which egg is boiled?

Appearances are sometimes deceptive.
This goes for radio stations as well as eggs.

MORAL—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts.★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.
Since the WLS National Barn Dance moved into Chicago's Eighth Street Theater in March, 1932 (the Barn Dance itself is 16½ years old), 900,000 people have paid 75¢ each to see their favorites of the Old Hayloft in person.

Here, then, is another evidence of the good will Chicagoans and the people of Mid-West America have for WLS—a good will that extends also to the other programs on the station and the advertisers who sponsor them.
AUDIENCE presence — the LARGEST in New England — that’s what The Yankee Network brings you, together with the acceptance that wins good will and good sales for your product.

Yuletide is high tide in retail sales — but New England is so prosperous, so populous, so responsive to sales appeals over its favorite, community Yankee Network stations, that ANY time and all the time business is excellent in each of the key buying centers.

In these areas, nineteen stations, the majority of which have been established for years, make your sales impacts intensive and comprehensive.

When you make promotion plans for 1941, assign the entire New England radio promotion job to The Yankee Network — the ONLY way to get COMPLETE coverage of one of America’s greatest markets.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

LEADERSHIP in Library Service

Talent Superiority
— an Outstanding Characteristic of Standard Program Library Service...

Standard radio talent is salable talent. It is commercially attractive—selling by quality, so varied in its appeal and so brilliantly directed and produced that it commands unflagging listener interest; yet it is not so familiar to radio audiences as to have lost its freshness and originality. Above all, Standard Library material is outstandingly adaptable to the building of complete shows. The result, our subscribers tell us, is the ability to please prospective sponsors, and to insure renewals from present sponsors.

The same sound commercial sense has made Standard’s “SPOT-ADS” the talk of the broadcasting industry. Furnished as an extra merchandising dividend to Standard subscribers, these unique dramatized commercials are adding appreciably to their revenue. The four groups now available are: Series A for USED CAR DEALERS, Series B for CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES.


Are your Transcriptions up to Standard?

These NEW SUBSCRIBERS answer “YES”!

KYOS—Merced, Cal. KMYC—Marysville, Cal.
KHSI—Chico, Cal. WCLO—Janesville, Wis.

Now—275 Standard Stations!

Mr. Milt Blink
Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Dear Milt:

The shipment of the Standard Library arrived in good condition and has been set up in our transcription department.

We have just concluded a series of auditions to our sales force on some of the outstanding units of the service, and they are highly enthusiastic over the unusual wealth of talent available, and our plan of selling certain Standard artists and units exclusive to one sponsor. This is something of a new departure in selling library services and we feel sure will produce new sales in programs.

After almost two years without Standard I can honestly testify that no other library, in my opinion, is as “commercial” as yours. These things stand out with Standard over other libraries: first, Standard recruits more new talent; second, you record salable melodies and artists and orchestras; third, your production details such as timing, variety in tempos, etc., make Standard the easiest library to build shows from; and finally, the quantity of new releases keeps interest fresh.

WGRC is convinced that only Standard can give a station a real back-up library service, designed for radio conditions. We may add other programs to our library service as time goes on, but we are in favor of Standard libraries as time goes on, but we would like to give up Standard libraries as time goes on, but we feel sure will produce new sales in programs.

Cordially,

S. A. Citler
General Manager

NEW SUBSCRIBERS

KYS—Merced, Cal. KMYC—Marysville, Cal.
KHSI—Chico, Cal. WCLO—Janesville, Wis.

Now—275 Standard Stations!
DOMINATE BOSTON WITH THE 920 CLUB

What WORL did for FRIDAY MAGAZINE it can do for any advertiser who wants to crack the "tough" Boston market.

EVIDENCE!
You don’t have to take anybody’s word for it. Send for details of 15 recent success stories which PROVE what WORL can do.

Economy, efficiency, quick action in SALES for amazingly modest cost — these are what you can get through WORL'S famous 920 Club.

Now Operating on 1000 Watts Power!

920 KILOCYCLES WORL BOSTON, MASS.

“Nearly Everybody in Boston Listens to the 920 Club”
ONLY BASIC CBS OUTLET IN INDIANA
and
The ONLY Indiana Station Offering ALL These Merchandising and Promotional Services

1. New year-round advertising schedule in Indianapolis Times, promoting programs and products.

2. Outstanding window displays in city's leading stores.

3. Taxicab rear tire cover posters promoting WFBM programs.

4. 4-page leaflets inside each cab, changed every 2 to 3 weeks, playing up national, local and network programs.

5. Special interior displays in department stores, merchandising products, stars and programs.

6. Close co-operation (trailers and other publicity) with Lyric Theatre, Indianapolis' leading stage and movie house.

Send for booklet giving complete details of WFBM coverage. It contains new and important information that you cannot afford to miss.

To Reach the HOOSIER Market — in Indianapolis USE

National Sales Representative
THE KATZ AGENCY, Inc.
The Most Distinct Advance Yet Made in Speech Equipment Design . . .

Provides Better Appearance • Improves Efficiency • Lowers Maintenance Costs

Again Gates makes an important contribution to broadcasting . . . that will appeal to every station interested in new efficiency, modern design and low cost maintenance. The new Gates 30 Series Console has so many exclusive advantages that it far surpasses everything before it. To house this perfectly engineered equipment we have designed the finest cabinet obtainable—beautifully streamlined and impressively large. Here, indeed is an efficient and attractive console that will create a modern atmosphere in any studio. Nothing has been spared to make it radio's finest . . . yet, it is far from the costliest. Yes, this IS news and you should know all the facts. Write, or mail the coupon below, for complete details in technical bulletin.

Here are the Exclusive Important Features

• COMPLETE KEY CONTROL (not the less costly push buttons) • EXTREME LOW DISTORTION (All push-pull inverse feedback circuit) • LINEAR STANDARD TRANSFORMERS USED THROUGHOUT • 8 POSITION MIXING SYSTEM • 5 PRE-AMPLIFIERS • 2 STUDIO TALK-BACK FACILITIES • 12 REMOTE POSITIONS • ONE-PIECE CHASSIS CONSTRUCTION • 50-IN. CABINET OF INLAID WALNUT, ENGRAVED NATURAL ALUMINUM PANEL.
“Hush, Julia, those men aren't talking about us!”

“My goodness, Dobbin! Guess I have ears. That man distinctly said... 'There's the team to pull our load!’"

“Don't get into a dither, dear! Didn't you hear the other fellow? 'Right you are,' he says... 'WJR and WGAR will haul our sales to new highs in the midwest—because they really cover the ground!'"

“It's just plain horse sense!” That's the way one frank-spoken adman put it as he named WJR Detroit and WGAR Cleveland for a healthy chunk of his radio spot campaign during the coming year.

Teamed up, these stations cover two of the nation's most prosperous market areas, where there's nearly three-quarter billion dollars spent annually for groceries, more than a hundred million for drugs... where there are more auto owners than in any single state... where farmers have a billion dollar yearly income, and workers earn the highest average wage in the nation.

Yes, it's just good old-fashioned horse sense to see that your schedules include WJR and WGAR, the Great Stations of the Great Lakes!
Monopoly Blast Heard in Highest Circles
Torn With Dissension, FCC Orders Hearing Dec. 2 as Radical Ideas Get Congress, White House Attention

By SOL TAISSHOF
TORN with internal strife over repercussions to the report of its Network Monopoly Committee, which has been echoed at the White House and in Congress, the FCC Dec. 2 enters the final scheduled phase of this explosive issue when it hears oral arguments from 13 respondents, including the major networks.

It is openly hinted in Administration circles that the fate of the FCC, as presently constituted, as well as the future of network broadcasting, may be involved in these proceedings. More acrimony has been engendered in the industry over these latest developments, touched off by recent moves of individual FCC members, than by perhaps any other issue before that embattled agency in several years. Not all of it, however, has been publicly aired.

Justice Dept. Step?
Possible Department of Justice intervention in the network monopoly situation was rumored, but responsible officials called them "premature." A report was current that Assistant Attorney-General Thurman Arnold, in charge of the Anti-Trust Division, might attempt to invoke the Sherman anti-trust laws against the major networks, based on the FCC network monopoly investigation findings.

It is known that the Department has had access to the entire hearing record and has studied the FCC Committee's report. However, this has been in connection with revival of the Department's litigation against ASCAP [see page 13], expected to take tangible form prior to the end of the year. The Department apparently has been most interested in allegations of suppression of competition in the transcription field and in purported monopoly of talent through the network artist bureaus.

Call for an FCC investigation by the Senate Interstate Commerce Committee was made in the Senate Nov. 29 by Senator Gurney (R.-S.D.). The former owner of WNAH, Yankton, said the proposed FCC rules would "strangle, if not impose a death sentence" upon established networks. In the Committee's report, he added, was severelycriticized and generally discredited "because of its inaccuracy and demonstrable bias." If the FCC adopts the proposed rules, he concluded, it surely "will have gone loco." At a special meeting Nov. 28 the Committee, by a split vote, finally decided to proceed with oral arguments Dec. 2-3 as originally scheduled. The action followed a series of 3-3 deadlocks at meetings at which no words were mined. The deadlock was broken, it is understood, after Chairman John L. Gurney and Case consistently had favored oral arguments on the basis of the Committee's report.

The remaining three members (Thompson, Walker and Payne) apparently favored full FCC action on the Committee's far-reaching recommendations to regulate virtually every aspect of commercial network operations. At the Nov. 28 session, Payne cast his vote with the more conservative group.

In announcing procedure for the oral arguments, the FCC has released a series of suggested special regulations [see text on this page] designed to cover chain broadcasting, and regulations [see page 13], if not exceeded in their operation they were offered only to "facilitate the oral argument." The suggestions, proposing to invoke strong restrictions on network operations, including banning of exclusive affiliation arrangements.

Suggested Regulations for Chain Broadcasting...

IN ITS PUBLIC notice the FCC released a series of seven proposed special regulations in alternate form, relating to chain broadcasting. It emphasized that these suggestions were merely to "facilitate oral argument" and have not received FCC approval. Moreover, it stated that the oral argument is in no wise limited to the issues raised. Following is the text of the suggested regulations:

OR
1B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization.

OR
1B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization; Provided, that such restriction shall not apply to licenses of stations located in or rendering primary service to cities receiving adequate primary service from five or more fulltime stations.

2—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization, the terms of which exceed in duration the effective period of the license granted by this Commission. For the purposes of this section, an arrangement shall be considered as exceeding in duration the effective period of the license if the agreement gives either party an option to extend the contract beyond the termination of the license; Provided, that this restriction shall not be construed as preventing a network organization from entering into a contract with a network organization a period longer than two years.

OR
3A—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which gives the network organization any rights with respect to the renewal generally of such contractual arrangement not given to the licensee.

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Six New Locals Approved by FCC, Creating Record

Worcester Gets San Diego CP After Four-Year Effort

SIX MORE new local broadcasting stations were authorized for construction by the FCC during the last fortnight, bringing to 72 the total number of construction permits for new outlets granted thus far this year. This is a record number of grants in any one year to be made by the FCC or its predecessor Radio Commission.

The new locals will be located in San Diego, Calif., and Baltimore; DeLand, Fla.; Kokomo, Ind.; Otumwa, Ia., and Medford, Wis. Most were granted without hearing due to lack of opposition, but several were final decisions sustaining previously issued proposed findings in favor of applicants.

Worcester WIns At Last

The San Diego grant went to Worcester Broadcasting Corp., and authorized a new fulltime 250-watt station on 1220 ke., the second station to be held by the Massachusetts Gray次数 to be announced.

Worcester will serve the community.

Young Worcester is president and stockholder, with W. Worcester and Glenn M. Munklet, attorney, holding qualifying shares, and the station's stock is to be issued. The Commission's proposed findings of last Sept. 7, and culminating the operations of the Worcester Broadcasting Co., 31-year-old engineer and grandson of one of the founders of the U. S. Steel Corp., to secure a station in that community.

Wheeling Gets Local

The new Wheeling station authorized Nov. 26 will be licensed to Community Broadcasting Inc., and will operate with 100 watts on 1370 kc. President of the company is Joe L. Smith Jr., son of the Congregational pastor of Ohio and Virginian, and operator of WJLS, Beckley, W. Va., who holds 98% of the stockholders. According to the Nov. 27 Commission designated findings, the construction permit of WJLS for a change from 250 watts on 1210 kc. to 1,000 watts on 600 kc. was granted.

The station in DeLand, Fla., also authorized Nov. 26, will be licensed to Tropical Broadcasting Co., 250 watts on 1310 kc. Officers and stockholders are: Carl E. Raymond, dean of the Law College, Stetson U., president; F. E. Smith, treasurer; local clothing merchant, vice-president, 12%; W. H. Acree, local Ford dealer, manager; editor and stockholder, 12%; G. M. Peck, architect, 12%; Charles K. Trible, physician, 12%; E. K. Jones, contractor and builder, 12%; R. L. Lipscombe, bank cashier, 12%; J. Phil Wahle, local retailer, 12%.

Koko's New Station

The Kokomo, Ind., grant, authorized Nov. 26, is for 250 watts on 1420 kc., and represented an FCC final order in the case of licensing of last Sept. 12. Officers and stockholders are: Charles K. Boyajian, physician, 51.2%, president; Charles Boyajian to, now more than five years, a public accountant. It covers 100 watts on 1600 kc.  

W. R. McAndrew Is Named News Editor Of 'Broadcasting', Soon to Go Weekly

AS PART of its staff expansion incident to inauguration of weekly publication in January, Broadcasting announces with pleasure the appointment of William R. McAndrew, NBC Washington news editor, as news editor at Washington headquarters of the publication. Mr. McAndrew takes over his new duties Dec. 1. Broadcasting begins weekly publication Jan. 9 and will appear every Monday thereafter terminating more than nine years as a semi-monthly [Broadcasting, Oct. 15].

Simultaneously, announcement was made of the appointment of S. J. Paul, former Rochester and Washington newspaperman specializing in radio news and advertising, and Bruce Robertson, associate editor in charge of news in that center. A graduate of American University, Washington, he works on Rochester newspapers and handled programs on WHEC. In 1935 he was on the staff of Rep. Duffy (D.N.Y.), and the last three years has handled Washington news and news programs for a number of broadcast stations.

Mr. McAndrew takes over a newly created post necessitated by weekly publication. J. Frank Beatty, for the last six years managing editor headquartered in Washington, continues in that capacity.

A native Washintonian, Mr. McAndrew is a graduate of Catholic University, where he majored in economics. He was editor of the school paper in his sophomore year and worked on Washington newspapers during his college career. Upon graduation in 1935 he joined the Washington staff of the United Press and was assigned to the Senate. Afterward he transferred to the then newly created radio division of UP, filling the special radio wire out of Washington.

Mr. McAndrew joined NBC in 1936 as assistant news editor, and a year later became editor-in-chief. In that capacity during the last three years he was instrumental in organizing the news service and directing the work of such commentators as Earl Godwin and H. R. Bakhague on all legislative coverage. He also directed the news staff and commentators on news developments such as the beginning of the second World War and the final preparations for the coverage of the 1936 inaugural and attended both political conventions in 1940.

In addition to his news work, Mr. McAndrew handled production on many special-event programs from Washington. He was in charge of the continuity acceptance department and responsible for checking all script used on NBC's two Washington stations—WRC and WMAL—as well as network programs originating in Washington. This fall he also was made head of NBC's news and publicity departments of NBC. He was the first secretary of the Radio Correspondents' Assn., organized two years ago, and is now vice-president of the group.

Assignments on 600 kc. Are Revamped; Power Boosts Granted Many Stations

REVAMPING of assignments on the 600 kc. regional frequency, including Congressmen's regional stations, was one of the FCC's last actions authorized Nov. 26.

At the same meeting WCOB, Bulova-owned station in Raleigh, N. C., was granted fulltime 1120 kc. with 500 watts, after several years of pendency. The station, which had been operating a daytime relay, was given the improved facilities subject to certain engineering considerations including protection for other stations on the frequency.

In authorizing revised assignments on 600 kc., the FCC granted:

Detroit, treasurer, 7.81%; Hugh O. Weir, Inkster, Mich., secretary, 6.25%; and 14 other interested stockholders, each holding less than 10%.

The Ottuma, Ia., grant, also announced Nov. 20, is to J. D. Falvey, for a new station on 601 kc. to serve radio and newspaper advertising.

It covers 100 watts on 1210 kc. In that capacity during the last three years he was instrumental in organizing the news service and directing the work of such commentators as Earl Godwin and H. R. Bakhague on all legislative coverage. He also directed the news staff and commentators on news developments such as the beginning of the second World War and the final preparations for the coverage of the 1936 inaugural and attended both political conventions in 1940.

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Memphis Changes

WMT and WREC, which get Class III-A status on 600 kc., will change directional antennas to accommodate the 5,000-watt output.

WAIR, Winston-Salem, N. C., was granted a modification to shift 500 watts from 1220 kc. and increase hours of operation from 6 to 12, extending local station to 10,000 watts.

WDEL, Wilmington, Del., was granted a modification to shift 500 watts from 1220 kc. and extend local operation to 11,000 watts.

WJAI, Anderson, S. C., was granted a modification to increase night power from 500 to 1,000 watts and to operate fulltime from 1,120 kc. channel. WAPO, also granted an increase from 500 watts night, 1,000 day to 1,000 night, and 5,000 watts local sunset for Class III-A stations.

WALB, Albany, Ga., was granted an increase in night power from 1230 to 1530 kc., with installation of a directional antenna for night use and with increased hours of operation from daytime to unlimited time, using 250 watts, WDCO, Montgomery, was granted a power increase from 100 to 250 watts on 1210 kc. WAIM, Anderson, S. C., was granted a similar local power increase.

WORL, Boston, was granted a modification of license to increase its power from 5,000 to 1,000 watts daytime only, on 920 kc.
Allocation Snags Menace Havana Pact

Cuban Delay in Revising Assignments Threat To Effectuation

POSSIBILITY of postponement of the standard broadcast reallocation from March 29 as later in 1941, is foreseen in Washington radio circles. Unexpected delays, which have plagued the North American Broadcasting Agreement since its drafting three years ago, are causing no little concern at the FCC, at the State Department and among advertisers.

Unless steps are taken forthwith through diplomatic channels to adjust conflicts in allocations proposed by Canada and Mexico, and unless Cuba expedits its proposed allocations, little hope is seen for the March 29 reallocation. If a postponement is necessary it can only be authorized by consent of all four principal signatories (Canada, Mexico, Cuba and the United States), but it would immediately endanger the agreement structure. Should any one of the nations renounce the Treaty, the entire reallocation plan would collapse.

Cuba's List Awaited

Aside from the delay in holiday conferences with delegations representing Canada and Mexico on allocation conflicts, Cuba has not yet submitted its revised list covering its proposed allocations, in compliance with the engineering standards projected in the Treaty itself. It was learned that steps were planned at once to invite delegations of Canadian and Mexican engineers to Washington for separate conferences. Originally, it had been planned to hold these conferences in latter October or early November. Thus far, so far as could be ascertained, the centers have not yet been dispatched.

Though FCC and State Department officials are not inclined to dismiss the current situation, they nevertheless do not consider there is extreme danger of missing the March 29 deadline. The treaty itself provides that it must become fully effective one year from the date of final ratification by the last of the four major signatories. Mexico confirmed at the time of its ratified March 29, 1940. The FCC promulgated the standard broadcast allocations for the United States on Sept. 10, to become effective March 29. As proposed, this allocation would affect 777 of the more than 860 stations operating at authorized time.

Whether the lethargy in pursuing the continental reallocation reposes at the FCC, at the State Department, or with the other signatories, is open to question. Prior to the Sept. 10 promulgation of domestic allocations, it had become evident that certain members of the FCC were inclined to oppose the Treaty primarily because it retained a basic clear-channel structure. There is known opposition in the FCC to retention of clear channels, as reflected in the Network Monopoly Report of a Commission minority (Walker and Thompson), which, in substance, recommended a reclassification of clear channels.

The Border Stations

The proposed Canadian allocations already have been published [Broadcasting, Oct. 15] as have those of the United States [Broadcasting, Oct. 1]. The Mexican allocation table, while received by the FCC, has not been made public. The original Cuban list, it is reported, disregarded the engineering requirements under the North American agreement and as a consequence was returned for revision. Last word received by the State Department was that the revised allocations, conforming with the Treaty, would be submitted within a fortnight.

Despite the lack of information on the proposed Mexican allocations, concern is being evinced in informed quarters. Apparently there is no clear-cut provision for elimination of the notorious border stations operated for the most part by renegade American broadcasters—coincident with the effective date of the Treaty. The exclusive channels assigned to Mexico, it is hinted, are earmarked for location in the interior of the country, as specified in the Treaty allocations, but apparently no iron-clad commitment was made that they will be moved as of March 29. Perhaps the most important aspect of the agreement was the understanding that the high-powered Brinkley and Baker stations, plus a half-dozen others, would be deleted because of serious interference with operations in this country.

To Confer on Conflicts

It is presumed that at the forthcoming conference to iron out allocation conflicts with Mexico the matter of removal of the border stations will be the principal topic. The Treaty itself specifies the precise location of the classes 1-A and 1-B stations in the signatory countries and provides that they shall be used to serve the nationals of those countries. Thus, continued operation of the border stations in their present locations would constitute an infraction of the Treaty, it is observed here. Whether there is a loophole on the time of removal is questionable, though the understanding has been that once the Treaty becomes effective, the high-powered border stations would terminate operation. Otherwise, the carefully worked out allocation as section of the Treaty would prove useless.

New Wine Series

ATLAS IMPORT & EXPORT Co., Philadelphia, (wine) has started a special holiday campaign for its line of Bon Ton and Fruit Bowl wines. A live spot announcement series is being used on eight stations in Pennsylvania, a total of 250 announcements to be heard during the campaign extending from Nov. 25 to Dec. 31. Stations are WIP WIPIL WGBI WBER WBAX KQV WSWS and WJAS. An extensive campaign, using additional stations in Pennsylvania, will be started shortly after the first of the year. Agency is Philip Klein, Philadelphia.

BROADCASTING: Broadcast Advertising December 1, 1940 • Page 11

BEECHNUT PACKING Co., Cano- joharie, N. Y., new to radio this week when it started test spot announcements in selected markets for its gum products, is planning thrice-weekly sponsorship of the NBC-Red Newsroom of the Air program. Although the contract has not yet been signed, it is understood the campaign will cost $30,000 and that full details of stations are decided.

The program, presented six times weekly 7:15-7:30 p.m., is now sponsored Wednesdays by Remington-Rand, New York. It is eligible for typewriter adver- tisements. The Beechut campaign is scheduled to start about Jan. 1. Agency is Newell-Emmett Co., New York.

AXTON- FISHER ACQUIRES NBC BIRTHDAY PROGRAM

WHEN Axton-Fisher Tobacco Co. looks toward Twenty Grand Salutes Your Happy Birthday, Jan. 3, 1941, on NBC-Blue, the program will have run five weeks on select network under the title NBC Salutes Your Birthday, Fridays, 9:35-10 p.m. Chief feature of the birthday program is the distribution of $500 each week to persons having birthdays on the specific day as found in a large birthday cake. A guest of honor picks one section of the cake which is actually cut, preventing it from being eaten and providing a kind of bonus award. Though the wife of the birthday man has been inserted and pulls one of any of the mentioned leading to Congressional representation in the country. All who live in the district chosen with birthdays on that date share in the prize. Claimants are given two weeks to present proof that the date selected is their birthday. Format of the program will be the same. Axton-Fisher takes it over in the interests of 20-Grand cigarettes. Agency is Weiss & Geller, New York.

G-M PLANS NEBULOUS

GENERAL MOTORS Corp., Detroit, is considering an institutional-half-hour program, but the project is officially declared not to have passed beyond the drawing board stage. There is a definite move toward a program along the lines of the Wheeling Steel series on MBS was done by General Motors and its agency, Campbell-Ewald Co., but it is stated that networks had not yet been queried regarding time clearance. The matter is said still to be nebulous. Under the plans discussed the talent would be drawn from company personnel.

AGFA Films to Test

AGFA ANSCO Film Co., New York, is planning a four-week series of spot announcements for its films, using stations in major markets. Full details had not been released. Agency is McConville & Ruth, New York, agency in charge, as Broadcasting went to press.

Capital Is Alive With Rumors Of Action

IF ASCAP MUSIC is on the air after current contracts expire Dec. 31, it probably will be as a result of a complete ASCAP capitulation, which will effectively spark its monopoly of Tin Pan Alley.

The answer, if one is found, will not come across the conference tables between broadcasters and the ASCAP board, but as a result of legal intervention by the Department of Justice. Though Government officials are close-mouthed, it nevertheless appears apparent that things are happening at the Department in connection with revival of its five-year-old anti-trust suit against ASCAP and its 150 key officials and publisher members. Recently, it is learned, ASCAP has switched its attorneys handling Washington contacts and there has been frequent conferences with Anti-Trust Division attorneys.

Action Imminent

Whether the answer will come through active revival of the litigation along criminal lines, or through some other means is problematical. But if the activity apparent in Washington means anything, there will be action prior to the end of the year, along one line or the other.

Involvement of the major networks in the revived criminal litigation also is a possibility, if that course is pursued against ASCAP. The Department has had access to the network-monopoly files of the FCC, accumulated at its investigation, and evidently feels there is some substance to allegations relating to suppression of competition in the transcription field and in maintenance of artists' bureaus by the networks. These allegations have not appeared to be any disposition to institute separate anti-trust proceedings against an ASCAP network at this stage, in any event.

At the Department's Anti-Trust Division it was stated Nov. 29 that reports of action against the networks were "premature," It was indicated the Department probably would not be disposed to take any such action, if at all, until the FCC has completed action on the network-monopoly investigation (see Page 9).

In its original suit against ASCAP, filed five years ago, the Department alleged that ASCAP was an illegal price-fixing monopoly in restraint of trade. Presumably, in an agreement to terminate this litigation, the Department will demand free and open competition in the music field, Unquestionably ASCAP's next move will be to be headed by Milton Diamond of New York, who have covered this ground with Department officials.

Thurman Arnold, assistant attorney general in charge of the Anti-Trust Division, has been in this picture. His chief assistant in the ASCAP matter is Victor Waters.

FOUR GENERATIONS of Katzmans make up an unique musical family. Great-grandad Phillip (right), 79, who played with many of Europe's masters, warms up a trumpet. Watching are his grandson Henry, 22, composer of the BMI hit "We Could Make Such Beautiful Music Together"; son Louis (holding baton), musical director of WINS, New York and research director of BMI; and the great-grandson Michael, 16 months. Henry plays piano in the WINS orchestra and composes popular musical numbers, using the pen name of Henry Manners.

For several months Mr. Waters has been analyzing data procured by questionnaire from stations, music publishers, motion picture, musical theatre, and others publicly performing music, to ascertain in essence whether their businesses are operating subject to unreasonable restraint imposed by any combination of owners of copyrighted music.

The investigation now pending was instituted in the Federal District Court for the Southern District of New York. After preliminary arguments, however, trial was rescheduled pending a stipulation of the record. The case has been virtually dormant since, though the Department obtained a Grand Jury order several months ago requiring ASCAP to make available its files and records.

Meanwhile, Broadcast Music Inc., the industry's answer to ASCAP's demands for increased tribute to perform its music when the year ends, has accelerated its pace in publishing, clearing and others public. ASCAP's legal intervention by the Department of Justice is problematical. But if the activity apparent in Washington means anything, there will be action prior to the end of the year, along one line or the other.

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Whatever decision the broadcasters may make, ASCAP is not worried, Mr. Paine asserted, as long as it has the music of Cole Porter, Sigmund Romberg, Irving Berlin, Wynn Davis, Gershwin, Rachmaninoff, and the other music "the public wants." The best stars aren't worth much without good material, and ASCAP has that material.

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Lyric Contest

LYRIC-WRITING contest, believed to be the first of its kind in radio, was held by WHK, Cleveland, in connection with the annual convention of the National Scholastic Press Assn. in Cleveland Nov. 28-30. High school newspaper editors from all parts of country chose 2 of members of their association to participate in the contest. These assembled at WHK one hour in advance of a program by the WHK staff orchestra. A popular melody was played for them several times, and they were requested to write a new lyric for it. When time for the program arrived, the best lyric was chosen and sung by Lillian Sherman, WHK-WCLE vocalist. First prize was a $5 bill.

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Four generations of Katzmans make up an unique musical family. Great-grandad Phillip (right), 79, who played with many of Europe's masters, warms up a trumpet. Watching are his grandson Henry, 22, composer of the BMI hit "We Could Make Such Beautiful Music Together"; son Louis (holding baton), musical director of WINS, New York and research director of BMI; and the great-grandson Michael, 16 months. Henry plays piano in the WINS orchestra and composes popular musical numbers, using the pen name of Henry Manners.

For several months Mr. Waters has been analyzing data procured by questionnaire from stations, music publishers, motion picture, musical theatre, and others publicly performing music, to ascertain in essence whether their businesses are operating subject to unreasonable restraint imposed by any combination of owners of copyrighted music.

The investigation now pending was instituted in the Federal District Court for the Southern District of New York. After preliminary arguments, however, trial was rescheduled pending a stipulation of the record. The case has been virtually dormant since, though the Department obtained a Grand Jury order several months ago requiring ASCAP to make available its files and records.

Meanwhile, Broadcast Music Inc., the industry's answer to ASCAP's demands for increased tribute to perform its music when the year ends, has accelerated its pace in publishing, clearing and others public. ASCAP's legal intervention by the Department of Justice is problematical. But if the activity apparent in Washington means anything, there will be action prior to the end of the year, along one line or the other.

Involvement of the major networks in the revived criminal litigation also is a possibility, if that course is pursued against ASCAP. The Department has had access to the network-monopoly files of the FCC, accumulated at its investigation, and evidently feels there is some substance to allegations relating to suppression of competition in the transcription field and in maintenance of artists' bureaus by the networks. These allegations have not appeared to be any disposition to institute separate anti-trust proceedings against an ASCAP network at this stage, in any event.

At the Department's Anti-Trust Division it was stated Nov. 29 that reports of action against the networks were "premature," It was indicated the Department probably would not be disposed to take any such action, if at all, until the FCC has completed action on the network-monopoly investigation (see Page 9).

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Hummert Asks FCC Mediation
In ASCAP-BMI Controversy

IN THE first formal peace offensive of the controversy between the two major music privileges, E. Frank Hummert, vice-president of Blackett-Sample-Hummert, on Nov. 28 sent the FCC a letter suggesting that the Commission counteract such action as may be appropriate to mediate between the broadcasters and ASCAP to the effect that the major part of radio audience may continue, without interruption, to enjoy all of its American music. "In bringing our own situation, Mr. Hummert states: "That the resultant situation affects me personally as a producer of long-established radio musical program council relatively minor importance. That millions of the radio audience will be deprived of most of the best American music is of paramount public interest."

Mediation Efforts

Explaining the delay between Mr. Hummert's announcement of his intention to make this protest [BROADCASTING, Nov. 15] and the sending of the protest, Henry K. O'Connor, ASCAP's general counsel for Mr. Hummert, said that it was decided to attempt to bring about mediation directly before going to the Commission. Mr. Hummert and Mr. Urion conferred with John G. Paine, ASCAP's general manager, and found him amenable to the mediation idea. Then they called on Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president, and Ray Kay, general manager for BMI, and, according to Mr. Urion, this group did not view with favor the suggestion that a mediator be authorized to settle the problem.

Can FCC Intervene?

Whether the FCC can intervene is questionable. It has no authority under the statute to mediate in matters of this kind. Should the problem of program cancellations arise as a result of the ASCAP ban, it is presumed the FCC might raise some question about program service on renewals of station licenses. On the other hand, if broadcasters and ASCAP agree to mediation, some individual commissi- oner might voluntarily intercede. Such a development, however, is not deemed likely.

In his letter, Mr. Hummert said that since the new license agreements were tendered by ASCAP, no negotiations whatever had taken place between ASCAP and the networks. He said individual commissioners suggested that ASCAP and the networks enter into negotiations through a mediator, and while this suggestion was acceptable to ASCAP, the networks had not assented to it. Thus, he pointed out, after Dec. 31 the networks and the stations will return to broadcast music controlled by ASCAP. Despite his disclaimer of impartiality, Mr. Hummert nevertheless attacked radio's position. "Motivated solely by personal pecuniary considerations and without regard whatsoever to the interests of the radio public, the broadcasting chains, virtually controlling the major part of our radio facilities, have evidently determined that they will not deal with the organizations that controls the bulk of American music," he wrote the FCC. He said it was inconceivable that the controlling broadcasting interests, presumed to operate in the public interest, should be permitted to deprive the American radio public of its accustomed music by a mere fight for dollars. "In view of the great public interest which is involved, I respectfully suggest that the Commission undertake such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

Jergens Band Contract Contains ASCAP Clause
ANDREW JERGENS Co., Cincinnati
(Nwoodbury soap) currently sponsoring the weekly half hour NBC Woodbury Playhouse on Jan. 1 will replace the dramatic show with a musical program, Tony Martin's band has been signed. The same day NBC-Red Rooms Wednesdays, 8-8:30 p.m., with West Coast repeat, 8-8:30 p.m., will be used. Although Hollywood executives of Lennex & Mitchell, agency servicing the account, would not be quoted, it is understood that for the first time in contractual history of radio, Martin has given a performer's cancellation clause, based on the current ASCAP controversy. It is reported that should there be lack of ASCAP music for the series, Martin might regard it as militating against the success of his show. Under terms of the cancellation clause would permit him to withdraw. William N. Robson, Hollywood manager of the agency, is to produce the new series. Jim Ameche and Gale Page are featured in the Woodbury Woodbury Playhouse series, having succeeded Charles Boyer when he withdrew last season.

