"HEY, MA . . . . . almost as good as
WOR's 135,000 watts, huh?"

Six 15-minute evening programs attracted more listeners
than any others in Greater-New York during the
months of October and November.*

Five of these programs are on WOR!

It becomes increasingly apparent that WOR's power
of 135,000 watts** gives its sponsors that listen-
ing edge which attracts more listeners than its
competitors; and gives these sponsors a bigger
profit for their advertising dollar.

*As revealed in the C. E. Hooper New
York area audience check for October-
November.

**WOR's unique directive-array concen-
tration of power more than doubles the
impact of its basic 50,000 watts.
There is no need for a third degree to “pin the goods” on WLS—or any WLS advertiser—we’ve delivered the “goods” too often not to be happy to talk about it. For example, Mr. Herbert McLaughlin (the Manor House Coffee McLaughlins) recently stated:

“While our Manor House Coffee sales have steadily increased from year to year, the per cent of increase went up decidedly when we again added WLS in November, 1939, to our advertising schedule, and this larger per cent of increase has since continued.

“Our renewal of our contract this fall, taking more time, shows our faith in the ability of WLS to produce sales.”

We repeat, we are always happy to talk about sales results from WLS advertising. Just ask us or any John Blair man.
The KLZ Broadcasting Company announces the appointment of Hugh B. Terry as Station Manager, effective January 1, succeeding F. W. Meyer, resigned. Mr. Terry's experience and training, as Commercial Manager of KLZ, Manager of KVOR, and as a member of the staff of WKY, assures sponsors and listeners alike an aggressive, efficient and productive management.

To F. W. Meyer, radio pioneer and manager of KLZ for many years, the KLZ Broadcasting Company extends best wishes for success in the operation of his own station, KMYR.

The KLZ BROADCASTING CO.
Denver, Colo.


25 NEW ACCOUNTS
ON THE BLUE
Axton-Fisher Tobacco Corp.
"20 Grand Salutes Your Happy Birthday"
Bank of America "John Nesbitt"
Better Speech Institute "Speak Up America"
Brazil, United States of "Pearson & Allen"
Carter Products To be determined
Chemicals, Inc. (Houseleaner) "Just Between Friends"
Clapp, Harold, Inc. (Baby Food) "Just Other of Mine"
Emerson Drug Co. (Bromo Seltzer) "Ben Bernie"
Grove Laboratories (Quinine) "Sherlock Holmes"
Gulden, Charles (Mustard) "Gulden Serenaders"
Howe, Lewis (NRs) "Fame & Fortune"
Knapp Monarch (Electric Shavers) "Gangbusters"
Land O' Lakes Creameries "Edgar of Mine"" Guest"
Lever Bros. (Rinso) "Grand Central Station"
Lever Bros. (Spry) "Uncle Jim's Question Bee"
Miles Laboratories (Alka-Seltzer) "This Small Town"
Nash Motors "John B. Kennedy"
Newsweek "Ahead of the Headlines"
Ohio Oil Co. "Marathon Melodies"
Sloan, Dr. Earl (Luminent) "Goughgusters"
Standard Brands (Yeast) "1 Lore a Mystery"
Texas Corp. "Metropolitan Opera"
Williamson Candy (O'Henry Bars) "Famous Jury Trials"
Yeast Foam "Orrin Tucker"

19 CAMPAIGNS CONTINUE UNDER CURRENT CONTRACT
Adam Hats "Madison Sq. Garden Boxing Bands"
Anacin "Easy Aces"
Anacin "Just Plain Bill"
Bisodol "Just Plain Bill"
Bisodol "Mr. Keen, Tracer of Lost Persons"
Cal-Aspirin Corp. "Amanda of Honeymoon Hill"
Cammer Products (Energine) "Manhattan at Midnight"
Howe, Lewis (Tuna) "Pot O' Gold"
Ironized Yeast Co., Inc. "Good Will Hour"
Mystic Laboratories (Creams) "John's Other Wife"
Phillips, Chas. H. (Magnesia) "Amanda of Honeymoon Hill"
Procter & Gamble (Cuppy) "Pepper Young's Family"
Procter & Gamble (Chipaux) "This Small Town"
Procter & Gamble (Crisco) "Pie & Sada"
Procter & Gamble (Ivory) "Mary Martin"
Reynolds, R. J. (Cannels) "Lunchen at the Waldorf"
Sun Oil "Lovel Thompson"
Watkins, R. L. "Orphans of Divorce"
Wyeth Chemical (Cold Tablets) "John's Other Wife"

8 CONTRACTS RENEWED
Colgate-Palate-Peet (Shave Cream) "Illustrated Sports Review"
Jergens, Andrew (Lotion) "Walter Winchell"
Jergens, Andrew (Soap) "Parker Family"
Modern Food Process (Thrivo Dog Food) "Magellan Sisters"

6 CONTRACTS EXPIRED
Air Conditioning Training Corp. "Sidney Walton Music"
Brown & Williamson "Plantation Party"
Canada Dry Ginger Ale, Inc. "Information Please"
Canadian Railways Association "Canadian Holiday"
Gordon Baking Company "One of the Finest"
advertisers rate us:

as indicated by their comings and goings—chiefly "comings"

Things have been popping fast and furious ever since the creation of the Blue Network Sales Department last July. We’ve told you about the station improvements that we’re making, the programs that we’re building, the steps we’re taking to assure advertisers of greater co-operation than ever.

But the best criterion of the increased selling effectiveness of the Blue is the action of the advertisers themselves — those hard-headed gentlemen who have the experience and judgment to get the most for their advertising dollar. We present herewith the complete picture of what advertisers are doing on the NBC Blue Network—with no punches pulled.

Since June 1st, 1940, 25 new accounts, Lord bless 'em, have joined the Blue ranks. 8 old friends, we’re pleased to report, have renewed their contracts. 19 satisfied customers (and we’re going to keep them happy) are continuing under current contracts. 6 clients are no longer with us, and we’re sorry they’ve left.

But there’s still plenty of room for you, Mr. Prospective Advertiser, on the NBC Blue Network. And notwithstanding all the improvements going on over the Blue, two facts remain constant. First, the Blue still concentrates its coverage in the Money Markets, where the nation’s buying income is centered. Second, the famous NBC Blue Discount Plan still offers national coverage at the lowest cost of any medium. For example, you can buy a half-hour coast-to-coast, in the evenings, mind you, on the NBC Blue Network, 52 times a year, for less than $5000 a week. Amazing, isn't it? Better call in that Blue salesman today.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

The BLUE NETWORK OF NBC
Sales thru the air with the greatest of ease.
A Banzai* to Broadcasting

WCAU

. . . borrow from the Far East in extending felicitations to Broadcasting Magazine on the threshold of a New Year.

In the tongue of the Oriental Banzai means ten thousand honors; not too many for Broadcasting, considering

- Its faithful, unbiased reporting of all that's news in the broadcast industry . . .

- The dog watch it keeps, the endless vigil it maintains outside the doors of the F.C.C. . . .

- Its foresighted editorial policy; that has often pointed the way; many times called the turn . . .

- Its decision to go weekly so that we of the industry might have all these good things in spades . . . For these . . .

Not a Happy New Year to Broadcasting but a Banzai, 10,000 of them, from WCAU

PHILADELPHIA
COMING EVENTS

NORTH CAROLINA'S No. 1 SALES MAN
FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

WRTF 680 KC.
RALEIGH N.C. NBC RED
If for one reason or another you've never exposed yourself to Free & Peters service, you may be surprised to discover how fast we can move—how quickly we can furnish the dope you need—when you're faced with an emergency radio problem.

Not that we're miracle men! But we do spend our days—and many of our nights!—thinking, breathing, living radio. As pioneer radio station representatives, there's hardly a spot problem we haven't met before. And we're strategically located in six fully equipped offices throughout the country, ready to help you in any way, at any time.

Why not get acquainted with our services now—and possibly immunize yourself against some future emergency? Incidentally—just in case you don't know it—our services don't cost you a farthing!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 300 N. Michigan
Franklin 6373

NEW YORK: 347 Park Ave.
Suite 7-4131

DETROIT: New Center Bldg.
Trinity 2-8444

SAN FRANCISCO: 501 Sutter
Sutter 4353

LOS ANGELES: 650 S. Grand
Vandike 0569

ATLANTA: 322 Palmer Bldg.
Main 7667

WGR-WKBW BUFFALO
WCKY CINCINNATI
WDAY FARGO
KMSC KANSAS CITY
WAYE LOUISVILLE
WTON MINNEAPOLIS-ST. PAUL
WMBD DEPEW
EYK ST. LOUIS
WFBL SYRACUSE
WHO DES MOINES
WOC DAVENPORT
KMA SHENANDOAH
WCSC CHARLESTON
WIS COLUMBIA
WPTF RALEIGH
WDBJ ROANOKE

SOUTHEAST

EGKO FT. WORTH-DALLAS
KOMA OKLAHOMA CITY
KTUL TULSA

PACIFIC COAST

KBEC LOS ANGELES
KQIN-KALE PORTLAND
KROW OAKLAND-SAN FRANCISCO
KIRO SEATTLE
Armed With BMI, Industry 'Sits Tight'

Justice Department Action Against ASCAP, NAB, BMI, Networks Is Awaited as Consent Decree Fails

By SOL TAISHOFF

CONFIDENT that the Government’s all-out legal assault against music pooling will leave the broadcasting industry virtually unscathed but will spell the demise of ASCAP’s domination of music performance, major elements in broadcasting have adopted a “sit tight” attitude under which ASCAP contracts would be permitted to expire as of the year’s end.

As this was written Dec. 30, the Department of Justice was poised to file criminal proceedings not only against ASCAP but also against NAB, Broadcast Music Inc., NBC and CBS. Action against the radio groups is premised upon alleged boycott of ASCAP music and on purported conspiracy by NAB and the major networks to eliminate competition [see page 54D].

BMI Gets a Trial

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP litigation, planned to file suit for Milwaukee as soon as Departmental approval of the proceedings was forthcoming, probably about Jan. 6.

With feeling high in the industry because of the sudden turn in the Government attitude, taken only after ASCAP had toyed with it for weeks on a consent decree, the broadcasting industry nevertheless was determined to give BMI a real trial and forego the use of ASCAP music beginning Jan. 1. There was no thought of a compromise or reconciliation, with the most important elements in the industry willing to take their chances on the criminal litigation.

Reports were rampant that ASCAP would make a sensational offer, permitting radio to use its music after Jan. 1 until some sort of reconciliation might be worked out. But the bulk of the stations, plus the major networks, were of the view that no last-minute negotiations could be effected. They were satisfied that BMI could carry the music load and that the litigation ultimately would wind up in radio’s favor.

The Department, following the sensational announcement of Attorney General Robert H. Jackson Dec. 26 that criminal proceedings would be instituted, proposed to file criminal informations in Milwaukee by about Jan. 6. There will be separate bills, one against ASCAP and the other presumably against the industry groups.

Avoids Grand Jury

The ASCAP bill will be all-inclusive, seeking the indictment, without the usual procedure of going through a grand jury, of its officers and its 24 directors, plus all of its publisher members. That against the industry groups presumably will be aimed at the NAB, but not its individual directors or members; against the officers and directors of BMI and against specified officers and directors of NBC and CBS who were identified with the formation of BMI, Mutual, as a cooperative association, was not expected to be included, though it would be affected by virtue of the presence on the BMI board of an MBS officer, as well as the membership of MBS stations in BMI.

The Department had planned to initiate action against ASCAP before the end of the year, following up with the filing of criminal informations against the industry groups. The holiday period, however, is believed to have interfered with this plan.

It was also clearly indicated that the Department, in its all-front onslaught on music, intends shortly to prosecute the American Federation of Musicians, dominated by James C. Petrillo, largely because of its enforced employment of musicians by broadcast stations, under the 1938 “Schedule A” agreement.

Why BMI Is Included

Spokesmen for radio were indignant over the Department’s action in proceeding against BMI, set up as it was only to break the ASCAP stranglehold on radio. Assistant Attorney General Thurman Arnold took the position that the Department could not proceed against ASCAP without taking cognizance of the purported monopolistic tendencies of BMI. This was represented as essential because the broadcasting industry controlled the principal exploitation medium.

Whether conversations would be held with BMI and other industry representatives about an out-of-court settlement, was problematical. It is known the Department would like to see the industry enter an agreement similar to that proffered ASCAP, which was rejected at the eleventh hour. Because BMI is a new organization, without a record of purported wrongdoing such as ASCAP, it was thought it could accede to a consent decree without seriously disrupting its operation and permit it to introduce an element of competition desired in music.

Mr. Waters, assigned to the ASCAP case a year ago, has been devoting practically all his time, since the rupture of the consent decree negotiations, to the drafting of the criminal informations. Unlike grand jury proceedings, where indictments must be procured, the Anti-Trust Division, upon its own information and belief, will seek prompt court action against the defendants named, eliminating the long drawn out grand jury proceedings.

Hardly a Complaint

While a number of stations signed contracts with ASCAP at the eleventh hour, the rank and file of the industry exuded confidence in the ability of BMI and non-ASCAP houses to tide the industry over the critical period. As a matter of fact, during the last month a minimum of ASCAP music has been performed over the networks and there have been no complaints worthy of mention, either to the

Next Issue of Broadcasting To Appear Jan. 13 As Weekly

WITH THIS issue Broadcasting terminates publication as a semi-monthly, and hereafter will appear as a weekly. The first weekly issue will be published under date of Monday, Jan. 13. Each Monday thereafter this newsmagazine should reach its readers as far west as Kansas City, with second-class mail delivery indicated for the remainder of the country on the following day.

Broadcasting inaugurates weekly publication after more than nine years as a semi-monthly, under the same ownership, management and publication policies. As the original trade journal of the industry, devoted entirely to the interests and welfare of broadcasting and broadcast advertising, it will continue to espouse full freedom of radio under the American plan of free competitive enterprise. It has no alliances with other publications or with any other medium.

There will be no change in format or outward appearance of Broadcasting as a weekly. The magazine, instead of averaging about 100 pages per issue, will run about 60 pages at the outset. Full coverage of all news developments in the business and conduct of broadcasting as an industry, along with advertising success stories and features, will be supplied as in the past. New departments, to be added, will emphasize business news, new campaigns and success stories.

Broadcasting gratefully acknowledges the wholehearted cooperation and endorsement given it by all segments of the broadcast and broadcast advertising professions during the more than nine years of its life. The last decade has seen the full flowering of broadcasting as an industry. Broadcasting hopes it has contributed in some way to this development and, as a weekly, pledges itself to continued vigorous support of wholesome operation of broadcasting for maximum service to the public.
Another Boom Year Forecast for Radio

Normal Industry Progress, Defense Stimulus Bring Bright Prospect

BR OADCAST advertising prospects for 1941 are bright.

And a few of the more cautious are wondering if they ever again will be as bright.

After a record-breaking year, the industry faces the prospect of another excursion into new high business levels anywhere from 10 to 25% above 1940. The conclusion is based on a nationwide survey conducted by BROADCASTING.

This anticipated increase is fairly steady, for radio's business chart has settled to a consistent climb quite in contrast to the spurts of earlier years. For several years the volume of time sales has been mounting at a regular pace, and 1941 should maintain this rate, judging by prospects at the turn of the year.

But a few smudgy clouds hover on the horizon, and they are war clouds, of course. They rise from a war that is stimulating current business which in turn stimulates advertising.

The clouds are sufficiently ominous to catch the wary eye of the business observer. They introduce a big IF into many of the recklessly optimistic predictions of conserva-
tive analysts.

On the Books

This IF is causing many timorous advertisers to hold back campaigns now waiting for a go-ahead signal. Yet business actually on the books indicates that all branches of broadcast advertising will start the year well ahead of 1940.

Inpiring the prevalent IF is one fear. It is a fear of priorities—that basic requirement of efficient ad-

 scripting for Radio

GCN Seeks 50 kw.

A HAVANA Treaty shift, which would give it 50,000 watts on 860 kc., is sought by GCN, Amariillo, Texas, and an agreement was reached with FCC Dec. 23. Now on 1410 kc., with 1,000 watts night, 2,500 watts day, the station seeks a shift to 860 kc., and a directional antenna for day and night use. The channel is as-signed to Ontario, Canada, for use by a Class 1-A station.

script conferenc brought this group, representing sponsor, agency, network and talent, backstage following the initial broadcast of the weekly dramatic show, Point Sublime, which started Dec. 16, under sponsorship of Union Oil Co.

They are (1 to r) Ed Barker, NBC Hollywood account executive; Robert L. Redd, writer-producer of the series; Robert Phillips, Union Oil account executive; Fred Milhocky, union representative; Arthur Stewart, vice-president of that firm; W. A. Newhoff, manager Domestic Sales, Union Oil; and William Pringle, Lord & Thomas, Los Angeles, account executive. Seated is Cliff Arquette, star of the program.

the first 11 months of the year, network sales were up 16.2% over 1939, almost the same gain that occurred the previous year [BROAD-

No Saturation Yet

As usual the industry hears from outside quarters that all good time has been sold and that only unseizable time can be bought. The saturation charge has been hurled at radio for many years, yet the industry's sales continue upward because sponsors want to use its facilities.

A good share of the increase in time sales comes from present advertisers, who are increasing their hookups. Scarcely an instance of sponsor cancellation is found. In fact, many new advertisers are joining the radio ranks. Old advertisers are spending more for time and less for talent.

States are learning how to ap-
portion their time more efficiently. One midwestern station, for example, abandoned a long afternoon sports program despite the fact that it was sponsored. In its place it substituted a cooperative pro-
gram that brings in much more revenue.

The 1940 increase in time sales was spread all over the field from network to local business. Based on

 trading areas for their products are likely to bring improved sales. The complications of war can bring quick changes in the business complexion. Inability to get luxury items; labor unrest; mounting Federal, State and local taxes; Government drives for funds; threat of an axis victory—all these and many other elements tend to deter the over-optimistic observer.

