"ANY TIME IS A GOOD TIME, CLEMANTHIS!"

To you who would a-wooing go, for the hearts and hands of Iowa consumers, here's a tip from WHO, the greatest match-maker in the Midwest!—do your courting "in the American way, 'twixt dawn and dark," as O'Henry said, and without the aid of moonlight, soft music or other Latin legerdemain!

For any time is effective time on WHO. WHO is consistently winning Iowa hearts and hands for dozens of advertisers, at hours which some time-buyers would hesitate about (34,217 responses from three fifteen-minute programs at 9:30 a.m.—6,736 responses from one single 3:45 p.m. program, etc., etc., etc.).

WHO can do your speaking for you, John, at any hour of any day—and get results! Let us tell you more about this rather astonishing differentness of WHO. Or just ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
If it's good enough for Santa Claus, it's good enough for us.

You see, we like the Red Network because our listeners like it. We suppose that's why Santa Claus selected red for his Sunday-go-to-meetin' suit. It DOMINATES!

WSPD

TOLEDO'S BASIC NETWORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

New York • Chicago • Detroit • Kansas City • Dallas • San Francisco
The Home-town Doctor's Life is Dedicated to Public Service . . .

Day and night . . . the year 'round . . . in fair or stormy weather, the home-town doctor, giving the fullest measure of his service, is the most important public character. As such, he is the recipient of the esteem, loyalty and affection people reserve for those who contribute to their well being.

Because the home-town radio station is also dedicated to public service, presenting matters of community interest as well as network programs—and because it contributes to the well being of people in the town, it has the sincere and constant loyalty no "stranger" station can ever win.

When you use The Colonial Network, you get—at economical cost—all the benefit of this loyalty and the response it insures, because each of the 19 stations is definitely part of the community life in an important New England buying center. To bring home the sales, GO to their homes thru The Colonial Network.

THE COLONIAL NETWORK
21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative
ALSO MEANS **Leadership IN**

- Here is the complete lineup of NON-ASCAP music now available in whole or in part in the Standard Program Library Service:

<table>
<thead>
<tr>
<th>Category</th>
<th>Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POPULAR MUSIC BY POPULAR DANCE BANDS</strong></td>
<td>261</td>
</tr>
<tr>
<td>BMI and other popular dance music by Henry Busse,</td>
<td></td>
</tr>
<tr>
<td>Alvino Rey, Anson Weeks, Emery Deutsch, Don Allen,</td>
<td></td>
</tr>
<tr>
<td>Will Hudson, Stan Myers, Garwood Van, Bill Roberts,</td>
<td></td>
</tr>
<tr>
<td>Buddy Cole, Billy MacDonald Orchestras, and others.</td>
<td></td>
</tr>
<tr>
<td><strong>NOVELTY INSTRUMENTAL</strong></td>
<td>409</td>
</tr>
<tr>
<td>Novachord, pipe organ, piano, string, and other</td>
<td></td>
</tr>
<tr>
<td>novelty instrumental solos and combinations by</td>
<td></td>
</tr>
<tr>
<td>Edwin Le Mar, Harry Bluestone, Frank Carle, the</td>
<td></td>
</tr>
<tr>
<td>Pumpernickel Band, Paul Carson, Rainbow Trio, and</td>
<td></td>
</tr>
<tr>
<td>others.</td>
<td></td>
</tr>
<tr>
<td><strong>CONCERT, SALON and STRING ORCHESTRAS</strong></td>
<td>428</td>
</tr>
<tr>
<td>Public Domain and original compositions by Concert</td>
<td></td>
</tr>
<tr>
<td>Orchestras under Earl Towner, Josef Franck,</td>
<td></td>
</tr>
<tr>
<td>Ferdinand Strack and Salvatore Santaella; the</td>
<td></td>
</tr>
<tr>
<td>John Howard King 50-piece Military Band; Salon and</td>
<td></td>
</tr>
<tr>
<td>String Orchestras under Hegedus, Martinez,</td>
<td></td>
</tr>
<tr>
<td>Bluestone and others.</td>
<td></td>
</tr>
<tr>
<td><strong>VOCAL SOLOISTS and GROUPS</strong></td>
<td>471</td>
</tr>
<tr>
<td>Popular ballad, old favorites and spirituals by</td>
<td></td>
</tr>
<tr>
<td>Donald Novis, Gene Austin, Wade Lane, Eddie Dean,</td>
<td></td>
</tr>
<tr>
<td>Ben Klassen, Ronnie Kemper, Robert Royce, King's</td>
<td></td>
</tr>
<tr>
<td>Men Chorus, the Charioteers, the Songfellows,</td>
<td></td>
</tr>
<tr>
<td>Chapel Singers, Choristers, Dreamers, King Cole</td>
<td></td>
</tr>
<tr>
<td>Trio, and others.</td>
<td></td>
</tr>
<tr>
<td><strong>MUSIC OF OTHER LANDS BY NATIVE ORCHESTRAS</strong></td>
<td>250</td>
</tr>
<tr>
<td>Rhumbas and Tangos by Aaron Gonzalez and Louis</td>
<td></td>
</tr>
<tr>
<td>Betancourt Orchestras; Hawaiian music by The</td>
<td></td>
</tr>
<tr>
<td>Islanders and Eddie Bush groups; Russian and</td>
<td></td>
</tr>
<tr>
<td>Gypsy music by Volodia Katove, Sobolewsky and</td>
<td></td>
</tr>
<tr>
<td>Rodionoff Orchestras; the Royal Yugo Slav Band,</td>
<td></td>
</tr>
<tr>
<td>and others.</td>
<td></td>
</tr>
<tr>
<td><strong>HILLBILLY, MOUNTAIN and WESTERN</strong></td>
<td>227</td>
</tr>
<tr>
<td>By Al Clauser, Texas Jim Lewis, Rudy Sooter, the</td>
<td></td>
</tr>
<tr>
<td>Rough Riders, Eddie Dean and Pals of the Golden</td>
<td></td>
</tr>
<tr>
<td>West.</td>
<td></td>
</tr>
</tbody>
</table>

**Total Non-Ascap Music** - 2046 **SELECTIONS**
SERVING THE BROADCASTING INDUSTRY

Here is what Standard Radio is doing in the present MUSIC EMERGENCY:

**BASIC LIBRARY OF 2046** taxfree selections, available in full or partial service. Our contribution of BMI "bonus" transcriptions brings this total over 2100 selections.

**MONTHLY RELEASE OF 100** new taxfree selections, including all available popular music.

**ALL TAXFREE SELECTIONS SEGREGATED** from ASCAP music on separate discs for protection against errors at station.

**ALL BMI POPULAR MUSIC** released to date in striking individualized arrangements for our dance orchestras and novelty units.

**BALANCED PROGRAMMING OF MATERIAL;** taxfree library effectively covers every needed type of music and is thoroughly diversified.

**NO SPECIAL PERFORMING LICENSES** needed for any Standard releases. Our licenses on material other than "Public Domain" cover your performances.

**NEW NAME TALENT POLICY.** Dance orchestras signed for 1941 include Henry Busse, Duke Ellington, Ray Herbeck, MacFarland Twins, and other brilliant names.

**NEW "EMERGENCY PLAN"** as substitute for popular records, comprises the largest and finest array of taxfree popular music available. Wire for details.

**WHEN THE EMERGENCY IS OVER,** Standard will resume the release of all forms of copyright music—thus assuring a service which properly fills the needs in future circumstances as well as in the present crisis.
For the smaller of our Good Neighbors.....

The children are beginning to hear it in Chile...in Cuba...in El Salvador and Argentina—in city and village schools of Central and South America.

"Transmite la Cadena Radiodifusora Columbia".

Soon they will know the phrase well:

"Transmitted by the Columbia Broadcasting System."

For with the new school year, Columbia's eleven-year-old American School of the Air crossed the sea southwards and there became the "Radio Escuela de las Americas".

The Americas. Plural.

Thus the Columbia Broadcasting System launches an international educational venture big in design, large in hope for the future of these American hemispheres.

For children who study together, who sing the same songs, have the same heroes and legends, know the same history... Such children develop, ineradicably, the ties and links that make all the loyalties and brotherhoods of men.

What is the American School of the Air which is now "geographically the world's most extensive educational enterprise"?

Simply, it is text-books given voice, plot and human personality—it is history and natural science and current events dramatized and acted; it is music sung; literature heard. It is daily classroom education over the air.

Over eight million U. S. school children and their 200,000 teachers used the American School of the Air programs during the last school year. Five days a week this classroom radio project, the only educational program of its scope on the air, went out to classrooms in all 48 states and in Hawaii.

And now it will go to classrooms all over the Americas. Thirteen nations in the Western Hemisphere have already accepted the

<table>
<thead>
<tr>
<th>Argentina</th>
<th>Brazil</th>
<th>Chile</th>
<th>Costa Rica</th>
<th>Dominican Republic</th>
<th>El Salvador</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolivia</td>
<td>Canada</td>
<td>Colombia</td>
<td>Cuba</td>
<td>Ecuador</td>
<td></td>
</tr>
</tbody>
</table>
invitation to participate:
Argentina, Brazil, Chile, Colombia, Panama, Honduras, El Salvador, Cuba, the Dominican Republic, Mexico, Canada, and our own Alaska and Puerto Rico.

The plan for the new International School of the Air is no one-way-street, with our U.S. educators deciding what is going forth to the students. All the nations have been invited to assist in furnishing materials for the new programs. And the same programs will be used in our country and theirs.

The boys and girls who hear these programs will one day be the statesmen and voters, the educators and law-makers of their countries. To weave them together more closely by years of shared education in the patterns of free minds, of democracy, may profoundly help in weaving together the future of their nations and ours.

That is the profound purpose of this new international venture.

Secretary of State Cordell Hull has said this of the School of the Air of the Americas:

"It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the people of the American republics and which may be of more general benefit to these countries."

"Transmite la Cadena Radiodifusora Columbia." To the Americas. Plural.

Already this year 160,000 teachers have sent for the Teacher's Manual of the School of the Air, a manual designed to help the teacher make the best use of this classroom project. The 1940-41 issue is now printed in Spanish and Portuguese as well as in English. This 96-page booklet is yours for the asking—in any of the three languages. Columbia Broadcasting System, 485 Madison Ave., N.Y.C.

The Columbia Broadcasting System

<table>
<thead>
<tr>
<th>Guatemala</th>
<th>Honduras</th>
<th>Nicaragua</th>
<th>Peru</th>
<th>Philippines</th>
<th>Uruguay</th>
<th>Haiti</th>
<th>Mexico</th>
<th>Panama</th>
<th>Paraguay</th>
<th>United States</th>
<th>Venezuela</th>
</tr>
</thead>
</table>
WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that’s not just talk. Sales Management in its September 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% above the national average.

And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.
<table>
<thead>
<tr>
<th>Class of Service</th>
<th>Domestic</th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telegram</td>
<td>Full Rate Cable</td>
<td>Deferred Cable</td>
</tr>
<tr>
<td>Day Letter</td>
<td>Full Rate Cable</td>
<td>Deferred Cable</td>
</tr>
<tr>
<td>Night Message</td>
<td>Night Cable Letter</td>
<td></td>
</tr>
<tr>
<td>Night Letter</td>
<td>Night Cable Letter</td>
<td></td>
</tr>
<tr>
<td>Ship</td>
<td>Radiogram</td>
<td>Radiogram</td>
</tr>
</tbody>
</table>

Patrons should check class of service desired, otherwise message will be transmitted as a full-rate communication.

Send the following message, subject to the terms on back hereof, which are hereby agreed to.

**DEC. 15, 1940.**

**BROADCASTING PUBLICATIONS INC.,**

**NATIONAL PRESS BUILDING, WASHINGTON, D.C.**

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1941 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time—tell your story in the 1941 Yearbook.

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$192</td>
</tr>
<tr>
<td>Half page</td>
<td>$108</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$ 60</td>
</tr>
</tbody>
</table>

Frequency discounts apply.
WROL moves UP!
UP to 620 kilocycles
UP to 1000 watts

NEW POWER AND FREQUENCY WILL QUADRUPLE PRIMARY SERVICE AREA

Here's important radio news. Effective in December, WROL, Knoxville, quadruples its present power—a power-boost to 1000 watts. Frequency is changed from 1310 kilocycles up to 620 kilocycles.

1000 watts at 620 KC. What a break for WROL. Its primary service area more than quadrupled in size, doubled in population.

What a break for Tennessee Valley listeners. Thousands and thousands of them will now get WROL's outstanding Red and Blue radio programs better than ever before.

And what a break for WROL advertisers. Those now using WROL or placing orders prior to February 1, 1941, have the opportunity to obtain the prevailing low rates. Check at once with the nearest John Blair office for current availabilities, including new AP news broadcasts.
ONE THING Americans can regard as a gift and be thankful for, this Christmas, is the privilege of listening to and enjoying free and uncensored broadcasting.

How different from the “control at headquarters” in totalitarian countries.

Over there, they’re told precisely what the dictators want them told. Over there, they’re told specifically what to think. Over there, broadcasting is narrowcasting.

Over here, we can hear all sides, and do our own thinking.

The broadcasting companies in America lean over backwards to keep radio impartial in politics and in everything else—to keep the airways the fairways. The radio companies prize freedom of speech in the air and freedom of the American citizen to dial where he chooseth and to think for himself.

Let this country rejoice, then, that in a world where even the air over enslaved nations is impregnated with ready-made thought, here, almost alone among nations, nobody is dinning only one side of any great issue into our ears.

Free and uncensored radio broadcasting is perhaps the most important and precious thing in national life. Free radio is even greater in some respects than a free press; radio stations might ... but have chosen not to... take sides editorially, as have most newspapers.

A radio receiving set is, in America, the very symbol of Democracy.
Hal Hoag cut his advertising teeth with the Chicago Tribune, then decided to learn merchandising with Marshall Field & Company. When we first knew him, he was doing most of the behind-the-scenes work for a hard-driven buyer, and we knew right then that we wanted him in our organization, to help us help you with your spot radio.

As almost everybody agrees, spot broadcasting is the most economical and most effective technique in radio. But unfortunately, it's not the easiest. It requires more work, more time, more thought than other systems. And that's where F&P come in. Our job is to take some of the load off your shoulders—to help you determine your best markets, to furnish you the information by which you can easily select your best stations, to help you discover new program ideas and proper talent, to relieve you of the correspondence and detail of "clearing time", etc. In short, to help you make your use of spot radio as easy as it is resultful.

That's why Hal Hoag and each of our fourteen top-notch men is more interested in doing something to help you, than in "selling" you. It's the way we work in this pioneer group of radio-station representatives.
Consent Decree Seen Near for ASCAP

Alternative Would Be Criminal Suit by Government; Broadcasters Copyright Crisis May Be Broken

By SOL TAISHOFF

AN ALL-INCLUSIVE consent decree which would terminate the ASCAP-Government anti-trust suit against ASCAP, and at the same time bring to an abrupt end the Society's charmed reign as Tin Pan Alley's closest closed corporation, is being considered by ASCAP's board of directors in negotiations with the Anti-Trust Division of the Department of Justice.

If final papers are signed—and this now appears likely—the way would be opened for return of ASCAP music to the air after Jan. 1, but not on the monopolistic blanket license basis, which provoked the present crisis with the broadcasters. If, for some reason, the consent decree is not effectuated, the Attorney General intends promptly to institute new criminal proceedings against ASCAP—probably in Wisconsin.

Publisher Seccessions

ASCAP's probable decision to swallow the bitter consent-decree pill apparently is being considered only because it has despaired of all hope of effecting a reconciliation with the broadcasting industry. Development of Broadcast Music Inc. to the point where it commands a library sufficient to tide radio over the Jan. 1 contract dead-line, plus secessions of important publishers from ASCAP's ranks, unquestionably is expediting action.

New ASCAP attorneys, headed by Milton Diamond, were closeted with Anti-Trust Division officials up to the time Broadcasting went to press Dec. 13. Though the sessions were cloaked in secrecy, it was believed that final consent decree papers were being studied. The ASCAP board met in special session in New York Dec. 12, at which time the Government's ultimatum was believed presented.

ASCAP's new consent negotiating staff, placed on the job several months ago, has been in frequent session with officials of the Anti-Trust Division. Conferences for the Government have included Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division; Holmes Baldrige, chief of the trial section of the Division, and Victor O. Waters, Special Assistant Attorney General assigned to the ASCAP litigation just a year ago.

New Licensing Setup

In addition to Mr. Diamond, the ASCAP conferences have included Luet. Gov. Charles Poletti of New York, Gene Buck, president, and B. J. R. Lafount, who directed the Diamond-Poletti law firm. Regular ASCAP counsel, associated with the firm of Schwartz & Frohlich, have not been active in the deliberations, which would terminate the 1934 Sherman anti-trust action against ASCAP still pending in the Federal court for the Southern District of New York.

By entering into a consent decree, ASCAP in effect would agree to revising its licensing methods in such fashion as to introduce free competition into the music field. In so doing, the Government would agree to terminate the anti-trust litigation, and ask the Court to promulgate the decree. ASCAP then would forthwith be forced to drop the practice of illegal—and presumably that would automatically terminate all of the existing contracts with broadcast stations with operation of the "pay-as-you-play" formula, so long demanded by the industry.

Signing of the decree immediately would alleviate the tension existing in the whole broadcasting field over the expiration of existing ASCAP contracts at the end of the year. But it would promptly pose new problems of great magnitude.

More than likely some sort of armistice would be declared to prevent possible infringement actions in event confusion should exist after the first of the year. BMI, now a going concern, obviously would be continued as a substantial competitor in the field, but it would be forced to revamp drastically its method of operation since the license arrangement is based on an "ASCAP-rate" formula—the crux of the Government's suit against the Society on grounds of illegal price-fixing.

Criminal Action Possible

Wary about even hinting the nature of the consent decree proposals leaped by ASCAP to the Attorney General the eleventh hour, the Anti-Trust Division is believed ready to slap new criminal proceedings against ASCAP, it is reported. Mr. Waters has been in the field, and apparently has recommended Milwaukee or Madison as the locale for the new criminal proceedings under the Sherman Act.

It seems a certainty that if ASCAP stalls unduly in the consent decree negotiations, the Department will institute the criminal proceedings within a few days. Though its interest is focused on ASCAP, it is not unmindful of the Dec. 31 expiration of broadcasting contracts with the combine. The matter was brought forcibly to the attention of the Attorney General again Dec. 9 in a letter from President Harold A. Lafount of National Independent Broadcasters, making a plea for "relief" before it is "too late".

What Decree Means

If a consent decree is negotiated, it is logically assumed that it will include:

1. Elimination of the existing blanket license, on which stations are required to pay a royalty (now amounting to $12,000,000) on their entire income, which this year is yielding ASCAP about $5,000,000 and which, based on the boosted rates, would command some $9,000,000, 000 in 1941.

2. Specification henceforth of a "per program" basis, presumably being drawn up on the newspaper form of contract, under which stations would pay only on programs using ASCAP music, and not on new music in general or those using non-ASCAP works.

3. Elimination of any sort of minimum guarantee, such as now (Continued on page 92)}
Acquisition of Marks Catalog Adds 15,000 Numbers to BMI

Many Favorites Are Included; Other Catalogs Also Are Secured, Including Latin American Numbers

COMPLETING a major step to date toward its goal of building a source of supply adequate to serve the industry, BMI has announced that beginning Jan. 1, 1941, performing rights to the catalog of Edward B. Marks Music Corp., one of the country's largest music publishers, was transferred from ASCAP to BMI.

Founded in 1894, the company has more than 15,000 copyrighted songs in its catalogs, comprising a cross-section of the most familiar songs of the last half-century. Never specializing in any particular type of song, the Records of Marks in its 47 years of activity in Tin Pan Alley has built up a library of popular songs.

Lease of the Marks' music to BMI is for a five-year term, according to Julian T. Abeles, attorney for Mr. Marks. The annual rental would approximate $250,000, or a total of $1,250,000 for the five years. A first installment of $150,000 in Marks numbers is being listed by BMI for immediate release to all member stations.

Many Favorites

Included in this list are such old tints as popular songs as "The Time of the Old Town Tonight, Where Did You Get That Hat? and Ta Ra Ra Boom Der Ay;" novelty numbers like "Sing a Song of Sixpence," "Straw;" South American tunes such as "Andaluza," from which Breeze and I was adapted, and Mama Ines; country songs including "Who Works But Father, By Heck and The Three Trees;" such patriotic marches as the Naval Hymn and The American Legion March.

Minstrel songs including Ida, Sweet as Apple Cider; hillbilly ballads like "Take Back Your Gold and In The Baggage Car" Ahead; waltzes such as Play, Fiddle Play; Hawaiian songs such as "Song of the Island and My Own Island," and swingers like "There'll Be Some Changes Made and Let's Dance (Benny Goodman's theme song) are also among the Marks numbers.

In addition the Marks catalogs include standard choral and concert pieces, arrangements for piano, organ, strings and for two pianos. Classified into albums of familiar music, such as the American Album, French Album, Hungarian Album, etc., the Marks songs may be used for special programs and the catalogs also provide much backup material. As its deal with BMI involves only the transfer of performing rights, the house will continue as an active publisher, developing both popular and standard music.

Other recent acquisitions by BMI include the performing rights to the repertoire of the international publishing house Nacional de Autores, Compositores y Editores de Cuba and the Sociedad General de Autores de Cuba, supplementing its already large collection of Latin American music.

The transaction makes available to BMI subscribers after Jan. 1 most of the native music currently in Cuba, including many numbers already well-known in the United States.

BMI has also secured performing rights to music in the collections of old favorites published by D. Peter, including Ballads the Whole World Sings, Sacred Music the Whole World Loves, Songs of the Sunny South and Songs Children Love to Sing. This contract gives to BMI subscribers a large supply of familiar arrangements of both old favorites and modern classics, including music by MacDowell, Rachmaninoff, Grieg, as well as Gilbert & Sullivan.

Two large organ collections are included.

Other Negotiations

Another important BMI acquisition is the performing rights to some 5,000 hillbilly, race and novelty selections in the catalogs of Southern Music, which like Marks is an ASCAP publisher. The deal also makes available 3,500 phonograph records by leading exponents of the hillbilly school. In addition, BMI also acquires such well-known numbers as "It Makes No Difference Now, Barnacle Bill the Sailor, Oh, Monah, Louis Armstrong's Swing That Music, and Archie Bleyer's Business in F.

Completion of the Marks negotiations, which marked the first breaking of the ASCAP ranks by a major publisher member, has been arranged by BMI's M-G-M catalogs may yet wind up on the BMI side of the fence. Negotiations between the motion-picture owned publishing companies and BMI for the outright purchase of their catalogs for a sum reported to be in the neighborhood of $4,000,000 were believed to be nearly complete in the early summer, but certain legal technicalities prevented the consummation of the deal. The owners have not yet, however, signed a new ASCAP contract and it is said that they may make another attempt to get together with the broadcasters before Jan. 1.

Meanwhile, John G. Paine, general manager of ASCAP, declared that in making the Marks deal the broadcasters had gained the allegiance of the publishing company but not of the authors and composers, who are all remaining loyal to ASCAP. Comparing the situation to one where the captain of a ship had struck his colors with the crew refusing to surrender, Mr. Paine stated: "All works in the Marks catalog written by any writer-members of ASCAP are controlled by ASCAP and no radio station may use them unless it has a license from the Society to do so." He pointed out that broadcasting rights to the music of ASCAP members in the Marks catalog have been vested in ASCAP.

Replying to this announcement, BMI stated that their attorneys had examined the Marks catalog in the catalog and had certified the 6,000 numbers currently being listed as "unquestionably outside of ASCAP's control." Furthermore, it was added, no broadcaster or advertiser has any cause for worry, as BMI indemnifies them against any infringement actions which might be raised, relieving the users of its music of any risk that may be involved.

Orchestra Group Fails In Mission

Waring Criticizes Miller for Not Attending Conference

FAILURE of the Orchestra Leaders Committee, headed by Fred Waring, to effect a reconciliation between the broadcast industry and ASCAP was reported Dec. 10 by the band leader at a meeting in New York.

The report, unanimously adopted, described the committee's meeting with ASCAP officials led by charged Neville Miller, NAB president, with "ignoring his promise to attend" and "treating the group as extensively as arranged under the conditions imposed by him" to which the committee reported ASCAP had acceded. The conclusions related to a "per program" basis of payment.

Claims Sacrifices

Stating that the "recent network edict" restricts to include non-ASCAP numbers in their broadcasts "provided an economic hardship for the majority of our associates," the report continues that "network control of one of America's most profitable advertising mediums was acquired largely through the use of music as a major presentation by American musicians and interpretive artists... Having unselfishly contributed to the construction of this great enterprise, we are now ordered to make economic and professional sacrifices in order to help the broadcasting industry's eventual ownership and supervision of American music."

The report was signed by Eddie Duchin, Johnny Green, Nathaniel Shilkret, Meyer Davis and Ben Butler, to Mr. Waring.

Commenting on the report, Mr. Miller said no one regrets more highly than broadcasters that ASCAP is depriving band leaders of certain of the musical material which has been closely identified with the success of their shows. He denied the accusation that ASCAP's statement, he explained, however, that he could not publicize the fact. He pointed out also that Mr. Waring was a member of ASCAP and that the matter was under the jurisdiction of the ASCAP vice-president, Mr. O'Connor, an ASCAP director.

He said the NAB proposition was that ASCAP should be allowed to present, if it chooses, its present blanket form of contract and make a firm proposal ratified by ASCAP's board, and predicted that the "new ASCAP contract will be a reasonable and fair one"

compensation. He said no such proposal had come to NAB from ASCAP, despite the fact that the board of directors met in New York Dec. 5-6.

Mr. Waring added that the position of the industry is clear and that broadcasters are willing to pay a percentage of the revenues from all programs which use ASCAP.

Asked by one of the band leaders at the meeting if they should not attend meetings to present their case, Mr. Waring advised "marking time" for the present. He explained that the underverture of ASCAP was in the musicians' wages or working conditions were affected and added that the report had been read and approved by Mr. Miller, President of ASCAP. He added that the report is being heard and reviewed by the ASCAP board of directors, and that the report is being circulated to other board members.

Mr. Waring stated that he was not concerned with contracts that he and then lose your jobs, then the time is due to call on your union."
ASCAP's Pleas for Truce Are Ignored

All Groups Ready For Operation
With BMI

BY BRUCE ROBERTSON

TURNING deaf ears to the eleventh-hour entreaties of Tin Pan Alley-inspired mediators to declare a truce in the war over music, the broadcasting industry entered the last fortnight of 1940 with plans virtually completed to operate henceforth without ASCAP music. Heartened by the acquisition of the basic catalogs of Edward B. Marks Music Corp. by Broadcast Music Inc., the prevailing view was that the industry's offensive, forced by ASCAP's untenable royalty demands, would not and could not be stopped.

BMI and NAB executives looked for a surprise move by ASCAP to bring about a moratorium, but they did nothing but saw wood. With utmost cooperation being given by advertisers and their agencies, and with no defections of the radio ranks, they were determined to begin operation Jan. 1 without ASCAP music whatever on the air. Every precaution against infringement has been taken by the major networks, and regional copyright checking bureaus are being established on a nationwide basis.

Moratorium Gesture

A feint by ASCAP in the direction of a possible moratorium, during which a new deal might be worked out, is predicted. But the NAB board, 26 strong, at its meetings Dec. 3-5, reappraised the whole situation, approved the Marks catalog acquisition for a record rental price of $250,000 a year for five years, or a guarantee of $1,250,000, and then issued a statement that it was "satisfied" with the progress made.

Whatever the ASCAP developments BMI is destined to continue as a going concern, it was made clear. The industry feels it will be able to write its own ticket, in a fully competitive market, once it proves in practice that radio is not dependent upon ASCAP. ASCAP's 1940 take from the broadcasting industry will amount to about $5,000,000. If its preferred contract for 1941 had been accepted, the industry would have been called upon to pay a minimum of about $9,000,000.

There is no denying that both Tin Pan Alley and the broadcasting industry have ears cocked toward Washington and the Department of Justice conversations with ASCAP looking toward either a consent decree or new criminal action. But such developments won't change the industry's movement to rally behind BMI, now boasting some 60% of the industry's dollar volume.

For the major networks and for many individual stations, the remaining days of 1940 are being utilized as a period of rehearsal for the time when ASCAP music will not be available for their use, CBS on Dec. 1 put every network sustaining show on a non-ASCAP basis. NBC, which for some time has used no ASCAP music on sustaining programs produced by a subsidiary, is going to the same requirement on remote musical pickups on Dec. 15. MBS key stations in New York and Chicago will be able to use all ASCAP numbers on their sustaining shows, WGN on Dec. 1 and WOR on Dec. 8.

Some 'Don'ts' to Avoid Infringing

TO INSURE CBS owned and operated stations against performing any ASCAP music after Dec. 31 that does not come from the networks' copyright department has sent these stations a detailed list of labels exactly which works are considered ASCAP and the procedure each station must follow in production and program planning. Musical works are considered ASCAP when the composer, lyric writer or publisher is a member of ASCAP or of a foreign society affiliated with ASCAP (except when the publisher publishes only under a pseudonym or as a publisher other than the composer or lyric writer who is not a member at the time of signing the contract with a non-ASCAP publisher), and where the arranger is an ASCAP member.

"The only exceptions to the foregoing," the letter states, "are "grand rights" performance by ASCAP members. ASCAP controls only the "grand rights" (in small performances) for the works of its members. Accordingly, if proper contractual arrangements have not been made, ASCAP members, acting as copyright owners, a 'grand rights' performance may be broadcast."

Some 'MUST'S

Such broadcasts, the letter continues, would be of a major symptom in its entirety or of a musical comedy, opera, operetta, revue or bonafide musical picture in its entirety, as required by the court therefor. The station is warned however, that the line of demarcation between what is permissible and what is not may be extremely fine and that each case must be considered individually. The station in question is also given a loophole for motion picture producing companies which own ASCAP publishing houses to use secure radio plugs for their musical pictures, which, under this interpretation, might be broadcast as a lunchtime presentation, for instance [see story on page 20].

The list of 'don'ts' follows:

1. The producer or director must check all music on the conductor's stand against his certified music sheet. No other music may be broadcast. Be particularly careful about your local concords.
2. The production man or director should keep an accurate log of his program.
3. The production man's two certified music sheets must be signed by the music director and the programmer or representative, if any.
4. The programmer or producer must have the right to pull the plug on the slightest deviation from a certified music sheet.
5. Watch out for ad libs. Improvisations are out. If it isn't on paper and certified, it is not to be broadcast.
6. As protection against emergency operations, all staff artists, organists and pianists, who might be required to fill in, must have an abundance of work sheets to meet such needs.

7. Organists who perform on dramatic shows should immediately completely produce a folio of cue music sufficient to be used for three months. This folio should be submitted for clearance and no other music played unless it, too, has been cleared.

In scheduling on-the-spot special events where you know music must be played although it is incidental to the event itself, such as a baseball game or political rally, the music must be cleared in advance if it is to be picked up. Little music played during which the band is playing, unless you can build and work from a soundproof booth.

9. Recordings kept at the transmitter for emergency use should be cleared.

Stations are also advised to confine their phonograph records to those cleared by BMI, taping side of records that are not licensed to prevent accidental use. CBS also states that its catalog of music for transcription library services are being studied and that stations will be advised of doubtful numbers that may be available. BMI states that there are 8,400 records now available of music it controls.

ASCAP Music...
Advertising Levy Offered in House
Voorhis Bill Hits at Budgets
In Excess of $100,000

A BILL to tax all advertising over $100,000 as net income under the income tax and excess profits tax law, allowing no deduction of advertising expense from gross income, was introduced in the House Dec. 9 by Rep. Voorhis (D-Cal). The bill was referred to the Ways & Means Committee. No date has been set for hearings nor are any likely to be held before the next session of Congress.

The preamble of the bill states that the measure proposed would be used for national defense and that the measure is aimed at preventing under-investment in goodwill advertising. The bill strikes at all media and it is a foregone conclusion that if the measure reaches the hearing stage it will be vigorously opposed. If the bill became law it would practically abolish the advertising industry as well as cripple radio, newspapers and billboards. While the various trade associations have made ex- plans, it is known that the NAB, AAAA, ANPA and Traffic Audit Bureau will put up a concerted drive to defeat the legislation.

Under the terms of the Voorhis bill a basic exemption of only $100,000 would be allowed each business. If two or more taxpayers own a business they will be entitled to double or triple the exemption.

The bill contends that "much of the advertising sponsored by the liquor and tobacco industry is an economic waste not permitted in other countries". The measure defines advertising expense incurred by publicizing within the boundaries of the United States a business or its products and is for the purpose of promoting the enterprise. It shall include all radio programs, publications, posters and notices except items of office stationery and expense. It shall also include all legimative and lobbyist expenses and other expenses directed toward the influencing of legislation.

Guild Sponsor Sought

WHILE no contracts have been signed as yet, NBC is preparing a sales drive for a new dramatic series to be made up of radio play- tion with the Theatre Guild, and on Dec. 16 it will audition Prelude to Paradise, a production of several years ago, for members of the sales and program departments.

No details have been announced, but it is understood the plan involves the broadcasting of radio versions of Guild successes, with the actors using their own production and also featured on the air. Deal is said to be predicated on NBC's suc- cess with another sponsor from the series, the expense involved would be prohibitive for a sustaining series.

Thorens in the South

ThORENS Inc., New York (Swiss harmonicas), is planning a spot campaign on a number of unan- nounced stations to be made during the year in conjunction with a Southern sales drive. Sponsor is currently running a spot campaign of 5-minute rounds three times a week on 7 New England stations.

New Application Form for FM Drops Many Provisions Held Objectionable

REVISED and clarified to remedy many of the objections of applicants, the FCC on Dec. 7 announced a new Form 319 application for high-frequency (FM) broadcast station construction permits. The revised Form 319, adopted by the Commission after a series of conferences between industry and Commission representa- tives, supplants the application form originally adopted by the FCC June 28 shortly after it authorized commercial FM.

Although the new 44-page form actually is two pages longer than the earlier compilation, it is said to be "as simple a document over the original. Its principal claims for improvement lie in the general simplification and clarification of the forms which were generally surrendered their infinite detail and all-inclusive basis during the joint committee and economic interest.

An Improvement

In announcing the revised Form 319, the FCC noted that the grant revisions satisfied the bulk of applicants' protests. Following adop- tion of the new form, the industry group on the joint committee—com- posed of representatives of the NAB, NIB and a special FM Broadcasters Inc. committee—issued a statement that they were "well pleased with the results of the conference" in that the new form was a distinct improvement on the old. However, it also has been indicated that the application form still falls short of satisfying oper- ators.

Analyzing the new application blank, the FCC pointed out that of 54 controversial sections in the form noted by industry spokesmen, 40 were remedied by FCC agree- ments and simplification of language and integration with other forms. The Commission also observed that the 14 remaining items, principally involving legal considerations, were not considered of major interest by the broadcasters' representatives.

The FCC indicated that the joint discussions, apart from resulting in simplification of the application form to stimulate FM development, led to better mutual understanding of FCC and industry problems in presenting and determining facts on which decision must be based. It was recognized that developments in the FM field may at some future time call for further changes in the form.

Principal revised features of the new Form 319 are elimination of all the old application provisions such as a complete record of all suits "or proceedings of any character ever brought against the applicant", pre- sumably including everything from traffic violations upward to cor- porate or individual. Discarded also were the restrictions and clari- fication of requirements as to original source of assets of applicant or applicants; reduction of number of persons of whom information is to be furnished, with employers excluded unless this is in the "interest"; permission to use nar- rative statements calling attention to pertinent material on file at the FCC in lieu of repetitive exhibits in respect to source of assets and such; placing of a 10-year limitation on inquiry into past business ventures; general clarification and simplification of language.

Data on Stockholders

A point-by-point analysis of the new form shows typical revision starting with the title itself, changed to "Application for High-Frequency Broadcast Stations Construc- tion Permit" and eliminating "or Modification Thereof", since Form 320 is used for application for modification.

A point-by-point analysis shows the form, under "Lobbying Expense", requires a questionnaire on "Stockholders" in the applicant corporation. The (Continued on page 88)

Page 16 • December 15, 1940  BROADCASTING • Broadcast Advertising
ASCAP Blackout Won't Knock Out Radio ... An Editorial

ZERO HOUR approaches in the war over music. War is hell in any language, and there are hellish days ahead in the conflict precipitated by a hitherto arrogant, brass-knuckled ASCAP that now must know it overplayed its hand.

Before the 1940 calendar runs out, and with the 15th anniversary of the cessation of CBS attacks on ASCAP approaching, there are going to be moves aplenty. ASCAP is still calling names and resorting to powerful press-agentry to set itself right with the public. It is even appealing to religious and racial emotions in its effort to make the issue purely one of dollars that broadcasters "refuse to pay genius".

Broadcasters wisely are ignoring these frenzied tactics. Instead of resorting to counter-propaganda they are building their music reservoir, confident that the battle of principle will be won on the dials of 45,000,000 receivers, and not in self-serving "handouts" and derivative propaganda.

One thing is certain: The public will not suffer because of the absence of ASCAP's music. The transition will hardly be discernible to the average listener. The welcome return to music that already, for in spite of ASCAP's bellowings the complaint percentage has been nil during the last two weeks—will be less and less ASCAP music on the air and none of it on network schedules. The listener is informed in the ASCAP label any more than he is in the manufacturer of his matches. He wants music, not ASCAP music. And he will get it without a hitch on Jan. 1, 1941.

ASCAP's reckoning is going to be with Uncle Sam. Having lost its grandiose bluff with radio, it will either capitulate to a consent decree, permitting the application of the anti-trust laws, or it will face new criminal litigation. In either event, as soon as '41 arrives, this will happen before many days. ASCAP hasn't been playing the shell-game with the Department of Justice as it has with users of its music. For several months, in greatest secrecy it has been negotiating with the Department on a consent decree, apparently planning that as a last resort in the event of a reconciliation with radio failed. It's safe to say it has, and with a dull thud.

The consent decree is expected to be based upon the elimination of competition in music. That would require elimination of the blanket contract by which ASCAP is exacting some $5,000,000 from radio this year, and proposed to get some $8,000,000 next. The logical specified substitute would be the newspaper form of contract, under which stations would pay only on programs in which ASCAP music is used, and presumably with no guarantee. That is precisely what the broadcasters have been asking for, these many years.

Irrespective of the outcome, Broadcast Music Inc., which has achieved a miracle, will continue as an MPPA broadcasting network. ASCAP, in conjunction with BMI, will function as its competitor. There will be readjustments necessary, but they will not be insurmountable. Then broadcasters and their clients will be able to operate without fear. Non-ASCAP tunes will be flying around so precariously over their heads since commercial broadcasting first days.

The days ahead are going to be arduous ones for broadcasters. There is bound to be confusion. Every conceivable precaution has been taken to prevent interruption of programs. Independent stations particularly must exercise utmost vigilance in performance of recordings or of studio groups. Remote pickups will have to be dropped unless there is absolute assurance against upsets. An infringement, innocent or otherwise, means a $250 statutory fine under the existing outmoded law. Checking bureau are being established regionally under the auspices. They should be used beginning now.

If perchance a break should not come through government intervention before the year ends, it's our guess that many days won't pass before ASCAP throws up the sponge. It is torn with internal dissension. Its members are interested in dollars, not turmoil, and there won't be many dollars if radio does not perform ASCAP music.

A year ago, or even six months ago, if ASCAP had sensed the changed tempo, an intermediary like an Aylesworth or even a blank Aylesworth, might have caused the issue to be decided quickly. Today it can't be done. But next week or next month it may be different because there probably will be a not-so-little Job of ASCAP rehabilitation to be handled.

The rank and file broadcaster is not thinking about an ASCAP deal. Like the Italians, they'll attack when demands are made. And, like the Greeks, the broadcasters are on the march.

NBC to Cancel License With MPPA; WBS to Cut Numbers Stations Desire

IN LINE with its decision to include only non-ASCAP selections in its Thesaurus transcription library service after Jan. 1, 1941, NBC's radio-recording division has notified the Music Publishers Protective Assoication that Dec. 31 of its license to record music whose mechanical rights are handled by MPPA will expire.

The Standard Radio Licensing System will not follow NBC's example, but will continue as an MPPA licensee, it was stated, while Associated Music Publishers has not decided what course it will follow. It is understood that Associated Radio is also planning to withdraw from the MPPA licensing arrangement.

Lang-Worth, as a tax-free producer, was not expected to be involved.

Renewal Method

MPPA was organized by a group of music publishers to handle the mechanical rights of music in the same way that ASCAP handles performing rights. Under the present procedure, each transection company wishing to use a tune whose copyright is controlled by an MPPA publisher in the United States and Canada must pay ASCAP one dollar a year for the privilege. Every month new tunes are added and old ones dropped, but for each company there is one major renewal month, falling on the anniversary of the service's inception. All libraries include a large number of standard selections renewed year to year.

For NBC, this renewal date is July 1 and last June, foreseeing that following the end of 1940 it might have no need for MPPA music, it arranged with ASCAP officials for a six-months' license, which could be extended as of Dec. 31 on 15 days prior notice, or other six months if an agreement had been arrived at meanwhile between MPPA and ASCAP. All ASCAP tunes (or MPPA tunes, for the terms are practically interchangeable) which NBC has included in its Thesaurus since July 1 have been paid for on the basis of this Jan. 1 deadline. Numbers recorded in July cost $7.50; those recorded in October cost $3.75 and so on.

Asked what the legal status would be if broadcasters subscribing to the Thesaurus service continue after Jan. 1 to broadcast music protected by MPPA and they on Thesaurus discs, NBC explained that its contracts with stations state that the minimum numbers is subject to NBC's continuance of license from MPPA just as the station's right to broadcast on ASCAP is contingent on its possession of a license from ASCAP. The contract also permits NBC to cancel within 30 days from time to time, it was further explained, so long as a certain per cent is retained. This entire clause was originally inserted because of a similar clause in the MPPA license which permits it to withdraw its selections down to a minimum percentage. The contracts between NBC and Thesaurus subscribers say nothing about the selections being ASCAP or not.

NBC's action in confining its library service to non-ASCAP music is predicated on the belief that most of its subscribers will not have ASCAP licenses after the first of the year and that on the democratic principle, its first duty is to that majority. It would be unfair, it is explained, to force an agenda of music on anyone who cannot use it, and unduly expensive to supply a separate service of ASCAP tunes to those few stations with ASCAP licenses after Jan. 1.

Divergent Viewpoints

A different viewpoint has been adopted by World Broadcasting System, which has taken the stand that its duty is to supply subscribers with the best music available, regardless of source. "World will continue to produce the music desired by all of its stations," Charles Gaines, WBS secretary, stated. There is no present plan for picking the MPPA licenses now held by WBS, he added.

What action will be taken by Associated Music Publishers, whose Thesaurus service under the Thesaurus, 31, has not yet been decided, according to C. M. Finney, AMP president, is contingent on the use of other than ASCAP publishers. There is no present plan for picking the AMP selections now held by WBS, he added.

Meeting Is Called By Defense Board

A CALL for a general meeting of the 14 committees and subcommittees named recently by the Defense Communications Board, to be held in Washington Jan. 6, was issued by the board. Dec. 13, General policy of the boards, the various committees, covering all phases of communications, both wire and radio, will constitute the agenda. The meeting will be in Hearing Room A, Interstate Commerce Commission, at 10:30 a.m. Individual meetings of the various committee will be held in the afternoon to elect committee chairman and secretaries, and also to consider tentative agenda of work, which was announced. The sessions will not be open to the public, and admission will be limited to members and their accredited representatives.