Exterior of new 5 kw. plant of WISN, Milwaukee, as conceived by Mark Pfaller, architect. Four towers comprising a directional antenna system, in a 20-foot space, turn the Eau Claire tower. G. W. Grignon, manager of WISN, has announced that more than $100,000 will be invested in new equipment alone. Authorized Nov. 20 to increase from 250 watts night, 1,000 day to 8,000 day and night on a new frequency of 1,120 kc. in lieu of the present 1,120 kc., the new plant will be ready next spring.

Preparing BMI Hymnal
A BMI hymnal, containing 400 and 500标准 hymns, represents songs of all denominations, with a few patriotic hymns and Negro spirituals being prepared and will be ready for distribution about Dec. 20. Richard Maxwell, producer of Songs of Comfort and Cheer on CBS, has served as special consultant on the volume, laboring with M. E. Tompkins, BMI general manager, and Dana Merriman of the BMI editorial department.

BMI's Hollywood Office
With Harry Engel having taken over as West Coast manager of Broadcast Music Inc., the organization has moved its Hollywood offices to 1540 Vine St., with a uniting of a suite of rooms. A veteran of 20 years in the entertainment business, he has assumed his new duties in mid-Novem- ber, and is being assisted by Richard Hummert, Jr., and Eddie Janke. Hannah Green is office manager.

P. Lorillard Co., New York, has announced that in the coming week, Fishell's nightly sports reviews on WINS and WINS-FM from behalf of Old Gold cigarettes, Lenex & Minneapolis placed the account.
Radio Celebrates Its 20th Anniversary

Notables Join in Washington Dinner

RADIO received an impressive sendoff on its second 20 years at a 20th Birthday Party held Nov. 26 in the Washington Hilton Hotel, with more than 600 broadcasters, industry personalities, government officials and party goers participating in the festivities. The Washington celebration, designed as an official commemoration of radio’s first 20 years, highlighted the nationwide 20th birthday promotion sponsored Nov. 11-30 by the NAB. The party was sponsored by NBC, CBS, MBS, NAB, RMA, Electric Institute of Washington, and the six Washington stations—WRC, WMAJ, WOL, WJSV, WINX, WWDC.

Washington celebrities heard Neville Miller, NAB president, read letters from President Roosevelt and Wendell L. Willkie, Republican presidential candidate in the recent campaign, both of whom paid hearty tribute to the broadcast industry, emphasizing the importance of maintaining free radio. They also heard a special transatlantic pickup from London on which correspondents of all three national networks exchanged greetings and good wishes with Schechter NBC director of news and special events. And they were entertained by BMI music, furnished by a top-flight orchestra, famous concert artist, and Johnny Messner’s orchestra, along with well-known radio and stage acts.

Mr. Willkie’s Letter

Offering his congratulations to the American broadcasting industry for “a splendid and outstanding performance,” Mr. Willkie declared in a letter read by President Miller:

“Those closely associated with radio broadcasting in this country can take pride in this achievement, as well as in the fact that they have kept free the airwaves for the free expression of all shades of thought. As one who has just come through a radio broadcast program as a major participant, I can bear testimony to the fairness and high sense of responsibility of those in control of our radio facilities. May it ever be so. A free radio, along with a free press, constitutes the cornerstone of a system of free men.”

Praising the industry’s development, President Roosevelt declared: “The growth of broadcasting as we know it in America has been one of the most outstanding achievements of the people. I assuredly reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by the Government at the free and open avenues of public information.” (See full text of President’s letter.)

Special features of the Washington program included a special MBS broadcast, “The History of the Air,” conducted by Theodore Granit, on which appeared a group of honeyed voices recounting the past and coming 20 years of radio development. On the special transatlantic pickup, an unannounced broadcast program between BBC studios in London and the Washington Hotel ballroom, Mr. Schechter carried on via a public address system a 15-minute conversation with Edward R. Murrow, CBS London correspondent, Fred Bate, of NBC, and John Steele, of MBS. The program of entertainment featured, in addition to Mr. Thomas and two orchestras, Jay C. Flippen, Howard & Shelton, Ramona, all well-known radio personalities, along with Bobby May, juggler, and The Pitchmen, musical novelty trio.

Prominent Guests

Prominent guests attending the 20th anniversary party in Washington included: Jesse Jones, Secretary of Commerce; Frank Mullin, NBC vice-president and general manager; Senator Sherman Minton; John Benson, AAAA president; Bishop James E. Freeman; Harold Lafount, NIB president; Rev. Samuel McCrea Cavert; Mai, Gen. J. O. Theoborene; Chief MBS Officer, U. S. Army; Rabbi Edward Israel; Chairman James Lawrence Flye of the FCC; Commissioner Norman S. Case of the FCC; Walter V. Van Kirk of the Federal Council of Churches of Christ in America; Thomas Burke, chief, Division of International Communications, State Department; Joseph Jamieson, president, White House News Photographers Assn.; Senator Ebert D. Thomas; Edward Klineer, CBS executive vice-president; Senator H. H. Schwartz; Senator C. Wayland Brooks; Paul B. West, president, Assn. of National Advertisers; Gen. George C. Marshall, Chief of Staff, U. S. Army; Theodore M. Houchin, vice-president; Breckinridge Long, Assistant Secretary of State; Rev. Maurice S. Beesby, Commissioner Harry C. Mitchell; of the U. S. Civil Service Commission; Bond Geddes, RMA executive vice-president; Commissioner Paul A. Walker of the FCC; Commissioner George H. Payne, of the FCC; Ward Stringham, President, Electric Institute of Washington; Commissioner T. A. M. Craven, of the FCC; Albert L. Warner, chairman of the executive committee of the Radio Correspondents Assn.

Veterans Light Candles

During the program veterans of two decades and more in radio

A partial list of those active in broadcasting who attended the Radio Birthday Dinner is published on Page 64.

Radio Gift Man

Across the country individual stations reported various 20th Birthday parties. The following telegram was sent to the NAB from Mrs. H. V. Milligan, president of the National Women’s Press Club:

“On behalf of the National Council of Women of the United States, I want to congratulate the radio industry on this important occasion. Coincidently with its rise to one of our major industries has come an awareness on the part of women of the vast debt they owe radio. The higher level of our national stature is due largely to the contributions radio has made to the American people through its many educational broadcasts of every description. We want to do this occasion, too, to express our gratitude to the NAB for its adoption of the code which insures to all Americans the dissemination of the truth, without prejudice, and in a spirit of fair play. We believe that a free radio is the very essence of true democracy and pledge our continued support to the end that free radio shall continue in the United States.”

In connection with the birthday celebration, the radio committee of the American Civil Liberties Union forwarded a message of congratulations to NAB President Miller, coupled with an expression of agreement with the underlying principle of the NAB Code, particularly as it applies to the question of controversial issues, and a reaffirmation of the Union’s opposition to Section 608(e) of the Federal Communications Act. Speaking as the Washington representative of the Union’s radio committee, H. Thomas Auten, Washington attorney, declared: “We deem the existing statutory power of the President to take over the operation of all radio stations in time of national emergency or war as potentially dangerous—so dangerous, indeed, that we have advocated congressional action to deprive the President of this power.”

There seems to be no argument for such a blanket control of radio in time of emergency that would not apply equally to the press. The radio code apparently insures a degree of self-regulation sufficient to protect the public interest of any such sweeping and drastic power by the Federal Government. In these circumstances we think that legislative action to limit the existing statutory grant of power is warranted.

Over the country individual stations reported various 20th Birthday parties. KTRB, Modesto, Cal., conducted a listener contest with prizes for the best letters reminiscent of the early days of radio. KFRO, Longview, Tex., cooperating with the local public schools, conducted an essay contest on “The American System of Radio,” offering students $21 in prizes. KSO-KEKV, Des Moines, observed the anniversary period by giving away a radio a day to listeners at whose homes the station’s “Radio Gift Man” called. KYVO, Tulsa, Okla., carried a series of six special 20th anniversary programs surveying the progress of the industry and presenting the leading Tulsa educators and radio personalities.
AFRA Finishing Draft Of Talent Agency Code

WITH an agreement between the American Federation of Radio Artists and the independent talent agents practically reached following lengthy negotiations, a final draft of the union's code for talent agencies is now being drawn up and will probably be agreed upon within the next few days, according to Emily Holt, executive secretary of AFRA.

Conferences in the original document, which was negotiated with network officials covering their artists' bureaus, took place in New York, and the AFRA and the networks renewed their agreements for wages and working conditions for talent employed on all network programs, with AFRA's negotiations for talent, among other things, being made by the Union of contract negotiations, in the regulatory and disciplinary sections of the code, Mrs. Holt stated, and do not affect the provisions on compensation.

The delay caused by these negotiations in handling the routine business of AFRA, according to Samuel R. Rosenbaum, IRNA chairman, the sessions are in line with the union's efforts to strengthen it, under which committees representing the affiliates, NBC and CBS confer, to make the network more powerful.

NAB and IRNA Sessions Scheduled in New York

POSTPONEMENT of the meeting of the NAB board of directors, New York from Dec. 3-4 to Dec. 5-6 was announced Nov. 28 by NAB President Neville Miller. The sessions will be held in the Roosevelt Hotel. The NAB Legislative Committee will meet at the Ritz Tower Dec.

Network negotiating committees of Independent Radio Network Affiliates will confer with NBC and CBS, May 9-10, in a 13-week campaign which started Nov. 20 is being held in the Mid-Atlantic states, the company said, according to Samuel R. Rosenbaum, IRNA chairman. The sessions are in line with the union's objectives, under which committees representing the affiliates, NBC and CBS confer, to make the network more powerful.

Monarch on Coast

REID, MURDOCH & Co., Los Angeles (March madness), in a 13-week campaign which started Nov. 20 is using five-weekly participations in the Mid-Atlantic states, the company said, according to Samuel R. Rosenbaum, IRNA chairman. The sessions are in line with the union's objectives, under which committees representing the affiliates, NBC and CBS confer, to make the network more powerful.

Proprietary on 60

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., is back in a 13-week campaign which started Nov. 1 is using five-weekly participations in the Mid-Atlantic states, the company said, according to Samuel R. Rosenbaum, IRNA chairman. The sessions are in line with the union's objectives, under which committees representing the affiliates, NBC and CBS confer, to make the network more powerful.

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Defense Planning Hits Broadcasting Industry Tightly

Communications Group Picked From Industry Executives

INDICATING the broadcasting industry is destined to play only a secondary role in the national defense planning work assigned it by Presidential directive, the Defense Communications Board Nov. 29 announced appointment of an Industry Advisory Committee of seven members—all executives of communications companies.

The Committee—most important of all the advisory groups designated—will maintain direct liaison with the five-man DCB of high-ranking Government officials. Members selected are Walter Gifford, president of AT&T; Senator Millard E. Beanes, president of the New York Telephone Co.; David Sarnoff, RCA Communications Inc.; Ford, communications companies. Gifford and Bannister will try to make the committee as representative of the industry as possible. Appointments of its members were announced Nov. 17 by Mr. Lynd, chairman of the board of RCA Communications Inc., RCA president, named as chairman of the board of RCA Communications Inc., R. B. Lynd, chairman of Western Electric Co.; W. E. Beanes, president of Tropical Radio Telegraph; Joseph Pierse, president of Mutual Broadcasting System Inc., and Jack Kaufman, executive vice-president of Globe Wireless Inc.

Subcommittees Named

Only Mr. Sarnoff, of the seven committee members, is identified with broadcasting as such. By virtue of his chairmanship of NBC, the board announced that it had recognized the need for broadcasting representation by adding the industry's only voice ever a member of domestic broadcast or international broadcasting industry advisory, and labor advisory. All these will have direct contact with the DCB.

The board comprises FCC Chairman James Lawrence Flyn, chairman of the Radio and Television Bureau; Lynn Bohm, Army Signal Officer; Rear Admiral Leigh Noyes, Director of Naval Communications; Assistant Secretary of State Breckenridge Long, and Assistant Secretary of the Treasury Herbert E. Gaston.

A three-member labor advisory committee is authorized. The board invited the American Federation of Musicians, C.I.O., and the National Federation of Telephone Workers to select one representative each from their communications and broadcasting units respectively.

Lowell Mellett, direct of the Office of Government Reports, and a special assistant to the Secretary of War, was named one of the Government members on the broadcast subcommittee.

Membership of the Domestic Broadcast Committee would total 11 of whom five would be Government men. Mr. Mellett, regarded as the top Government information officer and as the key to the Defense Department's emergency situation, caused some reaction, particularly since the President's Executive Order creating the Defense Board emphasized that its function in relation to broadcasting, shall be limited to "physical aspects" and shall in no way infringe on censorship or program control.

The only other Government members designated are Major General C. Meade, of the Army Air Corps War Plans Section. Other Government posts will be for the FCC, National Television Systems Committee, and State Department.

Organizations invited to name members of the Industry Advisory Committee, the duties of which will include study of "physical aspects," standards and formulation of recommendations deemed desirable under "foreseeable conditions of defense," were Ad Hoc, FM Broadcasters Inc.; MBS, NAB, Finch Telecommunications Inc., NBC, NAB, National Television Systems Committee, Postal Telegraph, U. S. Independent Telephone Assn. and Western Union. It is doubted whether several of these organizations will name Committee members, because of the board's embargo on takeovers.

The International Broadcasting Committee will have 11 members, of which five will be Government officials. Mr. Mellett again was named to this Committee for the Office of Government Reports.

Other representatives already named are Rear Admiral S. H. Hooper, Navy communications coordination officer, coordinator of commercial and cultural relations between the Armed Forces, and Gerald Gross, International Division chief of the FCC. Commercial companies invited to name representatives were CBS, NBC, Mutual Broadcasting System, ABC, NBC, Westinghouse and World Wide Broadcasting Corp. When NAB President, Neilson Miller, called to the Board's attention the lack of NAB representation on this Committee, the Board authorized addition of that organization. The State Department has not yet named its representative.

In announcing the Committees, Chairman Flyn explained that the list of members was to be kept as small as possible and that additional members could be appointed upon proper showing. The Defense Communications Board desired to have a minimum number of Committee members, he said, but each of them could invite as many advisors as it desired.

In letters of confirmation sent to the companies and organizations for their nomination of representatives on the 11 technical subcommittees, the Board stated that each committee would elect its own chairman and secretary. The companies were asked to cooperate in securing the most effective membership, with representatives thoroughly familiar with the problems and subject matter to be studied.

Participating companies also were advised that the services of their representatives must be on a voluntary basis, as no appropriation is available for the expenses of members. Each committee member may be assisted by expert advisors from his organizations and may participate in Committee discussions, at the discretion of those bodies, the formal notice states.

AGMA Asks Court to Revive Stay Order Restricting AFM

AMERICAN Guild of Musical Artists appeared Nov. 29 before the Appellate Division of the New York Supreme Court, with Justice Frances Martin presiding, to request reinstatement of the Stay Orderof the 29th, by which restraining order, granting AGMA, members will suffer great loss.

Individual Contracts

He raised the points previously presented by AGMA that its members—soloists such as Spaulding and Heifetz— are independent agents whose services are contracted for at special fees and that they banded together into AGMA to secure contractual protection. Musicians who are members of orchestras or bands work for salaries and need the group protection and collective bargaining offered by AFM, which would have no value for AGM members, he argued.

Samuel Seabury, president of the Association of the Bar of New York City, represented Mr. Petrillo, and answered that the AFM is not trying to enjoin anybody but men who have been granted its charter by AFL, which gives it jurisdiction over all instrumental musicians. Stating that the grant of a temporary stay order to AGMA is a number to refuse to work with non members cannot be denied and that unless AGMA soloists wish to perform for nothing, there is no reason for their request for an injunction, he argued that waiting for a trial would mean only a further delay in the exercise of its legal rights to protect itself against competition of AGMA in organizing musicians. He asked that the Stay Order be denied. The court gave AGMA until Dec. 3 to file a supplementary brief and AFM until Dec. 15 to file an answer. Hearing came only 10 days after Justice Aron Steuer of the New York Supreme Court had denied AGMA's injunction, a temporary stay order to restrain Mr. Petrillo from carrying out his announced plan to take over the AFM's portrait service and restrict it to union members.

Contrary to expectations, the AFM president did not immediately take action against AGMA members when the Steuer decision upset the decision of a New York City Supreme Court, which in effect granted AGMA, members will suffer great loss.

Came as Relief

AFM decision to withhold action until the decision of the Appellate Division came as a relief to professional associations, trade unions and networks of advertising agencies placing such programs as-radio, syndicated series and radio stations regularly present soloists with symphonic orchestral accompaniment. If Mr. Petrillo had decided to take immediate action against AGMA members, the Steuer's ruling, the result might have upset a number of programs for the simple reason that Petrillo's decision to appeal the ruling of Justice Steuer.

After signing the stipulation to maintain the status quo pending the hearing under the Pecker stay order, the attorneys agreed to argue their case before Mr. Justice Petrillo when the stipulation will activate the appellate judges to give the problem prompt attention. The decision on whether to grant an immediate restraining order is left to the discretion of those bodies, the formal notice states.
FM Stations Request Speedup By the FCC as Licenses Lag

Commercial Operation After Jan. 1 Sought, With Right to File Performance Data Later

PERTURBED over the lag in licensing of FM stations, slated for full commercial status Jan. 1, a committee representing FM broadcasters and public service authorities urged the FCC to expedite the processing of applications for licenses so that those pending completion of new stations can be granted as soon as possible. The growing number of FM stations may cause the FCC to expand its service areas in order to meet public demand.

With only 18 FM grants made thus far, the committee, headed by President John Shepard 3d, offered a half-dozen proposals which were taken under advisement by Chairman Fly, Chief Engineer E. K. Jett and Gerald C. Gross, head of the FCC's International Section of the Commission. Accompanying Mr. Shepard were Theodore C. Streibert, vice-president of WOR and WNET; C. M. Jansky Jr., consulting radio engineer, and Philip G. Locatelli, recently named general counsel of FM Broadcasters Inc.

Speedup Ideas

Covered during the conference were suggestions to increase the number of FM stations by allowing existing stations to acquire two additional call letters, pending the FCC's approval of further requests for new service areas; to defer filing by applicants of the necessary technical data and instead to file the applications for new service areas; to set up a system of call-letter allocations different from that recommended by the conference.

Three stations in the Heartland of the country will be granted licenses for new service areas in the near future, it was reported, to enable them to serve rural areas.

'Birth of Nation' Suit

SUIT charging unfair competition was filed Nov. 19 in New York Supreme Court by the Columbia Broadcasting Service against the Manufacturers Company of America, alleging it used the name of a program presented Sept. 9, 1940, on CBS as a series of a planned broadcast.

Maj. Armstrong Honored

Maj. Edwin H. Armstrong, inventor of FM, will receive the Holley Medal of the American Society of Mechanical Engineers for distinguished service in electrical and radio engineering. The award will be made Dec. 4 at the Society's 61st annual meeting in New York.

RCA studio equipment, Scully turntables, and Presto power amplifiers are being used in Library of Congress radio studios nearing completion.

Latham to Survey Markets for FM

Will Conduct Network Study Before Joining Durstine

AT A MEETING Nov. 18, the executive committee of the FM Program Research Group, formed last August to explore the possibilities of forming a nationwide network, was reconstituted. Mr. Latham, recently resigned as radio director of Benton & Bross in New York, to conduct a preliminary survey of markets, programs, sales and other pertinent problems relative to the further extension of the plan.

Each of the committee members, will be called upon to conduct the survey, which will be made on a part-time basis. It is expected that some time in the future this work to be done by Mr. Latham will be of value for use in determining the desirability of FM simultaneous broadcasting, although the general plan of the organization is nebulous at the present time.

Knowing His Market

"Mr. Latham is devoting himself to this work in the spirit of the express request of the committee," Mr. Petry continued, "and will work on the project for the next 60 days on a temporary basis. He will complete his report prior to taking up his regular duties with S. Durstine Inc., New York. Mr. Latham's experience in radio was deemed highly important by the previous connections with Young & Rubicam, New York, American Opperate & Cigar Co. and more recently with Benton & Bowles. His knowledge of market and conditions will make his survey report singularly important."

Chairman of the executive committee of the group is John Shepard 3d, owner of the Yorkville Broadcasting Network, and other members include Walter Damm, WTMM, Milwaukee; and Elizey Roberts, KXOK, St. Louis.

Mr. Latham, who will join the advertising agency of Roy S. Durstine, will be in charge of his group's work, which will be an executive of the company with no particular title, according to Mr. Durstine.

Charles Grimm, onetime manager of the Chicago Cubs and last season baseball announcer, will work for the New York World-Telegram, as radio director of the Chicago, on Nov. 25 was released of his announcing contract for next season, as a result of his resignation from the station, so that he could return to the National Football League as baseball team coach. A successor to Mr. Grimm will be announced in December.

CALL letters CBBAs have been assigned to at least 12 FM stations in the United States. They have been assigned to the following stations, respectively the station call letters in addition to the city of licensee.


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BROADCASTING * Broadcast Advertising
An FM Auto Listener Gets Around

New York Motor Tour Shows Remarkable Reception

By ALVIN VON AUW
Western Electric Co.

ONE DAY, a few weeks ago, a day in the outskirts of the city, the writer signed on with an expedition to tour the Long Island and Westchester country side with an ear to the quality of FM reception in that area. At the controls of the test car sat Charles Singer, superintendent of one of WOR's listeners, while Rinehart Rast, recent U. of Connecticut graduate now a member of the engineering staff of FM station W2XOR, nodded with the controls of an FM receiver (General Electric), mounted on a wooden framework between the front and rear seats of the car. Along for the ride were Will Whitmore, advertising supervisor, Western Electric Co., and the writer.

A Dearth of Gadgets

The intricate array of gadgetry usually associated with field strength surveys was left strictly to home. This was to be a layman's listening test. The writer, for instance, though only vaguely aware of the meaning of a decibel, is, however, all too conscious of the phenomenon of static interference and has been conscious of a decided difference between the range and quality of sound heard in the concert hall and that which issues from the "midget" next to the easy chair at home.

During our test we kept the receiver tuned for the most part to FM station W2XOR, inasmuch as that station is furnishing an uninhabited 12-30 kw. service in the metropolitan area to do so. The W2XOR programs were picked up from the air by a dipole described as a "vertical dipole, inverted, a coaxial transmission line between antenna and receiver". This antenna was mounted on the rear side of the car so that its lower section cleared the fender by about five inches.

Our trip started from the WOR transmitter building at Carteret, N. J. The Mutual programs transmitted from W2XOR atop 444 Madison Ave., Manhattan, poured from the FM receiver and was clear and clear. No background noise, no fading was observed as we drove from Carteret to Manhattan via Route 25 through Newark, to Newark Airport and along the Pulaski Skyway. As we left the Skyway and entered the heavily industrialized countryside, we passed through a brown and dark, and cars for a possible fading of the received signal. The signal did not falter.

After crossing to Manhattan through the Lincoln Tunnel, we drove down the West Side Highway to Manhattan's toe, thence up through the concrete and steel canyons of lower Broadway. We might just as well have been in the middle of a cow pasture on a direct line-of-sight from the transmitter, for all the difference it made in the consistently-steady FM reception.

Defies a Bridge

From Broadway we cut over to Fourth Ave., then to Madison, passing the site of W2XOR's transmitter on our way to 63d St. where we headed east through heavy traffic to Queensborough Bridge over the East River. There the AM receiver in the car was switched on and tuned to WOR for comparison of its signal with the signal from W2XOR. As we progressed through the latticed girder construction of the bridge, the AM signal from Carteret was swallowed in the rising noise level, while the FM signal continued to ignore the fact that it was passing through an environment featuring an ever-ascending bridge. WOR's powerful 50 kw. signal returned to its normal high level.

Remarkable in an easterly direction along Queens Boulevard, we arrived at our first Long Island listening point at the corner of 72d Ave. and Queens Blvd., Forest Hills, 71/2 miles from the transmitter. We parked the car between two groups of apartment buildings. However, no shadow effect, if any, was present, could be detected in the FM reception.

Without Static

Our trek continued along Queens Boulevard for a mile or so, then crossed over to Grand Central Parkway. As we passed under the Parkway's numerous bridges, the FM signal held its own strongly in contrast with conventional reception. We parked the car under a large concrete bridge to observe this phenomenon and wonder why FM has been considered unsuitable for auto radios. The only interference with the FM signal we observed on our tour—and this was negligible in comparison to the static that AM auto-listeners accept as a matter of course.—The Mutual.

Conference Is Summoned by the FCC To Discuss Proposed Ratings for FM

ACTING upon the request of several equipment manufacturers, the FCC Engineering Department has called an informal engineering conference for Dec. 9 to consider transmitting and receiving ratings for FM with respect to power. Ratings offered as a basis for discussion range from 100 kw. to 60 kw.

To be presided over by Assistant Chief Engineer A. D. King, the conference will discuss (1) maximum power rating and operating range of standard FM transmitters and (2) performance characteristics of audio amplifying equipment when obtained separately and as a complete unit.

Maximum Ratings

The FCC's public notice, calling the conference for 10:30 a.m., at Room 7416, New Postoffice Bldg., Washington, states:

The Commission has been informed that it would facilitate the manufacture of standard high-frequency (FM) broadcast transmitting equipment if maximum power ratings could be standardized. Also, the operating power range of the transmitters of different maximum power ratings should be standardized for the equipment made by different manufacturers.

As the Commission regulates only the external performance characteristics, it ordinarily would not be particularly concerned with power rating except insofar as it must be considered in obtaining the necessary performance requirements upon which the Commission bases its decision on whether a station is to be licensed. However, the writer will make an informal appearance at the conference as a member of the operating engineering staff of the Western Electric Co. and will comment on the FCC's power ratings for FM transmitters and receivers.

The high-frequency broadcast stations are not rated on the basis of power output. They are rated on the basis of service area and service area is established from economic data and not the performance characteristics of the station. The operating power of the FM stations serving the same city must have substantially the same service area and as the antenna height and antenna gain vary in all cases, the operating power will, in most cases, be odd values (such as 1100 watts, 10 kw, etc.). While stations are not to be set up with such power rating, the Commission, consideration should also be given to the determination of the operating power for the satisfaction of the public.

Even though standard maximum ratings as given above are adopted, it would be desirable to make provision for emergency. By reducing the number of tubes or using tubes of different power ratings in the power amplifier stages when the operating power is considerably below the maximum power rating. This is suggested for economy only.

It has come to the attention of the Commission that the performance characteristics of the speech input equipment is dependent upon the input impedance and efficiency and therefore, each unit is designed for the impedances and power levels provided. In addition, the performance (frequency and amplitude) may be different from the published specifications.

The claims for overall performance of high-frequency broadcast equipment are not given upon the performance of individual units which may not, in some cases when not operated under specified conditions, meet the performance requirements, unless all units are guaranteed to meet the design criteria. It is proposed to discuss these problems with the view of standardizing a method of specifying the performance of individual units. High-frequency broadcast stations are required to submit proof of audio performance to the Commission before a license will be issued by the Commission.

BROADCASTING • Broadcast Advertising
"TWENTY-THREE, SKIDOO! FARMERS WON'T BUY WIDGETS!"

Perhaps in all the vast ramification of American industry it may so happen that you are not among those who make or sell widgets—and you may therefore feel fairly impersonal about the illustration and headline above.

But whoah, stranger! Do you make cosmetics? canned lobster bisque? caffeine-less coffee? wafer-

thin wrist watches, or any "urban" products that "farm people don't use"? If so, kindly stand back while we double-shot the long-gun!

Look up your own sales records, and you'll find that per capita, Iowa people buy just as much luxury merchandise as the population of New York (N. Y.) or Chicago (Ill.). You'll find this fairly logical, too, because Iowa is more than 1/3 urban, and because the remaining 2/3 have entirely urban standards of living.

We dare you to call us on our statement that WHO can sell any product that will move readily, anywhere. And we bet you don't take dares!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
140 Successful Weeks for Wilshire

Flip and Frequent Commercials on Coast Show

By JOHN GUEDEL
Radio Director, Dave B.-Miner Co., Los Angeles

A BOUT 140 weeks ago Wilshire Oil Co., Los Angeles (gasoline), went on the air for an inexpensive radio program to fill a 15-week summer period. Executives of the firm had definite ideas in mind. They knew that they would encourage motorists to visit California's points of interest on their vacation. The program also had to build goodwill and sell the sponsor's products. It had to be informal, entertaining, informative, and appeal to all ages, from children in the first grade to folks over 80.

And so, Pull Over, Neighbor, a weekly half-hour, all-audience participation program, was born. With Art Baker as head man, the series started June 8, 1938, on KFI, Los Angeles (gasoline), a successful period. Rather than merely present information in dry form, the program emphasized the lighter side and featured contests, impromptu acts and impersonations, memory and many other parlor games adapted to radio. It caught on sufficiently to warrant renewal for another 13 weeks. The sponsor, delighted with results, renewed for a third term, and then, after it ran for 3½ years, ended the contract through Feb. 28, 1939.

It Went Regional

When Wilshire expanded its market to cover the entire State of California, the weekly local program went regional on March 7, 1939. It became an ABC-California Red network show, with KPO, San Francisco, added to KFI. On July 6, 1939, the series was switched to three CBS California stations (KNX KSFO KARM), for a successful 13 weeks. Newscasters were added and dealers throughout California reported greater business as a result of the weekly show.

It was on Sept. 12, 1939, that the program was shifted to 15 California-Don Lee stations, 8:30 p.m. (PST), and the show that started as a "summer filler" program, has been renewed 10 times. Soon it had more listeners in California than many transcontinental programs. In one out of every three, according to a recent C. E. Hooper survey. That it sold gasoline successfully was evidenced by the fact the Wilshire Oil Co. sold more of its products in May than during any other month in the history of the firm.

Let's take the program to pieces and see why Pull Over, Neighbor, was a successful vehicle for its sponsor. First, the idea of the show fits the products it represented. Polly Gas and Economy Gasoline. The idea was simply a mythical "race" from one California city to another. Five contestants, chosen at random from the studio audience prior to the broadcast, were called "drivers." Each was represented by a car on a blackboard. The drivers moved toward the finish line along the mythical "route" according to their skill in answering questions shot at them by the "guide" of the Wilshire tour, Art Baker.

Ninety-five per cent of the questions were of general interest to anyone in the country. Five percent were California questions. Of course it was naturally easy to plug gasoline during the course of a mythical motor race. For instance, if a driver answered a certain question he might be awarded a few gallons of Polly Gas "to make the hills ahead smooth out before him, so he can win the race."

Two regular commercials were usually tied-in with features of the trip, although listeners could never be sure just how and when the announcements would appear. They might be delivered in the "running gag" style, by the announcer posing as an Eskimo, a Hindu mystic, the deliverer of a "message from Garcia," or any other humorous manner. At least one commercial in each program was delivered by Art Baker himself.

Mentions Galore

A checkup on recent shows revealed that the products were mentioned on the average of 30 times during the half-hour period, yet the program didn't appear to be heavy with plugs. For example, one method of combining commercials with entertainment was a six-part question which was occasionally used. The contestant was given a quart can of Polly Penn Motor Oil for each part he answered correctly. For each part he missed, a quart can of the product was taken away from him. For some strange reason, both the answering audience and the studio audience found this highly amusing.

SEVERAL THOUSAND full-size newspapers, mast-headed Wilshire Advance-News, which promoted the weekly half hour program, Pull Over, Neighbor, and also plugged various petroleum products of the sponsor, were distributed monthly through independent Wilshire Oil Co. dealers in California. The promotion piece was edited by W. D. Smith, assistant secretary-treasurer in charge of advertising, who is reading an issue.

To merchandise the show, Chambers of Commerce in various communities mentioned along the "route" were notified from time to time that their respective city would be mentioned on the program on a certain Monday night. Not only did the program receive considerable local exploitation, but the sponsor earned the goodwill of everyone in the town because of the publicity given. By plugging "additional goodwill" was also earned.

Listeners were invited to obtain special blanks from any of the 5,000 independent dealers selling Polly Gas and Economy Gasoline, if they wished to attend the broadcast in person. As a result, an average of 1,100 "sale drivers" additional goodwill was also earned.

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Without Help

Largely responsible for conveying the proper spontaneous party feeling was Art Baker, who conducted without a set of orchestra or other talent. He succeeded in winning the confidence of listeners because of the sincere, friendly manner in which he put the contestants at ease. As a result, Baker's personal endorsement of the gasoline sold by his sponsor meant something to the listener. That's why Baker read most of the commercials. That the show enjoyed a high point of sponsor identification was proved by the fact that the majority of letters received weekly were addressed not to Pull Over, Neighbor, but to the Polly Gas program. The mail pull also proved that the program's appeal was general. Contributing questions and suggestions came from both sexes. They ranged in age from 8 years to 80, and no one classification seemed to dominate.

All With Low Budget

Wilshire Oil Co. has not been a consistent radio advertiser. In the concern hadn't used that medium for two years prior to the Pull Over, Neighbor, initial broadcast, and naturally was at least somewhat skeptical to results. Today executives call attention to the fact that its Polly Gas had been on the market only a few months when the program began. It wasn't well known to motorists. Within a year the product became solidly established with both local and national motorists, which speaks for itself.

John C. Morse, executive on the Wilshire account, sums up the Pull Over, Neighbor, success story with this statement: "Without a doubt, the Wilshire Oil Co. of Los Angeles has proven that a low budget regional show can compete favorably in both listener and impression with the most costly transcontinental programs on the air."