Empty Shelves!

They will take cognizance of a defense boom only if dealers start to hound factories for more merchandise and fill shelves emptied by frantic spenders.

Army camps are markets for products used by men. Such items as cigarettes and shaving materials are bought by men in uniform.

In the current excitement, a trend has been observed toward placement of national advertising in cities under 50,000. Many na-
tional space and time buyers are inclining to pick out the large metropolitan areas for their campaigns. Within recent months they have been found devoting more attention to the smaller sections, though placement of advertising in a large group of small markets involves mechanical problems.

Analyses of radio business pros-

pects in principal markets of the United States and Canada by BROADCASTING staff members and correspondents start on column 4, this page.

For roundups of radio pros-

pects in Philadelphia, San Fran-
cisco, Detroit and Canada areas, see pages 20-21.
appreciable effects on broadcast advertising to date, except that by stimulating business and hence advertising expenditures, ASCAP has undoubtedly increased expenditures for radio time. So far, however, these increases have been distributed rather evenly throughout the nation’s markets, with relatively little concentration in cities where factories are now working at top speed on defense orders.

**Effect of Defense**

As one agency executive expressed it: "Our clients feel that orders for ships or planes or munitions in any particular city produce other orders for shoes and overalls and tools in other cities, so that for the present, at least, their advertising continues to follow the line of distribution and to be concentrated in the nation’s major markets. However, we are watching the situation closely and it is probable that when more markets are added these defense payroll cities will be included as well."

It seemed significant that no agency executive, in discussing the outlook for radio, mentioned the defense program until TV executives suggested it. Equally significant was the absence of any mention of the music situation which, while undoubtedly having a major effect on the industry at large (and consequently on program directors), had apparently had no effect on the purchase of time by any advertiser. Nor was there a single reference to ASCAP’s withdrawal of its music from the air on Dec. 31 was reported.

**Specialized Lines**

Among the station representatives were a number who cited large increases in billings for stations located in cities where defense orders have been placed and attributed the radio increases directly to the defense expenditures. Agency men, however, pointed out that for the most part these increases are major market anyway and that the increases might be due to a number of individual causes or simply to general increases in purchases rather than to defense orders.

The only direct confirmation of advertising placed specifically in cities where factories are active was that night and day came from an agency handling a cold remedy, with the explanation that crowded living and working conditions such as are apt to accompany any sudden increase in employment in a community are conducive to the spread of colds and therefore such communities are in more than normal need of cold remedies and make additional advertising worth while.

Advertising Mobility: watches and similar articles which might now for the first time in years be possible purchases by workers in heavy industries has not yet been an important factor in the cities. "When the dealers in those cities tell the factory that they need more merchandise in a hurry, and when those orders mount up, then the client will decide those factories are worth additional advertising and we’ll begin placing business on the stations, but that hasn’t happened yet," it was explained.

(Continued on page 42)

TROPICAL setting was selected by Hayward Hull, agriculture extension director of WAPI, Birmingham, and Josephine Campbell for their wedding. Hull at one time lived in San Juan, Puerto Rico, where the ceremony was performed. Here David A. Brown (left), program director of WRAQ, San Juan, and John A. Zerbe (right), WRAQ manager, greet the newlyweds just before they boarded a Pan American strato liner for the return trip to Miami.

CHICAGO

**By EDWARD CODEL**

WHILE optimism in the Midwest runs high among buyers, sellers and disseminators of radio time, a feeling of caution prevails. It is a feeling perceptible everywhere, an anticipation of "the biggest year in radio’s history providing (and here fingers are crossed) there isn’t something on the way to upset the apple-cart.

But since the future can be determined only by the past, and the last six months have shown a sharper percentage rise in radio prosperity than ever before, the Midwest is determined to relegate potential dire happenings to the background and put forward its best prosperity monster yet. It may seem somewhat contradictory to say caution is prevalent while the outlook is bathed in rose-colors, but that is the Midwest picture.

The Tax Angle

Possibly the key to the expected 1941 increases in promotional expenditures by sponsors, even more important than the huge amounts of munitions and other defense monies being distributed, is found in corporation income and excess profit taxes. The increased taxation should result in a greater tendency on the part of sponsors to exploit more markets for their products, develop additional products, improve packaging and generally increase advertising appropriations. But defense money is not to be taken lightly, especially in the Midwest where a goodly share is being distributed. From the Gulf to the Canadian border the potential buying power will be felt. While at present the expenditures are being spent in the main for construction, capacity operation will be in force before the new year is well under way.

Perhaps one of the best specific examples of what is taking place at stations in areas directly profiting by increased production is found at WIND, Gary, Ind. Gross local business has increased 55% during the last six months over the corresponding period of 1940. WIND is among the stations serving the Calumet industrial area compris- ing Hammond, Calumet City, Gary, Chicago, Gary and other Indiana cities, as well as many Illinois communities at the lower tip of Lake Michigan. Steel mills in this territory are working at full capacity. The buying of advertised goods is keeping pace with the full capacity.

Surprisingly few sponsors have asked for "war clauses" in contracts for time. In a thorough survey on this subject, only a few scattered instances could be found. For the most part, when such special concessions were asked, they dealt with talent rather than time sales. This lack of fear on the part of those who foot the bills is an encouraging sign. It is generally conceded that only a drastic world act—an attack on the U.S., the sending of troops abroad for actual participation in the conflict which would mean the Pacific Coast being declared to be a zone of conflict and thereby war—would throw business plans askew.

If England is successful in Africa, and if Greece is conclusively victorious, it is felt that American business will prosper even more. There is a natural tightening period in radio, and that period is far from over. With the war an fact they will greatly benefit from the national defense program. A total of 973 million dollars has been allocated to the defense budget for the fiscal year and the defense money, as it is released at will be used to purchase equipment, for defense measures, thus creating new employment for thousands of persons.

**LOS ANGELES**

By DAVID GICKMAN

CHALKING UP 1940 as one of the greatest years, not only in the history of Pacific Coast radio, Southern California broadcasters, station representatives, agency buyers and others, including, of course, those who know, are most optimistic as to prospects for 1941. They look forward to a banner year.

Although it is too soon to estimate how much radio business will be placed during the first quarter from the West Coast, many predict a new peak in spot broadcasting for 1941, maintaining the pace established in the last quarter of 1940. Recognizing the many business hazards, executives generally do not expect a new all-high in every branch of the broadcasting industry, including regional and national spot as well as network and local. There is scarcely a pessimist in the Southern California area.

A Slow Start

Unsettled business in general, due largely to the subject of war hostilities abroad as well as other factors, got 1940 off to a rather slow start on the West Coast, but the third quarter brought about a lot of business, and at the end of the year, business was up, and a boom autumn carried through early winter, winding up the year in grand fashion.

With 1940 an election year, practically every station on the West Coast came in for a goodly share of political advertising, with the business being split among stations helping to swell the total figures. Some stations received additional political revenue from local elections. Of the most political advertising business did not come up to expectations and the boom would have been a reality even without the Clinton-Coast regional networks got more political business than ever before because of the national and state issues, and at a better rate too, bolstering yearly totals.

Many new factors enter the radio advertising picture during the coming year and help explain the optimistic feeling that prevails on the West Coast. The Pacific Coast region in general will greatly benefit from the national defense program. A total of 973 million dollars has been allocated to the defense budget for the fiscal year, and the defense money, as it is released at will be used to purchase equipment, for defense measures, thus creating new employment for thousands of persons.

These industries, concentrated largely in Southern California for the moment, will exert only a secondary influence on broadcast advertising in that area because they are not users of radio for exploitation purposes. The stimulus has decreased the purchasing power of Southern California citizens and hence makes that area an even more important market than previously. The new demands are turned throughout the West Coast, national and regional manufacturers and distributors, as well as local retailers, are going to cash in on the prosperity being created by this general accelerated production. They are increasing advertising budgets for concentrated campaigns to attract the new money. Radio is to be in-

(Continued on page 52)

BROADCASTING • Broadcast Advertising

January 1, 1941 • Page 11
Congress Inquiry Threatened in Sale of WMCA to Noble
Flamm Asks FCC to Reconsider and Dismiss But New Owner Goes Ahead With Plans to Operate

DESPITE rumblings of dire developments, including a Congressionally approved investigation of the sale of WMCA, New York, was slated to pass Dec. 31 from Donald Flamm to Edward Noble, individual and former government official, for the record cash price of $850,000. With a final FCC approval given the sale, a contract was signed on Dec. 17. The final transfer contract was to be completed by 1 P.M. Jan. 1, according to William S. Noble, vice-president in charge of stations. The stations will be available to advertisers on Jan. 2, but the FCC, which will be optional to the Blue Southwestern group, will make its final decision. The network group plans to keep its present $200 per evening.

On Christmas day, WEAU, Eau Claire, Wis., signed on for information as a basic supplement to both the Red and Blue networks, with a network rate of $380 per spot. Mr. Addition of these six stations brings the total number of NBC affiliates to 29 sales. The first of the year, WEAU will operate also as a unit of the Minnesota Radio Network.

Further network changes will take place around the first of the year when joint affiliates of the NBC-Red Florida group—WFLA, Tampa, and WMCA, New York—are added, bringing the total of NBC stations that will be operated in Florida to 22.

Hayes Given New Post
As Manager of WABC
ARTHUR HULL HAYES, sales manager of WABC, New York, CBS key, has been appointed general manager of the station, a newly-created post, it has been announced by Melford R. Runyon, vice-president of CBS. Mr. Hayes will continue as eastern sales manager, a post he has occupied since 1937. Previously he had served as eastern sales manager of Radio Sales, CBS representative organization for its stations.

Mr. Hayes
When Mr. Hayes was made WABC sales manager, the station for the first time started a regular local schedule and offered time to local advertisers. Previously it had had no staff for local programming or sales. It now has its own program, sales promotion, publicity and program service departments, as well as a sales manager.

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BROADCASTING • Broadcast Advertising
Engineering Matters to Be Worked Out at Conference

TO WORK out final phases of the continental reallocation embraced within the 1936 Havana Treaty plan, a general engineering conference of the four principal signatories will be held in Washington about mid-January, it was revealed last week. Under the terms of the Dec. 30 at the State Department. Invitations for a series of bi-lateral conferences, issued by the U. S. Government, have been accepted by Mexico, Canada and Cuba, but a single conference rather than a series of sessions now is likely.

With the reallocation slated to become effective March 29, it is thought this deadline can now be met. Clearing up of engineering conflicts, including settlement of a number of vexatious questions regarding the notorious Mexican border stations, will be the primary purpose of the engineering conference. Heretofore, some misgivings had been expressed over meeting the deadline date, and there was talk of a possible postponement.

Border Problem

The Mexican Government suggested a general conference rather than a series of bilateral sessions, at which each nation would bring out its allocation conflicts with this country. Both the FCC and the State Department agreed to the suggestion.

The actual date for the conference, which should constitute the final phase of the long drawn out diplomatic conversations governing the treaty, has not been designated. The Department is awaiting word from Cuban and Mexican officials on its suggestion mid-January date. Because the Defense Communications Board holds its committee organization meetings during the week of Jan. 6, it is assumed that the allocation conference will not be held until the week of Jan. 13. The sessions are expected to last several days.

The conversations will be within the framework of the treaty. In other words, no allocations departing from the treaty provisions can be considered. Clearing up of the border station situation probably will prove the most important phase of the conversations. These stations are definitely slated to pass out of existence under the treaty terms. However, a gentleman's agreement regarding certain of the channels had been entered into following ratification of the treaty, and the Mexican list does not indicate positively when the Class I facilities assigned it for use in the interior of the country will be so shifted. Accordingly, officials in Class I facilities would be taken over by several border stations until such time as provisions are made for their movement to the interior.

This country is expected to insist that the letter of the treaty be adhered to and that the notorious border stations be eliminated as of March 29, assuming that date is met. One of the principal reasons for ratifying the agreement, consummated Dec. 13, 1937, was to root out such stations along the Mexican border, operated for the most part by American transnationals.

There are few conflicts in allocations as between the United States and the radio stations in Cuba, however, originally submitted an allocation list disregarding many of the engineering considerations stipulated in the agreement. Its revised list, however, is expected to accord with treaty terms.

It is presumed that the delegates from the signatory countries for the most part will be practical collaboration engineers. Since questions of treaty policy cannot be involved, the sessions are restricted to purely engineering considerations as specified in the agreement.

Naylor Rogers Is Named Head of WOV

Armstrong to WCOP in Bulova Shift

WITH APPOINTMENT of Naylor Rogers, pioneer West Coast broadcast engineer and top personnel in the broadcasting industry, as general manager of WCOP, Boston, completion of the top personnel reorganization of the station has been accomplished, according to an announcement Dec. 30, by Harold A. Lafort, general manager.

Rogers, 41, a native of Bulova outlets. Ray Linton, program and personnel representative, has been named general sales manager of WOV.

Mr. Rogers, for 11 years part owner and director of KNX, Los Angeles, returns to the East after having been identified with the Keystone transcription network venture. He was recently with International Radio Sales, heading its Chicago office. His appointment to WOV is the most important step in a general reorganization of the station, which early this year will begin operations with 10,000 watts on the air at WTVT, and offices and studios to new quarters now under construction at 750 Fifth Ave.

Leaves Rep Post

Mr. Armstrong joins WCOP after more than 12 years in radio work in New York. He accepted the Boston post after having been with the Katz Agency in Chicago, representing broadcasting stations, newspapers and farm stations. He succeeds Gerard Slattery, who resigned recently to accept an Illinois post. He was with WIBW, Topeka, from 1930 to 1934 and afterward with the Capper Publications' Chicago office.

Mr. Linton has closed his program and personnel business to turn over his new sales duties at WOV. After several years of local and network experience in Chicago, Mr. Linton acted as Chicago representative for WMCA, New York, then entering the program field for the CBS. He also acts as station manager and more recently in New York.

Miss Hyla Kiczales, manager of WOV for the last few years, will be named to the position of personnel director, and Mr. Rogers in her reorganization. While no details of the new sales plans have been revealed as yet, it is understood that a gradual switchover from the program plan, in which WCOP has been preeminent in New York, to a more predominantly English program schedule is planned.

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Coca Cola Discs

Wait Music Deal

Coste Claims ASCAP Songs Are Needed for Series

THE SUCESS or failure of ASCAP in getting stations to accept its music will determine if the future of the Singin Sam transcriptions will continue to be sponsored. In three months more than 200 stations by local Coca-Cola bottlers. Felix W. Coste, vice-president of D'Arcy Adv. Co., agency for Coca-Cola, said that the company's recorded programs, has informed the stations now broadcasting the series that they must be prepared to continue this program without some ASCAP music.

Mr. Coste followed one sent out by BMI which explained that the Singin Sam recordings contained some ASCAP music and that the stations not playing ASCAP licenses after Dec. 31. should not accept them for broadcasting after that date. Stating that this letter demanding and that the agency feels it is of the utmost clear, Mr. Coste continues:

Remains Neutral

"We know of no way for us to continue this program without some ASCAP music. ASCAP feels that this is the true because of the many numbers used for this program are "old favorites" which he has been singing for years. So far, we have not been able to reach an agreement with our non-ASCAP music exclusively. We are in the middle of the music controversy, in fact, we are innocent bystanders. We sincerely hope that the decision will be settled before the first of the year."

In the programs which we have transmitted, broadcast during the month of January, we have included some ASCAP music, some public domain music, some BMI music, and some music from other sources—a balanced rotation to give each character of the program and the musical formula as we have been following successfully for more than four years."

Three British Agencies

Conducting Radio Drives To Help Victims of War

THE THREE British-American war relief agencies—Bundes des Kurdistan, and the British-American Ambulance Corps—are conducting separate radio drives for funds.

His Lordship of radio and screen, a special Bundles for Britain benefit program was broadcast from Hollywood Jan. 1 at 10-11 p.m., and on Dec. 29 on the Milkman's Matinee program over EFW, a special show was broadcast for the benefit of the same organization. The British War Relief Society is sponsoring a weekly quarter-hour variety program, also on WNEW, New York, time for which was donated by the stations.

Simultaneously, the British-American Ambulance Corps, which is currently producing the Friendship Band, is producing a radio show thrice-weekly on WMCA. New York, has announced the formation of a Radio Wing of the Corps, which will consist of radio talent in the drive to purchase five amphibian airplane ambulances for the RAF.
Status of Anti-ASCAP Laws Now Up to the Supreme Court

FINAL adjudication of the right of States to enact anti-monopoly laws directly against the great monopolies such as ASCAP, will be undertaken by the U.S. Supreme Court in reviewing both the Florida and Nebraska statutes.

Following its action of Dec. 9 in accepting a review of the Nebraska law [BROADCASTING, Dec. 18], the court at its probability session Dec. 23 agreed to review the Florida litigation which differs from the Nebraska law under a Nebraska case, ASCAP has filed a cross-bill in the Florida case.

Florida Ruling

In the more significant Florida case, the three-judge Federal District Court in Gainesville last August held the 1939 revised statute unconstitutional, but only because of its conclusion that the bad provisions were not separable from the good, and therefore the entire statute had to fail. The court in substance held that the monopoly provisions of the State law were valid. It was because of this conclusion that ASCAP has filed a cross-bill in the Supreme Court.

The litigation has hinged on the current ASCAP controversy because it will chart the future course of States in enacting anti-monopoly laws. The Florida case tentatively is scheduled for argument immediately following the Nebraska case. The Nebraska case has not yet been made up, it is indicated the arguments will occur in late February or early March, assuming the parties can agree to a diminution of the record in the Nebraska case in ample time.

Whereas the Nebraska case, based on a copy-right suit, raises the question of authorizing public performance of music after the original purchase price had been paid by the consumer, the Florida case is held to be more clear-cut, since it deals directly with the question of monopoly. In the Nebraska case the court held that the State law violated the Federal copyright laws.