 Maj. Gen. Joseph O. Mauhorgen, Army Chief Signal Officer, was acting chairman at the board meeting Dec. 13, in the absence of FCC Chairman. Two of the 11 subcommittees dealt directly with broadcasting, one covering domestic broadcasting and the other international. NAB President Neville Miller recently was named NAB member of the international committee. The boards and organizations prominently identified with broadcasting are to name representatives.

LAND O' LAKES CREAMWAYS, Minneapolis, on Jan. 15 will start Edgerton, Minn., radio broadcasts, Thursday and Friday, 4:45-5:05 p.m. Camp is Campbell-Mithun, Minneapolis.

BROADCASTING • Broadcast Advertising  
December 15, 1940 • Page 17
Industry Lauded by Educators For Aid to Cultural Programs

Networks Hold Separate Meetings to Discuss Plans For Year and Review Educational Broadcasts

By EDWARD CODEL

COMMERCIAL broadcasters were highly praised by the 1,200 educational representatives who attended the fourth annual School Broadcast Conference Dec. 4-6 in Chicago's Congress Hotel. The educators cited the increase in free time and production facilities for educational programs at various meetings of the conference, sponsored by the Radio Council of Chicago's board of education.

Indication of the increased interest in educational broadcast conferences was the fact that 30 manufacturers, publishers and service groups were represented as exhibitors.

Praise for Industry

Harold W. Kent, director of the Chicago Radio Council and chairman of the Conference, said: "One significant development of the last year has been the willingness of commercial broadcasters not only to give freely of their time and production facilities but to guarantee blocks of time for educational broadcasts. They have done so not as a local development but national in scope. On behalf of the fourth annual School Broadcast Conference I am authorized to tell the educational broadcasters, through the medium of Broadcasting Magazine, my thanks, of course, are extended to the networks as well as to the individual stations."

"The last year has seen the replacement of certain programs for children by adult education programs of outstanding merit. The last year, too, has seen more effective utilization of educational programs in the classroom. Our executive committee has decided to make awards and citations for outstanding examples of utilization for teachers throughout the country during 1941."

Outstanding educators attending the Conference told Broadcasting they estimated a 10% increase during 1940 in the guaranteed free time given by commercial broadcasting.

So successful was the annual conference, started in 1937 under the auspices of the Chicago Radio Council, that during the last year the possibility of forming a permanent national organization was often discussed. However, it was decided at the conference that this job can best be done by the coordinated efforts of the Ohio State U conference and the Broadcast conferences, held each December in Chicago. The Ohio State U Conference, held annually each May, has become a national workshop in program and production activities, while utilization is the theme of the Chicago conference.

As a prelude to the conference, NBC and CBS representatives met to exchange ideas and formulate plans for the coming year.

The NBC meeting, held Dec. 3, was the second in a series of six NBC Public Service Forum conferences being held during the 1940-41 season. Dr. James Rowland Angell, president of Yale University, presided. Dr. Franklin Dunham, director of religious broadcasts and educational recordings; Lewis Titterton, manager of the script division; and William Kostka, New York director of publicity, made the principal addresses. Others who spoke briefly were William S. Hedger, NBC vice-president in charge of stations; Woody Woods, WHO, Des Moines; Harry Burke, WQO, Omaha; Sherman Dryer, radio director of Chicago U; Ed Kirby and Mrs. Dorothy Lewis, of NAB; Harry Kopf, manager of the NBC Central Division; Jules Herbeux, Central Division program manager; Judith Waller, NBC educational director.

Representing stations were: Hal Metzger, WTAM, Cleveland; Ed Bronson, WCOL, Columbus; Ralph Elvin, WLOK, Lima; Miss S. Bernard, WAKR, Akron; Lee Land, WJFM, Youngstown; John Shawd, WOTL, Toledo; Jack Hintz, WCB, Springfield, Ill.; Clarence Leitch, WGFB, Evansville; Gretchen Smith, WGL, Fort Wayne; Dr. Lee Linehan, KSO, Des Moines; Elizabeth Sammons, KSCJ, Sioux City; George Patterson and Harry Lukina, WAVE, Louisville; Robert Devan, WTCN, Minneapolis;

HONOR FOR JUDITH

Educators Name NBC Director

As Award Winner

JUDITH WALLER, educational director for the NBC Central Division, Chicago, was chosen winner of the first annual award of merit by the Fourth School Broadcast Conference, Dec. 6 at the Congress Hotel, Chicago. The award, a scroll, was presented for influence and effect upon the cause of radio in education.

The scroll reads: To Judith Cary Waller, in recognition of her services to radio education: as a pioneer in educational radio and not a theorist. As a universally sought after member of national committees for practical counsel. As an individual possessing an unusual degree the confidence of competing chains and commercial stations, of educational broadcasts and of school people.

Miss Waller was chosen winner of the award by the advisory committee of the conference, made up of representatives of colleges, universities, magazines and other networks.

Thomas D. Rishworth, KSTP, St. Paul; Ralph Foster, KGDB, Springfield, Ill.; Vernon H. Smith, KHOW, Omaha; K. F. Schmitt, WIBA, Madison; Buss Winnie, WTMJ, Milwaukee; C. M. Mondol, KOA, Denver; Joseph Henkin, KSOS-KELO, Sioux Falls; Harold Safford and Harriet Hester, WLS, Chicago; Maynard Marquardt and Miles Reid, WCFI, Chicago; Harry Marmers, Kansas State College, Manhattan;

Other NBC representatives included Walter G. Preston Jr., assistant to the vice-president in charge of programs; William Webb, of the institutional promotion division; Jennings Pierce, educational director for the NBC Western Division; June Hynd, assistant director of NBC's children's programs; Dr. Frank Monaghan, historical consultant for the Cavalcade of America program heard on NBC; and department heads of NBC, Chicago.

CBS Holds Meeting

Attending the CBS conference, held the same day, were directors of education for stations in 10 States and the District of Columbia. Presiding was Sterling Fisher, director of education. Committees were appointed to study various aspects of the American School of the Air and the problem of adult education. They will report at a later meeting likely to be held in January. Special guests included Belmont Farley, director of day school relations for the National Education Assn., Washington. Mrs. Dorothy Lewis, of the Women's National Radio Council for Children.

Station representatives included Paul A. Orey, WISN, Milwaukee; Robert Kennett, WHAS, Louisville; L. W. Dyer, WMT, Cedar Rapids; Lloyd Dennis, WJW, Washington; Edwin Browne, KMBC, Kansas City; Harry Edward, KDKA, Pittsburgh; Paul Harnan, WHCU, Ithaca; Max Karl, WCCO, Minneapolis; Patty Criswell, WZKO, Kalamazoo; Geraldine Brown, WBAL, Baltimore; Richard Mear, WGBR, Cleveland; Gene Trace, WMBD, Peoria; Ann Ford, WBBM, Chicago; Alfred J. Borromeo, WVL, New Orleans; Southern S. Schwartz, WBBM, Chicago.

In addition to classroom demonstrations, group discussions, work study demonstrations at the time of the conference, many stations produced sample broadcasts exemplifying what they consider ideal for various phases of education.

The banquet, which closed the session, featured talks by George Denny, NBC, New York, and Raymond Gram Swing, MBS.

Train Service Spots

CHICAGO, MILWAUKEE, St. Paul & Pacific R.R., Chicago, Dec. 8 daily, announces 12 one-of-a-kind transcribed announcements on 18 stations in connection with its new Midwest Railways train service. Announcements will run until the first of the year on KLOL, KCR, KREF, KGBX, KGVO, KARQ, WTAG, WSAU, KSO, KRTN, WMT, KFAB, WNOX, KCOIL, WBBH, KOBB, WBB, KRD, WBB, Rochelle, Illinois and Cumnungham, Inc., Chicago, placed the business.

Making Movie on Flying

ED LYTLE, announcer of WHO, Dayton, forms a new WHO program, director, are handling an Army Air Corps documentary, a soldier, "The Flying Cadets." Lytle and Spencer are making pictures in color, the first of which was the "Cadets" track, while Paul Katz, who directs the Dayton Philharmonic Orchestra in its weekly WHO broadcasts, is in charge of the musical background of the picture.
Congress Action on FCC Powers Seen

Network-Monopoly Hearing Informed MBS Sought to Purchase Blue

CONGRESS, rather than the FCC, may chart the course for Government regulation of business aspects of the broadcasting industry, particularly in connection with future development of networks.

That course seemed evident following the two-day oral argument Dec. 2-3 before the FCC on the highly controverted Network Monopoly Report based on a two-year investigation by a special committee of the FCC.

Senator Wallace H. White Jr. (R-Me.), closest student of radio in Congress and co-author of the existing law, told BROADCASTING Dec. 10 that he is preparing a new resolution for introduction at the outset of the next session looking toward a redenomination of the existing Communications Act of 1934. He, or possibly Chairman Wheeler (D-Va.), of the Senate Interstate Commerce Committee, will introduce the resolution and it may be accompanied by a bill proposing reorganization of the FCC.

All Was Quiet

If this course is followed, the Senate would interpret any move by the FCC to write regulations covering network-affiliate relationships. It is thought the Commission would have to discontinue action, to act with finality while Congress had under way a legislative study to cover the very same subject. It is apparent at this writing, however, that the Commission's majority is disposed to draft new rules designed to supervise general operations, contrary to the antitrust industry testimony that it was without jurisdiction and that Congress and the courts have specified that the Commission is limited to regulation of physical aspects of broadcasting.

Senator White himself was an observer during the two days of oral arguments, marked by an almost total absence of acrimony, in sharp contrast to the atmosphere at previous hearings before the FCC en banc. The Senator's presence, plus that of Ed Cooper, one of Senator Wheeler's assistants on the Interstate Commerce Committee, obviously resulted in the unusual decorum.

Appraising the FCC attitude on questions from the bench, observers felt the Commission's language inclined toward writing chain regulations, on the theory that the law gives the FCC jurisdiction. It was later observed, however, that the Commission would go to the extreme suggested by the Thompson-Walker subcommittee which drafted the amendment that urges elimination of exclusive network contracts and option time provisions, along with complete disconnection of NBC Red and Blue networks. How far the FCC could go in the taming down process, however, is open to speculation, although a majority appears to look askance upon dual network operation and upon network forays into such fields as transcription production and artist bureau operation.

All of the major respondents during the hearings maintained their identical positions with respect to the Committee report. NBC, CBS and IRNA criticized it from virtually every angle. MBS, alone, among the networks, supported the major conclusions and offered a series of suggested prohibitions against network contractual provisions with affiliates, designed to create a largely non-exclusive structure.

Contractual Relations

The question of FCC jurisdiction to write regulations to control network-affiliate contractual relations became the most bitterly fought issue. After General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh, had concluded that the FCC under the public interest clause of the Communications Act had ample authority to regulate monopoly and could draft rules, virtually all of the arguments on network lines, networks and stations, argued the opposite view with MBS alone subscribing to the FCC attorney's contention.

Because the jurisdictional question had not previously been argued, the Commission authorized filing of supplemental briefs by the parties in interest. When the FCC also asked for arguments on the competitive picture in network operations, in effect reopening the record, parties were given until Dec. 16 to file supplementary briefs. On Dec. 11, however, Commissioner T. A. M. Craven granted extensions to Dec. 24 on petition of NBC and CBS, which had requested postponement to Jan. 2. MBS did not consent.

While the FCC majority appears inclined to proceed with greatest possible speed in drafting the proposed regulations, it was thought it probably could not complete the job before the new Congress convenes on January 2. Moreover, once the White resolution is introduced for study, which probably would develop into a full-scale investigation, the FCC's hand unquestionably would be stayed.

Sentiment in Congress, it is believed, is sufficiently strong to bring prompt approval by the Senate Interstate Commerce Committee of such a proposal. The industry, it is thought, would welcome such an inquiry, looking toward a redenomination of the law, because of the confusion existing on the FCC itself regarding its jurisdiction and because the temper of the Commission's present majority is definitely of a "crackdown" nature.

Whether Senator White, regarded as the best informed legislator on all phases of communications, will be disposed to introduce actual legislation to revamp the FCC, remains to be decided. Presumably, he would not undertake such a move unless Chairman Wheeler and other influential Committee members consented. Both Senator Wheeler and Senator White at the last session introduced "ripper" legislation on the theory that FCC troubles lay mainly in the personnel, rather than in the statute.

A New Agency?

Thought has been given to creation of a separate agency to handle broadcasting matters, particularly since some factions feel the FCC now is devoted to broadcasting and related fields, while common carrier matters are left more or less adrift. Another possible development is that for amendment of those provisions of the Communications Act of 1934 dealing with delegation of functions so that a separate division, or possibly a single individual, would be designated to handle all broadcast regulatory matters, such as a common carrier division or individual assigned to public utility common carrier activities. Direct appeals from decisions of these new divisions or administrative determinations might be taken either to a newly created Communications Appellate Board, with quasi-judicial functions, or to courts.

While the oral arguments were somber in contrast with the advance notices and with the violent internal wrangling at the FCC immediately preceding them, nevertheless were significant developments during the arguments. Virtually no mention was made of the IRNA telegram incident, which had caused such an emotional stir within the FCC and which had prompted recriminations both at the White House and in Congress [BROADCASTING, Dec. 11].

Even though the FCC had completed evaluation of telegraph responses from 227 network affiliate stations, in reply to the query whether the population of the U.S. is reached by the brief filed by IRNA, the data was not placed in the record and no questions were asked. Senator H. H. Long (D-La.), ranking minority member of the Senate Commerce Committee, at the IRNA telegram incident, which had caused such an emotional stir within the FCC and which had prompted recriminations both at the White House and in Congress.

MBS Sought Blue

Most startling of the disclosures during the hearing was that officials of MBS had made overtures regarding acquisition of NBC-Blue network contracts. This came after MBS Counsel Louis G. Caldwell had stated it was generally known that NBC was "peddling" the Blue. Afterward, NBC Counsel Philip J. Hart, in the hearing, dodged the suggestion that some time ago (about six months), officials of MBS and the Chicago Tribune (WGN), sought to buy selected Blue network outlets. Another blundering in gaps on MBS. Mr. Hennessy asserted this would have "frozen" network competition at three major stations, and listeners of the Blue stations would not be sufficient to re-establish a fourth entity.

Another tense situation developed (Continued on page 58)
Hollywood Eyes Grand Rights To Retain Radio Exploitation

Film Colony More Sympathetic to Broadcasters As Music Battle Involves Songs From Films

By DAVID GLICKMAN

WITH the season's output of musical productions running well above the previous year's total, Hollywood and ASCAP occur after Dec. 31. The film industry, needing radio to exploit its productions and popularize their musical scores, in its entirety as long as the film producer, or anyone else, controls grand rights. Under such conditions, it would be necessary from ASCAP even though the writers are members of that organization.

Loss of Rights

Under the grand rights ruling, a major portion of a musical stage show in this country, or the right loses its "grand" classification, and thereby results in an infringement. Grand rights, as generally accepted, have applied only to stage plays and operettas. ASCAP, it was pointed out, does not share in the grand rights profits, even though the music therein is the copyright property of the Society. Composers and writers receive under the Society's "small rights" ruling, and therefore unlicensed radio would face infringement charges, if it broadcast under the license numbers from musical scores if the authors are ASCAP members.

If a final break between broadcasters and ASCAP, the broadcasting of music from motion pictures would be forbidden by law unless packaged as a grand right, it is declared. This pertains to ASCAP music only. Every violation would automatically result in a fine of $250 or more for each station which broadcast the musical number.

Movies Sympathetic

In a counter move to thwart the possible packaging of musical films or operettas, ASCAP is understood to be considering legal negotiations to reach an agreement with the "small rights" group by its member writers in the organization, operating the same as under the present small rights arrangement. However, discussion has aroused much speculation on the West Coast as to whether such strategy can be worked out without long court litigation.

Although much of the ASCAP library is owned by publishing identified with the film industry, Hollywood motion picture producers are in a musical situation, knowing full well that hit tunes from motion pictures, popularized by radio, are the film industry's biggest money-making vehicles, and that ASCAP's income received from the restricted music which runs on an average of 25 minutes for each broadcast. It is therefore not being minimized that ASCAP would force him personally to hire a non-ASCAP writer to score the film Radio Theater program.

Silvers pointed out that music for the program cannot be put into the public performance category because J. Walter Thompson Co., agency servicing the Lever account, insists that it must be a network production and not incidental selections. The music cannot be used on any other program which militates against increased revenue from ASCAP. By holding off, ASCAP, it maintains. Herman Greenberg, assistant general manager of ASCAP, when in Hollywood in December concluded that there are members of the Society, has assigned all rights to his Lux Radio Theater network productions, and even though they are not used on any other program, the issue is clean-cut. It is understood that J. Walter Thompson Co., which holds Silvers' contract, is studying the legal aspects of his status in a determined effort to keep him on the show in the present capacity of conductor-composer.

ASCAP STARS TREK TO THE HILLS

Carload of Big Names Hauled to Frederick, Md., To

- Dramatize Signing of WFMDF Contract

MUSIC or maybe we'd better say ASCAP, has added a new program to the Washington Post, A. V. Tidmore, general manager of the station, and "It is our carefully con-

sidered opinion that we cannot fully

fill our obligations to our listeners

by depriving them of music like

The Old Rugged Cross", 'Happy Birthday to You' and thousands of other compositions of all kinds of classicism, the

"An official of ASCAP," according

to the Post, "whispered during the broadcast that the talent repre-

sented on tonight's show would have

cost a producer $500,000 to bring together. Tin Pan Alley's famous performed tonight without pay because their only desire was to

dramatize their fight with the big

broadcasting companies over who

should pay for the use of copy-

righted music—the small independ- enent stations like WFMDF or the

networks."

ASCAP told the Frederick populace

that if the network ban goes into effect Jan. 1 its music will be barred in only two countries—United States and Germany.

Just before the WFMDF-ASCAP pact which is scheduled to go into effect as of the Washington Post, A. V. Tidmore, general manager of the station, and 'It is our carefully considered opinion that we cannot fully fill our obligations to our listeners by depriving them of music like 'The Old Rugged Cross', 'Happy Birthday to You' and thousands of other compositions of all kinds of classicism,' "An official of ASCAP," according to the Post, "whispered during the broadcast that the talent represented on tonight's show would have cost a producer $500,000 to bring together. Tin Pan Alley's famous performed tonight without pay because their only desire was to dramatize their fight with the big broadcasting companies over who should pay for the use of copyrighted music—the small independent stations like WFMDF or the networks."

ASCAP told the Frederick populace that if the network ban goes into effect Jan. 1 its music will be barred in only two countries—United States and Germany.
NBC Realigns Program Department

New Public and Concert Services Supplant Present Setup

A SWEEPING realignment of the NBC Program Department, entailing also the elimination of the Educational Department and the NBC Artists Service and the creation of a Department of Public Service and an NBC Concert Service, was announced Dec. 10 by Niles Trammell, president. Reorganization had been expected since the appointment of Sidney Sutow, formerly vice-president in charge of the network's Central Division, as vice-president in charge of programs (Broadcasting, Oct. 15).

Under the new setup, which becomes effective immediately, James Rowland Angell, formerly educational counsellor, becomes NBC counsellor for public service programs. This new program division includes all religious, educational, agricultural and children's programs. The revised arts and entertainment service network arrangement places George Engles, vice-president who formerly headed NBC Artists Service, in charge of that operation. Red Burton, handling management, sale and promotion of all artists in the concert and operatic fields.

Other Changes

Radio talent formerly included in the Artists Service has been handled in a new division of the Program Department, the program and talent sales division. Bertha Brainard, former manager of his network, heads the commercial program division, heads this division, supervising all booking of artists for radio, motion picture and television appearances. Miss Brainard will also be in charge of the promotion and publicity department, handling all advertising, press releases, pamphlets, mailing lists and all other advertising and promotion matters. She will also supervise all program material and bookers for NBC's operatic and concert services and all programs included in the Artists Service.

The revised artists service network arrangement places George Engles, vice-president who formerly headed NBC Artists Service, in charge of that operation. Red Burton, handling management, sale and promotion of all artists in the concert and operatic fields.

Chicago office of Gardner Advertisers, returns to NBC to fill the newly-created position of national production manager. His duties will be to coordinate production of all network programs, including those originating at division offices and on the M & O stations.

New Music Division

Wilfred Roberts continues as manager of the New York production division, which has been expanded to include continuity, announcing and sound effects. Lewis Titterton, manager of the contin- nuity section, Patrick Kelly, manager of the announcing section, and N. Ray Kelly, manager of the sound effects section, now report to Mr. Roberts.

Another new division, the music division, has been established, with Samuel Chotzinoff, director of serious music, as manager. He will be responsible for all orchestral activities, coordinating with the other Program Department divisions. Dr. Frank Black, musical director, and Leo Spitalny, contractor of the house orchestra, report to Mr. Chotzinoff. Thomas Belviso continues as manager of the music library as well as the music preparation section.

Walter Preston Jr., formerly assistant to the vice-president in charge of education, has been appointed manager of the newly-created public service division of the department, supervising women's and children's programs and educational and religious broadcasts. Another new post is that of director of talks, whose duties will be to coordinate with the Red and Blue program managers all forum programs, Governmental talks, programs of controversial nature or political character. This position has not yet been filled, but an appointment will be announced shortly, Mr. Sutow stated.

The new program and talent sales division of the Program Department, under the direction of Miss Brainard, will be responsible for the development, creation and sale of programs for both the Red and Blue networks; will manage and direct all talent on both commercial and sustaining broadcasts; will handle the sale of talent for radio, movies and personal appearances, and will coordinate the operations in this field of the network's divisional offices.

Daniel S. Tutthill, formerly assistant managing director of the Artists Service, will be assistant manager of the division, handling contracts and management. Douglas S. Meneser, formerly assistant to the commercial program manager, becomes assistant manager in charge of sales.

The news and special events division of the Program Department continues under the direction of A. A. Schechter.

Staff Transfers

Forty-five members of the Artists Service have been transferred to this new division, including:


FORBOND, NBC announcer, has turned his 60-foot cruiser over to the U. S. Coast Guard, to be used in active coastal duty.

Advertising Data Collected by FTC

Amount Spent for Advertising Involved in New Surveys

ADDITIONAL data on advertising expenditures of large industry groups are being released periodically by the Federal Trade Commission in line with the project of collecting annual financial reports from 100 industrial corporations operating principal U. S. industries (Broadcasting, Nov. 15). The FTC figures, beyond overall expenditures for advertising and other selling and operating expenses, testify to the increasingly important regard for advertising in big business budgets.

Food Concerns

According to the FTC, four of the five major "food and food specialty manufacturing" fields, with total net sales in 1939 amounting to $270,787,816, spent 9.79% of this amount, $24,864,483 for advertising. Four biscuit and cracker manufacturers, reporting consolidated sales of $148,719,550, were shown to have spent 3.45% of their total sales volume, or $5,292,152, for advertising, making 1939 one of the most prosperous years for these manufacturers of corn products, with consolidated sales of $199,671,424, costing $55,211,769, or 2.77%, for advertising, according to the FTC, and five beef sugar refining corporations, aggregating $108,505,719 in sales, spent $6,903,911, or 6.38%, for advertising during 1939.

Manufacturers of food and food beverages, into which group these concerns with a sales volume among the heaviest buyers of radio time, so a good share of those advertising expenditures doubtless went for purchase of radio time. According to the 1940 Broadcast- ing Yearbook, "the food and food beverage" sponsors during 1939 accounted for $24,649,778 in gross network time, or 5.13% of the estimated $493,162,781 from January to September in national non-network time (139 stations). The Broadcast- ing Yearbook is prepared on a full-industry basis, rather than a representative basis, as is the case with the data discussed above.

In other categories, six manufacturers of rubber products, with total 1939 sales amounting to $267,569, spent 3.12% of this amount, or $17,253,504, on advertising, according to the FTC. Eight corporations manufacturing heating and cooking apparatus, from stoves and ranges to oil burners, with sales of $185,479,026, spent 0.90% of these sales, or $1,744,264, for advertising, according to the FTC, and seven glass manufacturers, with sales of $261,420,053, spent 1.27%, or $3,344,795, for these purposes. Another good year for the principal manufacturers of agricultural machinery and tractors, with sales of $529,356,946, spent 1.45% of this amount, or $7,745,556, for advertising; six glass manufacturers, with sales of $261,420,053, spent 1.27%, or $3,344,795, for advertising; five manufacturers of auto parts and accessories, with sales of $480,756,926, spent 0.93%, or $4,479,908, for advertising.

CAMPBELL SOUP Co., Camden, on Dec. 13, replaced Shorty Short Story heard Mondays, Wednesdays, and Fridays on CBS 11-11:15 a.m. with Charlie and Jessie. Program features Lon & Mrs. Doreen Campbell, and is written by Wyliss Cooper.

BROADCASTING • Broadcast Advertising

December 15, 1940 • Page 21
Coast Series Costs Little But Gets Big Results

By GRACE GLASSER
President, Glasser-Galley & Co.
Los Angeles

HEARD every Friday evening on a seven-station CBS-Pacific Coast network for 22 years, the series is perhaps the least pretentious network program in the nation. But, paradoxically, its lack of pretentiousness was a major source of satisfaction to the sponsor and our client, Colonial Dames Inc., Los Angeles, which employs this five-minute narrative program to advertise its wide line of cosmetics.

The network radio to the average manufacturer whose budget admits of no high-flew experiments, whose every advertising dollar must produce sales immediately, and unless his reaction time is slow, he will cringe perceptibly.

It is unfortunate, but nevertheless a fact that most regional advertisers with limited appropriations, although drawn toward radio by the prospect of bonanza results, are still frightened by another prospect—that of enormous expenditures of time and talent. They realize their inability to match the expenditures of national competitors dollar for dollar on a 24-hour basis and desire to invert network radio's advantages for a more modest effort—probably in another medium.

Money Takes a Back Seat

Some advertisers have sensed the folly of this creed during the last two years with the result that their shrewdly and cheaply produced "idea shows" are attracting audiences on a par comparable to the big-name variety shows. Fortunately, Colonial Dames' executive and quite some time ago that the talent price of a program need have no direct relationship to the audience the show gets. They learned in 1932 when they built their first great merchandising success in network radio with a program whose talent cost per week was—nothing.

Against the trend toward elaborate variety programs, H. P. Willats, president of Colonial Dames Inc., began a series of straight-from-the-shoulder beauty talks, a remote ancestor of the present Beauty Explorer on KHL, Los Angeles. That was in 1932. Subsequently the series was extended to the entire Columbia-Don Lee network on a daily basis. Debunking wild claims made for some cosmetics long before the FTC proclaimed that there is no such thing as "beauty" beneath the skin, Mr. Willats told his rapidly expanding audience just what powders or creams did to and for the skin. It is a tribute to this series that almost seven years after its termination, Colonial Dames is still receiving commendatory letters regularly from its former listeners. From a merchandising viewpoint, it is an even greater tribute that it forced distribution in scores of cities along the Pacific Coast.

Saturation in West

Other programs carefully planned, economical, and keyed to the basically sound merchandising plan—superseded these beauty talks. Colonial Miniatures, a musical program conjuring up visions of minuettes, and Love Stories of Colonial Women, a dramatic narrative show, were mid-week Sunday afternoon productions adhering to the demands of economy while appealing to a far different audience than the beauty talks had. Alternating the appeals of its programs in presenting a series when it had reached a saturation point, Colonial Dames "won the West". The firm has reached the point where currently it has more than 4,800 drug and department store outlets in the 11 Western states alone—practically universal distribution also.

When we went shopping for a program for our client to broadcast on a nine-station CBS Pacific Coast network in December, 1939, CBS suggested a return to Romance, namely the love stories of famous women. We again knew that we had what we wanted. Our client likes it. Both the show's Hooper Rating and Colonial Dames sales were rising satisfactorily when an irresistible opportunity presented itself. Only five minutes of the "King Smith Hour," re-captured by CBS from General Foods Corp. was available for sponsoring. The program was furnished and as, according to the Hooper ratings, there was a ready-made audience of close to a half-million women, we signed that time. We capitalized, as all regional network advertisers should strive to do, on the audience delivered by this widely popular variety show.

The Return to Romance, having served its purpose, we selected a new type of program, Your Hollywood Beauty Explorer, for this five-minute spot.

Your Hollywood Beauty Explorer is a commentary program which some aspects of skin beauty which answered questions submitted by listeners. Its success was mirrored in a steady increase in Colonial Dames All-Purpose Cream and Colonial Dames Make-Up Beautifier, and in the enthusiasm of the organization's salesmen and demonstrators.

Sunburn Slant

For instance, as evidence that the dealers are really feeling the program's impact, we talked at great length during the commercial, about the sun-screening properties of Colonial Dames Make-Up Base. As result in every city along the Pacific Coast where the program is heard, dealers reported that women came in asking about this make-up base as a sunburn preventative.

With summer fading into fall and convinced that Your Hollywood Beauty Explorer is a veritable friend for Colonial Dames Inc. and its products, we suggested a change in program. We suggested one that was very much of the trend of time, and a golden opportunity was presented. We discovered the five-minute narrator program, Find the Woman, which is built around women behind current headlines. It suited our purpose, and the dynamic Knox Manning, West Coast commentator, was signed as narrator. That was Aug. 9, and the series has been renewed as of Dec. 7 for another year as well as women like it. And commercials of each program tie in nicely with the story of the moment.

The commercials of our client's program alternate between urging feminine listeners to consult the demonstrator and purchase the leads, which we do about every third week. On a most recent mail draw Colonial Dames offered a seven-dollar prize for 25 cents. Although the mention was fairly casual, because the sponsor does not believe in high-pressure mailing techniques, quite a sizable number received, and they are still coming in. From the price list and order blanks of regular merchandising, which is always included with the premium when it is mailed to the purchaser, our client is receiving an amazingly high number of repeat.

The response to offers made on Your Hollywood Beauty Explorer, the current Find the Woman, and other mail response too, is an important part of the ground-work of Colonial Dames merchandising setup. All mail is turned over to us at the agency, and when the labels are affixed, before being pasted on the merchandise, two carbons are made. One carbon, the permanent record, goes into the factory as a mailing list which regularly receives news of special "deals." The other carbon is sent to the Colonial Dames demonstrator in the town from which the mail originally emanated. This carbon has a key letter with it in case the inquiry is about. For instance, BH stands for blackheads, DS for dry skin. Thus every piece of mail that our client's program brings in is converted into a prospect for the product. During the period Colonial Dames has used radio, a sizable list of new advertisers has come from the Colonial Dames salesmen, who has been built up by this method.

Success Secret

Just before the Hollywood Beauty Explorer went off the air summer make-up problems were stressed. As reported last month, the noticeable upsurge in the number of women consulting them on the subject. Several weeks ago Colonial Dames devoted a program to redheads. Within one week after that broadcast, the firm's demonstrators reported sales of Colonial Dames' large department stores, reported that 156 redheaded women had called on her at the behest of the program.

Additionally, every woman whose question is answered on the air receives a free package of the Colonial Dames preparation which solves her beauty problem. No, the preparation is not mailed to her. It is available at a Colonial Dames retailer. The store traffic thus created pays dividends in good will.

Thus has Colonial Dames solved its problems of an integrated merchandising campaign through the use of network radio time. And there is no reason why other advertisers should balk because they imagine the cost is excessive. The formula is simple: Be an opportunist. Hatch your wagon to a star. "Unpretentious" is the key word between two "biggeries" of known audience (and there are plenty of them on every network schedule, that is, if your network is Advertising), and results are virtually assured.

Willys Disc Series

WILLYS-OVERLAND MOTORS, Toledo, has cut a series of transcribed announcements to announce its Willys Waltz contest. The contests were cut by NBC Radio Recording Division in Chicago. U. S. Adv. Corp., Toledo, will place the spots.

BAURKAGE, NBC Washington commentator, has been elected vice-president of the Radio Correspondents Assn. for the term ending in March.

Page 22 • December 15, 1940 • BROADCASTING • Broadcast Advertising
An Accounting of Our Stewardship

In the four years KOY has been under the present management of the Salt River Valley Broadcasting Company, it has proved itself as Arizona's station of public service.

In 25,096 hours of broadcasting, KOY has presented 1,500 hours of educational programs, 1,456 hours of community service and 624 hours of agricultural programs, plus 11,658 announcements supporting community enterprises. Also—there have been 250,000 friendly listener letters; 500,000 people assembled in audiences through KOY efforts, and 15,000 people in musical groups have broadcast on KOY.

These are indications of the public acceptance of KOY in Arizona... which has made KOY the leader in advertiser acceptance: KOY carries more national spot business than all other stations in Arizona combined; network advertisers choose KOY in Arizona almost two to one; Arizona's pioneer firms choose KOY consistently.

Burridge D. Butler, Chairman
Fred Palmer, Manager

1000 Watts
550 Kilocycles

NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

Key Stations, Arizona Network:
KOY—Phoenix  KTUC—Tucson  KSUN—Bisbee
FCC Starts Drive to Divide Clears

Strong Dissent Filed To WHDH Ruling; Appeals Likely

THE LONG-HINTED putsch to break down of clear channels through East-West Coast duplication officially materialized Dec. 6 with the proposed decision of a 3 to 2 split against granting a construction permit to WHDH, Boston, fulltime on 830 kc., a Class I-A channel occupied by KOA, Denver. The action presaged litigation that was to wind up in the Supreme Court.

By a split vote of 3 to 2, with Chairman Fly not participating, the Commission announced its intention to amend existing rules authorizing 28 Class I-A or fully clear-channel stations at night, by deleting the 830 kc. frequency to permit fulltime for WHDH. It is regarded as the forerunner of an all-out crusade by the FCC's present anti-clear-channel majority to duplicate clear-channel stations.

A 'Dangerous Precedent'
The action in the KOA case was reported by BROADCASTING in its Oct. 15 issue, following a meeting at which Commissioners Walker, Thompson, and Payne voted for the duplication and Commissioners Craven and Case strongly disagreed. Chairman Fly was absent.

The same alignment required for the proposed decision announced Dec. 6, but with Chairman Fly not participating. His failure to vote permitted the proposed decision, as Payne, voting for his vote with the Craven-Case majority would have resulted in a deadlock. His non-participation was ascribed to insufficient knowledge of the issues, since he had been occupied with national defense and other activities.

Nevertheless, in industry circles there was criticism of the whole issue. First, it felt the FCC should not vote on so fundamental an issue without adequate deliberation, particularly since there is one vacancy. Moreover, by permitting the decision to develop on a 3 to 2 split without an expression, even as the chairman, the interpretation was that the chairman's failure to vote was as good as a vote in favor of the clear-channel proposal.

The dissenting opinion of Commissioners Case and Craven minced no words in describing the dangerous precedent which would be created if the FCC finally breaks down the clear channels. It is one of the 26 specified for exclusive use at night in the country under the Havana Treaty, slated to become effective next March 29. If the breakdown of one channel in the group is authorized, it is pointed out that it would be an easy matter to curtail the service of others through duplicate operation.

Therefore, the Dec. 6 action was a proposed decision, rather than a final decree. Considerable controversy entered in the case because the FCC refused to recognize a dominant station on the channel, as well as several other stations on the frequency, stations on adjacent channels, and the Clear Channel Group, to intervene or participate in the case in any way. Commissioner Goettel-H. Payne first denied the intervention petitions and was afterward sustained by a split Commission vote.

The anti-clear-channel group is known to favor duplicate assignments by placing at least three stations on each clear channel. Their contention, in defiance of recognized engineering opinion, is that a channel, through use of directive antennas, minimum interference would be caused and improved service would be provided throughout the country.

Hard on Rural Areas

However, opponents of this thesis bring out that the additional service would come only to adequately programmed metropolitan areas, capable of installing the new facilities, while the rural population, now underserved, would be deprived of secondary service.

Applications for intervention had been filed by KOA; CBS on behalf of WABC, New York, on an adjacent frequency; WMEX, Boston, on competitive KOA; and the Clear Channel Group, representing 13 stations on Class I-A frequencies. The hearing was held Jan. 29-30. WHDH, now using daytime and evening time preceding sunset at Denver, on 830 kc. with 1,000 watts, asked for 5,000 watts fulltime on the channel.

The Thompson-Walker-Payne majority held that issuance of the authorization as applied for would violate Section 325 of the rules, setting up Class I-A channels.

Therefore it proposed to amend the rules, deleting the 830 frequency from this select group and reducing the number of clear channels to 22. Originally there were 40 clear channels set aside for exclusive use of high-power stations at night, designed to provide rural and remote service.

The number, however, was diminished over the years through breakdowns under the guise of special experimental authorizations, until the FCC pegged the allocation at 26 under the Havana Treaty.

The Commission majority held that the fulltime operation of WHDH would not cause any interference to primary service of KOA, but that interference might reasonably be expected to reception in the eastern half of the United States. The granting of the WHDH application, it said, would enable WHDH to deliver service of primary signal quality to an area with 3,063,000 people, or 61,000 people than are now included within the primary service area of the station. With the increased hours, a new service would be rendered WHDH to 94.9% of the Boston metropolitan area, including a population of 2,185,000. Mention also was made of extension of service to the fishing banks off the New England coast.

A Thorough Dissent

In its conclusions the Commission majority said operation of WHDH as proposed "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be rendered interference with intermittent reception upon receivers located in the eastern part of the United States, remote from the station.

Whereas the majority opinion covered only four pages, the dissenting opinion of Commissioners

(Continued on page 84)

Free Competition Favored by FCC

'Survival of Fittest' Theory Marks Dubuque Decision

FREE COMPETITION in broadcasting, irrespective of whether stations "play fair" because of the dizzy pace, is the intent of the FCC, it was made clear Dec. 9 in an FCC order involving the much-litigated Sanders Bros. case in Dubuque, la. It was this order in which the p r e m e Court decision several months ago, establishing the "survival of the fittest theory."

In a petition for rehearing filed by WBDB, Dubuque, operated by Sanders Bros., from the FCC decision granting a new KEDTH, Dubuque, a modification of license for improved facilities, the FCC used the language of the Supreme Court in that very case as the basis for its action.

It held that under the Communications Act, and interpreted by the courts, a licensee is not entitled to be protected from free competition. On Sept. 4 the FCC had granted the Telegraph Herald station, KEDTH, a construction permit to increase one from 500 watts to 1,000 watts and its hours of operation from daytime to unlimited time, on 1490 kc.

Competitive Aspect

WBDB, through its counsel, contended that the granting of the application would adversely affect the public interest, welfare and convenience of the competitive situation and that either its station or the proposed Telegraph, Herald station would go under, or its station and the new station would be compelled to render inadequate service, or that one of the two stations would go under, with the public receiving inadequate service during the period that both continue in operation.

Admonishing W K B B t h a t i t "misapprehends the Commission's duty to foster competition" under the law, the FCC said that since the Telegraph Herald is financially qualified to operate the proposed station, the recognition that public interest will best be served by allowing "free competition between the applicant and the existing station." It reiterated language used in granting the application of WORD, Spartanburg, S. C., last January, in which it said that competition between stations in the same community is in the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers.

Carpet Co. New Sponsor


Klassy Keglers from all angles are these five members of the bowling team of KSO-KRNT, Des Moines, now leading the Register & Tribune Bowling League with 22 games won out of 33 played. For the last two years the team has won top honors and appears well on the way to a third championship. The quintet includes (1 to r) Ruth Raplinger, Esther Spling, Naomi Achtermann, Virginia Poeppling and Mabel Boddiaker. Among other stations on the frequency, stations on adjacent channels, and the Clear Channel Group, to intervene or participate in the case in any way. Commissioner Goettel-H. Payne first denied the intervention petitions and was afterward sustained by a split Commission vote.

The anti-clear-channel group is known to favor duplicate assignments by placing at least three stations on each clear channel. Their contention, in defiance of recognized engineering opinion, is that a channel, through use of directive antennas, minimum interference would be caused and improved service would be provided throughout the country.

Hard on Rural Areas

However, opponents of this thesis bring out that the additional service would come only to adequately programmed metropolitan areas, capable of installing the new facilities, while the rural population, now underserved, would be deprived of secondary service.

Applications for intervention had been filed by KOA; CBS on behalf of WABC, New York, on an adjacent frequency; WMEX, Boston, on competitive KOA; and the Clear Channel Group, representing 13 stations on Class I-A frequencies. The hearing was held Jan. 29-30. WHDH, now using daytime and evening time preceding sunset at Denver, on 830 kc. with 1,000 watts, asked for 5,000 watts fulltime on the channel.

The Thompson-Walker-Payne majority held that issuance of the authorization as applied for would violate Section 325 of the rules, setting up Class I-A channels. Therefore it proposed to amend the rules, deleting the 830 frequency from this select group and reducing the number of clear channels to 22. Originally there were 40 clear channels set aside for exclusive use of high-power stations at night, designed to provide rural and remote service.

The number, however, was diminished over the years through breakdowns under the guise of special experimental authorizations, until the FCC pegged the allocation at 26 under the Havana Treaty. The Commission majority held that the fulltime operation of WHDH would not cause any interference to primary service of KOA, but that interference might reasonably be expected to reception in the eastern half of the United States. The granting of the WHDH application, it said, would enable WHDH to deliver service of primary signal quality to an area with 3,063,000 people, or 61,000 people than are now included within the primary service area of the station. With the increased hours, a new service would be rendered WHDH to 94.9% of the Boston metropolitan area, including a population of 2,185,000. Mention also was made of extension of service to the fishing banks off the New England coast.

A Thorough Dissent

In its conclusions the Commission majority said operation of WHDH as proposed "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be rendered interference with intermittent reception upon receivers located in the eastern part of the United States, remote from the station."

Whereas the majority opinion covered only four pages, the dissenting opinion of Commissioners

(Continued on page 84)
BIG NEWS OF THE DAY IN DETROIT

WXYZ NOW 5000 WATTS DAYS AND NIGHTS NO RATE INCREASE BEFORE FEBRUARY 1, 1941
MORE MARKETS MORE LISTENERS

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network National Sales Representative—PAUL H. RAYMER CO.
Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

HUSK HUSTLERS of WHI, Des Moines, met late in November for a special three-way corn husking match to settle once and for all who on the staff qualified as WHI's No. 1 bandbox artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), tossed out Kenny Webster, editor, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several interested spectators. WHO staff members acting as officials included Manager J. U. Maland, Program Director Harold Fair, Publicity Director Woody News, Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfed Webster, Gene Gott and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Geller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

HUSK HUSTLERS of WHI, Des Moines, met late in November for a special three-way corn husking match to settle once and for all who on the staff qualified as WHI's No. 1 bandbox artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), tossed out Kenny Webster, editor, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several interested spectators. WHO staff members acting as officials included Manager J. U. Maland, Program Director Harold Fair, Publicity Director Woody News, Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Gott and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Geller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

HUSK HUSTLERS of WHI, Des Moines, met late in November for a special three-way corn husking match to settle once and for all who on the staff qualified as WHI's No. 1 bandbox artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), tossed out Kenny Webster, editor, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several interested spectators. WHO staff members acting as officials included Manager J. U. Maland, Program Director Harold Fair, Publicity Director Woody News, Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Gott and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Geller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

HUSK HUSTLERS of WHI, Des Moines, met late in November for a special three-way corn husking match to settle once and for all who on the staff qualified as WHI's No. 1 bandbox artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), tossed out Kenny Webster, editor, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several interested spectators. WHO staff members acting as officials included Manager J. U. Maland, Program Director Harold Fair, Publicity Director Woody News, Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Gott and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Geller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

HUSK HUSTLERS of WHI, Des Moines, met late in November for a special three-way corn husking match to settle once and for all who on the staff qualified as WHI's No. 1 bandbox artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), tossed out Kenny Webster, editor, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several interested spectators. WHO staff members acting as officials included Manager J. U. Maland, Program Director Harold Fair, Publicity Director Woody News, Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Gott and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Geller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

HUSK HUSTLERS of WHI, Des Moines, met late in November for a special three-way corn husking match to settle once and for all who on the staff qualified as WHI's No. 1 bandbox artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), tossed out Kenny Webster, editor, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several interested spectators. WHO staff members acting as officials included Manager J. U. Maland, Program Director Harold Fair, Publicity Director Woody News, Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Gott and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Geller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

Florida Citrus Exchange, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOW, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour over WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.
Ever hear the one about:

The four WOR mentions which pulled 46,101 letters from listeners—each accompanied by ten cents—during the past three weeks? No? Come, come, sir, awake! Things go on! Or perhaps you heard, accidentally, of course, about the WOR early-morning listeners who sent a sponsor 51,767 jingles because he asked for jingles and now he’s so deeply imbedded in jingles he sometimes wonders what odd fate tempted him to ask for them in the first place? Naturally, WOR’s 135,000 watts has something to do with this. Whole lot, in fact. More power, you know. And at a very reasonable cost indeed.
Special Taxes on Broadcast Stations Advocated by Printing Trades Union

Alice Persists

AT BEGINNING of the Missouri U football season, Alice Meredith, tiny staff member of Radio Station KFRC, San Francisco, was given a polite but firm rebuff by the athletic department when she attempted to enter the stadium radio and press box to handle a broadcast for KFRC from the stands behind, where during each of the four home games listeners were treated to her feminine commentary. Mail indicated quick and impressive acceptance of the woman, yet is now so much demanded that the feature has been added for coming seasons.

advanced before committees of Congress which consider new radio legislation. The other proposals include recommendations that sale of time at 20% or grosses of $25,000 would be $10,000 a year; $15,000 for 100,000 from $200,000, and 20% on grosses in excess of $200,000.