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BROADCASTING • Broadcast Advertising
NIGHT POWER INCREASE
IN OPERATION ABOUT DECEMBER 15TH

NO INCREASE IN RATES
UNTIL FEBRUARY 1, 1941

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.
Efforts of Nazis to Use Radio Shown in Dies ‘White Paper’

Denials of Charges Involving Transradio Press And WCBM, Baltimore, Quickly Forthcoming

ATTEMPTS by officials of a German government propaganda organization in the United States to "reeducate" American radio communicators, plant its alleged news service in American radio stations, along with a reference to the "Hitlerism news program" in Baltimore by an official of the German embassy in Washington, and a charge that Transradio Press is only a transmitting agency for the German propaganda service "but also a transmitting agency," are contained in the now famous Dies Committee’s "White Paper," released Nov. 21.

White House intervention in the Dies Committee’s investigations came when it was indicated at the White House press conference Nov. 26 that President Roosevelt would meet with Rep. Dies and representatives of the State and Justice Department regarding the question of government activity in combating the "fifth column" situation.

Radio Allegations

The principal radio reference centered around the German-owned Transocean news service, which the Committee said is used to express German views and ideology in foreign countries. The Committee described four letters between Herbert M. Moore, head of Transocean, and the office of Manfred Zapp, head of Transocean in this country. The letters all dealt with the quality of transmission of German news reports.

Dies Committee Report

After publishing the letters the Committee report added: "It appears reasonable to assume from the above four exhibits that the South American countries to which the Transocean news was retransmitted from New York, by means of short-wave broadcasting, reported the success or failure of this transmission directly to Berlin. In the event that the South American reception was faulty, Berlin immediately advised Zapp in New York. Thereupon, Zapp took this matter up with Transradio Press Service, which appears to be not only the receiving agency for Transocean but also the transmitting agency. This fact is further substantiated from an examination of the Transocean’s financial records in which it is disclosed that for the period from Jan. 1, 1939 to Aug., 1940, Transocean News Service paid Transradio Press Service the sum of $44,387.91. The certificate of incorporation of the Transocean Press Service, Inc., filed in New York State, bears the signature of M. Quisenberry as a member of the board of directors of the said corporation. The list of employees of Transocean News Service, as contained in the files of this organization, indicates that an employe,

Dies Committee’s Transradio Charges Are Scrutinized by Canadian Officials

CANADIAN radio officials are scrutinizing the controversial report of the U. S. House Committee Investigating Un-American activities. It is to determine if there is any basis for the Committee charge that Transradio Press has any ill connections with German propaganda efforts.

In the White Paper, released by Committee Chairman Dies, it was charged that Transradio was "not only a receiving but transmitting agent" of the Transocean Press Service. Later in the official German government agency.

Maj. Murray Comments

It was reported in Toronto that Maj. Gladstone Murray, general manager of Canadian Broadcasting Corp., had said that a ban against Transradio is being seriously considered at Ottawa. At the same time, Mr. Dies Committee’s report also pointed out "if there is any basis for the Committee charge that Transradio Press has any ill connections with German propaganda efforts."

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Arthur Quisenberry, was entered on the rolls as of April 12, 1939.

Herbert Moore Replied

Mr. Moore replied to the Dies report on behalf of Transradio. He denied the charges, to which he is being subjected, in its zeal to combat subversive influences, has made public certain disclosures which have the unfor- tune to reveal the "entirely legitimate connections which have existed between the American press services and German organizations." It is well known that Transradio and other American news services have scrupulously guarded against all kinds of totalitarian propaganda although they have, by necessity, maintained working press agreements with German and other foreign news agencies.

Mr. Moore said that no special significance could be attached to the arrangements which have existed between his organization and Transocean. He said these arrangements were similar to agreements existing between Transradio and British and French news agencies. "These arrangements said Mr. Moore, "were known to competent Federal authorities and conformed to the standards laid down by ethics and law."

The Transradio president termed the committee's statements relating to Quisenberry an "obvious falsehood." Mr. Moore added, "The W. G. Quisenberry who is a member of the board of directors of Transradio Press Service is not related in any way with Mr. Arthur Quisenberry."

However, the Dies Committee issued another statement denying Moore's contentions concerning Quisenberry. The latest Dies state-
There's Only ONE Santa Claus

And there's ONLY ONE radio station that blankets the Nation's 17th largest market

that's WGBI

Treat yourself to a lot of Christmas cheer with an advertising schedule over WGBI. Christmas cheer... because WGBI is the station in the nation's 17th market that can do a happy job for your product. You see, WGBI is the only regional or clear channel station serving the 652,000 persons in the Scranton–Wilkes-Barre Market. It's the only station heard throughout this market. A searching study by Daniel Starch and Staff revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county stay tuned to WGBI.

A CBS Affiliate

WGBI SCRANTON, PA.

SCRANTON BROADCASTERS, Inc. Frank Nepar gee, Pres.
1000 WATTS DAY • 500 WATTS NIGHT • 880 kc.
Represented by JOHN BLAIR & CO.
District Courts Get Jurisdiction In Station Sales

Supreme Court Specifies New Procedure for Appeals

BROADCAST station owners seeking relief from adverse rulings of the FCC have to do with voluntary assignments of their licenses henceforth must go to Federal District courts rather than the U. S. Court of Appeals for the District of Columbia. This was the finding of the Supreme Court of the United States Nov. 25, in an opinion delivered by Mr. Justice Felix Frankfurter, upholding the FCC's refusal to sanction the transfer by management of KSFO, San Francisco, to CBS.

The decision, which involved only the question of jurisdiction, reversed the Washington court, which had held that it could review FCC decisions in transfer cases. It marked the first victory in the Supreme Court for FCC General Counsel Telford Taylor since his appointment last May.

It Came in a Hurry

Acting with almost unprecedented speed, the Supreme Court heard oral arguments on the case Nov. 15 and handed down its opinion ten days later. It was the jurisdicational question for the Government, with Duke M. Patrick representing CBS. KSFO did not participate in the hearing, though it was a direct party before the FCC and the lower court.

While Justice Frankfurter left open procedure whereby CBS and KSFO could carry the case to the Supreme Court, any Fifth Circuit, in New Orleans, there was no hinting from either party that they intended to pursue the litigation.

The proposed league arrangement was entered into in 1936, for a five-year period. Since virtually all of the time has expired, the FCC has plans to make KSQW, San Jose, its San Francisco affiliate. Board of Review (Nov. 15), it is thought the litigation probably will be dropped, insofar as the network is concerned. The Paramount-Contemporary contemplated annual payment of $25,000 per year to KSFO, plus a percentage of earnings, and also contained a reversionary clause which the FCC held improper in denying the KSFO-CBS application.

The Supreme Court's ruling is destined to have an immediate effect on several appeals involving transfer cases now pending before the Washington Appellate Court. That court has withheld action pending the high court's ruling in the KSFO-CBS case. Among the transfer applications now pending and likely to be dismissed are those involving WSRO-Bingham, WCHS, Parkersburg; WRLN, Huntington, and WSAZ-Welington Co. In 1936, coming from Mr. Frankfurter, O., where he had worked on newspaper cases in that city and in Louisiana. In 1938 he was transferred by Mr. Kennedy from the newspaper, as its assistant general manager. Later he became assistant general manager of the network. He was transferred last year to the Seattle field until his elevation to the managing directorship.

Mr. Justice Frankfurter appointed Mr. Kennedy disclosed that he planned an extended trip south and west, in early March, accompanied by Mrs. Kennedy. He plans to transcribe a series of interviews in Latin American activities, to be broadcast over his stations. The trip will be made primarily by Clipper.

Newspaper Properties Disposed of by Kennedy

SALE OF HIS interest in the Clarksburg Publishing Co., publishers of the morning Exponent, the afternoon Telegram, and the Sunday Exponent-Telegram, to the estate of L. H. M. ches was announced Nov. 21 by John A. Kennedy, president and general manager of the WCHS, WCLB, Clarksburg, WPAR, Parkersburg, and WSAZ, Huntington, the latter owned in partnership with the Huntington Publishing Co.

Birthday Ball Committees Set

G. W. MEYER, director of radio for the Democratic National Committee, has been appointed a member of the Washington committee of the President's Birthday Ball, to be held Jan. 30, 1941, as well as chairman of the radio division for the celebration. He will continue as radio chairman for the Washington committee of the Birthday Ball Committee. James H. Knowles, manager of radio for the Florida State exhibit at the New York World's Fair and more recently president of WFL, Fort Lauderdale, Fla., will serve as chairman of the "March of Dimes" broadcast campaign.©

Fair and Complete Election Handling

By Radio Draws Chairman Fly's Praise

"TRIBUTE to the broadcasting industry for its impartial and comprehensive handling of the political campaigns, climax ed by its election day broadcasts, was paid Nov. 26 by Mr. Telford Taylor. In his radio news release Fly in an address over NBC-Blue.

Describing the job as "well done," Chairman Fly contrasted the radio technique to that of newspapers. He alluded to the "acritic and bittleness" prevalent among newspaper commentators and editorial writers", while "radio represents a network of local stations that prefer dispassionate, analytical discussions on the radio, he said, has gained ground on other media of information, which he said "have hardly held their own."

"The right of people to have radio used for the communication of information and exchange of ideas, as broad as the Bismarck 151, it is thought the litigation probably will be dropped, insofar as the network is concerned. The Paramount-Contemporary contemplated annual payment of $25,000 per year to KSFO, plus a percentage of earnings, and also contained a reversionary clause which the FCC held improper in denying the KSFO-CBS application. The Supreme Court's ruling is destined to have an immediate efect on several appeals involving transfer cases now pending before the Washington Appellate Court. That court has withheld action pending the high court's ruling in the KSFO-CBS case. Among the transfer applications now pending and likely to be dismissed are those involving WSRO-Bingham, WCHS, Parkersburg; WRLN, Huntington, and WSAZ-Welington Co. In 1936, coming from Mr. Frankfurter, O., where he had worked on newspaper cases in that city and in Louisiana. In 1938 he was transferred by Mr. Kennedy from the newspaper, as its assistant general manager. Later he became assistant general manager of the network. He was transferred last year to the Seattle field until his elevation to the managing directorship.

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More Than $500,000,000 in War Orders Alone, Already Allocated to Michigan!

Faster, FASTER, FASTER... turn the wheels of industry in Detroit! In addition to an already highly accelerated program of automobile production, building, tool making and general business activity in the Detroit area, MILLIONS of dollars in defense contracts and war orders are being poured into Michigan. And since Michigan industry so largely centers in Detroit, it is easy to understand what this means in jobs, payrolls, purchasing power, and in opportunity for advertisers in this vast market. Particularly, for advertisers who make Station WWJ the key station in their appeal to the buying power homes in this great industrial center. For all surveys show that WWJ leads all other local radio stations in listener interest in the important Detroit area.
Industry to Help Market Program
Cooperation of NAB Offered

To Defense Organization

COOPERATION of the radio industry with the National Defense Advisory Commission in stimulating market news broadcasts has been pledged by President William Miller of the NAB. Mr. Miller recently assured industry cooperation "in the broadcasting of constructive consumer information" in a letter to Miss Harriet Elliott, NDC member and head of the Consumer Protection Division.

The NAB pledge of cooperation was announced by Miss Elliott Nov. 29, along with a bulletin, Local Market News Broadcasts for Consumers, which is being distributed to State and local defense councils and to civic and service organizations. Miss Elliott urged that the use of these broadcasts as an aid in protecting living standards by helping guide consumer food purchasing, and as a measure of nutritional levels of the country [BROADCASTING, Nov. 15].

Radio Cooperation

"Radio stations can cooperate with local organizations in the promotion and protection of human welfare in the communities they serve," commented Commissioner Elliott. "Public relations programs of stations broadcast news concerning foods which protect health, food preparation methods which have nutritional values, and information on the availability of essential foods. Such services are necessary, and are being given by government agencies concerned with food products and their distribution."

In his letter to Miss Elliott Mr. Miller stated: "Please be assured of the desire of the NAB to cooperate with our local affiliate in every way possible in the furtherance of your program to safeguard our American way of life. The cooperation of constructive consumer information in directing attention to the ever-necessary needs to eliminate malnutrition, and with the Advisory Commission's furthering efforts to strengthen our human defenses, as well as our economy."

The Commission's bulletin recommends local broadcasts that will tell housewives which foods are plentiful and good buys. The information would not deal with specific brands or stores, but with overall food supplies available. It also recommended that State and local defense councils and civic organizations enlist the cooperation of radio stations and arrange with municipal departments of markets, State departments of agriculture, and regional offices of the Federal Agricultural Marketing Service, or other appropriate governmental agencies to provide the service.

In addition to suggesting procedures and criteria, the bulletin describes how the new broadcasts currently furnished by stations cooperating with public health agencies in 24 cities, including Boston, Springfield, Worcester, and Greenfield, Mass.; Laconia, N. H.; Lewiston, Me.; Providence, R. I.; New York; Greenboro, N. C.; Cincinnati and Cleveland, O.; Kansas City; Minneapolis and St. Paul.

Scripps-Howard Radio Promotions

Mr. Howard Mr. Hanrahan Mr. Watters Mr. Westergaard

PROMOTIONS ordered by the board of directors of Scripps-Howard Radio Inc., and announced Nov. 26 by James C. Hanrahan, president, elevate James C. Hanrahan from vice-president to executive vice-president; Richard B. Westergaard, manager of WNOX, Knoxville, to vice-president; Mortimer C. Watters, WCPO, Cincinnati, manager to vice-president.

Texaco Met Plans

TEXAS Co., New York, which will sponsor the Saturday afternoon opera broadcasts by the Metropolitan Opera Co., starting Dec. 7, has announced it will use 131 NBC Blue stations for the programs, which were purchased on a package basis for $250,000. As in the past the operas will be broadcast to Latin America, this year to be sponsored by Texas Co. at the regular commercial rate set by NBC's International Division. They will be shortwaved on NBC's shortwave stations WNYC and WNJ, with Lispe de Olivarres, NBC Spanish announcer, reading the commercials. Announcer for the programs in the United States will be Milton Cross, Agency is Buchanan & New York.

CALL letters assigned by the FCC to recent new stations are: WITF, Berto; KEYS, Corpus Christi, Tex.; WBBQ, Escanaba, Mich.; WLAG, LeGrange, Ga.; KWL, Albany, Ov.; WBTa, Brevia, N. Y.; WISH, Indianapolis; WITY, Holyoke, Mass.

Animated Doodle

KGFW-WCLS Transferred


Condensed Drive

STANDARD VITAMIN CORP., New York (Condensed) started its annual winter campaign in November for its line of vitamin chocolates. Participations on women's programs, including 23 new stations in Pennsylvania and New York is being used for 13 weeks, with 23 live announcements and a total of 299. The campaign may be renewed 13 weeks on WCAU and at least one other station. Stations participating in the current campaign include KDCA, WHEC, WGST, WBRE, WBN, WCAE, WBYW, WCAU, Al Paulleton Co., Philadelphia.

Honored by Magazine

FIRST woman to receive the Award of Merit for excellence in broadcasting given by the Magazines is Mrs. Margaret McBride, CBS "Columnist of the Air," who conducts a daily program on the network under sponsorship of Florida Citrus Commission, Lakeland, Fla.
Your New England radio schedule is subject to a major omission if your plans call for a hole instead of Central New England. Only one station will fill in this hole—WTAG, Worcester. The listening habits of its million people, well and amply tested, prove that Central New England keeps tuned to WTAG. Details of the Central New England market are yours for the asking.
Mr. Royal explained, "and we don't know just how far we can go with it, but it seems logical that we can get a greater world cooperation from the Latin American broadcasters if we make it possible for them to make a little money. Furthermore, for the international advertiser the ideal set-up is shortwave plus local rebroadcast.

First of all, the local rebroadcasts will greatly increase the size of the audience, doubling or redoubling the number of Latin American listeners. We know from down south that even more times more Americans listen to foreign programs when they are rebroadcast on our networks. That holds true from Central and South America, and from Spanish speaking people, too. They rely chiefly on their local stations whose programs are printed in the newspapers, and the stations that do broadcasts for us! international broadcasts is not the least important part of the new arrangement.

Local Situation

'The rebroadcast plan also enables the advertiser to strengthen his audience in Latin America by allowing them to place some local advertising, and retaining control of the program material at home. When they can buy rebroadcast time on the stations in their own territory, when they have a different viewpoint.

'This is not entirely a new idea," Mr. Royal continued. "Our broadcast of the Louis-Godoy fight last February was picked up by 185 Latin American stations, who rebroadcast the ringside descriptions given in Portuguese and Spanish by NBC announcements. The shortwave broadcast was bought here by Standard Oil and in South America the different divisions and subsidiaries of Standard Oil bought the rebroadcasts for their respective countries for distribution, with cut-in commercials.

New Stations Near Completion

"Then the last Louis-Godoy fight was worked by the local radio departments in Buenos Aires, the taker of headchee tablets down there, who took it and rebroadcast it after receiving it by shortwave by rebroadcast in New York. We're working on new transmitters in operation all of our shortwave service for Latin America, and we are now easy reach by every broadcaster from Havana to Buenos Aires."

Construction on the new transmitters of WNBW and WCRA, New York City, worked on recently at Bouck Brook, N. J., which have been grantd power increase to 50,000 watts, is nearing completion, Mr. Royal stated, with the expectation of beginning operation about Dec. 15 and the other within the following month.

Treet Adds for Spots

"ARMOUR & Co., Chicago (Treet, on NBC's short-wave network) has one to one announcements for 13 weeks on NBC's network, with a minimum of 12 weeks. Further, the firm added WXYZ, Detroit, and KKNT, Cedar Rapids, to its list of spots for short-wave network. The firm also transcribes musical programs of their own production."
After December first, Don Lee will be "at home" in one of the finest studios ever built for radio. This expansion is necessitated because of the heaviest commercial schedule in thirteen years of Don Lee Network operation. More than twenty-four hours of Pacific Coast commercial programming will originate in these studios each week, in addition to a generous schedule of local commercials for KHJ release, as well as sustaining features embracing all forms of entertainment and cultural broadcasting for the network.

This new $500,000 structure will include three auditoriums for audience shows, special newsrooms for newscasting with A.P. and INS service, two small studios for Don Lee's famous one-man shows, make-up and dressing rooms, and one of the finest music libraries in existence - 25,000 specially arranged tunes, many written for the Don Lee organization by the world's outstanding musicians. Executive offices will occupy the main structure. A separate building of 28 offices will house the production and engineering staffs.

You are cordially invited to make our headquarters your headquarters when in Hollywood.
START of her second 52 weeks of broadcasting the three-weekly quarter-hour Hedda Hopper's Hollywood on CBS stations under continued sponsorship of California Fruit Growers Exchange (oranges and lemons), was celebrated by a luncheon in her honor. Toasting Miss Hopper (center) with orange juice are (left) John Lever, president of Lord & Thomas, agency servicing the account; Donald W. Thornburgh, CBS Pacific Coast vice-president; Paul S. Armstrong, general manager of California Fruit Growers Exchange; William R. G. Baker, manager of the General Electric radio and television department and general chairman of the NTSC, which was organized last summer under the auspices of the Radio Manufacturers Assn., with the approval of the FCC. Following the panel group comprising the NTSC are expected to make their reports at the next general meeting of the committee tentatively scheduled for Dec. 12, Dr. Baker said. The remaining five panels will submit their reports at a midwinter meeting between Dec. 20 and the first of the year.

Tests in the Field

Describing the committee, with its 168 individuals from 41 separate companies, as a splendid example of industry cooperation among the various companies and with a Federal Agency, Dr. Baker predicted the result will be a fine working arrangement permitting television to progress in a unified and orderly manner. The NTSC will appear before the FCC Jan. 27 to present its report on the program art as indicated by the results of its experiments in the various companies' transmission of sight and sound.

Declining to discuss the work of individual panels at this stage, Dr. Baker explained that in some instances work has been delayed by the large number of field tests, some of which are still in progress. The facilities of Du Mont, Hazelte, Philco, RCA and GE have all been utilized in these tests, he stated. Very elaborate tests have been made in the use of FM broadcasting in both synchronization and sound sections of channels and there have also been extensive tests on the various systems of synchronization, he said.

Color television has been the subject of intensive study, he continued, stating that the GE station had been off the air for some time to devote itself to experiments in this field. Comparative tests of tri-color, or full color, using the Munsell color system are now being conducted, he said. Color television, a mechanical color-disc method similar to that recently developed by CBS, was demonstrated at Schenectady Nov. 20 to visiting NTSC members and Commissioner George H. Payne, of the FCC. The demonstration, arranged by Dr. E. F. W. Alexander, GE scientist, was held in his home where he had installed a standard receiver equipped with a two-color 24-inch revolving disc changer and an identical receiver. Dr. Alexander explained that synchronized color wheels were being used in transmitting studio and the receiver resulted in "realistic colors" in the broadcast image. The wheel, with a transparent field of orange-red and greenish-blue segments, revolves at a speed of 1,800 rpm.

"In our early experiments we tried both two- and three-color discs," Dr. Alexander commented. "With two colors and a disc speed of 1,800 rpm, the same color succeeded itself 30 times per second. With three colors, they succeed each other 20 times per second. It is important in this field that the viewer not get a feeling of flicker. So that is why we decided upon the two colors for the present. We found it did not detract much from the three-color picture. This gives very good results without flicker, and we feel it is most practical with standard television recording.

Dr. Alexander emphasized the Nov. 20 demonstration was of an experimental nature and that GE has no plans for introducing color to its television programs for the present. During their Schenectady visit the NTSC members also visited GE's new Helderberg Mountain FM station, which started regular program service that day.

Video Committee Busy in Experiments; GE Demonstrates Colored Television

WORK of the National Television Systems Committee is progressing satisfactorily toward its goal of establishing standards for color television, according to Dr. W. R. G. Baker, manager of the General Electric radio and television department and general chairman of the NTSC, which was organized last summer under the auspices of the Radio Manufacturers Assn., with the approval of the FCC. Following the panel group comprising the NTSC are expected to make their reports at the next general meeting of the committee tentatively scheduled for Dec. 12, Dr. Baker said. The remaining five panels will submit their reports at a midwinter meeting between Dec. 20 and the first of the year.

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One Year of Television Reviewed in NBC Book

REVIEWING television's first year of regular, scheduled program service, NBC published a 28-page illustrated book which effectively traces NBC's progress in establishing visual broadcast service. The book, Television's First Year, covers everything from a chronological review of the development of visual broadcasting to lists of the various types of programs transmitted on WXYZ, NBC's television station serving the New York area.

Illustrations include a series of cartoons by Albert Robida, well-known caricaturist of that period, providing impressions which a chronological review might be like. Contrast against these impressions are photographs of actual equipment, programs and personalities of television in 1940. The program reviews cover a multitude of subjects, from sports broadcasts including World Series games, educational and dramatic features. Also included are lists of artists appearing on NBC television programs and rates and rates for those who have presented television programs.

Canadian Spots

CANADA DRY GINGER ALE Co., New York, which sponsored NBC's Information Please program from October, 1936, to November of this year, is starting three-weekly participations on home economics programs in a few selected areas. The spots will be conducted by Marjorie Mills on the Yankee Network, Laura May Stewart on WCAU, and Helen Foods on WLW, Chicago, and as yet unscheduled programs on WJR, Detroit, and KSTP, St. Paul. Campaign will begin on various dates throughout December. Agency is J. M. Mathes, New York.
The Latest in Engineering
Ohio State U Conference, Fourth of Its Kind, To Cover Progress During Past Year

By Lynne C. Smeby
NAB Director of Engineering

The technical outlook for FM broadcasting and television will highlight the fourth annual Ohio State Broadcast Engineering Conference, to be held Feb. 10-21 at Ohio State University, Columbus. Tentative program highlights for the agenda were announced Nov. 19 by Dr. W. L. Everett, director of the OSU conference.

Dr. Everett

The Third Conference, held in February this year, was attended by 248 engineers from 35 states. Each conference period is two hours long, of which 1/4 hours is devoted to a formal lecture on the subject, and 30 minutes to informal discussion. Although the lectures are conducted under conditions similar to college classroom work, the subject matter bridges the gap between purely academic presentation and practical application. NAB was happy to participate in the Third Conference and is officially cooperating in the coming Fourth Conference.

List of Instructors

Each conference has grown in attendance and the February meeting could be no exception. Among the outstanding men assembled as instructors or speakers for the Fourth Conference are: Alexander Hamilton, chief engineer; A. D. Ring, FCC assistant chief engineer in charge of broadcasting; Harvey Fletcher, Bell Telephone Laboratories; Edwin H. Armstrong, inventor of the Armstrong wide-band FM system; W. R. G. Baker, director of engineering for the Radio Manufacturers Assn.; Peter G. Goldmark, CBS chief television engineer.

Mr. Jett will address the conference on "Communications in National Defense." Although Mr. Jett is bound to secrecy on many phases of his subject, his topic promises to be of extreme interest.

One of the outstanding sessions of the conference has been the "General Discussion and Question Box" conducted by Mr. Ring, covering engineering regulation problems. A year has brought many new regulatory problems, such as the North American Regional Broadcast Agreement shifts.

In connection with claims made for FM, the talk by Mr. Fletcher on "Hearing Determines the Fundamental Requirements of High-Fidelity" should be of interest. Mr. Fletcher has conducted many research projects at Bell Laboratories on the characteristics of the human ear and is well qualified to handle this subject. Seven sessions on FM have been scheduled. These will be conducted by Major Armstrong.

Work of the National Television Standards Committee will be covered by Chairman Baker. Since the work is to be completed by conference time, Mr. Baker may discuss the formulated standards.

Color television has recently come into prominence, and Dr. Goldmark will discuss the color system he has developed for CBS.

Diversified Topics

An interesting addition to the conference will be laboratory personnel shifts. NBC will have an opportunity to make the various measurements involved in properly maintaining a broadcast station. These periods will be conducted by manufacturers, who will supply the test equipment and instructors. General Radio Co. and RCA Mfg. Co., among others, have promised to cooperate.

The balance of the program covers topics of timely interest and capable men have been secured to cover them. The complete program will be announced late in December.

COMMERCIAL BASIS PLANNED BY KFU

Authorized to operate on 830 kc. with 5,000 watts until Denver local sunset under the recent FCC action, Longmont radio station KFU is contemplating commercial operation in the near future, according to the Rev. R. H. Hohenstein, station director.

The Rev. Hohenstein advised Broadcasting that, while no staff changes are contemplated at this time, he feels that KFU will start selling time when the new transmitter is in operation. By January 1, 1941, KFU has published a number of papers on communication and is a Fellow of the American Institute of Electrical Engineers and the American Institute of Electrical Engineers.

American Export Starts Latin Aviation Series

American Export Lines, New York, on Nov. 24 started 52-week sponsorship of a quarter-hour program titled American Aviation, which is shortwave thrice weekly to Central and South America on NBC's shortwave stations WBCA and WBN.

The program, devoted chiefly to the story of aviation in North America, also covers the progress made in that field by Latin American countries. It is presented Sunday in Spanish at 8:50 p.m. As of March 25, Tuesdays in Portuguese at 7:45 p.m. with Fernando De Sa, and Saturdays at 7:45 a.m. in English with Frank Nesbitt, aviation editor of NBC. Agency handling the account is N. W. Ayer & Son, New York.

Rudy Vallee, star of the weekly NBC Rudy Vallee Show, sponsored by National Dairy Products Corporation ("cold cream test"), has started a lecture course on "The Elements of Showmanship" at the U of California in Los Angeles.

American Export Lines' new "American Aviation" program is being heard by Latin American listeners on shortwave.
June Is Featured For Conventions

NAB 11th District Approves NAB-BMI Music Policy

A PLEA to the NAB Board of Directors that the annual convention be held in early June rather than during the late summer or fall, was made by broadcasters in Minnesota and North and South Dakota. At the district meeting Nov. 15 in Minneapolis.

Adopting a resolution instructing the 11th District to advise the NAB Board of the action, the broadcasters concluded that early June was the most advantageous time for the industry’s annual sessions. The full board meets in New York Dec. 3-4.

In accord with actions at previous broadcasters’ sessions, the 11th District members, with some 40 station representatives present, voted their unanimous support of BMI and its program of promotion and support against acceptance of ASCAP contracts. When the meeting opened, 11 of the 12 members were present and had not signed with BMI. At the conclusion, eight had announced their decision to sign, and it is believed the other three will follow suit, giving the district practically a 100% membership.

Progress of NAB

A nominating committee headed by John H. Bixler, Rochester, Minn., was named to nominate a district director, to succeed H. L. Arney, general manager of WCCO, Minneapolis, who has served for two terms. The meeting was addressed by Bob Ohde, assistant to NAB President Neville Miller, and Carl Haverlin, public relations director of BMI. Mr. Arney reported on national activities of the NAB and stressed the unit plan for reporting time sales. Mr. Haverlin charted the development of BMI and predicted it would be equipped to handle the industrial requirements by the Jan. 1 deadline.

Members of the nominating committee, in addition to Chairman Gentiling, include Elson G. Davis, KATE, Albert Lea, Minn.; A. A. Foy, KAL, Aberdeen, S. D.; P. J. Meyer, KPJP, Bismarck, N. D.; C. C. Reineke, WDAY, Fargo, N. D.; and Robert R. Tincher, WNAX, Yankton, S. D.

John J. Gillin Jr., general manager of WOW, Omaha, and director of the new station, was present to discuss with members of the Iowa, Missouri and Nebraska, attended the sessions. A meeting of the station’s management was held in the auditorium. Memberships in the NAB, which include Gillin and Gammons, was also held. Attending the District 11 meeting were:

Mr. Hayek; Joseph and Morton Henkin, KSOO and KELO, Sioux Falls, S. D.; Mr. May; Manley Marsh of KDKA, Moorhead, Minn.; Mr. Tinch; G. G. Brunett, KOBB, Rapid City, S. D.; Mr. Fahn; Mr. Meyer, KFYR, Bismarck, N. D.; Mr. Puchalski, KTVL, Gentiling, KROC, Rochester, Minn.; M. H. White, KWN, Winona, Minn.; Mr. Reineke, WDAY, Valley City, N. D.; Mr. Wick, KDLR, Devils Lake, N. D.; Mr. Dalton LeMasurier, KDAL, Duluth, Minn.; Mr. Groves, West Bend, Wis.; Mr. Ind. D.; Mr. George Young and Wallace Stone, WDGY, Minneapolis; E. P. Shurick, WLOL, Minneapolis; Mr. Gammons and Carl Burkland.

SURPRISINGLY adult program tastes for school children are indicated in a U. of Missouri doctoral thesis, "Radio as a Factor in the Development of Sixth Grade Children," by John Price McKay. The study, based on records kept by 1,905 sixth grade pupils over a 14-day period, shows that only 17.2% of the children’s total listening time was spent tuning in so-called children’s programs. The survey was limited to sixth graders of the white race enrolled in 57 schools within the metropolitan area of St. Louis.

Dr. McKay’s study of school children’s listening habits, carried on in cooperation with superintendents and principals of participating schools from Feb. 6-19, 1929, is considered unique in its use of student-kept daily listening records rather than interviews with parents or other survey techniques. Each participating student was given a specially prepared booklet containing simple instructions for filling in blanks in connection with lists of programs. Program lists, covering virtually all available time network features of interest to juveniles, also included evening variety shows and other programs slanted to primarily adult audiences.

Preferred Listening

Among conclusions based on his study Dr. McKay lists: Children listened to the radio each week about half the amount of time they attended school; Mondays and Thursdays were the most popular “listening days”; 56 programs, or 61.5% of the 91 studied, were broadcast on or after 6:30 p. m. (CST), indicating that attendance at moving picture shows may have had some effect on the amount of time spent on children’s programs. The survey included types of programs most popular with the group studied were dramas with plenty of motion, variety programs including comedy, music and drama, and audience participation features.

Coordination of break-downs of program preferences as between boys and girls indicated that the five programs most popular with boys also were the five top-ranking features with the girls, although in different order: Boys—Gang Busters, Lux Radio Theatre, Charlie McCarthy, Ben Benny, and Big Town; Girls—Lux Radio Theatre, Charlie McCarthy, Gang Busters and Ben Benny.

Of the top 25 in the aggregate list of preferred programs, the survey showed, 21 were common to the favorite program lists of both boys and girls. The four programs on the boy’s lists not found in the girls’ were Dick Tracy, Terry & the Pirates, Fred Allen and Don Winslow, while the girls’ list included: Kate Smith, Campbell Playhouse (Orson Welles), Prof. Quiz and Jack Haley’s Wonder Works.

The 25 most popular programs, ranked with respect to the total number of-listening hours, were:

Lux Radio Theatre; Charlie McCarthy; Tom Mix Straight Shooters; news (any broadcast); Major Bowes Amateur Hour; Dick Tracy; Lone Ranger; Don Winslow of the Navy; Jack Armstrong; Little Orphan Annie; Kate Smith; Campbell Playhouse (Orson Welles); Fred Allen; Hovie Waring; Gang Busters; Bob Burns; Ozzark Variety Hour; Mr. Keck’s Trains; Lousy Persons; Jack Benny; Amos ’n’ Andy; Big Town; Captain Midnight; National Barn Dance; Al Jolson; Joe Penner.

Old Gold Account Shifted to J-W-T

AFTER 15 years with Lennen & Mitchell, New York, for advertising of all its tobacco products, P. Lorillard Co., New York is shifting the Old Gold division of its account to J. Walter Thompson Co., New York, effective Jan. 1, 1941.

Advertising of all other Lorillard products remains with Lennen & Mitchell, including Sensation and Deity cigarettes, Friends, Union Leader and Briggs smoking tobacco products, and the new king-size Beech-Nut cigarette. The latter is currently being introduced in the Midwest and Rochester area, but no plans for radio or other advertising in further districts have been made.