The litigation in Florida has been virtually a non-event. After the 1937 statute had been thrown out on jurisdictional grounds, a Supreme Court review was sought and the Supreme Court upheld the unconstitutionality of the statute, AssociateJustice Hugo Black, in a strong minority opinion, held ASCAP a price-fixing monopoly with the power of life and death over users of music.

Afterward, the Florida Legislature amended the 1937 statute, rendering the same unenforceable and on appeal upheld the un-constitutional. It was in this case that the three-judge court concluded that while the monopoly provisions were all right, they were not separable from the bad provisions. This opinion was regarded as one in which ASCAP came out second best.

Invalid Sections

The sections held invalid by the circuit court were those which sought to prohibit a combination of two or more owners of copyrights for the purpose of blanket licensing at blanket fees, unless the user was given an option to pay on per-piece prices, and a second which would eliminate the provisions under blanket licenses similar to the so-called newspaper contract, with no payment on programs not using ASCAP music.

Among the other provisions of the statute which the court sustained were requirements that ASCAP file with the Controller of the State a list showing title, copyright number, composer, author and publisher and other essential information in connection with each composition; payment of a two-cent filing fee for each number; exhibit a restrictive license upon demand, a copy of all lists filed; payment on collection of compensation or license fees on numbers not filed; payment of a $3 annual fee.

Since the incumbent, Attorney General, George Cooper Gibbs, relinquishes his post Jan. 1, some speculation exists as to who will represent the State in the argument before the Supreme Court. Attorney General Gibbs brought the litigation to the Supreme Court. Associate counsel have been Lucien Boggs, of Jacksonville, and Andrew Bennett, NAB and NID special copyright counsel, who has served as counsel to the Florida Attorney General since the initiation of the litigation.

ASCAP Expected to Appeal Decision Adjourning It to Be an Illegal Monopoly

BRANDING ASCAP an illegal combination in restraint of trade, a three-judge court in Tacoma, Wash. has given the ASCAP music combine its worst judicial defeat in its history.

Denying ASCAP an injunction against Washington State's anti-monopoly law, the court concluded that ASCAP did not have "clean and unqualified title to equity relief." The decision, as it were, was a 360-degree change in the ASCAP case in the long-pending Sherman Anti-Trust Act suit pending before the Federal courts in New York State and on which consent decree conversations have been in progress for several weeks.

Appeal Foreseen

"There can be little question that the Society has an over-fix prices for the right to publicly perform compositions for profit," the court stated. "It has restricted substantially all competition in the sale of such rights, because it has all such rights. Since the interstate commerce feature is conceded to be present, the Society clearly violates the Act in question, and the right to perform for profit is not embraced within the Act."

This is not to say that this case also will go before the Supreme Court, on appeal by ASCAP, was seen. Two other cases-Involving State laws enacted in Florida and Nebraska—already are before the highest tribunal on appeal and will be argued in early February or early March.

The Washington State opinion was based on the 1937 statute, first of a series of state anti-monopoly laws enacted to combat the ASCAP onslaught. Prior to the court's opinion, a special master had held that the Federal court could take jurisdiction in the case, since it involved more than the $3,000 statutory minimum. Afterward, however, the court held that the State had petitioned the court to enjoin the enforcement of the anti-monopoly law through a consent decree. This action was opposed by Alfred J. Schweppe, professor of law of the U of Washington and special counsel for NAB in the Washington-Montana litigation. Mr. Schweppe expressed surprise over the consent decree move, since he had not been invited to any of the conferences between State attorneys and ASCAP [BROADCASTING, Oct. 1].

The court opinion was rendered by Circuit Judge Bert Haney, of San Francisco, District Judge Lloyd L. Black, of Seattle and Tacoma, and District Judge John C. Bowen of Seattle.

Gene Buck, president of ASCAP, indicated a Supreme Court review of the Washington decision would be sought. He said that it was the first time in 36 years that ASCAP has lost a case in Federal court, to his knowledge, and that the issues were different than those in other pending litigation involving State anti-ASCAP laws.

Calling Washington State the "worst offender" against the copyright law, Mr. Buck said no user of music in that State has paid anything in royalties to ASCAP in four years.

"Clean Hands"

The Washington State opinion crippled litigation which began in 1935 to invalidate a series of State anti-monopoly laws designed to prevent holders of copyright from pooling their interests to fix prices and issue blanket licenses. It called for registration and for the State, in essence, the entire issue espoused by broadcasters for a decade.

ASCAP initially appealed on the grounds of unconstitutionality. In the first test, the prevailing judge held that the statutory minimum of $3,000 was not involved and that the Federal court therefore could not hear the case. When ASCAP appealed to the Supreme Court, that court held that the lower court had erred in not taking testimony from ASCAP, and ordered rehearing before the full tribunal. Consequently, Archie Blair, special master for the district court, ruled that the statutory amount was involved and the case went to the three-judge court.

The three-judge court pointed out that ASCAP contended the Wash- State statute was unconstitutional, but that before passing on that question, it was necessary to determine whether ASCAP may invoke a court of equity.

"If a party has been engaged in illegal business and has been cheated he cannot help him," the court said.

"In other words, before the plaintiff may invoke the aid of a court of equity, he must show to the court with clean hands. If the Society exists in violation of the Sherman Anti-Trust Act, it and members cannot be entitled to a decree for its benefit."

Then the court held there could be little question that the Society has been violating the statute. Denying the scope of the Sherman Anti-Trust Act, the court explained the law as specifically prohibiting restraints of trade or commerce and not at all the restraint of trade or commerce, the opinion continued. "But rights may be and often are exercised in competition, and the Sherman Law limits restraints of trade in 'rights' as well as commodities.

"The restraint here is the power acquired by ASCAP from the Society's members, to deal in a right acquired by copyright, and thus, to effectuate a combination in restraint of trade."

ASCAP Coast Publicist

MORTON THOMPSON, Hollywood Citizen-News columnist, has been assigned to ASCAP headquarters in the Pacific Coast. It is understood he will quit columning and devote all his time to the ASCAP side of the music controversy. Broadcast Music Inc., recently engulfed in the ASCAP fight, is Hollywood, to handle its public relations work on the West Coast.
Radio Highlights and Headlines: 1940

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest 1st and 15th of month of each date given for full details.)

Jan. 5—FM Broadcasters Inc. formed under leadership of John Shepard 3d to promote commercialization of frequency modulation transmission.

Jan. 11—Mutual Broadcasting System announces expansion of its network and large changes in corporate structure. Aligns 118 stations and enlarges board of directors.

Jan. 16—American Federation of Musicians places broadcast contracts on new basis by abandoning 1937 national settlement plan and agreeing to permit its locals to negotiate individual contracts with stations in their communities. Action averts national strike.

Jan. 29—U. S. Supreme Court gives FCC freer hand in dealing with applications for new stations by eliminating all questions of priority in deciding so-called Potts ville case.

Feb. 1—Gross time sales of broadcasting industry during 1939 reach an all-time record of $171,535,131, an increase of 14% over 1938 [See 1940 BROADCASTING Yearbook].

Feb. 8—FCC starts new program "crackdown" era by referring Pot O' Gold and other programs to Department of Justice for action under anti-merger laws. Department later drops cases as unprosecutable.

Feb. 15—Fight between ASCAP and broadcasters wanes hot as Broadcast Music Inc. begins drive to build independent music source with $1,250,000 war chest. Gene Buck, ASCAP president, is arrested in Phoenix as fugitive from justice at request of Montana authorities. Case afterward dropped.

Feb. 16—Bill designed to redefine views of Congress against encroachment upon broadcasting by an "autocratic" FCC introduced by Rep. J. Wm. Ditter (R-Pa.).

Feb. 28—FCC approves limited commercial television as of Sept. 1. Subsequently rescinds action and launches attack on RCA that has reverberations in Congress and in White House.

March 12—Creation of annual public service awards for radio announced by School of Journalism, University of Georgia, through George Foster Peabody Foundation. First awards to be made to broadcast stations and networks in 1941 for outstanding public service during 1940.

March 21—ASCP announces proposed new contract for broadcast stations and networks, boosting estimated weekly fees by $4,500,000 to $9,000,000.

March 25—Supreme Court gives FCC power to license new broadcast stations without regard for economic injury to existing stations in deciding so-called Sanders case. Holds Commission is given no supervisory control of programs, business management or policy of stations.

March 29—Havana Treaty is ratified finally by Mexico, making its terms fully effective in a year.

April 24—Westhouse announcing formal termination of management contracts held by NBC for KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WZBA, Springfield, effective July 1.

May 10—Department of Justice institutes new criminal action against ASCAP for purported violation of anti-trust laws, reopening five-year-old case pending in Federal District Court of New York.

May 29—FCC gives FM green light by authorizing full commercial operation beginning Jan. 1, 1941.

May 27—FCC by unanimous vote relegates television back to experimental existence, scrapping rules announced in February which would have permitted "limited commercial operation".

June 7—Lenox R. Lohr resigns as chief counsel to become president of Chicago Museum of Science and Industry, after 3% year tenure. Edgar Kobak, former NBC vice-president and former Lord & Thomas executive, returns to NBC as vice-president in charge of Blue Network.

June 12—FCC Network Monopoly Committee releases sensational report finding licensing of networks and what industry generally opposed as confiscatory control of contractual relations between networks and affiliates, protesting non-exclusive network contracts and banning of option time arrangements.

June 12—Senate Interstate Commerce Committee begins hearings on nomination of Thad H. Brown for new seven-year term on FCC. With Senator Tobey (R-N.H.) lead ing onslaught, investigation goes deeply into FCC, RCA, NBC and CBS. Brown nomination finally shelved.

June 18—FCC issues revised rules governing television schedule plementing those originally issued Feb. 28.

June 19—Republican National Committee adopts free radio plan in its 30th annual convention campaign form, marking the first time in the history of national political conventions that such action had been adopted.

June 23—John Shepard 3d, president of FM Broadcasters Inc., launches separate plan for formation of world's first FM network, designed to cover 40 major markets. Exploratory studies authorized.

June 22—FCC issues text of rules governing FM broadcast stations, authorizing commercial operation.

July 19—Democratic National Convention approves radio plank, paralleling action of Republican Committee.

July 12—Niles Trammell elevated to presidency of NBC after two years as executive vice-president and after having served as manager and vice-president of central division in Chicago since 1928.

July 25—FCC official analysis of financial data for 1939 shows net time sales for industry of $130,000,000, or 11% more than preceding year.

July 29—U. S. Circuit Court of Appeals upholds right of stations to broadcast phonograph records without payment of license fees.

Aug. 2—Frank E. Mullen named vice-president and general manager of NBC, resigning as vice-president of RCA in charge of advertising and publicity.

Aug. 3—"Broadcasting Day" observed for first time coincident with 100th anniversary of San Francisco convention with dedication of plaque to "free American radio" at both New York and San Francisco World's Fairs.

Aug. 5—Broadcast Music Inc. established as permanent organization to supply radio's music needs at NAB Convention in San Francisco.

Aug. 9—Color television development by Dr. Peter C. Goldmark announced by CBS.

Aug. 30—Plant investment in broadcast stations for 1939 placed at $64,425,000 by FCC in analysis of year's industry statistics.

Sept. 10—Reallocation of assignments of 777 U. S. stations, in accordance with Havana Treaty, announced by FCC, to become effective March 29, 1941.

Sept. 12—American Federation of Musicians agrees with National Independent Broadcasters to permit independent stations to negotiate on musicians' employment contracts with their union locals, rather than on national basis.

Sept. 12—Average weekly wage of $45.96 for 19,873 fulltime employees in broadcasting disclosed in FCC survey of broadcasting as best paying industry.

Sept. 24—Defense Communications Board created by President Roosevelt to plan relationship of commercial radio to national defense. Board members are James Lawrence Fly, chairman, FCC; Rear Admiral Lee Noyes, Navy; Maj. Gen. Joseph O. Mauborgne, Army; Assistant Secretary of the Treasury Herbert E. Gaston, Coast Guard; Assistant Secretary of State Breckinridge Long.

Sept. 9—Sidney N. Strobe, vice-president in charge of NBC Central Division, Chicago, transferred to New York as vice-president in charge of programs. John F. Royal, former program vice-president, assigned to new activities and developments, and Harry C. Kopf, Chicago sales manager, named Central Division manager.

Oct. 15—BROADCASTING announces plan to begin weekly publication as of Jan. 13, 1941, after more than nine years as semi-monthly trade journal of the broadcasting industry.

Nov. 5—Radio establishes new high in presidential election coverage, turning over practically all of its facilities to coverage of Roosevelt-Wilkie balloting, as well as Congressional and State elections.

Nov. 15—Upwards of $2,250,000 reported spent by major political parties for use of radio during presidential campaign.

Nov. 26—Radio observes its 20th anniversary at birthday party in Washington, attended by 600 broadcasters, government officials and public figures.

Nov. 28—Suggested regulations to apply to network-affiliated station relations released by FCC on eve of final arguments on FCC Committee Network Monopoly Report. NBC, CBS and Independent Radio Network Affiliates oppose proposed regulation, asking FCC to drop proposal. MBS supported them in principle.

Dec. 6—Threat to break down clear channels seen in split vote action of FCC in KOA-WHDH case.

Dec. 16—Supreme Court in FCC upholds right of broadcast stations to perform phonograph records without paying royalties to manufacturers or recording artists, by virtue of refusal to review decision of lower court in RCA-Whitman test case.

Dec. 17—FCC approves sale of WMCA, New York, by Donald Bivins to Edward J. Noble, industrialist and Life Saver Corp. head, for $350,000 cash.

Dec. 23—Formation of Latin-American network of CBS, to be known as "Teleglobe" and consisting of 25 shortwave stations, announced by William S. Paley, CBS president, upon return from a seven-week air tour of Latin America.

Dec. 26—Attorney General Jackson cancels plans for the standardization and simplification of FCC rules and regulations against ASCAP, BMI, NBC and CBS, growing out of music controversy.
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**WDSU Outlines Strikers’ Activity**

Operator and Family Said to Have Received Threats

FORCED off the air Dec. 18 for a few early morning hours by strike activities at its transmitter, WDSU, New Orleans, returned immediately under regular operation, subsequently functioning "smoothly and normally," according to F. K. Ballard, WDSU president.

Describing the station’s side of the situation in a telegram to Broadcasting, Mr. Ewing commented that one WDSU operator who was off duty had called early in the morning at the transmitter house in Gretna, La., accompanied by five strangers, and "forced operator on duty - threats to tear FCC license off wall and get out."

Tells of ‘Threats’

According to Mr. Ewing, this operator returned to his post later in the day, although his mother subsequently reported that he had apparently stated threats if they 'didn't pull him and others off'". Only two operators on WDSU’s shift staff quit, Mr. Ewing commented, and these were quickly replaced.

Commenting on the situation in his telegram to the NLRB, Mr. Ewing wrote: "Entire affair surmise in radio circles here and considered bad news, especially at present time and also in view of fact that union could only pull two men, one of whom says he sent in resignation to WDSU. While conditions, hours, vacations with pay and sick leave have all been given all our electrical employees and steady increases in pay have been constant since these two men took their radio job with us. Our minimum scale higher than other cities this section, but union demands it higher, and last Oct. 8 we offered them contract with existing scale for beginners. All other phases mutually satisfactory, but they apparently determined to get higher scale New Orleans than other cities this section of U.S. A. demand for new contracts show New Orleans living costs to be among lowest in country."

**WOV Pickets Withdraw**

A MERICAN Communications Assn. (CIO affiliate), has withdrawn its picket line from WOV, New York, where engineers and ammunition has been on strike. While permitting its members at the station to return to work if they desire, the union is still pressing claims against the station management before the National Labor Relations Board and is continuing its nationwide boycott of Bulova watches. Station officials say they have taken a demure stand on the strikers but will not take back engineers on duty the day of the walkout. The management charges the strikers with sabotage. York regional office of the NRLB says that the unions charges are still before it for action.

**Bulova’s Record Budget**

THE forthcoming advertising appropriation of the Bulova Watch Co., New York, will be the largest in the company’s history, according to a statement by John H. Ballard, Bulova president. Adding that more money was spent for spot radio in 1940 than for any previous year, Mr. Ballard reported that Bulova sales during 1940 reached its highest point, and that larger gains were expected in 1941. Bulova time signals are now on 2,000 gauges worldwide. Advertising budget is expected to reach $2,000,000, the bulk of which is spent for radio.

**Soap Firm Adds**

LOS ANGELES SOAP Co., Los Angeles, (under the Rocker Pine Soaps), a heavy user of radio, currently sponsoring the five-week-quarter-hour program, News by Knox Manning, on 8 CBS West Coast stations (KKNX KARM KSFQ KUYT KLCZ KLOY KVOR), Monday through Friday, 2:30-2:40 p.m. (PST), on Jan. 6 renews for 52 weeks. Firm on that date also starts sponsoring the fifteen-minute White King News on 31 Pacific Coast Don Lee network stations, Monday through Friday, 2:30-2:45 a.m. (PST). In addition, from three to five spot announcements will be produced daily, according to announcements, KOB KGNC KGLD KIDO KGIR KPPA KRBM JFKF WATF WJTM KSBP KFGE KGVN KGFQ KRKV KGAF KOIL KHQ, for those products, with quarter-hour news periods five times a week on KGW KGK KOY for Scotch soap. Agency is Raymond R. Morgan Co., Hollywood.

**Soap Campaign**

YOUNG & RUBICAM, New York, is buying announcements on some 75 stations throughout the East for "Lipton's Tea and other Lever Brothers products", contracts calling for a variety of advertising about three announcements daily for 52 weeks. Although the agency refuses to discuss the matter, it is believed that when the commercial copy is sent out for broadcasting, beginning Jan. 6, the campaign will be to promote the Swan Soap, company’s newest product, which is reported to be entering the ivory market this month, & Gamble Co.’s Ivory. It is understood the new soap will be introduced with an extensive advertising campaign, to be expanded coincidentally with the distribution of the product. With no network program until full national distribution has been achieved.