While some at such rallies would not comment formally on the campaign, beyond the action at the New Orleans meeting, it was indicated that an all-front drive would be made in Congress. The tax plan was only one phase of a four-point program, with the others presumably to be met. It was brought out that certain agencies had been obtaining the overall requirements of the FCC, although the character of the present treatment might indicate that a certain required response could be obtained. Discussion also covered problems of the new plan, up to 15,000 cycles over telephone lines and frequencies suited for use of relaying plan from studio to transmitter. Participating in the conference for the FCC, in addition to Mr. Ring, were William C. Bowes of the FCC engineering department, and William H. Bauer, FCC senior attorney.


Participants in the conference table discussions included: R. D. Schirmer, Steve Finn, Thomas Massengale, Maj. Edw. H. Armstrong, inventor of the Armstrong FM system; J. F. Morrison, Bell Labs; By the MacNair, Bell Labs.

During the discussions Mr. Ring emphasized that the FCC engineering department must see that specific audio - response requirements

Progress Noted In Treaty Talks

Diplomatic Circles Perk Up As Deadline Approaches

NEW SIGNS of life in diplomatic conversations, aimed at an adjustment of differences between nations on the use of radio frequencies, allocations, which would enable the Havana Treaty reallocations to be effected by the March 29 deadline, are reported in official Washington circles.

While speed is essential if the designated March 29 deadline of the International Communications Division of the State Department is to be met that progress was being made.

A conference may be scheduled within the next ten days with an engineering delegation representing Mexico to adjust conflicts in the proposed treaty allocations between the United States and that country. Little difficulty is anticipated in ironing out conflicts with Canada.

Cuba Holds Back

The only new retarding factor is the failure of Cuba to submit its allocation plans. Several weeks ago Cuba submitted its proposed allocations but, according to State Department, represents a conflict with engineering standards established under the treaty that a complete revision has been requested.

FCC and State Department officials were not prepared to say that Cuba's legendary reticence would be met, but they were more optimistic than a fortnight ago, when diplomatic sources predicted a virtual standstill [BROADCASTING, Dec. 1].

The FCC, which already has released the projected allocations for next March, is understood to have initiated new moves looking toward a solution of the technical differences. A number of hearings, based on applications filed for facilities earmarked for particular Class I stations, have already been ordered but no hearing dates yet have been set.

The plan, as presented, could be changed at any time, is to give the applicants quick hearings in order to comply with existing hearing procedure.

CAB at Treaty Sessions

THE Canadian Assn. of Broadcasters has been invited to sit with the technical committee of the Canada - U.S. Co - operated Corp. in connection with reallocations under the Havana Radio Treaty. To this end the CAB at its board of director's meeting in Montreal on Nov. 25 sanctioned a survey of tentative Canadian reallocations [BROADCASTING, Nov. 29].

Bayley of the electrical engineering department of the U of Toronto asked to make the survey as of Dec. 1, and is expected to have his report ready by Jan. 1. The survey being made so the CAB can present its position on allocations. The work is under the supervision of George Chandler, director of the technical and CAB technical committee. He and Bayley will sit with the CBC technical committee.

WATN, Watertown, Starts Soon

WITH Kirby Ayers as general manager and Diany Dinsdale as commercial manager, WATN, Broadcast Corp., Watertown, N. Y., expects to go on the air sometime in January. Construction of the 85,000-watt station on 1210 kc. was granted by the FCC July 50 to the Watertown Broadcast Corp. in the persons of F. J. Richer, local wholesale food dealer, president, Dean R. Richardson, treasurer, and Ruth Quigley, secretary.
Spotlight on Baltimore

...IN 1941

S O O N —— FULL TIME AND 50,000 WATTS
IN 1941—MORE THAN EVER BEFORE WBAL means business in Baltimore
Paul Oury Head Of New WCFI in Pawtucket, R. I.

FCC Deletes Statements in Original Ruling in June

APPOINTMENT of W. Paul Oury, veteran New England broadcast engineer and former general manager of WPRO, Providence, as general manager of the new WCFI, Pawtucket, R. I., was announced Dec. 9 by Pawtucket Broadcasting Co., licensee of the station. Holding a construction permit for 1,000 watts fulltime on 1399 kc., the station plans to begin operation about January. Approximately $75,000 is being expended for studios and equipment.

The announcement was made immediately following issuance of an order Dec. 7 by the FCC clearing up a matter of Mr. Oury’s connection with the projected station’s operation. In the original decision granting the construction permit on Dec. 2, certain conditions regarding Mr. Oury’s participation in the project were specified. In the order made public Dec. 9, the FCC stated that Oury, Nov. 25, the FCC ordered stricken from the decision all reference to Mr. Oury, giving him a clean bill of health.

Order Amended

The Commission ordered that the original decision be amended by striking out the specifications in the order of Dec. 7, in which it was stated that Mr. Oury “does not have and is not to have any interest or connection with the application.” In the conclusions, it ordered stricken the language that “capital stock in the corporation, formed by Mr. Oury, having been surrendered and the latter having withdrawn from any connection with the application.”

In another paragraph in the conclusions, it ordered that there be stricken the language “subject to the conditions that Paul Oury shall not have any interest in the project station or be associated with it as manager, or in any other capacity.” The order was made immediately effective.

For the filing of the WCFI application, Mr. Oury’s new status will be that of general manager in full supervisory charge of the station development. Stockholders in the company are Frank Crook, president of Crook Creative, automobile distributors, and Howard W. Thornley, chief engineer, each holding 500 shares. Mr. Oury originally was a partner in the venture.

The station is installing a Western Electric 1,000-watt transmitter and a Blaw-Knox distributor. Ambo Studios are located in a separate building in downtown Pawtucket, adjacent to the station.

A veteran broadcaster who began in radio as a “brass pounder” in the Navy, Mr. Oury pioneered not only in broadcast engineering, but in sound engineering in the motion picture industry. He was general manager of WPBO-WFAP, Providence and Pawtucket, from 1922 to 1956, and

Rates for S. E. Blue

PACKAGE RATE for the ten Southeastern stations joining NBC such as the Southeastern Group [BROADCASTING, Dec. 1], has been set by the network at $250 on Dec. 1. Each of the stations — WCBT WEED WMFD WMFR WNGC WHKY WOGO WGCW — jointed on Dec. 15 and are available to advertiser at the package rate of $250. The two remaining stations, WHS and WJHL, joining later in the month, will be sold at $50 each per evening hour. As a station to the stations in the Southeastern Group, NBC will present on Dec. 15, 10-11 a.m., a broad-casting of a distinguished guest stars and excerpts from outstanding programs now featured on the Blue.

WGAC Takes the Air, Has NBC-Blue Affiliation

SLAID to become an NBC-Blue Affiliate Dec. 15, 1940, Augusta, Ga., started operating Dec. 1 with 85 local advertisers, according to B. B. E. Watts, general manager, who formerly was with WIS, Columbus, S. C., and WJHD, Miami. Mr. Watts is a native of Pawtucket, R.I.

The studio includes: Bernard M. Dabney, sales manager, from WHTV, Richmond; John Watkins, program director, from WHAS, Louisville, and WSCC; William Hück, from NBC, announcer; John Linder, from WOT, San Antonio, and C. P. MacGregor Co., announcer; William Nungesser, from WSGA, Atlanta, and WGAI, Athens, Ga., announcer; and Elmo Speer, traffic supervisor.

WGAC is one of two new locals recently authorized by the FCC, and will operate with 250 watts on 1210 kc. [BROADCASTING, Aug. 1]. Its officers and stockholders, in addition to Mr. Watts, are W. D. Boswell, publisher of the Augusta Herald; Millie Owens, editor of the Augusta News, and W. T. Brown, attorney. The other local, WMWH, which will operate with 250 watts on 1570 kc., was granted last Aug. 27 to W. Montgomery, local realtor. [BROADCASTING, Sept. 1].

originally was owner of the Pawtucket outlet, later combined with WPRO.

During the World War, Mr. Oury served as a naval radio officer both here and abroad. From 1924 to 1928 he constructed and operated ultra-short-wave transmitters for Crysal Radio Telegraph Co. in Central American republics, handling many SOS calls from ships and plane in the midst of a barbed wire fence and made connection, although it involved a tedious job of bridging 150 twisted, rusty connections with copper wire. Only incident marring operation of the novel circuit was an attempt by some kids with commercial aspirations to run off with the long stretch of copper wire. This effort was nipped in the bud, and for three days the unique hookup supplied power to the station, with a cowboy patrolling the line on his horse to insure against further sabotage. In the midst of the storm WBAP, Fort Worth, sent its mobile unit to Amarillo for a radio kids with commercial pickup. Although sunk to the bottom of a sinkhole, its sales in the spongy KGNV lawn, the WBAP unit was used to feed a program to the nearest telephone line at Clarendon, 60 miles away—claimed as the first on-the-spot record of the storm received in downtown Texas.

Regional Power Increases

WAXY, WBGJ, WFEA Given Boosts to 5,000 Watts

THREE regional stations were given power boosts Dec. 5, with power increases to 5,000 watts. WAXY, Tankton, S. C., was granted a power increase from 250 to 5,000 watts fulltime, direction day and night.

KGA, Salt Lake City, was granted a shift in frequency from 1600 to 870 kc. and an increase in power from 250 watts to 1000 watts on 750 kc. KGRE, Glens Falls, N. Y., was authorized to shift in frequency from 1350 to 1500 kc. and increase power from 250 to 1000 watts fulltime, direction day and night.

KGET Gets Fulltime

WTRY, Troy, N. Y., was given a construction permit to increase hours of operation from daytime to fulltime on 950 kc., with 1,000 watts, using a directional day and night. KSRG, Santa Rosa, Cal., was granted a power increase from 250 to 1000 watts fulltime, direction day and night.

WAXY joins Blue

WINN, that operates in the following conferences with J. G. Gude and John W. Karol, CBS station relations and research executives, respectively.

Establishment of a 20,000-man Army training camp in Spartanburg, together with related national defense expansion in the area, will entail a Federal expenditure of approximately $50,000,000 in the market, according to Mr. Brown. WSPA, now operating daytime with 1,000 watts, has been granted full time by the FCC. It also is seeking a power increase to 5,000 watts. The station expects to begin full time operation by March. Approximate for 650,000 is being expended for the new transmitting equipment and site. Two 275-foot Trucon self-supporting towers are being installed for directional use.

WORD, 250-watt sister station of WSPA, now is the CBS outlet. On Jan. 1, WSPA will carry CBS programs during daytime, with WORD carrying the night schedule. WSPA begins fulltime operation the entire CBS schedule will be carried over that outlet. Spartanburg Advertising Co., which operates both stations, plans to dispose of control of majority interest in WORD.

WSPA AFFILIATION

WITH CBS JAN. 1

TO TAKE advantage of large-scale industrial and national defense development in the Spartanburg area, CBS, on Jan. 1, 1951, will add WSPA to its network, advancing the number of its stations in that market from seven to nine.

The announcement was made Dec. 6 by Walter J. Brown, vice-president and general manager of WSPA and WORD, also in Spartanburg, following conferences with J. G. Gude and John W. Karol, CBS station relations and research executives, respectively.

THE following conferences with J. G. Gude and John W. Karol, CBS station relations and research executives, respectively.
HUNDREDS of enthralled men and women packed New York's Castle Garden on the night of Sept. 11, 1850, and heard Jenny Lind's first American concert. The next morning, the story of her artistry swept the nation, and Jenny Lind became the most famous singer of the century. But only a few thousands actually heard her sing.

Had radio existed in 1850, every American—the clerk in Boston, the planter in Alabama, the farmer in Illinois, the sailor on a clipper bound for California—would have thrilled to the glorious voice of the Swedish Nightingale. Through broadcasting, her concerts would have reached countless American homes. Through Victor Records, her voice would have been preserved to be enjoyed by music lovers for all time.

Today, radio provides more than musical entertainment for Americans. It gives us vital news as soon as it happens; it keeps us the best informed people. Two great nationwide networks of the National Broadcasting Company, an RCA service, operate 36 hours a day in the aggregate to provide the most interesting radio broadcasting service in the world.

Another vital radio service is performed by R.C.A. Communications, Inc., with its direct transmission to and from foreign countries, and between leading American cities. Radiomarine provides communication with ships at sea. RCA Manufacturing Company designs and builds transmitting equipment, home radio sets and RCA Victrola phonograph-radios, Victor Records, and other radio and sound apparatus. And—that this equipment may constantly be improved—RCA Laboratories continuously pioneer new developments in radio.
Interest in WFIL Is Sold by Store

Lit Brothers to Get Other Half at $126,000 Figure

PENDING FCC approval, Strawbridge & Clothier department store in Philadelphia will sell its 50% interest in WFIL to Lit Brothers, local department store, already owner of the station, and the FCC application was filed Dec. 6. The price for the half-interest was given as $126,000. Negotiations for the sale were completed Dec. 9. WFIL Broadcasting Co. issued the following statement:

"The study of WFIL will remain in the Wiedner Bldg. The operation of the station is entirely independent of the department store. No change will be made in the executive and operating personnel of the radio station except for the resignation of officers representing Strawbridge & Clothier interests. Samuel R. Rosenberg was president, and Roger W. Clipp as general manager of the station until Dec. 9. Both department stores operated radio stations independently, sharing time on the same wave length, beginning in 1924. On Dec. 8, Lit and Wyndham consolidated the two stations as WFIL, Strawbridge & Clothier operated WGIL, and Lit Brothers operated WLTI.

Upon approval of the sale, the following directors and officers, representing Strawbridge & Clothier interests, will resign from the broadcasting company: Herbert J. Tilton, president; Mr. Rosenberg was store and chairman of the board of WFIL; Howard Cooper Johnson, vice-president; Mr. Clipp was president and vice-president of WFIL; Roy E. Clark, advertising manager of the store and director of WFIL; M. Edna Hurst, secretary to Mr. Johnson and secretary of the WFIL board. The remaining board members, in addition to Mr. Rosenberg, who is a director of Lit Brothers and WFIL president, representing Lit Brothers, are George H. Johnson, president of the store and director of WFIL; Walter Groepper, executive vice-president of the store and director of WFIL; Mrs. A. T. Hild, secretary to G. H. J. Johnson, and owner of the broadcasting company.

Pinehurst Cigarettes Plan

R. L. SWAIN TOBACCO Co., Inc., Danville, Va. (Pinehurst cigarettes) will use spot radio in a campaign for Pinehurst cigarettes, now being outlined by C. W. McWaddy, owner, New York, which handles the account.

CAPITALIZING on an idea furnished by Broadcast Music Inc., WEE, St. Louis, owner of its first exclusive BMI-pubdom license and sponsor—Real Philco distributor—for Give Me Music, presented Sundays, 1-2 p.m.

A SPONSOR on a sustaining show is unusual but not unpleasant, judging by the smiling faces of (1 to r) Jack A. Schechter, NBC director of news and special events; Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., currently sponsoring Eddie Cantor on NBC’s Red, and Graham McNamara, announcer for the Behind the Mike series of the National Assn. of Broadcasters. When he opened on the Dec. 1 broadcast, told listeners how it feels to be a radio sponsor.

Little Likelihood of FCC Appointment Seen as White House Remains Silent

THOUGH NO informal word has been forthcoming from the White House, lately due to the absence of President Roosevelt from Washington, little likelihood is seen of an appointment to fill the Thad Brown vacancy on the FCC until after the new Congress convenes Jan. 2. Despite this, a number of active campaigns are going forward for the vacancy, with Dr. John H. R. Graham, a former University of Wyoming, apparently conducting the most active drive.

The possibility exists, according to informed circles, that the vacancy will not be filled at all, since the President may have in mind another man who must be named if a new president would not be named to a seventh member of the FCC for a temporary appointment.

Other Aspirants

Among those aspiring to the Brown vacancy, in addition to Dr. Crane, are former Judge John C. Kendall, of Portland, Ore., and Judge James B. Kinne, of Seattle. A number of additional names are mentioned as possible appointees, including E. Benjamin Norweb, Minister to Peru and a member of the American delegation to the North American Regional Broadcasting Conference of 1937. Still being supported for the post, it is understood, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, and Ray C. Wakefield, member of the California Railroad Commissions. All are understood to be Republicans. The vacancy must be filled by a non-Democrat, since the law specifies that not more than four members of the seven-man Commission shall be of the same political party.

Judge Kinne is understood to be the candidate of Senator Homer T. Bone (D-Wash.). Considerable support from Western legislators, it is said, has been secured for him.

Mr. Norweb, highly respected career diplomat, is familiar with communications by virtue of his participation in the 1937 confer- ence. It is reported he is desirous of returning to the United States, but whether he is an active candidate or his name has merely been advanced by friends could not be ascertained.

Apartment of G. W. Johnstone, radio director of the Democratic National Committee and former public relations chief of NBC and of MBS, to the FCC also is being urged. While he could not qualify for the Brown vacancy, because he is a Democrat, a shift of FCC personnel which would open a Democratic place on the FCC also is rumored. Mr. Bristol, when he guested on the Dec. 1 broadcast, told listeners how it feels to be a radio sponsor.

Another Radio Patt

MARGARET PATT, sister of the five “radio” Patt brothers, on Dec. 1 joined RCA Communications in Los Angeles, making it a unanimous setup for the Patt family in the broadcasting business. John Patt is vice-president of WGAR, Cleveland; Ralph general manager of WPAY, Portsmouth; James, in the sales department of WKRC, Cincinnati; Robert, sales promotion manager of WHN, New York.

Penna. Discusses Music Problems

Miller Spurns Appraochment; Station Checks Reviewed

DETERMINATION of the radio industry to win its fight against ASCAP was the theme of a recent speech of the Third District of the NAB held Dec. 9 at the Benjamin Franklin Hotel, Philadelphia. Mrs. A. H. Johnson, president of the NAB distric- tant, set the keynote for the all-day session.

Carl M. Verlin, station relations head for BMI; Cy Landlais, of the Landlais & Wentworth, transcription firm; and William Parsons, of the ASCAP, explained how the machinery was set up to handle radio’s music problem after the first of the year. The annual meet- ing of the Pennsylvania Assn. of Broadcasters followed in the after- noon.

Music Checking

Any possibility of a last-minute settlement in the ASCAP-radio im- passe was dispelled by Mr. Miller. Following a report from the NAB board of directors meeting, he urged broadcasters to “stick together and get tough.”

Mr. Haverlin discussed station procedure in handling music after Jan. 1. It was his opinion that the broadcasters make their files carefully. He said greatest caution must be exercised in han- dling music that will fit into a category, and pointed out that while “Ave Maria” was in public domain, there are 156 copyrighted arrangements of the composition. Care must be exercised, he cautioned, in programming nursery rhymes and marches that are offered as free, since even BMI was preparing a master in- dex of all available music to be dis- tributed absolutely free on the first of the year which would simplify the checking of music.

Mr. Haverlin further stated that 505 stations had already signed with BMI with 600 expected by the end of the year. He said Florida was the only state in which have any radio stations signed with BMI, and California coverage has been slow in appearing in the Southern California signing.

Apart from the music discussion, the meeting was addressed by A. Miller, labor relations director for the NAB, who interpreted the new and hour laws and the application of the act to the broadcasting industry. Clifford M. Chafey, WEEU, Reading, Pa., NAB district director, presented at the regional meeting, attended by 58 station executives representing 40 stations in Pennsylvania, Southern New Jersey and Delaware.

Clair McCollough, WGAL, Lancaster, president of the Pennsyl- vania association, presided at the afternoon session, the regular annual meeting of that group. A nominating committee was named to select new officers for the asso- ciation, and the following were elected: Mr. McCollough, chairman; Mr. Chafey; Clarence G. Moss, WBKO, Erieburg; Dr. Leon Levy, WCAU, Philadelphia; Joseph C. Burwell, WMBs, Uniontown; and Roy Thompson, WFBG, Altoona.

NATIONAL BISCUIT CO., New York, which moved the handling of its breakfast foods from the Bond-Erickson, New York to Lord & Thom- son, New York, some four months ago, has transferred the account back to the former agency.
FOR IMMEDIATE DELIVERY!

It's a honey!—this new Western Electric 250 watt transmitter. Engineered by Bell Laboratories for highest signal quality, utmost compactness, accessibility and distinctive styling. Low power consumption, low tube cost, low maintenance cost assure unusual operating economy. Get full details—Ask Graybar for Bulletin T-1752.

Outstanding Features

Frequency Response: flat within 1.5 db from 30 to 10,000 c. p. s.
Distortion: Less than 5% in frequency range of 30 to 7500 c. p. s., less than 3% in range below 5000 c. p. s. at all values of modulation to 100%.
Noise Level: r.m.s. noise level is 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation.
Grid Bias Modulation of last RF stage.
Hummert Appeal Rejected by FCC

Fly Suggests Agency Official Meet Interested Parties

ANY HOPE harbored by Tin, Pan Alley that the FCC might voluntarily mediate the rupture of relations between ASCAP and the broadcast industry was dispelled Dec. 7 by FCC Chairman James Lawrence Fly. In a letter to E. Frank Hummert, vice-president of Blackett-Semple-Hummert, responding to a plea for mediation, Chairman Fly suggested that any proposal for mediation must be "should be made to the parties in interest." He revealed that a letter similar to the one he had received [BROADCASTING, Dec. 1] also had been sent by Mr. Hummert to the FCC with a copy to Commissioner T. A. M. Craven.

Interested Parties

"The existing controversy between ASCAP and the broadcast industry has not been presented to the FCC. It has been raised by the attorneys of the interested parties," Chairman Fly wrote. "It is accordingly suggested that informal, voluntary mediation should be made to the parties in interest."

The information in your letter is appreciated by the Commission, and you may be assured that it has been given thoughtful consideration."

Mr. Hummert had suggested the Commission undertake such action "as may be feasible to mediate between the broadcasters and ASCAP to the end that the nation's radio service may continue without interruption, to enjoy all of its own American music."

STATE ASCAP LAWS GET COURT REVIEW

THE CONSTITUTIONALITY of State anti-monopoly laws directed against ASCAP, a half dozen of which have been enacted during the last few years, will be reviewed by the U. S. Supreme Court in the Nebraska test case.

The Court, at its session Dec. 9, without argument, ordered the case there to appear to be "probable jurisdiction" in the Nebraska case and agreed to take it. Argument is expected in February or March.

Simultaneously, the court received appeals in the Florida anti-monopoly case. The State, through the attorney-general, filed an appeal from the opinion of the three-judge court on the jurisdictional issue. A cross appeal was filed by ASCAP in the cases of Gene Buck, ASCAP president, against the Attorney General, W. Cooper Gibbs. In the Florida case the direct question of monopoly is involved, differing from the Nebraska case.

In the Nebraska appeal, State officials seek a holding that the commission holding invalid the State anti-monopoly laws, which held that copyright royalties were a kind of paid upon payment of the original price for the music. This involved essentially the "per piece" issue.

GENERAL MILLS (Wheelies) and B. F. Goodrich Rubber Co. again will sponsor 175 games of the San Francisco Giants, which bring new life to the old KQW, San Jose. Ernie Smith will announce. Agency is Westco Adv. Agency, San Francisco.

THREE GENERATIONS of the Rogers family, owners of WLAW, Lawrence, Mass., operated by the Lawrence Eagle-Tribune, took part in the station's switchover Dec. 1 from 1,000 to 5,000 watts fulltime on 680 kc. A number of special programs were aired during the ceremonies which were attended by prominent citizens from Northern New England. Pictured is a scene at the Andover transmitter plant where the actual switch took place. Left to right, rear: George Hindle, chief engineer; A. H. Rogers, president; John D. Maloy, program director; Irving E. Rogers, vice-president and general manager; David G. Jones, business manager. Front: Irving E. Jr., Allan B. and Alexander H., all sons of Irving Rogers.

Transfer of WMCA, New York, To Noble Involves $850,000

Industrialist Would Acquire Station as Personal Business Venture; Early FCC Action Sought

IN ONE of the biggest radio transactions of recent years WMCA, New York, will be acquired by Edward J. Noble, industrialist and former Government official, for an $850,000 cash consideration, subject to FCC approval. Because the FCC has never denied such a transfer, despite considerable agitation in the past, the transaction is expected to receive prompt approval.

Mr. Noble, chairman of the board of Life Savers Corp., Port Chester, N. Y., and a stockholder in Sterling Products, completed his negotiations with Donald Flamman, president of Knickerbocker Broadcasting Co., on Dec. 2 and the application was filed with the FCC Dec. 2. William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel, respectively, of the FCC, handled legal aspects for Mr. Noble. Mr. Flamman and William Weisman, attorney, an official of WMCA, handled negotiations for Knickerbocker, licensee of the station.

Personal Venture

Immediately following disclosure of the sale, considerable speculation developed in radio circles. Mr. Noble, it was stated, proposes to acquire WMCA as a personal business venture. It was said he personally would direct its operations and proposes to operate it "primarily as a public service enterprise."

Mr. Noble was chairman of the Civil Aeronautics Authority, having been appointed by President Roosevelt to that post in 1938. He resigned in 1939 to become Under Secretary of Commerce, but relinquished that post Aug. 15 to return to his private business. Immediately after his resignation, he announced his support of the candidacy of Wendell L. Willkie for the presidency and actively participated in the campaign.

Sale of WMCA by Mr. Flamman was not unexpected. Reports have been current for several years that he might dispose of the property. Several years ago the station was leased to a group of New York capitalists, but was re-acquired by Mr. Flamman. It is reported that negotiations recently were in progress for sale of the station to a prominent New York magazine publisher for upwards of $1,000,000.

While it was stated that Mr. Noble intended to operate WMCA as a personal venture, his present stockholdings in Sterling Products gave rise to reports that the station might be used as a test outlet for Sterling and other Blackett-Semple-Hummert items. - HUMMERT. Accurate account. E. Frank Hummert, vice-president of the agency, currently is endeavoring to bring about peace between the broadcast industry and ASCAP. In Mr. Noble's behalf, however, it was said that his holdings in Sterling Products amount to about one percent, and that there is no basis for the reports of B-S-H participation.

In some quarters it was thought likely that, in view of Mr. Hummert's position, WMCA under its new ownership might contract for ASCAP even though the major networks and other major New York stations have indicated they have no intention of renewing this contracts to begin next Jan. 1 with the music group. It was stated on behalf of Mr. Noble that all this is pure conjecture.

In industry circles it is estimated that Sterling Products spends in the neighborhood of $4,000,000 per year for radio time, both network and national spot. Among the Sterling Products items are Bayer Aspirin, Skookum Group of Figs, Dr. Lyons Tooth Powder, Cal-Aspirin, Cal-Acetyl and Pape's Cold Compound.

Mr. Noble's Holdings

The application filed with the FCC brought out that Mr. Noble has been chairman of the board of Life Savers Corp. for 27 years. He is the largest single stockholder in that company. Young & Rubicam handles this account. It is not now a usual agency in that line of work.

The application revealed that he holds, in addition, 9,500 shares in Sterling Products, valued at approximately $500,000. His current annual salary is approximately $1,000,000. The application revealed that $850,000 had been deposited "in a special account to pay for stock involved in application."

A native of New York, Mr. Noble is 58 years old. He was graduated from Yale in 1937 and, according to the application, "has had extensive training and experience in private business, including the advertising of consumer financial services as well as experience in public life on a Federal regulatory agency."

In response to the question in the application as to the type of service the station would offer under the new ownership, it was stated: "Although transferee expects to earn a reasonable return on his investment, the station will be operated as a public service enterprise; every effort will be made to improve the character of radio service in the station will be operated in closer cooperation with civic, educational and philanthropic organizations; a larger percentage of the earnings of the station will be devoted to the creation and presentation of sustaining programs, with emphasis on programs which will be educational as well as entertaining, civic forums, and other public service programs."

Book Firm Testing

WILLIAM H. WISE, New York publisher, is currently conducting a test campaign on a selected list of state and regional newspapers under the book. The account is handled by Northwest Radio Adv. Co., Seattle. Stations are KING, KSL, WACO, WHER, WMNR, KXXA, OL, WPRO, KMPC, WACR, KFRG, WJJD, KGW, WRVA, KSB, KINY, WYRF, WWJ, WGB, WTB, WTM, WDB, KTSA, KYA, WDH, WSA, WTA, WKRG, WCA, KGB, MB, WOR, WDC, WFL, WL. The principal campaign will start Jan. 7, on approximately 125 stations, according to Edwin A. Kraft, agency manager.
"results ... explain why station KLZ is the choice of more and more local and national advertisers... the best sales producer we have ever used."

Mr. Hugh Terry,
KLZ Broadcasting Company,
Shirley-Savoy Hotel,
Denver, Colorado.

Dear Mr. Terry:

Believe it or not we honestly feel that our daily KLZ radio advertising program played a very prominent part in my recent election as County Commissioner.

So many more people seemed to have a friendly attitude toward me that I am confident the accumulative force of radio definitely influenced the outcome. Of course the satisfactory sales results of our store proved the power of the fifteen minute program featuring Captain "Ozle" with Bob Freed and explain why station KLZ is the choice of more and more local and national advertisers.

The KLZ radio time represents our major advertising investment and the only reason for this is that we have found it to be the best sales producer we have ever used. As you know we have been consistent advertisers over KLZ for about two years and will continue indefinitely.

We enjoy working with you and wish you continued success.

Yours very truly,

Hugh Graham

(Hugh Graham - Proprietor.)

Mr. Hugh Terry,
KLZ Broadcasting Company,
Shirley-Savoy Hotel,
Denver, Colorado.

December 3, 1940.

HUGH GRAHAM is the owner of the Graham Furniture Company in suburban Englewood, six miles from downtown Denver. Formerly mayor of Englewood, he was recently elected county commissioner.

- The money which local advertisers spend for advertising has to bounce back tomorrow... or else! Mr. Graham's letter reproduced here is, of course, only one merchant's opinion. But it is significant that KLZ carries more local business than any other Denver station! There's a reason why... and the reason is RESULTS! National advertisers are following the example of Denver's local merchants in ever-increasing numbers... for greater results per advertising dollar.
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WFBR</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WAAB</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>NBC</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>NBC</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>WJFR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFAB</td>
<td>Lincoln</td>
<td>CBS</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los-Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAG</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>CBS</td>
</tr>
<tr>
<td>WFIL</td>
<td>Philadelphia</td>
<td>NBC</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>NBC</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>NBC</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KSFO</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KJFR</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KHQ</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>KYOOG</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WTAG</td>
<td>Worcester</td>
<td>NBC</td>
</tr>
</tbody>
</table>

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS
INSIST ON ALL THESE...

Continuity of Service
- Automatic reclosing overload protection
- Instant access to every tube (no shielding to remove)
- Complete accessibility without disassembly
- Only 2 tubes to produce direct FM
- Only 4 tubes in stabilizing circuit
- Single crystal control

Frequency Control
- Instant-acting electronic (no moving parts; no overshoot)
- Stabilization at output frequency
- Temperature control of crystal only
- ±1000 cycles stability
- Voltage regulated power supply
- New G-31 crystal unit
- Temperature compensated oscillator and discriminator circuits

High Fidelity
- Frequency response within ±1 db of RMA standard, 30 to 16000 cycles
- Full dynamic range—noise level down 70 db
- Linearity within 0.25% up to ±150 kc carrier swing
- Harmonic distortion less than 14% (30 to 7500 cycles)
- up to ±75 kc carrier swing; less than 2% up to ±100 kc swing
- Cathode-ray modulation indicator
- Square-wave testing of every transmitter

Economy
- Based on G-E 1000-watt transmitter, Type GF-101-B
- Tube cost—only $287
- Floor space—only 9.3 square feet
- Ventilation—natural draft (no blower; quiet operation)
- Power consumption only 3.75 kw

FOR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±100 cycles by instant-acting electronic control so sensitive that even abnormal line-voltage fluctuations or sudden detuning of the oscillator tank can have no effect on center frequency.

The dependability is equal to that of the finest AM broadcast transmitters. FM could ask no more. G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of every unit.

For economy, G-E simplicity assurs low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.
**Musical Impasse Brings Progress In Disc Libraries**

More and Better Productions From Transcription Firms

By ALEX SHERWOOD

_Transcription_ libraries are coming into far greater prominence than ever before in their history as a result of the war emergency. Stations large and small are making new demands and are finding new uses for platter music. And from the looks of things, the transcription libraries are all rising to the occasion to fill the bill, and are doing some mighty fine originating on their own.

It all may result happily in a new and glorified musical life for the general public. Since the war, there has been a tremendous increase in the total number of selections in their basic libraries. In any case, approval of this has increased by about 25% to 30% during the past year and there is every indication that rate of increase will be continued if not bettered during the coming year.

Perhaps the most puzzling problem for many commercial managers has been to work out substitute popular tax-free music for advertisers who have been forced to ban their program departments from through their libraries, these same commercial stations in many instances not only shutting off some of their old age-old arguments as to the superiority of transcriptions over records--such as superior quality and lower surface noise, freedom from special permissions and general ease of handling.

So the ball was pitched to the transcriptions producers. Questions asked for more popular dance music and more name bands. By steady and logical defense of the product, we all started "giving" with more of the stuff our subscribers wanted. For example, we have just signed top flight bands on an exclusive basis, and we are negotiating for others to supplement our present lineup.

_Acuando_ library executives of midwestern advertising agencies, members of the press and salesmen of W.O.R. office with Bessie Beatty, conductor of the _Martha Deane_ program on the _New York_ Daily, were recently asked to fill out a questionnaire in the general character of musical material and talent being released.

**Just What They Want**

While the transcription library has always served a loyal and active section, if not the entire backbone of the small stations' musical needs, it is more than ever in evidence that the service has now forced even the largest broadcasters to look in this direction for support of their programs. Their needs for type of programming were insignificant, now that the library producers have been digging out what they have been wanting but have not been able to find from phonograph records of their live talent sources.

For the smaller stations whose major concern is the quality of transcriptions, it is reasurersing that the most recent and up to date has increased the total number of selections in their basic libraries. In any case, approval of this has increased by about 25% to 30% during the past year and there is every indication that rate of increase will be continued if not bettered during the coming year.

Perhaps the most puzzling problem for many commercial managers has been to work out substitute popular tax-free music for advertisers who have been forced to ban their program departments from through their libraries, these same commercial stations in many instances not only shutting off some of their old age-old arguments as to the superiority of transcriptions over records--such as superior quality and lower surface noise, freedom from special permissions and general ease of handling.

So the ball was pitched to the transcription producers. Questions were asked for more popular dance music and more name bands. By steady and logical defense of the product, we all started "giving" with more of the stuff our subscribers wanted. For example, we have just signed top flight bands on an exclusive basis, and we are negotiating for others to supplement our present lineup.

The name-band policy of transcription libraries may have a surprising effect on another aspect of the music situation—the persistent efforts of certain interests to license the use of phonograph records for radio. As we increase the output of top-name orchestras, there will be less and less call for jukebox favorites on the air, and the day will probably come when the popular orchestra leaders currently in the limelight will think first of their recording engagements with transcription libraries.

Listeners to more than one "breakfast special" and other musical clock features probably would be surprised if they were told to what extent the format of their programs has been altered during the last 90 days. Station after station which used the "request" angle has quietly dropped it, so as not to be put on a spot for not playing this or that selection which might not be available. Programs which at one time were solely dance music have been gradually shifted to variety shows, with oldtime popular tunes, military band, light classical favorites and dances diluting the previous diet of straight can-can.

The music emergency has had other salutary effects on transcription library. One of these has been to build up the size of standard orchestral groups. As an example, we now have a 54-piece military band—a jump of 24 men. Our new concert orchestra features 60 men—better than 10% size increase over former groups.

**New Music Uncovered**

Many program directors in appraising every source of music have "rediscovered" much beautiful talent in their transcription libraries, and have promptly put it to work. A certain amount of live talent had to be replaced when station producers discovered the act was unwilling to cooperate with the station. With the program director's objective of tax-free music, and libraries have helped measurably in filling these gaps. On the other hand, many stations have given us the benefit of their re-appraisal of their library, in the form of constructive and helpful comments, and these will reappear as dividends to the stations in improved choice of talent and types of music.

As "running blockers" for our broadcasting customers, we of the transcription business have made a direct contribution to new music on our own hook. Searching for good tax-free music since long before the current year and formation of BMI, we have brought to light hundreds of original compositions in every classification. Practically all these compositions have been written by working musicians, directors and arrangers not members of ASCAP. In securing clearance on such compositions, we have taken not only a license to record but also to authorize performance by our subscribing stations. Several independent music publishers have utilized regular licensing arrangement, thus opening a further field.

Unaffiliated copyright status has doomed the majority of foreign-made phonograph records, previously the chief musical sources for foreign-language programs. Here we have taken a modest rescue role: first, by supplying a vast fund of international music in the semiclassic field; second, by recording a fair amount of Jugoslov, Gypsy, Bohemian, Russian and other sorts of music.

This whole development is of such a nature as to place the transcription library in a position of permanent importance for every station in the land. And proper credit is due the stations themselves for creating a demand which the transcription industry is only too happy to meet.

**PLANS ANNOUNCED FOR RADIO AWARDS**

**FURTHER details on the organization of Radio Editors of America, which recently set up New York offices (BROADCASTING, Nov. 15), have been released by Dinty Doyle, secretary of the group to clarify its purpose and to announce its first dinner, to be an annual affair.**

According to Mr. Doyle, Philco Distributors, New York, "set up the money for: what could be designated as a 'Foundation' but will have nothing whatever to do with either the administration of the organization or any awards made by the radio editors," of which 183 are now members. These editors will elect winners by ballot, to be sent out by the organization committee.

A prize of $500 and a plaque will be presented annually to: The person responsible for the best new program idea; person writing the best magazine article or news story on radio; person doing the best job of spot news reporting; author of the best drama written especially for radio. Plaques also will be awarded in 16 different classifications, such as best producer of the year, best interna-tional relations program, best radio actor etc. The awards will be announced Feb. 15 at a dinner.

BROADCASTING • Broadcast Advertising December 15, 1940 • Page 39
A Study of Uncle Sam's Propaganda

No Compulsion to Use Government Scripts Or Programs

An objective study of "Propaganda by the Government" was recently undertaken by Charles R. Ross, contributing editor of the St. Louis Post-Dispatch and one of the leading members of the Washington press corps. In the following excerpt from Ross's article under the above title, the phase dealing with radio, is covered. Because of the size of the article it should be read by every policymaking radio official.

By CHARLES R. ROSS
Contributing Editor
St. Louis Post-Dispatch

POLITIC though they usually are in dealing with the press and radio, officials of the Government occasionally let their temper get the better of their judgment. An example of this kind, much talked about in Washington, occurred one recent night during the campaign. Lowell Mellett, one of the administrative assistants to the President, became angered at what he considered an unfair slant in a news broadcast by one of the local newspapers.

The consensus of Mellett's former colleagues doubtless would be that he was excessively tactless in his criticism of Lewis, but that the incident could hardly be taken as evidence of a sinister design against freedom of the press. Mellett, however, says that he was simply blowing off steam in his private capacity.

On Good Terms

Mellett's relationship to the press is about the same as that of Stephen T. Early, of the White House staff. A long-time and popular reporter, Early is "Steve" to nearly all the men who visit the White House. But the reporters speak the same language.

In this fact, as in the case of Mellett, there is one of those intangible factors which makes so difficult to analyze the system of Government publicity, or to say where proper guidance of a reporter ends and "cracking down" begins.

Uniformity of the radio policy of the President and the broadcasting companies has been extremely friendly—a fact not to be wondered at, so far as the President is concerned, in view of the effective use that the President is able to make of the air waves. Whereas the President has gone out of his way to criticize the press, he is specific the publishers of newspapers—he has on numerous occasions said a good word for radio.

CELEBRATION marked recent signing of the 12th sponsor on the Mythical Ballroom conducted on WAAF, Chicago, by Don Norman, with station members instrumental in success of the show as dinner guests. Among those present were (l to r) Milton Rubel, salesman; Leland Gil- ler, broadcast engineer; Harry S. Bohn, announcer; Estelle Barnes, librarian; Rodney O. Dail, salesman; Florence Folsom, actress; Don Norman, host; Edith Bergdahl, secretary; Barry O'Bryan, assistant to Don Norman; Lillian de Ste. Aubin, librarian; Emmett Perry, engineer.

"There has never been anything resembling a crack-down on our system by the White House in this Administration," Fred M. Besell, vice-president of NBC in charge of its Washington office, told the writer. "Now and then minor offi- cials around off, but their attitude is not reflected in the White House. The industry gets along much more smoothly under this administration than it did under President Hoover."

The Best Time

All the broadcasting systems express gratitude to the President and Early for the manner in which governmental broadcasts are now arranged. Under Hoover, it was the rule for the White House, when the President wanted time, to call up the companies and say flatly that he intended to speak at a particular hour. Whatever the commercial programs scheduled for that hour, they had to be displaced. Under the present practice, according to the local managers, they are called into conference with Early and a time is fixed that will cause the companies the least possible loss of revenue.

Far more difficult are the problems created by the companies' policy of granting free time (except in connection with a political campaign) at the request of any Senator or Representative. When Huey Long was in the Senate, he had the companies at their wits' ends to meet his incessant demands for radio time. Today the champion users of time are Rep. Emanuel Celler (D.-N.Y.) and Rep. Martin Dies (D.-Tex.). The Government managers have the problem of trying to do a little scientific stalling with these men and yet keep them satisfied. Happily for the broadcasting companies—and no doubt also for listening public—there are only a few members of the House and Senate who avail themselves of the privilege of putting their views on the air.

What has been said here suggests that if there is any danger to the public from the Government publicity system, it is not from the supPRESSION of news, either by the newspapers or by the radio, but from the constant pressure of the Government, through its numerous press agents under various titles, to get material favorable to the Government into the papers and the movies and on the air. As the Government grows, this pressure constantly increases.

Publicity Or?

Here again it is impossible to be dogmatic—say, for example, how much money the Government should spend on publicity or, to what extent it should assist the newspapers in getting the news, or, in many cases, whether a Government handout, to the press, radio or movies, is legitimate "publicity" or "propaganda" for a cause. If there is misuse of any of these respects, or others, the remedy is in the hands, first, of Congress, which holds the purse strings, and, second, of the private agencies concerned. None of these is compelled to use a Government handout.

