mr. Carpenter will headquarter in Chicago, while Mr. Lindstrom will be in charge of the New York offices.

PETER ZAPKPH, formerly copywriter in the NBC sales promotion department, joins CBS in the same capacity Sept. 3.

WILLIAM W. JOYCE, formerly midwestern sales manager for Texas State Network, has joined the Chicago, sales division of World Broadcasting System.

LOREN L. WATSON Jr., of the continuity department of WINS, Columbia, S. C., and son of Loren Watson, well-known master of radio sales, New York, has joined the CBS, sales division department of World Broadcasting System.


CHARLES DOUGLAS, CBS Hollywood correspondent, and Dorothy Dunn were married in Los Angeles Aug. 3.

JOHN ALLEN WOLFE, CBS New York announcer, is the father of a boy born Aug. 10, his second son.

LINNEA NELSON, radio time-buyer of J. Walter Thompson Co., New York, has become associated with the San Francisco and Seattle offices of the agency, has returned to her desk.

The NAB convention was held on the west coast.

DAVE CROCKETT, announcer of WBBM-CBS Chicago, has married Marjorie McPherson after elop- ing with place at Coeur d’Alene, Idaho.

DON HAVENS, with the treasurer’s office of Los Angeles Co., KDSR-RTN, WMT, WNAX — on Aug. 10 for Fort Smith for re- sale office training.

JIM WEAVER has been promoted to chief engineer of WSCC, Charleston, S. C., succeeding J. B. Farmas, who resigned to build and manage a new station in Augusta, Ga.

TED RANALL, continuity writer of WTVY, East St. Louis, Ill., is the father of a boy born recently.

GORDON REID, for the last two years assistant to Jimmie Fisher, Holliday Broadcast Service, has joined the CBS public service in that city.

LOYD BROWNFIELD, for the last five years assistant to Jimmie Fisher, Holliday Broadcast Service, has joined the CBS service staff in that city.

R. A. DiSCARONTO, formerly manager of KTSB, has joined the WTVY, East St. Louis, Ill., station.


FIELD PERSONNEL EXPANDED BY FCC

NATIONAL defense activity, with a consequent effect on all communications operations, has brought a heavy increase in the field person- nel of the FCC. In addition to seven new field staff appointments during August, 33 operators have been sent to FCC monitoring stations for special training in national defense functions.

Additions to regular staff personnel include Leo M. Levens, as- signed to New York office staff; John Wilder, Norfolk; Gerald M. Howard, Atlanta; Frank Hagan, Galveston; Edward M. Hlavy, Kansas City; John E. Doane and Marvin A. Price, Grand Island, Neb. Cyril M. Braunn has been transferred from the Chicago office to Washington.


TO A STATION OWNER:

Right now there is an opportunity for some station to get as its manager, a man more broadly and soundly experienced than can currently be located in the industry today.

He knows station management from the ground up—program structure with all its ramifications—sales with all their complexities.

He started selling locally in 1923 before there were networks and headed the sales of National Networks in the East, Mid-west and Pacific Coast; has a wide personal friendship with both agencies and national advertisers; has had continuous experience in every major advance in the radio business and directed and directed and started many millions in prominent agencies—If Hitler had not walked into Holland and Belgium this invitation for correspondence would not be given.

We hope some station owner* feels the need of his kind of experience and will give him an opportunity to review what he can do for their sales, public relations and improvement in general.

* Eastern Seaboard preferred.

Address: BOX A 906, BROADCASTING, National Press Bldg., Washington, D. C.
Joint Issues Discussed At California Session of Educators, Broadcasters

CALIFORNIA broadcasters, network and independent, met with educators July 29-30 at Conference on Radio & Education, under joint sponsorship of Stanford U and the Federal Radio Education Committee. Sessions took place on the college campus. Current broadcast-educational problems were discussed by Dr. Leonard Power, assistant to the chairman and co-ordinator of research, Federal Radio Education Committee, Washington, as mediator. He predicted that educationally-owned stations might eventually outnumber those operated by commercial concerns.