**Carnation Discs**

CARNATION Co., Milwaukee, on Jan. 1 will start a quarter-hour transcription series featuring 12 selections, three mornings a week. The series, using WOR WGN WBZ WBT WCTA WCTR WMBC KGW KPO WWOL WWJ are WOR WGN WBZ WBT WCTA WCTR WMBC KGW KPO WWOL WWJ. Cast of the program ended Dec. 30. Adams & Adams is talent agency for Godfrey, Sabin, Wasey & Co. placing the account.

**CITIES SERVICE Co.**

New York, on Dec. 31 celebrated the beginning of the 15th year on the air of its NBC Red Cities Service Concert, the oldest network commercial on the air.

**Keystone Starts New Discs Chain**

**Hollywood Firm Reorganized**

**Claims Four Hours Daily**

AFTER many vicissitudes, which included reorganizations and financial difficulties, and revisions of plans for the "wax network", Keystone Broadcasting System is resuming operations in mid-December with more than 80 stations in the local categories and its small affiliate, WDSU. Keystone is said to be furnishing stations with four hours daily of sound, tax-free transmitted and recorded music as well as complete musical script shows, supplied by David and Schweger, Los Angeles transcription producers, who also recently went through reorganization [BROADCASTING, Dec. 1]. The transcription network in turn, under the setup, is to receive preferred station at greatly reduced rates for its proposed sponsored shows.

Although new ownership of Keystone is in a dreamy predicament, with the Kastor & Sons Ad. Co., Chicago, has placed increased schedules for three of its accounts as follows: White Labs, Inc., Newark, N.J. on Dec. 30 renewed its scheduling of one-minute transcription and life announcements on approximately 25 West Coast stations; Pierce’s Medicine, Buffalo, on Jan. 6 starts a seven-week schedule of six-weeks' one-minute transcription announcements for Golden Medical Dispensary, a list of stations; F. Ad Richter, Brooklyn (Anchor Pain-Expeller), reportedly beginning a varying schedule of one-minute transcribed announcements, on Jan. 6 increases its list of stations 60%.

**Kastor Extensions**

H. W. KASTOR & SONS Adv. Co., Chicago, has placed increased schedules for three of its accounts as follows: White Labs, Inc., Newark (Chooz), on Dec. 30 renewed its scheduling of one-minute transcription and life announcements on approximately 25 West Coast stations; Pierce’s Medicine, Buffalo, Jan. 6, start a seven-week schedule of six-week's one-minute transcription announcements for Golden Medical Dispensary, a list of stations; F. Ad Richter, Brooklyn (Anchor Pain-Expeller), reportedly beginning a varying schedule of one-minute transcribed announcements, on Jan. 6 increases its list of stations 60%.
Jack Benny Leads Annual Talent Poll; Swing Is Ranked as Top Commentator

JACK BENNY and his Jello-O program are ranked first among announcers and talent in the annual poll of radio editors and writers conducted by the trade journal, Motion Picture Daily. Lucky Strike's Information Please polled the quiz programs. Don Wilson, the announcer; Late Radio Theatre, the dramatic shows.

Kate Smith and Bing Crosby were voted the most popular female and male vocalists. Raymond Gram Swing followed by Lowell Thomas, in the contest for coverage of non-commercial; —and for commercials—they're too long! At least a dozen amazed radio people heard the statement, according to Jerry Danzig, WOR's publicity director, who is holding them as witnesses.

Dramatic Series—One Man's Family: Big Town; Aldrich Family: Calvacade of America. Second Husband, Those We Love, tied.

CBS Latin Hookup Covers 18 Nations

New Shortwave Stations To Send Programs, Paley Asserts

FORMATION of a Latin American CBS network, comprising 39 long wave and 25 shortwave stations located in 18 of the 20 republics to which the Republic of the United States was announced Dec. 23 by William S. Paley, CBS president, following his return from a seven-week aerial tour of Latin America.

The new network of stations, which will receive programs from the CBS international stations in the United States and rebroadcast them for local consumption, will begin operations about Sept. 1, 1941, date when the new CBS 50 kw. shortwave transmitters are expected to be in operation.

May Add Others

Haiti and Honduras are the only countries not included in the network, Mr. Paley said, adding that negotiations are under way to take them in soon. Contracts between CBS and the Latin American outlets are similar to those the network has with its affiliates in the United States, he declared, making them exclusive CBS stations which will carry both sustaining and commercial programs. He refused to commit himself regarding the immi- nence of a commercial schedule, stating that he had not yet discussed the question with American advertisers.

Contracts are generally for a five-year period, he stated, running from Sept. 1, 1941, to the same date in 1945, but several are for shorter terms, such as that with OAXAX, Radio Nacional in Lima, Peru, a government station for which the government officials did not wish to make contracts for longer than their terms of office.

Explaining that his survey-tour had definitely established that most South Americans, like most United States citizens, listen to the radio, he said that more than 20 stations broadcast from outside and that the local rebroadcasts would tremendously increase the audience for programs from here, Mr. Paley said his trip also showed the need for programs built in America that are specifically aimed at familiarizing the Latin American peoples with our culture.

More than that, he continued, the good neighbor policy can only be completely realized if we in the United States also become better acquainted with Latin American cultures. Therefore, in addition to arranging a Latin American network of outlets for American programs, he also made arrangements for programs originating in Latin American countries to be broadcast by CBS in this country.

New Transmitters

These programs from Latin America, in addition to being heard in the United States, will also be shortwave back to the Latin American network, so that the southern republics will become better acquainted with each other. Programs from the southern countries which do not have shortwave transmitters powerful enough to incur and transmission to the United States will be brought up by the commercial communications companies, he stated.

The CBS shortwave stations, WCRX and WCRC, whose 50 kw. transmitters are now under construction at Brentwood, Long Island, will have eight directional antennas with a capacity of 15 different combinations of transmission service from each of the stations. With nine frequencies available and with the antennas instantaneously switchable from one transmitter to the other, CBS engineers believe they will produce as clear and strong signals as any shortwave stations in the world.

At each member station of the Latin American network there will be located specially designed receiving equipment to enable them to pick up and rebroadcast the CBS programs. A member of the CBS engineering staff, not yet selected, will leave shortly after the first of the year for a tour of the southern network, Mr. Paley said, to act in an advisory capacity to the Latin American broadcasters in getting the new service up.

In the beginning, CBS will send about 20 hours a week of programs in Spanish and Portuguese to its Latin American affiliates, Mr. Paley stated. The make-up of the program schedule has not yet been completely worked out, he said, but it is definite that news will play a major part. Like listeners at home, South Americans are hungry for news, he said, and the news broadcasts have wide audiences. Dramatic programs have a wide popularity with Latin Americans, he reported, and the daytime serial dramatic type of program is becoming increasingly popular there just as it is in the United States.

Favorably Received

These program likes and dislikes will be carefully considered in building programs for Latin American consumption, he stated, and an independent program staff, entirely separate from the regular CBS program department, is being organized to devote itself exclusively to the production of the Latin American programs. Edmund Chester, recently appointed director of shortwave broadcasts for CBS, who was a member of Mr. Paley's survey party to Latin America and have full charge of these broadcasts as well as of the station relations and other operating angles of the new network.

Mr. Paley said that he had discussed his plan with officials of the United States Government before beginning his South American trip and that they had received it with enthusiasm. In the Latin American countries visited the plan was received with the same enthusiasm, he stated, by both government and radio officials. In some countries, the governments changed existing rules regarding broadcasting so the plan could be adopted, he reported.

In Chile, for example, a limitation (Continued on page 68)

Hickok Appointed Francisco’s Aide

Young Gets Leave of Absence

For Latin American Work

GUY HICKOK, program director of NBC’s international broadcast stations, on Dec. 18 announced his resignation to become assistant to Don Francisco, radio head of the Nelson Rockefeller organization for coordination of commercial and cultural functions between the American republics. Mr. Hickok’s successor at NBC has not been announced.

Simultaneously, Secretary of Commerce Jesse H. Jones announced granting of an indefinite leave of absence to James W. Young, controller of the Bureau of Foreign & Domestic Commerce, to serve as chairman of the Communications Division of the Rockefeller organization. Mr. Young is in direct charge of press, motion pictures and radio, with Mr. Fran- cisco, the Rockefeller organization’s representative in Latin America, in charge of public relations, dealings with the United States Government before its trip to Latin America, and Jock Whitney, of New York, in charge of motion picture operations.

Inspection Tour

Secretary Jones announced appointment of William S. Paley as assistant director of the Bureau of Foreign & Domestic Commerce, as acting director. He was formerly associated with W. W. Sears & Clark, New York investment counsel, and was named special assistant to the Secretary of Commerce July 1, 1938, and on Sept. 6, he was named assistant director of the Bureau of Foreign Commerce.

Mr. Francisco now is on a three-month inspection tour of South America, essentially in connection with coordination of radio programs with the Rockefeller organization as part of the hemisphere solidarity program. During his absence, Mr. Hickok will work directly under Mr. Young on radio aspects of the Rockefeller Committee’s world. New York offices of the organization are at 11 West 54th St.

MBS-Latin Exchange

CHRISTMAS in the Argentine and New Year’s Eve in New York were the best programs broadcast in the exchange series by MBS with South American stations. The Christmas program, featuring a native choir and orchestra, originated at LR1, Radio El Mundo, Buenos Aires, and was broadcast in the United States by Mutual’s Mutual’s return broadcast, including the revelry in Times Square at midnight and the nighttime orchestra, was shortwave to South America and broadcast over LR1 and rebroadcast in the United States and in other South American countries. Exchange was arranged by A. Ponteche Morales, general sales manager of LR1, and J. Weber, general manager of MBS, and Melehor Guzman, New York representative for the Argentine station.

BBARBASOL Co., Indianapolis (shav- ing cream) has issued one-minute on-air transcribed announcements on about 20 stations shortly after the first of the year. The "Waxie-Waxey, New York, is the agency.

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Government Suits Will Be Filed Shortly

(Continued from page 9)

networks or to their affiliated stations.

That pandemonium reigned in Time's Pan Alley also was clear as the contract deadline approached. Motion picture companies with ASCAP contracts were exerting pressure to prevent copying of ASCAP music on the air, and the ASCAP, aware of the dire consequences suffered by Warner Bros. when its catalogs were withdrawn from the air three years ago, John G. Paine, ASCAP general manager, as late as Dec. 29 threw out hints that ASCAP was willing and ready to negotiate and that only a few hours would be required to prevent "chaos".

The explosive action of the Government in announcing its plan to proceed criminally after the ASCAP board split on the signing of a consent decree [Broadcasting, Dec. 9] has changed the deadlock on the consent decree, though a substantial number of ASCAP's board members wanted the ASCAP to go into bankruptcy in that fashion, it is reported.

Assistant Attorney General Thurman Arnold, in charge of antitrust litigation, told the Telamont in the deadlock on the consent decree, though a large number of ASCAP's AD board members wanted the ASCAP to go into bankruptcy in that fashion, the report is.

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The most unusual aspect of the Department's action was its announcement by "press release" that criminal litigation would be instituted against ASCAP because it has not become public until the suits actually are filed. In some quarters it was suspected that this "strategy" was designed to force a settlement out of court.

There is still possibility of a consent decree for ASCAP, for BMI and for the other industry representatives. Whatever the outcome of the course of the litigation the parties can agree to eliminate the objectionable practices and thereby stop proceedings.

Why the Department should allege against BMI and the networks the same overt acts charged against ASCAP, was difficult for industry observers to comprehend. BMI, it was pointed out, was formed only for the purpose of introducing competition in the music field and of breaking ASCAP's monopoly. The decision to create BMI was reached only after all efforts to procure from ASCAP something other than a blanket license connected on a percentage basis, had failed. Moreover, ASCAP has been under constant attack as an illegal monopoly in both the courts and in Congress for more than a decade, while BMI as a newly-created enterprise has no record of wrongdoing.

The Government is confident of a victory against ASCAP particularly in the light of the decision Dec. 24 of the Federal District Court in Tacoma, Wash., holding ASCAP to be a price-fixing monopoly in violation of the Sherman Act [see page 14]. If such a judgment should be rendered against ASCAP the ASCAP as at present constituted and force a "pay-as-you-use" method of compensation, as well as clearance at the source, ASCAP then might become a clearing house for music licensing, but not an "exclusive club" with a self-perpetuating board and with one-third of its total income going to management.

A Sudden Change

The proposed consent decree, which ASCAP's board refused to sign after the clash between its attorneys and BMI, would have permitted the present method of blanket licensing, under which ASCAP during 1940 collects approximately $5,000,000 and in 1941 stood to collect $9,000,000 from the broadcasting industry. Instead, a per-program method of compensation will be used. In the following form of newspaper-station contract, appeared the most likely method. Under it, network programs would be cleared at the source with station agreement to pay a percentage of station income derived only from programs using ASCAP music.

So confident was the Department...
BECAUSE a money-grubbing ASCAP thought it could bring more radio dollars out of chaos in music, the charmed existence of Tin Pan Alley's "exclusive club" seems to be headed for the ashcan, via the anti-trust route. That now appears evident, whatever the outcome of the all-front legal attack launched by Trustbusters on the ASCAP- BMI front.

It appeared that ASCAP had terminated its series of colossal blunders, motivated by sheer bluff, when its attorneys in effect initiated a consent decree by which its illegal functioning of the last quarter-century would have been terminated. Instead of "consenting," its board of directors, eluding emotional outbursts, threw three months of negotiations overboard and decided to try again to blust it out with radio.

ASCAP's bluff has been called for keeps this time. The fact that the Department of Justice, for reasons best known to itself, decided to announce criminal actions by press release against both ASCAP and BMI is another pointer to the confiscatory elements as well as against ASCAP probably will not seriously alter the result. When the smoke of legal battle clears, we venture that ASCAP will not be in a position to salvage as much as it had acceded to a consent decree. ASCAP's utter destruction is not unlikely, whereas it might have survived as a formidable competitor in the new music order.

We think the Department went overboard in seeking to tar BMI with the ASCAP brush. BMI was formed not to create a music monopoly for radio, but to introduce competition in music. But Mr. Arnold apparently did not understand that. BMI is a babe in the copyright woods, with no past sins for which to account. ASCAP, according to the Government's own legal pleadings, has had an iniquitous, monopolistic past, and must be chastised. How then can the Department level charges of monopoly in music?

As this is written, ASCAP music is slated to sign off the networks and most stations at midnight Dec. 31. Radio will rely upon BMI and other non-ASCAP catalogs. For the last month, practically all surrounding programs and most commercials have been devoted to ASCAP music. There hasn't been a single significant voice raised in protest. The public, we insist, isn't interested in ASCAP music or anybody else's brand name just so the music is good and well-performed. ASCAP has no monopoly today on good music, and never has.

For this reason we can't understand how Mr. Arnold and his Departmental colleagues concluded that the current situation is a private war at the expense of the public. The only howls have been from paid propagandists of ASCAP. And if ASCAP's "press" has been better than radio's, it is only because it has spent dollars derived mainly from radio to publicize and promote.

Any day now ASCAP may try another sensational move to pull the fat out of the fire. It may be a move for an armistice. It may be the sudden filing of infringement suits against networks and stations mounting to the millions at the statutory minimum of $250 per infringement, innocent or otherwise. There is no law against filing such suits, however flimsy.

The industry wisely has decided to sit tight. Nobody likes a criminal lawsuit, and the concern of certain groups in the industry is understandable. But it's our guess that ASCAP and BMI are suffering the tortures of the damned. Based on the Warner Bros. experience of just three years ago, when its boxoffice receipts took a giddy plunge as soon as Warner music was dropped from the networks, it won't take long for ASCAP's movie members to push for public at least partial protection.

Almost anything can happen during the next few weeks. The Department will file its suits against ASCAP, and possibly the industry groups, by Jan. 6 or thereabouts. But in the interim ASCAP music won't be performed. And aside from the funny noises prompted from ASCAP's camp, there won't be any complaint from the public about the sudden devastation in the quality of music predicted by ASCAP henchmen.

As a New Year's prediction, we venture that there will be a BMI henceforth, possibly with a changed organization base. And if there is an ASCAP some months hence, it will function as an honest broker. As well as in radio, blacktop public performers will pay as they use ASCAP-cleared music—not a tax on their entire income. There may be chaos ahead for ASCAP and even for radio, but the public won't be adversely affected.

arrangements were made for a conference with Assistant Attorney General Arnold and that afternoon the attorneys representing the industry held a protracted session with Mr. Arnold, Special Assistant Attorney General Waters and Hugh Cox, Mr. Arnold's chief assistant. Whilst broadcasting industry elements are unofficially understood Mr. Arnold advised the broadcasters that the nature of the BMI organization was such that it tended toward violation of the law in the same fashion as that of ASCAP.

It was after this session that the industry group decided the best course to follow was to "sit tight" and await events. Because BMI, under its by-laws, can be reorganized to fit any contingency that might develop as a result of an ASCAP consent decree, or as the outgrowth of final adjudication of the criminal case against ASCAP, it was felt that its continued operation is assured, with no dire consequences for the industry.

Would Include Others

NAB was not included in the original announcement by the Department on institution of criminal proceedings against BMI that filed against BMI. NAB, however, that the trade association as such would be included in the information as filed in Milwaukee. There was some talk also of including other industry elements, such as the entire NAB board of directors and MBS, as well as several regional networks. Apparently the Department had decided against encumbering its bills of complaint to that extent. Attorneys who sat in with the industry group, and who afterward conferred with Assistant Attorney General Arnold, included Bruce Bromley and Albert R. Connelly, of the New York firm of Cravath, deGersdorff, Swaine & White; R. P. Meyers, NBC attorney; former Judge John J. Burns, CBS counsel; A. L. Ashby, NBC vice-president and general counsel; R. P. Meyers, NBC attorney; former Judge John J. Burns, CBS counsel; Joseph Reavis, general counsel of CBS; Godfrey Goldmark, special CBS counsel; William G. Mulligan, recently retained NAB copyright counsel; and Mr. Kaye for BMI.