The early part of the second of these corrective measures may be ineffectual through fear on the part of a private agency of offending a strong central Government. Radio, because its broadcasting stations operate under one-year licenses revocable by the FCC, is peculiarly in a position where fear of reprisals might work against the public interest.

The broadcasting companies appear to have achieved a strength and prestige which enables them to deal independently with any requests of the Government for time. The Government programs they are running or have run, say the managers, have been put on the air for their intrinsic value as educational features. Perhaps the best known of these is the National Farm and Home Hour of the Department of Agriculture, which has been carried daily over the Blue network of the NBC. The Office of Education and the Federal Housing Administration are among other Government agencies whose programs have been carried on the national chains and have won public favor.

It is the small local station, with-
DURING 1940

the radio industry continued to show its confidence in United Press as the dominant news service. By a greater margin than ever before radio relies on United Press for accurate, impartial news and news features.

United Press is conscious of the fact that this trust is based on service—a leased wire unmatched by any other news agency. And United Press pledges for the year 1941 the same unbeatable speed, accuracy and impartiality which are the trademarks of United Press radio news coverage.
Ten Cooperatives Carried on MBS Survey for Year Shows Eight Programs Currently on Air

TEN programs cooperatively sponsored by national, regional and local firms, were broadcast on MBS at various times during 1940, as an analysis of the network's schedule reveals. Of these programs, eight are still on the air.

Number of stations broadcasting the programs on a sponsored basis varied from time to time, but the new NAB schedules covering the month of September, shows that 9,658 program advertising units (unit is one minute of program time) were sponsored on MBS in that month.

The 19 programs, with their regional and national sponsors specified, but not local sponsors, were:

- 

**CHILL**

- 

- 

**HOLDING THE BAG**

- 

- 

**Bob Hope Is Given Top Rank in Poll Conducted by Cleveland Plain Dealer**

- 

- 

**WDFE Starts Jan. 1**

- 

- 

**CAB BUSINESS**

- 

- 

**Tongue Trippers**

- 

- 

**Leather Plans Spots**

**HOLDING THE BAG**, these midwest and Mountain region hunters survey their quarry. At left is the Terrible Trio of WHO, Des Moines, who braved autumn chill recently during the pheasant season and returned with this brace of ringnecks. Left to right are Max Robinson, WHO announcer; Cousin Herald Goodman, comedy star of WHO's Barn Dance Frolic; Alfred (Buddy) Webster, leader of the Borderland Buckaroos, WHO's staff bands. The other pair, Robert H. Owen, assistant manager and chief engineer of KOA, Denver, and Lloyd E. Yoder, KOA general manager (right), tenderly finger the horns of the antelope bagged recently by Mr. Owen in the Colorado-Wyoming One-Shot Antelope Hunt.

**THE 1940 Cleveland Plain Dealer radio poll, called by Radio Editor Robert S. Stephan the oldest annual readers' poll in the country, follows the season's gridiron motif this year in its selections with an All-America Radio Personalities eleven, on which Bob Hope is designated as captain. The poll represents voluntary responses by listeners to questionnaires, with a prize awarded to the favorite. Besides Cleveland, responses were received from 94 Ohio cities and towns with scattered votes also from Illinois, Indiana, Minnesota, Missouri, New York, Pennsylvania, West Virginia and a few from Canada.

The results were announced as follows, rankings stated in order:

- **All America Radio Personalities Eleven**
  - Bing Crosby
  - Bob Hope
  - Al Jolson
  - Eddie Cantor
  - Bing Crosby
  - Bob Hope
  - Al Jolson
  - Eddie Cantor
  - Bing Crosby
  - Bob Hope
  - Al Jolson

**THE SYMPHONY—Ford Sunday Evening Hour, New York Philharmonic, NBC Symphony, Philadelphia Orchestra, Radio City Music Hall, Chicago Woman's Orchestra.**

**Light Classical—American Album of Familiar Music, Crocker-Wallis, Mander-Block, Hour of Charm, Melton-Vornhees, Faith Ensemble, Musical Americans.**

**NEAR the snowy Continental Divide, F. W. (Bill) Meyer, manager of KLZ, Denver, bagged these pheasants on his annual hunting trip with Gov. Ralph L. Carr, of Colorado. In the party was Fred D. Fleming, KLZ news editor.**

**FACED with the necessity of familiarizing its Hobart 1212 phone number, the company decided to introduce a new soap product through Young & Rubicam, New York. The company used 16 spots weekly, divided among the four stations on a staggered schedule designed to give listeners the impression the company was giving away the airwaves.**

When the present ownership took over the Yellow Cab franchise in Washington, the fleet consisted of only 18 cabs, and "call business" was being monopolized by highly established competitors whose telephone numbers were familiar to cab-users. Yellow Cab drivers were refusing to pay much attention to their call boxes, since a better return came from cruising for fares. However, after the first month of the short, telegraphic spot announcements during the early morning, early and late afternoon, calls went up 110%, with a further 230% increase the second month—by a cost of less than $1,200 to the company. Commenting on driver morale has improved, with phone patrons receiving quicker service, the company has arranged for a long-term contract calling for a greater monthly expenditure for radio.
Hickville isn’t Hickville — anymore!

THAT’S BECAUSE there aren’t anymore “hicks” in Hickville. For instance in WSM’s primary and secondary areas alone there are 4,002,310 modern, up-to-date farmers who earn 410,789,000 dollars a year . . . and that ain’t hay.

Call them “corny” if you wish, but last year that corn was worth $344,145,000 for Southern farmers. They raised $468,778,000 worth of cotton but their stockings were made of silk . . . to the tune of $12,000,000.

This is where WSM blasts its 50,000 watts . . . right in the heart of “America’s fastest growing market” . . . where agriculture is a 500 million dollar industry . . . where everything grows . . . including sales. Send for facts and figures.

HARRY L. STONE, General Mgr.

WHERE SALES MULTIPLY!

Nashville WSM Tennessee

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
Smash-Hit Programs 'Clear Reception ... Give NBC Red 41.7% Preference

NEW YORK, N. Y.—Latest refrain among advertisers, and through offices of their agencies, too, is: "Have you seen the results of the first All-County Census of network listening habits ever made?"

First Nationwide Survey

This Census recently completed by NBC is meeting a long-felt need because, by size and completeness, it constitutes an unparalleled job in radio research. Never before has every county, in every state, been surveyed. NBC sent out 1,425,000 questionnaires ... but for simplicity's sake, asked only two questions: (1) What stations do you listen to regularly? (2) What one station do you listen to most?

Sweeping Victory for RED

To avoid any claim of prejudice, NBC had the replies sent to C. E. Hooper, Inc., for tabulation. 166,000 families (one out of every 168) sent in more than 1,000,000 station call-letter votes.

Results brought out some surprising figures. (1) Over the entire country, 89.1% of the listening families tune regularly to NBC RED during the evening; 74.7% during the daytime. (2) The network most people listen to most is NBC RED ... with a preference of 41.7% over any other network.

Shows, Stations, Responsible

Such a preference will not astonish the person who realizes there are only two reasons why listeners choose any given station. The first reason lies in the programs they get. The second lies in the clarity with which that station comes in on their set. Neither factor, alone, is ever sufficient. But both together create an appeal that becomes irresistible in any section.

RED Better than Ever Today

NBC RED, from the very start of radio, has been known as the network that opened the airwaves with the world's greatest parade of guest stars and talent. Today, their "parade" is bigger than ever. And the millions who tune in find NBC RED comes in clear-voiced and full-throated ... thanks to strategic stations ... expertly built for dependable performance.

Radio time-buyers have long been saying that with such five-star programs and station facilities, NBC RED was bound to hold the "network preference." Now NBC's All-County Census figures prove NBC RED the most deeply entrenched in the listening habits of America's 38,000,000 radio families.

WEAF's New Giant-Size Vocal Chords Startle Metropolis

New Signal on NBC RED's Key Station Wakes City with Voice Two to Ten Times as Strong

ON THE MORNING of November 8th, numerous astonished metropolitan families — many of whom leave their radios tuned at night, ready to catch the early-morning broadcasts — woke with a start to hear a giant-size voice booming through their apartments.

These families had not known that, during the night, WEAF's "voice had changed" ... become twice as strong in Brooklyn ... four times as strong in Queens ... ten times as strong in the heart of Manhattan and throughout Northern New Jersey.

Naturally, they were amazed. That morning, and practically every day since, NBC has heard constant delighted comments from radio fans, tired of struggling with static, that WEAF now comes in so clear and strong it fairly knocks people out of their chairs ... stronger than any metropolitan station.

Typical of NBC's science and service is the research that went into this powerful improvement.

First — the distance between the WEAF transmitter site and the center of New York City has been cut almost in half.

Second — WEAF's new signal is now conducted in over the "salt water way" of Long Island Sound ... and salt water is acknowledged the finest conductor for radio signals in the world.

Third — every latest technical improvement developed by RCA and NBC engineers has been incorporated in WEAF's new equipment, giving this 50,000-watt, Class 1A, clear-channel station an efficiency ... and a reception-appeal ... unparalleled in radio history.

Again, NBC RED gives to all advertisers the clearest, most vital, most forceful voice for telling the public their sales story.

NBC RED NETWORK

The Network Most People Listen to Most
A Radio Corporation of America Service
"Well, Joe... why get excited about another survey? What's so unusual about this one?"

"T. W., this is the first all-county survey ever made! NBC sent 1,425,000 questionnaires... to every county, in every state. They asked two questions: What stations do you listen to regularly?... What one station do you listen to most? Results were tabulated by Hooper."

"Okay, what were the results? Maybe this census does really prove something about relative network values."

"You're right! This census proved that NBC RED is tuned in regularly by 89.1% of all listening families during the evening... by 74.7% during the day. What's even more important... it proved that NBC RED is the network listened to most by 41.7% more U. S. radio families than any other network!"

"41.7%! Did I get that figure right, Joe? Say... it sounds as if you'd been right, from the start! I want to study that survey carefully..."

"NBC's man is on his way now, to see you. Look over the figures, T. W. When you see them, you'll have to admit that NBC RED is the network most people listen to most."

"IF YOU HAVEN'T SEEN THE RESULTS OF THE NBC ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS... YOU'RE NOT UP-TO-DATE ON RADIO VALUES!"
Radio Receivers Produced in Year Reach 11 Million

Table Models, Combinations Are Increasingly Popular

ELEVEN million radio receivers were produced during 1940, a record-breaking year for set production, according to an annual tabulation by the Institute of Radio Engineers. During 1939 the production figure was 9,000,000 sets.

Table models continued in favor during 1940, the IRE states, accounting for 52% of the total. An important new trend noted was the increased popularity of radio-phonograph console combinations, which comprised more than 14% of the total. Automobile sets totaled 2,300,000. In all there were approximately 1,000 different models of receivers available.

Industry Totals

The December Radio Today, dealer trade journal edited by O. H. Caldwell, former Federal Radio Commission, recapitulates the status of the radio business today, as of Jan. 1, 1941, showing that:

There are more than 80 broadcasting stations on the air at present in the United States, with a total investment of $50,000,000, an annual gross revenue of $600,000,000, and an annual payroll of $80,000,000.

There are an uncounted number of radio distributors and dealers, with a total investment of $50,000,000, an annual gross revenue of $600,000,000, and an annual payroll of $80,000,000.

There are approximately 880 broadcasting stations in operation in the United States, with a total estimated investment of $50,000,000, an estimated annual gross revenue of $100,000,000, and an uncounted number of employees (not counting part-time employees, artists, etc.) and a $50,000,000 payroll.

There are an uncounted number of commercial communications stations, with a total investment of $50,000,000, an annual gross revenue of $100,000,000, and an uncounted number of employees and a $50,000,000 payroll.

Theatre Assn. Speakers

Radio session at the annual four-day convention of the American Education Theatre Assn. and National Teachers of Speech in Washington will be set Dec. 13. Miss Beverly Davis, NBC supervisor of educational programs, as chairman. Among the speakers will be the Rev. Mr. Franklin Dunham, NBC director of religious broadcasts, who will discuss recorded programs for use in schools; Ted Malone, who will describe some biscuit program on NBC, "Between the Bookends and American Pilgrimage;" June Hynd, of NBC, who will be speaking on "Glamour Behind the Bike."
WTAM, Cleveland, PAYS YOU TWO EXTRA DIVIDENDS

In Metropolitan Cleveland
*WTAM has almost as many listeners as all other Cleveland Stations combined. Right here is a substantial dividend in itself. But, in addition, WTAM pays two extra dividends that no combination of stations in the area can equal. Here they are:

In the Urban Centers
**Ten times as many people "listen most" to WTAM as to any combination of Stations in the area.

In the Rural Areas
***Six times as many people "listen most" to WTAM as to any combination of Stations in the area.

Yet, you can BUY WTAM at about half the cost of any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences... March, June 1938, January 1939 and April 1940
**NBC Personal Call Urban Survey 1938
***NBC Rural Post Card Survey 1939

Represented Nationally by SPOT Sales Offices
Commercial Plan Is Proposed for Audimeter Device

Nielsen Firm to Make Survey Data Available Next Year

PLANS to make commercially available early in 1941 the listener studies of the Audimeter devices were announced Dec. 5 by Arthur C. Nielsen, head of A. C. Nielsen Co., Chicago. The Nielsen firm, whose mechanical Audimeter experiments have drawn much attention during the last two years, claims that the service will be offered on a trial basis beginning Jan. 1. Although it has not yet been decided whether the service will be offered on a national or exclusive basis, it was pointed out that "it may prove more desirable to employ an exclusive basis, which would confine service to a limited number of large clients."

Plan to Expand

Following experimental operation of 200 Audimeter devices in 1940, the Nielsen company will fill its new system by the time it is offered on a commercial basis. Mr. Nielsen estimated that cost of the service would be about $8,000,000 a year, representing a charge of 1% on a $200,000,000 advertising revenue for the Nielsen company. Although it has not yet been decided whether the service will be offered on a composite or exclusive basis, it was pointed out that "it may prove more desirable to employ an exclusive basis, which would confine service to a limited number of large clients."

Lead Programs in Various Branches Are Selected in Max Wylie Anthology

SCRIPTS of top-flight radio broadcasts during the last year have been published in Best Broadcasts of 1939-40, second volume of a series by Max Wylie, CBS director of program and research, and Hill Book Co., New York, $3. The 388-page volume is the second anthology of broadcast programs selected and edited by Mr. Wylie, and along with the 1939 edition is designed to take its place with the annual drama and short story anthologies of Burns Mantle and Edward O'Brien [Broadcasting, Jan. 1, 1940].

Different from 1939

The 1939-40 anthology differs from the previous volume chiefly in its inclusion of several programs as the best-accepted attractions in a single entertainment field, such as comedy and drama, rather than selecting a single feature as 'best' in its field. Each selected broadcast is prefaced with a brief commentary on the program's personal qualities or history. In making his selections Mr. Wylie had complete cooperation of network stations, and emphasis has been placed on comedy programs, news broadcasts and radio dramas in the new volume.

The Book's Choices

Mr. Wylie's selections are:


Best Comedies: Jello Programs, with Jack Benny, heard on NBC-Red March 3, 1940; Town Hall Tonight with Fred Allen, heard on NBC-Red April 24 and May 1, 1940; Burns & Allen, for Hines Honey & Almond Cream, heard on CBS; The People's Show, with Bob Hope, heard on NBC-Red March 29, 1940; The Alfred Family, by Clifford Goldsmith, with Ernest Stone, heard on NBC Blue Oct. 31, 1939.


Best Educational Broadcasts: Meet Mr. Meek, with Dion Neutra, heard on NBC-Blue; The Human Adventure, written and produced cooperatively by the radio department of Chicago U and CBS, heard on CBS June 6, 1940.

Best Western Program: The Lone Ranger, by Fran Striker, originated by WXYZ, Detroit, heard on MBS June 8, 1939.


READERS of 36 Pacific Coast newspapers clipped coupons from the Don Lee-issued Dial-O-Logue column to select their favorite children's program. The favorite was Lone Ranger, sponsored on Don Lee network by KFRC, San Francisco, presented the Dial-O-Logue trophy to Harold W. Kilpatrick (right center), head of the bakery. Watching are Roy Baker (left), Don Lee representative, and Emil Reinhardt, agency head.

BAR GROUP ELECTS BINGHAM PRESIDENT

HERBERT M. BINGHAM, Washington attorney, was elected pres-ident of the Federal Communications Bar Assn. at its annual meeting Dec. 6, succeeding Philip J. Hennessey. Mr. Bingham, first vice-president on the Washington board of the organization, will succeed Mr. Hennessey in the Washington office of Kirkland, Fitching, Green, Martin & Ellis, was elected secretary, succeeding Mr. Bingham. Paul A. Porter, chairman of the Washington board, was unanimously re-elected treasurer without opposition. Elected to the executive committee were Mr. Hennessey and Lohes, replacing Louis G. Caldwell, Washington attorney, and Ralph H. Wirtz, counsel for Western Union, whose terms expired. Holdover executive committee members are Mr. Bingham, Swager Sherley, former Commissioner E. O. Sykes, and Frank W. Wozencraft of New York. At its annual meeting, the association debated vigorously the recent action of the secretary of the interior in the case of the Independent Radio Network Affiliates a telegraphic inquiry regarding their approval of and sympathy with the FCC action on the committee's behalf of that organization by its Washington attorney, Paul A. Porter, who previously had adopted a resolution condemning the FCC action. The membership first agreed that such a motion be approved, but on reconsideration, a motion to approve the executive committee's action was tabled by a narrow margin.

The annual dinner and dance following the annual banquet was held the evening of Dec. 6, with entertainment provided by the John Kirby Show. Among those at the head table were Commissioners T. A. M. Caven and Norman S. Case.

Broadcast Advertising

BROADCASTING • Broadcast Advertising

Page 48 • December 15, 1940
NBC THESAURUS Answers the Spot and Local Advertiser's Program Problem

Up your sales in whatever territory you wish! Low-cost NBC THESAURUS programs—available on stations listed here—cover every field of musical entertainment! "Name" artists, "big time" direction! And all are amazingly low in cost. The new HOLLYWOOD HEADLINERS with Stella Unger, "Your Hollywood Newsgirl," is also available through these Thesaurus subscriber-stations.

Write any of the local stations listed below for complete details.

Remember too—NBC also offers you complete facilities for producing and recording "custom-built" shows as well as syndicated recorded programs such as The Lone Ranger, Betty and Bob, K-7 and many others—all proved sales-builders.

These stations offer you NBC Thesaurus Programs
Seven FM Grants Approved by FCC

First FM Sponsor

FIRST commercial order placed on an FM station is claimed by WOR, Newark, whose sales manager, Eugene S. Thomas, announced Dec. 6 the signing of a contract for time signals through 1941 with Longine-Wittnauer (all over the air, 24 hours.

Work has already begun on the FM station of WGN, Chicago for which construction permit was issued Dec. 6 by the FCC. The transmitting equipment has been ordered from the station which is to be located next to Tribune Tower. The antennas will be mounted atop the flagpole on the Tower, about 15 feet below the mast. A new 60-foot flagpole will be constructed to serve the dual role. The antennas will be 575 feet above Michigan Ave. level, and 1,165 feet above mean sea level. Initial outlay for equipment is estimated at $65,000.

TO THE MOON, at least almost, is the antenna tower of WSM, Nashville, with the recent addition of a four-element turnstile array for the station's FM operations. The tower, 785 feet high, is claimed as America's tallest. The setup embodies several unusual features. Each of the four sets of elements is screwed into a clamping ring fastened to the cap pole topping the tower; each element is mounted on a fabricated dipole rather than a straight half-wave element; several types of line are used in feeds to the antenna, a three-inch coaxial cable carrying power from the transmitter building to the roffice to a two-line wire supported in the center of the tower, and finally, the tubing through a length of coaxial line starting 20 feet below the base of the FM antenna. The picture, shot with a telescopic lens on top of WSM, shows Chief Engineer Jack DeWitt perch atop a flagpole directing operations. WSM holds an FM grant for operation with 20 kw. on 44.7 kc., covering 16,000 square miles.

System of Calls For FM Devised

A DISTINCTIVE call letter system for frequency-modulated broadcast stations was adopted Dec. 6 by the FCC, permitting identification of frequency and geographical location. The plan is a modification of one suggested to the FCC some weeks ago.

Under this mnemonic scheme, the calls will start with W or D, depending on whether the station is in the East (W) or West (D). Following this letter will come figures indicating whether the station specifies the frequency, and a final letter or letters symbolic of the city in which the station is located. Such a method is expected to prove popular both with listeners and the industry, says the FCC.

A typical call letter would be W41B. The W indicates that the station is located in the East; the 41 designates the second and third digits of the kilocycle assignment (all FM assignments range from 42,000,000 to 45,000,000), and therefore indicates an assignment of 44,100 kc., and the B indicates Boston. Stations in New York will end with NY, and so on throughout the country.

E for Education

The new call-letter system for FM follows a suggestion offered to the FCC by FM Broadcasters Inc. (BROADCASTING, Nov. 15, Dec. 1). The original plan, under which call letters were composed of two letters and digits, was offered by the FCC engineering department, transmitted in a dash between letters and digits.

The letter E will be used to designate educational broadcasting stations, with call letters in channels between 42,000 and 45,000 kc.

Under international agreement the United States has reserved three call-letter combinations, now being assigned to older services at the rate of 40 or 50 a week, says the FCC.

Opera on FM

W2XOY, new General Electric FM station at Schenectady, on Dec. 7 broadcast the first of the series of Saturday afternoon Metropolitan Opera broadcasts during the coming season. The opera concerts also are carried on NBC-Radio, and are broadcast on our international shortwave station, WGEO.

Manhattan's New Soap

MANHATTAN SOAP Co., New York, manufacturer of Sweetheart soap, has announced the introduction of its newest line, DeWitt Bouquet. While radio plans are still undecided by the agency handling the account, it is expected to be pronounced shortly. Franklin Bruck Adv. Corp., New York, is the agency.
Ya Gotta Have

APPEAL
If Ya Wanta Get Results

KFBI WICHITA is STAFFED FOR SELLING
Congress and FCC
(Continued from page 19)

when Mr. Caldwell charged IRNA Chairman Rosenbaum with conflicting testimony regarding network affiliate contracts. This promptly brought rebuttal from Mr. Rosenbaum, in which he disclosed, among other things, that Fred Weber, general manager of MBS, sought to have him discard the contract of WFTI, Philadelphia, with the Blue and sign exclusively with MBS, threatening to pull MBS off the station unless this was done. Then came a denial from Mr. Caldwell on Mr. Weber's behalf.

Messrs. Hennessey, Segal, Rosenbaum and Judge John J. Burns of CBS attacked the whole broad base of FCC jurisdiction over business aspects of broadcasting, as proposed in suggested regulations of the FCC, released Nov. 28 [Broadcasting, Dec. 1] to focus attention on the issue. Aside from MBS, representatives of transcription companies and of artists' booking agents supported the jurisdictional philosophy of Assistant General Counsel Raub.

May Go to Court
It was clear that should the FCC issue a final report preparatory to Congressional action, seeking to interdict broadcasts of network-affiliate contracts all down the line, the networks will take recourse to the courts. It also appeared abundantly evident that both NBC and CBS, along with a majority of the affiliates, would join in thwarting any such attempt, on the ground that the very economic salvation of the industry would be involved, with rate regulation an inevitable result.

Unlike past situations, where there always has been a disposition to compromise there appeared to be no willingness to submit to regulation of the degree suggested by the Network Monopoly Committee, or in the alternative suggested regulations of Nov. 28.

On the other hand, if the FCC decides to confine its regulatory scope to such matters as dual network program service and the transcription and talent end, then probably would not be a full scale legal offensive by the industry. It is conceivable, for example, that the FCC might decree that the license of WJZ, key station of the Blue network, be not renewed because of failure to serve "public interest, convenience and necessity.

That would be a maneuver in the direction of knocking out dual network operation and it would be NBC's burden, possibly alone, to defend itself. On the other hand, if the attack should be on exclusive contracts, option time, and other avenues of attack of the Network Monopoly Committee, it probably would yield what amounts to a united front, save for MBS.

That IRNA does not propose to recede from its position of unqualified opposition to the FCC Committee Report was made clear at a meeting of that group's executive committees in New York Dec.

Porter Quits FCC
GEORGE B. PORTER, former assistant general counsel of the FCC, retained last Nov. 4 as special counsel for the Network Monopoly Investigation, ended his services Dec. 7 to re-enter private practice of radio law in Washington. Mr. Porter had been retained last month on a per diem basis to assist the FCC in handling the final phases of its inquiry, including preparation of the Dec. 2-3 oral arguments. With that task completed, he left the FCC Dec. 7.

4. After Mark Ethridge, vice-president and general manager of WHAS, Louisville, and Mr. Rosenbaum had reported fully on the briefs and arguments presented on behalf of IRNA before the FCC, the Committee unanimously approved and endorsed the brief and the arguments presented by Messrs. Segal and Rosenbaum. Previously, Mr. Ethridge had sent to Chairman Fly a stinging criticism of the FCC procedure on the telegraphic references to the Network Monopoly Committee, characterizing it as "intimidation" and a "form of tyranny". A copy of the letter had been sent to President Roosevelt. The whole incident is believed to have resulted in the benign attitude of FCC members during the oral arguments.

Present at the IRNA board meeting in New York were Messrs. Rosenbaum and Ethridge; Edwin W. Craig, WBN, Nashville; Paul W. Morey, WTIC, Hartford; Don S. Elias, WWNC, Asheville, N. C.; I. R. Loumberry, WGR-WKBW, Buffalo; George W. Norton Jr., WAVE, Buffalo; and Martin R. Campbell, WFAA, Dallas.

CBC NET FOR YEAR
TOTALS $253,990
CANADIAN BROADCASTING Corp. in its annual report for the fiscal year ended March 31, 1940, announced late in Nov. at Ottawa income of $3,752,061 and expenditures of $3,495,071, leaving a net operating surplus of $253,990. Annual listener license fees provided $2,906,005, commercial network broadcasting accounted for $700,867; commercial subsidiary hook-ups in which CBC-owned stations do not participate, but which are placed through the CBC, amounted to $72,957; miscellaneous income was $24,458; and for the Royal Visit last year there was a government grant of $47,449.

Expenditures were listed as: Programs, $1,150,68; stations participating in networks, $365,505; engineering operations, $610,492; administration, $162,939; commercial department, $158,119; press and information, $63,591; interest loans, $23,587; depreciation, $316,274.

During the year CBC presented 29 different broadcasts which occupied a period of 10,473 broadcasting hours, or an average of more than 28½ hours of broadcasting a day.

When you think of NEW ORLEANS you think of:
America's new oil empire
and
TLW NEW ORLEANS
50,000 WATTS
The greatest selling POWER in the South's greatest city
CBS AFFILIATE . NATIONAL REPRESENTATIVE . THE KATZ AGENCY, INC.

Page 52 • December 15, 1940

BROADCASTING • Broadcast Advertising
Sponsors Barred On CBC Reports

New Service to Start Jan. 1;
Credits Allowed on Others

CANADIAN Broadcasting Corp. has completed arrangements to put into operation its own news service Jan. 1, 1941, for use with its national network of nine CBC-owned and managed stations and 25 privately-owned stations. The service is now undergoing a test following a meeting at Toronto, headquarters of the service, of the bureau chiefs early in December.

The service will use Canadian Press and British United Press news supplied free by these services. The CBC news will not carry credit lines and cannot be sponsored. Private stations may buy BUP and Transradio for sponsorship, in addition to the CBC news which goes on the air at specified times.

Bureaus Organized

CBC news bureaus have been established at Halifax, Montreal, Toronto, Winnipeg and Vancouver. The central news office is in Toronto, and will provide a certain number of bulletins to the National Network, including the national news summary at 11 p.m. (ESDT), as well as bulletins on Sundays and holidays. The Montreal bureau is staffed with French as well as English editors in order to serve the French network.

D. C. McArthur, formerly Ontario regional representative of the CBC press and information service has been appointed chief editor of the CBC news service. A. E. Powley, formerly telegraph editor of the Toronto Telegram, heads the Toronto bureau. The Vancouver bureau chief is J. N. Crandall, formerly news editor of BUP at Montreal. The Winnipeg bureau is headed by William McCalfe of the Winnipeg Free Press, a U. of Wisconsin graduate. Ian M. Scandless, formerly Parliametary Press Gallery reporter for the Ottawa Journal, heads the Halifax bureau. Marcel Ouimet, of the CBC Montreal announcing staff and formerly of the Ottawa Le Droit, is French news editor at Montreal, with Don Brown formerly with the Paris edition of the New York Herald as English news editor at Montreal.

Further changes in sponsored newscast regulations on Canadian stations [BROADCASTING, Dec. 1] allow for one spot announcement before and after each newscast, but such spot announcements may in no way be associated with the sponsorship of such news bulletins. Thus, while one sponsor with an institutional announcement before and after the newscast brings the news to listeners, another advertiser is to be allowed the spot before and after the news under the new regulations. No advertising is permitted in the body of the news.

More than 100 stations will carry a series of monthly broadcasts aimed to teach the average citizen how to Speak Up for Democracy. The program will be heard on the 11th day of each month and will be the feature of a patriotic educational campaign sponsored by the Veterans of the Foreign Wars.

Five Canadian Stations Get British UP Service

BRITISH UNITED PRESS has announced that five more Canadian stations have signed for service, bringing to 18 the number of BUP Canadian radio clients. Additions are CKCL, Toronto, which began service Nov. 22; CHML and CKOC, Hamilton, Ont., Dec. 1; CFNR, Fredericton, N.B., will change Jan. 1; CJRC, Winnipeg, will switch but no date has been set.

Webb Artz, United Press radio editor, was in Montreal and Toronto early this month helping the Canadian Broadcasting Corp. set up its new department, which will supply national coverage stations with unsponsored news based on the reports of Canadian Press Assn. and BUP. The new service will begin Jan. 1. At a Montreal luncheon in his honor Artz met a number of Canadian advertisers using radio and at Toronto he met with station managers, representatives and agency radio executives.

Fewer Licenses in Canada

There were 1,375,558 licensed radio receivers in Canada on Oct. 31, 1940, according to figures released by the Radio Branch, Department of Transport, Ottawa. This compares with 1,546,157 at the end of the fiscal year, March 31, 1940. Last year all radio receivers in a home had to be licensed while this year one license covers all receivers. Ontario by latest figures, has the most licenses, 485,297. Quebec is second with 320,594; British Columbia, 111,402; Saskatchewan, 90,051; Alberta 92,968; Manitoba, 81,567; Nova Scotia 53,565; New Brunswick, 33,877; Prince Edward Island, 5,146.

GROUND has been broken for the $65,000 transmitter building of KRNT, Des Moines. Entirely fireproof, the building will be one story 62x45 feet, with half basement. An observation platform will accommodate visitors in the central transmitter room, with wings housing emergency studios and work rooms. Four monolithic concrete pylons at the entrance gives a modernistic touch, in line with the architectural motif.

KNX LOS ANGELES 50,000 WATTS CBS

Over one-fourth the total U.S. land area is within the primary nighttime coverage of KNX

For more information about KNX, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco
WCKY DELIVERS MORE FOR THE ADVERTISER’S DOLLAR THAN ANY OTHER STATION...
Tuned-In Homes
IN METROPOLITAN CINCINNATI

S. B. Wilson
CBS

FIFTY GRAND IN POWER
Radio's New Main St.

CURRENT disquieting events that plague radio, such as the regulatory threats of the bureaucrats and the war over music, not to mention Europe's war, are not deterring the broadcasting industry from its steady march toward stability as a public service medium. The overall program level is at its all-time peak, and public acceptance never was greater. Business is good and the composite client is happy, getting more return from his radio dollar than he procures from any other advertising medium.

There are marked trends in program development in this down-to-earth trek of radio. Just as radio has made music, ASCAP to the contrary notwithstanding, it is building up more and more personalities in demand for public appearances that go particular for the movies. Now there is a mild revival of vaudeville, with radio as the base.

Which points up a new evolution in show business and in advertising. Radio studios now can be found in penthouses, in hotels, in newspaper plants and in almost every conceivable kind of structure. Many stations, notably in the last few years, have erected their own buildings, designed for broadcasting from cellar to roof. The next step, probably will be the radio theatre—a concert hall ground floor main studio. And it will come by popular demand.

Many radio acts are now on the road. They are the headline boxoffice attractions. Why shouldn't these shows be picked up from the affiliated station's own theatre studio? And why shouldn't the radio sponsors profit from the performances before these local audiences? The WLS Barn Dance history, and that of the Grand Ole Opry of WSM, and the WLW Boone County Jamboree prove the ends to which the rural audience will go to see their favorite radio personalities. They willingly pay at the gate, and boxoffice records constantly are broken by the magic of the radio buildup.

Thus we feel that the radio station of the not-too-distant future will have a marque out front, and a theatre-type studio on the ground floor. Television, bound eventually to make its commercial debut, is destined to spur that trend. Far-sighted broadcasters already have detected it and are planning new construction accordingly.

Every future Main Street may eventually have as many radio theatres as it has picture houses. Why not?

Let's Ask Congress

IT'S HIGH TIME for a little plain talk about the radio regulatory outlook. Never before have there been so many cross-currents. And never before has the danger been greater to the broadcasting industry.

On just about every basic issue the FCC is divided. The radical, anti-commercial radio element today appears to be in the driver's seat. Business is confusion about jurisdiction and about the intent of Congress as to this or that "reform."

We are not referring only to the network-monopoly onslaught of the FCC's present majority, though that development threatens seriously to undermine the existing structure. We refer in mind also the project to break down clear channels even before the North American reallocation is an accomplished fact, and under rather dubious legal procedural. We also are conscious of another subsurface effort to scuttle the Havana Treaty allocation itself by default. There are innumerable signs that within the FCC resides a rapidly developing complex to crack those who have been successful in broadcasting as a business venture.

The situation is all the more serious because of the national emergency. In the helter-skelter pace to prepare for defense, the normal surveillance of administrative bodies by the Executive Branch and by Congress is lacking. When decision is made, it is made, and there is no reviewing, no examining of the reasons for or permitted to drift. And because the FCC, to some extent, is clothed with a national defense function, it probably will seek to justify certain of the actions of its majority because of the tempo of the times.

Again we will be accused of looking under beds—a pet device of those in office seeking to deflect suspicion. But we see, for example, in the 1942 budgetary demands of the FCC more reason for concern. The current fiscal year, an annual one due to heavy purchase of monitoring and other equipment for national defense purposes, required an appropriation of $5,000,000. For the 1942 fiscal year, which begins next June, the FCC seeks an increase of some $100,000—most of it for national defense purposes and for staff additions. More engineers, lawyers and accountants are sought. The more personnel, the greater the inclination toward new fields of regulation.

All these things have happened—all this digging in for more and more stringent regulation—without a reappraisal by Congress of the statute and of the FCC's functioning. Actually, the present law has not been changed in any of its substantive provisions since 1927. The leadership, philosophy and outlook on the FCC have shifted several times since its creation. Today the breach over basic considerations that strike at the very lifeblood of radio is wider than ever.

Facing nearly every important issue through split votes, the FCC continues to be confused. The rulings are based on legislative guesswork, on surmise as to what Congress intended in this instance or that.

The only way to ascertain what Congress meant is to ask Congress. A new session is coming up next month. It is clear that Senator Wagner, White, one of the writers of that original Radio Act of 1927, intends to introduce new legislation to redefine the law.

In Congress there is the willingness to lead the FCC out of the wilderness. The Commission's majority would like to forestall an investigation for obvious reasons. The industry unwisely has subscribed, in view, and by so doing is up to its neck in trouble.

It's somewhat too late to battle with briefs and other legislative ammunition. It is high time for legislative action for the preservation of radio as a public service. Broadcasting never before has been held in higher esteem by the public and the nation's lawmakers. There is nothing to prevent every broadcaster from discussing with his Senator and his Congressman the bureaucratic and hamstringing trends at the FCC, which bid fair to regulate the existing broadcasting structure into a state of innocuity, if not out of existence.

Again, Mr. President:

SEVERAL high-geared undercover campaigns are going forward for the Thad Brown vacancy on the FCC. No one can speak with authority now about the President's plans regarding that much-maligned agency, and there is some speculation about a new deal in personnel and a possible complete makeover of the FCC. The odds, however, are in favor of naming a successor to the Ohio Republican when the new Congress convenes in January.

Without going into the merits of reorganization, we cannot refrain from another plea for a more intimate understanding of the FCC, its purposes and politics. There are at least two candidates being espoused whose backgrounds are entirely in the public utility-common carrier fields. The FCC already has a bumper crop of them, whose minds run only in a rate-regulation, limitation-of-profits groove. There is another campaign. One more potent afoot, for a distinguished educator, on the ground that the "educational viewpoint" should be projected in broadast regulation. Even the educators will admit they have been treated more than fairly. We say no special interest or group—industry, education, religion or whatnot—has a right to expect an appointment.

The President should name a figure of unimpeachable integrity and proved industriousness, preferably one having a knowledge of radio and of communications, to the vacancy. We would like most to see a merit promotion from the FCC ranks, and we could name a half-dozen eligibles. If that isn't expedient, the President must be a businessman, an outstanding lawyer, or a qualified engineer should be named. The politicians howl about politics in radio regulation. They can best help out by keeping politics off the FCC.
EDWARD FRANCIS McGRADY, when a mimeographed War Department press release announced the other day that Edward F. McGrady had been named a special labor adviser to Secretary of War Stimson, it came as no surprise to the multitude of people all over the United States who know him as "Ed."

It was one of those things that Ed McGrady should be called to aid the Government in solving the labor kinks that are bound to arise from the national defense program. For this tall, erect Mr. McGrady is known to have the confidence of labor and is held in such high esteem by industry that he is a vice-president and director in charge of labor relations of the Radio Corporation of America.

And it is in that latter position that Mr. McGrady has come to be known throughout the radio industry. Three years ago when RCA was having labor troubles, in its various subsidiaries, McGrady was hired by President David Sarnoff to serve as vice-president and liaison. During that time there had been no labor disputes among RCA's 24,-000 employees that have not been settled amicably over the table. This former pressman has a formula in labor relations. It can be summed up this way: One face never settles any labor issue; two, if labor leaders and employers must call names, let them call each other by their first names; third, both sides must consider themselves partners in a joint enterprise whose success depends upon mutual effort. Mr. Sarnoff says that one of the most constructive things he has ever done was to hire Mr. McGrady. And Mr. McGrady thinks highly of his boss. "I've met leaders in every walk of life," he said, "but I have never met a man more socially conscious, more fair or just than David Sarnoff. Because of that my job is easy. He's the pattern for RCA and the subsidiaries fellow suit." "No industry in the world," says Mr. McGrady speaking of radio, "pays better wages or has better working conditions than radio. Nor has any industry contributed more or cooperated more in national defense than radio than radio."

In describing his job with RCA, Mr. McGrady says he follows the practice of keeping in the back ground. "Labor and management," he says, "must get together. They work together. It's to the common interest to know each other and know what they want. I never enter the discussion unless it reaches a stalemate."

In his new job Mr. McGrady will work directly under Secretary of War Stimson. However, he will devote part of his time to RCA, probably working early in the morning in his big, modern office in the RCA-NBC building in Washington and then transferring activities to an other office in the War Department.

Ed McGrady was born in Jersey City, attending public schools there and later in Boston. After leaving school he became a pressman and soon after his 21st birthday, was elected to the Boston Common Council. He served two terms in the Council and then went to the Massachusetts Legislature for a term. It was about this period he was elected to his first union office — president of a web pressmen's local in Boston. While holding this office he met the late Samuel Gompers, then president of the American Federation of Labor, who was favorably impressed by the work of the young Bostonian. Gompers named McGrady to the post of legislative representative of the AFL in Washington. In this position he travelled all over the United States in connection with labor legislation and thus built up his long list of friends. Naturally, Mr. McGrady had become a backer of Congress and the Government while in Washington.

In 1932 he, in company with another prominent labor leader, Daniel Tobin of the International Brotherhood of Teamsters, Chauf feurs & Helpers, lined up the support of organized labor for President Hoover. (Continued on page 75)

STERLING FISHER, CBS director of recruiting and sales talks, has charge of CBS activities at the Pan-American Economic Conference in Havana Dec. 26-28. A School of the Air of the Americas program will be broadcast in this round robin from Havana. In addition to the regular CBS People's Platforms with Max子弹, who will have as his guests well known Cuban and American educators including Dr. Armando Menia, Director of the Inter-American Radio Office in Havana, the U.S. Treasury, the American chamber of commerce and the American chamber of commerce in Havana, will also be present at the conference.

SAML. R. ROSENBAUM, president of WPHT, Philadelphia, was elected to alumnus membership of Phi Kappa Kappa 30 years after graduation from college. The Pennsylvania chapter of PKK elected him to membership at its November meeting.

SAM M. KERNER, sales manager of Edward Sloman Productions, Hollywood. wood transcription production unit, left the West Coast Dec. 7 on a six weeks business trip and will be headquartered in Chicago.

TOM McGRADY, sales manager of C.P. MacGregor Co., Hollywood transcription concern, and Beth Linthi- more, who looks tall and trim, were married in the latter city Nov. 23.

PHILIP L. LASKY, general manager of KROW, Oakland, Cal., has been elected to the board of directors of the Oakland Advertising Club.

WARD INGRIM, sales manager of KRKC, San Francisco, and Mary Mayberry, long-time St. Louis, Mo., school teacher, were married recently in Anaheim, Calif.

HOWARD MARTINEAU, formerly of KLS, Oakland, Cal., has joined KHUB, Watsonville, Cal., as account executive in charge of local sales.

FRANK JAFFE has been named promotion manager of WIOD, Miami. He was formerly promotion manager of KMA, Shenandoah, Ia., and associated with the reomotion depart ment of the Des Moines Register & Tribune.

GORDON V. NORTON has been named account executive of WEEB, New York, and has been working closely with a corporate account executive in charge of the WEEB account executive.

HORACE N. STOVIN, radio station representative at Toronto, is recover ing from a tonsillitis. Taking his place is Tony Menneker of the Winnipeg office and commercial manager of CKY, Winnipeg.

FRANCIS P. MURPHY, Governor of New Hampshire, who recently ran the company which recently acquired a construction permit for the new WMRU, Manchester, N. H. has been appointed by Donald M. Nelson, owner and publisher of the Springfield News, and Leader & Press, Mr. Bixby, 52, was named in July by KWK, KGKX, Springfield. He died just eight months after his brother, Edson K. Bixby, who held 20% of the stock of the Springfield stations. Joel Bixby moved to Springfield last May after managing KWWO, KWWO & KWWO, & Times-Democrat, which his brother, Tams Jr., took over.

BROADCASTING • Broadcast Advertising

November 15, 1940 • Page 57
Johnstone Named
G. W. (Johnny) JOHNSTONE, director of radio for the Democratic National Committee, has been placed in charge of radio for the third inauguration of President Roosevelt. The appointment was made by Joseph Davies, former assistant to the Secretary of State, who is in general charge of arrangements. Johnstone, who is also handling radio for the committee in charge of the President's birthday celebration, was in Washington last week going over preliminary details. Earl Godwin, NBC Washington commentator, has been named to the committee arranging details for the celebration.

CARL E. WIENINGER, for more than three years director of musical programs for NBC from Chicago, later musical director of KOA, Denver, has been added to the KPO-KGO staff in San Francisco. He is in charge of the Theatrum and record department.

SAMUEL BICKNELL, of the sales promotion department of WOR, Newark, on Nov. 30 married Mary Elton Roberts of Baltimore in New York.

MARVIN MUELLER, announcer of WGN, Chicago, collaborated in writing a song "Mum's The Word," which was sold and presented by BMI.

JOHN B. HUGHES, KFRC, newscaster, is playing a role in the Warner Brothers movie, "Meet John Doe." He originated his Don Louis newscaster from KFJ during his picture work.