Radio executives participating included C. E. Arney Jr., assistant to Neville Miller, president, NAB; Keith Collins, KMJ, Fresno; Glenn Dolberg, program director, KGO; Robert W. Dumm, special events director, KSFO; Lew Frost, assistant to Don E. Gilman, NAB vice-president for engineering; Herta Herzog, research associate, Columbia U; Larry Keating, KFSD; an executive of the 35th District, NAB, and manager of KFBB; Paul F. Lazarfeld, of the IRB, and director of the office of radio research, Columbia U; Jack Weil, Lewis, Rocky Mountain Radio Council, Denver; A. S. Michaelis, radio specialist, Standard Oil Co.; James M. Morris, KOAC, Corvallis, Ore.; Van C. Newkirk, Don Lee; Jennings Pierce, NBC western division director of education; Hale Sparks, radio administrator, California U; Fox Case, CBS Pacific Coast director of publicity, relations for Mrs. Frances Farmer Wilders, CBS Pacific Coast education director; Lewis Allen Weiss, general manager, Don Lee.

Wheatena Playhouse

WHEATENA Corp., Rahway, N. J., is planning a series of transcribed dramatizations to start about Sept. 30 on several New England stations still unselected and definitely on WEAF, New York. Series, titled Wheatena Playhouse, will be heard five times weekly for 26 weeks. Compton Adv., New York, agency handling the account, has not announced further details.

H. V. KALTSCHMANN, NBC news correspondent, who was scheduled to substitute for Walter Winchell on the \"Don Lee Checkers,\" Sundays, cancelled his contract after one appearance because the Jereyna Woodbridge Agency, Los Angeles, insisted on continuing its policy of interest in the program. Interest of commercial plants, Lennen & Mitchell, New York, handling the account, has scheduled Wheatena, Frazier Hunt and John Gunther to appear on the remaining broadcasts, in that order.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • Lord Nelson Hotel Halifax, Nova Scotia

or Joe Weed, New York City

TALENT FOUNDATION at WMC Sponsored Program Developing Able Performers — From Memphis' Younger Generation

On Jan. 27, 1939, a chorus of 30 young boys and girls put on a radio show that exceeded even the liberal expectations of the management of WMC, Memphis; especially the station's program manager, John Cleghorn.

It marked the broadcast of what was then known as the WMC Talent Foundation. Word had been sent out that WMC was developing a program to be performed by youngsters not over 15. A series by grammar and junior high school music teachers selected and the best performers from the various schools were invited to participate in the WMC Talent Foundation.

A Wealth of Talent

From the hundred or more who auditioned, 30 were found whose talent was exceptional. They became charter members of the "Foundation."

Since that time nearly a thousand children have been auditioned; Hale Sparks, radio administrator, California U; Fox Case, CBS Pacific Coast director of publicity, relations for Mrs. Francis Farmer Wilders, CBS Pacific Coast education director; Lewis Allen Weiss, general manager, Don Lee.

Sixth 'Cavalcade' Season Is Started by Du Pont

FOR THE SIXTH consecutive season, the Cavalcade of America, sponsored by the Du Pont Co., Wilmington, Del., will sponsor Cavalcade of America as an institutional campaign, running Oct. 2 on NBC, Red Wednesdays, 7:30-8 p.m. Again this year the show will feature dramatizations of historical events, enacted by leading stars of stage, radio and screen. Agency is BBDO, New York.

Other members are fast developing into experienced, sometimes brilliant vocalists. Most would have had no opportunity to show what they could do, or to develop as singers, had it not been for Sears Young America Sings.

A NEW market research agency, Market Tests, headed by Jean Souci, formerly of the BBDO research staff, and L. B. Babbitt Co., New York, has been formed to handle advertising for Bab-B-o cleaner, Rainbow, Kaltex and many current and former sponsors David Harum five times weekly on NBC-Red, and further radio stations are now to be added.
A CONTRACT for $2,004,950 worth of radio sets and related equipment, mainly for aviation use, has been awarded to Western Electric and Teletype by the FCC. The contract is said to be the largest such contract in recent years.