It was clearly indicated that in the criminal information filed against ASCAP, its officers—including Gene Buck, president, E. Claude Mills, chairman of its Administrative Committee, and John G. Paine, general manager—would be cited, along with the entire board of 12 publishers and 12 composers. This bill of complaint was expected to be much stronger than that filed against BMI and the other radio defendants.

To be cited in the industry bill, it was expected, would be the officers and directors of BMI; possibly three principal officers of NBC, and a similar number of CBS officers. NAB presumably would be named a defendant as an association, with no individuals involved. Because President Miller of NAB also is president of BMI, he would be affected as would Mr. Klauber, as a director of CBS. Mr. Streibert, as a BMI director, presumably would draw MBS into the litigation.

No Risk for Stations

While NAB, BMI and network headquarters were belligerent with industry officials at the announcement of the planned litigation, every effort was made to allay any fears regarding actions against them. It was pointed out that there is no risk involved for stations in signing with BMI.

Much talk about possible "triple damages" growing out of convictions for violation of the anti-trust laws also permeated the industry. In the case of ASCAP, such suits, assuming a final judgment against it, would be possible under particular circumstances. In the case of BMI, a wholly-owned industry project, there appears to be little risk of such action by any stations even should there be a final adjudication against it, which is deemed most unlikely.

Assistant Attorney General Arnold clearly admitted in the Dec. 26 press release that the reason for the criminal action was the complete failure of the consent decree negotiations with ASCAP. He said the Department had decided to obtain voluntary agreement to form the basis of a "working peace" which would eliminate the illegal activities and allow composers to continue their function of protecting their members from piracy. A few days ago, he said, those efforts

NEAR completion is the new Westinghouse-equipped 50,000-watt transmitter plant of WPTF, Raleigh, N. C., described as one of the most modern in the South. Two 370-foot Blaw Knox towers are being installed. WPTF was authorized July 17, 1940 to increase power to 50 kw, and plans to begin operation with this power by the end of the current month.
appeared to be on the verge of success. Since their rupture, he said, the Department had no choice but to proceed with its criminal prosecution to protect the interests of the public in orderly competition in the distribution of music.

ASCAP, through its president, Gene Buck, in effect welcomed the action, particularly that against the industry groups. All of ASCAP’s proposed durables have increased in volume and momentum week by week, has been directed against what it has characterized as the “radio monopoly.” Presumably the Department yielded to ASCAP’s complaint that the broadcasting industry proposed to buy out ASCAP, new ASCAP, through its possession of the exploitation medium, could effectively monopolize the music field.

It was this aspect of the Department’s action that caused serious concern and resentment in broadcasting circles. BMI, it was insinuated, was formed only after BMI and ASCAP “to procure from ASCAP a basis for discussion that had failed. Moreover, BMI repeatedly has expressed its willingness to function as such an organization to conform with whatever conclusion might be reached regarding legal reorganization of ASCAP. The industry effort, it was intimated, would produce competition in music and not to create an industry monopoly.

Offers to Arbitrate

LUCIUS R. EASTMAN, chairman of the board of American Arbitration Assn., on Dec. 17, mailed identical telegrams to BMI and ASCAP, offering the AIA’s services “for the arbitration of any controversies that may arise under any consent decree or contract establishing trade practices among the firms.” In the letter of reply, NAB President Presidential Miller pointed out that there is no reason for a BMI and ASCAP until “normal business competition” can be so described. The “controversy” between ASCAP and NAB, which has made agreements to arrange its music catalog service as a result of the AIA action, will be urged by the BMI to accept the associations, and they will be glad to accept the association’s offer. John Adam, national manager of ASCAP, replied verbally that ASCAP would accept the arbitration offer if BMI did.

Marks Catalog Deal

NBC, CBS and a number of their larger affiliate stations are under bidding BMI’s new deal. BMI recently announced that it has signed a new exclusive contract with BMI. It was explained that this action, which was entirely voluntary on the part of the BMI and stations, involves no expenditure on their part inasmuch as BMI is buying the right to perform at its five-year exclusive contract with BMI. It was explained that this action, which was entirely voluntary on the part of the BMI and stations, involves no expenditure on their part inasmuch as BMI is buying the right to perform at its five-year exclusive contract with BMI.

WLYK Signs With BMI

WHEN WLYK, Cincinnati, signed a contract Dec. 19 with Broadcast Music Inc, it brought the total membership in BMI on date date to 845 stations. WLYK was the last of the 50-station groups to sign. Another contract was made by James D. House, vice-president of Crosley Corp., in charge of broadcasting. WSAI, second contract made by Crosley, was signed with BMI several weeks ago.

Pierce’s New Discs

PIERCE’S MEDICINES Inc., Buffalo (Golden Medical Discovery), starts Jan. 6 using to 10 weekly transcriptions on the Iowa Network and four other stations. It was announced by WGBI, BANGOR, Me.; WJBY, Fl.; WNIC, Detroit, Mich.; WNYC, New York, N. Y.; WHEU, Erie, Pa.; WACJ, Akron, Ohio; WSKY, Miami Beach, Fla.; WETH, Pittsfield, Mass.; WSB, Atlanta, Ga.; WOR, New York; WJJO, Jacksonville, Fla.; and WAGG, Cleveland, Ohio.

ASCAP Loses One Publisher Member: Movies Pay Relative Pittance in Fees

ROBBINS MUSIC, Miller Music, Leo Feist and the Sam Fox group, including Sam Fox Publishing Co., Hollywood, Calif., have renewed their contract with ASCAP for another ten years, according to Sherwood C. Robbins, BMI’s vice president, who stated that the re-signing of these firms ASCAP has obtained on the list of its 141 publisher members.

The exception, of course, is Edw. B. Xavier, who recently transferred its performance rights to BMI (BROADCASTING, Dec. 15). All four companies are affiliated with motion picture firms, the former three with Metro-Goldwyn-Mayer and the last with 20th Century-Fox. During the summer negotiations had progressed nearly to the closing point for BMI’s acquisition of all the music rights, both for film and musical rights, but legal difficulties prevented completion of the deal.

New York Signatories

An immediate consequence of the renewal of the ASCAP contract was the acceptance of ASCAP licenses by WHN, New York, and by WNEU, also of that city, with a third New York independent station, WMCA, likewise expected to take out an ASCAP license within ten days at the latest.

WHN’s ownership affiliation to M-G-M made this station’s deal with ASCAP no surprise, while the competitive angle was held responsible for WNEU’s action in following suit. A station whose schedule is based largely on programs of phonograph records, to which ASCAP has not been responsible. Its schedule, WNEU was also concerned about the relative cost of records, which would be available as an ASCAP license.

Another New York station, WQXR, whose programs consist almost exclusively in phonograph records, is a BMI member and is not signing with ASCAP. BROADCASTING was told Dec. 21. Since its schedule consists largely of classical music, most of which is in the public domain, WQXR has less of a problem. The station has signed a large record graph record stations, its main problem being the avoidance of recording using ASCAP arrangements of classical selections. WINS, Heart-owned station in New York, prefers that it will also be a 197% BMI” as of Jan. 1, and that this condition will also apply to the New York Broadcasting State-wide network for which WINS is the key station.

NYC’s municipally-owned non-commercial station, has announced that both BMI and ASCAP have made it possible for the station to broadcast all of their music.

Miller Comments

Commenting on the action of WHN, Miller, BMI president, stated: “This move, expected by all radio stations, for the first time brings ASCAP’s rights under the close scrutiny of both ASCAP and the movie industry. Station WHN is controlled by the Goldwyn Group, a member of the movie industry which indirectly controls ASCAP. Last year 13 music corporations affiliated with the movie industry got 65% of the $2,500,000 that ASCAP collected directly from broadcasting and paid to ASCAP’s 156 publisher members.

“The movie industry has an annual income of more than $1,100,000,000. But ASCAP, which is partially controlled by movie corporations, charges the movies an annual fee of only $1,000,000 for all the ASCAP music the movies want to use.

“The radio industry has an annual gross income of more than $120,000,000. But last year ASCAP took the radio industry $4,500,000 for the right to use ASCAP’s music on the air. Thus, for the use of ASCAP music the radio stations paid 41 times as much as the movie industry per dollar of income. And the 13 music corporations affiliated with the movie industry actually received from ASCAP $625,000 more last year than the total fees which ASCAP charged the entire picture industry for use of all ASCAP music during the entire year.

The following list of stations which have signed BMI contracts since the last issue of BROADCASTING.

Yankee Starts Operation Of FM Atop Mountain

WIXER, Yankee Network’s new Long Island station at Mount Washington, N. H., started regular daily operation on Dec. 19. The experiment, intended to be over 300 feet above sea level, surmounts the highest peak in Northeastern United States and is claimed to be the lofiest transmitter in America. WIXER is currently rebroadcasting programs from WIXOJ, Yankee FM station at Parnassus Mass., 140 miles away.

Construction of the station started in August, and was finished under trying conditions. Apart from the transmitter itself, the installation of the construction of the transmitter building to withstand wind velocities up to 100 miles per hour, with huge tanks for storing diesel oil, water and gasoline for the self-powered broadcasting unit. All mechanical units were put in place to insure uninterrupted service.

N. Y. Tax Opposed

BECAUSE OF the industry-wide implications of the tax which the City of New York to tax radio and communications equipment as real estate, NAB president, John L. Hogan, has named a committee to inquire into the far-reaching proposal. Its members are: John V. L. Hogan, WQXR; Emanuel Dannert, WOR; Henryめた BC; Joseph Ream, CBS; Harry C. Waidner, WNYR, New York.

ING raises the total of BMI members to 526, with more than 100 additional stations pledged to membership. NAB BMI Acquisitions


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Pro-ASCAP Articles Answered by Rosenbaum

IN FACE of several pro-ASCAP stories and articles appearing during the month in the Philadelphia Record, including an editorial in the Dec. 17 issue which summed up arguments that it will be "hard to sell the public the idea that the big characters are not fair play for use of the music without which broadcasts would lose much of their audience," the newspaper opened its news columns Dec. 20 to permit Samuel R. Rosenbaum, president of the National Broadcasting Co. as a representative member of the industry, to present the side of the broadcaster in the controversy.

Under his own by-line, Mr. Rosenbaum reviewed the incidents that led to the present impasse, explaining that "As part of the lump-sum business-tax, all-or-none, take-it-or-leave-it, arbitrary license-fee policy of ASCAP, all licenses granted by ASCAP to radio stations will expire Dec. 31, 1940." He also hit at the Society's "self-perpetuating inside group" with the result that "newcomer composers are always given a mere pitance and the old, established listeners get the lion's share."

"The business of broadcasting," he said, "has attained its maturity and has decided that the only remaining question is the policy of ASCAP is to encourage the creation of new compositions by composers who have not yet signed their works to ASCAP. That has proved to be less difficult than it looked, because it now develops that ASCAP began to suffer from the same abuse of power within itself that every monopoly breeds."

ASSOCIATED Music Publishers, which has been in the business for several years, has added six popular songs to its catalog, one of which is "Remember—Why Don't You?" introduced by Abe Lyman on an NBC Network broadcast, and a second from the Hotel New Yorker. Others are: "Skyline Waltz," "I'm Allergic to Love," "There Are Springs for All of Us Tonight," "I'll Believe in Me" and "The Biggest Little Lie." Associated says that the AMP has three more "pop" tunes in preparation for early release.

ASCAP SPIES ALERT

Listening Posts Set Up to Catch Infractions

ASCAP's private "Gestapo", whose task it is to pile up records of infringements on ASCAP, after midnight Dec. 31, has been primed for service. Planning to rely more heavily upon the mashing of such infringements at $250 per performance over each station, ASCAP has decided that "listening posts" or "listening posts" throughout the country. It has had "skull lessons" in its field office and is now ready to gear them for the music espionage.

E. Claude Mills, chairman of the ASCAP executive committee, has announced that "listening posts" have been established to record programs 16 hours per day. Any ASCAP music or ASCAP-controlled arrangements presumably will draw a prompt infringement suit in the particular jurisdiction. No infringer is safe, but the law provides a $250 statutory minimum, whether the infringement is "innocent", a job planning or otherwise unlimited. It is this provision of the law that has given ASCAP what has amounted to its "test of power of public performance of music in the pre-BMI era.

FOUR PHILADELPHIA STATIONS TO ASCAP

SOLIDARITY of the radio stations in the Philadelphia area which are members of BMI was broken Dec. 23 when four non-network stations signed up for a new contract with BMI. Stations were WDAS and WTEL; WCAM, Camden; WIBG, Glenside. Only WDAS operates on a full-time basis.

Hilary Brown, representative of ASCAP in Eastern Pennsylvania, held that the reason was "because the BMI stations were the only ones left in the Delaware Valley that have not made any disclosures. All negotiations were held in secret, and although the first four stations committed to BMI, the announcement will be made. News leaked out when the stations advertised local advertising agencies that ASCAP music would be played after the first of the year."

One of the reasons for signing with ASCAP is the added cost to clear BMI and public domain music, it was stated on behalf of the stations. Per part-four times it was said the cost of adding an employee to take care of music clearances would equal the cost of a license from ASCAP. Moreover, the stations indicated they could not get along without ASCAP music, especially for the recorded shows.

Mediation Reports Lack Foundation, Miller Declares

Charges ASCAP With Unfair Propaganda Campaign

"REPORTS that mediation conferences were being opened between the broadcasting industry and ASCAP are entirely without foundation," declared Dec. 23 in a statement charging ASCAP with attempting to coerce stations into the belief that radio is about to boycott most of America's popular music but making no provision for the broadcasters' objections to the proffered ASCAP license.

"I am at a loss to understand what the statement goes on, "issuing statements to the press, writing petitions, and organizing groups of its own member writers who claim to represent the music lovers of the nation, all in an attempt to get us to believe that the broadcasters are going to deprive the radio audience of good music by refusing to negotiate with ASCAP."

Men of Prejudice

Mr. Miller's reference is obviously to the committee of ten selected by ASCAP members, who have circulated a list of college presidents, heads of college music departments, composers, public school music superintendents and music patrons such as season-ticker subscribers, clubs, and symphony organizations.

Respondents were asked to sign and return a list of ten Philadelphia radio stations addressed to the FCC and urging the Commission to "prevail upon those broadcasters who are members of ASCAP to offer an agreement ending the present stalemate so that no important standard music shall be barred from the air."

A batch of 5,000 postcards from the musicians and teachers of music was mailed with the Dec. 30 letter to the ASCAP executive committee, seeking ASCAP intervention in the ASCAP-BMI negotiations. The postcards were accompanied by a letter to Chairman Fly from Douglas Moore, chairman of the Music Department of New York University, urging the FCC to get ASCAP and the broadcasters together immediately for an agreement ending the present stalemate so that no important standard music shall be barred from the air.

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"Danzig is included in an effort to reach New York's East Coast, where ASCAP has been having its roller-coaster meetings with the broadcasters, who are still in the dark as to what they are doing," Mr. Miller said.

"ASCAP has made a good beginning, but the thing is not entirely without foundation."

Several of ASCAP's members have been accused of attempting to "infiltrate" the public, with the result that that they were inimical to the public interest. The ACSAP repeatedly has been accused of attempting to "infiltrate" the public with the result that that they were inimical to the public interest.

Mr. Miller went on to say that this proposed contract demanded that radio's annual payment of fees to ASCAP be doubled from $4,500,000 to $9,000,000. In addition, it contained features which would be open only to ASCAP members and that a new proposal be submitted for negotiation.

"The entire public interest is affected strongly on the ground that they were inimical to the public interest."

"ASCAP merely redoubled its public efforts in an attempt to confuse the issue, appeal for public sympathy and create an impression that radio stations were about to 'bocyst' some of America's popular music."

"On Dec. 5, the 26 members of the board of directors of the NAI gathered in New York to formulate parts of the country for their final meeting of the year. There was no word from ASCAP—a matter of public concern, since ASCAP recently on Nov. 23 had been informed that any concrete proposal from them embodying the principle of 'per program' payment would be made promptly before our board of directors for consideration and negotiation."

Plenty of Music

"Time was drawing so close to Dec. 31 that we felt we could no longer rely on the risk of creating last minute confusion on radio programs. The plans were therefore made definite in the assumption that, in spite of their public protestations to the contrary, ASCAP's management extended that radio's annual payment of ASCAP's music from radio use. While it was therefore definite, assumed that no ASCAP music would be available for use on the air after Jan. 1, it was made clear that there was no further effort for a solution of the problem."

"Although there has, since a completely adequate supply of music of all kinds, not controlled b:"

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BROADCASTING • Broadcast Advertising
"THIS YEAR, I WILL WIN YOU, M'DEAR!"

- What are your intentions, Sir, toward our fair Iowa? Are they honorable . . . or are you merely playing with her affections?

Seriously, the way to win Iowa is to prove your purpose. Vague promises of "a big merchandising drive" are of no avail—too many suitors are already using WHO! Our Merchants here know that there's one sure way to reach all of Iowa, and that this one complete medium—WHO—costs a lot less than any combination of media which can even hope to approximate the same coverage. Therefore, if you're not using WHO your distributors and retailers may suspect that (1) you're either trying to kid them about the sincerity of your efforts, or (2) your wooing of Iowa needs more "oomph". Neither alternative is calculated to inspire confidence.

WHO—alone—can enable you to win the Iowa market. If your New Year's Resolutions include such a project, let us give you the facts. Or just ask Free & Peters!

WHO + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives
Voorhis Bill Called Symptom Of Advertising Control Trend

Defense Program Is Utilized as Means of Imposing Regulation Impossible During Normal Times

UNOFFICIAL but well-informed quarters in Washington see the Voorhis bill—providing for a tax on the expenditure of all money for advertising over $100,000—as an outward manifestation of a subject that has been considered quietly in high places for some time.