ADRIAN GENDOT, radio writer, formerly of WSS, San Francisco, is now writing material for Jack Kirkwood, comedian on the KFRC Breakfast Club program.

CARL HANSEN, formerly with KGW, Portland, Ore., and other Pacific Northwest stations, now becomes newscaster and editor of KJBS-KGW, San Francisco, succeeding Jim O'Neill, resigned.

JANET KISTEMANN, formerly in the sales department of KYA, San Francisco, is now sales manager, succeeding Frances Pike, resigned.

JACK BRAY, sports announcer of WLW-WSAI, Cincinnati, and well known as a football referee, on Nov. 6 called his last game.

MISCHA KOTTLER, musical director of WWJ, Detroit, late in November resigned to collaborate with the Detroit Symphony Orchestra at one of its regular concerts in Detroit.

MARCY J. DOEBEL, vocalist of WMWD, Peoria, Ill., on Dec. 6 appeared as guest artist on the CBS Al Pearce & His Gang, winning an all-expense trip to Hollywood and $100.

WARREN MCLOY, of the continuity department of KOMO-KBJ, Seattle, recently married Ruth Glascott, KOMO woman commentator sponsored for WOR, Newark, and comes to Seattle by Fisher Flour Mills Co., Seattle.

BILL PHARR, announcer at the New York World-Telegram for the last 14 years, has joined the announcing staff of KRBA, Lafkin, Tex., replacing Ralph Bell, who has resigned to join the Army Air Corps.

HARRY W. PASCOE, formerly continuity director of KNX, Los Angeles, N. C., and WMCA, New York, has been appointed director of continuity of WABC, New York, and the New York Broadcasting System. Also joining WINS recently is Al Charles, formerly with KWMR. Now, a member of the WINS sales staff.

JOSEPH A. INNELY, sports announcer of WBBM-CBS, Chicago, has returned to his desk following a siege of pneumonia.

JOHN HARRINGTON, WBBM-CBS sports announcer, Chicago, for the second consecutive year has been chosen narrator for the 1940-41 American League annual baseball film. Ted Husting, CBS sports announcer, and Harrington are to try two men to ever do this film narration.

WILLIAM JOELY, continuity and publicity editor of KROD, El Paso, Tex., has been named traffic director in Los Angeles to his other duties. Dick Gabbert has joined the KROD continuity staff.

MRS. NELSON, of the production staff of KFRC, San Francisco, and formerly with KFBK, Sacramento, has been promoted to KFRC production manager.

JIM MOORE, announcer of KRE, Berkeley, Calif., is recovering from an infected throat, suffered early in December.

KIDDIE RAKER, of the musician's staff of WAPR, Portland, Ore., has been appointed musical director and organist for the Famous Fathers transcribed series of Sunday night programs, produced by Kermit Raymond Co., New York, and presented on 39 stations.

B. S. BERCOVICI, news commentator who recently joined WSYT, Rochester, N. Y., on Dec. 1, has started a series of five times weekly news commentaries on MBS, broadcasting from WSYT.

JOHNS LORRAINE, formerly of the CBS publicity department in New York, now traveling as a reporter and newspaper feature writer, has joined Voices, Inc., New York, as an account executive.

DON FISCHER, with W.T.A.D. Quinney, Ill., for the last 24 years as assistant manager and program director, joined NBC in Washington Sept. 1 as announcer.

MARION KAROL

MILLIONS of words pass under the surveillance of Marion Karol yearly, because it's her job as CBS Hollywood commercial continuity editor to read scripts that originate from the network studios in that city. That means spot announcements, too. Miss Karol has the final say on the acceptability of every line of copy that CBS, Inc., agency writers produce. That's why her office is referred to as the Script Laundry or Writer's Purgatory.

In addition she supervises the recapitulation of the KNX, Hollywood, program structure, in which all sustaining and commercial shows are listed and broken down according to type. And after all this, like the proverbial postman, one of Miss Karol's favorite pastimes is reading.

JUD LA HAYE, New Haven supervisor of WICC, Bridgeport, and Bill Pascoe, former VA, are producing shows on the winter "Listener's Theater," Yale School of Drama presentations, to start Dec. 16, 1 p.m., over MDS.

DAVE CROCKETT, announcer, KMOJ-KJSO, Seattle, is back at the microphone after a two-month leave of absence in California.

HARWOOD HULL, farm director of WAPI, Birmingham, on Nov. 30 married Josephine Campbell in San Juan, P. R.

TOM SLATER, announcer of WOR, Newark, has been selected as m.c. and producer of the series of Sunday evening half-hour programs "This Is Fort Dix," which started Dec. 15 on WOR. Purpose of the series, originating in the Hostess House at Fort Dix, N. J., is to give listeners a picture of life in the training camp as well as entertainment by the recruits themselves.

LOIS ENGLEHARDT, secretary to Luther Hill, vice-president and general manager of Iowa Broadcasting Co., on Nov. 28 was married to Charles Taylor, who joined the CBS production department Dec. 2. Their wedding was at the Hostess House at Fort Dix, N. J., and was broadcast on the air, also from New York City, a sort of farewell trip for the group of Fort Dix announcers, aka the "Mills Bavernettes."
JOE WEST has been placed in charge of the reception and mail departments at KPO-KGO, San Francisco, replacing Stan Smith, resigned. Harry Maborn was transferred from reception department to the continuity department. Bob Gray and Bill Emery shifted from mail to reception department. Jack Ulrich moved into the mail department.

THOMSON BARTLETT, announcer of WBBM, Chicago, appeared in two skits, one of which he wrote, in the annual Junior League Follies at the Fabat Theatre, Milwaukee, Dec. 13-14. Bartlett's father was one of the leading men in the first Milwaukee Junior League Follies 21 years ago.

FRAN BOOSON, announcer of WDZ, Tuscola, III., on Dec. 1 was married to Arletta Lashbrook of the WDZ mail department.

EVELYN OVERSTAKE, known as the Melody Maid on WLS, Chicago, has been transferred to KOL, Phoenix, Arizona, effective Dec. 9.

SONYA CHERNIS, formerly in the publicity department of Warner Bros. Studios, Burbank, Cal., is conducting two weekly programs on KGU, Honolulu. She is known as Women in the News. The other consists of Hollywood chatter.


GAYLORD CARTER, Hollywood organist on the CBS Amos and Andy program, sponsored by Campbell Soup Co., has joined the network's Pacific Coast musical staff.

DALE EVANS, vocalist and composer of WBBMCBS, Chicago, recently had her latest song—"For My Own Good," accepted by BMI.

TED BOWER was added to the announcing staff of WPEN, Philadelphia, as a relief announcer, coming in from WBAO, Atlantic City.

MAX SOLOMON, of the sales staff of WFL, Philadelphia, suffered a broken cheek bone in an auto accident early in the month, but he still continues working.

LEROY MILLER, announcer of the Musical Clock early morning shows on KYW, Philadelphia, has been elected a member of Philadelphia Steam Fire Engine Co., No. 1. He is one of the oldest fire companies in the country.

LONNY STARR, announcer of WPEN, Philadelphia, has been selected as Santa Claus for the Masonic Golden Slipper Square Club's crippled children's Christmas party.

COLONIAL Broadcasting Corp., formed by the Newport News (Va.) Daily Press and Times-Herald, who also own WGH, Newport News, have applied to the FCC for a new 150,000-watt station on 1200 kc. in Norfolk, Va.

BERT HORSWELL, former station representative, recently manager of WOKO, Beaumont, Tex., is head of a new company seeking a new 1,000-watt station on 1550 kc in Orange, Tex. He owns 44% of the stock, with Julius M. Gordon, motion pictureman, also owning 44%.

MARGARET ELIZABETH OTTO, formerly with KQA, San Francisco and now in government service in Washington, and Donald Weston Billings, sportsman of KQA, will be married at Falls Church, Va., Dec. 21.

JIMMY COFFIN, Stanford U graduate and a "barker" at Sally Rand's Nude Ranch at the Golden Gate Exposition, has joined the grant relations staff of KPO-KGO, San Francisco.

BETTY ARMSTRONG, recently an advertising executive of John Shillito Co., local department store, has joined WLW, Cincinnati, as assistant to Chick Allison, WLW sales promotion manager.
TRIBUTE at midnight each Saturday is paid to stations, cities and States during the Sunshine Salute of WCN, St. Petersburg, Fla. The opening program of the good-will series featured Governor-elect Speck of Colorado. Host, center, watching him at the mike are Louis J. Link (left), station director, and Joe Frackoh, publicity director.

HONOLULU PICKUP
KARM to Remote Grid Fame
From Hawaiians

A long station remote is scheduled for New Year's Day, when KARM, Honolulu, will broadcast a football game being played in Honolulu. KARM has sent its sports-caster, Dick Wegener, to the Hawaiian Islands to present a play-by-play account of the Hawaii Pineapple Bowl game between the Fresno State College and the U of Hawaii.

Wegener's description will be carried by RCA short wave from Honolulu to the RCA receiving station just north of San Francisco. From San Francisco it will go by special leased line to KARM's transmitter.

Due to the difference in time between Honolulu and the mainland, the game will be on the air beginning at 6:30 p.m. (PST).

Wegener, second place winner in a recent nationwide sports-caster's popularity contest, sailed Dec. 12 on the Linlithgow with the Fresno State football team from San Francisco.

CBS European Staffmen
WILLIAM L. SHIRER, CBS correspondent in Berlin, will arrive in New York via the Clipper in mid-December for a four to six-weeks vacation, after which he will return to Berlin. His assistant, Harry W. Fanning, remains in Berlin. CBS is understood to be sending another man to its London headquarters after Jan. 1.

COLLEEN COX
COLEMAN COX, 67. writer and lecturer, who recently bought a national syndicated Syndicate's rights to his books, now working on the European side, is scheduled to appear on BBC in November in San Francisco from a heart attack. He was known on the air as "The Philosopher." He wrote some of his books, principally on the philosophical side, including Take It From Me.

WAGE bonuses totalling $350,900 will be paid by the Milwaukee Journal, operators of WTJ, to its 1,045 employees as of Dec. 1, 1940.

Fineshriber Appointed CBS Musical Director
WILLIAM FINESHRIBER, CBS script writer for serious music programs and commentator last summer for the Pantages concerts, has been appointed director of the CBS music department, filling the position left vacant since Davidson Taylor became assistant to the vice-president in charge of broadcasting.

A summa cum laude graduate of Princeton, Mr. Fineshriber joined CBS in 1931 as a member of the department of music being set up in 1932 by Mr. George A. Schuyler, now Director of Music. Mr. Fineshriber has been instrumental in setting up the music department of Columbia's American School of the Air, in addition to the music publicity work. Succeeding Mr. Fineshriber in the CBS script department, and as program annotator, is Ben Hyams, formerly music editor in the CBS publicity department.

Georgia Time Salesmen
Plan Series of Meetings

JOHN M. OUTLER, commercial manager of WSB, Atlanta, and chairman of the Georgia-assn. of Broadcasters, has called a meeting of radio salesmen of the state to be held Jan. 4 at the Hotel Macon. Dr. Frank Stanton, director of research of CBS, and Charles C. Calley, commercial manager of WMBD, Atlanta, will speak.

All persons in Georgia connected with the commercial department of radio stations are invited to the first of a series of such meetings to be held by the Georgia association. Plans are underway to bring nationally-known speakers for each session.

Heads CBS Artist Bureau
WILLIAM E. FORBES, in charge of CBS national sales service on the West Coast, has been appointed general manager of Columbia's artist bureau in California Inc., Hollywood, by Donald W. Davis, the network's Pacific Coast vice-president. Forbes succeeds Murray Brophy who became ill shortly after being named the post of executive vice-president and general manager of his own company.

Forbes joined CBS four years ago, being previously associated with KHJ, Los Angeles, and KIRK, Beverly Hills, and WOR, New York. Before joining KHJ, Forbes was WOR'svice-president.

Arrested in Managua

GORDON R. HIGHAM, 40, of Wilmingon, Del., who presented his own program on Philadelphia radio station WCAU in the early morning under the name of "Rob White," was arrested Nov. 30 at Woodbury, N. J., and held in $1,000 bail for the Federal grand jury on a charge of allegedly using the mails to defraud. Higham, now a British government inspector at the duPont powder plant near Penna., has been reported by tellers at the radio station that they would send him a check in their capacity as such. On Tuesday, it is said, he has received money from 70 persons, but wrote them he could not deliver the books, as he would be in trouble with his printing office, and not in position to deliver the books.

COLEMAN COX
WAGE bonuses totalling $350,900 will be paid by the Milwaukee Journal, operators of WTJ, to its 1,045 employees as of Dec. 1, 1940.

Fineshriber Appointed CBS Musical Director
WILLIAM FINESHRIBER, CBS script writer for serious music programs and commentator last summer for the Pantages concerts, has been appointed director of the CBS music department, filling the position left vacant since Davidson Taylor became assistant to the vice-president in charge of broadcasting.

A summa cum laude graduate of Princeton, Mr. Fineshriber joined CBS in 1931 as a member of the department of music being set up in 1932 by Mr. George A. Schuyler, now Director of Music. Mr. Fineshriber has been instrumental in setting up the music department of Columbia's American School of the Air, in addition to the music publicity work. Succeeding Mr. Fineshriber in the CBS script department, and as program annotator, is Ben Hyams, formerly music editor in the CBS publicity department.

Georgia Time Salesmen
Plan Series of Meetings

JOHN M. OUTLER, commercial manager of WSB, Atlanta, and chairman of the Georgia-assn. of Broadcasters, has called a meeting of radio salesmen of the state to be held Jan. 4 at the Hotel Macon. Dr. Frank Stanton, director of research of CBS, and Charles C. Calley, commercial manager of WMBD, Atlanta, will speak.

All persons in Georgia connected with the commercial department of radio stations are invited to the first of a series of such meetings to be held by the Georgia association. Plans are underway to bring nationally-known speakers for each session.

Heads CBS Artist Bureau
WILLIAM E. FORBES, in charge of CBS national sales service on the West Coast, has been appointed general manager of Columbia's artist bureau in California Inc., Hollywood, by Donald W. Davis, the network's Pacific Coast vice-president. Forbes succeeds Murray Brophy who became ill shortly after being named the post of executive vice-president and general manager of his own company.

Forbes joined CBS four years ago, being previously associated with KHJ, Los Angeles, and KIRK, Beverly Hills, and WOR, New York. Before joining KHJ, Forbes was WOR'svice-president.

Arrested in Managua

GORDON R. HIGHAM, 40, of Wilmingon, Del., who presented his own program on Philadelphia radio station WCAU in the early morning under the name of "Rob White," was arrested Nov. 30 at Woodbury, N. J., and held in $1,000 bail for the Federal grand jury on a charge of allegedly using the mails to defraud. Higham, now a British government inspector at the duPont powder plant near Penna., has been reported by tellers at the radio station that they would send him a check in their capacity as such. On Tuesday, it is said, he has received money from 70 persons, but wrote them he could not deliver the books, as he would be in trouble with his printing office, and not in position to deliver the books.

COLEMAN COX
WAGE bonuses totalling $350,900 will be paid by the Milwaukee Journal, operators of WTJ, to its 1,045 employees as of Dec. 1, 1940.

Fineshriber Appointed CBS Musical Director
WILLIAM FINESHRIBER, CBS script writer for serious music programs and commentator last summer for the Pantages concerts, has been appointed director of the CBS music department, filling the position left vacant since Davidson Taylor became assistant to the vice-president in charge of broadcasting.

A summa cum laude graduate of Princeton, Mr. Fineshriber joined CBS in 1931 as a member of the department of music being set up in 1932 by Mr. George A. Schuyler, now Director of Music. Mr. Fineshriber has been instrumental in setting up the music department of Columbia's American School of the Air, in addition to the music publicity work. Succeeding Mr. Fineshriber in the CBS script department, and as program annotator, is Ben Hyams, formerly music editor in the CBS publicity department.
To the radio advertising industry
on another year of meritorious
public service

Congratulations and
Season's Greetings
FCC Hears Argument on Net-Monopoly

Proposed Rules Are Bitterly Attacked

THE JURISDICTIONAL question of how far the FCC can go, if at all, in regulating the affairs of networks and their affiliated stations must be decided before that agency undertakes drafting of its final regulations. The controversy network monopoly investigation of its special committee.

This fact developed after the FCC had rendered Dec. 2-3 to oral arguments on the Committee's report. FCC Assistant General Counsel Joseph L. Rauh Jr. argued that the Commission had jurisdiction to regulate contractual relationships all down the line, except actual fixing of rates, and was supported only by NBC, CBS and Independent Radio Network Affiliates, on the other hand, argued that the law clearly denied the FCC such jurisdiction and predicted dire developments should such a course be followed.

Reopen Record

The upshot was what amounted to a reopening of the voluminous record in the two-year-old investigation, with all respondents given until Dec. 16 to file supplementary briefs on the jurisdictional question and on any other matters related to the main issue. The date for filing briefs was extended to Dec. 24 on petition of NBC and CBS and may be postponed until Jan. 2.

Oral arguments were opened—

with an audience of some 200 present—by FCC General Counsel Tedford Taylor. In his preliminary statement Mr. Taylor said that under Section 303 of the Communications Act the FCC is authorized to make special regulations applicable to stations engaged in chain broadcasting. The order upon which the FCC's inquiry was based, he explained, was designed to ascertain whether regulations ought to be drawn. It covers the advisability of making legislative recommendations to Congress on matters not encompassed in the Communications Act.

Mr. Taylor analyzed the draft regulations made public by the FCC Nov. 28 [Broadcasting, Dec. 1], emphasizing that it had been made abundantly clear that these had not been approved by the Commission, but had been presented only as counsel might have specific proposals to support or criticize.

After analyzing the proposed regulations and the positions taken by the respective networks in connection with each basis issue, Mr. Taylor said the report of the FCC Committee endorses the network plan of program distribution, but emphasizes the necessity for organization to provide local service. The report, he said, points out various practices found to be "detrimental to the proper operation of chain broadcasting".

Jurisdictional Issue

The jurisdictional issue was touched off by Assistant General Counsel Rauh in his presentation, following that of General Counsel Taylor.

The question, he said, pertains to the issuance of regulations dealing with the network-outlet contract with a view to "further free competition in the radio broadcasting industry". Relying upon the public interest, convenience and necessity clause of the Communications Act, Mr. Rauh argued it was clear that the FCC, through its power to grant or deny licenses or renewals and to make implementing regulations, "has jurisdiction to deal with the contractual relationships between networks and affiliate stations and to extend these relationships affect the ability of the licensee to operate in the public interest".

He pointed out that Section 303 (i) of the Act confers upon the FCC the power to make special regulations applicable to stations engaged in chain broadcasting. Mr. Rauh alluded to the report of the Senate special committee on radio stations with the comment that the conclusion would be reasonable that the program service has suffered as a result of these exclusive arrangements. He said monopolies have been deprived of programs they would otherwise have obtained.

Intent of Congress

After posing another series of questions stemming from the presentation of oral arguments, Mr. Rauh held the FCC must have authority to issue regulations dealing with the network-affiliate relationship. He said if the Commission determines that licensees are entering into contracts which obstruct or impair the growth of independent networks and if it determines the growth of such competing networks would improve service, it could "reasonably conclude that the operation of the station pursuant to such an arrangement was not in the public interest".

The intent of Congress, Mr. Rauh contended, was to give the FCC full jurisdiction to prevent restraints on competition in broadcast- ing. He alluded to Congressional debates and to the language of the Act itself. He cited the recent Supreme Court opinions in the Sanders and Potts ville cases, asserting that Congress gave the Commission the power to deal with chain broadcasting in "clearcut and unequivocal terms".

Referring to the Supreme Court decision in the Sanders case, which held the FCC has no power to regulate the business of radio stations—"that was true at one time and that stations are not public utilities 'in the strict sense and the Commission has no power to regulate the rate of transmission of purchasers of time'. Thus, he said, the Commission would have no power to set the advertising rates of stations simply because it thought such action would be good for business generally.

But, he argued, "it is a wholly different thing to say the Commission has no power to regulate a particular act of a licensee because that act happens to be what might be described as a 'use of time'". Concluding, Mr. Rauh said he had sought to demonstrate there are "no legal obstacles to the issuance of some such regulations as have been discussed".

FCC Studies Plan to Delete Network Disc, Artist Activity

WHETHER the networks, by regulatory decree or legislative action, should be required to divest themselves of major operations in the transcription and artist booking fields may become focal issues in the FCC's radio monopoly report, which is awaiting a final report of the FCC.

After allegations of suppression of competition in both spheres of activity had made the FCC during oral arguments on the Network-Monopoly Report Dec. 2-3, questions from the bench indicated deep interest in this phase of the network operations. NBC maintains its own transcription service, along with RCA home recordant activities, and also operates an extensive artist and concert bureau. CBS recently invaded the recording field through its ownership of the Record Co. and other recording interests, but has confined its activities to home recording. It likewise maintains an extensive artists service.

Catching's Plans

Suggestion that networks be excluded from the transcription field and that transcription companies likewise be prevented from engaging in wire network operations was made by Wadill Catchings, chairman of the board of Associated Music Publishers, partner in the law firm of Sanders, Rauh, Cor- nish and president of Musak World Broadcasting System, leading entity in the transcription field, previously had filed a brief supporting the general conclusions of the FCC Network Committee, but did not present oral arguments. On behalf of the Assn. of Trans- scription Producers of Hollywood, Mr. Catchings, whose network, King, has a contractual relationship with a radio partner, Ben S. Fisher, Washington attorney, urged the FCC to eliminate the transcription and artist programming services in draft regulations requiring all stations to meet minimum standards on transcription reproducing equip- ment. He said monopolies have the network competitive aspect as to tail- or-made discs, however.

Acting as his own attorney, Mr. Catchings said he not only approved the FCC Committee's "fine constructive work," but felt that it did not go far enough in its recommendations. The Committee might have recommended that steps be taken to protect the public from "abuse of networks," he declared.

"NBC and CBS are permitted to control and suppress transcription companies," petited Mr. Catchings, who was discharged. Declaring that the art of recording has progressed beyond the art of broadcasting, he main- tained that transcription now present the artists at their best.

The major networks, by virtue of their contractual relationships with program producers and advertisers, have the power to "suppress development of independent com- (Continued on page 74)

NEARLY 300 miles from its base, the WKY mobile unit covered the recent Amarillo storm. Reports were shortwaved from the truck to amateur operators in Oklahoma City. WKY says its information was used by the Oklahoma City AP bureau as basis for a weather story under a Dallas dateline. Later the WKY transmitter secured lines from the Weather Bureau in Oklahoma City. In the midst of the Amarillo debris Bob Eastman (left), WKY news editor, interviewed a news- paper reporter.

NRC's Argument

Opening argument for respondents, NBC Chief Counsel Hennes- sey expressed his hearty disagreement with "almost everything that has been said". He played the Com- mittee Report, contending it was shot through with errors of fact, and also took issue with the policies of the agency in support of the report, and with the comments on the suggested special regulations.

Mr. Hennessey branded the Com-
Tongues Tied

WCOP, Boston, has revamped its schedule of foreign language broadcasts to include them all in a daily 90-minute block, from 10:30 a.m. to 12 noon rather than scattering spots through the day. The station has also consolidated its Sunday foreign language schedule to open up spots for religious, educational and commercial shows.

New Networks

Asked by Chairman Fly about the possibilities of forming new national networks, Mr. Hennessey said two avenues appear open. One is within the present allocation structure and continuation of the existing policy of private initiative, with sufficient financial backing, and the other through development of FM. He alluded to the Transcontinental effort of last year, and the effect upon MBS outlets. If that venture had been successful, he pointed out, it would have meant not additional network service, but simply a substitution. He agreed with Chairman Fly that it would be a difficult job to organize one new network and virtually an impossible task to create two, under the existing allocations structure. But the FCC, he pointed out, might decide to duplicate all 26 clear channels placing four or five stations on each in major markets and thereby provide facilities for a “made-to-order” network. If that were done, however, he predicted, it would mean less service to rural listeners and would constitute an entirely unreasonable price. He said the present allocations structure is the only answer to proper balance between rural and urban services.

Vigorously opposing proposals to eliminate exclusive contracts of networks with their affiliates, as advocated both by the FCC Committee and MBS, Mr. Hennessey said an entirely erroneous notion has been advanced on this score. Citing Louisville as an example, he explained it has one 50,000-watt outlet, one 5,000 watt station and one local. If “free competition” of the order suggested prevailed, networks would become “program brokers”, he said, and obviously all of the desirable programs would go to the 50,000-watt outlet. If maximum public service is to be rendered, exclusivity is essential, he insisted. All incentive for development of sustaining programs would evaporate.
rate under the free competition theory, he said.

The problem for network ownership of stations was raised by Chairman Fly. The NBC attorney declared that for program origination purposes, networks should own stations in key talent centers such as New York, Chicago, Hollywood, San Francisco and Washington.

That the FCC intends to appraise the necessity for network ownership of stations was evidenced in other questions regarding NBC ownership, management or operation of outlets.

*Condemn Them All*

Asked by Chairman Fly to comment on the series of suggested regulations of Nov. 28, Mr. Hennessey cited each proposal, with the recommendation that it be eliminated. He argued that the FCC lacks authority to assume any degree of program control; that affiliation contracts must be on an exclusive basis; that the option of outlets.

That NBC does not fix or influence rates of affiliates, but procures only a “most favored nation clause” guarantee against reductions for other services, and that NBC effectively and efficiently has operated its dual networks.

Summing up, Mr. Hennessey argued that if the FCC adopts regulations like those proposed “you will have destroyed the American System of Broadcasting”.

*Judge Burns Opens Up*

Launching the second assault upon the jurisdictional position of Mr. Rauh was John J. Burns, chief counsel for CBS, first general counsel of the Securities & Exchange Commission, and former Massachusetts judge. He said he thought Mr. Rauh was guilty of a “fundamental misconception of the functions of a licensing agency”. As a licensing agency, Judge Burns declared, the FCC sits in a judicial status, but in the current investigation it sits as a “regulatory body”.

Congress, Judge Burns argued, carefully “delimited” the power of the Commission, and then went so far as to use the phrase “finally adjudged guilty” in dealing with the monopoly question. The history of the Congressional action clearly reveals that Congress did not want to repose in the FCC power to regulate business aspects of broadcasting, he argued. FCC’s duty is to refer the monopoly question to the Department of Justice, Judge Burns held, if there is not time enough to go to Congress for re-definition of the statute.

Contending the FCC should not seek to enlarge its powers to regulate the networks, CBS counsel pointed out that when that network was formed in 1927, it introduced a spirit of competition in the network field. Congress at that time could not have known about the complicated business problems which developed subsequently in broadcasting and therefore could not have implied regulation of contractual relations of networks with their affiliates, he declared.

Calling the FCC Law Department’s interpretation a “shocking violation of construction”, Judge Burns said there is no suggestion of standards in the law, and that in his view there is a serious question of Constitutional violation in the jurisdictional approach. Moreover, he asserted that Congress did not give the FCC the power to regulate contracts of the AT&T in its special investigation of that company, but confined its task to a “report” on them. The suggested regulations for network operation, he asserted, are not based on a “valid basis of the fact”.

*Urges Rejection*

Judge Burns then urged that the FCC reject the Committee’s report in its entirety. Serious errors of fact were made by the Committee, he charged, and he specified such instances in connection with CBS.

Declaring that only certain stations connected with MBS had approved the committee report, Judge Burns said that apparently this network wished to improve its status through FCC at the expense of the other networks. He charged the Committee with “fundamental failure” by misconceiving its functions. The whole thread of the report is that of improving the status of affiliates, I&NA, he pointed out, declared it wants its share of network revenues but does not want the Government to get it for them.

Describing the exclusivity provisions as “neither good nor bad, but functional”, Judge Burns predicted a “revolution in the American broadcasting picture” if such contractual provisions are eliminated. CBS, he said, would not be interested in developing outlets for the exploitation of “time brokers”, which he declared would be the case if exclusivity were banned. He called this provision the very essence of responsible permanent station development, and declared that

Farm incomes for the first ten months of 1940 were one-fifth higher than the average for the same period over the previous five years, in the great Northwest, served by KFYR.

Popularity and commercial billings at KFYR are now the highest ever, thanks to top-flight NBC Red and Blue shows, and brilliant local showmanship. KFYR is today—more than ever—the most potent selling force in this greater-than-ever Northwest.

Join the ever-increasing list of time-buyers who are hitting a new high in sales through KFYR’s dominance in the Northwest. Get details from any John Blair man.

### KFYR ~ Bismarck, N.D.

5000-1000 WATTS • NBC AFFILIATE • 550 KILOCYCLES

---

*Boston-NBC 1942 Setup*

A SHIFT in NBC Red and Blue affiliations in Boston is not likely until June 1, 1942, according to information given the FCC Dec. 3 during the oral arguments on the Network - Monopoly Report. Philip J. Hennessey Jr., NBC counsel, stated that the present contract of NBC with the Shepard key station runs until the 1942 date, and that WBZ, Westinghouse-owned outlet now on the Blue, has contracted with NBC for the Red affiliation upon expiration of the WNAC contract.

---

Page 64 • December 15, 1940
TELEPHONE CALLS from 1180 Club fans of WDGY, Minneapolis, so deluged the regular telephone girls recently that Dr. George W. Young, WDGY owner, himself was drafted to help take requests, resulting in this stimulating confusion atop his desk. The 1180 Club feature is a two-hour Saturday afternoon swing session during which likes of listeners' run the show.

the same facts apply to option time clauses. These two features, he said, are "utterly essential" to proper conduct of networks.

Declaring that the proposed regulations are not within the power of the FCC to promulgate, Judge Burns said the whole question of suppression of competition is fallacious. He referred to the arrangements made by MBS to handle the World Series exclusively as an indication of the type of competition now existent. He ascribed the probable reason for this the ability of MBS to offer a lower rate, asserting that this perhaps was so because it does not operate and maintain "large expensive network services" similar to those of its competitors.

On ownership of stations by networks, Judge Burns argued that there is nothing in the record to show that such ownership is "wrong per se". He said this ownership is vital to broadcasting, as it has developed in this country. Networks, he said, can make a better case for station ownership "than a newspaper or department store".

The IRNA Case
Opening the presentation for IRNA, Paul M. Segal, its counsel, asked and obtained permission to have IRNA Chairman Samuel R. Rosenbaum, also an attorney, argue a portion of the case.

After explaining the functions performed by IRNA and its participation in the present proceeding, Mr. Segal said the organization opposed consideration of the suggested regulations in their entirety, deeming them outside the FCC's jurisdiction. He claimed they deal with the business of broadcasting as distinguished from allocation and licensing, contrary to Congressional mandate; that the regulation of the broadcasting business is entitled to other agencies of Government; that competition between Governmental agencies on such regulation can lead only to confusion, and that regulation of network-affiliate relationships would so weaken the network position as to discourage new network enterprises.

Taking up each suggested regulation separately, IRNA counsel contended that no need is evident for Government intervention. Exclusivity was termed an item of bargaining between affiliate and network. Time options were held not objectionable to affiliates in intention or operation. On term of contract, the FCC was told that no affiliate has ever complained against it unless to assert it is not long enough.

Dealing with the suggested "prohibition of double networks," Mr. Segal said that the elimination proposed is of the Blue network of NBC.

"All members who are affiliated with this network desire it continued and strengthened," he said. On ownership of or by stations of or by networks, IRNA counsel said that insofar as this would reduce ownership of stations by networks it was "without opinion." But the reverse, he pointed out, would prohibit the ownership of networks by stations, and is objectionable. "This would accomplish the extinction of MBS which no one desires," he stated.

On rejection of programs by affiliates, Mr. Segal said this is an accomplished fact regardless of the text of any outstanding network contract and there is no problem requiring any regulation.

Lacks Industry Support
Declaring the Committee report is lacking in industry support, Mr. Segal brought out that approximately 800 stations are silent except as they speak through IRNA or become "involved in telegraphic referenda." He brought out that only three stations (WBFB, Rock Island, WBNY, Buffalo, and KFRO, Longview) filed separate briefs supporting the Committee.

Alluding to the "growth and vitality" of MBS, IRNA counsel stated that the energy and ability exhibited by this network in the few years of its existence are phenomenal. He recalled that several efforts have been made to establish additional networks but collapsed through lack of training, capital or leadership.

While the statistical data in the

---

MEMPHIS SPOT COTTON SALES
SET ALL TIME RECORD
FOR MONTH OF OCTOBER!

WEEK ENDING OCTOBER 17TH REACHES
ALL TIME HIGH OF 226,611 BALES

THIS RECORD ADDITIONAL INCOME
IS BEING SPENT IN MEMPHIS

---AND HERE---
GROCERY STORE
-AND HERE--
DRUG STORE
---AND HERE---
ALL STORES

---SO WHY NOT TELL YOUR STORY
OVER MEMPHIS' FAVORITE RADIO STATION
AND SHARE IN THESE INCREASED SALES!

WMC MEMPHIS
NBC RED NETWORK

THE COMMERCIAL APPEAL
National Representative: THE BRANHAM CO.
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC--MEMPHIS KARK--LITTLE ROCK WJX--JACKSON, MISS. KWKH-KTBS--SHREVEPORT WSMU--NEW ORLEANS

THE Billion Dollar MARKET

December 15, 1940 • Page 65

WIS
COLUMBIA, S. C. • NBC Red and Blue
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
report covers only the year 1938, the true story of MBS' growth and progress is reflected in the advances made during 1939 and 1940, he said. There are innumerable cases where MBS affiliation is more desirable financially than affiliation with one of the other networks, he said, and there is every reason to believe that if left alone MBS will continue to expand and prosper in ever-increasing degree.

IRNA believes, Mr. Segal argued, that it is to the basic interest of MBS affiliates, as well as those of the older networks "to resist the intrusion of detailed Federal regulation of the network-affiliate relationship." Expressing no desire to interfere with the policies of any network, the IRNA attorney suggested to MBS leadership that it is "too soon to call out for Government assistance of a character calculated to weaken all networks in order that for the moment the growth of Mutual may be more rapid, without realizing in the long run the gains of Mutual would be less significant."

While there is much to be said for the MBS profit-sharing method of management, of effecting economies in operation, and of a more generous method of compensating affiliates, IRNA holds there is "very little to be said for that idea which seems to be gaining foothold within the current leadership of Mutual which calls for Federal interposition for the purpose of weakening a competitor through regulation. We do not favor the fashioning of a sword which may turn out to be as sharp at the handle as it is at the blade."

Pointing out there have been 14 years of Commission regulation of broadcasting and that during this time there has been no regulation of the business and contractual aspects, Mr. Segal concluded that if regulation is now to be started, it could only be because certain abuses have appeared. Yet, he said, the report of a comprehensive investigation over a wide subject matter "recedes not one complaint from any station in America revealing any state of facts which can even remotely be classified among abusive practices."

Rosenbaum Appears
Making his first of two appearances before the FCC Dec. 2, IRNA Chairman Rosenbaum said that he did not subscribe to the view that by reason of affiliation contracts network outlets have delegated station control to the networks. Affiliates seek to give to their audiences the best in the way of entertainment he said, and the network method provides that service. He pointed out that national sales representatives sell station time and commit stations in the same fashion as networks, yet no one has raised any question about control of stations in such instances. Many stations believe that the 15% representative commission is unfair, but the FCC does not seek to "help" affiliates on this problem because it is strictly a business question, he added.

Asserting that IRNA is not seeking to pull chimeras out of the fire for any network, Mr. Rosenbaum said he saw nothing inherently wrong in the present form of network affiliation contracts. The very existence of this method of operation has immeasurably increased the benefits all down the line, he argued.

The only stations that complain about exclusive network contracts, Mr. Rosenbaum declared, are those that do not get enough business out of the networks. Calling the network-affiliate operation a "joint venture", he said that stations hope to procure an increasingly satisfactory measure of the financial benefits through negotiation with the networks.

**Bells Toll**

THINGS were in a flurry for a while at WJSV, Washington, when on Dec. 4 Louise Hollinger, secretary in the office of Chairman John Porter, announced her engagement to Clayton Miller, of the U. S. Department of Agriculture. Since the engagement was the first for an active WJSV feminine staff member in eight years, colleagues held a bridal shower the following night, recording the festivities for broadcast Dec. 6 on the morning Magic Carpet housewives' quiz program sponsored by Continental Baking Co.

**National Defense Program**

*BROADCASTING* through a gas mask from a tent filled with gas was included in the series of eight programs presented Nov. 20 from Fort Dix, New Jersey, on WOR, Newark, by Dave Driscoll, director of news and special features for the station. Describing his sensations in Lt. C. Day, Chemical Warfare Service, 44th Division (left), while Dave Driscoll (right) strives nobly to hold the microphone and breathe at the same time.

Opening the Dec. 3 hearing, Chairman Fly asked that respondents in their supplementary briefs give attention to the question of competition in network radio. He asked that areas of "practical competition" be defined, and how best can the public get most out of the industry in terms of "healthy competition." In back of that question, of course, he pointed out, is the thought that in any given locality there are limited facilities, and that therefore there can be no "utterly free competition."

**Case for Mutual**

On the network field, Mr. Fly pointed out there is a severe limitation of supply. It is doubtful, he said, whether there can be four nationwide networks and it appears it would be extremely difficult to have any more. The question resolves itself down to whether "we shall stay put," he declared. The Chairman said the briefs on this subject need not be strictly limited to the record, and that additional material would be acceptable. He set the date for new briefs as Dec. 16.

Presenting the case in chief for Mr. Fly, Counsel Larry C. Caldwell declared that most of the suggested regulations proposed by the FCC in its Nov. 28 statement were supported by his network, though several were "too severe." He pre-
sented for the record his own set of suggested special regulations to be applicable to network broadcasting, after arguing the merits and provoking a discussion that proved the most dramatic of the proceedings.

Mr. Caldwell charged that the NBC brief was "very unfair" to MBS operation go to the stations, operation. He said that profits of MBS operation go to the stations, and not to "big corporations in New York." Money also goes back into improved programs and salaries, he said, with stations themselves contributing the sustaining material, resulting in greater incentive to them.

MBS, Mr. Caldwell declared, is responsible for other stations asking and receiving more from the other networks, and is also responsible for the development of the exclusivity clause, to prevent stations from joining MBS. At the time the hearing opened in 1938, MBS had no exclusive affiliate contracts, he said, except with Don Lee. Since then, however, he asserted, the network was forced to enter such contracts with both member and affiliated stations, prompted mainly by the "raid" on MBS by the now defunct Transcontinental project.

MBS, Mr. Caldwell said, is in "general agreement with the Committee's report," and he did not see how it could have "reached any other conclusion." NBC Council Hennessey, he charged, was "unfair," in inferring that MBS is in favor of breakdowns of clear channels.

Some 'Too Drastic'

Asserting that some of the proposed regulations are "too drastic," the former Radio Commission general counsel declared MBS has no desire to "harm network services," and charged that NBC and CBS were building up "straw men to be knocked down." Alleging that competition is being suppressed by the two major networks with their "vast industrial empires," he said they have built "barbed wire entanglements" through their affiliation contracts and make "half of the profits" shown for the 800 stations in the country.

Mr. Caldwell also concurred in the Rauh argument on the FCC's jurisdiction. He said the public interest, convenience and necessity clause is no broader than the licensing power. The Communications Act, he said, "breathes with the spirit of promoting competition." He argued there should be regulations to impose additional restraints and keep open the avenues of competition.

In alluring outlets, Mr. Caldwell said, MBS encounters no trouble in the larger markets, having a multiplicity of outlets, but the difficulty arises in cities having three stations or less. In Cleveland, the fifth largest market, he said NBC had purchased WTAM and had "tied up" the market. By the manner in which other networks sell time, he said, advertisers are forced to buy outlets they do not require in order to get the stations they want.

An attack upon Mr. Rosenbaum for his "remarkable change in philosophy" in connection with network relations was made by Mr. Caldwell, and drew not only questions from the bench but a subsequent request by the IRNA Chairman to make the allegations. The development brought disclosure of the purported effort of MBS to buy certain desirable contracts with outlets on the NBC-Blue.

Charges Inconsistencies

In seeking to define Mr. Rosenbaum's purported change in attitude, Mr. Caldwell said it may have been a "coincidence" that the IRNA head procured "a better contract with NBC" for WFLF, Philadelphia, of which he is president, "before he testified before the Committee." In September, 1938, he charged, Mr. Rosenbaum had complained about the control of station time by networks.

Mr. Caldwell challenged the IRNA chairman to show that he had accomplished anything to change the status of network-affiliate relations, asserting that so far he knew, "nothing has been done," and the networks "refused to talk it over." He said Mr. Rosenbaum had testified that NBC offered six times as many hours as were sold commercially over WFLF on the Blue network, and that he made more money for less hours from MBS than NBC. After alleging other inconsistent positions, Mr. Caldwell asked that the Commission consider "Mr. Rosenbaum, the witness, against Mr. Rosenbaum, the lawyer."

When Mr. Caldwell attacked the operation of two networks by NBC, Chairman Fly inquired whether there was any doubt as to the authority of the FCC to "change that" and how it might be accomplished. The FCC, Mr. Caldwell said, could accomplish it by refusing to renew the licenses of stations affected, or through a ban on exclusive contracts. He argued that it was unsound to have two networks under one roof.

Out of a total of four networks, of which NBC is not "overly complete," he said it was obvious that one company should not have two. NBC Red, he recalled, carried more daytime commercials than the Blue at night, according to the hearing record. He attacked the "heavy discounts" on the Blue, charging they

---

**There is OPPORTUNITY in ALASKA!**

The boom is on — and these U.S. advertisers are grasping the opportunity to get exclusive coverage in . . .

**AMERICA'S MOST RAPIDLY EXPANDING MARKET**

whose people have a buying power FIVE TIMES that of the average U.S. consumer

**KFAR**

**610 kc.**

Fairbanks, Alaska


**BROADCASTING • Broadcast Advertising**

December 15, 1940 • Page 67
WE CAN'T SELL HARP IN PARADISE (Ky.)!

Nope! We don’t claim to carry your sales story to Paradise (Ky.)! The good folks of this tiny town may possibly tune us in, but, if so, our advertisers don’t pay a penny for the “coverage”! Our market is the MILLION-plus buyers in and around Louisville who constitute the most important purchasing power in Kentucky. To this affluent area we bring the best of N. B. C., both Red and Blue, in addition to listenable local entertainment. Does this give you an idea?

LOUISVILLE'S WAVE
5000 WATTS
940 K. C. N. B. C.
FREE & PETERS, INC., NAT'L REPRESENTATIVES

Page 68 • December 15, 1940

BROADCASTING • Broadcast Advertising
COMMITTEE DRAFTS CONTRACT BLANKS

HAVING completed its draft of a proposed standard order blank for use in radio time contracts, the NAB Conference Committee will meet Dec. 20 with a similar committee representing the American Assn. of Advertising Agencies, in the hope of completing its work promptly. The joint committees are seeking to develop a standard invoice form and the NAB group has submitted its suggested form to the full Accounting Committee.

Approval was given the standard order blank and contract at a meeting in New York Dec. 4 of the Conference Committee, headed by Harry C. Wilton, WSYR, Syracuse. Other members were Roy L. Hay- low, WAAB, Boston; Richard H. Mason, WPTF, Raleigh; Edward Petry, Edward Petry & Co., station representatives; Dale Taylor, WENY, Elmira; Lee H. Way, Westinghouse; Emanuel Dammert, MBS; Paul F. Peter and Russell P. Place, NAB. The form was submitted by Mr. Harlow, as chairman of the order blank subcommittee and the full committee adopted the draft for submission to the NAB Executive Committee.

Members of the AAAA Committee to meet with the NAB group Dec. 20 in New York are C. E. Midgley, BBD; C. T. Ayres, Ruthrauff & Ryan; Carlos Franco, Young & Rubican; John Hymes, Lord & Thomas; William Maillart, Compton Adv.; Linnea Nelson, J. Walter Thompson Co.; and W. A. Fricke, Richard Turnbull and Frederick Gamble, AAAA.