Old Gold, a million dollar account, first introduced in 1926 and now ranks about fifth in sales. A pioneer user of radio, the account has had either network or spot campaigns on the air since its start. The Lorillard Tobacco Co. has a package offer for Sensation cigarettes Nov. 2 with a Soldier’s Quiz program on the air in the remainder of the campaign the week of Nov. 25 with a transcribed series of quarter-hour programs for war workers. The series, purchased from Transamerican Broadcasting & Television Co., is a package of six half hours, features dramaticizations of “Short Short Stories” from Life Magazine. Stations are WXZT, WOOC, WSM, WOR, WWJ, WJJD, WBT, WHAC, WJZ, WBBJ, WJAX, WDBJ, WDBO, WDDQ, WJAV, WJDA, WCCO and WMT. Agency is Lennen & Mitchell, New York.

Gulden Adds 6

CHARLES GULDEN Inc., New York, which is using quarter-hour transcribed variety programs twice weekly over the NBC network and six stations, has added the following six stations to the list: WHN, New York; KYW, Philadelphia; WBAL, Baltimore; WMAS, Springfield, Mass.; TAG, Worcester; WNEA, New York; WWSY, Syracuse, N. Y. Charles W. Hoyt Co., New York.

G. Washington Spot

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J., on Nov. 25 joined the list of sponsors for the WJZ radio program, "Mike McNulty of Washington," conducted on WOR, Newark, by Bessie Beatty. Sponsorship is on a partial basis and will be mentioned every day during the broadcast from 11:15 a.m. to 12 noon. G. Washington agency is Cecil & Frestrey, New York.

OLD GOLD ACCOUNT
SHIFTED TO J-W-T

WHEN NBC broke ground Nov. 14 for its million-dollar home in San Francisco, some 75 streets were filled by staff members and others. Among the three girls from eastern offices represented Manager George Mardikian as president of the San Francisco chapter of Sidewalk Superintendents’ Club. A 75-minute program marked the ground-breaking, with prominent officials joining Al Nelson, KPO-KGO general manager, in the elaborate construction ceremonies.

THEY PREFER ADULT PROGRAMS

Study of Child Audience Shows They Listen Only

-17% of the Time to Child Program:

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BROADCASTING • Broadcast Advertising
**RED, BLUE DIVIDED IN THE SOUTHEAST**

WITH the addition Dec. 15 of ten new affiliates in the southeastern States—Georgia, the Carolinas, Tennessee, West Virginia —NBC will establish separate Red and Blue regional segments for listeners in that part of the country. The new stations, bringing the total of NBC outlets to 215, will become exclusive Red and Blue Network affiliates. The new Southeastern Blue stations are: WGAU, Myrtle Beach, S.C.; WGBL, Greenville, S.C.; WCBT, Columbia, S.C.; WTVJ, Tallahassee, Fla.; WJAS, Jacksonville, Fla.; WBT, Charlotte, N. C.; WBYB, Winston-Salem, N. C.; WORL, Nashville, Tenn.; WDRU, Kinston, N. C.; WHIS, Asheville, N. C.; and the dozen stations in the present Southeastern Group which is now available with either NBC or CBS will become exclusive Red Network affiliates.

New Southeastern Blue stations and the dozen in the present Southeastern Group which is now available with either NBC or CBS will become exclusive Red Network affiliates.

**Avocados Spots**

**CALAVO GROWERS of California, Los Angeles (avocados), in early December starts a short-scattered schedule.**

**Arrows in Canada**

**CLUETT PEBBODY & Co., of Canada Ltd., Toronto (arrows and shirts), started on Nov. 15 four weekly transcribed spot announcements on 12 Ontario stations. Account was placed by Cockfield Brown & Co., Ltd., Toronto.**

**ON THE BARRELHEAD for 52 weeks, six days per week, was this contract signed by Welfare Finance Corp., with WSAI, Cincinnati. The paid-in-advance schedule covers the daily 15-minute Sports Review with Bob Hope. The price is $1,000 per season. The program is owned by the Valley Broadcasting Co., and operates on 1310 kc., 250 watts of power, unlimited. Manager of WSTV is John Laux, formerly of WJAS and KQV, Pittsburgh.**

**Network Interest in Mexico Noted**

**Akerberg, Foley and Royal Visit South of the Border**

**CURRENT visits to Mexico of H. V. Akerberg, CBS vice-president in charge of stations relations, and John F. Royal, NBC vice-president in charge of international relations, have given rise to conjecture that the field of network rivalry may soon be extended to include Mexico as well as the United States.**

**While neither network will admit to definite plans to take Mexican stations to their lists of affiliates, the improved conditions resulting from the agreement which clears up the disturbing border station situation, plus the general program of closer cooperation between Mexico and the United States under the hemisphere solidarity plan, may make such expansion easier if not at any previous time in radio history.**

**Purely Fact-Finding**

Mr. Akerberg left New York Nov. 21 for a two-week loop around Mexico which included visits by CBS officials as "purely exploratory" and an extension of the fact-finding expedition to South America headed by WDAM, Vicksburg, Miss., President [Broadcasting, Nov. 15]. He will confer with Emilio Aza-raga, president of Radio Mexico City, and also head of the Mexican Assn. of Broadcasters, a close personal friend of many AmericanMexican stations, possibly getting to Honduras and Central America before returning to New York, it is reported.

**Reports that CBS is planning to purchase an interest in one or more Mexican stations, presumably as "keys" for a Mexican network, were emphatically denied. It was admitted, however, that Mr. Akerberg may investigate the practicability of network affiliation with Mexican stations. Such a move, it was said, would not be made at present, though there is not much interest in the Mexican market on the part of United States stations.**

**Purpose of Mr. Royal's Mexican visit was to attend the inauguration of that country's new President, Benito Juarez, on official invitation. Mr. Royal left New York Nov. 27 and following the inauguration will visit Guate-mala before his return.**

**More for Plough**

**PLOUGH Inc., Memphis, is sponsoring 12 quarter-hour United Press newscasts weekly on WHN, New York, KGW and KGWJ, Portland, Ore., Penetro Nose Drops and St. Joseph Aspirin. News for Penetro Inhaler will be carried Monday through Saturday, 2:15-2:30 p.m.; Penetro Nose Drops, Monday, Wednesday and Friday, 5:45-6 p.m. St. Joseph Aspirin, Sunday, 5:30 a.m., Monday and Thursday, 5:45-6 p.m. Complete merchandising follow-up radio advertising is handled by New York City retailers of all three products. The company also is sponsoring a three-minute radio spot for Whiff and Biff—heard Tuesday, Thursday and Saturday, 7:20-7:25 a.m., on WGN, Chicago, for Pene-tro Inhaler. Agency is Lake-Sprink-shurman, Memphis.**

**NEWEST IN THE ASCAP AXIS?**

**TO THE BROADCASTING fraternity at large, and particularly to the operators of the 220 stations owned in whole or part by newspaper interests, not to forget the thousands who follow the news from the newspaper ranks, we commend a reading of the following editorial:**

- Approximately one-third of the nation's radio stations are either owned by newspapers or have a close working agreement with newspapers. The interests of the press and radio are today inseparable, regardless of past differences and the stresses of competition. The primary elements of successful radio operation now are news and music, and under both headings radio is in a time of change.

- Major interests in broadcasting are now resisting the efforts of the American Society of Composers and Publishers to obtain for the creators of music a larger share of the broadcasters' revenues. The radio people claim, with new exasperation, that composers are attempting a hold-up, a drive to collect for their compositions several hundred thousand dollars received without complaint in the past. This is probably true, but it is also true that in the early days of radio, composers received nothing, or next to nothing, for the reproduction of their work. It was not equitable, but it would not have been corrected unless ASCAP had been militant in its members' interests.

- The Society represents the best in American music. The works of its members cannot be replaced by the catalogs of foreign music which the broadcasters are said to be preparing to furnish to their audiences if an agreement is not reached with ASCAP. At a time when the United States stands almost alone as the bulwark of Democratic thought, it is our idea that the music of American broadcasters and we, who are a quick compromise on the monetary difficulties, make an agreement that will last, and spare our people from a deluge of foreign propag- and music—by such a group as is highly esteemed by Fuehrer Hitler and Duce Mussolini [sic!]."

The source? The Nov. 25 issue of Editor & Publisher, our esteemed contemporary and trade journal of the newspaper industry. Need we comment more than to ask: Is this 1940 or the horse-and-buggy era?**

**All Night at WMCA**

**Poetry, Guests, Tips on Jobs, and Modern Contemporary— Are Among Features—**

WMCA, New York, on Dec. 1 went on a 24-hour daily broadcasting schedule with the inauguration of the WMCA All Night Club pro- gram. Presented seven days a week from 1-11 p.m. Unlike other all-night broadcasts, the program in- cludes not only request musical recordings but also poetry readings, impromptu guest appearances of well-known radio stars, sunrise serv- ice, and an employment period for the jobless.

- "All Nighter" service, first of its kind in radio, is presented at 5 a.m. by guest ministers of New York churches, who, representing the National Conference of Christians and Jews. The "help-wanted" fea- ture from 6:30 a.m. is designed to reach unemployed starting out in search of work. Information on jobs available is furnished with the cooperation of the New York State Employment Bureau.

- Also included is a song-writers hour, during which professionals create songs on the air, and news bulletins are broadcast at inter- vals. It develops a closer association of interest among listeners for the program, special membership cards will be issued on request. These cards will be numbered and drawings will be held on the program to "con- script" members as guests. Alan Courtney is m.c.

**WSTV Joins MBS**

WSTV, Steubenville, O., on Nov. 20 joined MBS as the network's 162d affiliate. Starting operations Nov. 7, the station, which is mutually owned by the Valley Broadcasting Co., and operates on 1310 kc., 250 watts of power, unlimited. Manager of WSTV is John Laux, formerly of WJAS and KQV, Pittsburgh.
OKLAHOMA CITY

WKY has more listeners in Oklahoma City morning, afternoon and night than all three other stations combined!

-- ROSS FEDERAL SURVEY
Based on 9,460 telephone calls during week of October 7-13, 1940.
45 Bolts from the Blue... each one a boon to listeners, a bonus to advertisers

Regardless of the excellence of its programs, no network is stronger than its stations, no station stronger than the "signal" it delivers.

The Blue Network of NBC doesn't forget its responsibility to listeners to deliver its whole varied list of programs with the highest possible technical excellence. That is why you constantly receive reports on new stations, new equipment, increases in power on the Blue. Typical of this continual progress are the 45 improvements listed below.

Each one means a definite and concrete addition to the audiences of Blue Network programs, an important bonus to Blue advertisers.

45 Blue Improvements since June 1st

**New Blue Florida Group Added**
- WJHP Jacksonville
- WKAT Miami Beach
- WMFJ Daytona Beach
- WTMC Ocala
- WLOF Orlando
- WSUN Tampa
- St. Petersburg

**New Blue Southeastern Group**
- WGAC Augusta, Ga.
- WMFR High Point, N. C.
- WCBT Roanoke
- WHKY Hickory, N. C.
- WEED Rocky Mount, N. C.
- WJHL Johnson City
- WMFD Wilming- ton, N. C.
- WHIS Bluefield, W. Va.

**Other Stations Added or Scheduled for Immediate Addition**
- KOME Tulsa
- KXOK St. Louis
- WCBS Springfield, Ill.
- KFRU Columbia, Mo.
- WAKR Akron
- WKIP Poughkeepsie
- KOH Reno, Nev.
- WGRM Greenwood, Miss.
- KPBC Cheyenne
- WSLI Jackson, Miss.
- WEMP Milwaukee, Wisc.

**Completed Transmitter Improvements**
- KERN, Bakersfield, California. Increased power from 100 watts to 1000 watts. New transmitter.
- WRNL, Richmond (1000 watts 880 kc.) was substituted for the previous outlet, which operated at lower power on a less favorable frequency.
- WSGN, Birmingham. Increased its power to 250 watts.
- WBZ, Boston, began operation with new antenna and new transmitter on new site at Hull, Massachusetts, giving direct salt water coverage to the Boston market.

**Other Improvements Now Being Made**
- KOB, Albuquerque. Increases power to 50,000 watts, giving Blue Network excellent clear-channel coverage of the Mountain area. New building, new transmitter, new antenna.
- WELL, Battle Creek. Increases power from 100 watts to 250 watts.
- WHK, Cleveland, Ohio. Increases night power to 5000 watts, and also installs directional antenna.
- WKAT, Miami Beach. Increases from power 150 watts to 1000 watts and changes frequency from 1300 to 1330 kc. New location, new transmitter.
- KPSD, San Diego. Increases power to 5000 watts. New transmitter, new site, new antenna.
- KSCI, Sioux City. Increases night power to 5000 watts and installs directional antenna.
- WMAL, Washington. Increases power to 5000 watts. New location, new transmitter, new directional antenna.

**Further Improvements For Which Authority Has Now Been Granted**
- WBAL, Baltimore—To use 50,000 watts.
- WXYZ, Detroit—To use 5000 watts night.
- WFDF, Flint—To use 1000 watts and change frequency to 880 kc.
- KTMS, Santa Barbara—To use 1000 watts.
- KECA, Los Angeles—To use 5000 watts night.
- WEAN, Providence—To use 5000 watts night.
- WDSU, New Orleans—To use 5000 watts night.

**NATIONAL BROADCASTING COMPANY**
A Radio Corporation of America Service

The BLUE NETWORK OF NBC
Sales thru the air with the greatest of ease
When you think of NEW ORLEANS,
you think of:

America's new oil empire

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

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

Dies 'White Paper' (Continued from page 22)

Poland—Zapp reveals that Station WCBM in Baltimore had agreed to use Transocean.

The letters, as made public by the Committee, follow:

Herr Karl F. Klien,
120 No. Howard St., Baltimore,

Dear Herr Klien: As I have heard from Herr von Strempel (then Counselor of the German Embassy in Washington) the financing of a German news hour will be taken care of. I, therefore, send you from today on the Transocean News at the price of ten dollars per week. I would ask you to give me the station and time of transmission. Also, I would be grateful if you would let me know if the Transocean news reaches you in time, so that we can arrange our transmission in accordance therewith.

With best greetings.

Manfred Zapp.

Another letter from Zapp to Strempel, at the German embassy, gave the schedule of Transocean news on WCBM. The programs, according to the letter, were to be heard Tuesday, Wednesday, Friday and Saturday at 9 a.m. and Thursday evening at 7:15 p.m. The letter ended with "warmest greetings, Herr Hitler!"

Listener Protest

On Oct. 17, 1939, about a month after the preceding letters, Zapp complained in a letter to Guenther Altenburg, Foreign Office, Berlin, that "I tried to sell Transocean to the radio. But I had hardly gotten a broadcast before the protests from Jewish listeners demanding its suppression began to develop. And the Transocean program had to go off the air. But that will not deter me from making further efforts in this field."

It is assumed that Zapp referred to the WCBM broadcast.

WCBM Issues Reply

A blanket denial of inferences that WCBM was in any manner used for Nazi propaganda was issued by George H. Roeder, general manager of the station, shortly after release of the Dies White Paper. The statement, published in the Baltimore Sun, was as follows:

"Klein was the last of three announcers on the German program which was broadcast from the station for several years. The program was announced both in German and English. It never was used to send out a news item or for German propaganda. The program consisted of commercial announcements and music, which was recordings."

"These programs, like all others, were submitted to the station authorities in advance and checked twice. We still have copies of all that went on these programs. They were sent to the Polish, Italian and other commercial programs. This went on for several years, but when developments in Europe came acute, advertisers withdrew from the German language program and we insisted the programs be put in English. The withdrawal of advertisers caused a discontinuance of the program."

Another prominent radio program also figured in the Committee's disclosures. In a voluntary statement by Dr. Federic F. E. Auhagen, who is described as the "guiding light of the American Fellowship Forum," it is revealed that the organization had its inception after Auhagen appeared on America's Town Meeting of the Air, heard over the NBC-Blue. The Committee report states that the Forum interchanged its mailing list with the German Railroads Information office. Auhagen told Committee investigators that on the strength of the public response to his Town Hall Broadcast he decided to found an organization which would exclude, it was determined, and any interference to the film, Inter-staional affairs from the particular angle which he had always tried to maintain his various lectures. This angle is described as an attempt to avoid "all sentiment, propaganda and bias from entering into the discussion of international affairs."

Gen. J. C. Harbord, chairman of the board of RCA was the subject of correspondence between Zapp and German diplomatic officials. One letter to Fritz Kellermeier, commercial attaché of the German embassy stationed in New York, transmitted a speech by Gen. Harbord. The official letter read: "Enclosed is a speech by the chairman of the board of directors of the RCA who has made utterances of a particularly hateful nature against Germany. I trust that this lecture will interest you. Heil Hitler!"

Gen. Harbord's views about Hitler did not seem to affect RCA's business. For in the photostatic copies reproduced in the White Paper it is revealed that German officials frequently used RCA to transmit messages.
Overtime Clause
In Law Clarified
Extra Payment Is Required
Despite Labor Contracts

EXISTENCE of a union contract calling for a workweek of more than 40 hours without payment of overtime does not void the obligation to pay time-and-a-half after 40 hours, under the Fair Labor Standards Act, according to a Nov. 18 announcement by Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. This interpretation applies generally, with only few exceptions in certain instances, he explained.

"Since the requirement that time-and-a-half be paid after 40 hours became effective on Oct. 24, we have received many inquiries from union members, business agents, and employers about the status of union contracts calling for a longer workweek without payment of overtime," Col. Fleming commented.

No Legal Effect

"A clause providing for a workweek of more than 40 hours without the payment of overtime does not relieve the employer of the necessity of paying time-and-a-half in accordance with the provisions of the Act. Such a clause will have no legal effect, although the rest of the contract may stand. The Wage & Hour Division will not give weight to such a clause in making an inspection to determine whether the law is being complied with by an employer. The standards fixed in the Act may not be lowered by any kind of agreement."

The exceptions, Col. Fleming indicated, occur under Section 7(b) of the Fair Labor Standards Act. This section provides that employees working under agreements providing for an absolute maximum of 1,000 hours work in any 26-week period, or 2,000 hours work in 52 weeks, may be worked up to 12 hours a day and 60 hours a week without payment of overtime if: (1) The agreement was made as the result of collective bargaining by representatives of employees designated as bona fide by the National Labor Relations Board; (2) there is in the agreement limiting the hours of work to 2,000 in 52 weeks a provision for a fixed annual wage or continuous employment for either 52 weeks or 2,000 hours. Col. Fleming declared that overtime is due employees for all hours in excess of 40 in any given workweek if the 1,000 or 2,000-hour maximum are exceeded.

Engineers Buy KORN
CONTROLLING interest in KORN, Fremont, Neb., local outlet on 1370 kc. which first went on the air in December, 1938, will be acquired by two radio engineers for $13,900, if the FCC authorizes a transfer application filed Nov. 22. The purchasers are John F. Palmquist, formerly with WCCO, Minneapolis, and WJSV, Washington, and Paul Boyer, engineer-announcer formerly with KTKC, Visalia, Cal., and KWYO, Sheridan, Wyo. The stockholders proposing to sell are C. J. Malmsten, E. S. Sidner, A. C. Sidner, H. A. Gunderson and E. F. Lee.
AND THEY 'SELL EVERYTHING' Commercial Success of 'WLS National Barn Dance' Includes Food, Fences, Clothing and Medicine

By DONALD E. FINLAYSON WLS, Chicago

THOUSANDS of words have been written about the popularity and production angles of the world's oldest continuous commercial radio program, the WLS National Barn Dance on WLS, Chicago. But almost nothing has appeared in print about the commercial success of this show.

On its air for more than 16 years, broadcast five hours every Saturday night— with one hour of it fed to NBC with a special "Barn Dance" program — the WLS National Barn Dance on Oct. 26 honored the 900,000th paid visi- tor to the program since it moved into the eighth year of its eight years ago. There have been visitors from all over the world — from Canada, England, and even Java — but most of them are hard-working, good-doing Midwesterners.

They take the word of WLS for the things they should buy — and that is why the WLS National Barn Dance can and has sold everything and anything, from kerosene lamps to tractors, including food and clothing, insurance and education. And this selling has been so successful that advertisers return year after year — with Mantle Lamp Co. having used the WLS National Barn Dance every year since 1928, for 12 consecutive years.

The WLS National Barn Dance is as old as the station itself. On April 19, 1924, only a week after the WLS opening, the first Barn Dance was broadcast, first from the studios in the Hotel Sherman, then in 1928 from the Pratieta Farmer-Imagery studies when that oldest farm paper (100 years) bought WLS.

Crowds jammed the 200-seat auditorium every Saturday night. In March, 1932, officials found all reservations gone through October and moved to the Eighth Street Theatre, where the show still originates.

ON HIS FIRST TRIP west of the Mississippi, Lou Avery, of the Free & Practical New Yorker, received from the manager of network programs to the Kansas City Union in mid-November. As Lou stepped from the train, he was greeted with an affectionate embrace by Penny Linn, KMBC songstress — witness cupids-bowed jowl. ushered into the Union Station lobby, he and several hundred others were serenaded by KMBC musicians, introduced as Kansas City's Philharmonic, and armed with a "harmonica" to fend off Indians. Lou next was elevated to a soap box to tell the crowd he was in Kansas City to attend the opening of KMBC's weekly stage show, Brus Creek Follies. Timothy Bennett, KMBC director of sales, who arranged the reception, is left of Brooklyn Cowboy Avery.

The five-hour WLS National Barn Dance is sold to national spot and network advertisers in 15-minute, half-hour and hour pieces. Represented on the long list of ad- vertisers who have used the program have been makers of tobaccos, cigarettes, tires, lamps, laundry irons, feeds, fences, foods and almost every other product.

Enter Dr. Miles!

Some of these advertisers have used the Jera's Barn Dance year after year, piling up successful sales regis- trations through it. Outstanding example is probably Alka-Seltzer, Dr. Miles Laboratories started making the product in 1931, started using spot radio in 1936. In 1938, this was the first Miles broadcast — a Sunday afternoon program — and it produced 33,000 requests for samples, no less than 200 from any State in the country.

Broadcasting seemed to answer all the Miles problems; so immedi- ately it had ambitions. Network was the thing. Spending more for time and more for talent, putting on a philosophy-drama show with a small-town setting, Alka-Seltzer found it received fewer sample re- quests from the network than from WLS alone.

It tried another network, with few tangible results. Then in Feb- ruary, 1933, Alka-Seltzer began sponsorship of one hour of the WLS National Barn Dance on WLS only. In mid-summer it ran the show by direct wire to Detroit and Pitts- burgh. Results proved the Barn Dance was a selling show; so in September, 1933, Miles Laboratories put the show on NBC where it has been an hour for ever since.

Old Othertimes

Keystone Steel & Wire Co. (fence) has been on the WLS Na- tional Barn Dance for eight years (contracted for ninth). After a trial in 1929, it returned in 1933 and has been on ever since.

Woman's World and Pathfinder magazines have been other regulars (Pathfinder four years), both receiving tens of thousands of 60c subscriptions for their Barn Dance contests. Murphy Products Co. (feeds) has been on the show five years — same show, same sta- tion, same time and same sponsor. Pinex is another five-year veteran, and most advertisers have been drawn back for four years by their exceptional results.

Renewing year after year, these advertisers have stamped the WLS National Barn Dance as a program that gets results. How long will it go on? Nobody should underestimate their "gold mine", for the WLS National Barn Dance is founded on basic principles — direct, honest sound advertising practices rooted far back in American traditions.

WLWO INCREASES POWER TO 75 KW.

UN D E R temporary authority granted by the FCC, to demon- strate that the transmitting equip- ment of the station is capable of producing the increased power, WLWO, international shortwave station of W. R. Cincinnati, is broadcasting with increased power of 75 kw. Although the permit is temporary, an application has been fil- ed for permanent authority to use the higher power, according to Round Brinkwood, Sr. of WLWO-WLWO technical staff. Pre- viously WLWO had operated with 13 kw., however, power now required of all international sta- tions. At present the station is em- ploying only three of its five as- signed frequencies as a result of damage sustained in a recent fire.

According to a Nov. 22 announce- ment by Wilfred Guenther, gen- eral manager of WLWO, the station has secured exclusive broadcast- ing rights of the Cincinnati Symphony Orchestra. Henley, Forti and the will an- nounce the numbers, with Concha Gandia handling intermission com- mentaries. First concert to be heard is the winter season's broadcast Nov. 23.

Acting to comply with the FCC ruling calling for reference trans- scription of all international broad- casts, engineers of the broadcast division of Crosley Corp, are seek- ing to develop a recording tech- nique that will allow transcription in full on a single side. Instead of the usual 33 1/3 rpm of a broadcast transcription, according to one commentator to returnable speed to 10 rpm. Although this slow-down will distort the music, it will satisfy the requirement of the FCC.

Woolworth on 75

F. W. WOOLWORTH Co. New York, for the week starting Dec. 2 will run a special merchandising campaign of its WLWO spot announcements on 75 stations in Eastern and Midwestern States to advertise a 40-page Christmas gift catalog, the kind ever issued by the chain. Agency is Lynn Baker Co., New York.
Closing Date of Entries
In Peabody Radio Award
Is Selected as Jan. 15

CLOSING DATE of entries for the 1941 George Foster Peabody Radio Awards will be Jan. 15 according to an announcement by Dean John E. Drewry, of Georgia U's Henry W. Grady School of Journalism, through whose office the entries and awards will be handled. A University bulletin describing the awards, to be given annually starting in 1941 for distinguished public service by radio stations and networks, is to be mailed soon to every station, Dean Drewry stated.

Pointing to the approaching deadline for entries, Dean Drewry suggested that station managers begin to prepare their entries immediately. There are to be separate awards for small, medium and large stations, as well as for networks [BROADCASTING, Nov. 15]. The procedure outlined for the Peabody Award plan, as adopted by the Regents of the University System of Georgia, follows:

"Nominations of 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. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration of one of the awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in connection.

"Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31 next preceding. The first award will be made in 1941, based on public service programs of 1940. The closing date for entries will be Jan. 15." Awards will be made at a date and place yet to be announced, based upon recommendations of the advisory board.

TOP PERSONALITIES participating in the Nov. 16 world premiere in Tulsa of "Take Me Back to Oklahoma," Monogram movie starring Tex Ritter and Bob Wills, leader of the Texas Playboys, heard on KVOO, Tulsa, are included in this group. The premiere of the picture, which aroused intense interest among fans of Bob Wills & His Texas Playboys, featured a huge parade through downtown Tulsa, during which KVOO announcer J. B. Lake interviewed participating celebrities. Station officials were hosts at a luncheon following the premiere. Gathered for the luncheon at the Tulsa Club are (1 to r) Gus Brandborg, KVOO sales representative; O. W. Mayo, manager of Bob Wills & His Texas Playboys; Bob Wills; Willard D. Eglolf, commercial manager of KVOO; James E. Berry, Lieutenant Governor of Oklahoma; Ed Finney, producer of Monogram Pictures; Bobby Clack, famous 14-year-old rodeo performer and movie star; Tex Ritter, popular Western star.

**Si-Noze on 23**

SI-NOZE Co., Chicago (cold remedy), late in October and early in November started a varying schedule of announcements and programs on 23 midwestern stations. Schedule runs through March. Stations are: KMA WMN M WWVA WIBW WKO WHIZ WSPD KFBF WHB KLWL WWL KWTW WIZ WHC WDG WMMJ XERA WINN WPIC WIBC WCLF. Neal Adv. Agency, Chicago, handles the account.

TAYLOR AND WYSE WOULD BUY KWBG

PROPOSING to sell his station to devote most of his time to a transcribed radio network project, W. B. Greenwald, who founded and has operated KWBG, Hutchinson, Kan., since 1928, has applied to the FCC for authority to transfer the license of that station to O. L. Taylor, manager of KGNC, Amarillo, and William Wyse, commercial manager of KFYO, Lubbock, Tex.

The purchase price would be $40,000 for the 250-watt full-time station on 1420 kc. The venture is purely a personal one on the part of Mr. Taylor and Mr. Wyse, each of whom would own 50%. Mr. Taylor, besides managing and being part owner of KGNC, also supervises the operation of the other stations of the Gene Howe-O. L. Taylor-T. E. Snowden group of Texas stations—KFWY, Lubbock; KGRV, Weslaco; KTSA, San Antonio.

Mr. Greenwald in 1938 organized Airways Broadcasting Co. in New York, but dropped this transcribed network venture when he could not spare time from his station duties. Early this year he was engaged by the newly-formed Keystone Broadcasting System, Los Angeles, a similar project, as station relations manager.

THE BOOK "Best Broadcasts of 1938-39," compiled by Max Wyble, CBS director of the script division, is now used as a textbook by 400 colleges. His new "Best Broadcasts of 1940" will be published Dec. 2.
D-99419 (100 to 500 watt) Shunt type Antenna Coupling Unit. (With cover removed.)

33A Antenna Control Unit, (Includes: 1 Variable Branching Circuit; 1 Variable Phase Shifter; 1 Fixed Phase Shifter.) For powers up to and including 10 KW.

34B (50 KW) Antenna Phase Control Unit.

34B (50 KW) Antenna Control Unit (1 Line Branching Network, 1 Phase Shifting Network.)

D-97008 (100 watt to 1 KW Series Type) Antenna Coupling Unit.

3SA Antenna Power Control Unit—Fixed line branching network. For powers up to and including 10 KW.

D-99418 (8 KW Shunt Type) Antenna Coupling Unit. (With cover removed.)

D-107058 Coaxial Line. (For Phase Monitor Sampling Lines.) Available from stock in single lengths up to 1000 feet—up to 3000 feet on special order.

D-151067 (50-100 KW) 2⅞" Coaxial Transmission Line.

BE UP TO EF

...with West Antenna

Whatever your s coupling or cont assures you of up—not all—is sho 50 KW—Grayba you need—for B We.

Ask your
DATE 
EFFICIENT 
ECONOMICAL!

In Electric's complete line of 
Coupling and Control Equipment

Power - no matter what your antenna 
problem - Western Electric's complete line 
date, efficient, economical equipment. Some 
here. Units for all powers from 100 watts to 
an give you immediate delivery on everything 
Broadcasting.

Western Electric

DISTRIBUTORS:
In U.S.A.: Graybar Electric Co., New York, 
N.Y. In Canada and Newfoundland: 
Northern Electric Co., Ltd. In other coun-
tries: International Standard Electric Corp.

101A (5 KW Series Type) Antenna 
Coupling Unit, complete in weather-
proof housing.

D-151139 (50 KW) Series Excited 
Antenna Coupling Unit, complete in 
weatherproof housing.

2A Phase Monitor

D-151198 (3 wire) Ceramic Core Tower 
Lighting Choke Coil. (For 1500 Watt 
Maximum Tower Lighting Load.)

ES-675764 (3 wire) Tower Lighting 
Choke Coil. (For heavier power require-
ments.)

ES-675768 RF Isolation Coil for by-
passing phase monitor sampling lines 
around tower insulator.
Radio's Birthday

AS RADIO broadcasting rounds out its first 20 years of existence, it is justly proud of a job well done. Though it began as a fad, regarded by some as a passing fancy, and though it has set a dizzy, almost reckless pace as it grew, today it has its own tradition. Today it has poise and stature and enjoys not only self-respect but respect on all hands.

Celebrating its birthday during the last fortnight, the radio industry fittingly climaxd the occasion with a gala dinner in Washington under NAB auspices. The affair, attended by notables from all walks of life, was a glowing tribute to radio's coming of age. From President Roosevelt came more than mere felicitations. "Your Government," he wrote, "has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

Radio could ask no higher assurance. Yet from Wendell Willkie, from FCC Chairman Fly and from other distinguished personages came similar expressions of good will. All of this lends not to a feeling of smugness but to a sense of confidence that radio can and will add to its accomplishments during the years to come to retain the high place in popular and official esteem it now enjoys.

The Dies Lesson

FOREWARNED at the time hostilities erupted in Europe, broadcasters in this country have exercised vigilance against foreign propaganda. But until the latest White Paper of the Dies Committee revealed the ends to which Nazi agents have gone to sway American public opinion, they did not realize how close to home this under-cover campaign has struck.

The startling Dies Report discloses that efforts were made to control or enlist the services of news commentators on the networks, that manipulations were resorted to in getting Nazi spokesmen on radio forums, and that steps were taken to color and control radio news. Nazi dollars were spent lavishly in this reprehensible Fifth Column activity.

No station owner, we firmly believe, would accept a single Nazi dollar for time over his facilities. But, as revealed by the Dies report, the approach has been subtle and the propaganda ingeniously veiled.

These latest developments bring home the scrupulous care that must be exercised by networks and stations alike in scheduling speeches or forums involving international affairs. High-sounding names are used by these outfits. They appear to have money and connections in responsible places. But usually they are mere letter head organizations. It behooves every broadcaster to double-check their offerings, whether commercial or sustaining. Ignorance is a feeble and dangerous defense.

Wire-Trapped

THINGS are astir again at the FCC. Once more, the broadcasting world is gland for a foretaste of trouble, an FCC faction (no longer a minority) has kicked over the traces on the network-monopoly situation. If it were not so serious, it could be classified as just another blunder. Mark Ethridge, former NAB president, terms it "intimidation" and "tyranny". It is another example of the futility of expecting judicial regulation from men who are essentially anti-radio.

Merely because they did not like the tenor of briefs filed by CBS and IRNA, and possibly ABC, the former members of the Network-Monopoly Committee took things into their own hands. It began with the sending of a telegram to 227 network affiliates asking for the signature of the FCC secretary, but without FCC approval. It was this telegram that was branded by Mr. Ethridge as sheer intimidation. With a vacancy on the FCC, it has become a house divided once again, with three commissioners evidently condoning this amazing action and the other three (Fly, Craven, Case) opposing it.