The congressmen who post as controls on advertising in some Adminstration quarters are not new, the present national defense program is being used as the springboard to plunge into the subject with renewed vigor.

Defence Measure

Assistant Attorney General Thurman Arnold, chief of the Justice Department's antitrust division, has often discussed what he calls uneconomic advertising and has charged in the tobacco cases that such successful advertising campaigns may have been made possible because promotion might constitute restraints of trade. A recent report to the Temporary National Economic Committee by Dr. Paul A. David, Commissioner of Labor Statistics, touched on the "disparity" between the prices of advertised and non-advertised goods on drugstore shelves.

From another quarter it has been learned that at least one economist connected with the National Defense Advisory Commission is looking into the possibility of restricting advertising expenditures—particularly on so-called non-essential items—as a defense measure. This would be based on the theory that advertising increases consumer demand for goods and in doing this takes away from productive capacity necessary for defense orders.

And while any thought of Government restriction of advertising through taxes or otherwise, is scouted in Washington it is pointed out that Government controls which might be imposed in emergency circumstances can be imposed during an emergency.

The concern is not seen destined for an early day. The Ways & Means Committee did not hold hearings on the bill during the last session and it died automatic calls when the session ended. Rep. Voorhis (D-Cal.) told Radio Broadcasting he wasn't sure whether he would introduce the bill during the session beginning Jan. 3. He said he feels this way about the measure: "If it's an attack on a tax, I don't think it's fair to leave gaps holes in the law. I don't think it's fair to tax some persons and not others. I see it as a particular rough, but it could be used as a working base and could, of course, be smoothed out."

"Mysterious Mr. Bell"? Not.

The notion of any expression of opinion on record to the measure, which has attracted wide attention in advertising circles, Rep. Voorhis said, "Yes, a lot of heat." In reply to a question as to the Treasury's position on the bill, Rep.; Voorhis did not say directly whether the department was interested, answering, "Well, you know a bill introduced by request isn't taken very seriously."

The Congressman introduced the bill at the request of Robert C. Bell, a 28-year-old graduate of Harvard Law School, Rep. Voorhis said he didn't know where Bell is employed in the Government.

Treasury officials took the position that the committee was not commenting on the measure unless asked by Congress. It was said there had been no official Treasury statement on the Voorhis bill and there would be none until or unless Congress requests an opinion.

The Advertising Federation of America, over the signature of its general counsel, Charles E. Murphy, told its members that the bill "has possibly the potential effect of substantially altering the plans of advertisers and of media alike, for any taxation of advertising strikes at the heart of the industry, for the increase in sales it produces sales and would obviously act as a sales deterrent."

MORE BOOSTERS ARE GRANTED

In Worcester, Mass., Under FCC Grant

FURTHER advance in the coverage of suburban areas through use of low-power booster stations was recorded Dec. 17 when the FCC granted C. T. Sherer Co., Worcester, Mass., a construction permit for a fulltime 250-watt station on 1200 kc, along with three 100-watt amplifiers in Worcester vicinity.

The third grant of its kind, it is the first providing for more than one booster station to supplement a main transmitter, and at the time the application of Worcester Broadcasting Inc. for similar facilities was denied, as two booster stations were designated for hearing.

A Few Miles Apart

The three amplifying stations, to be located near Auburn, Whitinsville and Marlboro, Mass., are all to be within a few miles of the main transmitter in Worcester, and are designed to provide coverage of areas which would not be covered by the main transmitter. The first grant of booster station facilities was made to the new WINX, Washington, which is now operating regularly and has been granted FRC by the FCC. Another recently authorized Washington station, which is expected to be operating by spring.

The program, conceived by Advertising Manager John Grimes, features talent selected entirely from the 10,000 employees of Wheeling Steel and members of their families. New stations for the program which will air on WINX include WSPN, WNBH, WATR, WSRW, WLBH, WBRK, WCNL, WLSR, WHAR, WJLN, WTPM, WABC. A new station, WVOX, will be purchased by the Wheeling Steel TV Company.

Inquiry Considered Likely

Senator White Drafting Plan; May Delay Action by FCC

INTRODUCTION early in the present session, of a far-reaching resolution to study the entire communications regulatory scene is expected in Washington, for indication of almost unprecedented Congressional interest in radio.

Senator Wallace H. White, Jr., recognizes radio authority as the Upper House, is drafting an all-inclusive resolution for a "finding" on the subject. Workman with Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee is drafting a specific section on its introduction as one of the first orders of business by that Committee. Such a legislative move, it is presumed, would automatically stay the FCC's plans for proposed far-reaching regulation of business aspects of broadcasting as the result of its provocative inquiry into network operations to discover monopolistic tendencies.

Extension of Time

Following oral arguments before the full Commission Dec. 2-3 [BROADCASTING, Dec. 15], the FCC had extended until Jan. 31 the public hearing on the extension of time from Dec. 16 to Dec. 24 for filing reply briefs, primarily on the question of the Commission's jurisdiction to invade business operations of networks and stations and write regulations governing them.

This action, it is thought, paves the way for Senatorial consideration of a fact-finding resolution along the lines of that projected by Senator White prior to final Commission action on the Network Monopoly Report. Because of the intense interest in Congress in radio, it could be that the recent national elections in which radio played so vital a part, it is thought that once such a resolution is introduced its investigation would be authorized speedily.

New Bosco Spots

BOSCO Co., New York (milking am- plication 7 on WNEW 1040), New York, participating sponsorship of the CBS News of the World on Tuesdays and Thursdays at 10:45-11:15 p.m. Sponsor has purchased an early morning quarter-hour of recorded music on WOR, New York, heard on extended times a week from 6:30-7:45 a.m. and renewed for the third consecutive year, to air on his quarter-hour newcast on WOR, Newark. Kenyon & Eckhardt, New York, is agency.

Kuhlner Packing Test

KUHNER PACKING Co., Muncie, Ind. (Snow-Light Lard), new to radio, on Jan. 20 starts a two-month test of WOGO, Wheeling, West Virginia, a half-hour Sunday afternoon program, in the station's home economics program. At its serial, "Heard by Hand," Louis E. Wade Inc., Fort Wayne agency, the test if successful will lead to the purchase of a half-hour daily Indiana territory where the company has distribution.

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New Grants Bring Year Total to 77
Four Locals Authorized as Year Draws to a Close

WITH four new local outlets in as many communities authorized for construction by the FCC, meeting Dec. 17, the number of new station grants during 1940 reached an unprecedented 77. The new stations were authorized in Worcester, Mass.; Cairo, Ill.; Tuccoa, Ga.; Powell, Wyo.

The new Worcester station was granted to C. T. Sherer Co., Inc., authorized to use 250 watts on 1200 kc., with amplifier stations to be located in Marlboro and Marlborough, Mass. The company is 100% owned by the R. C. Taylor Trust, of which Frank F. Butler, is trustee. Mr. Butler is also president of C. T. Sherer Co.; W. Robert Ballas, vice-president, management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer.

The Cairo station was granted to Oscar C. Hirsch, who also owns KFVS, Cape Girardeau, Mo. It will operate with 250 watts on 1500 kc.

The Tuccoa station was granted to R. G. LeTourneau, wealthy manufacturer of engineering machinery with plants in Peoria and Tuccoa. Mr. LeTourneau also is 20% owner of WLOL, N. H., and is founder of the LeTourneau Foundation devoted to non-sectarian education in Peoria. The new Tuccoa station will operate with 250 watts on 1420 kc.

The Powell, Wyo. station was granted to Mrs. M. L. Powell, a local resident who for the last 14 years has been employed as a postal clerk, to operate with 250 watts on 1200 kc.

Hearings Ordered

At the same meeting the Commission ordered hearings on the applications of Butler Broadcasting Co., Hamilton, O., headed by David Rosenblum, local department store owner, for a new station there with 250 watts on 1260 kc. Old Colony Broadcasting Co., Brockton, Mass., headed by Mark McAdam, Brockton information broker, and C. A. Lovewell, for 500 watts daytime on 1160 kc; Worcester Broadcasting Co., for 250 watts on 1200 kc, with 100-watt amplifiers at Marlborough and Whitinsville, Mass. The latter company has as equal stockholders Easton C. Wooley, NBC public relations man; Joseph Katz, head of the Joseph Katz Agency; C. Bennett Larson, of Young & Rubicam, N.Y., and

Also ordered for hearing at a Dec. 18 meeting was the application of Thumb Broadcasting Co., Brown City, Mich., seeking 250 watts daytime on 600 kc. World Peace Foundation, Oakland, Cal., seeking a new developmental broadcasting station for the Commission for re-hearing of its application which had been turned down last Nov. 20.

WESTERN UNION in Philadelphia used radio for the first time in a number of recent promotions during December on WPEN to advertise the sale of a $5 book of stamps for the merchant marine. The spot series, in nature of a territorial test, was placed direct.

RADIO turned to the Army and the Army turned to radio for mutual benefit when MBS started its new This Is Ford special on Dec. 20, at the New Jersey Army post for the opening were (1 to r) Julius F. Seebach Jr., vice-president of WOR; Ben Gross, New York Daily News; Arthur Miller, Radio Guide; Capt. Louis Katz, Marine Ex-Change; Capt. Vel Chadwick, King; Capt. E. Paul, Broadcasting; Dave Driscoll, WOR special features director; Tom Slater, program producer and announcer; Capt. Dorsey Owings, Army Information Service; Brig. Gen. Clifford R. Powell, commander of 44th Division and the post; Allan Finn, Newsweek; Jo Ranson, Brooklyn Eagle; Ben Hall, Radio Daily; Lieut. Richard Bard, assistant post publicity officer; Maj. Aage Woldis, post public relations officer.

Three of the above Army intelligence officers were connected with radio before entering the service, and they relaxed after the program by reading their favorite trade journal. They are (1 to r) Lieut. Bard, formerly of WNEW, New York; Capt. Loudenberg, of the LeTourneau Foundation, and Capt. Otis Terwey took the “mike” with the assertion that Blanchard should have a rest.

The Blanchard Service

Also at the meeting was the application of WNOX, Knoxville, Tenn., for 250 watts on 1200 kc.; Worcester, Mass.; Lowell a certificate was presented to Mayor Clark, and Allen, the onetime owner, for his work in the War Department, and the NAB after an Eastern station had inadvertently become involved in a misleading recruiting representation. Also to express gratitude for stations’ successful cooperation in recruiting, the NAB said there was need for extreme care on the part of operators in order to escape the possibility of giving listeners wrong impressions about military service.

The precaution was sounded after a recruiting station had reported to NAB headquarters in Washington that it had been caught in the center of a misunderstanding involving the National Guard organization of the State and the U.S. Army. Acting upon the request of an officer of a National Guard unit, the station had conducted a radio campaign to recruit personnel for band proposed to be attached to that unit.

A Hitch Develops

At the conclusion of the campaign, when recruits were completing their plans to enter active service, it was discovered that the proposed musical unit could not be provided for in the budget of the National Guard organization. Also it was revealed that since the particular Guard unit had not been called up for active service, the band could not be supported as a unit of the Federal military establishment. Subsequently it developed there would be little likelihood of establishing the band, even when the Guard unit was called to active service.

In making its appeal for an interpretation or solution of the situation, the station explained that it found itself in the position of having relied on the official note of the recruiting department to the effect that it had been authorized to aid in the band campaign, inadvertently representing to its listeners an opportunity that did not exist in fact.

Expressing “sympathetic interest in the problem through the NAB, the War Department noted that it was one between the station and the National Guard organization and did not involve the regular Army, since the unit was not in active service. The Department recommended that the station contact the regular Army recruiting office and request that it endeavor to fill demands for musicians in the New York area. This is a voluntary service and the volunteers gathered through the radio campaign.

Recruiting Tangle Brings Warnings

Army Declines to Uphold Act Of National Guard Officer

A WORD of caution for Army recruiting activities by radio stations was sounded Dec. 19 by the War Department and the NAB after an Eastern station had inadvertently become involved in a misleading recruiting representation. Also to express gratitude for successful cooperation in recruiting, there was need for extreme care on the part of operators in order to escape the possibility of giving listeners wrong impressions about military service.

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New's Subscribers Reach 726 Total

PRACTICALLY every broadcasting station now on the air subscribes to one or the other of the news services, according to a compilation prepared for the 1941 Broadcasting Yearbook Number, now in process of publication. In all, 726 stations subscribe to one or more services such as Associated Press, International News Service, Transradio Press and United Press. There are 582 stations operating or authorized for construction in the United States, 77 having been authorized during 1940—and many of these are not yet on the air.

The Yearbook compilation shows AP now serving 119 stations and having exchanged of news agreements with the major networks. INS has 156 station subscribers including one in Alaska and one in Mexico plus the Yankee, Colonial and Don Lee Networks. Transradio's station clients total 161; in addition 29 stations during the year subscribed to the Canadian Weekly, the latter only in Canada report they take TP. United Press serves 400 stations.

Stahlman Wants Station

FORMERLY a bitter opponent of radio, the one-time president of the American Newspaper Publishers Assn., James G. Stahlman, publisher of the Nashville Banner, has been chairman of the board of Nashville Radio Corp., a newly formed company which has applied to the FCC for a new 1,000-watt station in that city on 1380 kc. President of the company is Stillman Evans, publisher of the Nashville Tennessean. Their newspapers, while separately operated, are published in a joint plant.

KELVIN TRAYNOY, 31, former announcer of CFRG, Calgary, Alta., is "missing and believed drowned" in the sinking of the Canadian freighter Lisieux, it was announced in December. He left Calgary a year ago to join the merchant marine at Vancouver, after being a radio announcer in Calgary for 10 years. He was born in Vancouver, is survived by his widow in Calgary.
Tie your 1941 advertising plans in the nation's 17th market to WGBI and you're in for a happy and prosperous New Year. That's matter of fact. For WGBI is the only regional or clear channel station serving the 652,000 persons in this prosperous Scranton-Wilkes-Barre Market. It's the only station heard throughout this market. Daniel Starch and Staff discovered that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this market tune (and stay tuned) to WGBI.
Protests on 830 kc. Decision Portend Fight to Guard Clears

Group of I-A Stations Seeks Right to Intervene in WHDH Case in Effort to Argue Entire Issue

PORTENTS of a vigorous battle to thwart the plan of a majority of the FCC to break down clear channels through East Coast duplications were in evidence during the last fortnight with the filing of petitions with the Commission to block the proposal to rule the 830 kc. wave, on which KOA, Denver, is dominant station, through grant of fulling to WHDH, Boston.

The first attack came with the filing of a petition by 14 Class I-A stations, occupying 13 channels, to intervene in the KOA-WHDH proceeding. Formerly known as the Clear Channel Group, these stations sought permission to file exceptions to the majority proposed opinion and to argue orally before the FCC the whole issue of clear-channel coverage. NBC, licensee of KOA, also filed an intervening petition, but asked that the WHDH application be dismissed.

Strong Dissent

In its proposed decision announced Dec. 6, the FCC majority actually granted the WHDH application for fulltime on 830 kc., with 5,000 watts. The channel is specified as a clear wave, unduplicated at night, in the area of the channel, and the majority proposed amendment of the existing rules to reduce the number of KOA channels from 26 to 25. Voting in favor of the proposed decision were Commissioners Walker, Thompson and Payne. A strong dissent was filed by Commissioners Craven and Case, with Chairman Fly not participating.

The proposed decision was seen as the forerunner of a long predicted effort by the FCC majority to break down virtually all clear channels by East Coast duplications and possible placement of a third station in between the coastal outlets [Broadcasting, Dec. 15].

Stations participating in the clear channel group intervention petition are KPI, WSM, WWL, WGN, WSB, WJR, WBAF, WFRA, WHAS, WWL, WNOE, WAM, WOAI, Louis G. Caldwell, Washington attorney, filed as counsel for the group. The NBC petition was filed by Philip J. Hennessey, counsel for NBC.

The clear-channel group supported the minority report of Commissioners Craven and Case. They supported the station's intervenor petition, but the proposed grant should be denied because it is inconsistent with the rules allocating specific channels and unduplicated operation at night.

It was also held that the WHDH application, when originally filed in 1938, contained no request for the amendment of the clear-channel rule, to reduce the number of such channels. At no time since, it was contended, was there any request for such an amendment but, on the contrary, WHDH "regularly and consistently expressly nega-

tivated any intention to make such a request or to seek such amendment."

The proposed decision of Dec. 6 was the first action in the case in which any way sought to reinstate the issue of amendment of the ruling as to the petition. The clear-channel stations said their petition to intervene is in the public interest because the issue involved is tremendously important to the maintenance and future improvement of broadcast service over large areas of the country, particularly in rural or sparsely settled regions.

Deemed Ineligible

NBC, in its petition for KOA, brought out that the station has operated as a clear-channel outlet since 1925. The WHDH application, it was argued, is ineligible under the Commission's rules governing clear channels. KOA explained that it sought to intervene in the proceeding in 1939, but that the petition was denied by order of Commissioner Payne and a petition for review of the Payne action was subsequently denied by the Commission. A motion to dismiss the WHDH application, filed later, also was denied.

Granting of the WHDH application as proposed by the FCC majority, NBC contended, would cause interference to KOA's signal; violate the FCC rules as well as the terms of the Havana Treaty; and result in modification of the Commission's regulations without having afforded KOA an opportunity to be heard, contrary to the Commission's regulations.

Commissioner S. M. Craven, presiding at the Motions Docket Dec. 21, granted both the clear-channel group and NBC a postponement until Jan. 10, a motion on their petitions after referring them to the FCC for action. The Commission, he explained, does not plan to meet again until Jan. 7.

M-K Disc Series

MANTHO-ROBSON Co., Clinton, Ill. (M-K For Colde), Dec. 18 started a schedule of five-weekly one-minute transcribed announcements on KXOK, St. Louis. On Nov. 18 firm started the same schedule on WLS, Chicago, and WHBF, Rock Island. Station list will be extended in the near future to include KBEF, Kirchert Co., Chicago, placed the account.