Plagiarism Alleged

NORMAN A. ROSE, Hollywood radio writer, has named Universal Pictures Co. as defendant in a $75,000 plagiarism suit filed in the U. S. District Court at Los Angeles. Complaint charges piracy of an original story in the Universal film “Zanizibar.” Rose alleges that an original and fictional twist of an historical fact, used in a commentary series, The Globe Trotter, on KNGA, Los Angeles, was incorporated in the picture. The story is built around an odd and little known pro- vision in the Versailles Treaty, in which the German government was requested to return to Britain a skull of an East African chieftain. Suit is believed to be the first of its kind filed in the California courts, in that it charges plagiarism by a motion picture production unit of a radio story.

Maxwell House Changes

WITH Mary Martin having been re- leased from her contract on the NBC Maxwell House Coffee Time program, sponsored by General Foods Corp., (coffee), she is to be replaced by a new singer following the Dec. 19 broadcast. Miss Martin requested the release and will concentrate on film work. It is expected that Frank Morgan, M-G-M film actor, will also be added to the program by Jan 2. Negotiations have been underway for some time to bring him back to the show with Frances Brice and Meredith Wilson, musical director. The latter two are the only remaining members of the original program cast which started under Maxwell House sponsorship with M-G-M producing.

NASH MOTORS division of Nash- Kelvinator Corp., Kenosha, Wis., on Jan. 4 is discontinuing its sponsorship of John R. Kennedy’s AP news period, currently on 97 NBC-Blue Station, Monday through Saturday, 9:30-9:35 p.m. Agency is Geyer, Cornell & Newell, New York.

TURKEYS GOBBLED

By Eager Public as Farm Uses
Radio Exclusively

HOW a California turkey farm doubled its business this year, over last year by using radio exclusively, is reported by KROW, Oakland, which currently is carrying an announcement campaign for the account. The announcer is the Krum Turkey Farm, Castro Valley, Cal. The turkeys are sold direct from farm to consumer. The firm had always used newspapers in the past, but this year allocated its entire appropriation for announcements on KROW. Radio had the added task of instructing the public how to reach the farm, an out-of-the-way location 15 miles from Oakland.

The differential in price between these turkeys and those sold in stores is only five cents a pound, but the oral description of the benefits of buying directly from the producer brought customers from as far away as San Francisco.

A DOZEN unsung football heroes from six New England colleges were honored Dec. 9 at the first annual “John Shepard 3d Dinner for Unsung New England Football Heroes.” Present were leading coaches, officials and sports writers. Among those seated around this miniature gridiron were (1 to r) Pat Healey, Boston U coach; Ed McKeever, Boston College backfield coach; Mr. Shepard; Jim Sheeatski, Holy Cross coach.

At millions of American firesides, the miracle of Christmas has a new meaning in this troubled year of 1940. Somewhere in the hearts of us all is a sure rekindling of those spiritual forces which have the power to return to a disabled world the truths of faith, freedom and peace.

As families over all our land commemorate the greatest event of all ages, may the messages of Tiny Tim and Adele Fidelis, which they grasp from the farthest reaches of the air, give impetus to the rebirth of toleration and good will to mankind.

To you and yours, a warm wish for a Merry, Merry Christmas.
WALGREEN DRUG STORES, Chicago, (chain) consistent users of local radio, for the week of Dec. 18 will run a special Christmas campaign of 804 spot announcements on WGN and WJJD, Chicago, and WIND, Gary, Ind. Schawnick & Scott, Chicago, is agency.

CADILLAC MOTOR Car Division, Chicago, on Dec. 2 started five weekly 6-minute news series part 1: Fascination, featuring John Harrington, on WBBM, Chicago. On same date first started a varying schedule of spot announcements on WJJD, Chicago, and WIND, Gary, Ind. Account was placed direct.

ORGILL BROS, Memphis distributor for Polico radio, is sponsoring five news programs daily, six days a week, on WMPS, Memphis, described as one of the largest contracts in Memphis history. Negotiations were handled by S. H. Segall, of Orgill, and Harold Kreisstein, WMPS commercial manager

GENERAL SEAFOODS, Halifax, N. S. (40 Fatpoom Fish), has started musical announcements for 26 weeks on CBL, Toronto; CKSS, Sudbury, Ont.; CFOR, Kingston, Ont.; CKLW, Windsor, Ont. Account placed by Alley & Richards Co., Boston.

Perfume Using 32

A SHORT pre-Christmas campaign has been released for Compagnie Parfumerie Inc., San Antonio (perfume) by Northwest Radio Advertising Co., Seattle, according to Edwin A. Kraft, agency president. The campaign calls for 12 five-minute periods on these 82 stations: KJZH-WHO, WHBH, WAAP, WAAT, WIRD, KPFC, KGW, KIBO, WMNN, WIND, KWJZ, WNNE, KINY, WTCO, KLX, WCFL, WJJD, KROW, WCAR, WEL, KSPO, KOG, KAS, WGN, WMIN, WERK, WFKS, RKA, KFRB, WIND, KFES, WGW, WELA, KFRC, KMTX, KYA, KVOR, KNFF, KBO, KAG, KG, WYPM, KRAL, WWL, KJRS, KKPG, KDAM, KOWH, KFRK, KKOD, KFTH, KWWL, KXOK, WADC, WAKA, WAKS, WAGM, WACE, WCPO, WGW, WGOOD, WQSB, WFRM, WFWL, WQBE, WQH, WQK, WQ, WQW, WYTC, WWYA, CDFW, WPPT, WSBF.

FLAG PET FOOD Co., New York, on Dec. 8 started 52-week sponsor-ship on WMCA, New York, of a Sunday noon program featuring the De Marco Quinns, a group of sisters aged 6 to 15, three of whom have been guest vocalists on various programs for the past five years. Agency is Sternfeld-Godley, New York.

R. B. CLOTHING Co., Chicago (wearing apparel), on Dec. 20 starts for 52 weeks a daily quarter-hour participation on Eddie Oseen Off the Record, transcription musical show on WIND, Gary, Ind. In addition, firm is currently sponsoring six-week quarter-hour programs on Mythical Balloon on WAAF, Chicago, and a three-weekly quarter-hour program on Make Believe Balloons on WGN, Chicago. Ampere & Lee, Chicago, handles the account.

EDWIN L. MORRIS, sales promotion vice-president of Pabst Brewing Co., Chicago, has been named vice-president in charge of advertising and sales promotion. Clifford H. Wolfe, assistant advertising manager of Swift & Co., has joined Pabst to assist Mr. Morris.

PARISIAN TAILORS, Philadelphia (men’s clothing), sponsoring a weekly half-hour children’s program on WPEN, Philadelphia, adds six additional hours weekly to its schedule in taking over sponsorship of the nightly Night Club of the Air conducted by Joe Dillon. Account is handled direct.

FLAMINGO SALES Co., Hollywood (finger nail polish), through Milton Weinberg Adv. Co., Los Angeles, is planning an extensive West Coast spot promotion campaign to start in early January.
IRRESISTIBLE FORCE!

Yes, and down here in Roanoke and western Virginia, where folks spend better than $400,000.00 at retail each year—there's something irresistible about WDBJ, too! Partly it's because we're the outstanding station in the territory. Mostly it's because we give our listeners what they like to hear. But whatever the reason, the fact remains that only WDBJ completely covers this free-spending market! May we tell you all?

---

PAN-PACIFIC ICE ARENA, Los Angeles, using ice skating, sponsors a nightly quarter-hour remote program from the rink on KMPC. In addition five similar broadcasts are sponsored weekly on KFAC, with three afternoon remotes each week on KFWB. Spot announcements are also being used on KFAC and KFWB. Allied Adv. Agencies, Los Angeles, has the account.

WEST PICO FURNITURE Co., Los Angeles, using furniture, in a southern California winter campaign, is currently using a total of 132 spot announcements weekly on KFAC, KFJP, KMPC. Five from the CBS Owned and Operated Affiliate 5000, Long Beach, Cal.

CALIFORNIA FEDERAL SAVINGS & LOAN Assn., Los Angeles, was to start participation this week in the Eddie Albright program on KHJ beginning Dec. 10. In addition the firm will sponsor a daily quarter-hour newscast on KFAC and KMPC. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

PATTEN-BLNN LUMBER Co., Los Angeles, (largest lumber dealers in the world), new to radio, is sponsoring a three-week quarter-hour commentary program, That's My Idea, on KMPC. Beverly Hills. Contract is for 13 weeks, starting Dec. 2. Program, featuring Helen Sawyer as commentator, is designed to exploit services of the sponsor's property improvement plan. Wesley H. Porter Agency, Los Angeles, has the account.

REGINALD RUMWELL of the sales staff of International Business Machines Corp., in San Francisco and manager of the company's exhibit at the Golden Gate Exposition 1939-40, has been promoted to advertising manager of the company, succeeding Arch Davis, now IBM executive secretary.

MAURICE BALL, Los Angeles (furriers), seasonal users of radio, in a three months campaign ending Feb. 25, is using one and three spot announcements weekly on KFCA and KLII, respectively. Other Southern California stations will be added. Nellie Walsh Adv. Service, Los Angeles, has the account.

AUSTIN STUDIOS, Los Angeles (Pacific Coast photographic service) in a five weeks pre-Christmas campaign ending Dec. 20, is using 15 spot announcements weekly on KGO, San Francisco and KNX, Hollywood. Chet Petersen Adv., Los Angeles, has the account.

SEAL-COTE Co., Hollywood, (finger nail polish), newly organized, in a California campaign, on Jan. 1 starts for 20 weeks. Five spot announcements three weekly on KFAC, KFKEA, KFSP, KGO, KFO. Each market is estimated, other weeks, will be added. Milton Weinberg Adv. Co., Los Angeles, has the account.

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla. (Dill's Texaco Gasoline and Oil), on Dec. 8 started for 52 weeks seven weekly quarter-hour news periods on WDKZ, Tuscola, Ill. R. J. Potts & Co., Kansas City, placed the business.

---

STATION BREAK

WCOP, Boston, listeners, heard something new in the way of station breaks the other morning. At the conclusion of the Studebaker Champions show, sponsored by Harry S. Liggett, local distributor, Announcer Russell Offhaus opened the mike and announced in all seriousness, although quite unintentionally, "This is Station WCOP, with Studebakers in the Copley Plaza Hotel, in Boston."

SLAVICK JEWELRY Co., Los Angeles, consists users of Southern California radio, is sponsoring a three-week quarter-hour of recorded music on KECO. Contract is for 13 weeks, starting Dec. 9. Firm in addition sponsors a weekly quarter-hour newscast on KECO; two announcements weekly, as well as daily participation in Art's Baker's Note Book on KF1, and 21 spot announcements each week on KMPC. Ad Arts Agency, Los Angeles, has the account.

WLS SALESMAN A. N. (Pete) Cooke is congratulated on his 25 years of service with Prairie Farmer-WLS, Chicago, organization by William Cline, WLS commissioner. Cooke joined Prairie Farmer, America's oldest farm paper (100 years) as a space salesman in 1916, and was transferred to WLS sales when the radio station was acquired in 1928 by Burridge Butler, publisher. Pete celebrated his silver anniversary Thanksgiving Day.

BANK'S BIG DRIVE

Buys All Available Sustaining—Time on KFWD

COAST FEDERAL SAVINGS & Loan Assn., Los Angeles, during the annual re-investment period, will sponsor all available sustaining time on KFWD, Hollywood for 50 days starting Dec. 23. Firm on that date also starts sponsoring the five-week quarter-hour commentary, The National News, on KFME, Beverly Hills, remoting it from a specialty built studio in Downtown Newsreel Theatre, Los Angeles.

On a scattered schedule, participation is to be used in Art Baker's Notebook, Agnes White's California Homes, Bridge Club and Mirandy programs on KF1. Participation six times weekly in the combined Sunrise Salute and Housewives Protective League programs on KNX, has been contracted for three weeks. In addition, spot announcements will be used on KF1 and KJH, with other radio planned. Agency is Robert F. Dennis Inc., Los Angeles.

ARCH O'BOLER, Hollywood writer, has been given blanket permission to adapt any of the Somerset Maugham stories to radio. First adaptation is to be Of Human Bondage.
More Cal. Sugar Spots

CALIFORNIA Grown Sugar Group, San Francisco (sugar products) a newly-formed group using radio for the first time [BROADCASTING, Dec. 1], has added seven California stations to its educational and institutional campaign. Berkeley's KNX and KFPI, KPO KGO KJY KERN KFPO KTMS KFXX. The campaign is for 52 weeks. Participating sponsorship on home economics programs has been purchased on all stations except KFXX, where announcements are used. Account is handled by Botsford, Constantine & Gardner, San Francisco.

Raleigh Test on WJZ

BROWN-WILLIAMSON Tobacco Corp., Louisville, will start on Jan. 3 a 13-week test series on WJZ, New York, for Raleigh cigarettes. Titled Discoveries of 1941, and heard Tuesdays 7-7:30 p.m., the program will feature Bobby Byrne's orchestra and guest artists. Also included will be a Name-a-tune contest, in which each week a new untitled tune will be played. The listener submitting the best title will receive $50. In each: a share of the royalties, and name on the sheet music as author of the title. If the test series is successful, the show will go network.

New Shortwave Account

J. B. WILLIAMS Co., Glenbury, Conn. (Aqua-Velva, Williams Shaving Cream), after a 13-week test has signed a one-year contract covering 1941 with WLW, shortwave adjunct of WLS, Chicago, to broadcast Spanish news Mondays thru Fridays, 8:15-8:30 p.m. (EST), with Wilfred Guerendel, WLW general manager, also announces that the Crosley International station in carrying the Cin- cinnati Symphony concerts with Stanley C. Hill as Spanish and Portuguese commentator.

Iron Fireman Querries Dealers

IRON FIREFMAN Mfg. Co., Cleveland (heating equipment) in the December issue of its house organ, The Iron Fireman, announced that application blanks for the winter-quarter advertising expenditures, including radio, have been sent out to dealers. Costs on acceptable promotions during the winter advertising drive will be evenly divided between dealer and manufacturer.

FRIENDS IN NEED!

WAIR wins in the popularity election. They listen! They believe! They are WAIR's friends in need of your product. They'll buy!

WAIR

Winston-Salem, North Carolina
National Representative
JOHN BLAIR & CO.
Plan Hits Network Discs, Artists

(Continued from page 62)

ing to permit them on their facilities. Stations are compelled to use "inferior transcriptions," he alleged, by virtue of the network hold.

Pursuing his argument that the networks "suppress and restrain" development of spot broadcasting via transcription, Mr. Catchings charged that they supply discs at cut prices and otherwise employ tactics designed to discredit the medium. In the case of NBC, he said, advertisers desiring to record programs are required to use NBC-RCA recording facilities. CBS, on the other hand, permits programs to be taken off the line by independent transcribers.

The only deviation from the NBC policy, Mr. Catchings said, came when G. W. Hill, president of American Tobacco Co., insisted upon the right to record in part of his NBC programs and made the arrangement with David Sar- noff, NBC president and FCC board chairman. When transcription companies sought similar privileges for other accounts, NBC was quoted as having stated that the American Tobacco incident was not a precedent but was simply a matter "between Hill and Sarnoff."

Asked what type of regulation he would like to see, Mr. Catchings said that he thought the FCC should draft regulations preventing any network from entering the transcription business and that transcription companies likewise could be blocked from entering the network field. Under such a plan, he contended, competition would develop, programs would improve and local stations would be strengthened.

Mr. Catchings also advocated modification of option-time contracts now enjoyed by networks, so that when time is sold for a transcription series, the network cannot exercise its option. He suggested a "first come, first served" formula.

There's a Difference

In urging elimination of the announcement requirement before each recorded transcription, Mr. Fisher said a definite "stigma" attaches to use of the words "mechanical reproduction," Phonograph records of inferior quality, as distinguished from transmissions made exclusively for broadcast purposes, are thrown into the same category, he argued.

Chairman Fly, however, held that while he had the greatest respect for the transcription business, he saw no reason why the public "should not be let in" on the type of rendition. Commissioner Case observed that the problem of the transcription industry was to sell the quality of transcriptions to the public as equal to or superior to those of live renditions.

Martin Gang, New York and Hollywood attorney, was the only advocate to argue regulatory restrictions against network participation in the artist booking field. He proposed special regulations which would prevent licensees of stations or networks, or any persons associated with them, from entering into contracts with performers and establish an exclusive affiliation relating to their employment in the broadcasting of commercial programs and which would prevent them from acting as agent or representative for other bookings. His proposed regulations would not prevent licensees or networks from entering into employment contracts relating to sustaining programs.

Declaring he represented independent artists' representatives in the principal talent centers, Mr. Gang asserted that the networks have used their economic power and weight to set up bureaus to compete with independent artists' services. He said his group did not like this development because the networks "are in a position to put us out of business," purportedly acquiring that power by virtue of their Government licenses. Government franchises, he argued, should not be employed to procure control of the talent supply.

Claims a Monopoly

Alleging that NBC and CBS "absolutely control the concert situation in the United States," he said these organizations recently discovered that it is possible to get management contracts so that artists pay, instead of get paid, for employment. He said the networks entered the field through absorption of original companies and have procured practical monopoly of announcers as well as concert performers.

WOR and WGN, key outlets of MBS, also were described as participants in this talent activity. He charged that the networks even resorted to pressure on night clubs to employ their own talent if broadcast pickups were to be made. He argued that the conflict of interest between the network as a user of talent and the network's tissue bureau as a broker of talent was fundamental and that artists "cannot serve two masters."

Philip J. Hennessy, chief counsel for NBC, in his rebuttal disagreed with the contentions of the representatives of the transcription companies and of the artists. Apropos the Catchings arguments,
he declared that AMP's concern is involved in the music problem precipitated by which the FCC has no business. He described it as a matter for the Department of Justice, declaring that so long as network service complies with standards of public interest the FCC has no authority under the Act "to punish anyone."

Extent of Contracts
A. L. Ashby, vice-president and general counsel of NBC, after a colloquy with Chairman Fly on the transcription regulation aspect, asserted that the main reason NBC does not permit other transcription companies to make off-line recordings was that "we do not now and we should give our facilities to a competitor." He disagreed with the contention that NBC deliberately sought to undermine the transcription market as a whole. Asked by Chairman Fly why the sponsor, who buys the network's facilities, cannot do what he likes about recording his talent for other use, Judge Ashby asserted that the sponsor's contract covers only network time.

Edward F. McGrady
(Continued from page 57)
President Roosevelt. After the election of Mr. Roosevelt, Mr. McGrady became one of Gen. Hugh Johnson's assistants in the now defunct NRA. While holding this position he was named Assistant Secretary of Labor, in which position he gained nationwide recognition for his clear-headed handling of several delicate strike situations.

While Assistant Secretary of Labor Mr. McGrady became known as the Government's trouble shooter whenever a big strike occurred. He was on the scene at every big strike during that three-year period. These included the general strike in San Francisco, the building service strike in New York City, and the various strikes in the Toledo district.

And it was an outgrowth of the latter that McGrady gained many of his friends, he most of his friends, he most deserved recognition. It was popularly termed "The Toledo Plan." During 1934 and the first part of 1935 Toledo experienced a flurry of strikes. The labor disputes were widely publicized and many citizens became acquainted with the reputation their city was acquiring as a result. They asked McGrady if he could do something about it. He suggested the plan which has become a model for many other cities. Briefly it consists of a board composed of representatives of the community to which it is more than any faction or group, with no authority to order anyone to do anything, but which meets with labor and employer in an effort to iron out their differences.

When it was announced that McGrady was to take this new advisory position with the Government it was generally acclaimed in the press. His office was swamped with congratulatory messages. The Washington Daily News, a Scripps-Howard paper had this to say editorially:

"...When labor disputes threaten defense production, it will be a satisfaction to know that this veteran trouble shooter, domestic diplomat and practical philosopher, who has served labor, industry and Government with equal success, is on hand. If Industry and labor will both subscribe to the philosophy of this shrewd and resourceful veteran, no swinging of Governmental big sticks will be needed to see this country thru the change over from a normal peace time operation to a hurry up preparedness regime."

Naturally, radio is proud that it is able to claim Ed McGrady as one of its own, prouder still that he can serve the Government in this critical time. In this connection, few have caught the spirit of an industry faster than he has with radio. He quickly grasped the fundamentals and is conversant with all the intricate problems that stem from its operation.

Mr. McGrady has little time for much besides his work and family, which now consists of two daughters and three grandsons... his pride and joy. One grandson will graduate this year from a premedical course while the others are still in grammar school. From now on he will even have to cut short the happy hours he usually spends with them. For holding down the two jobs that will be his can hardly be called a real job.

Mr. McGrady is a member of the National Press Club in Washington.
DAVID C. THOMAS, president of Husband & Thomas Co., New York, advertising agency which was discontinned in 1939, has reorganized the business with new offices at 350 Madison Ave. Associated with him as vice-president is H. L. Kneeland, former vice-president, in the original agency. Radio accounts, none of which has yet been announced, will be handled by Mr. Thomas.

A. O. DILLENBECK has resigned as executive vice-president and director of Bynch & Co., Inc., New York. After a vacation he is expected to return to his future plans.

WILLIAM DIAGE, account executive of Glasser-Galley & Co., Los Angeles agency, has taken a leave of absence to join the Marines. Robert Smith, also an account executive of that agency, has joined the Armv Air Corps.

CHEF PETERSEN, formerly account executive of KFOX, Long Beach, Cal., and KKRD, Los Angeles, has established his own advertising agency, under the firm name of Chef Petersen Adv., with offices at 815 S. Hill St., in the latter city.

LEO E. COUTT, formerly production manager of Milton Weinberg Adv., Co., Los Angeles, has joined the Sidgirlank Adv. Agency, that city, in a similar capacity. In addition, he has taken on the duties of time buyer.

Longstreth to C-F-P

EDWARD LONGSTRETH, freelance script writer and previously in the radio departments of N. W. Ayer & Son and Pedlar & Ryan, New York, has been appointed to the newly-created position of radio director at Ward-Fairlane-Peck Co., Jersey City. He will supervise and coordinate the company’s broadcasting activities currently embracing nine network programs, seven of which are on CBS and two on NBC-Red. Well known as an advertising and magazine writer, Mr. Longstreth entered radio in 1929 as a free lance script writer, handing continually and interviews for the magazines, such as won-badours, Cavalcade of America, the Thomas Edison series and The Answer Man.

MARIJOUE Souders, formerly a copywriter of McCann-Erickson, New York, and Junior Campaign, formerly with the Southwestern sales division of the Yardley Co., New York, have joined the radio department of Compton Adv., New York, as copywriter.

NORMAN STROUSE of the J. Walter Thompson Co., San Francisco, recently was elected president of the Advertising Golf Ass’n of San Francisco.

ESTER A. LOEB Adv. Agency has moved its New York offices to 14 W. 46th St. New telephone is Bryant 9-8011.

H. C. VOGEL, for the last three years vice-president and radio director of Beaumont & Iohnson advertising agency, Chicago, on Nov. 20 joined Reineke-Ellis-Youngreen & Finn Inc., Chicago, as account executive.

SIDNEY A. WELLS, art director of McGraw-Evick Co., Chicago, recently was awarded first, second, and third prizes for his railroad miniatures which were entered in the New Railroad Exhibit in Springfield, Ill.

FREDERICK P. BASSETT Jr., Jr., for the last two years writer for the National Syndicate Service, and previous to that with the William H. Harris organization, Chicago, on Dec. 1 joined Reineke-Ellis-Youngreen & Finn Inc., Chicago, as account executive.

HAROLD W. SCHWARZ, for the last seven years president of the Van Patten Pharmaceutical Co., Chicago, has Theodore Food & Drug account, a member of the National Advertising Agency, Chicago.


DON FRANCISCO, recently resigned as president of Lord & Thomas, is still retaining his connection with the Mid-December dinner for South America on a radio survey of the United Nations, Commercial and Cultural Relations agency of the National Defense Council, of which Mr. Francisco is a member.

CLINT FERRIS, formerly a vice-president and copywriter of H. W. Kastor & Sons, Chicago, has joined the advertising department of Ted Bates Inc., New York.

GEORGE JUJENIK, formerly advertising director, is vice-president in charge of advertising and publicity for Bloomingdale’s, New York department store, has joined H. W. Fairfax Adv. Agency, New York, in a similar capacity and will specialize in the programming of special television programs.

RAYMOND D. PARKER, formerly manager of the insurance advertising department of Cowan & Dengler, New York, and F. Kenneth Allston, formerly of Allston-Depew, New York, have formed Parker-Allston Associates at 15 E. 45th St., New York. Company, advertising and sales promotion agency, will handle general advertising. No radio department is planned.

LEO P. WIT, recently announced his resignation, effective Dec. 31, as advertising and sales promotion manager of Flinician Co., Chicago, a firm producing moving picture announcement films. Mr. Wit formerly operated his own agency in Little Rock, Ark., and was associated with Harvey-McCann Co., Atalanta, and Donahue & Coe, New York.

RUDOLPH BLOCK & ASSOCIATES, New York, in general relations service, has been appointed to handle Pacific Coast publicity of BMI.

Forms New Agency

DOBOTHY LINDNER OMAN-SKY, widow of Jacob Omasney, one-time general manager of the New York Post and the Philadelphia Record, and a hero for many years in media advertising, has opened The Linnder Agency at 250 Madison Ave., New York. Miss Lindner was formerly with Hearst Publications and previously assistent circulation manager of Time Magazine. She also worked for CBS. With Miss Lindner are L. V. Nutmam, lawyer, as treasurer, and Theodore Lindner, president of the New York Escort Service, as secretary. Full list of accounts will be announced after Jan. 1, 1941.

Gibbons Forms Agency

GIBBONS ADV. AGENCY, Tulsa, has established Dec. 1 by J. Burr Gibbons, vice-president, and a major owner of Rogers, Gano & Gibbons. Leslie E. Brooks is vice-president, and J. Burr Gibbons, as secretary. The agency will specialize in industrial accounts, though handling consumer goods business.

Page 76 • December 15, 1940  BROADCASTING • Broadcast Advertising
Mace Reorganizes

MACE ADV. AGENCY, Peoria, Ill., will continue operating under direction of its present personnel, in compliance with a wish expressed by M. J. Matusak, founder and president, who died Dec. 1. Four members of the firm have purchased the agency from the founder's estate and will operate it as a "fitting memorial to the founder." Under the new setup John F. Felker, president, will continue in charge of production; Robert J. Rice, vice-president, copy and radio; Olga Krumel, secretary, auditing and office management; Jay J. Keith, treasurer, client relations and space buying. Mr. Mace has been ill for a year. The agency has operated under his direction for 27 years.

Marketing Assn. Meeting

NATIONAL Convention of the American Marketing Assn., to be held at the Stevens Hotel, Chicago, Dec. 26-28, has selected "How to Get More For Your Advertising Dollars" as its theme. Vernon H. Beatty, advertising manager of Swift & Co., Chicago, has been named to preside at daily advertising sessions, which will feature discussions on radio, newspaper, magazine and outdoor displays. Frank Stanton, research director of CBS, New York, will talk on the subject "Put More in Radio." Fred Dickenson, head of the Bureau of Advertising of ANPA, will discuss newspapers. Frank Brucher, of the Periodical Publications Assn., will speak on magazines, and F. N. McGeehan, of Outdoor Advertising Inc., will talk on outdoor advertising.

Carroll S. Dejong

CARROLL S. DEJONG, 49, for the last 11 years account executive of the Phil Gordon Agency, Chicago, was killed Nov. 20 and his bride of a month critically injured in a collision when their car was struck by a freight train near Fowler, Ind.

Edith M. Lloyd


KXA, Seattle and KGY, Olympia, Wash., have appointed Burn Smith Co. as national representatives.
A UNIQUE 15-minute news drama, "Stop That Story" has started on WCCO, Minneapolis, in a time-space exchange with the St. Paul Dispatch-Pioneer Press. Idea of Editor Russell Wiggins, the program is built around stories the newspaper was asked not to print. Roundtable discussions by civic leaders from towns around the Twin Cities on whether the story should or should not have been printed follows the drama. Publisher then explains the reasons for the newspaper's final decision.

Stumping the Imitators

NEW comedy quiz show, Stumping the Imitators, is getting a big play on KOMO, Seattle. Sponsored by the Seattle Bowling & Recreation Center, the show brings bowlers off the alley to imitate anything from a coyote howling an obligato to "Home on the Range" to an opera singer handling "Boo, Me, Daddy, Eight to the Bar". Listeners are offered cash prizes for usable imitation situations. The bowling audience is judged by its applause if an imitation is good enough to merit a cash prize for the imitator.

Dramatize Case Histories

KPX and KGO, San Francisco, are dramatizing case histories taken from the files of the San Francisco Chronicle in connection with that newspaper's annual "Nearest Families" campaign. The effort is designed to rehabilitate needy families rather than to give them relief. Families are recommended by Community Chest agencies and then investigated. The programs are leased by KGO at 7:30 p.m. (PST) Wednesdays, and KPO, Fridays, 8:15 p.m.

Health and Time

DEVOTED to a discussion of the health aspects of the daylight saving plan, Monday under consideration in Wisconsin, WTMJ, Milwaukee, has started a new series, Daylight Savings and Health, produced in cooperation with the Wisconsin State Medical Society. Queries on the plan, solicited from listeners, are read on the program by James Kelley, executive secretary of the Milwaukee County Medical Society, and answered by "The Friendly Doctor", an anonymous local physician.

School Days

LISTENERS to WBOW, Terre Haute, Ind., recently had a chance many of them had probably yearned for since they were in school. As part of a three-hour final examination in radio production at Indiana State Teachers College a 15-minute broadcast was presented. Students drew their exam questions from a box and answered them on the air. The list was instructed in methods of grading and marking and were asked to grade the participants and mail these grades to Clarence M. Morgan, the director of the college radio division. The final mark was withheld until the listeners turned in their grades.

Clubs and Such

GIVING a new twist to an old idea, activities of clubs and civic organizations are publicized during the daily early morning Insomnia Club Breakfast Hour recently started on KFAC, Los Angeles, under participation sponsorship. Besides organization news, the program, co-hosted by Pauline Holden and Dick Westerly, includes music, guest interviews and information on food programs. Some sponsors are Marvin Dog Food; Turbo Products Inc. (canned food products); Los Angeles Saratoga Chip & Pretzel Co. (potato chips); Coffee Products Co. of America (coffee and spices); Los Angeles Swiss Co. (White King), and R. M. Westmore Co. ( evaporated apples).

Musical Lore

LISTENERS are asked to select the title for a program of popular music started Dec. 9, on WNEW, New York, and heard 11:30-11:46 a.m., Monday through Saturdays. A portable radio and recording album are to be awarded as winner to persons suggesting winning title. The series features Dick Gilbert, editor of Merle Pitt's orchestra.

BOOKS AND PRESENTS reach staggering heights during Christmas drives by WSB, Atlanta, and WCY, Cincinnati. Above is part of a stack of 1,441 books sent in by Listeners during the first week of WSB's Christmas Book Fund campaign to secure books for Georgia's public libraries, figuring in a broadcast discussion by (l to r) Virginia McGinley, Fulton County School Librarian, Roy McMillan, WSB program director, and Beverly Wheatcroft, State library commission director. And below Helen Gross Rees, conductor of the WCKY Woman's Hour, sitting in the midst of the "mountain of toys" she is gathering for distribution to underprivileged children at a big party on Christmas morning.

How Gardens Grow

WITH most of California a year-round perennial garden, interest is growing in a new garden program on KYA, San Francisco. Mary Ash Miller, newspaperwoman and gardening expert, presides over the weekly program, presenting horticulturists and home gardeners for informative interviews. She also gives tips about the newest garden gadgets and tells where they may be seen.
Building a Drama
WHEN the *Listeners' Theatre*, produced by the Yale department of drama, starts its third season on the Colonial Network Dec. 16, a new format for the series will include discussions of each production by Prof. Walter Eaton and a group of student playwrights. Designed to add to the interest and academic background of this extra-curricular play project of the drama department, listeners will hear the various reasons for the playwrights' choice of what constitutes dramatic worth as well as a discussion of the problems faced in each production.

* * *
Quiz By Phone
KRE, Berkeley, Cal., recently started a new program titled *The Telephone Rings*. Questions are asked over the air. Listeners are invited to phone in answers. Prizes by sponsors are given the correct answer phoned in. Then the correct answer, the winner's name and the prize are announced. Don Hambley and Emily West of the KRE staff, work the show.

* * *
Man in Kitchen

HOUSEHOLD hints from the man's point of view are offered during the five-minute, daily quarter-hour commentary program, *Homer Griffth and His Radio Scrapbook*, recently started on KRE, Los Angeles. Broadcast includes a hodge-podge of poetry, essays and short stories. Listeners are invited to send suggestions and contributions.

* * *
Sassety Stuff

GOSSIP and news, fashions, etiquette and other phases of society doings furnish the material for the weekly series on KPO, San Francisco. The program features Mildred Brown Robbins, society editor of the *San Francisco Chronicle* and Ruth Dunbar Burke, prominent junior league.

* * *
Housing Tips

TAking advantage of current housing interest, KXOK, St. Louis, has started *Your's for Better Living*, a series of informal talks by prominent realtors giving small landowners information on home management and financing. The program is a three-way cooperation between the station, the St. Louis Real Estate Exchange and the St. Louis Star-Times.

* * *
Snow Use

NEW SERIES, *Let's Go To the Snow*, presented on KGQ, San Francisco, Thursdays at 8:15 p.m. (PST), covers reports of snow fall, snow sport conditions in Washington, Oregon, Idaho and California, prepared with cooperation of the U.S. Weather Bureau, Department of Commerce. Coffee Williams narrates.

* * *
News For Bands

NEW Oddity show, including unusual human interest stories from public prints and original reporting, is *It Could Have Been You* on WSB, Atlanta. The show, heard Wednesdays at 11:05 p.m., breaks up the usual dance band schedule Douglas Edwards, of the WSB news staff, narrates the program.

Good Night Nurse—Presto! Free Verse

The following from Maj. Edney Ridge, director, WBIG, Greensboro, N. C.:

* * *
To bed with laryngitis
It's great to have BROADCASTING greet us...
My copy came to me early today
So I read what the broadasters have to say.
We always seem in a heliuga mess... but
It's never bad as they say, I guess.
There's just one thing to remember, and never forget...
John Q. Public's the boss, and he owns the set.
If noisy, and clever men try to deceive
There'll be no one at that end to receive.
We hear about loud fights and bitter...
Where to locate or place a transmitter.
It don't seem to bother much... one way or another
For it's the public that counts... not you, brother!
Radio's famed for the way it speeds...
Rules, regulations, codes and creeds.
Everything done points to some prevention...
Maybe broadasters are wrong in taking their view
They've been doing a good job, I think. Don't you?
So whatever is done in the way of solving...
We've had enough of meeting and resolving.
They're pretty fair fellows, down at the Commission.
And most of our faults are signs of omission.
This is a great country—the only one we are safe in
So let's all get together and quit this strafin'!

Line Troubles in Mexico

Mar Inaugural Coverage

ALTHOUGH the three major networks had planned full coverage of the Mexican presidential inaugural ceremonies Dec. 1 from Mexico City, each ran into such confusion that the broadcasts resulted in utter bedlam. At NBC the lines from Mexico were crossed in some inexplicable way so the English translation of President Avila Camacho's talk was transmitted to South America, while the speech itself was fed to the United States audience for the entire half-hour from 12-12:30 noon.

CBS reported a line failure due to the collapse of a telephone pole, and its broadcast scheduled for 12 noon was cut off at 12:16 p.m. Jack Starr Hunt, Mutual representative covering the event, reported to MBS headquarters in New York that the broadcast was halted by saboteurs at 12:16 p.m. His message read: "All telephones cut somewhere near Tampico by unknown party believed followers of Almazan" (opposing candidate for the election).

ALLIED

Since 1934

in a position of

NATIONAL PROMINENCE

In the field of

PROCESSING and PRESSING

Electrical Transcriptions

Phonograph Records

ALLIED RECORD MFG. CO.  
1041 No. Los Palmas Avenue  
HOLLYWOOD, CAL.
With the music controversy between ASCAP and the broadcasters at white heat, at least one executive of ASCAP is bemoaning the fate of the broadcasters to take advantage of the availability of ASCAP’s music title index. E. C. Mills, chairman of ASCAP’s Administrative Committee and the originator of the ASCAP index, is quoted as saying, “The index, originally offered in 1937, was favorably received by the broadcasting industry and in many quarters was labeled one of the few constructive tasks ever undertaken by the Society on behalf of its users. In the more than three years that have elapsed since the original proof of the index, only 78 stations have asked ASCAP to send all installments as available, according to Mr. Mills, and only 237 stations of the roster of more than 800 have asked for any part of it. The index was offered to stations entirely free of charge, except the cost of transportation and filing. To include all catalogs, the index originally was instituted, Mr. Mills said, he thought regardless of any future developments as to differences between the broadcasters and music copyright owners, such a service would be useful to the program building department of stations. After careful studies and research ascertained the most practical method of indexing musical titles, Mr. Mills found the plan of preparing the titles on perforated gummed sheets, to be torn apart and each title pasted on a separate index card. The index was presented in installments, the first of which was made available in November 1937. Since that date 11 installments in all have been offered. To date the index includes 126,680 of the titles most used, until now, in broadcasting. It is stated on ASCAP’s behalf that the index is a complete one, as far as the broadcasters average use is concerned. The ASCAP official stated that it has been and is the plan to continue preparation of additional installments until finally the index would embrace practically all music, copyright and non-copyright, of which any reliable record could be found anywhere, in any catalogs, listings or indexes throughout the world. The index is not limited to compositions by ASCAP members, or controlled by affiliated societies, but is all-inclusive of each musical composition, copyright and non-copyright, of which ASCAP can find a record regardless of ownership. This is stated formally by ASCAP. Further explaining the comprehensive character of the index, it was said that it is not only of the ASCAP repertoire but is intended to be an all-inclusive, accurate and informative index of all musical compositions, showing the title of the composition, the name of the author and/or composer, and of the publisher. It also shows, if ASCAP has the information, the owner of the small performing rights. Still available, Mr. Mills explained that since BMI completed its organization and began producing its own index, it had invited it to send lists of works for inclusion in the index and it complied. He also advised that from its inception, the index has been offered to and accepted by the NAB. The index has been offered to Canadian as well as American stations. Considered entirely apart from the current controversy between ASCAP and the many broadcasters are understood to have found the ASCAP index of great interest and have utilized it with success. A number of the projects for creation of copyright clearance bureaus, on a cooperative basis, plan to use the ASCAP index as a guide. The index, despite strained relationship between ASCAP and the industry, is still available to all stations on the original basis, according to Mr. Mills. A brochure issued by ASCAP describing in detail the scope of its index, is available for distribution. An estimate of the cost of complete installation of the index is given as approximately $700, including clerical cost of placing cards in the index in alphabetical order. ASCAP makes no charge for the material. The newest brochure, available by inquiry to ASCAP at 50 Rockefeller Plaza, New York, bears date of July 10, 1939.
FCC Seeks Increase in Fund To $4,250,000 For Next Year

Boost of $300,000, Despite Swelled Budget for Defense, Is Sought; Hearings to Be Held

A SUBSTANTIAL increase in appropriation for the 1942 fiscal year, which begins next June, is being sought by the FCC, evidently portending a breezeing of the entire radio regulatory base.

While details regarding appropriations for Governmental agencies are not filed until that out;
tual appropriation bills are introduced in Congress, it is learned authoritatively that there is a feeling of $4,250,000 for overall activities from July 1, 1941 through June 30, 1942. Base appropriations for the current fiscal year amounted to approximately $2,200,000. The Commission, however, received $1,000,000 from the President's national defense fund for widely expanded monitoring operations necessitated by the European War and subsequently got $175,000 for the relocation of monitoring stations.

Personnel Increase

The new budgetary requests also are understood to include nearly $2,000,000 for national defense activities. However, it was recalled that a substantial portion of that national defense budget for the current year was for equipment and, therefore, is not a recurring expense.

It is expected the FCC will appear before the House Appropriations Committee, headed by Rep. Woodrum (D-Va.), during the week of Dec. 16, to justify the budget demand. The overall increase asked runs about $300,000 above that of the current fiscal year's funds, including the special appropriations made after the initial allocation. Increase for salaries and expenses of approximately $150,000 indicates the FCC proposes to expand its personnel base—perhaps in all essential departments.

With television and FM forging ahead, it is presumed the Commission will seek to retain an expert television engineer in the higher salary brackets. Presumably, the broadcast engineering staff also would be augmented with the retention of FM experts and equipment specialists.

With field operations for surveillance of propaganda activity vastly increased during recent months, signs point to a substantial increase in personnel in that field. All told, some 500 additional engineers, clerks and other functionaries have been retained by the FCC since procurement of the special defense fund early this year.

In the surveillance of propaganda originating abroad, the FCC has made elaborate plans. It is recording, translating and transcribing foreign programs. It also has taken steps to record domestic foreign language programs in an "fifth column" and other activities viewed as inimical to the national defense. Beyond that, the work entailed has to do with intercepting high-speed code transmission.

Running down of unlicensed stations also falls in this sphere of activity. A staff of translators and of other specialized personnel for whose work has been established and will be augmented if the funds are forthcoming. Moreover, the recent establishment of the President of the Defense Communications Board, for which no special appropriation has been made, will probably entail the time of a number of clerks and other assistants. The heavy policy work is handled by the FCC staff, or by experts of other Governmental departments having membership on this Board.

Primarily in the public utility common carrier field the FCC proposes to expand its Accounting Department. Additional attorneys and investigators are expected to be named to delve into qualifications of applicants for stations and to handle verification of citizenship and other matters. Special attorneys, specializing in investigation work, would be sent to the field, with a staff also maintained in Washington in the special investigation section created during the last year.

34,770 TIME SIGNALS

Naval Report Reviews Work in Communications

A TOTAL of 34,770 time signals were broadcast by the U.S. Naval Observatory in Washington and the Manila Central Observatory from July 1, 1939 to June 30, 1940, according to a Dec. 1 announcement in the annual report of the Secretary of Navy for the 1940 fiscal year. By means of radio control and a crystal clock at Mare Island, Cal., the Naval Observatory controls the broadcast time from naval radio stations at Washington, San Francisco, Oahu, T. H., and Bahrain, P. I., providing time signals available for use by U.S. broadcast stations.

The Navy Department's report also declared that "naval communication operations and material have continued at high efficiency" and that communication facilities are adequate for the existing naval establishment. This is regarded as a favorable commendation, from both the then Acting Secretary of Navy Lewis Compton and Admiral Harold R. Stark, Chief of Naval Operations, for the Division of Naval Communications and its head, Rear Admiral Leigh Noyes, who is also a member of the Defense Communications Board.

Noting that 36 naval radio traffic stations have been in active commission during the last year, with five such stations maintained in an inactive status, the report indicated that additional communication facilities will be made available for the Navy to meet the increased requirements occasioned by the limited emergency and the naval expansion program.
Native Tongue Programs Enjoy Wide Following, Survey by FCC Reveals

AN ANALYSIS of answers to a recent FCC questionnaire reveals that a total of 199 domestic stations now schedule broadcasts in one or more foreign languages and 57 additional stations, while not new broadcasting in any foreign language, have done so in the past six months. There are 43 stations which broadcast 10 or more hours weekly in one or more foreign languages.

The information contained in answers to the questionnaire reveal that 31 foreign languages are represented on 1,721 current weekly programs, which amount to nearly 1,750 hours of broadcast time. Approximately three-fourths of this is in Italian, Spanish, Yiddish, and German — the proportion decreasing in the order listed.