Of the Network-Monopoly Committee report much has been said, including some pretty harsh words by members of the Senate Interstate Commerce Committee. And more will be heard! The veracity of the committee's findings has been challenged. Certainly, it is the duty of the FCC as a body to repreapraise the testimony and arrive at its own decision. And certainly it is not the function of individual members of the FCC to take umbrage when respondents file briefs critical of that report, however outspoken, particularly when their very existence is at stake. The committee finished its work last June, when the report, after a confinement of two years, was brought out, timed politically for those ill-starred hearings before the Senate Interstate Commerce Committee.

Briefs are self-serving legal documents. NBC, CBS and IRNA held that the FCC was without the power to regulate management of stations or networks. MBS, alone, took an opposite position. Thus, there is division within the industry itself.

To us it seems that immediate self-interest must be forgotten. The question boils down to whether the broadcasting industry shall continue as a private business, or whether the Government shall step in. Stripped of non-essentials, the Network-Monopoly Committee report proposes just that.

IRNA, which has thrilled with the networks over dollars, and will continue to do so, says it would rather take its chances with businessmen than with bureaucrats. If there is a monopoly or a duopoly, or if there is unfair competition, what's the matter with the Department of Justice or the Federal Trade Commission? Congress very wisely restricted the FCC to the licensing function. The FCC argued this itself in the Sanders Case before the Supreme Court, and won on the free competition theory.

The whole issue now is likely to wind up in Congress. Proponents of an investigation of the FCC, and of new radio legislation certainly have plenty of new ammunition. The President, who has 'en't been too happy about radio's lack of the past, is acquainted with the present plight of that agency.

And the men who earn their livelihood from the broadcasting business, who will forget immediate gain and look at the broader picture, will cast their lot with Congress. A re-definition of the law, which would make possible re-molding of the FCC, perhaps around its present clear-thinking and far-sighted nucleus, seems the answer.

Havana Manana

SOME MONTHS AGO we expressed concern over the fate of the standard broadcast reallocation provided under the Havana Treaty. Unmeronomously, we were told in official quarters that the ways of diplomacy are devious, and that the reallocation would be along in plenty of time. Thereafter, March 29, 1941, was designated the date for the "moving day" when nearly all stations in the United States, Canada, Mexico and Cuba are slated to shift to new assignments, as provided under the treaty engineering standards.

Now we are bothered again. Conferences were held between the FCC and representatives from Canada and Mexico to iron out allocation conflicts. Cuba evidently has been derelict and hasn't even submitted its revised list. While officials are reluctant to comment, they admit that time's awasting, and there is danger of a postponement of moving day unless the whole process is stepped up.

Here's the rub. Under the treaty, March 29 is the deadline. The treaty specifies that it must become effective within one year from the date of final ratification by the last of the four signatories. The reallocation can be extended only by consent of all four signatories. If one nation should fail to consent, the treaty would be renounced, and a decade of work in attempting to provide a scientific continental allocation would be lost.

It isn't necessary to take this risk. If our FCC and our State Department will step on the gas, it can be accomplished with time to spare—but not much. We will probably be admonished again to keep our shirt on. But it's later than you think!
HOLLAND EVERETT ENGLE

Holland Everett Engle reversed the usual procedure. After a decade of running the radio gamut, from announcing and acting to producing and managing, he switched to the advertising agency field of broadcasting. Vice versa more often is the case. Eminent success in radio, his success in advertising reflects in his recent appointment as director of radio for The Cramer-Krauss Co., Milwaukee, after four years as radio director for Erwin, Wasey & Co., Chicago.

An honest-to-goodness radio veteran, Holland Engle started his broadcasting career as far back as 1923. He left college in his junior year to go into radio for good. Until 1927 he was heard as announcer and actor on KDKA, Pittsburgh, WBT, Charlotte, and WHP, Harrisburg, Pa. In that year he helped set up and manage the new WMMN in Fairmont, W. Va., his home town. Subsequently, as a free-lancer, he joined a national network and in the agency end of the business he has long been a bigtimer.

On April 26, 1907, in Fairmont, he was the son of Harry and Olive Engle. "Engle" of the cloth seemed to run in the family, what with one grandfather a Methodist minister, another an elder in the Baptist Church, and his own father a deacon in the Presbyterian Church. It is not known whether a boy he preferred thinking of himself growing up to become a member of the clergy or an explorer. But after young Holland had successively passed through Fairmont’s Butcher Grade School and West Side High School, he began to get his great radio revelation. And when the opportunity came in his third year at Fairmont State College, he dropped academic travail in favor of the microphone.

In 1928, after two years with WMMN, Holland went to Wheeling, W. Va., where he managed WWVA. The following year he joined the executive staff of KMOX, St. Louis, where he handled the Phillips Petroleum program, claimed to be the largest single-station contract ever placed. By 1932 he was in Chicago with CBS and within a year was named Western division program director for the network. Further advance came a few months later when he was made station manager and production manager of WBBM, CBS Chicago, succeeding Carl E. Raymond.

In 1935 Holland left CBS to free-lance, working such programs as Wrigley’s Myrt & Murry, Mars’ Milky Way Winners, Koolox Grand Stand Thrills. One of the most successful free lancees of the day, at one time he knocked out three programs weekly. He was named radio director of Erwin, Wasey in 1938, and took over complete direction of the Carnation Contended Hour. Now with Cramer-Krauss, his first assignment is the new NBC-Blue program, Ahead of the Headlines, sponsored by Knapp-Monarch Co., St. Louis, (electrical appliances) and produced in cooperation with Newsweek magazine.

Harking back, Holland Engle maintains, when as announcer for the Phillips 66 program, he was known as the fastest-talking speaker in the business. He had to talk fast. An average evening’s work for a single hour program is said to have included six pages of single-space copy listing listeners’ names and addresses, four pages of commercial copy, and introductions for 22 musical numbers by the orchestra.

In all-around radio performer himself, he grew up with many radio notables of today. Paul Sullivan, WHAS-CBS news commentator, was under his wing in the early days. Teddy Straeter, now with Kate Smith, used to accompany Holland in a song program on KMOX. Kay Thompson, leader of the famed Rhythm Singers, was one of his early announcing chores. As a singer himself he was with the Ford, AJ & Doc trio—the Ford was Ford Rush of Ford & Glenn fame.

Holland has faced the microphones of all the major networks and has introduced a great share of famous radio, stage, and screen stars. By one of his early announcing chores, as a singer himself he was with the Ford, AJ & Doc trio—the Ford was Ford Rush of Ford & Glenn fame.

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December 1, 1940 • Page 45

FREDERICK W. COLE, formerly of NBC, has been named promotion representative of WBCD, Augusta, Ga.; WSCB, Portland, Me.; WNIC, Me.; WIXG, Boston television station.

ROBERT R. ROWLEY, manager of WBCA, Alabama, Jan. 1 is to marry Olive Mae Duane.

MARK WOODS, vice-president and treasurer of NBC, addressed the Chicago Advertising Club’s annual dinner meeting on Nov. 26, Talk was on broadcasting. Woods is a director of the national RBA association.

HANNA T. JENSEN has been named sales manager of KSFO, San Francisco, according to an announcement by Lincoln Dellar, KSFO general manager.

VICTOR M. RATNER, CBS director of sales promotion, has been in the New York House for a week with a throat infection.

WILLIAM KEARNEY, of the WLS Chicago, business manager is convalescing at St. Luke’s Hospital, Chicago, from a major operation. John Gillis, of the promotion department, and Chuck Acre, WLS artist, provided blood transfusions.

LAMBDIN KAY, public service director of WSB, Atlanta, recently presided as conference director over the annual Southern convention.

WILLIAM E. FORBES, CBS Hollywood newsman, is the father of a girl born Nov. 16.

MERRILL MULREADY, former chief announcer of KSBG, Sioux City, Ia., has joined the sales staff after two months in California.

R. E. DENISON, board chairman of Merchants National Bank, Auckland, and also board chairman of Associated Newspapers, that city, has entered the service training camp in New South Wales.

ALBERT CAPOTOSTO, of the sales staff at WBAI, Atlantic City, and broadcasting representative of U. S. Senator William H. Smathers, were married Nov. 24 in Ventnor, N. J.

E. L. BARKER, KFO-KGO, San Francisco, is now at the NBC training camp in New South Wales.

DR. LEON LEVY, president of Columbia University, outside the motion picture industry to head the Philadelphia Variety Club. Dr. Levy was named to succeed Harry Hoffman for the new year. In addition, Dr. Levy was elected to the club’s board of managers.

WILLIAM W. GARDNER has been appointed acting manager of KARM, Columbus, Ohio, in the absence of a permanent general manager to succeed T. H. Kilgore, who resigned Nov. 1.

EDWARD F. BOACHE, radio director of Bonita agency, has joined the sales staff of WBBM, Chicago.

KENNETH A. FOELLINGER, formerly chief accountant of American Steel Dredge Co., has been named auditor of WOWO-WGL, Westinghouse station, Fort Wayne, Ind., according to a Nov. 25 announcement by J. B. Conley, manager of the stations.

RAYMOND SCOTT, formerly with Uschi, has been named sales representative of KTRB, Modesto, Calif.

HOWARD GATES, active in the radio agency business, has been elected president of the National Broadcasters Association Nov. 20. He was named president of Majestic Radio & Television Corp., succeeding Walter G. Scott, resigned.
Mullen Honored

A SCORE of Washington newspaper executives and broadcasters Nov. 22 attended a luncheon in honor of Frank E. Mullen, recently appointed NBC vice-president and general manager. Host at the informal session was Frank M. Russell, NBC Washington vice-president. Among those present were Fleming Newbold and Sam Kauffmann, business executives of the Washington Star; Mark Foote, president, Gridiron Club; Felix Belair, president, Washington Correspondents Assn.; Harold Hinton, president, Overseas Writers; Lyle Wilson, chief, United Press Washington Bureau; James L. Wright, chief, Washington Bureau, Buffalo Evening News; Neville Miller, NAB President; Harry C. Butcher, CBS Washington Vice-President; Earl Godwin and Baskhege, NBC Washington commentators; K. H. Berkeley, manager, WRC-WMAL; John Dodge, sales manager, WRC-WMAL; Oswald Schuette and Robert Fitchard, of the RCA Washington branch.

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KMBC Names Brown

EDWIN BROWN, formerly of WREN, Lawrence, Kan., has been named director of education of KMBC, Kansas City, according to an announcement by Karl Koepper, KMBC managing director. Brown assumes the post left by Kenneth L. Graham, who resigned after three years to become assistant manager of the Herald Publishing Co., Independence, Mo. He is a 1938 graduate of Kansas U., receiving an A.B. degree, and has continued his school work since then.

Meet the Ladies

MARIE-THERESE LENOIR

A BUSY little girl is Marie- Therese Lenoir, of CKAC, Montreal. As a regular staff member of the station she is music, transcription and record librarian, pianist-accompanist, soloist and arranger. With several published songs in French to her credit, Miss Lenoir also is featured, along with Roy Malouin, CKAC's singing announcer, on four quarter-hour weekly sponsored by Libby, McNeil & Libby of Canada. In addition she is one-fourth of a local girl quartet that tills regularly on a coast-to-coast hookup. The balance of her time she fills in on the Hammond organ and makes up a daily list of recorded programs.

KWLK Staff Changes

WALLI Ralph R. Bryan having been appointed manager of KWLK, Long- view, Wash., the station personnel has undergone a revamping. Dorothy Hamilton Atkinson has been named assistant manager of KWLK, Kansas City, according to an announcement by Karl Koepper, KMBC managing director. Brown assumes the post left by Kenneth L. Graham, who resigned after three years to become assistant manager of the Herald Publishing Co., Independence, Mo. He is a 1938 graduate of Kansas U., receiving an A.B. degree, and has continued his school work since then.

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STORK OVER TULSA

SUNDAY appears to be Stork Day to announcers of KTUL, Tulsa, Okla. In a period of five Sundays, dating from mid-October to late November, three KTUL announcers became fathers of boys. First was Carlyle Stevens, KTUL production manager. Two Sundays later Don O'Brien, sportscaster, became the father of a boy. And two Sundays after that Jack McElroy, KTUL special events man, was presented with another boy.

LEE MCLENDON, formerly with stations in Texas, Louisiana and Nebraska, has joined the production staff of KROW, Oakland, Calif. He replaces John Moore, resigned.

J. LESTER MALLOY, formerly of KSKN, San Francisco, recently was added to the announcing staff of KJBS.

WALTER (Red) BARBER, broadcasting engineer, has been named 1940 winner of the Brooklyn Young Men's Commercial Club award for "that young man who has made the largest and most valuable contribution for the betterment of Brooklyn." Cited for his work in boosting Brooklyn through his Brooklyn Dodgers baseball broadcasts this season, Barber was presented with his "Little Doff the Dodo" program on WOR on Nov. 24. He will receive a medal later this week after the National Baseball Association contest to select the young man contributing most to a local community.

CHARLES CARVAJAL, formerly production manager and chief of the Spanish section of NBC's international division, and until recently assistant director of NBC's international commercial division, has resigned after 11 years with the network to become an independent consultant and producer of radio programs for Latin America.

MEL SAYRE, formerly of WPEN, Spokane, and KMO, Tacoma, has joined KWAL, Walla Walla, Wash., as news editor. Howard Olsen, new to radio, has joined KWAL as announce and engineer. Elia Clayson, program director of KWAL, recently married Red McArthur, formerly of the station's staff.

HENRY MISSELWITZ, formerly World's Fair, has joined KMOO, Beverly Hills, Calif., as news commentator.


RAY MCKENZIE, formerly of KBND, Bend, Ore., has joined the continuity staff of KMO, Tacoma.

STUART STEELMAN, of the Songfellows of WHO, Des Moines, is the father of a girl born in mid-November.

VIRGINIA MYERS, secretary to Robert Brewster, Hollywood produce of J. Walter Thompson Co. on the NBO Kraft Music Hall, sponsored by Kraft Cheese Co., has announced her engagement to Loy White, Los Angeles realtor.

PAUL PHILLIPS, CBS continuity writer, New York, is the father of a boy, Michael, born Nov. 14.

WILLARD DAVIS, KKKD, Los Angeles, announcer, is the father of a girl born Nov. 10.

WILFREDO SMITH, program manager of WPEN, Philadelphia, who teaches radio production at Temple U., has been appointed assistant producer of the U. of Pennsylvania's annual "Mask & Wig." •

MYRON FOX, program director of KDLY, Salt Lake City, and a captain in the 413th Infantry Reserve, is to start active Army duty Dec. 5 at Fort McArthur, San Pedro, Calif.

BY WOODBURY, musical director of KDLY, Salt Lake City, and Don Ray have written a new theme for his Music By Woodbury feature, which has been accepted for publication by Broadcast Music Inc.

MILT BEEKWITZ, news editor and announcer of WNBQ, New Britain, Conn., has returned to work after being hospitalized with a leg infection.

BROADCASTING • Broadcast Advertising

DECEMBER 1, 1940 • PAGE 47
BEVERIDGE ELECTED
Leads State Senate Race by
-— A Plurality of 67-

ALBERT J. BEVERIDGE,
special events announcer of WGN,
Indianapolis, and son of the late
Senator, finally was elected to the
Indiana State Senate in a virtual
photo-finish that involved his an-
ouncing his seeming defeat on the
air. Unofficial returns, broadcast
by Beveridge over WGN, direct
from election counting headquar-
ters, indicated his defeat. But
the official tally showed him a winner
by 67 votes.

Now there has been a demand for a recount in the race and the
direction of who won is up in the
air again.

Newspaperman, magazine editor,
and interested in political affairs,
his name has been heard in news-
room and broadcasting for 40 years. And his production
of motion pictures and news service.

MARY MASON, known as a national
director of Victoria's Secret, will be honored Dec. 7 at a birthday
party in her honor. Miss Mason, a
feminine in the advertising field,
will carry the news of her election
and later the account of a recount
demand.

DAVID VAILE, formerly chief announ-
cer of KVA, San Francisco, and
producer of the announcer of KROD, El
Paso, has joined the announcing
staff of KOA, Denver. He
replaces Bob Young, who has entered
military service.

GARNETT MARKS, former announcer
of the Paramount News voice staff and be-
low that aid to Bob McDonald in
announcing 1380 baseball on WAUB,
New York, has joined WERK, Cin-
cinnati, as newscaster and sports an-
ouncer.

NICK TEELA, production director of
KSN-KRTV, Des Moines, on Dec. 1 is
to join the production staff of CBS
New York. He has been named head of the KSN-KRTV traf-
dice department and Eddie Trimmer
in the transcription department.

FRANK KING, formerly of WTM, Cincin-
nati, and WOL, Washington,
has joined WAHO, Vincennes, Ind., as
announcer and continuity writer.

H. S. TAYLOR,
formerly Chicago con-
tact of KDKA and radio
writer, on Nov. 22 was appointed
centinel grand ducal of Broadcast-
ing to the morning show.

LORETTA DwyER, formerly of the sales
department of NBC Chicago, has been
named a major account executive at J. J. Neale,
newly appointed radio director of
Blackett-Smith-Bimmer Inc., Chi-

l

FRANK BURGER,
formerly of KLS and WOGL,
Philadelphia, has been added to
the announcing staff of KHE,
Berkeley, Cal.

G. E. MILLER,
formerly of KDF, Fort Dodge, Ia., has joined
the announcing and production staff of
KLO, Los Angeles.

JOHN V. LEHMDEN,
news and public relations
director of WOR, New York,
has been appointed as public rela-
tions and television department of
American Paintings and Sculpture
of the Art Institute of Chicago.

GENE D'ACCORDO, new to radio,
has joined the news reporting staff of
WLBW, Medford, Mass.

ELMER HANSON
and George Chance of KFJM, Minnes-
ao, N. D., are conducting series of lectures on
radio script and continuity writing
at North Dakota U.

DOROTHY LINDSAY,
formerly of KUS, Kansas City,
Missouri, has been named emer-
itus of the KUS-KC radio station.

JOHN R. MORGAN,
announcer of WLOF, Cincinnati,
has joined the announcing staff of
WOR, New York, as an announcer.

JOHN R. McGUIRE,
formerly of WBOY and Wester-
ton, Conn., has been named a
producer at WOR, New York.

BOB McGUIRE,
announcer of WBOY and Wester-
ton, Conn., has been named a
producer at WOR, New York.

V. N. FRIEDMAN,
announcer of WLS, Chicago,
has joined the announcing
staff of WOR, New York.

FRANK WOOLF, former-
ly of WLS, Chicago, has joined
the announcing staff of WOR,
New York.

G. M. HANON,
formerly of WLS, Chicago,
has joined the announc-
ing staff of WOR,
New York.

W. H. McGUIRE,
announcer of WLS, Chicago,
has joined the announcing
staff of WOR, New York.

R. L. McGUIRE,
announcer of WLS, Chicago,
has joined the announcing
staff of WOR, New York.

J. H. McGUIRE,
announcer of WLS, Chicago,
has joined the announc-
ing staff of WOR,
New York.

J. D. McGUIRE,
announcer of WLS, Chicago,
has joined the announc-
ing staff of WOR,
New York.

J. P. McGUIRE,
announcer of WLS, Chicago,
has joined the announc-
ing staff of WOR,
New York.

J. R. McGUIRE,
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has joined the announcing
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J. T. McGUIRE,
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ing staff of WOR,
New York.

J. W. McGUIRE,
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has joined the announcing
staff of WOR, New York.

J. X. McGUIRE,
announcer of WLS, Chicago,
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ing staff of WOR,
New York.

J. Y. McGUIRE,
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ing staff of WOR,
New York.

J. Z. McGUIRE,
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has joined the announc-
ing staff of WOR,
New York.

J. A. McGUIRE,
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J. B. McGUIRE,
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ing staff of WOR,
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J. G. McGUIRE,
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New York.

J. K. McGUIRE,
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New York.

J. L. McGUIRE,
announcer of WLS, Chicago,
has joined the announc-
ing staff of WOR,
New York.

J. M. McGUIRE,
announcer of WLS, Chicago,
has joined the announcing
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J. N. McGUIRE,
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J. O. McGUIRE,
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J. P. McGUIRE,
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J. Q. McGUIRE,
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J. U. McGUIRE,
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J. V. McGUIRE,
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J. Z. McGUIRE,
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staff of WOR, New York.

J. A. McGUIRE,
announcer of WLS, Chicago,
has joined the announcing
staff of WOR, New York.

J. B. McGUIRE,
announcer of WLS, Chicago,
has joined the announcing
staff of WOR, New York.

J. C. McGUIRE,
announcer of WLS, Chicago,
Air Power

J O E D I L L O N, w ho an nounced the record ed Night Club of the Air program on W P E N, Philadelphia, was pulling the listeners’ legs when he told about a proposed football game between W P E N announcers and the ushers at Franklin Field, U of Pennsylvania stadium. He said admission to the game would be 50 cents or a pair of old socks. He little reckoned that any listener would take him seriously, but his mail to date has brought 200 50-cent pieces and three pairs of old socks.

W E W Expands Staff

S E V E R A L staff additions to W E W, St. Louis, are announced by Nick Pagliara, station manager, as part of the St. Louis station’s expanding commercial program. Mr. Pagliara, who recently took over the helm, coming from W C H S, Charleston, W. Va., reports the addition of Ted White, recently with W L, St. Louis, to the sales department; Frank Mahon, sportscaster; Ernest Harsey, staff musician. Father W. A. Burkh, S.J., faculty director, also announces three students engaged as part-time announcers.

O S C A R C. HIRSCH, operator of K F V S, Cape Girardeau, Mo., has applied to the FCC for a new 250-watt station on 1300 kc. in Cairo, Ill.

IT SAYS HERE
WERE PURTY HOT STUFF!

In a recent state-by-state tabulation of U. S. business conditions published by “Business Week”, North Dakota is one of only two states in the whole country showing gains [for the first half of 1940, over the first half of 1939] in all eight important business indices! For example, our farm income is up 39%—passenger car sales, 32%—heavy construction, 35%—household refrigerator sales, 25%.

Yes—business is good in North Dakota—better than good in the rich Red River Valley centered by Fargo. And W D A Y, in Fargo, is the only station covering the whole valley! Need we say more?
 Every week 15,000 folders are placed in Indianapolis taxis by WBFR. First page covers football news, with a little ad for Wonder bread. An inside spread carries a schedule of broadcasts. The last page offers a personality sketch of a WBFM announcer. Distribution of the taxi folders was started in October.

**Football Frolic**

BILLBOARDS, jointly used by a KROW sponsor and a hotel from which the program originates, are used to promote the Friday Football Frolic over the Oakland station. Sponsored by McCauley’s men’s wear shop catering to collegiate trade, the program is announced by Phil Ray, who for this purpose calls himself “The Friday Night Quarterback.” The program is an informal variety show of interviews with coaches, players, sports columnists, and a football quiz with college students. Originating at the Claremont Hotel in Berkeley, home of the U of California, the program is centered at the Friday dances of college students on the eve of the football games.

**Kansas Tabs**

PRESENTING findings of Prof. H. B. Summers survey of the Kansas radio audience for 1940, WBIB, Topeka, has published a plastic-bound 50-page book on the fourth annual study of Kansas listeners (BROADCASTING, Sept. 1). The book, using color page decorations, has an ingenious system of index tabs and includes a WBIB promotion message.

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**Merchandising & Promotion**

**News in Cabs—Old-Timer—Ladies First—Power Jump—Street Singers—Santa’s Pattern**

**Northwest Drive**

MERCHANDISING men and executives of North Central Broadcasting System met recently in Minneapolis for conferences with chiefs of Warren’s Inc. and Gerald S. Beskin Agency to lay plans for a NCB-S merchandising drive for Drive-In Restaurant. The promotion is carried on in conjunction with I Want a Divorce on NCB-S, promoted by participating show, Houseswives’ Bureau of Information. Under the plan, claimed as an innovation in radio, five field men for the regional network, which covers Minnesota and North and South Dakota, will contact retail outlets throughout the Northwest, establishing dealers and taking orders for the product.

**Portrait of a Plug**

AS A NOVEL piece of direct-mail advertising for Vick Chemical Co., WXQR, New York, is mailing subscribers to its monthly program booklet a facsimile sheet of the copy for a Vicks spot announce- ment on the station, reproduced exactly as it would be used on air, on the stationery of Morse International, New York, the Vick agency. The copy is machine typed with the announcer’s accents and pauses to give the subscribers a “behind the scenes” glimpse of radio.

**Richfield Anniversary**

RICHLFIELD OIL Co., Los Angeles, sponsoring the six-weekly quarter-hour Richfield Reporter on NBC-Pacific Red Network Sunday through Friday, 10:10-11 p.m. (FST), on Nov. 28 observed its 26th broadcast. Event was saluted by NBC with a special half-hour program titled Nine Million Miles, which followed the Richfield Reporter, and related the story of newscasting and also included recorded highlights from broadcasts of the past nine years. Don E. Gilman, NBC western division vice-president and executive of Richfield Oil Co. also participated which was preceded by a banquet. Richfield has sponsored the program since April 20, 1931. John Wald and Don Forbes are currently the co-commentators. Wayne Miller of Hixson-O’Dell Adv., Los Angeles agency, is editor and writer of the broadcast.

**Latin Service**

PRINTED in red, white and blue, NBC has published a 16-page presentation promoting its commercial broadcast service to Latin America, directed by Lumford P. Yandell. The presentation, prefaced with a commendatory letter from Secretary of State Hull, shows through picture and text a survey of the Latin American market available to U. S. advertisers. Hailing NBC’s international broadcast service as “the new sales ambassador to Latin America” and emphasizing the thesis that “No one has a greater stake in Latin America than goodwill,” the brochure presents testimonials from present commercial sponsors, including Standard Oil Co. of New Jersey and Hotel Astor, along with population and market figures for all the Latin American countries. An amusing feature of the presentation is a heavy plastic map-overlay tracing beams of NBC transmissions.

**Nashville Book**

REPLETE with lists of contest winners, advertising participants, products and merchandising projects, WSM, Nashville, has compiled a plastic-bound promotion book, following up the recent “As Advertised on WSM Week.” Copies of the brochure were sent to all persons participating in the special promotion.

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**For New Product**

MAMA MIA OIL Co., New York (edible oils), has set up a subsidiary company in taking over the sponsorship of Nathen Fleischer, Jewish news commentator heard nightly on WDAS, Philadelphia. Going after the Jewish market for the first time, the Sunshine Edible Oil Co. was formed to market a new product, Sunshine Peanut Oil. The WDAS sales department not only sold the account direct but ar- ranged for 2,200 local radio stations in the same time creating a carton design. Through Perloff Bros. distributors for MAMA MIA will distribute oil products in Philadelphia, WDAS arranged for the distribution of the new Sunshine Peanut Oil at more than 300 Jewish grocery stores in the territory. In addition, arrangements are being made to have the oil distributed at independent Jewish grocery stores. The news period is sponsored nightly at the same time.

**Meeting Two Ladies**

TO GIVE local advertisers and prospective sponsors an introduction to two women program conductors, WOR, Newark and WGN, Chicago, have arranged an exchange of programs whereby Bessie Beatty, who conducts promotion programs on WOR, traveled to Chicago to broadcast there locally on WGN, and Ann Hoon, who does programs on WGN, is advertised in WOR. The WOR promotion department had planned to mail various Chicago advertising executives alarm clocks set to ring at the time of the Martha Wainwright program on WGN. A bright WOR employe, however, called attention to the fact that the loud ringing might cause a bomb scare if sent from New York, so the clocks had to be bought in Chicago and delivered by telegraph messengers.

**Ralph Beattie**

AS ONE feature in publicizing its increase in power to 50 kw., WPTF, Raleigh, N. C., is using 21 outdoor billboards in a month. Done in tri-color red, the displays are placed along strategic highways of the State. The designs for the billboards, which center about the increased wattage, are to be used as a design base for WPTF’s Christmas cards.

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**1000 watts on 600 k.c. means COVERAGE in Canada’s rich Pacific Coast area. That’s the story of**

**CIOR**

**Vancouver, B. C.**

National Representative
Joseph Hershey McGillivra
BREAKFAST MUSIC

FIVE symphony albums are to be awarded by W GAR, Cleveland, to listeners sending in the best letters on "Why I like Music for Breakfast." The contest is designed to stimulate interest in good music during early morning hours and promote the half-hour morning show, Music for Breakfast.

BROCHURES

NAB Bureau of Radio Advertising—No. 9 in its series of "Results From Radio" studies, covering radio's use by Omar Milling Co., Omaha; Owl Drug Stores, Musclev, Ind.; Broadway Department Store, Los Angeles; H. Leh & Co., Allentown, Pa., department store.

CBS—Folder promoting American School of the Air programs to Central and South America; folder "The tenth year," presenting facts on the Church of the Air, starting its tenth year.

NBC—NBC-Red advertising reprint, featuring red celluloid underlay to carry out theme, "Look at Your Listening Audience Through Red-Colored Glasses."

NBC-Blue—Folder "Around the World With the Travelling Cook," promoting Richard Kent's programs of foreign recipes.

TRANSPRESS SERVICE—Letters and telegrams from broadcasters prasing election coverage.

YANKEE-COLONIAL NETWORK—Election coverage brochure, "News While it is News."

THE TOWN HALL Inc., New York—Eight-page illustrated program schedule for 1940-41 Town Hall meetings.

"The Old Hired Hand" Received

ORDERS FOR SONG BOOKS AS A RESULT OF AN OFFER MADE OVER WIS OCTOBER 20, 1940, AT 25c PER BOOK, LISTENERS SENT IN $1066.00 IN TWO WEEKS.

LONG THE LARGEST MAIL PULLER ON WIS, WITH A RECORD OF 11,421 PIECES OF MAIL ON ONE QUARTER HOUR, WE TAKE PLEASURE IN COMPLIMENTING THE OLD HIRED HAND ON HIS FOURTH CONSECUTIVE FIFTY-TWO WEEK RENEWAL BY HIS SPONSORS, THE CHATTANOOGA MEDICINE COMPANY.
NRC RADIO - RECORDING Division is preparing a series of 150 recorded programs featuring Stella Unger, “Your Hollywood Newsroom” for three weekly presentations on a 52-weekly basis. Titled “Hollywood Headliners,” the series includes a special record of opening and closing announcements with an advance record of five-minute sales presentation by Miss Unger. Subscribers to NBC Transcriptions are receiving a “bonus” of eight programs in the series for broadcast on a sustaining or sponsored basis.

HARRIS RADIO PRODUCTIONS, new Hollywood production unit has been established at 8260 Sunset Blvd., with Leon Harris as general manager, and Wallace Brown in charge of contacts. Specializing in live and transcription shows to order, the firm also has established a dramatic and vocal coaching department, under direction of Mrs. Harris.

CHARLES MICHELSON, New York transcription firm, has installed its Porta-Playback transcription machines as part of the equipment used by the sales staffs of WULH, New York; WMCA, New York; WJSJ, Winston-Salem, N. C.; WSTV, Steubenville, O.; KCMO, Kansas City; KFRO, Longview, Tex.; KONG, Amarinio, Tex.; KRE, Berkley, Calif. The following advertising agencies also have purchased the portable transcription units for use in their radio departments: F. G. Baker & Co., Cincinnati; J. W. Pepper, Frederic W. Ziv, Cincinnati.

To PROMOTE a special series of articles on England by Ralph Inger- soil, editor of PM, New York daily newspaper, the publication used a total of 270 spot announcements for the four-day period from Nov. 17-20 on New York stations WMCA, WNEW, WOR, WBN, WKT, WAT, WMCA, WMCA, WBN, WOR, through Compton Ad., New York.

MAJOR C. Davis, C. Schwegler leave disc firm

WITH Kenneth C. Davis and Paul Schwegler having withdrawn from active participation in Davis & Schwegler Sales for music transcription production service, Herbert I. Aronson, formerly vice-president, has been elected president and general manager. Although Davis & Schwegler will continue as suppliers to the firm, they will have no participation in its policies. Davis is resuming his law practice in Seattle, while Aronson will devote his time to other interests. Aronson announced that it is his intention to improve the Davis & Schwegler transcription library service. He is now actively engaged in reorganizing the company.

Although no announcement was made, it is reliably reported in Hollywood that Davis has disposed of his interest in the proposed Key- stone Broadcasting System. The latter organization, it was said, is being reorganized with ample fi- nancial backing by a group of well-known financiers who promise to place the transcription network in operation shortly after the first of next year. Spokesman for Keystones unofficial- ly that 103 stations were ready to join the proposed transcription network, having signed contracts to that effect.

Ruling of Highest Court in Record Case Awaited

THE U. S. Supreme Court is ex- pected to announce in mid-Decem- ber its decision on whether it will review the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Co. (operator of WNEW, New York) and Elin Inc. Petitions of RCA and Whiteman for a writ of certiorari were filed Nov. 13 [BROADCASTING, Nov. 19] and served Nov. 18, with WNEW expected to file an opposing brief before the 20-day answering period has expired.

The Whiteman petition was pre- pared by Maurice J. Speiser, gen- eral counsel for the National Assn. of Performing Artists, which has handled the case in the court's inception. WNEW's brief will be prepared by Stuart Sprague of Sprague & Sprouse and Col. J. M. Hartfield of White & Case, who were retained by NAB to handle the station's ap- peal in the U. S. Circuit Court of Appeals.

On Nov. 25 the U. S. Supreme Court refused to allow NAPA and the American Federation of Musi- cians to file briefs in the case as amicus curiae. Motions filed by these organizations were approved by Whiteman but not by RCA, and the court does not generally ac- cept such motions unless they are agreed to by both parties, it was stated.