DWARFIES Corp., Council Bluffs, Ia. (cereal), is placing a series of 25 daytime announcements through Buchanan-Tomash Advances Co., Omaha.

Called to Duty

MAJOR JOHN HOLMAN

Maj. John Holman to Report For Signal Corps Duty

Maj. John A. Holman has been called from his position as general manager of KDKA, Pittsburgh, to report for active duty with the War Department. He will leave his present position at the Chief Signal Office. No decision has yet been made as to his new assignment.

Holman was attached to the public relations staff during the Army maneuvers last summer at Odgenburg, N. Y. He arranged and supervised broadcasts originating in the maneuver area. In the World War he was on the Chief Signal Office's staff as telephone plant engineer and since that time has kept an active interest in military affairs as a member of the Signal Corps Reserve.

KXOK Now Basic Blue; KWK Transfers to MBS

Bringing Network to 168

MAKING effective plans devised several months ago, two St. Louis outlets begin operation with new network affiliations as of Jan. 1. Coincident with its relinquishment of affiliation with NBC-Blue, KWK became a basic MBS outlet, while KXOK took over the basic Blue affiliation.

KXOK, recently switched from 1250 to 630 kc., with 5,000 watts day and night, KWK, a pioneer St. Louis outlet, now operates at 1500 kc. and holds a construction permit for 5,000 watts fulltime. It is an applicant for 50,000 watts on 880 kc., however.

FIVE new stations in Louisiana, Tennessee and Alabama also join the network on MBS on Jan. 1, raising the total of Mutual affiliations to 188. Stations are:WNOF, New Orleans; WMM, Mobile; WHBB, Selma, Ala.; WDEF, Chattanooga, and WIBR, Knoxville.

GEN. BAKING BUYS QUAKER NET TIME

GENERAL BAKING Co., Philadelphia, is the second national advertiser to contract for the Quaker Network, Pennsylvania regional director of this affiliate, general manager of WFIL, Philadelphia, key station.

Thomas Ivey & Ellington, Philadelphia agency, the baking company, for Bond Bread, is sponsoring a morning series, "Breakfast Club," which started Dec. 30, Monday through Friday, 9 a.m., for a quarter-hour. In addition several Southern stations whose spots in the network's schedule will be added to the Quaker Net work to make it a total of 15 stations sponsoring the "Breakfast Club" until Dec. 28 when it returned to a sustaining basis because of the APM ruling against network participating shows.

The contract, which calls for an expenditure of over $200,000 on the Quaker Network, was initialed and the program at the WFIL studios on Dec. 18 at a meeting of program making, agency officials and studio executives. Representing the baking company were J. F. Meyer, general manager; A. Waldron Stone, advertising director; John Holt, Pennsylvania division manager. In September, Fels-Naptha became the first national advertiser using, the facilities of the regions network, nine radio stations in the group in eastern Pennsylvania for a daily Golden Biscuit ad campaign.

The Breakfast Gang, built by James Allan, WFIL program director, works asPartners in Crime, as vocals by the Dalton Boys, Frances Bishop, Dick Wharton and the Harmonized Orchestra in 14-piece orchestra directed by Norman Black, WFIL musical director.

Tony Wheeler, WFIL staff announcer, will handle the show with local announcers on the network cutting in for the commercial announcements. Stations carrying the show include WFIL, Philadelphia; WPSM, Easton; WSAN, Allentown; WEEU, York; WJAC, Johnstown; WGAL, Lancaster; WSNJ, Bridgeport; WTNJ-Trenton; WDEL, Wilmington; WBNJ, Atlantic City; WML, Washington; W.T.A.R, Norfolk; WQPB, Petersburg; WBRW, Richmond.

RKO Plans Film Tieup For 'Scattergood Baines'

IN ONE of the largest commercial tieups ever made, Wm. Wrigley Jr. Co., Chicago (Spearmint gum), weekly on the one-hour day program Scattergood Baines on 76 CBS stations, has worked out a deal with Pyramid Pictures Corp., and will be used in the production of the motion picture by that title now being produced by the latter company.

Under the arrangement Wrigley will spend $280,000 for 1,400,000 theatre tickets. These will be distributed through good-gym companies throughout the United States for admission to theatres when the picture première on the film version. The tie-in will be made with the daily script. Guy Kibbee is featured in the film version.
FROM THE MUTUAL DON LEE BROADCASTING SYSTEM...

Happy NEW Year!

DON LEE'S INCREASED FACILITIES MEAN NEW OPPORTUNITIES FOR ADVERTISERS...

**STUDIOS**
Don Lee's brand-new, $500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

**COVERAGE**
Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

*Latest figures show Pacific Coast population increased to nearly 10 million!

**POWER**
Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee’s dominance in these major markets.

**BUSINESS**
Don Lee chalked up a 78% increase in regional business over last year... more than twice as much as all other Pacific Coast networks combined. Advertisers know Don Lee coverage pays—at the cash register.

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK
Dispute Over Service Music Settled; No Union Musicians Will Be Dropped

Following conversations involving the national networks, the War Department and the American Federation of Musicians and its president, James C. Petrillo, the question of when and where military bands may play for broadcasts appears to be settled once and for all. Under the accord reached, with networks giving assurances no union musicians would lose work because of broadcasts by service bands, the AFM agreed to allow military bands and other service musical organizations to participate in broadcasts from training camps.

The Army objects

The agreement climaxed a heated controversy arising after Petrillo had refused to allow the 104th Engineers Regiment band to appear Dec. 15 on the first of a WOR-MBS series originating from Fort Dix, N. J. Stymied by the Petrillo ban, producers of the new series eliminated the band's participation in the initial program from the training camp and substituted bugle calls and solo musical numbers by band talent.

The following day, after quick protests from Army officials, Mr. Petrillo conferred with officers of the War Department, who declared they did not want to see its studio musicians as a result of service band appearances on the air. After the conference, Petrillo issued a statement that service bands about to broadcast, so far as AFM was concerned.

Gen. Samuel T. Ansell, AFM general counsel, also met with officials of the War Department in Washington to discuss settlement of the dispute. The War Department cited its policy governing appearances by service bands, set out in 1936, and indicated that this policy still remained (see story on this page).

While the initial program of the The Is Fort Dix series, heard on MBS Sundays, 2-2:30 p.m., was being put up, a release for the band's appearance was requested by Mr. Petrillo by Capt. William Cook, former assistant of WBEN, Buffalo, and public relations officer of the 44th Division aiding Thomas Slater, COR, announcing the series. In an ensuing exchange of letters Petrillo praised the idea of the service camp broadcasts, but held that the use of Army musical talent would throw union musicians out of work, finally stating that he would not grant the release.

Camp officials at Fort Dix were openly resentful of the Petrillo ban. Maj. Gen. Clifford R. Powell, commanding general of the post, declared the controversy was "entirely a matter to be straightened out between the union and the broadcasters", but at the same time he stated, "We have 11 excellent bands at this post and scores of good musicians, and the folks at home have agreed to stand them. They are a part of our military organization."

After conclusion of the incident, it was pointed out by one observer that even if the ban had remained in effect, it would have made little difference in the musical content of the programs, since most martial music played by the service organization is contributed by ASCAP, and automatically would be off the networks Jan. 1.

Army Regulations

APPEARANCES by U. S. military bands are rigidly controlled in accordance with a statement of policy set out Oct. 14, 1936, by order of the Secretary of War. The War Department policy, effectively prohibiting service bands' participation "on purely civil occasions," remains today the same as in 1936, it was stated. Text of the policy, as enunciated in 1936, follows:

A. Bands or individual musicians may be used on the following occasions without a release, since no competition is involved:

(1) All military uses and occasions: that is, whenever and wherever a service band functions as part of the nation's military forces.

(2) All uses upon military and naval reservations, military and naval ships, places or circumstances where a band is on duty with service forces.

(3) All occasions attended by the superior officers of the Government or the Army, Navy and Marine Corps in their official capacities and in the performance of official duties; but such occasions not including social occasions and entertainments, banquets, etc., sponsored, sponsored, by civilian or civic associations with such officers as guests.

(4) All civilian musical programs will be not be furnished on the following occasions, even though a release is not required:

(1) For civic parades, ceremonies, exhibitions, football games, baseball games, local baseball or football games, activities or celebrations, and the like.

(2) For the performances, directly or indirectly, or any public or private enterprise, functions by charities or other bodies, or with the exception of commerce, boards of trade and commercial clubs or organizations.

(3) For programs that is partisan or sectarian in character or purpose.

For civilian clubs, societies, civic or fraternal organizations.

(3) All charitable purposes of a local, sectarian, or partisan nature, or any occasion that is not of the national character.

(6) Any occasion where there will be in attendance any commercial music.
WRVA GIVES YOU THE EXTRA LONG REACH WHICH BRINGS RESULTS IN BOTH RICHMOND AND NORFOLK, VIRGINIA! CBS AND MUTUAL. 50,000 WATTS DAY AND NIGHT.

C. T. LUCY
General Manager
PAUL H. RAYMER CO., National Representative

WRVA 50,000 WATTS
RICHMOND "VIRGINIA'S PREMIER RADIO STATION"

BROADCASTING • Broadcast Advertising

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THE HAT: The manager and commercial manager of the Chicago station* were in a fact-finding mood when BROADCASTING's man arrived. Sure, they were interested in trade paper advertising. But they wouldn't concede that BROADCASTING or any other publication was "tops" for station advertising value until they found out for themselves. BROADCASTING's man offered to bet one Stetson that any survey to determine radio news reading preference among advertising agency executives would prove BROADCASTING the winner. The bet was accepted.

* Name and additional data on request.

THE FACTS: Questionnaire letters were mailed to 71 selected top-flight agency radio executives, asking in which of seven listed advertising trade publications "our advertisements would most likely be seen by you". Sixty replies were received. BROADCASTING's man won the hat . . . BROADCASTING WON THE SURVEY.

MORE FACTS: (1) Transcription Company Survey:* 1000 national advertiser and agency executives were picked at random from McKittrick’s. BROADCASTING got nearly as many votes as the second, third, fourth, fifth and sixth choices combined. (2) Station Representative Survey:* BROADCASTING was the dominant first among three leading advertising trade publications carrying this firm’s campaign. (3) West Coast Station Survey:* BROADCASTING was voted the No. 1 MUST MEDIUM for radio station advertising by agency executives the country over. Twelve magazines were included.

* Names and additional data on request.

THE WEEKLY: When BROADCASTING goes Weekly January 13 its value soars even higher as the No. 1 medium for radio station advertising. The Weekly is tailor-made for advertiser and agency readership. Expanded news, increased staff, new agency and advertiser features, new index page, more success stories . . . all these guarantee BROADCASTING peak preference among the men who buy time. For you that means . . . buy BROADCASTING in 1941.
**PHILADELPHIA**

WITH almost one-seventh of the defense work in the nation concentrated in the Philadelphia area, radio looks forward to the biggest year in its history in 1941. That prediction, based on the heels of the biggest year in the history of Philadelphia radio.

According to all available estimates, radio audiences for the showtime and full-time radio stations in the Philadelphia area, including WIBG, Glenview, Pa., and WCAM, Camden, were approximately $3,000,000 for the 1940 year, approximately 25% of the total figure represents local advertisers.

**FORESIGHT**

For the new year an increase of about 10% is expected, with local advertisers accounting for the heaviest share.

The fact that the National Advisory Defense Commission has awarded 1½ billion dollars in defense contracts, more than the geographical ha, has pointed out empirical potential of the network for the first time in its history in 1941. A new peak for building construction. Radio will thus enjoy an audience of industrial workers who must be at work before 8 a.m. An expansion of listening audience in the later evening hours is expected because many plants in that area are working on 10 and 24-hour shifts.

Defense orders in this territory area, that national defense efforts have already increased their radio budgets, pointing out that when a person can look forward to a regular paid job the following year is greater to money in advance for long-deferred purchases of both essentials and luxuries. Moreover, the risk on the loan or purchase is minimized.

That the mail-order department of the local Sears-Roebuck is swamped with orders from the Eastern Seaboard is an indication, according to many agency executives, that the national defense effort has started a spending spree that may break records. The same optimism was manifested during the Christmas season.

**Amusement Business**

An appreciable degree, local amusement center audiences are expected to show up prominently in 1941 radio billings for the first time. Since radio ranges from comic opera to the highest places are practically lacking, hotel rooms and night clubs have been spotty users of radio. Roller skating rinks use radio to the exclusion of newspapers. With money

**SAN FRANCISCO**

By J. CLARENCE MYERS

STATION managers in the Golden Gate city, who just a year ago celebrated 1940 would be a record-breaker in business, saw that forecast come true, in most cases far beyond, in their fondest expectations. From every indication 1941 will be phenomenal.

"Commercial hours of operation were 25% ahead of 1940. Our station had the biggest 12 months in its 15-year history. We were 39% over '39.' "

"Our agency placed 50% more radio time than we did in 1939. We bought six times as much radio in 1940 as we did in the preceding year."

"Those were but a few of more than a score of optimistic reports emanating from the offices of advertisers, station representatives, agency buyers and advertisers in the San Francisco area."

Not a Pessimist

There wasn't a pessimistic note among all of this group of advertisers because the large national defense appropriations for the San Francisco Bay area—some $500,000,000—will reflect favorably on the business charts of the radio stations in added advertising appropriations. But that was not the sole reason for their optimism.

Rather it was based on success of a long campaign to prove radio the appropriate medium to move goods from shelves of department stores and other local merchants.

San Francisco has been notoriously slow in recognizing the potentialities of radio and it has taken a strenuous educational campaign, led by the four network stations, to convince that the year 1940 is one they have already increased their radio budgets, pointing out that when a person can look forward to a regular paid job the following year is greater to money in advance for long-deferred purchases of both essentials and luxuries. Moreover, the risk on the loan or purchase is minimized.

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"freer," "amusement interest will find a more compatible listening audience and already several stations have indicated that time-for-movie-swaps are contrary to station policy."

That radio advertisers must literally "stand in line" at the local stations is not merely "wishful thinking." The swing to radio gains its momentum in 1940 and still remains the unchallenged leader. Local advertisers are beginning to reap rewards for the broadcasters here. He proved that point only recently, when he was the only network radio station in the region to broadcast production before 600 business leaders and signed a number of them on contracts afterwards, some of them entirely new to radio.

The combined revenue increase for KPO and KGO in 1940 was 39% over 1939 and was the biggest year in the history of these stations, "Mr. Nelson stated. He added, "From present commitments our stations will show an increase over 40 of approximately 35%."

"We expect our new million dollar NBC building, scheduled to be completed in September, will make all San Francisco more radio conscious than ever before. This will have a direct impact on advertisers who will help not only KPO and KGO, but every San Francisco station."

Consistently Upward

Ward Ingrim, Northern California sales manager for the Don Lee-Mutual network, and William Parthey, Seaboard's顺着 manager, agreed that the new year will be a record-smasher for KFRC.

"There has been a consistent upswing in war months," Mr. Ingrim reported. "We look for this trend to mushroom in 1941, giving KFRC its best year. This station showed a 23% increase last year over 1939 in commercial time sold and an increase of 30% in retail station originating operations for KFRC were up way over '39 and we anticipate an even greater increase in the coming months."

"A number of the network's most important regional accounts, including Standard Oil Co., Langendorf Baking Co., Broncho Soupe, Roma Wine Co., Roos Bros., are originating from San Francisco. The trend is expected to continue, and we enjoy the knowledge that a healthy situation and all advertising media will get the benefits,"

Of the independent Philip L. Gasko, Callaham Broadcasting. KJBS; C. L. McCarthy, KWQ, were highly optimistic for the coming season. Of the same mind were Harold S. Clay, KZYA, and S. H. Patterson, KSAN.

Mr. Lasky, whose station is in Oakland, across the bay from San Francisco, reported KROW had the biggest year in its 15-year history and that it is looking for an even greater increase during the next 52 weeks. Like some of the San Francisco managers, he has been engaged in a concentrated educational campaign convincing the local merchants to acquaint them with the possibilities of radio.

KWQ, 50 miles south of San Francisco, at San Jose, successfully went after accounts that had not used its medium, with the result it showed an approximate 15% increase in 1940 over the preceding 12 months. C. L. McCarthy, general manager, stated:

"The San Carlos Tower Co. signed with KWQ and is using radio in this region for the first time in eight years. Increased football and basketball schedules sponsored by Tidewater Associated Oil Co. and such new accounts as Los Angeles Soap, Par Soap, Folger's Coffee and Extensions Products, considerably increased the take for the year."

**Timebuyers Busy**

Marigold Cassir, radio director of Irwin, Wasey & Co.'s San Francisco office, stated she had contracted for $1 million worth of radio time during 1940 as in 1939. All contracts for programs.

Frank Newton, radio timebuyer at Gerth-Kohan agency, said his firm placed at least 50% more ra
Detroit

RADIO prospects in the Detroit area are bright, but tinged with uncertainty.

Stations, representatives and advertising agencies are of one voice in reporting the outlook to be excellent. However, they all qualify their remarks with a substantial "if," and the "if" invariably refers to the war and its effects on the internal economy and production program.

Naturally the automobile industry is the focal point of Detroit and this and the allied industries are especially vulnerable to the implications of the defense program. As the turn is made into 1941, auto production is at one of its highest rates on record, and through the fourth quarter of 1940 sales records were set at retail for that period.

Priorities?

Ostensibly the picture is one equivalent to the banner showing of 1937. But a large and black shadow is cast by the possibility that priorities of materials or men or both may impair output. In such a case auto manufacturing might shrink to very small levels. There was a general consensus that if this occurred some thought might suggest that advertising budgets would be curtailed in line.

An opposite viewpoint to this was expressed late in 1940 by an official of Pontiac Division of General Motors, who said that no case would advertising be cut down. However, this appears to be a minority rather than a general viewpoint.