FREQUENCY MODULATION is to make its industrial debut late this summer when Indianapolis Power & Light Co. starts operating its new General Electric FM emergency communications system. Ten of the company's service cars and trucks are being equipped with GE 25-watt FM mobile transmitters and receivers for two-way communication through a central 250-watt transmitter at company headquarters. It is claimed the 25-watt FM transmitters will service a greater area than the best of previous 250-watt AM transmitters used by the company.

WITH everything under one roof, WJBO, Baton Rouge, La., has opened a new broadcast studio and ROA speech input equipment, along with Leigh towers, for the new transmitting plant it will place in operation next winter. ROA and NBC engineers, headed design for the station, including a downtown building for studios and offices. WJBO wants one of the first to file for a FM transmitter.

LITTLE MAN who was very much there is C. B. McKnight (lower right), of the technical staff of KDYL, Salt Lake City. He stands just 5 feet 5 inches, but when he's in the control room he's the boss. Here he tells five of KDYL's announcers, all taller than 6 feet, that results and not stature count. The announcers, judging from their expressions, aren't particularly pleased, it would seem. Left to right, with their heights, they are: Barry Gray, 6 feet 3 inches; John Wolf, 6-1; Nelson McNinch, 6-2; Tom Cafferty, 6-2; Rollo Hunter, 6-4.

Fervent Clinic

ALERT radio listeners heard a peculiar noise on a Friday morning program on CKCL, Toronto, sponsored by Dad's Cookie Co. For probably the first time, the noise of cracking ribs was broadcast. In the scene actor Doug Masters was called on to embrace actress Lillian Scott. So faint was his embrace that Lillian had to be helped away from the mike. Doug had cracked four of her ribs in realistically carrying out the script.

Time Extension Granted For Proof of Citizenship

THE FCC on Aug. 5 announced a one-month extension, to Sept. 15, for the time for compliance with its Order No. 76 calling for proof of citizenship from every licensed radio operator, commercial or amateur. The extension was granted after it became evident that receipt of information regarding the order was delayed in many instances, and that temporary absence of some licensees would cause further delay in other cases. However, the FCC indicated no further extension will be granted except in unusual circumstances.

WDAS, Philadelphia, is preparing a booklet on FM in which quotes from leading authorities on this new form of broadcasting will be published. Since the Philadelphia Record carried a series of articles on FM, the station has received many letters and phone calls from listeners asking the opinion of the station on whether they should buy a new radio receiving set. WDAS decided to assemble latest information about FM and allow the listener to use his own judgment.

WASHINGTON

ANOTHER two-station grant decision has been announced by the FCC, with its authorization of new outlets in Watertown, N. Y. The decision follows the line of policy laid down after the recent Sanders-Dubuque case in which the U. S. Supreme Court upheld the Commission's "survival of the fittest" theory. In Watertown, the Commission repeated its recent dual grants in Las Vegas, Nev. [BROADCASTING, June 15] and Grand Rapids, Mich. [BROADCASTING, July 15] and Grand Rapids, Mich. [BROADCASTING, June 1, 15].

One of the Watertown grants, which ends litigation of competing applicants that has continued for several years, was to The Brookway Co., and covered a new 500-watt daytime station on 1270 kc. This company is headed by Harold B. Johnson, publisher of the Watertown Daily Times, local banker, trustee of St. Lawrence University and trustee of the Edward J. Noble Foundation, Greenwich, Conn. Mr. Johnson recently relinquished an option he held to purchase WCAD, of St. Lawrence U, which he had planned to move from Canton to Watertown.