Spanish Translation Service FOR RADIO advertisers interested in developing markets in and trade with Latin-American countries a Spanish translation service has been organized by Gerald A. Case, 292 Madison Ave., New York, by Hartman Silva, Co- ordinator of the Centere will direct a staff of translators in assisting ad- vertisers of other clients in the preparation of scripts and spot announcements for shortwave broad- casting.

WESTINGHOUSE RADIO STATIONS

Represented Nationally by NBC Spot Sales Offices

Page 52 • December 1, 1940  BROADCASTING • Broadcast Advertising
SAVE $2!  SAVE $2!
SUBSCRIBE BEFORE JAN. ONE!

GOOD NEWS for BROADCASTING readers! Yes, it's the very best news when you can get more than twice as many issues of your favorite trade publication at the same old price.

That's your reward for promptness ... if you subscribe, or renew, your current subscription before January 1.

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including YEARBOOK Number

Did you know that for $1.50 you can send a Christmas gift worth $5.00 to each of your friends in Radio? Here's how it's done. Enter 10 or more Christmas gift subscriptions at the special rate of $1.50 per subscription (including 52 issues and YEARBOOK Number). We'll acknowledge your gift to each recipient with an attractive Christmas card. Send your list in today.
WEEL, Boston
Stephens Bros., Philadelphia (Marcel cigarettes), 7 sp weekly, thru Altin-Kneytt, Phila.
Flexo-Packing Mfg. Co., Chicago, 3 sp weekly, thru Fresh, Pellers & Fresh, Chicago.
Rival Packing Co., Chicago (dog food), as series, thru Charles Silver & Co., Chicago.
General Motors Corp., Detroit (Chevrolet), ad series, thru Campbell-Ewald, Detroit.
Morrow Co., Cleveland (proprietary), as series, thru Erwin, Wasey & Co., N. Y.
Plymouth Rock Gelatine Co., Alliston, Mass., as series, thru John W. Queen, Boston.
P. A. Starch Pigro Co., Chicago, 5 sp series, thru Division of Hartman Co., Chicago.
Boston & Northern Railroad, Boston, as series, thru Harold Cabot & Co., Boston.
K5O-KRNT, Des Moines
Miller Cereal Mills, Omaha, 6 sp series, thru Allen & Hartman Co., Des Moines.
American Dairy Assn., Chicago, as series, thru Lord & Thomas, Chicago.
U. S. China Co., sp series, thru Fresh, Pellers & Fresh, Chicago.
Marlin Firearms Co., New Haven, 3 sp series, thru Craven & Hedrick, N. Y.
Flying Ink (New York magazine), sp series, thru H. C. Morris & Co., N. Y.
Iowa Soap Co., sp series, thru Westen-Barnett, Des Moines.
Grove Labs, St. Louis, sp series, thru Russell M. Bum Co., Chicago.
WBBM, Chicago
Smith Bros., Poughkeepsie (cough drops), 3 sp weekly, thru J. D. Tarcher & Co., N. Y.
Dutch Mill Candy Shops, Chicago, weekly as series thru Goodkind, Joelce & Morgan, Chicago.

CKAC, Montreal
Lambert Pharmacal Co., Toronto, sp series, thru Lambert & Feasey, N. Y.

CFCF, Montreal
Imperial Tobacco Co., Montreal (cigarettes), hockey series, thru Whitehall Bstg., Montreal.
Art Metal Works, Toronto, daily as, thru Cecil & Feasey, N. Y.
Lambert Pharmacal Co., New York (ICI series), weekly thru Lambert & Feasey, N. Y.
John Labatt Ltd. (ale), 5 sp weekly, thru J. Walter Thompson Co., Toronto.

KYA, San Francisco
Southern Pacific Co., San Francisco (railway), sp series, thru Lord & Thomas, San Francisco.

WICC, Bridgeport, Conn.
Chrysler Corp., Detroit (Dodge), 52 as, thru Rathrauf & Ryan, N. Y.
R. H. Foos Co., Boston (Christian Sweets), 26 as, thru C. MacDouald, Boston.
Burnham & Morrill, Portland, Me. (beau), 52 as, thru Lavin Co., Boston.

WGN, New York
P. J. LeRoy, New York (upon lessons by mail), 7 sp weekly, 13 weeks direct.

WBDB, Roanoke, Va.
Procter & Gamble Co., Cincinnati (Duz), 5 sp weekly, thru Compton Adv., N. Y.

WOWO-WGL, Fort Wayne
E. I. Dupont de Nemours & Co., New York (ale), 15 as, thru BDDO, N. Y.
National Refining Co., New York, 26 sp thru, thru Sherman & Marquette, Chicago.

KFW, Philadelphia
C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 3 sp weekly, thru Horton-Noyes, Providence, R. I.
American Dairy Assn., Chicago (milk), 3 sp weekly, thru Lord & Thomas, Chicago.

WIND, Chicago
L. Lewis Cigar Mfg. Co., Newark (John Rustik), 5 sp weekly, thru Lewis & Tobor Newark.
French Lick Springs Hotel, French Lick, Ind., 40 sp thru, thru Rathrauf & Ryan, Chicago.

W NLC, New London, Conn.
Southern New England Telephone Co., New Haven, 45 sp thru, thru BDDO, N. Y.

KSFQ, San Francisco
American First Committee, New York, 5 sp thru BDDO, N. Y.
American Popcorn Co., Omaha, as series, thru Buchanan-Thomas Co., Omaha.

KFW, New York
Gas Appliance Society of Cal., San Francisco, as series, thru Jeff Scott Advertising, San Francisco.
Globe Grain & Milling Co., Los Angeles, thru, thru Dan B. Miner Co., Los Angeles.

KFX, Los Angeles

KECA, Los Angeles
Safeway Stores Inc. (fresh produce), thru J. Walter Thompson Co., San Francisco.

KCO, Denver
Institute of Applied Science, Chicago (correspondence school), weekly as thru Matteson-Fogarty-Jordan Co., Chicago.

KINC, Los Angeles
Mission Packing Co., Los Angeles (packed glazed fruits), 10 sp thru, thru Dana Jones Co., Los Angeles.

KXOK, St. Louis
Folgier Coffee Co., San Francisco, 5 sp weekly, thru Lord & Thomas, N. Y.

KY WW, Brooklyn

KXOK, St. Louis
Plough Inc., Memphis (Penetreo), 6 sp weekly, thru Lake-Spiro-Shurman, Memphis.

KWJM, Des Moines
Merchant's Biscuit Co., Denver, 6 sp weekly, thru Bull & Davidson, Denver.

KSFQ, San Francisco

KSO, Denver
Plough Inc., Memphis (Penetreo), 6 sp weekly, thru Lake-Spiro-Shurman, Memphis.

KSFQ, San Francisco
Radio Advertisers

REX COLE and the distributors and dealers of General Electric Co.'s refrigerators and household appliances throughout the country, on Nov. 20 took over sponsorship of "Are You From?" weekly half-hour program on WHN, Newark, formerly sponsored by Mission Dry Corp., Los Angeles. The program features Dr. Henry Lee Smith of Brown U, a frequent user of various products, Dr. Henry Lee Smith, a frequent user of various products.

RELIZABLE錄音机, Toronto (dollas) started on Nov. 17 a quarter-hour Sunday afternoon program, Buffalo, N.Y., on WOR, using a 13-week campaign ending Dec. 11, is sponsoring a three-week quarter-hour program, News Analyst, with Harry Weintraub, commentator, on KMPC, Beverly Hills, Cal. Firm is also sponsoring a five-minute program on WHN, Sundays, 12-30 p.m. Agency is Green-Brook, New York.

WASHINGTON FURNITURE CO., Los Angeles (retail), frequent user of radio time, in a four-week campaign ending Dec. 13, is sponsoring a three-week quarter-hour program, News Analyst, with Harry Weintraub, commentator, on KMPC, Beverly Hills, Cal. Firm is also sponsoring a three-week quarter-hour program, News Analyst, with Harry Weintraub, commentator, on KMPC, Beverly Hills, Cal. Firm is also sponsoring a five-minute program on WHN, Sundays, 12-30 p.m. Agency is Green-Brook, New York.

VIRGINIA DARE Ltd., Toronto, has started a Christmas campaign on CFCF, Montreal, featuring St. Louis Loosie on WHN.

PILSEN BREWING Co., Chicago (Tissue Pilsen beer), on Nov. 17 started a quarter-hour Sunday afternoon program, using a five-week campaign ending Jan. 1, is sponsoring a Christmas program, "The Lithuanian Hour," featuring St. Louis Loosie on WHN.

MILES LABORATORIES Ltd., Toronto (Alka-Seltzer), on Nov. 17 started a public opinion program on CFCF, Montreal, featuring St. Louis Loosie on WHN.

DOMINION Art Metal Works, Toronto, has started a Christmas campaign, using a five-week campaign ending Jan. 1, is sponsoring a Christmas program, "The Lithuanian Hour," featuring St. Louis Loosie on WHN.

HARTY N. WAMPOLLE & CO., Perth, Ont. (cod liver oil), has started a Christmas campaign, using a five-week campaign ending Jan. 1, is sponsoring a Christmas program, "The Lithuanian Hour," featuring St. Louis Loosie on WHN.

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school), national user of radio spot, in a 13-week campaign, on CFCF, Montreal, is sponsoring a Christmas program, "The Lithuanian Hour," featuring St. Louis Loosie on WHN.

GOOD HUMOR ICE CREAM Co., Los Angeles (southern California home delivery service), out of radio for some time, in a two-week test campaign which ended Nov. 20, used participation format in addition to a five-minute musical program, on KFI, Los Angeles, in the combined "Happy Homemakers" and "Let's Play Bridge" programs on KFI, and "Homemaker's Catalogue" on KGB. In addition, the firm sponsored the daily five-minute commentary, "Seven Top News Stories," on KNX, Western Ad Agency, Los Angeles, has the account.

CHAPMAN ICE CREAM Co., Los Angeles (chain stores), through Ted Dahl Ad Agency, that in an eight-week test campaign ending Jan. 8 is sponsoring participation format in addition to a five-minute musical program, on KFI, Los Angeles, in the combined "Happy Homemakers" and "Let's Play Bridge" programs on KFI, and "Homemaker's Catalogue" on KGB. In addition, the firm sponsored the daily five-minute commentary, "Seven Top News Stories," on KNX, Western Ad Agency, Los Angeles, has the account.

The Value of Information is Measured by its Reliability

The reliable dispatcher never signals "all clear" until the track is open. When we flash the green light for action in any of our markets, we feel certain that conditions justify the advertiser in following our recommendations.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations
ALBERT V. DeFossett, who formerly operated his own advertising agency, has been appointed to the advertising staff of Seiberling Rubber Co., Akron, O., to handle the firm's radio advertising, along with newspaper and direct mail. He succeeds D. J. Brady, who is opening an Akron office as manager for a Chicago printing company.

JACK BAILENTINE, Long Beach, Calif., sales representative of Los Angeles Pacific Mac RCS Co., has been appointed sales manager, with headquarters in Los Angeles.

LOUIS A. HUMAS has been made vice-president and general sales manager of Meier and Frank Products Co., San Francisco, and is directing all marketing operations of the firm, including advertising and sales. He was formerly Pacific Coast director of the evaporated milk industry under the Agricultural Adjustment Administration.

MORTON M. SCHWARTZ, former assistant general sales manager of Universal Camera Corp., New York, has been appointed advertising manager of Blackstone Products Co., New York, currently using a test campaign of spot announcements on stations in New York for its household remedies.

EDWIN D. AXTON, 67, chairman of the board of Axton-Fisher Tobacco Co., Louisville, consistent user of radio, has resigned "to take a rest," as he expressed it. Mr. Axton succeeded his brother, the late Wood F. Axton, as president in 1935, and in 1928, he became chairman of the board as the last member of the company's original ownership and executive staff.

Educational Survey

"COLONEL BILL" GALLEHER, educational director of WFL, Philadelphia, who directs the activities of 34,000 members of WPIL's 324 Lone Ranger Clubs and maintains continual contacts with Philadelphia and suburban public, parochial and private schools, has announced the result of a test card survey of NBC's Music Appreciation Hour. In the Southeastern Conference (Philadelphia and suburbs), 66 schools used the program as against 85 schools which did not during the 1939-40 season. For the current season, 122 schools are using the program, with 22 not using it, an increase of 100% over last year. Of the schools using the program, 80% are those that close at 2:15 p.m. on Friday afternoon.

This survey, says Galleher, indicates that NBC might consider using an earlier hour for the program.

Frequency Signal Curtained by Fire Bureau of Standards Using New Temporary Service

TEMPORARY curtailment of standard frequency broadcast service of the National Bureau of Standards in Washington was announced by the Radio Section of the Bureau in mid-November, following destruction of its standard frequency station WWV by fire on Nov. 6.

A temporary transmitter has been established in another building on the outskirts of Washington and radio service already has begun. The restricted service, the Bureau said, will continue for "some months." As rapidly as possible the Bureau proposes to establish a new permanent station to provide more than in the past standard frequency receivable at all times throughout the country. These will include standard radio frequencies, standard second pulses, and the standard of musical pitch, 440 cycles per second. During the time in which the temporary transmitter is used, these additional services will not be available.

Accuracy Continues

The temporary transmitter is transmitting the frequency 5 mc. per second (5,000 kc.), every day except Sunday, from 10 a.m. to midnight. The service is continuous-wave only, with telegraphic code announcements of the call letters WWV every 20 minutes. Accuracy of the frequency, measured as the national standard, is the same as in the past, or better than one part in 10 million.

A 1-kw. transmitter is being used and is reasonably received at all distances up to 1,000 miles from Washington in the middle of the day. The distance range increases after about 11 p.m. (EST) until at night the broadcast is receivable throughout the United States. The Bureau explained that sometimes at night it may be difficult to receive the signal at distances between 50 and 500 miles, while it is easy to receive it beyond 500 miles. In the spring the daytime distance range will decrease, dropping to about 500 miles in the summer.

Sues CBS, Wrigley

SUIT seeking injunction, accounting of profits and damages for alleged infringement of Phil Steng's book "Covers," was filed Nov. 18 in New York Federal Court by the writer against CBS and W. M. Wrigley Jr., Chicago. Plaintiff claims that the defendants used parts of his book from July 9, 1939-Sept. 1, 1940, on the Wrigley program Gateway to Hollywood.

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.
FM Auto Tests
(Continued from page 18)

tricity before you hand your dime to the collection officer. This wire usually kicks up a terrific racket in AM receivers, but the FM receiver betrayed nary a click.

And so back to Manhattan's steel towers and elevated structures with FM pouring in better than ever.

What did our trip prove? With no elaborate measuring devices, no charts, no figures, only by the evidence of our ears, the ears of normal radio listeners, we are satisfied that the service of FM to automobile reception is not only feasible but highly advantageous, especially in congested areas where levels are high and where broadcast band signals are shielded from the receiver.

'Clear as a Bell'

In the heaviest traffic, among city skycrapers, under bridges, in areas where miles of earth stand between transmitter and receiver, FM signals pour in undisturbed by static—clear as a bell. The desirability of FM reception on long-distance cross-country trips remains, however, a matter of reasonable doubt, and will remain so until FM's potentials for rural coverage have been proved and the charge that FM's service area is so narrow as to make continuous mobile listening impractical has been substantiated or refuted.

Three Offices Opened By WGN Artist Bureau

OFFICES for the newly-established WGN (Chicago) Concert & Artist Bureau have now been set up in New York at 745 7th Ave., in Chicago at 441 N. Michigan Ave., and in Hollywood at the Roosevelt Hotel. The bureau, which will handle concert bookings as well as general radio and stage artists, will not announce its complete list of artists until mid-December. First management deal was the Carnegie concert Nov. 29 for Sascha Gorodnitzki, pianist.

Austin Wilder, formerly of Columbia Concerts, is director in charge of the bureau's Chicago office, while T. C. West, formerly of the American Guild of Musical Artists, is manager in New York. Hollywood director is Victor Kendall. Paul H. Stoes, independent concert manager, will head the sales department in the eastern territory, and Raymond Taylor has charges of sales in Chicago. The bureau, as a division of WGN, MBS affiliate in Chicago, plans to work with Mutual's expansion of concert and opera broadcasts.

Vogt Meat Renewals


Good News!

... for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Words" covers Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service thought so highly of the "Key" they purchased two hundred copies. In a letter, Mr. George Jones, Jr., of Funk and Wagnalls, says: "This is just about the best thing of its kind we have ever seen." To get your copy of this indispensable booklet send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, N. C.

Harry W. Pascoe
Radio Station WWNC
Asheville, N. Carolina

READING TIME $20.00

It will take you a minute to read this message about Richmond. It can save you $20.00. For a minute on WMBG—the Red Network Station costs only $15.00—night-time rate. A minute on the other leading Richmond station—night-time rate—costs $35.00—saving: $20.00.

Maurice H. BENT, formerly vice-president and general manager of the Chicago office of Blackett-Sample-Hummert Inc., has been named executive vice-president in charge of operations of the agency's New York office. Creative and production departments of the New York office continue under direction of E. F. Hummert and Mrs. Anne Hummert.

SAMUEL TAUMAN, who recently purchased the business of Sydney Weiler Adv. Agency, Philadelphia, has leased new offices in the Lewis Tower Bldg. Mr. Tauman was formerly radio director for the agency.

JOE BIGELOW, Hollywood writer of J. Walter Thompson Co., has been shifted to the agency's New York office for three weeks or more on radio assignments.

HARRY A. BATTSON, president of N. W. Ayer & Son, was appointed to head the public relations committee in Philadelphia for the 1941 United Charities Campaign. John (Jake) Breiel, publicity head for Ayer in Philadelphia, was named executive-vice chairman.

EARL BALDWIN THOMAS, formerly account executive of N. W. Ayer & Son, New York, has been placed in charge of the New York office of the Aldersberg Agency. J. A. McFadden, account executive in the Philadelphia office, has been transferred to New York as vice-president in charge of radio, replacing H. F. Korbos, now doing general executive work for the agency.

GIEZENDANNER Co., Houston, Tex., on Dec. 1 is moving to new and larger quarters in the Southern Standard Bldg.

Mathes Promotes King

WILFRED S. KING, in charge of the radio and motion picture departments of J. M. Mathes Inc., New York, was appointed vice-president of the agency at a recent meeting of the board of directors. At the same meeting Charles R. Marshall, vice-president, was elected a director of the firm. Mr. King has headed the agency's radio department since 1933 and was formerly radio director of H. W. Kastor & Sons. Mr. Marshall has been with J. M. Mathes Inc. since shortly after its inception in 1933. Prior to that he was with N. W. Ayer & Son.

JOHN B. MORSE, for the last three years an account executive of Blackett-Sample-Hummert, Chicago, has resigned from the General agency, on Oct. 15 was appointed vice-president of the agency. For the past four years Mr. Morse handled General Mills business, which was shared by H. M. (Dix) Dancer before his appointment as president of the company on Nov. 1. Continental Illinois National Bank & Trust Co. will also be handled by Mr. Morse.

ARMAND S. DEUTSCH has been named manager of McKee & Albricht, Hollywood offices. Ed Gardner is agency producer of the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtel).

HERBERT A. ROBINSON, formerly account executive of Samson Advertising Service, Baltimore, has opened his own agency, H. Robinson & Co., in the Munsey Bldg. in Baltimore.

GEORGE W. S. REED has discontinued Westamerica Co., Los Angeles agency, to become promotional director of the Downtown Business Men’s Assn., that city.

D. E. McKeILLAR has been named Los Angeles manager of Sweeney & James. He succeeds C. B. Ryan Jr., who resigned to join Firestone Tire & Rubber Co., Akron, as manager of pneumatic tire sales.

J. JOSEPH FURTH, formerly with the J. L. Stewart Co., Chicago, has been appointed account executive of Lane, Benson McClure, Chicago.


Mr. King

Robert O. Davis, for two years manager of the San Francisco office of Allied Adv. Agency, has been named a partner and vice-president in Rufus Rhoades & Co., San Francisco. Mr. Davis was in the advertising departments of Hearst newspapers in San Francisco and New York and more recently was with Hearst Radio in Los Angeles. Patricia Presbrey has been named executive secretary for the Emporium, San Francisco department store, and has joined Rufus Rhoades. Frank Schlessinger, assistant manager of Allied Adv. Agencies in San Francisco, has been promoted to succeed Davis.

HARRY R. NATHAN, for the last eight years account executive of Rogers & Smith, Chicago, recently joined Cecil & Presbrey Inc., Chicago, in the same capacity. He will handle Jelsert Co. (food products), and Burgess Seed & Plant Co. Both accounts have used agency.

P. E. (Ted) Gailey, account executive of Glasser Adv. Agency, Los Angeles, in a recent change, has been shifted to the agency's Los Angeles office, in charge of the agency's radio assignments. Mr. Gailey, formerly radio director in charge of the agency's Los Angeles office, has been shifted to the agency's New York office for three weeks or more on radio assignments.

Kenneth Miles, formerly account executive of Philip J. Meany Co., Los Angeles, has been named general manager of Wm. T. Thompson Co., that city, (vitamins). Gerth-Knollin Adv. Agency, Los Angeles, continues to service the account.

Lester Friedman, formerly with C. B. Ryan Co., has joined the San Francisco office of Brinacker, Davis & Staff.

Ammon Colby, formerly time buyer of Wm. Esty & Co., New York, on Dec. 15 will resign to join the newly formed Ted Roosevelt, New York, as radio time-buyer and assistant in handling other media.

Ernest N. George, formerly account executive of KKLD, Los Angeles, and KMTR, Hollywood, has joined the John H. Riordan Co., in the former city, in a similar capacity.

Joey Benet Hanau, formerly in charge of copy and media of Advertising Counsels of Phoenix, and prior to that head of her own agency in that city, has joined L. Raymond Co., Los Angeles, as copy chief and director of radio production. Brent F. Cahoon has also joined the agency as account executive in charge of industrial accounts. Mr. Hanau was associated with O. S. Tyson & Co., New York, and prior to that headed his own agency in Tulsa.

Dick Green has been appointed radio director of the Nat C. Goldstone Agency, Hollywood.

Z. WAYNE GRIFFIN, Hollywood producer of BBDO, is the father of a 1 lb. girl, born Nov. 22.

Leo Meehan, Los Angeles radio director of Capes Co., has been named manager of that office. He succeeds W. F. Peairs, resigned.

Crundall & Lester Adv. Co., Los Angeles, has consolidated with W. J. Jefferies Co., and is headquartered at 816 W. Fifth St., under the latter firm name. Under the consolidation Bouchy Crundall is production manager, Norman F. Van Matre continues as account executive.

Harry Tatteman Agency, Hollywood, has moved to 7004 Santa Monica Blvd., that city.

Wm. A. Ingoldsby Co., Los Angeles agency, has moved to 124 W. Fourth St., that city.

Ruth Hamilton Assoc., Los Angeles agency, has moved to 230 W. Seventh St.

Howard Ray Adv. Agency, Los Angeles, recently moved offices to 315 W. 9th St., that city.

BBDO RADIO POST
IN N. Y. TO KLEIN
HENRY C. KLEIN, formerly radio director of BBDO, Chicago, has been transferred to the agency's New York Office as a radio director assisting Arthur Pryor Jr. and filling the position left open by the recent resignation of Herbert San ford, who joined W. N. Ayer & Son, New York. Succeeding Mr. Klein in Chicago is his former assistant, James Cominos.

Mr. Klein
With J. Walter Thompson Co., Chicago, from 1939-33, Mr. Klein did production and script writing. Handling such talent as Howard Thurston, Olson & Johnson, and The Robbins Boys for Swift Co., Angelo Patri for Cream of Wheat, and the "Lone Wolf Tribe" for Wm. Wrigley, Jr. In 1933 Mr. Klein joined CBS as continuity director of the western division, handling a series of half-hour sustaining programs, including the well-known Chicago Aflame and The Life and Death of John Dilinger.

From CBS, he moved to Charles Daniel Frey, Chicago as radio director, and two years later went to BBDO as radio director and producer. In New York, Mr. Klein will work on new program ideas and talent.

HAVING disposed of his interest in the Los Angeles advertising firm of Logan & Rouse, of which he was president, Eugene F. Rouse has established his own agency under the name of Eugene F. Rouse & Co., with offices at 510 W. Fifth St. that city. Although no radio director has been appointed, the firm will handle radio accounts. Associated with Mr. Rouse are Leslie Baird, production manager, and Allen T. West Jr., account executive. Mr. Rouse sold his interest in Dudley Logan's to operate under that firm name.

Baltimore's stand-out
"Participation Program":
"CLUB 1270"
A DAYTIME, LIVE-TALENT VARIETY SHOW
At 12:45 to 1:30 P.M., daily except Tuesday and Sunday. FEATURING: George Van Dorp, and his N B C orchestra; The Plainsmen with Betty Jay; Marion Dawn; Carroll Warren Singers; and George Fuller, Master of Ceremonies.

RATES:
"LIVE" ANNOUNCEMENTS:
50 words, $3.50; 5 times weekly, $50.
100 words, $17.50; 5 times weekly, $70.
Regular time and/or weekly discounts apply.
Special 13 week contract: 50 words $179.98; 100 words $359.98.

TRANSITIONS:
1 minute or less, $20.

* ON THE NBC RED NETWORK *

I. E. Biow in Capital
IRVING E. BIOW, cousin of Milton F. Biow, president of the New York advertising agency, Nov. 18 announced establishment of a sales representation office in Washington, to serve businessmen and manufacturers. Mr. Biow has been associated with the Washington office of the Federal Housing Administration as administrative office of W. D. Flanders, former assistant administrator, and is president of Lawyers Title Corp. of New York. The new firm, located in the Tower Bldg., will supply to its clients information and assistance pertaining to Government purchasing programs, business analyses as reflected in Washington and general service relating to Government's relations with business and industry.

Rothschild's Agency
CHARLES L. ROTHSCHILD, former vice-president of Gardner-Rothschild, New York, has organized a Consolidated Adv. Agency at 505 Fifth Ave., New York. Telephone is Murray Hill 2-6680. Mr. Rothschild will handle all radio accounts and other officers include William E. Stearns, former president of Stearns-Servesser, New York, as vice-president in charge of copy, and L. C. Lee in charge of sales.

E. H. Kastor
E. H. KASTOR, 72, secretary-treasurer of H. W. Kaster & Sons Adv. Co., Chicago, died Nov. 18. In the advertising business for 45 years, Mr. Kastor and his brother, Louis Kastor, founded the Kaster agency in 1908. E. E. Kastor established a Chicago office for the agency in 1908. He is survived by his wife and four brothers.

FORT PEARSON, NBC sports announcer, has been chosen announcer for NBC's exclusive coverage of the Sugar Bowl game in New Orleans, which will be sponsored for the second year by Gillette Safety Razor Corp., Boston, through Marx Inc., New York.

William G. Rambeau Co. Is Named Rep of WHB, Kansas State Network
APPOINTMENT of William G. Rambeau Co., station representatives in New York and Chicago, as exclusive national representatives for the Kansas State Network and for WHB, Kansas City, key station, was announced Nov. 18 by Don Davis, president of WHB and sales manager of the network. Simultaneously, Kay Pyle, general manager of KFBI, Wichita, was elected to the executive committee of KSN, replacing Herb Hollister, who resigned recently as vice-president and general manager of KFBI to devote his full attention to KANS, Wichita, of which he is half-owner. Bryan F. Murphy of Kansas City remains regional sales manager of KSN.

Members of KSN, in addition to WHB and KFBI, are KTSW, Emporia; KSAL, Salina, and KVGB, Great Bend. All are served by MBS, 18 hours per day. WHB, a daytime station, releases MBS nighttime commercials of KITE, KCNN and WBN.

Mr. Davis explained that a unique feature of KSN is that non-repeat telephone lines are used, enabling any station to originate programs and feed the network with no line reversal charges. This, he said, has proved effective in covering special events throughout Kansas. The network is seven months old.

McDermott to Montreal
A. D. (Andy) McDermott, of the Toronto office of John M. McCullough, station representatives, has been assigned to the Montreal office as manager. The Montreal office has been moved to larger quarters in the Confederation Bldg.; new telephone, Bel Air 3415. Mr. McDermott joined McCullough's Toronto office after serving with the Regina (Sask.) Star and Walsh Adv. Agency, Toronto. He succeeded Lovell Mickle, who has opened a Montreal office in the Keefer Bldg. for Horse N. Stovin, station representative and former station relations supervisor of Canadian Broadcasting Corp.

LLOYD GEORGE VENARD has replaced Roger E. Verone as KMPC, Beverly Hills, Calif., representative in New York, headquartering in 1012 Park Ave. He was formerly with Edward Petry Co., in New York.

SURVEY PROBLEMS
should be given for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

FAIRMONT, W. VA.
1940
ANOTHER YEAR
ANOTHER STEP
IN OUR FORWARD
MARCH TO EVEN
GREATER EFFECTIVENESS
AS WEST VIRGINIA'S OUT-STANDING RADIO ADVERTISING BUY.

FOR BEST RESULTS
IN WEST VA. S. W.
PA.--E. OHIO--AND W. MARYLAND,
PUT US FIRST ON YOUR LIST.

JOHN BLAIR & CO.
Representatives
New 1941 hallcrafterS
S-22R

THOMAS H. PHelan, audio engineer of NBC in New York, arrived in San Francisco Nov. 20 to assist local architects and contractors in completing plans and details for the new NBC building, to house KGO and KPIX, and situated at Torrey and O'Farrell streets. O. B. Hanson, NBC vice-president of Engineering, also visited San Francisco late in November to work on plans for the building.

JAMES F. MANSFORD, chief engineer of KOME, Tulsa, Okla., has resigned to join the FCC monitoring staff. Leiland Seny, formerly chief engineer of KBDA, Ada, Okla., has been named chief engineer of KOME. Melvin Mathew, formerly of KOME, has joined the engineering staff of WRNS, Columbus, O.

SID MINNICKEN and John Tutt, formerly of KMTV, Hollywood, have joined the engineering staff of KTBV, Glendale, Cal.

GERALD MAHONEY, of the WIP, Philadelphia, engineering staff, is father of a boy born Nov. 21.

LEE GORE, KII, Los Angeles, engineer, is father of a girl born Nov. 21.

RICHARD STODDARD, one-time NBC New York field engineer, and more recently chief radio engineer of Radio City Music Hall, has been made vice-president and general manager of the California Inc. Hollywood, distributors of aviation radios. Paul J. Holmes is chief radio engineer of that company.

LEYBO BREMMER has resigned as radio and television director of National Schools, Los Angeles.

FRANK R. KULCZYCKI, formerly of WPNW, Eau Claire, Wis., has joined the engineering staff of WSTV, Steubenville, O.

ROY W. WENGER, formerly in radio service work, has joined the engineering staff of WMAT, Charleston, S.C.

HAROLD W. DORELL, formerly chief engineer of WKBW, Hutchinsville, Kan., recently joined the FCC engineering personnel. Maxwell W. Petrell, formerly of KGNO, Dodge City, Kan., succeeds him.

MEL FELDMAN, engineer of WEW, St. Louis, has announced his engagement to Miss Ruth Popek of St. Louis.

WILLIAM BERNHOLD, chief engineer of WKBW, Modesto, Cal., is instructor in a radio engineering course at the Modesto Junior College evening school.

W. L. EXNER, formerly of KWLK, Longview, Wash., has joined the engineering staff of KOIN-KALE, Portland, Ore.

BILL MILLER, engineer of WOWO-WGL, Fort Wayne, Ind., is father of a girl born Oct. 29.

DANIEL BARLOW, engineer of WIP, Philadelphia, recently married Winifred Gronis, formerly WTP engineer.

LEWIS F. HILAND and Nicholas V. Pieler, formerly of WCNN, Elizabeth City, N.C., have joined WCBP, Roanoke Rapids, as chief engineer and assistant, respectively.

GENE TOMMY, of the CBS Hollywood theatre studio staff, has been made a sound effects engineer.

NEIL MEAD, engineer of KSCO, Sioux City, Iowa, is father of a girl born early in November.

Prof. Terman Is Elected To Presidency of IRE

PROF. FREDERIC E. TERMAN, dean of the electrical engineering department of Stanford U., Palo Alto, has been elected president of the Institute of Radio Engineers for 1941 as a result of a mail poll just completed. He will be inducted into office during the IRE convention in New York Jan. 9-11, at which time appointive board members will also be selected. Prof. Terman, it is reported, will shortly take a year's leave of absence from the university and will live in the East, thus being available for money meetings and active duties with IRE.

The vice-presidency went to A. T. Cosentino, chief of the submarine Radio Service, who succeeds Prof. Terman in that post.

The three directors elected for three-year terms are Harold T. Pierson, Bell Laboratories; O. B. Hanson, NBC engineering vice-president; and L. P. Wheeler, FCC research chief.

RICHARD BROPHY, formerly of KBIX, Muskogee, Okla., has joined the engineering staff of KTOP, Oklahoma City. He is succeeded at KBIX by David Ollin, formerly of WJPC, San Francisco, and of KOAM, Pittsburg, Kan. William Simpson, formerly relief engineer of the Army Air Corps, has joined the FCC monitor.

LESLIE WRIGHT, formerly of WMSD, Muscle Shoals, Ala., and KDOA, St. Louis, has joined the instructors' corps of the Army Air Corps, N.Y.C.

JIM BELOUNGER, chief engineer of WPT, Charlotte, recently shot his first deer during the 1940 season in North Carolina.

CHARLES OSTERLIE, producer and sound effects chief of WLS, Chicago, recently married Della Rynan.

TRUETT KIMBLEY, technical director of the Texas State Network, on Nov. 16 was the father of a nine-pound boy.