The FCC says smaller stations appear to predominate in the foreign language field, 108 of the 199 stations having power not in excess of 250 watts. However, the Commission points out, a substantial number of stations which devote a large amount of time to foreign language programs have greater power.

The FCC said the answers revealed that the preponderance of stations using foreign language programs are located in areas with large foreign born populations, and the stations assert that broadcasts in native tongues are popular with their listeners and their advertisers.

The Other Fellow’s VIEWPOINT

EDITOR'S BROADCASTING:

There is an error in your story on page 69 of your Nov. 15 issue on "Time For The Fair";

Your story states: "Regarded as a new high in continued promotion-

al activity..." This amazing report of how much free time radio gave the New York World's Fair should be headed "Regarded as a new high in continued chiseling activity..."

I am sure my sentiment on the chisel practices of the New York and San Francisco Fairs is echoed by many other station managers as well as the newspapers of this country which also got not a cent from either one of these projects. This fact is recalled most vividly when one considers that the New York World's Fair would charge as high as 40c for a bottle of beer as well as all the other systems of extortion and high prices that drew so much unfavorable publicity everywhere.

I think it is also high time that your good magazine went after the chisel practices of movie companies which continue to try and flood the networks with premieres and other such tripe on a free basis.

S. A. CILLES, General Manager, WGRF, Buffalo.

BUDDY ARNOLD of the Betty and Buddy song team on WOR, Newark, has completed three songs just released by BMI and published by Pro-Art. They are: "There's a New Moon in Honolulu," "My Old Man," and "Then I Love You."
Hams Called to Service

Man of Hobbies

HAMS CALLED TO SERVICE

Man of Hobbies

THERE is nothing prosaic about Herman Berger of the WOR, Newark, engineering staff. For hobbies Berger (1) collects eyes—he has wide collection of animal eyes; (2) has a home machine shop; (3) grows roses; (4) collects stamps. Berger was in the investment business before he became a radio engineer in 1933.

NEW subscirbers also scooped when a second son, son, formerly with the radio division of North, Cal., as Co., also holds the supervisory post at KQDON, the city’s police radio station.

MYRON KLUGE, chief engineer of KPSG, Los Angeles, is recovering from an operation and siege in the hospital.

KEN MEIER, former chief engineer of KSW, Emporia, Kan., is a graduate of Kansas City.

PAUL DANIELS, chief engineer of KTSW, Emporia, Kan., also holds the supervisory post at KQDON, the city’s police radio station.

ROBERT F. TSCHANNEN, graduate of the University of Colorado Engineering School, has joined the Kansas City staff of Commercial Radio Equipment Co., engineering consultants.

ED DUNTZ has returned to his post as chief engineer of KHU, Watertown, Cal., after deferring his application for active duty in the Naval Reserve.

HAROLD DURHAM has the engineering staff of KOZY, Oklahoma City.

ERNIE UNDERWOOD, chief engineer of KFRC, San Francisco, recently left for active duty in the Navy. During his absence the KFRC technical staff will be under the direction of J. J. McCord.

KEN MEIER, technician formerly with KXX, Seattle, has joined KPO, Wenatchee, Wash., replacing Bill Apple, who joined KVOB, Bellingham, Wash.

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

MORRIS BERTSCH, technician, who did vacation relief at KTH, San Francisco, has joined the engineering staff of KHU, Watertown, Cal.

THOMAS RAZOVICH, engineer of the Golden Gate Exposition, has been added to the staff of KSF, San Francisco.

RICHARD KELLY, engineer of WIOO, Bridgeport, is the father of a daughter, Marilyn Jane.

FRED BARR is a new technician of KOD, Chico, Calif., the father of a 7 pound, 12 ounce boy, Richard Frederick.

JACK BRYNE, engineer of WOR, is the father of a nine pound eight ounce son, John, born Dec. 4. This is his second son.

JOHN L. ROBERTS, KIT, Yakima, Wash., news reporter, was on hand when a natural gas explosion at nearby Toppenish destroyed a warehouse, killing and injuring several persons. Besides rendering first aid service, he also scooped the news for his station.

NEW subscirbers to United Press news service include: WWR, Marion, O.; WGBR, Goldsboro, N. C.; WCET, Roanoke Rapids, N. C.; KWSG, Pullman, Wash.

CHARLES F. HELLMAN, 67, retired radio electrical engineer, died in Los Angeles, on Nov. 25.
Jingle Prizes
AS A GIVEAWAY prize for listeners to the Where Are You? program, sponsored on WOR, Newark, by Rex Cole, distributor of General Electric refrigerators and appliances, G-E automatic coffee makers are awarded each week to the five persons sending in the best guesses on what locale the mystery guest introduced on each program is from and why. An additional prize is offered for the best jingle of 125 words sent in including the test words used by Dr. Henry Lee Smith on the program such as "merry, marry, Mary, grayes, etc." Agency is Maxon Inc., New York.

Egofoam Letters
EGOFOAM PRODUCTS Co., New York, is sponsoring a letter contest on Jack Benny Allen's Homeemaker's Hour on WMCA, New York, daily at 11 a.m. with prizes of $50 in cash and Christmas gift merchandise given for the best letters on Egofoam Shampoo and Hair Groom, Bob Wheaton Productions, New York, handles the account.

How to Sell Spots
SEEKING to set up its schedule of Christmas shopping spot announcements quickly and economically, WLVA, Lynchburg, Va., late in October started a five-week campaign built around a single mimeographed 'business conditions' letter and five penny postal follow-ups. The letter and cartoon postcards, mailed at weekly intervals, served their purpose as door-openers for the WLVA sales staff, and five weeks before Christmas 98% of available spots during the 18-hour broadcast day had been reserved under contract and were on the air, according to the station. The campaign was particularly successful, from the viewpoint of the station management, since it allowed the program department to prepare December schedules in time to correlate the spots with the MBS network features which started on WLVA in November.

ENDS CONCEDED PRIMLY behind the counter, Helen Adams, home economist of KWK, St. Louis, answers questions on food problems posed by a regular listener to her Let's Help You Keep House program visiting the KWK booth at the Food Show held Dec. 1-7 in the St. Louis Municipal Auditorium. The KWK booth featured displays of 29 food sponsors of the station. More than 4,000 sheets of Miss Adams' recipes were given to visitors at the booth.

How to Sell Spots
RETAIL food markets throughout the Midwest were supplied with Christmas display kits to facilitate their cooperation with WLW, Cincinnati, in a campaign to popularize foods as Christmas gifts. Along with the special displays a merchandising plan was distributed, giving suggestions to merchants for making up baskets of food gifts, assortments appropriate for mothers, fathers, brothers, sisters, employees, employers, etc. Baskets cover a price range of $2 to $4, with WLW-advertised foods featured.

Likers of Chocolate
GHIRARDELLI CO., San Francisco (golden chocolate), which has a participating sponsorship on Show of the Week, Don Lee-MBS program, is conducting a letter-writing contest. Winners will be judged on the most satisfactory answer, in 50 words or less, to the statement, "The thing I like best about Ghirardelli Ground Chocolate is..." Prizes will be five radio phonograph combinations, five shoulder strap portable radios and $25 prizes—a total of 101 prizes. Dealer prizes will also be given. Contest closes Dec. 18 and winners will be announced Dec. 22.

How to Sell Spots
AFTER more than a year as a weekly multigraph publication, the 1430 house organ of WBNS, Columbus, has been transformed into a tri-weekly printed paper. The publication, with its updated program options, both on CBS and locally includes features of program and studio personalities, and sponsors.

Page 84 • December 15, 1940
PROMOTING RADIO 'MOVING DAY'

RCA to Use Broadcast Campaign and Other Types
Of Promotion Prior to Relocation

PREPARATION for the radio service-
campaign's moving day (March 29, 1941), when all U. S. radio frequen-
cies above 730 kc, are due to be reallocated, is well under way at
RCA's Tube and Equipment Division,
whence comes a booklet being supplied to 100,000 radio service-
ners and dealers.

Entitled Radio's Moving Day, the
booklet outlines what RCA is do-
ing to assist its customers in
making the transition and to sell other
things as complete checkout,
alignment, new tubes, new antenna,
a second receiver, and many other
accessories and services they are
in a position to offer. RCA will
make available special test instru-
ments to make pushbutton realign-
ment of radio equipment, which
may be checked against local sta-
tions so that the resettling job can
be done quickly while the sta-
tions are on the air or not.

Also announced is a booklet showing the frequency ranges of push-button on many popular receiv-
ers, and containing information
available at no other single source.
There is a direct-mail campaign
to be provided to sell the services
of the individual service dealer.
Finally, it is revealed that RCA is con-
sidering plans to place consumer
advertising on the radio and in na-
tional magazines directing at-
tention to the necessity of having
the resetting service performed by a
competent service man.

Sues Irving Berlin

ALFRED H. AARONS, 80 year-old
Hollywood songwriter, through his at-
torney, Harold David Geffen, has filed
suit in the U. S. District Court, Los
Angeles, charging Irving Berlin with plagiarism in connection with au-
thorship and publication of the song,
God Bless America. Named as co-de-
defendants are Irving Berlin Inc., MBO,
CBS, ASCAP, Kate Smith, and 1,000
John Does. Aarons is asking the court
to fix damages. The plaintiff declares
that God Bless America was plagia-
rized from his song, America, My
Home So Fair, which he claims he
wrote and copyrighted in 1915.

MERRITT WILLSON, Hollywood
musical director of the NBC Marsellus
House Coffee Time, sponsored by Gen-
eral Foods Corp., has written two new
songs which have been accepted for
publication. First, titled Falling
Star, was written in collaboration
with Charlie Chaplin, and has been
accepted by Irving Berlin. The second
number, is Rock-a-Bye Your Baby
With a Long Underwear Tune, which
is to be used in a forthcoming M-G-M
motion picture.

THE VOICE OF MISSISSIPPI

MISSISSIPPI OFFERS
NEW POSSIBILITIES!

500 watts clearly show a population
gain of 30.5% in Jackson, an over-
all increase of nearly 10% in WJDX
primary coverage area.

Two U. S. Army Training Divisions at
Camp Shelby, Mississippi, bring 60,000
extra listeners within needs of WJDX
coverage.

Put WJDX-Mississippi's Dominant Ra-
dio Station, on your 1941 schedule.

Note: WJDX, WFQR and WNLM after
request for 50 advertiser. Rates.

Member of Southcentral Quality
Network

WJDX · WMC · WNSB · MARK

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

5000 WATTS
in
BOSTON

WMEX

70 BROOKLINE AVE., BOSTON, MASS.

December 15, 1940 · Page 85
In CHICAGO

The Drake

The Blackstone

In LOS ANGELES

The Town House

In BELLEAIR, FLA.

Belleview Biltmore

KWOS Studios Burn
STUDIOS of KWOS, Jefferson City, Mo., were destroyed Dec. 1 by fire of undetermined origin. However, there was no interruption in service, programs being fed through an emergency setup at the station's transmitter, west of the city. No announcement has been made as yet of the amount of damage nor of future plans for rebuilding the studios. The fire was discovered by a night watchman shortly after midnight and Bremen worked until 5:30 a.m. to extinguish the flames. The studios were housed in a remodeled mansion built in 1884.

Deluxe Disc Recorder Designed for Radio Use
A DELUXE disc recorder, incorporating nearly a score of features new to equipment of this type, has been announced by the RCA Mfg. Co. It is built to provide the highest quality instantaneous recordings for broadcast purposes, and is designated Type 73-A.

A precision device which meets the exacting requirements of the recording art, the new unit is unusually versatile. It records at 33 1/3 or 78 r.p.m. and from either the outside in or the inside out without changing leadscrews or gears. It cuts 96, 112, 120, 136 or 154 grooves per inch.

The recording head has a frequency response of from 30 to 10,000 cycles, and operates with higher amplitude and lower distortion than ordinary types of heads. A newly developed stabilizer prevents modulation resulting from "flutter" in the cutting head.

The DEP and groove adjustments are easily and quickly made by turning a knob, there being no bothersome gears or belts to change. An improved cutter head lowering mechanism is operated by one hand, and is designed to protect against damaging stylus or record.

LEADING figures of public life, stage, and radio were present at the fourth annual dinner of the McComb-Hershfield Cardiac Foundation in the grand ballroom of the Plaza Hotel, New York, Dec. 7 and broadcast over WMCA, New York, 10-10:30 p.m. The Foundation, founded by Alfred J. McComb, president of WOR, Newark, and chairman of the board of NBC, and Harry Hershfield, cartoonist and radio humorist, gives cardiac aid to adult convalescents.

$241 IDEA FREE TO TELEGRAM USERS!
Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how you save! It uncovers huge waste and provides easy-to-follow plan to stop it!

For information about free telegraph cost analysis—wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

KWOS Studios Burn
STUDIOS of KWOS, Jefferson City, Mo., were destroyed Dec. 1 by fire of undetermined origin. However, there was no interruption in service, programs being fed through an emergency setup at the station's transmitter, west of the city. No announcement has been made as yet of the amount of damage nor of future plans for rebuilding the studios. The fire was discovered by a night watchman shortly after midnight and Bremen worked until 5:30 a.m. to extinguish the flames. The studios were housed in a remodeled mansion built in 1884.

Deluxe Disc Recorder Designed for Radio Use
A DELUXE disc recorder, incorporating nearly a score of features new to equipment of this type, has been announced by the RCA Mfg. Co. It is built to provide the highest quality instantaneous recordings for broadcast purposes, and is designated Type 73-A.

A precision device which meets the exacting requirements of the recording art, the new unit is unusually versatile. It records at 33 1/3 or 78 r.p.m. and from either the outside in or the inside out without changing leadscrews or gears. It cuts 96, 112, 120, 136 or 154 grooves per inch.

The recording head has a frequency response of from 30 to 10,000 cycles, and operates with higher amplitude and lower distortion than ordinary types of heads. A newly developed stabilizer prevents modulation resulting from "flutter" in the cutting head.

The DEP and groove adjustments are easily and quickly made by turning a knob, there being no bothersome gears or belts to change. An improved cutter head lowering mechanism is operated by one hand, and is designed to protect against damaging stylus or record.

LEADING figures of public life, stage, and radio were present at the fourth annual dinner of the McComb-Hershfield Cardiac Foundation in the grand ballroom of the Plaza Hotel, New York, Dec. 7 and broadcast over WMCA, New York, 10-10:30 p.m. The Foundation, founded by Alfred J. McComb, president of WOR, Newark, and chairman of the board of NBC, and Harry Hershfield, cartoonist and radio humorist, gives cardiac aid to adult convalescents.

$241 IDEA FREE TO TELEGRAM USERS!
Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how you save! It uncovers huge waste and provides easy-to-follow plan to stop it!

For information about free telegraph cost analysis—wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.
LAURA MAY STUART, women’s commentator of WCAU, Philadelphia, was noted recently for sponsoring the wives of Canada Dry salesmen in the Philadelphia area, at a studio party in the WCAU building where it was arranged that account’s participation in her program, a monthly feature, would be started after plans for a sales meeting fell through when the Canada Dry salesmen did not attend. At 8:30 a.m. broadcast would disrupt a working day. It was arranged that the wives as stars attend. The visiting Canada Dry women saw Miss Stuart broadcast, linked to the talk and toured the station building.

PASSON’S, Philadelphia sporting goods and men’s clothing store, has added a Pat O’Gold type of feature to its nightly news-sport and sports period on WFIL, Philadelphia. In spite of the late hour, the broadcast carried for a quarter-hour at 11 p.m. telephone calls are made to listeners. Only live calls are made during the program, and with $25 in the opening pot, the first answered call receives half of the prize money, a complete call of the remainder.

WCAU, Philadelphia, was visited by its third largest throng of visitors in a single month during November, an attendance of 28,313 persons. Touring the station that the 30-day total reached 22,511 percent over previous number. Previous record crowds at WCAU in a single month were 37,000 during the month following the studio tour in 1934, and 52,000 during the Opening of House of the Opera Maj., Bowles auditions, election programs, the WCAU Aviation Ground School and more. The tour was all contributed to a general swing in activity and evidence to the increase, studio officials believe.

A NEW musical weekly, The Chica- goan Concert Hour, with Henry Wehrenberg, announcer, and the Martin, Blackett-Sample-Hummert, agency handling the program, entertained at a dinner in the Racquet Club, Chicago. Broadcast is sponsored by Procter & Gamble Co., Cincinnati, on 75 NBC Red stations.

THROUGH a special tieup of six North Central Broadcasting System stations, Minneapolis, St. Paul, Madison, Blackett-Sample-Hummert, agency handling the program, entertained at a dinner in the Racquet Club, Chicago. Broadcast is sponsored by Procter & Gamble Co., Cincinnati, on 75 NBC Red stations.

At Army Camps

A REGULAR portion of Your Hit Parade on CBS will originate from various Army camps, beginning January 1, Jerry Lester as mc., a name band of the week, Gail Gili will return to the Studio 88. At Fort Bragg, N.C., Dean James and magician Gail Gili will compose the "Hit Parade" gang coming from the training camps. The current cast of the Hit Parade will continue the regular program. G. A. Long, commentator.

BOOKS RECEIVED in response to Phil Cook’s annual Christmas Book Drive on his Morning Almanac program on WAB, New York, have sent this year to the various Army camps as well as to shut-ins in hospitals. Arrangements were made through the War Department to turn over the assistance of the Army Aviation Corps, now arriving from listeners at CBS headquarters in New York. The program is entirely under the control of the army, the inventors in New York.

WPH, Harrisburg, Pa., is mailing regular listeners of its Sunrise Round-up a special copy of the Farm Almanac, standard rural hand- book for the past 110 years. The program announcement was made by Mrs. Brinkley under supervision of Light, Secretary of the Western Penn- sylvania State Secretary of Agriculture, who along with other officials ap- peared in the cast.

GENE CLARK, sales promotion man-ager of KPG-SGO, San Francisco, has assigned editorial duties for The Local Speaker, semi-monthly house organ of the stations, to the mail and guest line. Jerry Beller, manager of KPG-SGO, is the editor, assisted by Jack Ulrich, Neil Shaver, Bill Emery, Joe West, Bob Gray and Harry Mayhew.

WMJM, Greede, Ga., has opened addi- tional studios in America. Fred Garland, chief engineer.

WJHL, Johnson City, Tenn., expects completion of construction of its new 1,000-watt transmitter and begin opera- tion January 1. Operating fulltime, with directional antennas at night, the station RCA equipped unit will reach 250-foot ar- eas. W. H. Lancaster is owner. Construction is supervised by O. K. Garland, chief engineer.

WAX, Yankton, S. D., has started new X-ray studio and office facilities. The building square plan includes enlargement of the au- ditorium studio, which now seats 250. (George Bunn.)

WGY, Schenectady, N.Y., has begun a round a central lobby which will feature merchandise displays for the station’s sponsored shows, according to an announcement by Robert R. Gun
t.

WXN, Philadelphia, has added the new portion of the show.

WOL, Columbus, O., is menstruating its programs to the Mayflower Guest Book, the Know Your Community hour, and the Collegiate Debate broadcasts.

REVENUE OF WENR and WMAQ

NBC Chicago outlets, continued up- wards in November, with billings up 34% and WMAQ showing a 15% increase over the same month a year ago, according to the report of M. M. Boyd, NBC Central Divi- sion sales manager. Completion spot bookings on all NBC-repre- sented stations increased 50% over November, 1939.
Central American Pickups of Programs On CBS-Arranged by Akerberg on Tour

HERBERT V. AKERBERG, CBS vice president in charge of station relations who is currently in Mexico following a flying visit to that country, has arranged new agreements with a number of stations in Nicaragua, Guatemala, Costa Rica and San Salvador for CBSShortwave programs, according to CBS ofﬁcials in New York. Exact details and the dates programs are to begin are to be known until Mr. Akerberg’s return to New York shortly after Dec. 16, when he leaves from Mexico City on his Southern swing. Mr. Akerberg arranged for the transmission of the Sunday afternoon broadcasts of the New York Philharmonic Symphony Orchestra to XEQ, Mexico City, via land wire, and these programs have been sent to XEQ each Sunday since Dec. 1 for broadcast in the Mexican capital. Programs are also broadcast on the shortwave transmitter, XEQQ. Both XEQ and XEQQ are owned by Emilio Aza, Jnr., and are operated by the Mexican Assn. of Broadcasters.

Sustaining To XEQ

These Philharmonic broadcasts are probably the forerunner of a more extensive sustaining program service from CBS to XEQ and XEQQ. It was explained, CBS has already obtained FCC permission to feed these programs to the Mexican outlets on a temporary basis and has ﬁled an application for permanent authorization for such service. The inclusion of commercial programs in this schedule is a possibility, it was added, but not a likelihood within the near future.

Reports from Mexico that Mr. Akerberg signed up a number of Mexican stations as exclusive CBS afﬁliates to receive both sustaining and commercial service from the network, which would act as their sales representative in the United States, were neither conﬁrmed nor denied. CBS has disclosed that it was said no comment would be made until they had heard from Mr. Akerberg, who has not himself reported any such negotiations and whose trip was planned as a purely exploratory visit.

A report from Bogota, Colombia, that HJCS, 50 kw. station belonging to the American Federation of Radio Artists (AFRA) station contracts. Notices have been sent out to all agents and applications for franchise that are coming in rapidly, Mrs. Emily Holt, executive secretary of AFRA, stated Dec. 12. ‘Applications for franchises, she said, was Dec. 15, with terms of the franchise retroactive to Nov. 15. With this problem out of the way, the next major piece of AFRA business will be the negotiation of a code covering the transcription industry, with discussions expected to be resumed at the turn of the year, she said.

CBS has chartered two new locals, one at Washington, D.C. and the other at Dallas, Texas, it was stated, and has signed contracts with WLS, Chicago, WWJ, Detroit, and a renewal with KMOX, St. Louis. The WLS contract places that station on a parity with the network-owned stations in Chicago, Mrs. Holt explained, while the others are standard AFRA station contracts.

It's a Myth

SALUTED for its outstanding exploitation of the NAB-sponsored 20th Birthday of Radio week, recently received a mythical loving cup from Arthur Stringer, the NAB’s Vice President, of Broadcast Advertising.

After Mr. Stringer had dispatched by express an empty Cup, with the following in writing, "This mythical loving cup, insured for $25, along with subscription instructions, Will be returned if you should receive a pre-paid receipt of the award. The station's letter of acknowledgement to Mr. Stringer notified the latter of the want of both of these, and it was then that he said it is a ‘mythical conference and passed such resolution of thanks, appropriately set forth in the letter by a long blank line between two quotation marks.

New FM Forms

(Continued from page 18)

The new form requires the number of stockholders, as before, and if there are not more than 20, the name business and home address and citizen- ship of each holder, however the number of class shares held, and percentage of total outstanding stock held by each. If more than that, this information is required for any person owning, controlling or voting 5% or more of the voting stock. The original form required detailed information for up to 100 stockholders rather than 20.

Apart from elimination of the stockholders’ section, the new form appears similar to those for suits or proceedings, this division of the application form was further modified to allow general, narrative information on any suit or Federal court involving the applicant. Instead of being required to supply certified copies of pleadings and proceedings, he may now simply identify the court and indicate where records may be obtained.

The financial section of the application form has been modified to require only of persons owning 25% or more of the capital stock, rather than all shareholders, their separate and joint annual average of personal income for each of the preceding years, along with detailed estimates of initial costs of installing the proposed station, is required. Under this section, a required statement of bank balances at the end of each of the four preceding years, as well a month-end balances for the preceding 13 months, and a statement of who may draw on the account and for what purpose.

Applicant’s Careers

Instead of a full-career account of the business or professional careers engaged in by parties to the application, only a review of the last 10 years is required, with only a general statement of their activities required for persons furnishing not more than 25% of the ﬁnancing. There is a more extensive statement summarizing provisions of the registration, and the time, and the use to what extent the stations will supervise its operation, and a statement relative to the station for the transmission of the Sunday evening concerts of the NBC Symphony Orchestra, which it receives by land wire.

Some WOV Strikers Back

SOME of the announcers who struck against WOV, New York, when the Communications Assn., CIO union, ordered its members at the station out on Nov. 15 [BROADCASTING, Dec. 12, No. 36], have returned to work and others have requested their old jobs back, WOV officials stated Dec. 12. No signs of settlement of the differences between station management and union leaders have been announced, however, WOV, under the ownership of the immediate family who have such holdings. Formerly this extended to “any relatives, present or former associates of applicant, or other parties”, and constituted an endless problem of research.

More speciﬁc information on equipment and technical operation of the proposed station also is required of a new form, although terminology has been simpliﬁed to some extent.

Canada Candy Sponsor

HAMLIN & METCALFE Ltd., Kitchener, Ont., has started a live spot announcement campaign of interesting facts six times weekly on "Candy Advertising CFBW, Toronto, CKGB, Timmins, Ont.; CKSO, Sudbury, Ont.; CKDP, London, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CFCG, Kingston; CKCO, Hamilton, Ont.; CHNS, Halifax; CKY, Winnipeg. Account was placed by Dickson & Ford Ltd., Toronto.

Page 88 • December 15, 1940
Holiday Features
Mark Station and Network Programs
Music, Drama, and Charitable Broadcasts Are Arranged

WITH the approach of Christmas and New Year, three national networks are planning their annual holiday programs of Christmas music and dramas and international broadcasts of goodwill. Individual stations, along with the NAB, also are conducting special programs and promotional features for the holiday season.

CBS, in its "Christmas Caravan" of programs, announces coverage of the annual ceremony of lighting the White House Christmas tree in Washington; the return of Lionel Barrymore in Dickens' Christmas Carol, an annual feature of the Campbell Playhouse program Dec. 20; a repeat on the Columbia Workshop program Dec. 22 of Norman Conroy's "Plot to Overthrow Christmas"; tours by the Salt Lake City Tabernacle Choir, the Bach Choir and the Madrigal Singers; and Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual national Christmas service of the Salt Lake City Tabernacle Choir, by the Bach Choir and the Madrigal Singers; and a series of long, Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.

little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual national Christmas service of the Salt Lake City Tabernacle Choir, by the Bach Choir and the Madrigal Singers; and a series of long, Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual national Christmas service of the Salt Lake City Tabernacle Choir, by the Bach Choir and the Madrigal Singers; and a series of long, Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual national Christmas service of the Salt Lake City Tabernacle Choir, by the Bach Choir and the Madrigal Singers; and a series of long, Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual national Christmas service of the Salt Lake City Tabernacle Choir, by the Bach Choir and the Madrigal Singers; and a series of long, Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual national Christmas service of the Salt Lake City Tabernacle Choir, by the Bach Choir and the Madrigal Singers; and a series of long, Christmas cards which will be distributed on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 23, CBS Special Cynthia, Christmas in the Americas, is planned, including music from Canada and Latin America.
Mr. Murphey, formerly with WJLS and WPAR, Parkerburg, W. Va., chief engineer; James Fryer, from WHIS, sales and special events; Bob Provence, from WMMN, Fairmont, W. Va., and Frank Shaffer, announcers; Alan Christopher and Tom Moore, engineers. Station is RCA-equipped throughout with a 500-foot Lingo tower. Its owner is H. C. Greer, West Virginia industrialist and publisher.

WINX, Washington, D.C. Has Friday 13th Debut

FRIDAY, Dec. 13, was deliberately chosen by Lawrence J. Heller, Washington attorney, as the inaugural date for W2XBS, a new 250-watt FM station in Washington. A portion of the proceeds will be used to increase the National Television System Committee, for which considerably less than a hundred dollars has been raised so far. The station, W2XBS, will broadcast for the first time on Christmas Eve, 13th, and the FCC authorized WINX last Feb. 13.

Associated with Mr. Heller as general manager of WINX is Reginald Martin, former general manager of W2XBS, West Palm Beach, Florida. The station, WINX, was formerly NBC's West Virginia station, is commercial manager, and Ralph Cannon, controller. WINX's first broadcast was Wake Up With WINX, a new morning feature, by George C. Owen.

Reynolds May Quit FCC
For W. Va. Station Post

POSSIBILITY that John B. Reynolds, veteran assistant secretary of the FCC, will resign shortly to become manager of West Virginia station, was reported Dec. 13 in FCC circles. No immediate confirmation of this was obtained, however, and his resignation has not been submitted.

Mr. Reynolds, who has previously had received several offers to manage broadcast stations or enter the industry, has been with the FCC since its creation in 1934 as assistant secretary and budget officer, and before that was assistant secretary of the Radio Commission under James W. Baldwin.

A native of Minneapolis, Mr. Reynolds has been in Washington since 1919. At that time he joined the Department of Justice as assistant chief clerk, when Mr. Baldwin was chief clerk. Shortly after Mr. Baldwin took over the secretariat of the Radio Commission, Mr. Reynolds joined him.

Stag to Gardner
GRIESEDECK WESTERN BREWERY Co., Belleville, III (Stag beer), planning development of new territories, has named Gardner Adv. Co., Stag's representative, effective Jan. 1. A. W. Nealy, Gardner vice-president, is account executive. Radio, newspaper and outdoor advertising are to be used.

MISSOULA
More Has Grown!

From 1930 to 1940—Montana gained 3-1. MISSOULA GAINED 3000. Earning and Spreading more, too. Yet Siri!

KGVO 5000 W. DAY 1200 EC

MISSOULA, MONTANA

Growing with Western Montana—Central Idaho

Page 90 • December 15, 1940

BROADCASTING • Broadcast Advertising
IBEW Claims Progress on West Coast
In Campaign to Organize Technicians

INTERNATIONAL Brotherhood of Electrical Workers in the West has been active in the past two months organizing engineering staffs in California, Oregon, Washington and Nevada, and securing contracts from the companies.

IBEW reported an agreement with KLX, Oakland, carrying pay increases of about $40 a month retroactive to Sept. 1. Negotiations at KHUB, Watsonville, Cal., under way for several months, were concluded with increases of about $40 per month and hiring during the union. The management at KQW, San Jose, agreed to eliminate competition at the transmitter as of Dec. 1.

IBEW announced that it has signed a contract with KLX, Oakland, carrying pay increases of about $40 a month and a contract at KQW, San Jose, agreeing to eliminate competition at the transmitter as of Dec. 1. A meeting of the Broadcast Unit of Local 340 of the IBEW at Sacramento, formal organization was completed. Officers elected were Winston Bull, KROY, president; Earle Boone, KFBK, vice-president; Everett Davis, secretary. Groundwork for the Radio Technicians Division of the Washington State Electrical Workers Assn., affiliated with IBEW, was laid recently at the Washington State convention of Electrical Workers at Coulee Dam. The primary objects are better service and closer contacts for the technicians in the field, centralization of employment; consolidation and standardization of wages, hours and working conditions and to expedite the amicable settlement of differences between employe and employer as they arise.

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency with economy of space and security of operation.

Installations now in service include: plate tuning circuits—fixed condensers for coil tuning; variable condensers for condenser tuning; antenna coupling circuits; tuning circuits for directional antenna arrays; filter networks—tuned circuits to eliminate harmonics.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacities, too to 1000 muf—54 models in all, price $75 to $500. Descriptive literature is available on request. Want to see it?

Wherever lump capacitance is needed.

LAPP GAS FILLED CONDENSERS WILL SAVE SPACE, SAVE POWER, SAVE MONEY

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency with economy of space and security of operation.

Installations now in service include: plate tuning circuits—fixed condensers for coil tuning; variable condensers for condenser tuning; antenna coupling circuits; tuning circuits for directional antenna arrays; filter networks—tuned circuits to eliminate harmonics.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacities, too to 1000 muf—54 models in all, price $75 to $500. Descriptive literature is available on request. Want to see it?

LAPP INSULATOR CO., INC.
LEROY, N. Y., U. S. A.

Wherever lump capacitance is needed.

LAPP GAS FILLED CONDENSERS WILL SAVE SPACE, SAVE POWER, SAVE MONEY

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency with economy of space and security of operation.

Installations now in service include: plate tuning circuits—fixed condensers for coil tuning; variable condensers for condenser tuning; antenna coupling circuits; tuning circuits for directional antenna arrays; filter networks—tuned circuits to eliminate harmonics.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacities, too to 1000 muf—54 models in all, price $75 to $500. Descriptive literature is available on request. Want to see it?

LAPP INSULATOR CO., INC.
LEROY, N. Y., U. S. A.
ASCAP Consent Decree Believed Near

Would Break Radio Impasse, Create New Setup

(Continued from page 18) contained in the newspapers' form of contract, whereby they agree to a minimum of four times the arbitrary sustaining fee.

Clearance at the Source

1. Clearance at the source for all music performed over the networks, with similar provisions for eventual clearance of wire transmissions.

5. Prohibition against discrimination by ASCAP as between stations in the same general category.

6. Requirement that, in addition to the "per program" basis of royalty payment, ASCAP have nonexclusive agreements with its publishers and composers, so that any use of the works in question would be possible in a "per piece" or "per job" arrangement with a copyright owner, thus making for utmost freedom of composition.

7. Full-scale reorganization of ASCAP to eliminate its self-perpetuating board of 12 publisher and 12 composer members.

8. Requirement that ASCAP open its doors to all comers, without the fifth hit eligibility requirement for membership, and adopt equitable practices for distribution of royalties.

9. Place ASCAP in the category of a public clearing house, perhaps collecting a service fee from the ASCAP files.

Music Pool Seen

Such a broad-gauged plan as envisaged by the decree might lead to a general music pool, corresponding to the patent pools in the automotive and aeronautics fields. These definitely embrace the "pay-as-you-use" formula.

The consent decree would be based on the anti-trust suit filed against ASCAP on Aug. 30, 1934 by the U.S. Department of Justice, with the 1935 contract renewals at which the present 5% basis was foisted upon the industry, except for the discriminatory arrangements on "per program" made with newspaper-owned stations. The case went to trial June 11, 1935 before Judge Hare and Goddard, and after 10 days was adjourned to permit the parties to stipulate the facts. It has been docketed since, except for a grand jury action several weeks ago instituted by the Department to subpoena ASCAP files. ASCAP later supplied the files voluntarily and, shortly afterward the "peace" conference negotiations with the Department began.

Assuming the consent decree is forthcoming, BMI probably will be swiftly followed by Unions both domestic and international, beginning in 1941, will pay on a "per piece" basis. The only serious industry objection to BMI, coming from the General Manager of BMI, Mr. Arlene, would have grounds for action against it—a consideration that unquestionably has given ASCAP some solace in these dark days.

Lafount's Letter

The latest blast against ASCAP came from Mr. John E. Lafount, on Nov. 9 to Attorney General Robert H. Jackson. He reviewed negotiations during the last few weeks with ASCAP General Manager John G. Paine on a projected "per program" basis of payment for independent non-network stations, and told of their futility. He said the ASCAP official insisted his organization was interested in some new workable method other than the blanket license when the "per program" basis was broached, he said this would not be "satisfactory."

Describing the plight of the independent station, Mr. Lafount said, largely dependent upon recorded music, Mr. Lafount said that under the circumstances it seems inevitable, on the expiration of the existing license agreements, small stations will be compelled to continue payment of a percentage of their gross. ASCAP this, he explained, regardless of the fact that a very substantial portion of the income is derived from programs which make no use whatsoever of music controlled by ASCAP members.

Counsel in Case

"The question of the illegality of the Society's demand for a percent-

age of the gross income derived by broadcasting stations," Mr. La-
fount concluded, "has been before the Department of Justice for some years, and it is hoped relief may be obtained before it is too late."

General counsel of BMI was Andrew W. Bennett, Washington at-
torney and special assistant to the Attorney General in 1934, when the anti-trust suit against ASCAP was filed. Mr. Bennett also has been identified with several of the state anti-ASCAP suits as special counsel for NAB and for the states themselves. The Nebraska law overturned by the Federal courts, now is before the U. S. Supreme Court on appeal, which was granted Dec. 4. The Florida antimonopoly case, considered the strongest against ASCAP, has been appealed to the highest tribunal also, but the court has not yet ac-
cepted jurisdiction.

Mr. Waters, the special assistant Attorney General handling the ASCAP case, was assigned the matter just a year ago. While he has not devoted his full attentions to this litigation, he did intensify his activ-

ities as several others have been assisted by Warren Cunningham,

special attorney, during the last few months.

Sunkist's Campaign

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist or-
geanges, and lemonade), in a two weeks or more campaign which started Dec. 9 is using nightly one-minute announcements on 10 Califor-
nia stations stressing the value of citrus fruit juices and hot lemonade as an aid in curing coughs and in-
fluenza. Stations include KNX, KFI, KPO KSFO, as well as others in San Diego, Santa Barbara andSac-
ramento. The campaign is directed to Lord & Thomas, Los Angeles.

Clear Channel Meeting

A SPECIAL meeting of the Clear Channel Group comprises some 14 Class I-A stations, will be held in Nashville Dec. 16 at the call of E. W. Craig, WSM, chairman. The station executives will consider the proposed decision of the FCC majority [see page 24] under which the 890 kc. clear channel, occupied by KOA, Denver, would be broken down through a fulltime grant to WJNO, Boulder. The proposed decision is viewed as a threat to all clear channel stations and to rural service. The Group, through At-
torney L. G. Caldwell, will fill a petition with the FCC seeking to intervene in the 890 kc. case through a rehearing.

WCLF Asks Fulltime

WCLF, Cleveland; sister station of WHK, on Nov. 15 filed with the FCC an application for fulltime service on 600 kc. with 1,000 watts, directional day and night. The station now operates daytime only.

Fourth NAB District Endorses BMI, Hears Report of Music Group Activity

ENTHUSIASM over the prospect of a running start on Jan. 1 for BMI music was registered by broadcasters of the NAB District 4A meeting in Washington Dec. 13. With copyright the theme of dis-
cussion, the full-day meeting fea-
tured an appearance by Carl Hav-
erlin, station relations director of Broadcast Music Inc., during which he discussed the ASCAP situation, developments and answered questions in a two-hour discussion of prob-
lems. BMI is being sent to subscribers and explained the method of clearing selections.

Reviews Negotiations

Mr. Miller, who opened the meet-
ing, reviewed highlights of the past year, particularly the recent decision that BMI has acquired 100 new members since Dec. 9, John Elmer, BMI's merchandising manager, described the situation in 1939 when an attempt was made to get a statement regarding the copyright problem from ASCAP prior to the NAB convention in Atlantic City. He also explained the physical or-
anization of BMI, including special sections and the "p美誉-talk" luncheon, Mr. Haverlin answered questions from the floor during a two-hour open forum in the afternoon. His query, "Are you convinced now that BMI is your friend, or are you still concerned over its membership?

Mr. Haverlin reported that BMI tunes already have sold in excess of 150,000 over the counter. He also described the BMIstar for the TV program which has been assisted by Warren Cunningham, special attorney, during the last few months.

Clear Channel Meeting

A SPECIAL meeting of the Clear Channel Group comprises some 14 Class I-A stations, will be held in Nashville Dec. 16 at the call of E. W. Craig, WSM, chairman. The station executives will consider the proposed decision of the FCC majority [see page 24] under which the 890 kc. clear channel, occupied by KOA, Denver, would be broken down through a fulltime grant to WJNO, Boulder. The proposed decision is viewed as a threat to all clear channel stations and to rural service. The Group, through At-
torney L. G. Caldwell, will fill a petition with the FCC seeking to intervene in the 880 kc. case through a rehearing.

WCLF Asks Fulltime

WCLF, Cleveland; sister station of WHK, on Nov. 15 filed with the FCC an application for fulltime service on 600 kc. with 1,000 watts, directional day and night. The station now operates daytime only.

RKO Shortwave Series

RKO Pictures, New York will broadcast three shortwave pro-
grams to South America, Jan. 1, 2, 11, 21, 31:30 p.m. over NBC to WORC and WNBE, Des-
Arnez, Cuban stage and screen star, will handle the program, which was arranged by his agent, director of NBC's international division, and Phil Reisman, RKO vice-
president and export manager.

Union Oil's New Show

UNION Oil Co., Los Angeles (pet-
roleum products), after sponsoring musical and variety shows for several years on Dec. 16 places the weekly half hour program, Where and When on 14 NBC Pacific Pictures, Mon-
day, 8:30-9:00 p.m. (FST), with a dra-
matic-comedy serial, titled Point Sub-
,fe, feautures Franchon 
Jane and Robert. Mr. Redd is author-director of the serial, with Ben 
Alder, who wrote the scripts. 
ator, Charles Dant is musical direc-
tor, agency is Lord & Thomas, Los Angeles.

CHAS. MARCHAND Co., New York (Golden Hairwash) on Jan. 1 starts a series of 70 half-minute announce-
ments weekly for 52 weeks on WOR, 
New York. Agency is M. H. Hackett 
Inc. New York.

Page 28 • December 15, 1940 • BROADCASTING • Broadcast Advertising
A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

The Right

A careful study, by the department store's executives, indicated that an advertising program would be more effective than any other medium. The aim was to increase sales and better understand the radio audience. The study showed that radio was the most effective medium for reaching the target audience.

Dear Mr. Martin Codel,

If you've ever entertained a doubt about your "render response", this ought to give you a lift or two...

About six days after my department store article appeared in your August issue the country began to stir.

First - Fox's, in Hartford, which was mentioned in the piece, phoned to report that it had received approximately 100 letters from radio stations, department stores and others asking for further information. Second - Taylor's, Kansas City, pulled about 76 letters and Edward's, Syracuse, received 6 inquiries regarding their radio work. Letters also straggled into WOR from Dallas, Rochester, San Francisco and Seattle.

Maybe this isn’t unusual. I don’t know. But if your book makes a habit of doing this, you ought to tell people about it.

As always,

Joseph Creamer
Promotion Director

October 3, 1940

Page 48 • August 1940

Broadcasting • Broadcast Advertising
Drive on Clear Channels
(Continued from Page 9)

Case and Craven ran two pages. They attacked the majority conclusions on all scores. They said the application was not in compliance with Sections 3.22 and 3.25 of the regulations, dealing with clear channels. A frontal attack on the Commission's denial of petitions from KOA and other stations on 800 kc. to participate in the hearing was made by the minority. Changing a basic rule of the Commissions in a specific case while at the same time denying parties who may be affected adversely the right to participate in the hearing, the dissenting opinion said, "is questionable legal procedure".

Furthermore, it said, such a procedure cannot safeguard the interests of the public, when all evidence which may have a bearing on the important phases of this national problem cannot be available in the record of the hearing.

The contention of WHDH that its nighttime operation would not cause interference with KOA was challenged by the dissenting opinion as "a mere conclusion" with the testimony. The dissenting opinion analyzed testimony of the consulting engineer and the FCC engineering expert, to dispel this claim. It said there was disagreement in the testimony with respect to the effect of operation of stations adjacent to KOA. It concluded that upon the consideration of all of the evidence, the operation of WHDH as proposed "would cause interference to KOA's reception and operation and the public benefit as provided in its extended service area".

Cleats Are Vital

Pointing out that many listeners must not only rely upon secondary service from clear-channel stations for the only broadcast service available to them, but also that millions of listeners now rely upon a low grade of secondary service other than the one they would receive if KOA operated at whatever, Messrs. Craven and Case declared the most important problem confronting the Commission is to provide an adequate service for the rural listeners. They added that in any successful solution of this problem, the Commission must rely primarily upon clear-channel stations operating in accord with the existing rules.

Recalling that the FCC, before instituting the present engineering standards, held a public hearing on engineering phases, the dissenting opinion declared that all clear channels now provided for I-A service for the rural areas of the country at night. Any reduction in the number of either Class I-A or II stations would put the Commission in providing the much needed improvement in rural service, it held. Any action which handicaps the future ability of the Commission to equalize quality of service between cities and rural areas would be classed as discrimination against the rural population, they held, and a reduction of the number of clear channels "may easily result in real discrimination against rural listeners, in favor of the population living in metropolitan areas".