The other grant was to Water town Broadcasting Corp., covering 250 watts on 1210 kc. Owners are: one of the companies is the stock are G. Hunter, president, wholesale grocer; Dean Robert L. Johnson, treasurer. At New York, the Hay Adams House, which was opened in 1930, is now being used as a restaurant business; Ruth A. Gamage, secretary, who is secretary to Mr. Righter. Call letters will be WATN.
CBS Net Profit Shows 8.2% Gain

Half-Year Gross of Network Found to Be $24,952,294

GROSS INCOME of CBS and its subsidiaries for the six months of 1940 totaled $24,952,294, according to a consolidated income statement released Aug. 7, following a board of directors meeting at which a 45-cent cash dividend was declared for each share of present Class A and Class B stock, payable Sept. 6 to stockholders of record at close of business Aug. 23.

Net profit for the first half-year was $2,967,276, amounting to earnings of $1.72 per share. Compared to the first half of 1939, CBS for 1940 shows an 17.7% increase in gross income and a gain of 8.2% in net profit.

Gross for the January–June period in 1939 was $21,156,532; net was $2,732,527, and earnings per share were $1.59.

ABC's Half-Year Gross Shows 8 1/2 Million Gain

RCA’s gross income from all operations, including all subsidiaries, amounted to $56,854,182 during the first six months of 1940, compared with $45,291,115 during the same period last year, according to the semi-annual report to the RCA board Aug. 2, 1940.

That NBC’s two networks account for nearly half of RCA’s gross income was disclosed recently [Broadcasting, July 16]. They showed that NBC during the first six months of this year sold $24,559,826 worth of time, compared with $22,698,826 during the same period last year. NBC’s contribution to RCA’s net is not disclosed.

Int. Salt in East

INTERNATIONAL SALT CO., Scranton, Pa., on Sept. 9 starts a 26-week campaign for Sterling salt using quarter-hour participations three to five times weekly on home economics and other women’s programs on a group of eastern stations. Programs are Marjorie Mills on seven Yankee Network stations; Nancy Craig on WJZ, New York; Laura May Stewart on WCAU, Philadelphia; Home Forum on WRC, Washington; Every Woman’s Hour on WPBR, Baltimore; Modern Kitchen on WKBW, Buffalo; Home Forum on KDKA, Pittsburgh; Women Only on WHAM, Rochester; Market Basket on WGY, Schenectady; Ruth Chilton’s Matinee on WSYR, Syracuse. Agency handling the account is J. M. Mathes, New York, which has been conducting a survey of such programs since last May when it was appointed the company’s new agency.

Higher Increase Achieved by Nets

July Figure Shows Continued Boost in Monthly Figures

GROSS TIME SALES of the nation’s broadcasting companies for July were much higher than for July 1939, showing the largest increase of any month of this year over billings in the corresponding month of 1939. Combined gross time sales of the major networks for July totalled $7,133,490, an increase of 22.7% over the $5,812,091 figure reported for the same six-month period in 1939.

Individually, NBC, CBS and MBS all registered gains over last year, both for the month and for the six-month period, as they have done every month this year. CBS, which consecutively for the first six months of 1940 led the other networks in gross billings, dropped to second place as NBC Red took the lead. The Red Network is the only network to increase its sales over the June 1940 figure.

NBC’s total income for the month from time sales was $3,830,483, a rise of 16.7% above the July 1939, figure of $3,253,051. For the first six-month period, NBC grossed $286,390,344, an increase of 9.7% over 1939’s first seven months.

 Separate Network gross sales for the period brought in $224,456,748, more by 7.7% than the 1939 total of $208,900,138. The value time sales for the first six months were $5,921,566, a rise of 18.0% over last year’s $5,019,257.

Cumulative CBS time sales at the end of July were $23,525,242, an increase of 22.1% over last year’s figure of $19,264,925. MBS total shows an increase of 25.1% for the seven months with $2,266,505 in 1940, compared with $1,840,818 in 1939.

WNYC’s Later Signoff

VIEWED as a possible step toward permanent extension of its operating time and an initial move in the breakdown of the clear channel setup, WNYC New York municipal station, on Aug. 1 received special temporary authority from the FCC to operate on the clear channel outlet at 810 kc. during August at 810 kc.