CHARLES HUNION has joined the engineering staff of WAGA, Atlanta.

FRED BARRY, technician of KOMO-KJR, Seattle, is father of a baby boy.

GROWING interest in academic circles in FM is indicated by the fact that Prof. Lewis N. Holland, of the University of Michigan engineering faculty, is offering a course in "Frequency Modulation" for the consecutive Mondays, starting Nov. 25, in the Northern High School auditorium, Detroit.

Akrons only NBC Outlet

One-Man Show in earnest is Lew Williams, who for 15 years has broadcast his Santa Claus program on WSPD, Toledo, O. Over 70 years, he works out continuity, handles the bulk of the sound effects, essays numerous impersonations each year for the 11-day program series, sponsored by LaSalle & Koch Department Store.

FCC Names Booth

GIVEN an additional appropriation by Congress for telephone regulation, the FCC Nov. 16 began formation of its special telephone regulatory staff with the appointment of Harry Booth, Assistant Attorney General of Illinois, as legal expert. Mr. Booth has been in charge of public utility and rate work in Illinois. In addition a staff of 17 accountants and 11 engineers will be assigned to the telephone work.

IRE Convention Plans

DISCUSSIONS of television and FM together with a radio engineering show will be highlights of the 15th annual convention of the Institute of Radio Engineers, to be held Jan. 9-11, 1941, at the Hotel Pennsylvania, N.Y. Papers on these and other radio topics now in preparation for this year's convention. Further details will be released in mid-December.

Daily transcriptions on the register of Washington's finest hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostel to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4 DOUBLE ROOMS FROM $6

All with Bath, of course

The Mayflower

WASHINGTON, D. C.

R. L. Pollio, Manager

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Broadcasting • Broadcast Advertising

AMERICAN Radio Relay League has announced publication of the 1941 edition of The Radio Amateur's Handbook, standard manual of amateur high-frequency communication. The 552-page volume includes a topical index and 96-page catalog section of amateur radio equipment, supplemented by about 850 illustrations and 90 charts and tables. Organization of the 32-chapter Handbook follows that developed for the 1940 volume. Prices are $1, paper-bound; in continental U. S. A.; $1.50 elsewhere; $2.50, buckram bound; Spanish edition, $1.50.

Celebrating its 25th year of publication, the December, 1940 issue of QST is a colorful Silver Anniversary number. Official organ of the American Radio Relay League and "bible" of the radio hams, QST is America's oldest radio publication. It was founded in 1915 by Hiram Percy Maxim and Clarence D. Tunka. The anniversary issue commemorates a quarter-century of progress in amateur radio, in which the hobby of scattered experimenters grew to a world-respected institution.

New FM Converter

STEWAART-WARNER Corp., Chicago, has announced production of an FM conversion attachment, under Armstrong license, to adapt present AM receivers for FM reception. The "Interpreter" unit is housed in an individual cabinet designed to set atop the regular receiver, attached with a jack. The "Interpreter" may be attached to any set equipped with phonograph jack and provides automatic on-off button tuning for six FM stations. The unit employs nine tubes, operating on 110 volt-60 cycle current supply. An extra jack is provided for phonograph pickup for use with existing record players.

To Build Video Station

CONSTRUCTION will be started shortly on the television station of Metropolitan Television, subsidiary of Bloomingdale Bros. and Ahmann & Strauss, New York department stores. According to A. Hirschmann, Bloomingdale vice-president, Transmitter will be located atop the Hotel Pierre at Fifth Ave. and 57th St., he said, and will broadcast with 1 kw audio and visual power on Channel No. 8 (102,000-128,000 ke). "We are planning to experiment with program techniques in order to offer a broad service in the field when the public is ready for it," Mr. Hirschmann stated. Studios will eventually be constructed in both stores, he said.

John E. Lingo & Son, Inc.

Licensed Manufacturers of Patented Turnstile Antennas for FM
DEPT. B-12 CAMDEN, N. J.
THE Chicago Tribune on Nov. 16 for the second season returned to the air its weekly half-hour series of dramatic programs Citizens of Tomorrow on WGN, Chicago. The series, dedicated to the youth of America, is conducted in the WGN mail audience studio before a different Chicago high school group of 600 students each Tuesday. Philip Maxwell, of the Tribune editorial staff, is m.c. He takes the part of "The Principal" on each broadcast, while in addition the real principal of the featured school gives a newspaper quiz, with the students from the audience taking part and the winners each receiving $5 cash prizes. Cooperating with the Tribune in the presentation of the series is the Chicago Board of Education, the county superintendent of schools, the school board of the Archdiocese of Chicago. After each broadcast the film "Trees to Tribunes" is shown.

A NEW TYPE of quiz program, Do You Know the News, is being continued by KGKO on a main street of Dallas following a test of the show during the State Fair. Questions are based on information taken from the most recent issue of the Dallas Morning News, with the contestant given the opportunity to double his money for each of four questions. One incorrect answer and the accumulated money goes to the Community Chest. Each contestant, regardless of the sum he wins, is given a copy of The Texas Almanac. Announcer Dell Gibbs originated the show and handles the microphone.

WHEN MBS starts its Can You Top This? half-hour weekly program Dec. 3, the three jokemasters Ed Ford, Joe Laurie Jr., and Harry Hirshfield, will attempt to "top" the jokes sent in by listeners with a special "laughmeter" to register the laughter of the studio audience. If one of the three tops the listener's joke, the sender gets $5, if two tops the joke the listener gets $2, if all three top the joke, the sender receives a standard jokebook and $2 for his entry.

OFFERING listeners $1 for each fact about the city, suitable for use on the program, WALA, Mobile, Ala., has started a new show, Let's Talk About Mobile, sponsored by Harry's Department Store. The three-weekly shows are conducted by Jack Lewis, WALA program director.

**Star Time**

USING the positions of stars—Beta Lacertae and Zeta Pegasi, to be explicit to determine the starting and finishing time recently gave Phil Underwood a thrill on his Boy Scout Troop of the Air feature on WSAI, Cincinnati. Arriving at the U of Cincinnati observatory to conduct a Scout program dealing with astronomy, Scoutmaster Underwood found he had no watch to time the program. Dr. Elliot Smith, observatory director and C U astronomy professor, started both Underwood and Glenn Merrick, who produces the weekly quarter-hour, by volunteering to supply the exact time by using the stars. Adjusting the huge telescope, Dr. Smith gave the "go" signal at exactly 7 o'clock, and the "stop" at 7:13 1/2 p.m. And he hit it right on the nose.

OUT OF THE ordinary news stories collected at random are narrated by Richard Brooks, Los Angeles newspaperman and commentator, during the weekly half-hour program, The Curious World, recently inaugurated on NBC-Pacifc Blue network stations. Gog DeLys intersperses vocal selections, with orchestral music directed by Charles Dant. Hal Gibney announces, with Arnold Maguire producing.

**From Fairyland**

NEW CHILDREN'S program on KYA, San Francisco, is Koko, the Storybook Man, conducted by Fred Briggs of the production staff. It consists of transcribed dramatized nursery rhymes, fairy stories and special music.

**Viewpoint of Youth**

CHILDREN from 10 to 16 discuss current problems on the weekly forum program Listen, America, New on WMCA, New York, under the direction of Sabra Holbrook, executive director of Youthbuilders Inc., New York.
Shoes for Listeners

DUNN'S Super Shoe Markets, Philadelphia, followed the Pot o' Gold pattern in turning to radio on Wed., Philadelphia, with a nightly-hour-long Lucky Shoe Box show conducted by Joe Dillon, staff announcer. From four to five pairs of shoes are played to the best of the best, and a chance to win the prize is given to any man, woman or child listening to the program when telephoned from members through their paces. Besides a dramatic skit featuring Mercedez McCambridge and Richard Davis, the weekly program also includes Herb Von Seldz, harp player, and harmonica player. Gordon Jenkins directs the orchestra. Ted Hediger is producer.

Uncle Sam at Work

INSIDE workings of the U. S. Government, with each week a discussion of a problem or event uppermost in the public interest, are presented in Report from Washington, a series of half-hour programs on CBS, which started Nov. 30 with the story of the training of the Army under the Selective Service Act. Albert Warner and John Charles Daly, both CBS Washington commentators, serve as narrators for the programs, presented in the Wardman Park Hotel auditorium, Washington, D.C., under the direction of Charles B. Morgan as CBS director.

Our Latin Friends

WFIL, Philadelphia, on Nov. 30, inaugurated a series of weekly programs directed at improving relations with Latin American countries through giving North Americans an authentic picture of their life and customs. Some of the broadcasts are in Spanish, which is the title for the new program. Featured on each program will be consular dipломats, officials of Central and South American embassies, news of Central and South America, three minutes of news spoken in Spanish for Latin students studying that tongue.

Strictly American

THE Philadelphia Daily News has started a Put and Take quiz show on WFIL, Philadelphia, with all the questions based on its daily paper. In a tie-up made by the newspaper with the American Legion, the competing teams will include men from an American Legion post matched against a team of women from the Ladies Auxiliary of another post.

Panic Thills

ADVENTURE thriller for children presented without undesirable effect on the emotions will be the format of King Arthur's half-hour-five times weekly serial on NBC-Blue, to start Dec. 2. Written by Richard Cooper of NBC's script division, the program tells the story of a typical American boy in a typical American setting.

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WRNL ALWAYS RINGS THE BELL IN RICHMOND, VIRGINIA

NORTHWESTERN UNIVERSITY

THE EARLY BIRD GETS THE WOULD BE THE LATEST ADVENTURE IN RICHMOND, VA., FOR THE RADIO Lovers. 

WRNL is a new station which will be operated by the University of Virginia, beginning Dec. 1, 1940. It will broadcast educational and cultural programs, and will provide entertainment for the community. The station is located in an area of Richmond with a large number of subscribers who are interested in music and literature. The station will be operated by a group of students and faculty members under the supervision of a professional staff. The station's program schedule will feature classical music, sports events, and educational programs. WRNL will be available on 1000 watts, and will be transmitted from a studio in the new facilities of the university. The station will be an asset to the university and the community it serves.
Attended Radio Birthday Banquet

FANCY TROPHY, recognizing the sportsmanship of the WGY softball team, is received from Frank Tongue, owner, Publisher, Manager. Robert Meurer, of WGY, Schenectady, for the WGY softball team’s victory over the team representing NBC’s New York Athletic Association. At right is Robert Pearse, manager of the General Electric publicity department.

Lapsus Linguæ

PRIZE BULL of the year, perhaps, is attributed to Announcer Ernest Chappell by Tom Fiddèle, Announcer. Chappell was subbing as commercial commentator on the NBC Blue Danube series while Dan Seymour was vacationing in the South. Being on an assignment, he could not work together on CBS, so when Chappell gave the sign-off, he is credited with slipping into: “This is the Columbia Broadcasting System” Improved TV control, both phones started ringing, with NBC officials calling from all over. Called to the phone, Chappell apologized to the NBC executives “You know what you just did?” squawking: “Yes, I just heard about it from Columbia. They’re mad as the devil.”

Plans for Knoxville Local

CALIFORNIA SUGAR GROUP, San Francisco (best sugar), newly organized and also new to radio, as part of its state-wide advertising campaign, on Nov. 25 started for 26 weeks sponsoring participation six times weekly in the "Sunrise Salute and Housewives Protective League program" with KNX, Los Angeles. Contract is for 39 weeks, having started Nov. 25. Agency is Botsford, Constable & Gardner, San Francisco.

KANS, Wichita, and WPAD, Quincy, Ill., have appointed International Radio Sales as national representatives.
DEBUT OF DRAFTEES
Networks Cover Training of
"New Soldiers"

TO COVER the arrival Nov. 25 of the first contingent of draftees at Fort Dix, N. J., CBS presented two half-hour programs in pilot bids of its initiation into military training. John Charles Daly, CBS announcer, will appear in both shows, which are to begin at 9 a.m., and later that evening broadcast a resume of the day's activities.

A weekly series featuring soldier talent has been arranged by MBS to start in mid-December, through cooperation of Gen. Clifford B. Powell, commanding officer of the 44th division at Camp Dix. The programs will include descriptions of the Camp's activities and will be available to the Army staff for special broadcasts.

Arrangements have been completed by NBC for a 13-week series of broadcasts on NBC-Blue, 8-8:30 p.m., in which the country by means of an NBC mobile unit, which will travel down the East Coast, to the Gulf States to the West Coast. These programs will start Dec. 20, with George Hicks as commentator, Lester Keene in charge, and John Larson and Don Whittimore, engineers.

In the year, Mr. Pumphrey said, but theme songs are being changed daily and many agency program directors are now having taken advantage of BMI's offer to come to its music staff for assistance in planning programs. Standard Brands and Wheeling Steel Co. have recently changed the themes on the Chicago suburban and Milwaukee programs to a non-ASCAP number. Another important sponsor is seriously considering starving off its old programs and replacing them with BMI, which has been in the market for a period of time with BMI.

Speaking of the large repertoire of BMI's programs, Mr. Pumphrey said that the show has been growing in popularity with American audiences.

Plenty of Music

Stating that there is plenty of music of every class outside the ASCAP fold and that advertisers are better off for not appreciating the fact that half of the BMI and other catalogs, Mr. Pumphrey said that the only real problem is presented by musical quiz shows and request programs. This problem is only temporary, he stated, as it will rectify itself as soon as the public becomes familiar with non-ASCAP music.

The American Assn. of Advertising Agencies has kept its members informed of the music situation, but is resisting taking no action whatever in the matter, according to Frederic Gamble, executive secretary. Associations, being groups of individuals and not corporate bodies, have to be particularly careful about taking sides in the struggle, these people say, and always open to charges of conspiracy in restraint of trade which might be brought by non-members. The National Assn. of National Advertisers has also kept its membership abreast of ASCAP-radio developments, but despite AAAA's takeover has taken no other action.

E. C. Mills, ASCAP administrative chairman, was misquoted by PM, New York newspaper, according to Mr. Pumphrey. Story quoted Mills as answering claims that the new license would cost radio $9,000,000 by saying, "If they will agree to a ceiling of $8,000,000, we'll sign up tomorrow."

ASCAP Denies Statement

"Mr. Mills denies making any such statement," Mr. Pumphrey declared, "even when he said it. As it would have carried no weight as he is not a member of the radio negotiating committee. In fact, more, no one, not even Gene Buck, ASCAP president, is authorized to sell the services of ASCAP for a flat sum of dollars."

"When Neville Miller asked us to give him his committee the figures of BMI, we advised them so that they could set the figures among the broadcasters, we flatly refused. We won't enter into any agreement which would turn our control over to any small group. That really would be asking for trouble if we allowed an NAB committee to decide what each station should pay us."

Radio's concern over ASCAP's method of distributing the money received from broadcasters through the ASCAP membership is not the same thing at all, according to Mr. Pumphrey. "The matter is a highly complex one," he stated, "and the charges made by our members only prove that the arbitrary ways of our committee are unfair to confuse those who don't understand all the ramifications of apportioning revenue among our members."

Meanwhile, despite Mr. Pumphrey's objections, BMI continues to talk about ASCAP's method of operation in contrast to its own plan of payment for use. "The fundamental issue," he says, "is that the amount of money a composer receives to be dictated by the arbitrary whims of a committee, regardless of whether his music is never used or is played all the time, or are his royalties to be determined by the actual popularity of his music?"

"BMI pays its composers whatever their music is used to pay," Mr. Pumphrey says its composer whatever its self-perpetuating board of directors decides. Thus, for example, in 1930 one composer who had 45,424 performances—more than the combined number of performances of seven BMI members—was paid only $200, while the favored seven composers collected $46,000. According to ASCAP, that's "Justice for Genius!"

WOV Replacing Recordings

PREPARING for its move to new offices at 730 Fifth Ave. after the first of the year and the dedication of its new 20,000-watt transmitter, ASCAP, New York, is replacing its recorded programs with live-talent shows, the talent selected from its Artist Bureau. The station's evening time is divided now into four "age" groups, with children's programs filling the early hour, followed by music, dramatic and historical material for the old-age group. The middle-age group comes next on the schedule, with shows of dance music, entertainment and the late hours are given over to the younger set with dance music.

SUIT of National Assn. of Performing Artists against KYW, Philadelphia, for broadcasting phrases and musical words made by NAPA members was discontinued recently after KYW took out a NAPA license.

NEW YORK CITY

Learn about other profitable sports features available now in your area. Call Bryant 7-2800 in N.Y.—or Randolph 5254 in Chicago, our western office at 360 N. Michigan.

...and all of them are on WIN

NEW YORK CITY

The sports editor of the New York Daily News with his "Powerhouse of the Air."

CLEM McCARTHY
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Up-to-the-minute sports flashes read by the nationally-known expert.

JIMMY POWERS
for Mission Bell Wines, Luncheons

The sports editor of the New York Daily News with his "Powerhouse of the Air."

SAM TAUB
for Adom Hats

His "Hour of Champions" is in its seventh year on the air.

Also MARTY GLICKMAN, Sunday Sports Editor — for Postal Telegraph

A SPORTS SCHEDULE second to none!

- When you think of selling New York, think of the station that commands the responsive sports audience. Think of the station that perhaps has more sport announcers, more sponsored sports broadcasts than any other station—anywhere.

Bert Lee for Pabst
Blue Ribbon Beer
Complete Madison Sq. Garden hockey schedule of both New York hockey clubs.

Dick Fischell for Schick Injector Razor
All football games of the New York Giants, play by play at home and away.

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WOW Replacing Recordings

PREPARING for its move to new offices at 730 Fifth Ave. after the first of the year and the dedication of its new 20,000-watt transmitter, ASCAP, New York, is replacing its recorded programs with live-talent shows, the talent selected from its Artist Bureau. The station’s evening time is divided now into four “age” groups, with children’s programs filling the early hour, followed by music, dramatic and historical material for the old-age group. The middle-age group comes next on the schedule, with shows of dance music, entertainment and the late hours are given over to the younger set with dance music.
Gone is the day when transcriptions cut in the field had to sacrifice tone-quality and brilliance . . . and gone, too, is the superstition that precision construction cannot stand hard use! Better performance has caused dozens of stations to standardize on Fairchild's F-26 Recorders, both for studio and field use. And they've turned in thousands of higher-fidelity transcriptions without repairs! Here's why station men you know boast of their Fairchild Recorders:

1. **High Gain Amplifier** permits use of microphone without a pre-amplifier.
2. **Instantaneous Speed Change** (33⅓ RPM or 78 RPM) through push-button control.
3. **Floating Motor Mount** eliminates all possibility of objectionable motor vibration.
4. **Split-Second Timing** through synchronous speed gear and worm drive at 33⅓ RPM assures wobble-free recordings.
5. **Variations of pitch and direction of cut provided for in the recorder itself.** No expensive, troublesome additional head feeds needed.
6. **Dynamically-Balanced 16-pound castiron turntable.**

**WRITE FOR ILLUSTRATED FOLDER TODAY!**

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**HERE'S RUGGED DEPENDABILITY PLUS...**

STUDIO QUALITY RECORDINGS From FAIRCHILD PORTABLE RECORDER

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**Studio Notes**

WCAU, Philadelphia, started its WCAU Aviation Ground School on Nov. 21, with classes held in the WCAU auditorium under the direction of Dr. J. Lloyd Bohn, professor of physics and aeronautics at Temple U. Some 200 pupils attended the first lecture. Capt. John Quinn, technical director of the school, has arranged three separate 20-week 40-hour courses in aeronautical ground work, using Civil Aeronautical Authority textbooks and operating with the cooperation of 12 Philadelphia district airports, each of which has donated a ten-hour flight scholarship for distribution among the students completing the course.

**New Studios** were opened Nov. 15 by CKOC, Hamilton, Ont., with Mayor William Morrison officiating. Canadian Marconi and RCA equipment was installed. Manager M. V. Chestnut was host to about 500 guests in the new main studio during a 90-minute program, part of which was aired over CBC. Among those present were A. M. Cairns, A. McKim Ltd., Toronto; Harry Sedgwick and Lloyd Moore, CPRR, Toronto; Joseph Sedgwick and Arthur Evans, counsel and secretary-treasurer, Canadian Assn. of Broadcasters; Herb Teller, E. W. Reynolds & Co. Toronto; G. F. Herbert and Ed Chown, All-Canada and Radio Facilities, Toronto; H. N. Stovin, Toronto; Jack Ralston, CBC supervision station relations department; Dick Claridge, CBC Ontario regional representative.

EIGHTH anniversary of the University of the Air program on WEVD, New York, was celebrated Dec. 1 with a two-hour broadcast as a "Salute to the American Way of Life." Divided into three 40-minute sections, program was over by Herbert Bayard Swope, Hendrik William Van Loon and Dr. Frank Kingdon, the program featured talks by such notables as Douglas Thompson and Elmer Daniels, commentators: Irving Berlin, composer and Luise Rainer, actress.

"HAS Radio Advertising Proved Frills?" was the general subject of the meeting of the Radio Department of the San Francisco Advertising Club, held recently. Relnh Brunton, manager of KJBS-KGW, presided. Speakers were Arthur J. Kemp, sales manager of CBS Western Division; Mervyn McCabe, Dan Lee Broadcasting System, and Ray Rhodes, NBC.

KFRU, Columbia, Mo., is running trailers in seven theatres in towns surrounding Columbia to announce its new 1270 kc frequency. The trailers also list KFRU programs, with full credit for sponsors.

WLW, Cincinnati, for the second successive year, Dec. 1-6, will originate programs from the International Livestock Exposition, using direct lines from Chicago to Cincinnati. WLW programs will provide complete daily coverage of show highlights, including interviews with agricultural leaders and prominent expositors and winners. A TOTAL of nearly 20,000 persons attended WLS, Chicago, Home Talent shows in the WLS coverage area during October. Shows were amateur performances for the benefit of sponsoring organizations with WLS directors in charge of production, strictly a community good-will promotion project handled by WLS on a non-profit basis.

WDZ, Tuscola, Ill., on Nov. 18 started three quarter-hour variety programs daily, entitled Christmas Friendship Quilt Club, sponsored by 14 local merchants. Each store displays a quilt, with individually hand-embroidered autographs of every member of the staff, in separate blocks. The 14 quilts will be given to persons writing the best letter to WDZ stating why they would like the quilt and name of store where quilt was displayed.

WBEW-WBEA, Boston-Springfield, on Nov. 17 starts for the third consecutive year Garden Gosip, conducted by Arnold M. Davis, Massachusetts State College specialist in floriculture, and G. O. Oslen, editor at the college.

**Broadcast Advertising**
RADIO Division of Indiana State Teachers College, Terre Haute, is cooperating with the Indiana Board of Health in producing a series of twenty-one features built around the work of the board of health. The programs are offered to radio stations in Indiana as a sustaining series. Plot centers around a typical American family and its possible contacts with the work of the State's health agencies. Director of the project is Dr. W. B. Emery, head of the radio education at the college.

WPTF, Raleigh, and the U of North Carolina are cooperating on two-weekly WPTF programs dealing with arts, science and culture, Modern Science and Modern Art, 90 minutes per program. The half-hour broadcast touch on most phases of current activity at the school, features laboratory experiments to symphony concerts.

KSO, Des Moines, for the sixth year is conducting its Christmas Tree series, sponsored by a dozen local merchants. The musical show runs from Thanksgiving to Christmas, with the last two weeks given over to contests. The series is in charge of Marian Schuessel, KSO director of women's affairs.

Brownie Point,
Monopoly Blast Shakes Radio
(Continued from page 9)

since each is allowed a maximum of one hour, it is expected that the full two days will be consumed.

The Commission's decision to proceed on the basis of the Network Monopoly Committee's report, rather than postpone the oral arguments until proposed regulations concerning Sections 15 and 15A are drafted, came after any discussion in executive sessions of the Commission. Commissioners Thompson and Walker, it is understood, have bitterly opposed the CBS attack on their report, charging the Committee with bias and attacking the "temper and spirit" of the report. It had even been suggested that the CBS brief be rejected, and the discussion at times was extremely emotional.

It was the brief of IRNA, attacking the Committee report, which provoked the now famous telegram of Nov. 15 to 227 affiliated stations, asking that they advise on that day whether they approved the brief. Virtually a 100% reply was received. The FCC, however, was not making public the breakdown of the results. The whole incident was brought to the attention of the White House by Mr. Ethridge, vice-president and general manager of the Louisville Courier-Journal & Times.

Ethridge Letter

In a letter Nov. 16 addressed to Chairman Fly, a copy of which was directed to the President, Mr. Ethridge characterized the FCC action as "intimidation." He branded the whole procedure as "irresponsibility" and "tyranny" which he did not like in any form [see page 70].

It was evident, too, that the President had been apprised of these developments in other ways and that the White House had looked into the matter. The fact that a written last year sponsored legislation was not considered by the FCC, plus the knowledge that he has not seen fit to fill the vacancy created by the withdrawal of the nomination of John H. Brown to serve another term, were regarded as indications that he had no intention of filling the post, at least during this session of Congress.

Whether the Administration will foster new legislation at the next session to completely revamp the FCC is a leading topic in Washington radio circles. Reaction in Congress is in the direction of a far-reaching investigation of the FCC, and possibly all radio, at the same session. Presumably this would be undertaken preliminary to the drafting of legislation to revamp the FCC.

It appears now that should the President decide to fill the FCC vacancy Dr. A. G. Crane, president of the University of Wyoming, would find the best choice. Although an ardent opponent of commercial broadcasting several years ago, Dr. Crane now is understood to be favoring legislation in cooperation with commercial broadcast stations on a wide scale. Nevertheless, his appointment probably would not be relished by the broadcasting industry, by virtue of his past strong advocacy of more and more time for educational programs. Aside from support of the Senatorial Select Committee on Wyom- ing, it is reported that Dr. Crane is being sponsored by such potent political figures as Mayor F. H. La Follette, New York and Draft Director C. A. Dykstra.

Others Named

A number of other candidates from the West are being supported for the non-Democratic vacancy created by the Brown withdrawal. Among them are John C. Kendall of Portland, well-known in West Coast radio circles; Ray C. Wakefield, member of the Interstate Commerce Commission, and former Governor Phil La Follette of Wisconsin, now a practicing attorney.

Despite protestations from the FCC that the "suggested regulations" of Nov. 28 relating to chain broadcasting had not been acted upon, there is believed to be real concern in broadcast circles. Broadcasters naturally regarded it as indicative of the FCC's trend--and what might be expected if the "jeopardized" stations are not covered in some manner. Commissioners amplified the Commission's action, even to the extent of observing that if they were called upon to vote on regulations of that nature today, they would register against the proposals.

Neville Miller's Statement

Promptly upon release of the FCC oral arguments agenda, AB, President Neville Miller said it would be unfortunate if the high standards of radio now enjoyed were jeopardized by tripods sought to be imposed without warrant of law or need." He said that although the suggested rules "at least show the trend of thinking and action of some of the commissioners" he nevertheless was confident that there exists on the Commission sufficient good judgment and restraint as to the exercise of powers, to the end that all of the implications of the proposed rules will be realized and brought to light before final adoption.

Agreeing with the contentions of opponents of the Committee's conclusions to the Commissioners, the Communications Act gives the Commission only limited power, Mr. Miller referred to the Supreme Court decision in Time v. Groves as "limited competition" case, holding that the Commission is given no supervisory control of the program, business management or policy of stations. And he alluded also to the statement of President Roosevelt on Nov. 25 that the Government has no wish to "interfere or hinder the continued development of the American system of broadcasting."

First to present oral argument, under the Commission agenda will be NBC, which vigorously opposed all of the Committee recommendations as outside its jurisdiction and asked for entry of affidavit by Philip J. Sustainability Jr., NBC chief attorney at the hearing in 1938-39, will argue for that network. The CBS case, second to be heard, will be presented by its chief counsel, John J. Burns. Scheduled next is IRNA, represented by Paul M. Segal, Washington attorney, who also opposed virtually every basic recommendation of the Network Monopoly Committee. Don Lee, Pacific Coast regional network, is scheduled fourth, and MBS, which favored substantial, if any, basic recommendations of the Committee, is scheduled fifth. The Don Lee attorney is Swager Sherley, former chairman of the House Appropriations Committee and the elder statesman among Washington radio attorneys. Chief counsel for MBS is Louis G. Beck.

Others for whom argument has been scheduled, in their order of appearance, are Roy L. Albertson, WBNT, Buffalo; WHBF, Rock Island, Ill.; WLW, Cincinnati; World Broadcasting System; Assn. of Radio Transcription Producers of Hollywood; American Federation of Musicians; Independent Artistic Representatives, and Associated Music Publishers.

Whether there will be rebuttal arguments is not made known. George B. Porter, former FCC assistant general counsel, who was retained early this month on a three-week diem, will handle the rebuttal, if that procedure is decided upon.

The Nov. 15 telegram incident [BROADCASTING, Nov. 15] was followed by a series of developments which had the entire industry on edge. In addition to Mr. Ethridge's sensational letter to Chairman Fly, IRNA Chairman Samuel R. Rosenbaum, and MBS General Manager Fred Rosenbaum, sent to all broadcasting stations in the United States, Mr. Rosenbaum first sent to all stations in the Northern States and others a broadcast to be heard by broadcasters all over the country.

Voice From Front

A SHEAF OF letters from Syracuse, N. Y. is on its way to a British soldier in England because, to their great surprise, a handful of WSyr announcers and engineers heard the voice of an old friend. A longwave broadcast to Canada from somewhere in England. The voice was telling about announcing on WSyr, Syracuse, when the boys picked up their ears first, and then turned out to be Henri (Chou) Chevrier, who worked at WSyr in 1936. News of Mr. Chou's friends at the station even suspected he was overseas as a Tommy.
PATERNAL PRIDE sticks out help Mutual competitively if attacked regardless as affiliates to charge defending the provocative IRNA high just missioner Walker had submitted a investigation of evidence of reproduced in on AT &T.

CBS Repeats ANA Show
CBS on Nov. 27 gave a repeat performance for New York members of the American National Advertisers and press representatives of the special production staged by Earl Gold, CBS director, at the ANA convention at White Sulphur Springs Oct. 26 this year. Broadcast from Studio 21 of the new CBS building on East 52nd St., the performance was presented as a "hearsal" of a program dealing with the problem of commodity standards.

as a regulatory stratagem. Because of the tumult which followed this report, the FCC subsequently issued a sharply revised document. It is felt that in the final analysis, and in view of all of the repercussions, that the Monopoly Committee's report is beyond almost recognition when the full Commission finishes with it.

WBS Subscribers Get Bonus Christmas Discs
WORLD BROADCASTING SYSTEM on Dec. 9 is sending out to the 220 stations subscribing to its library of two special Christmas transcriptions, titled "A New Wish for Santa Claus" and "The Spirit of Christmas".

The first, a 46-minute dramatic presentation by Merrill Denison, is a fantasy combining the old-fashioned and modern idea of Christmas. Indirect reference to the war is made through the shortage of materials needed by Santa Claus to make toys, while music is supplied by a children's chorus. The second program is made up of carols by the World Carol Singers, with narration by Mr. Rosenbaum. Both discs are planned for presentation Christmas Eve and Christmas Day.

Net Educators to Meet
NBC and CBS educational directors will each hold meetings prior to the Fourth Annual School Broadcast Conference, Dec. 1, in Chicago. Sterling Fisher, CBS director of education and talks, will preside Dec. 3 at a meeting in Congress Hotel, where the second meeting is made up of carols by the World Carol Singers, with narration by Mr. Rosenbaum. Both discs are planned for presentation Christmas Eve and Christmas Day.

Chain Regulations
(Continued from page 9)
cast station shall enter into any contractual arrangement, expiration, or termination, with a network organization which has the effect of or will result in the broadcasting of the programs of one network company by two or more standard broadcast stations rendering a single service to the public.

6B—No person engaged in network broadcasting shall be licensed to operate more than two clear channel stations or more than three standard broadcast stations of all classes.

6C—No person engaged in network broadcasting shall be licensed to operate any standard broadcast station located in a city receiving adequate primary service from less than five full-time standard broadcast stations.

7—No licensee of a standard broadcast station shall enter into any contract, agreement, or arrangement, under which the licensee shall be required to transmit programs other than those programs offered by the network organization. The contracts between these licensees and network organizations shall expressly guarantee the right of program rejection by the licensee, and the judgment of such licensee shall be prima facie evidence of good faith and reasonableness of rejection claims.

CBS Color Television Pickup APPARATUS for the direct pickup of three-color television pictures is under construction by CBS engineers who expect to have it complete before the first of the year. Announcement that a direct color pickup had been made with laboratory equipment was made by Dr. Peter C. Goldmark, CBS chief television engineer, at the Rochester fall meeting of the Institute of Radio Engineers [BROADCASTING, Nov. 15]. If the machine now being built is realized, demonstrations of the live pickups will be made to the FCC, probably on their Jan. 24 inspection trip, and to the press. The transmission of colored television was demonstrated in August and September.

Raymond Gram Swing, MBS General Cigar news analyst, after his six-week vacation, returned to the studio to begin his three-week vacation, his first since July, 1939. Four comments talk- ing place are Paul Schell, WOR naval expert; Cy Caldwell, WOR avi- nation expert, and Major Leonard Mason, MBS military strategist.

WBC

More people make more products, see more maps, and get more for their crops in WBC's Magic Circle than any other like area in the nation.

Columbus Broadcasting System affiliates.

WBC

More people make more products, see more maps, and get more for their crops in WBC's Magic Circle than any other like area in the nation.

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Columbus Broadcasting System affiliates.
Sequence of Events in Latest FCC Controversy... [See story on page 9]

BECAUSE of the widespread interest in the sequence of events relating to the latest controversy over the FCC Network Monopoly Committee report, Broadcasting publishes herewith in full text those comments which were received on or before Nov. 15 and press deadline for the Dec. 1 issue.