The danger of the clear-channel breached by breaking up the night-time service available to this country, under the terms of the Havana Treaty, was stressed. The opinion pointed out that if the FCC should now and in the future degrade the service of a particular class of radio channel on which it now has prior rights, this country would lose the rights to protest against the use of that channel in a like manner by other nations. By duplicating clear channels, the United States would be secretly handicapped in its future solution of "its most important national radio technical problem".

An "Unsound Policy"

While fulltime for WHDH might enable the station to survive with less effort under the strenuous competition in the Boston area, Messrs. Case and Craven stated, the FCC should not fail to consider the importance of the service rendered toKOAs. The dissent held that a substantial improvement in technical quality of service rendered to Boston listeners could be accomplished by granting only that portion of the application requesting an increase in power.

"The issues may be narrowed to the question of whether rural listeners of the nation shall be handicapped in obtaining an improved broadcasting service in Boston, or whether the listeners of metropolitan districts of Boston, already enjoying radio service from many stations, shall have an improvement in service?" was the hearing, the dissenting opinion said, "is unsound policy for the nation as a whole". Such a policy obviously would not serve the listening public. They warned, and furthermore, "this deterioration of radio service is bound to result in repercussions against the entire broadcasting industry".

If the Commission desires to "declare the clear-channel boundaries of the few clear channels left", Messrs. Case and Craven argued, it would be far better to do so in a way which benefited not only the urban population, rather than any metropolitan center "already saturated with radio service".

Boom Is Indicated

In National Spot-McConnell Sees Banner Year As Upward Trend Continues

NATIONAL spot sales for the year-end period should be considerably larger than in 1940, represented by the NBC Spot and Local Sales Department has gone out with a banner selling in the $2,000,000 range during the last year, according to the opinion of Anthony McConnell, manager of the department, who has just returned from a swing of the network's spot sales offices from coast to coast.

Mr. McConnell said this represents a 25% increase over last year. He added that this, plus the consistent upward trend and commitments already booked well into the new year, suggests that 1941 will be a banner year for spot broadcasting.

"In the beginning spot broadcasting was an experimental project, and we felt it was not fully applied to given situations," Mr. McConnell stated. "Of course, we had a great deal of spot broadcasting is to provide broadcasting service to sectional and semi-national advertisers, as well as a selective sound advertising service to national advertisers whose sales problems require special attention from the very beginning." The new service or spot radio. The problems now being solved by spot broadcasting are innumerable. For example, the sales manager who wants to capitalize still further on his company's network campaign in sectional competition in a particular market, or on coast to coast.

"Network broadcasting and all other advertising media have benefited by the present use of spot radio. The problems now being solved by spot broadcasting are innumerable. For example, the sales manager who wants to capitalize still further on his company's network campaign in sectional competition in a particular market, or on coast to coast.

"An interesting example of the use of spot broadcasting to meet an emergency and, incidentally, to overcome an embarrassing situation, is that of a national advertiser operating a chain of retail stores. A special sale event was scheduled; a throw-away was printed and distributed, when the dismay of the advertiser it was found that the printer had not included local stations. The advertisers thus hoped to repair the damage as far as possible. The store enjoyed one of the biggest sales in its history.
WHEELOCK ENTERS COLGATE ACCOUNT

WARD WHEELOCK Co., Philadelphia, has been appointed to handle advertising for Palmolive soap, according to an announcement Dec. 12 by E. H. Little, president of Colgate-Palmolive-Peet Co., Jersey City. This appointment completes the new division of the C-P-P advertising among three areas. The other areas are New York, Chicago, and Sherman & Marquette, Chicago, are the others, following C-P-P’s withdrawal from Benton & Bowles, New York (BROADCASTING, Nov. 1). All appointments become effective Jan. 1, 1941.

Carroll Rheinstein, vice-president of the Wheelock agency, will act as account executive. He has been with the Palmolive soap batch accounts include Colgate dental cream, Palmolive shave cream and Palmolive shaving cream, Octagon soap products and Kiel package soap. Sherman & Marquette will handle advertising for Palmolive cream, Palmolive shave cream and act as dealer and currently it represents a number of Spanish and Portuguese programs over WGEQ and WGAEL, Schenectady. The Schedule study found that advertising was the dominant way carrying Spanish and Portuguese programs provided by Republic Steel, Tide- way, American Oil, American Express and Mohawk Carpet Mills.

Palliolo says the new setup evolved from a desire for the network to present GE and FM stations, to improve programs service to Latin America. He con- tinued efforts being done to utilize the use of network to deliver the message to Latin central and South America and worked out a plan whereby these programs would furnish the programs while GE would transmit them. An institutional announcement was made before the broadcast, following an announcement to the company's products.

Trade Angles

The value of trade between the American trade and the Latin American area is emphasized in the monthly Mohawk Carpet program, with speakers listing briefer materials imported from each Latin American area for carpet making and similar manufacturing. However, the bulk of the program is devoted to musical entertainment.

Both Tidewater and Republic Steel have purchased newspaper space in South America to announce their Spanish language programs, which are also written for the program and are paying a number of South American longwave stations to carry their programs. The Tidewater programs, heard Sundays and Wednesdays at 9:45 am, and arranged by Henry W. Webel, manager of the export division of the G. M. Basford Agency, New York, up to now have consisted of brief announcements beginning Dec. 18 the Wednesday period will be devoted to a news summary, prepared and presented by the New York America. Republic's programs are devoted to the stories of American industrial development and are extended from 13 to 26 weeks. American Express programs cover 14 of these broadcast cycles calling attention to tourist attractions in the United States.

NAB Resumes Monthly Time Sale Data With Breakdowns of Industry Business

MONTHLY analysis of broadcast- ing industry time sales was re- sumed by the NAB in its Dec. 6 issue of the NAB Reports. First of the announced and analyzed in several years, the new report is based on “advertising units” instead of the dollar volume basis formerly used.

With a one-page explanation and nine pages of tables, the report represents a step forward in analyzing the data, past studies of NAB convention in San Francisco last Au- gust. The data are based on Sep- tember figures from 260 reporting stations, 10 stations having submitted data too late for inclusion.

Committee to Scan

Appraisal of the new research undertaking will be taken Jan. 10 at a meeting of the NAB research committee, Paul F. Peter, NAB research director, will explain the problems involved in compiling the report and outline plans for its expansion and improvement. He expects to have a second report, covering October time sales, ready by that time.

Two main classifications of busi- ness are analyzed—retail and general. The retail analysis, including time placed by busineses selling directly to consumers, covers various types of retail lines. The general classification, it is explained, is primarily an analysis of products advertised by businesses engaged in selling to others for resale rather than direct to the consumer.

The general groups, each of which is broken down into several subgroups, are: Agriculture, alcoholic beverages, amusement, automotive, building materials, communications, educational, financial, groceries, hotels and resorts, housing equipment and supplies, industrial, insurance, jewelry and silverware, medical, miscellaneous, political, professional and service, public utilities, publications, religion, radio, sporting goods, tobacco, transportation, advertising units, watches, and MBS locally sponsored, with totals.

Retail items are: Amusements, automotive, bakeries, book stores, boots and shoes, building supplies and contrar, clothing stores, dairies, department and dry goods stores, drug stores, educational, electric and gas appliances and supply, furniture and home furnis- hings, groceries and food stores, heating and plumbing, hotels and restaurants, jewelry, merchant- ships, musical instruments, office equipment, radio, real estate, sporting goods, stores, small stores, zo- tions, toilet goods and beauty shops, with totals.

What is a Unit?

Four tables are included in the opening report of Table I is a brief analysis of national network, re- gional network, regional Non- network and local sales, broken down by retail and general groups, with each of these split into program units and announcement groups. A program unit is defined as one minute of program time. An announc- ement unit equals one minute units of airing. It is a min- ute-and-a-half or longer, when it is counted to the nearest full in- nutes.

Table II is a breakdown of retail advertising units by the four types of industry operation, split into program and announcement groups, also with a similar breakdown of general advertising units. Table III covers station broadcast adver- tising (other than network net- work) by type of sponsoring busi- ness and by class of station, for retail and for general advertising units. Table IV analyzes advertising units by type of sponsoring business and by station metropoli- tan district or city population. A

Code for Nets and RWG

FOLLOWING preliminary conversations between the offices of the Radio Writers Guild concern a code of standard prac- tice governing the use of radi- o writers, the RWG is drafting its first guidelines. It is in custody of the attorneys of NBC and CBS. It is un- derstood that the conversations pro- vided a general outline that as soon as the legal language can be settled, contracts will be signed by the networks and the guild.

Sponsors Supply Programs to GE

Latin-American Beams Carry Mere Mention of Concerns

THE United States moved ahead another step in signing up for its Latin-American wave. This time it is gaining its shortwave radio service to South and Central America when the General Electric Company announced a schedule of Spanish and Portuguese programs over WGEQ and WGAEL, Schenectady. The Schenectady network has been described as making Spanish and Portuguese programs provided by Republic Steel, Tide- way, American Oil, American Express and Mohawk Carpet Mills. The new setup evolved from a de- sire on the part of General Electric to exploit its Latin American strength and give added attention to the company's products.

The value of trade between the Americas is emphasized in the monthly Mohawk Carpet program, with speakers listing briefer materials imported from each Latin American area for carpet making and similar manufacturing. However, the bulk of the program is devoted to musical entertainment.

Both Tidewater and Republic Steel have purchased newspaper space in South America to announce their Spanish language programs, which are also written for the program and are paying a number of South American longwave stations to carry their programs. The Tidewater programs, heard Sundays and Wednesdays at 9:45 am, and arranged by Henry W. Webel, manager of the export division of the G. M. Basford Agency, New York, up to now have consisted of brief announcements beginning Dec. 18 the Wednesday period will be devoted to a news summary, prepared and presented by the New York America. Republic's programs are devoted to the stories of American industrial development and are extended from 13 to 26 weeks. American Express programs cover 14 of these broadcast cycles calling attention to tourist attractions in the United States.

A list of stations which supplied data appears on page 95.

The total number of units car- ried by 206 stations in September was 5,326,486, the report shows, of which 1,938,928 units, regional networks 100,652, national network 384,139 and local 372,759 units.

The first report naturally in- cludes no comparisons with past months or years, but these figures will be issued in full in a few months. It is also planned to project the figures to show industry totals for both program and announcement units. Comparisons with other media also are planned.

An explanation of how to use the tables and a section of the report will be the topic of another report.

THE United States moved ahead another step in signing up for its Latin-American wave. This time it is gaining its shortwave radio service to South and Central America when the General Electric Company announced a schedule of Spanish and Portuguese programs over WGEQ and WGAEL, Schenectady. The Schenectady network has been described as making Spanish and Portuguese programs provided by Republic Steel, Tide- way, American Oil, American Express and Mohawk Carpet Mills. The new setup evolved from a de- sire on the part of General Electric to exploit its Latin American strength and give added attention to the company's products.

The value of trade between the Americas is emphasized in the monthly Mohawk Carpet program, with speakers listing briefer materials imported from each Latin American area for carpet making and similar manufacturing. However, the bulk of the program is devoted to musical entertainment.

Both Tidewater and Republic Steel have purchased newspaper space in South America to announce their Spanish language programs, which are also written for the program and are paying a number of South American longwave stations to carry their programs. The Tidewater programs, heard Sundays and Wednesdays at 9:45 am, and arranged by Henry W. Webel, manager of the export division of the G. M. Basford Agency, New York, up to now have consisted of brief announcements beginning Dec. 18 the Wednesday period will be devoted to a news summary, prepared and presented by the New York America. Republic's programs are devoted to the stories of American industrial development and are extended from 13 to 26 weeks. American Express programs cover 14 of these broadcast cycles calling attention to tourist attractions in the United States.

A list of stations which supplied data appears on page 95.

The total number of units car- ried by 206 stations in September was 5,326,486, the report shows, of which 1,938,928 units, regional networks 100,652, national network 384,139 and local 372,759 units.

The first report naturally in- cludes no comparisons with past months or years, but these figures will be issued in full in a few months. It is also planned to project the figures to show industry totals for both program and announcement units. Comparisons with other media also are planned.

An explanation of how to use the tables and a section of the report will be the topic of another report.
Satiepost on Swing
THE life and times of Raymond Gram Swing, MBS commentator, are excerpted in an article, "Radio's Best Beside Manner," by Alexander and Frank Odell, in the Dec. 14 Saturday Evening Post. Observing that Radio Commentator Swing addresses more listeners than any other persons in the world who speak over the radio," the article explains that this vast audience comes as a com-

post from his listeners on MBS, the international shortwave station WRUL, his American Commentary series carried monthly by British Broadcasting Corp., and various re-
broadcasts. Chronicling his rise in radio after an outstanding career as a foreign newspaper correspondent, the writers observed, "Swing has the sharpened patriotism of the American who, having lived abroad a long time, has rather wide-eyed rediscovered his country and found it to be good."
Network Accounts

All time EST unless otherwise indicated.

New Business


ANDREW JERGENS Co., Cincinnati (Woodbury soap, cosmetics), on Jan. 1 replaces "Hollywood Playhouse," on Sun., 7-9 p.m. (rehearsal, 11-11:30 p.m.), with Tony Martin, singer, 8-9:45 p.m., and How Did You Get Your Audience Participation show, 8:55-9:30 p.m. Agency: Lenzen & Mitchell, N.Y.

Renewal Accounts


SKELLY OIL Co., Kansas City, Mo., on Dec. 16 renewed for 52 weeks "Captain Heros Speaking on 30 NBC Red stations, Mon. thru Fri., 7-4:45 p.m. Agency: Henri, Hurst & McDonald, Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 6, 1941, renewed for 52 weeks "Tony Wayne" on 32 NBC-Blue stations, Sun., 5:30-6 p.m. Agency: J. Walter Thompson Co., N.Y.


STANDARD BRANDS, New York (Chase & Sanborn coffee and Tennyson Leaf Tea), on Jan. 1, 1941, renewed for 52 weeks "Chase & Sanborn Hour and One Man's Family on 65 NBC-Red stations. Sun., 8-9 p.m. Agency: J. Walter Thompson Co., N.Y.

MACFADEN PUBLICATIONS, PUBLICATIONS, New York (Lib- erty), on Dec. 10 renewed for 52 weeks "Voice of Liberty on 13 MBS stations, Thurs. and Sat., 8-9 p.m. Agency: Erwin, Wasey & Co., N.Y.


COLGATE-PALMOLIVE-Peet Co., Vancouver (Cue and Palmolive shaving cream), on Jan. 4, renewed for 52 weeks "Share the Wealth" 52 stations, Sat., 8:30-9 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-Peet Co., Toronto (Palomive) on Jan. 1 renewed "Happy Guy" on 32 Canadian Broadcasting Corp. stations, Mon. thru Fri. 2:30-3:30 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

PRINTED, ILLUSTRATED COMMERCIALS...

while you speak

Purepac Spots


"Newsweek" Will Sponsor NBC 'Headlines' Series

WEEKLY PUBLICATIONS, Inc., New York (Newsweek) on Jan. 2 takes over the "Headlines" program now sponsored by Knapp-Monarch Co., St. Louis (shavers). Knapp-Monarch drops the program Dec. 22 from a 47-station NBC-Blue network, Sun., days, 11:45-12 noon. Newsweek, which has provided program material for the series, has decided to assume sponsorship on its own behalf, using 23 Blue stations, Thurs., days, 10:30-10:45 a.m. Cramer-Kraussel, Milwaukee, in the Knapp- Monarch agency, with Tracy-Locke- Dawson, New York, handling the Newsweek account.

New Lever Campaign

LEVER BROS. Co., Cambridge, will start a 48-week campaign of one-minute announcements on Dec. 26, using three a day, Monday through Friday, on WHN, New York. An extensive list of stations is to be used eventually. Announcements will promote Lipton's tea and other Lever products. Lever controls Thomas H. Lipton Inc. Young & Rubicam is agency.
ASCAP Pleas for Truce Are Ignored

All Groups in Industry Ready to Operate Under BMI

(Continued from Page 15)
ing music for several months pro-
grams.

"Even with themes there is no particular lack of suitable ma-
terial," he continued, "but the diffi-
culty has been in convincing the ad-
tiser that he wants a new tune that sounds just like his present theme, with-
out inviting infringement suits. Usually the theme has no par-
ticular tie-up with either the com-
pany or its products and it is not
hard to create a more appropriate theme and moreover one which will
become the permanent property of the au-
sertiser in the same way that his trade mark is, and not subject to call by ASCAP or any
other group or person.

The programs in which a dance
orchestra supplies all or part of the
entertainment present no par-
ticular problem. Mr. Pumphrey
said, as there is a reasonable
amount of new popular music and
an unlimited amount of public do-
main numbers which can be given
modern treatment. "Orchestra
leaders with musical knowledge and
imagination will have no trouble in
preparing their programs," he de-
clared.

"Only a few days ago Glenn Miller
included in one of his Chester-
field broadcasts a swing arrange-
ment of 'The Anvil Chorus' that
might easily become one of the top
favorites with swing addicts. Fred
Waring, Guy Lombardo, Wayne King and almost all of the well-
known orchestra leaders have the
talent to produce enjoyable, even
outstanding performances, of any
basically good melody, regardless
of when it was written.

Plenty for All

"It is the leader with no imagi-
nation, who can get by only by
playing the tunes which the better-
known bands have popularized, who
will have trouble when the ASCAP
catalogs are withdrawn at the first
of the year. Fortunately, there are
delays of nearly on the air at all, and
practically none on commercial pro-
grams."

Discussing artists and programs
requiring a particular type of ma-
terial, Mr. Pumphrey said that
but a very few were finding an am-
sable supply of the kind of songs
they like outside the ASCAP realm.
For example, he pointed out that the
Savoy Ballroom mainly produces its
own music. But his own program, the
Golden Hour, has used a very large propor-
tion of public domain numbers on its
programs.

Geography has available all of
his own numbers written before
1939 (when he joined ASCAP) in the
Colo catalog which is now li-
teresting. Most church music is in the public
domain and BMI is in the process of
issuing a hymnal of available
church BMI music. "But that is not
the problem, the problem is the
radio audience may continue to
enjoy "all of its own American music."

Among the few programs which
have presented problems as yet
unsolved are Waltz Time and
American Album of Famous Mu-
 sic, produced by Frank Hummert
of Blackett-Sample-Hummert, who
asked the FCC to intervene so that
the radio audience may continue to
enjoy "all of its own American music."

Approximately half of the
selections used on the American Al-
bum are within the public domain and
will be available for broadcasting
after Jan. 1.

A Few Problems

The Alka-Seltzer program fea-
turing Alec Templeton presents a
very different type of problem. Tem-
pleton's improvisations and his varia-
tions on familiar themes are more
than arrangements and might be
considered to be original compo-
sitions in which case their broadcast-
ing rights would be under the con-
tral of ASCAP, of which Temple-
ton is a member member. Since
these numbers comprise his main radio con-
tribution, it is possible that this program
may be forced off the air after
Jan. 1.

A lesser problem will be faced by
Maier Bowes in selecting talent for
his Amateur Hour. Many of the mus-
cians are amateur's whose one tune is usually the
current popular songs. This
may mean that for the first few weeks of the amateur's you
will want to play ASCAP numbers, while they could not do on the air.

Thomas Belviso, manager of
NBC's music library division and in-
charge of all arranging and
composing, music program advis-
ors, music rights, music reference
and research as well, told BROAD-
casting that by and large the with-
drawal of ASCAP music was
presenting few real problems, but
also a great deal of confusion. "The
chief difficulty," he said, "is that
so many people are involved—ad-
vertising managers of companies
sponsoring programs, members of
their departments, advertisers, radio
executives and their staffs, inde-
pendent programs, singers and or-
chestra leaders and their agents.
When you get together with one man in au-
thority we can usually solve his par-
ticular problem in short order."

Mr. Belviso said the segment of
an out-of-town client for whom
NBC had prepared and recorded
three numbers for his consideration
would not be "at all difficult to make
his programs completely so.

Lack of complaints is no fault of
the ASCAP publicity force, he
continued. "In the past few weeks,
we have been getting dozens of
daily mailings on letter heads print-
ed in red, white and blue and de-
corated with the covers of 22 of
ASCAP's best-known songs, rang-
ing from 'God Bless America' to

HAWKERS of newspapers was Wil-
liam B. Way (left), general man-
er of KVOO, Tulsa, as one of a group
of 140 members of The Anvil Chorus'
programs, who dispensed special copies of a paper for
the Community Fund. Here he re-
ver his executive position as a
earer buyer. Prices range as high as
$10 per paper.

"Sweet Adeline," which, says the
standing captions are being "Black-
listed and Boycott" by "The Broad-
casting Barons who control CBS, NBC and other re-
lease pictured a group of religious
songs, with the caption "Sacred
music banned from the air."

Another ASCAP release that
backfired was the announcement
that 44 new members had been ad-
mited to ASCAP, raising the total
membership to an all-time high of
1,600. Included were 118 composers
and authors and 140 publishers, list-
ing Aaron Copland as outstanding
among the new members. Dau-
 before the release appeared in
the press, Mr. Copland, who is head
of the American Composers Alli-
ance, went to ASCAP's president,
Gene Buck, that if the announce-
ment of his name as an ASCAP
member were made "under the pre-
sent circumstances I shall of
course repudiate such membership
and would consider the announce-
ment an unethical attempt to
barrass me with the hundreds of
serious musicians whom I repre-
sent."

Copland Socks ASCAP

When the announcement ap-
ppeared, Mr. Buck again wired
Mr. Buck, repudiating the member-
ship and charging that "your an-
nouncement was designed to ob-
sure the real attitude of ASCAP
wards to the serious musicians and the
serious music of America. The Amer-
ican Composers Alliance which
that head has tried in vain for
over two years to obtain from your
organization a genuine consideration of the needs and problems of composers of serious music. Neither you nor the ASCAP committee which is nominally sup-
poused to be considering this prob-

"ALWAYS RINGS THE BEAT
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Page 98 • December 15, 1940 • BROADCASTING • Broadcast Advertising
lem has been interested enough even to respond to our telegrams, no time to elaborate an appointment for discussion. This last attempt to isolate me from the composers I represent must be born of a desperation which would have been impossible were it not for a change in the governing policies of ASCAP. I look forward to such a change and to the recognition by ASCAP that the music should have its place in our culture. Meanwhile I demand that you retract at once all passages which appeared the statement that I have been elected to ASCAP membership and forward to me immediately a list of the papers so that I can "ack"

More Join BMI

Of the 140 publishers currently members of ASCAP, 125 have signed renewal contracts, with only five still unsigned for after Dec. St, ASCAP announced, adding that three of the five are expected to sign shortly. A new publisher is Georgia Music Corp.

ASCAP announced the addition of 21 stations to its membership roster in the past two weeks, with an even more accelerated flow of new members expected before the end of the year. New BMI stations are: WAIR, Winston-Salem; WEED, Rocky Mount, N. C.; KINY, Ju-

national

meanwhile

KORN, Freeport, Nebr.; WAXY, Waycross, Ga.; WAGA, Atlanta; WQOD, Scranton, Pa.

sions except

Prince

Khor, journalist

some

and

1. ASCAP is not a trade association, but a performing rights organization. This is a major point of controversy in the current debate over broadcasting.

No additional notes about the image content are necessary. The text is clear and legible.
DECISIONS

DECEMBER 5

WTEL, Philadelphia—Applic. CP change to 1000 kc direct, 5 kw direct for use and hearing on Dec. 1 Broad- cast Advertising, New York.

NEW, Willard Carter and Byrnes Ross, P.O. Box 191, Oxford, Ga.—Grant CP 1400 kw 250 w un. to retransmit on directional.

NO, Frank Blanko Radio Co., Haldan, Ky.—Grant CP 1400 kc 250 w un. to retransmit on directional N.

NEW, Midwest, Tex.—Grant CP in part for increase to 250 w on 1420 kc. American Real Estate Co., 1300 Jacksonville, Fla.—Grant CP new trans. change to 1820 kc 1 kw direct.

WFAA, Dallas—Grant CP new station; to be relocated. WGBH, simul.-Grant mod. license to Sh. WGBH, Simul.

WBBR, 1210 kc 250 w—Grant CP 250 kw 1 kw direct.

WXAV, New Scotland, N. Y.—Grant mod. FM license to 2500 watts.

WRCN, Board, N. J.—Grant extension exp. auth. use added 35 kw.

WLBX, Mason, 0.—Grant extension exp. auth. special emissions.

WGBD, Philadelphia—Grant mod. international license to add 9560 and 11380 mc.

WNBA, Board Brook, N. J.—Grant temp. exp. auth. added 11890 and 15150 kc and delete 17780 kc.

WDCA, Board, N. J.—Grant mod. international license to add 17780 kc and 9850 kw unl. direc.

WGR, Rochester, N. Y.—Grant CP increase power re trans.

WQCB, Vicksburg, Miss.—Grant license to 5 kw d 1 w un., asks WJSF facilities.

WDJO, Miami—CP mod. increase power re trans.

WDQX, Washington, D. C.—Grant CP 45.5 mc. 1600 kw FM.

WPNX, 1430 kc, 100 kw unl. directional, change to unl. directional.

WFEA, Manchester, N. H.—Grant CP mod. increase 5 kw d 1 kw directional 5 kw directional.

WHIG, Greensboro, N. C.—Grant CP increase of 3 kw directional.

WNAX, Yankton, S. D.—Grant CP increase of 1 kw directional.

WTRY, Troy, N. Y.—Grant CP direct, increase to unil. 5 kw 1 kw.

KVEA, Lebanon, Pa.—Grant CP change to 1450 kc 1 kw new transmitter directional, or a grantive change to 2200 w on 1310 kc.

KUTA, Land O’ Lakes City—Grant peti- tion to reconsider and grant without hear- ing, asks for a grant of 570 kw 1 kw un. directional.

WDUR, Mount Airy, N. C.—Grant CP retrans. to be discontinued.

WKBQ, New London, Conn.—Grant CP direct, increase to unil. 5 kw 1 kw.

KVEA, Lebanon, Pa.—Grant CP change to 1450 kc 1 kw new transmitter directional, or a grantive change to 2200 w on 1310 kc.

WDUR, Mount Airy, N. C.—Grant CP direct, increase to unil. 5 kw 1 kw.

WKBQ, New London, Conn.—Grant CP direct, increase to unil. 5 kw 1 kw.

Applications

DECEMBER 1

WKQQ, San Juan, P. R.—Mod. CP increase power etc. re trans. site.

NEW, WHER, Radio Corp., Ewing Twp., N. J.—Grant CP 47.5 mc. 1700 kw.

NEW, WOHP, Corp., New York—Grant CP 46.5 mc. 5000 kw.

NEW, WJ, Corp., New York—Grant CP 46.5 mc. 5000 kw.

NEW, WCX, Corp., New York—Grant CP 46.5 mc. 5000 kw.

NEW, WBN, Corp., New York—Grant CP 46.5 mc. 5000 kw.

NEW, WBG, Corp., New York—Grant CP 46.5 mc. 5000 kw.

NEW, WAB, Corp., New York—Grant CP 46.5 mc. 5000 kw.

NEW, WBN, Corp., New York—Grant CP 46.5 mc. 5000 kw.

WALL, Birmingham—Grant mod. cp retrans.

WQX, New York—Grant license increase power etc. over.

Courses in Radio

SIXTY-FOUR engineering colleges in 35 states, the District of Colum- bia, and Puerto Rico have announced 250 short courses, includ- ing radio engineering, designed to fill the shortage of engineers for service as designers, inspectors, and supervisors in industry and govern- ment agencies engaged in the National Defense Program. Pros- pective students must have the required technical training and ex- perience to understand the subject well enough to be employable in defense work.

A.A.A.A. Hears About FM M.I.T., E. H. ARMSTRONG, inventor of the described system of broadcasting by means of radio waves, heard before this system of broadcasting to the radio sesion of the regional meeting of the A.A.A.A. held in New York.

A discussion of the differences between the description of radio broadcasting by the coincidental and recall methods was given by C. E. Rodgers, director of research on the reception of radio programs, at the meeting of the subject of the name of and its technical characteristics, and of the technical program committee. The pro- gram was conducted by A. E. Spencer, of J. W. Thompson Co., acting for C. E. Midgley, BBDO, chairman.

2212 3.
LATE PERSONAL NOTES

WILLIAM H. LEWIS, who resigned as contact man with Lord & Thomas, New York, has joined the staff of How Co., New York, in a similar capacity.

ADDISON SMITH, director at Beirut & Bowles, New York, of the 146-KC-Bea program, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City, is resigning from the program with Ted Bates Inc., New York, when Colgate shifts its account to that agency after the first of the year.

GEORGE RICHARDSON, former account executive for Lord & Thomas, New York, has joined the staff of W. J. Walter Thompson Co., New York.

JAMES F. BURKE in charge of new ideas in the CBS program department for several years, has been made assistant director of the CBS program department to work with Francis C. Barton Jr., director of the division, creating, selling and selling programs.

ROBERT C. DURHAM, former general manager of Lady Esther cosmetics, Evansville, Ind., and De-Lisser, formerly with Benton & Bowles, New York, and L. J. Moore & Dillingham, New York, have formed the firm of Robert Donald, Inc. to handle radio publicity and promotion. Offices are located at 18 E. 56th St., New York.

GORDON B. EWING, former Boston salesman for the Westinghouse stations, has joined the advertising sales staff of the National Sportsman, Boston.

LEG POTTER JR., formerly a salesmen for Forrest & Ford Co., Minneapolis, has been added to the sales staff of WCCO, Minneapolis, replacing Tom Miske, who has joined the staff of Chicago office of the Radio Sales Division of CBS after four years at WCCO.

LEWIS BUDDY, in charge of Paramount Pictures news in Europe until a few months ago, has been named manager of the television station to be operated next spring in Los Angeles by Television Production Inc.

HARRY FINDLEY, formerly merchandising head of WIS, Columbia, S. C., has resigned to join the Army Air Corps. Robert Ellison new to radio, succeeds him at WIS.

C. W. FAIR, former WBT, Charlotte, has joined the announcing staff of WIS, Columbia, S. C. Patty Farmer, former receptionist, has been promoted to the continuity department. Miriam Anderson has been named new receptionist.

ART HILL, formerly in Southern California radio, has joined the sales staff of KHJ in Los Angeles.

AGNES McGUIRE, former program editor of KMOX, St. Louis, has joined the KOY programs department.

MERRILL R. LEE, former manager of KDCK, Panama, Tex., KOMA, Oklahoma City, and WFAA, Dallas, on Dec. 16 is to join the announced stuffing WLL, Cincinnati.

MARY JEANETTE HACHOLD, heard as Dorothy Day on KSNL, St. Paul, Minn., who broke her knee cap recently, is conducting her twice-daily shopping news broadcasts on the station from her bedside.

JULIUS COLBY, drama critic of WNBC, New York, on Dec. 16 took over the chairmanship of the Footlight Forum program, featuring opinions on current radio activities.

HAROLD KAMPIONEN, page boy at WCCO, Minneapolis, has volunteered for the Army in the Navy. Jim Harris has been added to the page boy staff to fill the vacancy.

STANLEY J. QUINN Jr., radio producer of radio shows for Ackerlong Thompson Co. in Hollywood and New York, is on his way to Sydney, Australia, where he will have an executive position in the radio division of the agency's Sydney branch. With him is his bride, the former Roberta Thorburn Storment, who were married shortly before sailing.

KENNETH W. SPARROW has been named manager of the Hannibal, Mo., studios of WTAR, Nashville. Mr. Sill, from manager of the Hannibal stations, was assigned to the Quinney studios.

STERLING FISHER, CBS director of education and radio talks, has been inducted into membership in the Philosophical Society of Texas.

ROBERT BERGER of the Executive Office of the White House will assist in handling radio details for President Roosevelt's inauguration Jan. 20 although the contrary report (page 81) had been made public earlier.

EDWARD HEATON, formerly manager of WINN, Louisville, and shortly to that commercial manager of KTRK, Kansas City, has joined Ruskell M. Seeds Co., Inc., Chicago agency.

FRED MEARS, assistant to Lester Gottlieb, MIBS publicity director, will resign in January to enlist in the Air Force Reserve.

Butcher Scalped

Loses $83 Redskins Bet to Senate Budgeteer

IT'S AN EVEN bet that henceforth Harry C. Butcher, Washington vice-president of CBS will stick to radio in his wagering. A loyal rooler for Washington's Redskin football team, Harry exacted from Senator Pat Harrison, the big budget man of Congress, a dollar-a-point bet on the Dec. 8 championship game between the Redskins and the Chicago Bears, and backed it with a $10 even bet on the game.

He was just $3 fish out when the game wound up with a 73-0 score.

In an obvious effort to recoup, Butcher became engaged in a discussion with Earl H. Gammons, manager of WCCO, Minneapolis, and John E. Petzer, owner of WKZO, Kalamazoo, about the radio antecedents of one Campbell Ar- nous, manager of WTAR, Norfolk.

The Midwesterners insisted he was formerly with a station in Hot Springs, Va., while Butcher had had enough to prove that it was Hot Springs, Ark. Ten dollars per each was the was the amount decided for Dec. 11 by revealing that Butcher was right. Then Butcher confessed it was a lead-pipe cinch, since he had talked CBS affiliation with Arnowx years ago.

Still $63 dollars out, Harry is prepared to bet anyone even money. Christmas will fall on Dec. 25 this year.

Richard E. Smith, executive assistent of the Southern California Edison Co., Los Angeles, died Dec. 8 after a prolonged illness. Associated with that firm since 1917, Mr. Smith was advertising manager until 1922 when he was made executive assistant. Surviving is his widow, Mrs. Rhoda Smith.

CBS Shifts Sill

JERRY SILL, formerly in charge of sales promotion for the CBS owned and affiliated stations, has been appointed to a newly created position in the network's station relations department. The exact functions of the new post have not yet been exactly determined, but in general Mr. Sill will henceforth assist the CBS affiliates in the solution of their advertising problems.

Mr. Sill

AAAA-NAV Meeting

MEETING between the subcom- mittees of the Radio Committee of the AAAA and the AAAA Conference Committee of the NAB to discuss standard order blanks, originally scheduled for Dec. 4 but postponed by the AAZA, will be held Dec. 20 at the Zion Tower, New York. Agency committee will be guests of NAB at the luncheon meeting.

Quartz Crystals for Broadcast Frequency Reallocation

The Billiey Electric Company, manufacturers of well-known Billiey Quartz Crystals, is prepared to supply new crystals for standard broadcast stations at temporarily reduced prices.

Naturally, Billiey low temperature-coefficient plates are approved by the F.C.C. Beyond the requirements for approval, however, correct engineering and precision work and manufacturing facilities guarantee fully reliable operating characteristics.

Take this opportunity to install precision-made crystals in your transmitter. Get ready for your station's change-over early and select your crystals as carefully as you would any other component vital to the operation of your station.

For information concerning recommendations and crystals refer to your local Billiey Distributor or write direct.

Regulatory Bill Slated for Veto

Presidential Kill Is Expected for Logan-Walter Plan

PROSPECTS continue slight, at least so far as the 76th Congress is concerned, for any statutory control restricting abuses conducted by Federal regulatory agencies, including the FCC. Despite final passage of the Logan-Walter bill by the House and Senate, it appeared increasingly certain that the measure, designed to facilitate judicial appeal from actions of Federal agencies, would be vetoed in its present form by President Roosevelt. Even proponents of the bill indicated scant hope of obtaining the necessary two-thirds support to pass the measure over the veto in the closing days of the session.

Next Session, Perhaps

After the Senate on Nov. 26 had passed the Logan-Walter proposal, 52 to 25, the House defeated Senate amendments Dec. 2, clearing the bill's stormy existence in the 76th Congress. Although the 10-day veto period expires Dec. 18, it was expected that President Roosevelt would return from his Caribbean cruise to deliver the expected veto message. The action of Administration leaders in Congress was essentially a move to position the measure, in allowing unexpectedly fast action once the bill gained the House, indicated their reliance on a Presidential veto to kill the proposal.

However, it is expected that legislation of this form will be taken up at the coming 77th Congress, but under Administration auspices. A similar approach had succeeded in bottling up the legislation since its 297-79 passage in the House last April [BROADCASTING, May 11] by prohibiting action along similar lines, premised on a study of administrative agencies conducted by the Attorney General's Committee on Administrative Procedure headed by Dean Acheson.

Early in 1940 this committee published a report, including one on the FCC, covering procedural shortcomings of various federal agencies [BROADCASTING, Feb. 15]. Recommendations based on these findings were advanced by individual agencies at that time.

Meanwhile the Acheson committee has been attempting to reach some sort of agreement on legis- lative recommendations to remedy the situation attacked by proponents of the Logan-Walter bill. Continued delay of the committee's report covering such legislative recommendations has been taken as an indication that membership is split on just what form these recommendations should take. According to an Administration official, recommendations are expected about mid-December, and probably will contain the result of such a legislative consideration at the coming session.

THE EMPIRE STATE TOWN MEETING, weekly half-hour forum conducted at the Union College Chapel in Schenectady, is scheduled for trans- mission on WEVD, New York, Fridays, 10-10:30 p.m. Programs are made available to one station in each broadcast area by the Committee on Adult Civic Education.

RUFUS C. MADDUX HEADS WOR SALES

SUCCEEDING Frank Braucher, who resigned Dec. 1 to become president of the Periodical Publishers Assn., WOR, Newark, has appointed Rufus C. Maddux as vice president in charge of sales. Mr. M. d d u x, 30, now managing director of the New England Council, official promotional and development organization for the six New England States.

WOR also announced appointment of a sales committee consisting of Gene Thomas, sales manager; Joe Creamer, assistant sales manager; Otis Williams and George Schmidt, salesmen, to meet with heads of various departments each Friday for discussion of commercial problems.

Four Stations Honored for Armour Campaigns

DUE TO the exceptional promotional activities of four stations carrying its 'three-weekly' during the New Jersey Council he was successively assistant sales manager of the Vacuum Oil Co. of New Jersey, and director of Advertising of the Union Council, official promotional and development organization for the six New England States.

selected for Armour & Co., Chicago, on Dec. 15 announced that bronze engraved plaques would be awarded to winning stations instead of three stations as originally planned. The station merchandising contest was conducted in conjunction with the Mink Coat Contest for listeners in which five $1,000 mink coats and $25,000 worth awarded.

Winning stations were WLW, Cincinnati; KMOX, St. Louis; KNX, Los Angeles; and WOR, New York, S. D. Ten stations won certificates of honorable mentions. They were: KGO, Amarillo; WGBS, Charlesview; KLC, Denver; KDAL, Duluth; KTRH, Houston; WIRE, Indianapolis; WHN, Cleveland; WMBG, Richmond, Va.; KTSB, San Antonio; WSYR, Syracuse.

The complete list of stations carrying the program, in behalf of Treet, totalled 54 at the time of the contest. Lord & Thomas, Chicago, handled the account.

Socoby's Newsca

SOCIETY-VAUXUUM OIL Co., New York, is sponsoring WCAU, Philadelphia, starting Dec. 16, six ten-minute daily newscasts, two spot announcements daily, four special five-minute news spots, Sunday, 11 a.m. and 2:30 p.m. Sponsor also has renewed off WSB, Atlanta, for five-minute, one quarter-hour newsperiods daily. J. Stirling Getchell, New York, is the agency.

Page 102 • December 15, 1940 BROADCASTING • Broadcast Advertising

"This Is Your Old Friend Kris Kringle Speaking From The Frozen North!"

WGN CRASH SCOOP

Mobile Unit Brings News From Airliner Crash

WGN, Chicago, through alert use of its mobile unit, scored a scoop Dec. 4 when an airliner crashed at Chicago airport. Ten persons died as a result of the crash and six were injured. Coverage of the accident by WGN began when the first bulletin was received shortly after 6 p.m. A flash announce- ment was put on Capt. E. D. C. (Milwaukee) news, and the mobile unit sped to the scene of the crash. Hampered by thousand of onlookers, police cordons, fire trucks, and ambulances milling about the wrecked plane, the mobile unit was ready for action at 8:45 p.m.

With Guy Savage at the microphone, a 10-minute recording, including narrative and descriptive details, statements of eyewitnesses, and a complete list of dead and injured, was made. At 9 p.m., an additional five minutes was recorded. WGN listeners heard the broadcast from the first available radio spot on the schedule, 9:15-9:30 p.m.

Tom Foy, director of special events of WGN, supervised the broadcast, assisted by Bob Hibbard. Jack Pearce, engineer, was at the controls of the mobile unit trans- mitter. WGN was the only Chicago station to cover the tragedy at the scene of the accident.

ASPINWALL MAKES DISC

HUGH M. ASPINWALL, new direc- tor of farm programs of KGO, San Francisco, will fly to Chicago Dec. 20 to make a series of transcriptions of Checkboard Time following its 1941 renewal by Ralph Purina Mills, St. Louis, Aspinwall, who plays the part of Chuck Martin in the show, will make the transcriptions at the WBS studios. He left KMOX, St. Louis, to join KGO.

BEECHNUT PACKING Co., Cano- joharie, N. Y., understood to be planning a three-weekly sponsorship of NBC's "Newsmen of the Air," has temporarily shelved the idea until after the first of the year. Agency is Newell- Emmett Co., New York.

NAB Convention

(Continued from page 18)

Since the NAB reorganization in 1938, the annual budget has averaged between $180,000 and $230,000.

Because of the intense interest in the music situation, the board authorized NAB headquarters to issue daily copyright bulletins from WGN. The first of these went out today, and presumably will continue until current contracts with ASCAP expire at the end of the year.

On the heels of the board session, a number of district directors immediately arranged district meet- ings to gear station operation to ASCAP-less performance effective Jan. 1. The board devoted virtually all of its time during the two-day sessions to music. District meetings were called in Philadelphia, Dec. 9; in Orlando, Fla., Dec. 10; in Worcester, Mass., Dec. 12; in Washington (4th District), Dec. 13.

All of these were attended by NAB Presi- dent Neville Miller.

Miller on Defense Board

Other district meetings scheduled include the 8th in Detroit Dec. 19, with the adjacent 7th planning to join the session in Detroit. On Dec. 20 the 2d District, comprising stations in New York State, plans to meet in Syracuse.

The board authorized President Miller to represent the NAB on the domestic broadcasting and international broadcasting committees of the Defense Communications Board. The DCB, composed of high government officials to plan national defense operations in relation to communications, invited various companies and entities in the broadcasting field to designate their members. It is presumed Mr. Miller will serve as chairman of both committees. The entire board membership consists of 26, say Gene O'Fallon, KFEL, Denver, was present at the sessions, Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, also participated.
WLW is a most powerful sales-stimulator in our territory. We have noticed that the demand for a product will increase very substantially as soon as it is broadcast over WLW. Consequently, whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well-stocked.

The Kauffman-Lattimer Co. travels nine salesmen in 55 counties.

GEO. H. KAUFFMAN, Pres. & Sales Manager,
KAUFFMAN-LATTIMER CO., Wholesale Druggists,
Columbus, Ohio

The nation's most Merchandise-able Station

HUNDREDS OF RCA-891-R'S AND 892-R'S IN DAILY SERVICE IN LEADING BROADCAST STATIONS JESTIFY THE SOUND ECONOMY OF OPERATION MADE POSSIBLE BY THESE POPULAR RCA AIR-RADIATOR TRANSMITTING TRIODES.

Lower first cost—simplified installation—no water-cooling worries—ample output for general broadcast requirements!

Similar in construction to water-cooled units, these tubes are equipped with highly efficient air radiators which provide great cooling areas in a minimum of space. Anode heat is dissipated quickly and efficiently.

Double-unit filaments permit operation from two-phase a.c., thus minimizing hum. Filaments used in these types operate at lower-than-ordinary temperatures and contribute materially to exceptionally long tube life. Ask the station that uses these tubes!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8500 volts; d-c plate current, 1 ampere; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.