Although the temporary grant is made in general terms and subject to certain qualifications, it is line with the station’s pending application to extend operating time to 11 p.m. The application drew heavy opposition from CBS and WCCO, Minneapolis, which operates fulltime as a clear channel outlet on the 810 kc. channel, at hearings held May 27-29 [Broadcasting, June 1].

KWOS Joins MBS

MUTUAL Broadcasting System on Aug. 11 announced its 143rd affiliate—KWOS, Jefferson City, Mo., Station, 250 watts on 1310 kc., is owned and operated by the Jefferson City News & Tribune.

‘Friday’ Magazine Plans 45 - Station Spot Series

THE NEW YORK weekly magazine Friday, from Sept. 6 through Oct. 1 will sponsor a five-week campaign with minute transcription announcements on 42 stations throughout the country. The announcements, transcribed by WOB Recording Service, feature short dramatizations of stories appearing in forthcoming issues of the magazine. According to Dr. C. Morris & Co., New York, agency handling the account, the company decided to conduct this enlarged campaign after a short test last June of similar announcements on stations in Worcester, Portsmouth, Bridgeport, and Oklahoma City. An increase in circulation from 400 to 500 is directly attributable to the radio test, the company believes.

Stations already signed for the campaign include WJAC, WORL, WRJ, WXYZ, WDFD, WKRC, WPGB, WJZ, WSPD, WOR, WINS, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR.
that’s what Terre Haute merchants say of the advertising messages broadcast into their city by The Nation’s Station. And so do local merchants in the more than a score of other rich trading centers that compose WLW’s primary area. What could be more natural than that wholesalers and retailers in all of these important markets make the resulting preference for WLW-advertised brands their guide to greater sales?
The basically new principle employed in the multi-electrode RCA-825, wherein the electron stream is inductively coupled to the output circuit, has resulted in removal of many of the present day limitations to u-h-f operation. Designed for use as a power amplifier at frequencies above 300 megacycles, the RCA-825 is capable of handling power outputs up to 35 watts, depending on the band width and type of service. It is also useful as an oscillator and harmonic generator, being employed in these applications in the same manner as conventional-type tubes.

By separating the functions of the output electrode and of the current-collecting electrode, and by making use of high-velocity focused electrons, electron transit-time effects are minimized without increased dissipation and loss in efficiency. This separation of functions makes it possible to utilize an output circuit of low effective capacitance and high efficiency. Thus, because of its high transconductance and its adaptability to tank circuits having low effective capacitance, the 825 is especially suited for wideband services, such as television and frequency modulation.

Sound and practical in design, the 825 is an RCA engineering achievement which suggests vast new possibilities for the advancement of u-h-f use. Complete technical information will gladly be sent upon request. Inquiries regarding special applications above 300 megacycles are solicited. Write to RCA MFG. CO., Commercial Engineering Section, Harrison, N. J.

Maximum Ratings, RCA-825

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(As shown conditions per tube without modulation.)

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2000 max. Volts
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1000 max. Volts
500 max. Volts
100 max. Volts
50 max. Volts
25 max. Volts
0.5 max. Volts

D.C. Collector Current
30.00 max. Milliamperes
15.00 max. Milliamperes
10.0 max. Milliamperes
5.0 max. Milliamperes
1.00 max. Milliamperes
0.5 max. Milliamperes
0.25 max. Milliamperes
0.15 max. Milliamperes

Collector Input Grid No. 1
500 max. Volts
250 max. Volts
100 max. Volts
50 max. Volts
25 max. Volts
10 max. Volts
5 max. Volts
2.5 max. Volts

Grid No. 2
50 max. Volts
25 max. Volts
12.5 max. Volts
6.25 max. Volts
3.125 max. Volts

Grid No. 3
0.5 max. Volts
0.25 max. Volts

Collector Dissipation
2000 max. Watts
1000 max. Watts
600 max. Watts
300 max. Watts
150 max. Watts
75 max. Watts
37.5 max. Watts
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9.375 max. Watts
4.6875 max. Watts
2.34375 max. Watts

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