On Nov. 15, the following telegram was received at the office of Mr. J. Slowie, FCC secretary, to 227 network stations signed by Independent Radio Network Affiliates Inc. during the Network-Monopoly hearing: "Whether brief filed in chain broadcasting investigation by attorney Independent Networks was authorized by you, was submitted to you for approval or whether views expressed therein were submitted, and whether brief reflects position your..."

Telegram to Affiliates

On Nov. 16, Samuel R. Rosenbaum, president and chairman of the IRNA board, dispatched the following telegram to all affiliates:

"I am sending following wire to all network affiliates today. At the San Francisco convention the IRNA officers and board were instructed to file a brief taking exception to the report of the Monopoly Committee and Paul Segal was retained to write the brief. The brief for IRNA does not appear to express any view on behalf of any particular affiliate, for views it preclude an expression of such views. It sets forth only an argument for or against of IRNA as an organized group containing affiliates of every class and description, and therefore is limited to a spirited defense of the right of stations to contract with network affiliation within the present structure of American network broadcasting, and vigorously denounces the Monopoly Committee's charge that present affiliation relationships interunlink our ability as affiliates to render satisfactory public service under our licenses."

"Before the brief was filed, advance proof was circulated to the IRNA board. When it was filed, extra copies were ordered for distribution to every affiliate regardless of IRNA membership, to file a copy and reply you send the Commission in answer to his wire. We are informed his wire was intended principally to secure Commission information the number of stations for whom IRNA is qualified to argue and not to place your individual opinions or views on the record. Would appreciate a copy of any wire you have sent the Commission in this regard, and also your opinion of the brief after it was filed. You are informed the brief is being furnished to every known radio station lawyer in Washington.

Mark Ethridge's Letter

Mark Ethridge, vice president and general manager of the Louisville Courier-Journal and Louisville Times, who wrote WHAS, and a member of the IRNA board, on Nov. 16 dedicated a letter to the chairman James Lawrence Fly, sending a copy to President Roosevelt: "I am sending the following wire to Mr. Slowie, in response to his wire of yesterday:"

A PAIR of camps participated on a home coming broadcast on KOA, Denver, when Jack Dempsey and General Manager Lloyd E. Yoder, with their skywriting plan, met at the microphone recently. This appearance was rated as especially important by Dempsey, since his first broadcast was made on KOA 16 years ago.

Rodent Tale

TRANSMITTER engineers of KDYL, Salt Lake City, were puzzled recently when the station went off the air just 30 seconds before the Bing Crosby program was due on the network lines. Searching frantically, they discovered a mouse in the condenser cage, just crouching and staring. As he continued motionless despite their hullabaloo, they found he had shorted two contacts.

Rosenbaum to Affiliates

On Nov. 27, IRNA Chairman Rosenbaum addressed the following letter to all affiliates:

"I have refrained from adding to the turmoil caused by the telegram sent by the secretary of the FCC to affiliates, beyond the telegram to all affiliates the next day. In my telegram, I said, "Segal brief for IRNA does not attempt to express any view on behalf of any affiliate, but does it preclude an expression of such views. It sets forth only an argument for or against of IRNA as an organized group containing affiliates of every class and description, and therefore is limited to a spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting. Therefore, the Monopoly Committee's charge that present affiliation relationships interlink our ability as affiliates to render satisfactory public service under our licenses. Before the brief was filed, advance proof was circulated to the IRNA board, and when it was filed, extra copies were ordered for distribution to every affiliate regardless of IRNA membership. These are being mailed to you today."

"It may be that some station owners do not believe the IRNA brief represents their views, but it would be practically impossible to write a brief asaph as they write the views of all owners. There are some 400 network-affiliated stations in the country. Each station problem is locally, nationally, and competitively, in such a way one would find that if statement, argument, or brief had to be written a more personal word. As you may know, I was a New Dealer before anybody knew what a New Dealer was and his..."
American Pins

KTUL, Tulsa, claims to have set some sort of record for results with its American program, sponsored by Brown Dunkin, local department store. The program featured a red-white-and-blue lapel button as a giveaway to store visitors who heard the program. The feature is broadcast 5:15-5:30 p.m., and the store closes at 5:30. On the evening of the first program, before the store's 5:30 closing time, five persons had come in and asked for the lapel pin.

Inauguration in Mexico
Is Covered by Networks

INAUGURAL ceremonies for Gen. Manuel Avila Camacho, president-elect of Mexico, over the weekend of Nov. 30, were presented on NBC during two broadcasts and also were transmitted by shortwave to South America. First program covered the actual inauguration Dec. 1, announced by Robert Francis Allen, NBC reporter in Mexico City, and later that evening NBC transmitted the address by Vice-President-elect Henry A. Wallace, special representative of President Roosevelt. Also attending the ceremonies was John F. Royall, NBC vice-president in charge of international relations, who flew to Mexico to arrange shortwaveing of the two programs.

CBS scheduled three broadcasts from Mexico, all handled by Eric Sevareid, former CBS correspondent in Paris. First two CBS programs covering the event Nov. 30 and Dec. 1 during the network's regular News of the World program, while a special broadcast summing up the highlights of the ceremonies was presented Dec. 2, 5:30-5:45 p.m.

Campbell Soup's Contract

CAMPBELL SOUP Co., Camden, has revised its CBS Amos 'n Andy contract to a 52-week basis, effective April 1, 1940, increasing the program to automatic renewal of the program at the end of each week for an additional 52. Ward Wireless Co. Philadelphia is agency. A similar contract, containing the same dates and clauses, has been signed by Campbell Soup Co. for the CBS Luann Ross program, which promotes Frango-American spaghetti, Ruthraud & Ryan, New York, represents the sponsor on the latter program.

Seeking Georgia Outlet

ARTHUR LUCAS and William K. Jenkins, partners in the operation of a chain of Georgia theaters, have applied to the FCC for a station on 1290 kc. in Columbus, Ga. Each now owns one-third interest in WDBW, Augusta, Ga., and both recently acquired by purchase minority interests in WMGC, Brunswick, Ga., as well as part interest in the newly authorized WLAQ, LaGrange, Ga. (Broadcasting, Nov. 19.)
Joins Cornell

WCAU, Philadelphia, emulated Cornell when William B. Caskey, promotion director at WFIL, Philadelphia, singled out several errors in a listener’s survey conducted by the Reuben H. Donnelley Corp., which served as a basis for WCAU’s latest promotional brochure, “The People’s Choice.” WCAU promptly sent out a correction on figures concerning its broadcasts on which error was admitted. The caption for the correction read: “Move Over, Cornell.”

CONTINENTAL BAKING Co., New York (Wander Bread and Hostess Cake), on Dec. 7 renewed Marriage Club on 47 CBS stations, Sat., 8-8:30 p.m. (rebroadcast 11-11:30 p.m.). Agency: Benton & Bowles, N. Y.

STERLING PRODUCTS, Wheeling, W. Va., renewed on Mon., 7-7:30 p.m. Agency: Rathbun & Ryan, N. Y.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 3 adds 20 NBC-Red stations to Information Please, making a total of 115 NBC-Red stations, Fri., 9-9:30 p.m. Agency: Lord & Thomas, N. Y.

R. B. SEMLER CO., New York (Kreml), on Nov. 20 added 3 NBC stations Gabriel Heatter making a total of 12 MBS stations, Wed., and Fri., 8-8:30 p.m. Agency: Erwin, Wasey Co., N. Y.

MARS INC., Chicago (candy bars), on Nov. 25 shifted Dr. J. Q. to Cincinnati for 5 weeks on 91 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.


MILES LABS, Elkhart, Ind. (Alka-Seltzer), on Nov. 20 added 6 NBC-Blue stations to Quiz Kids making a total of 85 NBC-Blue stations, Wed., 8-8:30 p.m. Agency: Russell M. Seeds Co., Chicago.

WTAD Joins CBS

WTAD, Quincy, Ill., on Dec. 22 joins the CBS basic supplementary group as the 125th CBS affiliate. The station recently was granted fulltime on 900 kc with 1,000 watts power.

Holiday Book Drive

PHIL COOK, who conducts the daily Morning Almanac program on WABC, New York, on Nov. 28 started his third annual Christmas drive for books to be distributed to hospital shut-ins. In 1938 and 1939 listeners sent in 58,000 books in response to Cook’s drive, while nearly 150,000 books were contributed by the audiences of all the CBS stations conducting similar drives.

DAVID ROSS, CBS announcer for the Take It or Leave It program, sponsored by Eversharp Inc., Chicago, is author of the poem “Passport Beyond Tyranny” in the Nov. 15 issue of Saturday Review of Literature.

HER HEALTH IS IN YOUR HANDS

Before this child reaches maturity, Tuberculosis may be eradicated from the United States. But remember, she is growing up in a world where Tuberculosis still causes more fatalities between the ages of 15 and 19 than any other disease! By buying and using Christmas Seals you will enable your Local Tuberculosis Association to continue a year-round fight that has helped to reduce the death rate from Tuberculosis by 75% during the last 33 years.

So protect this child—and every child in your community.
Promotion Drive For KXOK Shift
Extensive Campaign Features Change to 630 kc. 5 kw.

ONE OF THE most elaborate exploitation campaigns undertaken by a broadcast station in connection with changed facilities was launched by KXOK, St. Louis, prior to the change-over from 1250 to 630 kc., with newspaper, billboard, trade paper, street cards and other media in all the front campaign.

During several years of effort by Elsey Roberts, president, and John C. Roberts, vice-president of the Stang Crane Co., which operates KXOK, the station shifted frequency, Oct. 26 with 5,000 watts, full-time. It is now broadcasting from its new location with a Western Electric 405 B-1 transmitter and three 400-foot Tuscon steel towers. The station becomes the NBC Blue outlet on Jan. 1, after independent and supplemental NBC operation on 1250 kc. for two years.

Promotion Drive

The extensive campaign to acquire listeners, along with the development of the improved facilities was launched about a month before the change-over. The campaign included a pop-up mailing piece showing two miniature transmitters when opened, worked employed. Using the theme “KXOK now, 500 watts,” the station used practically all available open spots on its schedule to advise listeners of the switch-over.

In the St. Louis area, 115 large billboards were used in this campaign. Cards were used on about 1,000 cars and buses. The fleet of trucks and delivery vans used in the Delmar Delivery Co., Star-Times distributors, carried side cards and bumper strips. Goodwill Industries, private relief organization which has had time on KXOK for two years, used similar cards and bumper strips on its collection trucks. Daily institutional ads in the Star-Times were devoted to the change and ran about six weeks prior to the date.

Spots on all but one St. Louis station were in the change- over and actual date of the change, limited to the theme phrase. When the change became effective, the Star-Times printed a special section crammed with congratulatory ads. Photos of KXOK air personalities and behind the scenes workers were displayed.

A tie-in with a chain of 29 theatres was set up. KXOK frequency change ads were displayed in lobbies. On election day, KXOK furnished these theatres election reports and the frequency shift credit line.

KXOK offered, without charge, to send out servicemen to change KXOK settings on push-button sets.

RECENT sponsors for Dorothy Thompson’s weekly Personalities in the News series on MBS are Golden Age of Engineer, W.W. and Hoffniner Shoes, Newport News, Va., on WGH, making a total of 14 sponsors in a 13-week period. KXOK will continue on MBS for another 13 weeks, effective Jan. 5, 1941, Sundays, 8:45 p.m.

John L. Lewis Asks Amending of Law To Forbid Denial of Labor Programs

In an effort to improve labor relations, John L. Lewis, president of the American Federation of Labor, directed an appeal to station time for broadcasting by KXOK, Port Worth. Weary of stumbling over the instruments in the studios, the ingenious executive alleges he stayed after hours one night and built the rack himself.

STALL for bull-fiddles is the innovation of George Cranston, assistant general manager of WBAP-KGKO, Port Worth. When the change-over had time on the air, the station used practically all available open spots on its schedule to advise listeners of the switch-over.

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Funding of Parties Slated for Probe

With no definite figure yet available on the proceeds derived from the recently concluded campaign, the expenditures question took a new turn as Attorney General Robert H. Jackson announced that officials of all national political parties and committed organizations, concerning contributions and disbursements, would be examined Dec. 3 before a grand jury in connection with a probe investigation of alleged violations of Federal election laws.

The investigation, directed by Maurice M. Milligan, special assistant to the Attorney General, under the Hatch Clean Politics Act and the Corrupt Practices Act. A special grand jury was called in the U.S. District Court for the District of Columbia, to start hearings Dec. 3.

Mr. Jackson stated that the Justice Department had received numerous complaints, both during and after the Nov. 2 election, that the $5,000,000 limit fixed upon campaign expenditures was often being violated or evaded. Although the statute places no restriction on the amount of funds any political party can spend on campaigning via radio or any other media, so long as the expenditures are not considered personal services rendered, the expenses are kept within the $5,000- 000 limit, it is certain that the estimated $2,000,000 worth of radio time purchased by the NABC, (Broadcasting, Nov. 15) will eat up a good share of party expenditures.

Esterbrook Pen's Shortwave Exclusives Offered to VPIC, New York, has signed with NBC's International Division for a series of 36 quarter-hour programs to be short- waved to South America immediately following the Metropolitan Opera broadcasts, sponsored by Texas Co. on NBC in the United States and short- waved via NBO's international service, WRCB and WNB1. The Esterbrook programs, starting with the Dec. 4 program, "La Dolce Vita," feature Lloppo de Ollave, NBC Span- ish commentator, and are the only shortwave broadcasts, who will sum- marize the following week's operas for the listening audience, together with comments on the highlights of other programs. The programs will offer a pen and pencil set to South American listeners sending in the best letters of 50 words or less on "We Like Operas," Agency handling the pen account is National Export Advertising Service, New York.

would have to be watched with grave concern. As it is now working, the rule seems harmful to la- bor. Unions are denied the right to effectively sound out their views and opinions, denied their right to free expression, free time for radio debates, because employers will not give labor the time to discuss their cases. Everyone is familiar with the dis- torted news and propaganda put out by corporations on their commercial stations.

"It is therefore necessary to subject to some control the arbitrary powers of the owners of these stations. We hold or grant radio time. This can be done by amendments to the Federal Communications Act which would prohibit discriminations and afford a summary procedure for hearing cases of discrimination."
NO GAG was this purposeful pose by Dick Day, announcer of WDGY, Minneapolis. When the Northwest was visited last year by the worst blizzards in history in November, he hauled out his ski togs and slid to work, with snow shoulder-high and more in many places. Through the storm WDGY announcers stuck to their posts, supplying latest information on highways, missing persons, snowbound towns and weather conditions. Announcer Bob Moore, unable to reach his snowbound home, spent several nights at the Hotel Nicollet studios. Engineers Al Lennex and George Jacobson, broadcasting from the transmitter on Wayzata Blvd., supplied the names of persons and families marooned along the thoroughfare in taverns, oil stations and farm homes. Some 500 cars were snowed in along 12-mile stretch, one of the heaviest blockades in the entire storm area.

SPEED WITH DISCS
Candidate's Platters Shifted
Quickly by KMBC--

THE ELECTION is a thing of the past, but officials of KMBC, Kansas City, are still talking about the set-up of a last-minute political speech made the night of Nov. 4 in KMBC's studios by Missouri's Senator James Reed.

At 7:30, Reed made a speech which was fed by KMBC to KFQZ, St. Joseph, and KTUL, Tulsa. While he spoke, KMBC was running a half-hour talk on two 15-minute takes. As the first platter was completed, a special messenger rushed it to KCMA, Kansas City, where it was put on the air at once. When the second quarter-hour record was cut it was rushed to KMBC in time to follow the first part of the air.

As soon as KCMA had aired the speech it sent the transcription back to KMBC to feed the speech, by transcription, to KFRI, at Columbus, Mo., at 2 a.m.
The talk was not carried on KMBC.

GENERAL MILLS, Minneapolis, which has been sponsoring the five times weekly serial By Kathleen Norris for Wheaties four times daily on both NBC-Red and CBS, on Nov. 29 discontinued the series on NBC. The program continued on CBS stations, Monday through Friday, 10:10-11:15 a.m. with a re-broadcast 11:45 a.m.-12 noon. Agency handling the account is Knob-reeves, Minneapolis.

RECENT subscribers to United Press include WREN, Lawrence, Kan.; WOKY, Cincinnati; WAAR, Morgantown, W. Va.; KIDW, Lamar, Col.; KFXJ, Grand Junction, Col.; KJUL, Garden City, Kans.; KBTA, The Dalles, Ore.; KMED, Medford, Ore.; KAST, Astoria, Ore.; KBFO, Cheyenne.

Network, Disc Programs Aid Christmas Sale
RADIO again this year is playing an important part in the 54th annual Christmas Seal campaign of the National Tuberculosis Association. Transcriptions prepared by NBC Transmission Service, have been to local chapters for placement on local stations including spot announcements by Milton Cross, Lowell Thomas and Harry Von Zell. There was a one-hour trailer with Spencer Tracy, and a quarter-hour feature with Ted Collins and Kate Smith.

As a special stunt in connection with the package of tuberculosis stamps sent to King George VI of England via the Clipper Nov. 25, WOR's Bob Emory representing the Association's New York station, and June Baker, home economist of WGN, Chicago, in New York at the time, placed the stamps on the plane. With them were two English refugee children, who made the actual presentation of the package to the Clipper captain.

FBC Stipulations
THE Federal Trade Commission on Nov. 28 announced stipulations rendered in a case against Goodrich, Lincoln, Neb., agreeing to curb certain advertising claims for cooking feeds: Lane Bryant Inc., New York, for certain wearing apparel fabrics; Lit Bros., Philadelphia, for girdles and corsets. The FTC also announced that Weaver's Real Estate Appraisals Training Service, Kansas City, headed by Howard S. Weaver, filed an answer to FTC complaint charging false and misleading advertising, via radio and other media, for its home study courses. The answer admits use of the advertising matter and broadly acknowledges that it is false but denies it is false and misleading.

ASSOCIATED MARKET RESEARCH has been organized in Hollywood with offices at 6331 Hollywood Blvd. Charles Jamieson, formerly engaged in research in Los Angeles and San Francisco, is president, with James O. Cole as vice-president in charge of statistics. He was formerly associated with International Business Machines Corp. and McDonald, formerly the American Institute of Public Opinion. His director of personnel is Leonard Blum.

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"NOW ON THE AIR!!"

"THE GIFT TO CENTRAL WISCONSIN"

-Things are happening in Radio in Central Wisconsin! WFRH signed on Election Night, Tuesday, November 3, and has commanded tremendous listener-interest in the rich Wisconsin River Valley.---

-WFRH is doing a good job for SORCES of advertisers. . . . Its public acceptance is best shown by the 1500 telephone calls received in 12 minutes on a single spot announcement.

BE SURE OF COVERAGE IN CENTRAL WISCONSIN!

Put Your Sales Message on the Air Over

WFRH-WISCONSIN RAPIDS, WIS.

WILLIAM P. HUFFMAN, Owner
GEORGE T. FRETCHETTE, Manager

For rates and information address inquiries to WFRH, 141 W. Grand Ave., Wisconsin Rapids, Wis.

December 1, 1940 - Page 75

Canada to Allow Sponsored News
THE BOARD of GOVERNORS of Canadian Broadcasting Corp. settled the long drawn out controversy over sponsored newscasts on private stations in Canada when it announced a new set of regulations to inaugurate Jan. 1.

After a two-day meeting in Ottawa, the CBC governing board announced the new policy which provides that newscasts may be sponsored with an institutional phrase such as: "Through the courtesy (name and business of sponsor) and as a service to its listeners, Station -- - presents the news of the day copyrighted by an authorized news agency." This announcement must be used before and after the news program.

At present the only authorized news agencies are British United Press and Transradio Press (see page 22). The Canadian Assn. of Broadcasters held a meeting at Montreal Nov. 25 and appeared before the CBC governing board Nov. 26. The CBC has waged a battle for retention of sponsored newscasts and has evidently won a partial victory in the opposition to the Canadian Press Assn. As interpreted by broadcasters, and unofficially by BTC executives, the new regulations do not eliminate the use of spot announcements before and after newscasts, but require a break of some kind between these spot announcements and institutional newscast announcement.

The new regulations provide for unsponsored newscasts, supplied by the new CBC news department; for local and sports news written by arrangement with CBC for sponsorship; and for world news from any authorized agency or written arrangement with CBC.

A staff to handle the preparation of news for the CBC and affiliated stations of its proposed "basic coverage" group, was expected to be assembled by Dec. 1. It is generally believed the unified news service would be headed by Dan McArthur, formerly of the "Toronto Globe and Mail's" Magazine and now with CBC.
NOVEMBER 16 TO NOVEMBER 29, INCLUSIVE

NEW ORLEANS: License new, granted to WAKR, Akron—license new.

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LATE PERSONAL NOTES

GEORGE P. BUTTERLY, former vice-president of WJZ, New York, has been elected president of the agency, 501 Madison Ave., New York, N.Y., by the executive board, which has re-elected Stuart G. Arnold as chairman of the board.

R. H. WRIGHT of the program department of CKMO, Kansas City, Mo., has been named advertising manager, following resignation of H. M. Cook, manager.

D. W. BUCHANAN, supervisor of public affairs, is the program director of the Canadian Broadcasting Corporation, Ottawa.

WBTM, Danville, Lynchburg, as announcer EARL HOTALING, of American guests admitted along director signed, Broadcasting public department.

Stuart York, GEORGE ARNOLD headquarters Bowie, Brownwood, Tex., serving broadcast.

During Dr. Saladrigas' broadcast, HARRICE, R. IYIO LOW music.

Arnold continues as author.

Mrs. P. M. Cook, Millions Free

Examples of a former member of the Chicago Federation of Labor, who was a guest of Dr. Saladrigas, Premier of Cuba, during the WBTM broadcast, is a guest of the executive board of the American Federation of Musicians.

JOHN HOPKINS, W. H. "Ike" Jenkins, and Mary Jane D'Zurik of Chicago, Chicago.

The ten delegates to the convention in addition to those already mentioned, included R. G. Denech of Hollywood, R. C. Thompson of Denver, W. C. Frulli, Cleveland, and A. P. Fowley, Washington.

Dorrell joins Raymer

WARD DORRELL, for the past two years salesman in the Chicago office of Joe Blair & Co., Chicago, has joined the American Tobacco Sales representative firm, and for three years previous to that of WOR, Ft. Wayne, Ind., has joined the Paul H. Raymer Co., Chicago, replacing George W. Blair, president; and Mr. Negley's second assignment.

JANUARY 26

JOHN BOHN, St. Louis representative of Radio Sales, division of CBS, and salesman of KMOX, St. Louis, died suddenly of a heart attack Nov. 22 at the age of 52.

Mr. Bohn was stricken while bowling with Artisan, Casey of the KMOX public relations department, and Joel W. Stovall, KMOX musical director, was with him and died before reaching the hospital.

WIP Signs Anew With AFM WIP, Philadelphia, on Nov. 15 aired its first broadcast contract with Local 57 of the American Federation of Musicians for continuance of the WIP staff or- chestra, consisting of Joe Frasasso, WIP musical director.

STAN COE, co-conductor with John G. Mooney, of the WIP Airplane Club program on WOR, Newark, has registered for a flying course at a New Jersey school and plans to give weekly broadcasts of his progress as a flying student, the time he makes his first solo flight.

GEORGE C. HORSTMANN, of Chicago, was re-elected president of the Asso. of Technical Employees of NBC for a third term at the ATE convention held in New York Nov. 11-28. Other officers are: Gerald M. Sloane, New York, re-elected vice-president; George Maher, Jr., Chicago, reappointed secretary and treasurer, and Richard R. K. Rod, new assistant secretary-treasurer.

Wage increases averaging 6% and minor improvements in working conditions are included in a new contract secured by the convention for NBC technicians from an international network, following negotiations that began Nov. 13 and continued through the evening of Nov. 26, considerably extending the length of the convention which had expected to adjourn on or before Nov. 20.

Negotiations were conducted by Messrs. Horstman, Sellars, R. W. Clark of New York and J. P. Rothery of San Francisco for the union. Representing the company was Mr. Horstman and Mr. O. B. Hanson, vice-president and chief engineer; George McElrath, operating engineer, and Frank Hartrich, vice-president and general manager.

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Philippines Stations Sign KZRH, Manila, and KZRC, Cebu City, Philippine Islands, have appointed International Radio Sales as their United States representative. Both stations are operated by E. H. Hecox and Co., and managed by H. H. Silen. KZRH operates with 10,000 watts at 710 kc., with 10,000 watt shortwave adjacent on 9640 kc. KZRH operates with 1,000 watts at 710 kc., with 1,000 watts adjacent on 750 kc., with 1,000 watts also at 6110 kc. Negotiations are now in progress for an affiliation with shortwave relay with NBC.

AFTER a two-weeks test, American Tobacco Co., New York, has decided to conduct the recorded rebroadcast of "Informaton Please" Tuesday nights on WNYA, New York, which were presented Nov. 19 and 26 only. Program is heard live Fridays on NBC Red, 5:30-6 p.m. No reason for the cancellation of the repeat was given by Lord Wilson, in charge, although it is understood that the rebroadcast was offered to split the audience for the show rather than to increase it.
Gillette Razor Sponsors Pro Grid Championship

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the championship playoff in the National Professional Football League over an MBS network, spending a reported $25,000 for time and facilities. Likely to be in the playoff are the Chicago Bears or the Green Bay Packers in the West. Unless the Washington Redskins are defeated in their game with the Philadelphia Eagles, they will definitely represent the East.

In addition to the Gillette sponsorship, WOL, Washington, and WJJD, Chicago, will carry the games locally. Ford Dealers of Washington will sponsor the WOL broadcasts with Russ Hodges describing the game while Jack Drees will do the play-by-play for WJJD. Sponsored by P. Lorillard Co., Gillette also has purchased 15 minutes before the game and the quarter-hour following the game on WOL. The periods will be filled with pregame description, summary and statistics.

Gillette also will sponsor the Orange Bowl game on CBS, and the Sugar Bowl game on NBC.

A GOOD radio program will build its own listening audience every time against any competition, and Sunday should be no exception. This statement was made in mid-November by Arthur J. Kemp, CBS Pacific Coast sales manager, in explaining the decision of the network to inaugurate five weekly sustaining show programs against the toughest competition in radio—late Sunday afternoon and early evening time.

"Not only do we believe there's always a listening audience for good shows, but Sunday afternoon and evening provide a perfect time for the Columbia Pacific Network to test them," Kemp said. "The periods we have selected enable every station in the Pacific Coast setup to carry all the shows. This would be a mechanical impossibility during other days of the week when each individual station is carrying local commercial commitments."

Defy Competition

Kemp pointed out that CBS tried the same experiment successfully on a nationwide scale with such shows as Orson Welles' 'Cabinet Playhouse, Ellery Queen's mystery dramas and Pursuit of Happiness.' "All these shows," he declared, "were against the highest class competition radio affords, and all built a tremendous listening audience, sometimes exceeding that of the own. What CBS has demonstrated nationally can be done on the Pacific Coast." The sustaining series ranges from a production using the smartest Hollywood children to another on which the best-known thinkers and debaters on the West Coast are asked to air and support their opinions on current subjects. Showcases and the most popular time on opposition networks, the first program launched as I Disagree, a roundtable discussion type, conducted by Lewis Brown, internationally known author and news analyst. Heard at 6:30 p.m. (PST), the weekly program is pitted against the NBC One Man's Family, sponsored by Standard Brands (Tender-leaf tea). Hollywood Smarty Party, a half-hour program with Art Baker as m.c. features six boys and girls who face a barrage of questions. Released at 6:30 p.m., the program is opposite the NBC Jack Benny Show, sponsored by General Foods Corp. (Jeol-O). Third in the series is Hollywood Showcase, featuring Lud Gusek's Orchestra and five singers. This half-hour show is heard at 9 p.m., is placed opposite the NBC Walter Winchell and Parker Family programs, sponsored by Andrew Jergens Co., Good Afternoon Neighbor, with Tom Breeman in homo- spond philosophy, is a quarter-hour feature, pitted against the NBC Fetch Bandwagon, sponsored by F. W. Fetch Co., which is released to the West Coast at 4:45 p.m. Dramatized crime series, Calling All Cars, is fifth in the series and is heard at 5 p.m. against the NBC Chase & Sanborn Show, sponsored by Standard Brands (coffee).

Baited for sponsorship, the series is being produced under supervision of Charles Vanda, CBS western division program director, and Russ Johnston, the network's Pacific Coast program manager.

Blondex Shampoo Sponsors SWEDISH LABORATORIES, Chicago, on Nov. 25 started a series of six quarter-hour programs daily for 13 weeks on WINS, New York, in the interests of Blondex shampoo. Schedule includes news periods Tuesday, Thursday, and Saturday, and notes that the first five programs will be conducted by Harry Kramer, the other three weekly. Agency is Benton & Dall, Chicago.

LEWIS-HOWE MEDICINE Co., St. Louis, is launching an orchestra, as I Disagree, a roundtable discussion type, conducted by Lewis Brown, internationally known author and news analyst. Heard at 6:30 p.m. (PST), the program is pitted against the NBC One Man's Family, sponsored by Standard Brands (Tender-leaf tea). Hollywood Smarty Party, a half-hour program with Art Baker as m.c. features six boys and girls who face a barrage of questions. Released at 6:30 p.m., the program is opposite the NBC Jack Benny Show, sponsored by General Foods Corp. (Jeol-O). Third in the series is Hollywood Showcase, featuring Lud Gusek's Orchestra and five singers. This half-hour show is heard at 9 p.m., is placed opposite the NBC Walter Winchell and Parker Family programs, sponsored by Andrew Jergens Co., Good Afternoon Neighbor, with Tom Breeman in home- spond philosophy, is a quarter-hour feature, pitted against the NBC Fetch Bandwagon, sponsored by F. W. Fetch Co., which is released to the West Coast at 4:45 p.m. Dramatized crime series, Calling All Cars, is fifth in the series and is heard at 5 p.m. against the NBC Chase & Sanborn Show, sponsored by Standard Brands (coffee).

Baited for sponsorship, the series is being produced under supervision of Charles Vanda, CBS western division program director, and Russ Johnston, the network's Pacific Coast program manager.

Blondex Shampoo Sponsors SWEDISH LABORATORIES, Chicago, on Nov. 25 started a series of six quarter-hour programs daily for 13 weeks on WINS, New York, in the interests of Blondex shampoo. Schedule includes news periods Tuesday, Thursday, and Saturday, and notes that the first five programs will be conducted by Harry Kramer, the other three weekly. Agency is Benton & Dall, Chicago.

SHOLTZ REVISING FLORIDA PROGRAM

ANNOUNCEMENT was made Nov. 28 by former Gov. Dave Sholtz, Miami, that he is applying for six new stations in as many communities in that state, that the character and structure of the enterprise has been altered. He also indicated that consideration is being given to withdrawal of several of the applications and of seeking to expedite the remaining.

Under the revised structure, George H. Bowles, former owner and operator of stations in California, has left the organization. Gov. Sholtz now states that Bowles is "in no way identified with the Sholtz radio organization or with any other Sholtz enterprise." The new Governor announced. In addition to himself, the Governor declared, others now identified with the venture are his wife, his brother, Carl Sholtz, Miami insurance man, and Mrs. Nelle M. Joyce, of Miami.

While Gov. Sholtz made no definite announcement, it is understood that the new Sewlavel will see several of the applications, notably those for local outlets. It is presumed he plans to press applications for Miami and that some of the regional stations are being sought. All of the applications have been designated for hearing.

Last-Minute Shoppers Goal of Ronson Series

ART METAL WORKS, New York, is planning a special promotional radio campaign for Ronson cigarette-lighters to run two weeks before Christmas, during the period when last-minute Christmas lists are being made up by shoppers. The campaign for the most part will consist of a series of one-minute spot announcements daily in specially selected stations in the United States and Canada.

The announcements will be in French on certain French stations in Canada, and in English on stations in English-speaking sections of the country, and the company also plans to use time signals on WQXR, New York, and 50-word participations in the Ed East's program on WJZ, New York. Agency is Cecil & Pressley, New York, with John P. Kane handling.

WOV Strike Still On

STRIKE of American Communications Assn. against WOV, New York (Broadcasting, Nov. 15) is still on, with little sign of an early settlement. Station management reports an unchanged situation. Union states that in addition to picketing the station it is now picketing stores selling Bulova watches in an effort to get Bulova and his management at WOV to recognize ACA as the representative of the station employees and to negotiate a contract. Attorney for the National Labor Relations Board in New York, who is handling the case, refuses to comment on the status except to say that the board is continuing its investigations.

ANNUAL East-West All-Star football game, to be played New Year's Day in San Francisco, will be广播 every hour, with special coverage from 4:15 p.m. to its conclusion at approximately 7:15 p.m. (EST).
"We realize the importance of WLW as a powerful selling influence in our territory. Therefore, whenever we are notified that a product will be advertised over WLW, we check our stock on that item and advise our salesmen to suggest that the retailer has sufficient merchandise to handle the expected increase in demand."

(Signed) B. F. DAVIS
Operations Manager
The Kirk Grocery Co.
Columbus, Ohio

The Kirk Grocery Company sponsors 60 Clover Farm Stores, 26 of them in Columbus, and travels seven salesmen in 21 Ohio counties.
RCA Antenna Phasing Equipment helps keep your signal **AWAY** from signals of conflicting stations — often justifies **POWER-INCREASE**!

Increased power to cover your territory more effectively...yet without interfering with the signals of other stations in the areas they serve! That's the story that often wins a power-increase authorization which otherwise might not be possible.

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