Meanwhile, station representatives report a slightly larger number of inquiries than usual from this area in regard to available time, and they say that other such signs point to an excellent year perhaps one of the best in radio history.

As for the radio stations themselves, managers in this area assembled late in December at Detroit for a BMI meeting and had a common hope that the general situation now was good, that immediate prospects were good, and that continuation of the prospects would develop on continuation of production on the turn of British fortunes, and on the further development or curtailment of defense measures. The general consensus is that the defense program is a stimulus of the first degree, amplification of the condition that has built the general business benefit and narrowing of which would reduce economic activity.

Local Business Boom

One development appears fairly positive in Toledo, Ohio. Local radio advertising appears positive to increase. This again stems from defense plans. In Detroit today are set up facilities to put to work by midsommer about 100,000 men—jobs which for the most part never before existed. It is expected that employment indexes are far off from previous all-time highs. Retailers are already laying plans to seek the added business which will flow to Detroit.

In connection with the remarks of Ivan Frankel, time buyer of Simmons-Michelson Motors, the theory is understood to be the largest buyer of retail time in Detroit. Said Frankel: "The times are bright, and there is a growing confidence in radio to do a retail selling job."

He went on to declare that in Detroit alone the catch area for the agency had placed about $250,000 in time business during 1940—an advance of 50% from the previous year's total. He added: "We expect to increase this figure another 60% during 1941."

One of the largest users of time is the Proctor & Gamble Co., and the company's advertising manager is Vincent Crissman, who has been active in the business for over 20 years, and who is now in charge of advertising for the company in the Detroit area.

Meanwhile agencies and representatives are driving home to their automotive clients the fact that with the new tax structure and the decreased volume, the pressure on advertising will be less than it was in the past. The government has raised the tax on advertising spending to a rate of 6% on the gross amount, and the automobile manufacturers have been very happy with this change, as it has helped to offset the increased costs of production.

Toledo's radio stations are also doing well, as the city is a major automotive center, and the stations have been able to attract a large number of advertisers. The local economy is also strong, with a large number of job opportunities available.

ARCH OHOLER, Hollywood writer-producer of one of the new NBC Radio Theatre series, sponsored by Proctor & Gamble Co. (Oxydol), is being featured in a special six-week pictorial short, which is being distributed to newspapers and magazines. The film is based on a hilarious rehash of his original play, "The Man with the Golden Arm," which featured Charles Laughton and Elsa Lanchester. The Rudy Vaule show features one of the most popular and well-known radio personalities, and the NBC Radio Vaule show, sponsored by the National Dairy Products Corporation (Safetol), is also featured in a series of shorts.

In other news, the Detroit Symphony Orchestra is presenting a special concert series, featuring some of the finest musicians in the country. The series is being broadcast over the CBC network, and is also available for local stations.

NATIONAL

Cameo to active Army duty for a year starting in January, this trio of staff members of KROY, Sacramento, Cal., are claimed to constitute some sort of service record for the station. Members of the 184th Infantry of the California National Guard, the trio were sent to Camp San Luis Obispo. They are (1 to r) John E. Ehrlart, KROY salesman; Elton H. Rule, public relations and sales promotion manager, and Robert B. Scott, salesman. As a going-away token the station presented each of the three with a two-week vacation in San Francisco, and also with a promise of an advance salary and assurance their positions would be waiting upon their return. While in camp Mr. Rule will use a portable recording setup to transcribe two quarter-hour weekly on KROY-man-on-the-spot interviews with trainees from the Sacramento area, under sponsorship for the year by Sears, Roebuck & Co.

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By JAMES MONTAGNES

THE YEAR 1941 is going to be better than 1940.

The war has not curtailed radio advertising to any great extent; rather it has boosted them.

War taxation and war industries have not had any curtailing effect on the use of radio as an advertising medium.

Radio stations in the Dominion cannot avoid the great demand to sell, are turning away advertisers.

The forecast are affected from sales of radio station owners, advertisers and radio station representatives from all parts of Canada.

Canada's experience is of double interest to United States radio executives, as a forecast of what may happen in the United States. Canadian war industries are now running in practice high gear, war taxation has been put on the books, and the Government is waging a campaign to curtail expenditures. Yet despite these factors Canadian stations are booked solid with commercial business and continue to receive queries for time from advertisers who have never used radio.

Business is very good, all executives stated. All expect it to be better in 1941, quite a bit better, some feel. Most expect it to stay even with 1940 or improve slightly. The most surprising number for many is the drop in business, so slight as to make hardly any difference. All decry the shortage of available time, and the situation to become worse in 1941.

Network Shows Double

These forecasts apply to spot announcements, spot business in general, and networks.

In the network field talk of forming a second national network has been revived. This network would take care of the growing number of advertisers who have turned down the offer of the present Canadian Broadcasting Corp. national network, even turning down for all time because the present Canadian Broadcasting Corp. national network is full, even turning down for the time being.

The amount of network shows has doubled in 1940 over 1939.

Practically every agency executive told of requests for time from advertisers who did not use radio in 1940, and some stated a number of advertisers are increasing their 1941 appropriations. Under rulings of the Dominion Department of National Revenue, advertising appropriation for income tax purposes may be increased by the normal amount, this ruling having been issued because of the wartime decrease in corporation income tax and excess profits tax (75% if earnings exceed the past four-year average).

An increasing use of radio is foreseen by manufacturers of electrical appliances, automobiles, radio, and household items. The demand is due to the fact that radio has been effective in increasing income in corporation income tax and excess profits tax (75% if earnings exceed the past four-year average).

An increasing use of radio is foreseen by manufacturers of electrical appliances, automobiles, radio, and household items.
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many of these
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Los
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Although cautioned
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judging
flexibility
renewals. Others
Oregon showing
for
manufacturers
of
1941. A
and
oil
Richfield
ads
in
sponsors
Universal's next major adventure picture

WHAT THE Army dispatched Lt.
M. Harrison, Intelligence
officer at Ft. Sill, Okla.,
to conditions at the Oklahoma
army camp, where, 1,200 Colorado
officers and men are quartered, it was only
natural that he should be interviewed on the
air. And it was only natural that Walter M. Harrison
(White King Soap), cur-
doing the interviewing, since
Newspaper of Oklahoma and Times,
and is on leave of absence to serve his country.
Walker Jr., incidentally, has a
low selective service number and may be called soon to active duty.
propriation to newscasts on stations
in that area. In addition the firm
is a heavy user of spot announce-
ments. Bathsewetu Corp., is spon-
soring Bob Garral Reporting
on the CBS Pacific network twice
a week, with Mennen Co., taking
total
volunteer
in
Gold
Law, Denver. Col. Harrison is the
well-known managing editor of the
Oklahoma and Times, and is on
leave of absence to serve his country.
Walker Jr., incidentally, has a
low selective service number and may be called soon to active duty.

Music No Worry
Station managers on the West
Coast, Southern California in par-
ticular, express most worry on out-
come of the music situation. They
all feel confident that the broad-
casting business is not hurt.
It was pointed out that the trend
was away from musical shows, at
least locally, with more stress on
news, weather and audience par-
ticipation types of programs.

Interest in the war has increased
listing for the network, it was
shown, are turning to newscasts to
sell their products. Los Angeles
Soap Co. (White King Soap),
currently sponsoring News by Knox
Manning on 8 CBS West Coast
stations, through Raymond R.
Morgan Co., Hollywood, on Jan. 6
will augment this with a similar
five-weekly quarter-hour newscast
on Pacific Coast Don Lee net-
work stations. The firm will also
continue to use spot broadcasting
in other West Coast areas. Smith
Bro. Co. (cough drops), also spon-
soring Manning in a five-minute
newscast over the CBS Pacific net-
work four nights weekly, Richfield
Oil Co., Los Angeles, sponsoring
for
five
weekly
6
CBS-Pacific Red
stations,
on
Jan. 13 adds four Arizona
stations.

Thrift Fire Drug Co., Los Angeles,
operating about 68 outlets in South-
ern California, devotes a major
portion of its radio advertising ap-

A brief review of 1940 is inter-
esting from the standpoint of
Pacific Coast radio achievements in that
Don Lee and the West Coast outlet of Mutual, stabilized
its operation by moving from downtown
Los Angeles to new and mod-
ern quarters.
The network is now housed in the for-
er NBC western division head-
quarters. Perhaps we should
have been alarmed and restored.
A steady swing of national and re-

Regional advertisers to that
network forced the
accommodate and service programs.

CBS also made improvements to
its facilities by adding two large
newscasts, the cost of which
was slightly more than $250,000. NBC broke ground
Nov. 14 for its dollar building
in San Francisco which will
serve its executive and
headquarters.

With the up-
swing in business during the past
year, it is interesting to note that
practically every state in the
Southern California area made improve-
ments to their facilities or
expressed intention to do so.

Fewer 'Big Names'

With decline of one-hour network
shows, there was less money spent on
Hollywood "name" talent during
1940 than in 1939 in the opin-
ion of the advertising agen-
ties.

Even less money will be spent on
such talent during 1941, they
declare. It was pointed out that
several Hollywood originating
merchandisers during the past several months have
had higher-priced talent, cutting down production
costs.

Other sponsors with expensive
network shows have the same
thought in mind. Agency men say that
the variety show is on the wane, and the trend today
is definitely toward medium-priced
programs, with low talent costs
and better showmanship.

Advertisers are still fascinated
by the "magic name of Hollywood,
but they have learned that it takes
more "pizzazz" to make a
successful show and sell mer-
dicine. Sponsors are no longer will-
ing to experiment. They have
found that to test what they want
of this type of program, they
received for money expended. The
trend, according to concensus, is
forward and dramatic shows.
not only are cheaper, but also
the music worry is eliminated.
They find it sound business
reason.

Movie of 'Gangbustes'

IN a deal closed recently, Uni-
versal Pictures has acquired
from M-G-M film rights to the radio
serial Gang Busters, sponsored by
Col. L. W. Warner Co. (Major's Li-
ament), on NBC-Blue. The serial
will be the {base of Universal's next
major adventure picture to be
produced under guidance of Henry
MacRae. It will have a star name
cast and be produced on a scale
comparable with Universal's next
major adventure picture, "Death Valley," just completed.

NBC Chicago's mobile transmitter
will serve Illinois licensees numbered
670-2570. January 31, 1941: The
numbers are: Inland for the same as the frequency for the two
CBS owned Chicago
stations, WMAQ and WENR, re-
respectively.

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ARIZONA'S pioneer station, KTAR, Phoenix, Arizona, steps out with another big attraction for your advertising dollars. To its regional channel of 620 kilocycles is now added a power increase to 5,000 watts. Thus, KTAR's service to its Southwestern listeners continues to improve.

The Western Electric transmitter, housed in a new air-conditioned, modernistic building, utilizes a directive antenna system with two self-supporting series-fed towers, one 400 feet and the other 300 feet high. With this new development KTAR becomes more than ever, Arizona's Nearest Neighbor!
those figures. The almost trite phrase, "There's no more good time available," has been proved false. A study of Saturday availabilities on five Midwest stations revealed the exception of the 6:30-10 p.m. block, that less than 15% of the time is under sponsorship.

As long as the keen competition exists among manufacturers for the consumer's dollar, stations will find time available to enhance this competition.

There is always a saturation point, however, and a definite trend is on—whether the point will ever be reached or not—to combat it. The increase of participation shows the answer. The national picture offers the best example of this trend, although it is equally true on almost every station in the Midwest. CBS recently announced that its managed and owned would no longer carry multiple broadcasts. WBBM, Chicago key station of the network, then built a two-hour Saturday afternoon feature which reached a half-million band and outstanding performers.

This was offered for sponsorship on a quarter-hour basis. Thus, where one station formerly bought a two-hour daily strip (as in the case of baseball), or a two-hour Saturday block of time, now eight spots are accommodated in a one-quarter-hour each—at approximately an 185% increase in revenue for the stations. Not only does this particular benefit (providing the time is sold) but other stations, usually smaller ones, which did not have baseball revenue previously, now get a chance to bid for it.

Where local participation programs are built to be sold in quarter or half-hour lots, it is found that cost of production does not greatly exceed that of an individual spotter program. It gives the advertiser with a small advertising budget an opportunity to buy a portion of a specially-built program, entangling outstanding stations.

The station then satisfies more sponsors and its over-all income is greatly increased.

Better Programs

No longer is there "undesirable" time on stations. Wisely, the so-called "undesirable" time has been improved by the spotting of outstanding local and network shows. This trend was reported many months ago and it has increased like a conflagration. It is almost impossible to find a period on any network station that is not burdened by a well-known program or personality. Local stations have built acceptability by outstanding sustaining shows. Radio has mastered the problem of utilization.

It is the consensus of those in the Midwest radio that the increase in demand for time in 1941 will not allow any relaxation in program presentation in order to cram in all possible advertisers. Rather it will result in a higher level of entertainment and production. Radio has reached the point—or will, shortly—where it can reject all it does not consider top flight in entertainment and educational value. Competition among sponsors to have the best will make the station's problem comparatively simple. Stations will, however, use more discrimination than in the past.

Educational broadcasts, which have grown tremendously in public acceptance during the last year and which have been given guaranteed time more wholeheartedly by stations and networks than ever before [Broadcasting, Dec. 15], are keeping pace with production progress and should reach new heights during the next 12 months. The year 1941 will see a new locale of presentation for many of the network and local shows. Starting within a few weeks, the American Tobacco Co.'s Your Hit Parade will originate in various Army training camps throughout the country. It is reported by Midwest timebuyers that many clients have expressed interest in this market. Quantity buying by trainees, although by individually small lots, would prove exceedingly important. This is especially true if trials involved in rapid turnover. In addition, the novelty of presentations from these camps should garner many additional listeners.

News in Demand

In the Chicago territory—and it is more than likely true in other sections as well—news is most in demand. Some have expressed the opinion that news is a fickle salesman: when the news is good, it sells; when news touches on the catastrophic, it bails. Nonetheless, it is expected that news will continue as one of radio's leading salesman during 1941. If the Allies gain a decided upper hand, news will become even more important as a salesman.

Radio Pays

There's nothing like using your own medium to advertise any spare real estate you may have to sell. NBC Central Division executives have decided following the recent sale of the newly-built WENR, transmitter property at Downers Grove, Ill., to the Great Lakes Carbon Corp. Chicago, two special broadcasts over WENR, featuring Ransom Sherman and Everett Mitchell, were made from the old transmitter site to advertise the property. Arthur Rubloff & Co., Chicago, served as broker. The new owners plan to convert the building into a research laboratory.

Many phases must be considered when drawing conclusions after analyzing the gross income of stations for the first 11 months of 1940, in comparison to the same period of the preceding year. It is the general upward trend that is the important healthy situation.

Harry Kopf, manager of the NBC Central Division, expressed the opinion that results of the 1940 WENR-WMAQ situation, "Gross income of WENR increased 48.6%;" he said, "the gross income of WMAQ increased 8% and we had to sell early morning and late evening time to accomplish that because the station was already solidly booked with commercials or non-cancellable sponsors from 7 a.m. to approximately 11 p.m. In addition, our local and national sales department announces a 22.4% increase in spot sales for other stations represented by NBC.

WGN, Chicago, reported an increase for local commercial sales by dollar volume of 17.4% for the first 11 months of 1940 over the corresponding months of 1939. The last five months (July-December, inclusive) showed a 24.7% increase of the 1941 model will have become too well known. This entertainment will be used to sell merchandise.

The wartime 25% excise tax placed on electrical appliances and equipment has caused many of the major manufacturers of any kind from the United States will lead to greater selling pressure. Curtailment of consumer products is still a present reality. The government will not mean a drop in radio advertising, radio men feel, but a greater effort to reach those now working who have not had jobs for many years.

Programs will carry more entertainment, with fewer news spots on the wane. Few stations will increase the number of newscasts now carried, observers believe, and Government use of stations on a paid basis for war needs will be expanded as finance drives continue. A definite trend toward more custom-built French shows in the Quebec stations is noted, a natural development hastened by the heavy industrial war program in Quebec province.

So far no advertisers have dropped programs or stopped using radio because their war contracts have tied up consumer production. Only two cases of cancellation are known—both at the outbreak of war because of possible lack of merchandise. Advertisers are not likely to stop using radio because of war orders, since that kind of mistake took too long to overcome after the last war.

Canadian business is good. More money is being spent than at any time since 1930, and radio stations are getting their share.

Kirkman Soap Discs

KIRKMAN & SON (sub. Colgate-Palmolive - Peet Co.), Brooklyn (Soap Flakes and Borax Soap), will start shipping a new series of 10-inch 78-r.p.m. in a set of on WEAFF, New York. Program will be heard Wednesday nights at 11 p.m. N. W. Ayer & Son, New York, is the agency and NBC Radio-Recording Division cut the discs.
Goldsmith Named For IRE’s Award
Will Receive Medal For His Engineering Achievements

DR. ALFRED N. GOLDSMITH, prominent consulting engineer, will be presented the Medal of Honor for 1941 by the Institute of Radio Engineers at the annual convention to be held Jan. 9-11 in New York. The award is in recognition of “his contributions to radio research, engineering and commercial development, his leadership in standardization and his unceasing devotion to the establishment and upbuilding of the Institute and its proceedings.”

Headquarters of the 16th annual convention will be the Hotel Pennsylvania. Under the IRE’s new plan the annual convention will be held each year in January in New York, with a summer convention to be held elsewhere in June.

List of Papers

Twenty-eight papers will be delivered during the three-day session.

At the Jan. 9 session the agenda includes these papers: “Spurious Responses in Superheterodyne Receivers” by E. Kohler and C. Hammond of Ken-Rad Tube & Lamp Corp.; “Intermediate-Frequency Values for Frequency-Modulated-Wave Receivers” by D. E. Foster and G. Mountjoy, RCA; “Magnetic Recording and Some of Its Applications in the Broadcast Field” by S. J. Begun, Brush Development Co.


C. M. Jansky Jr., well-known consulting engineer, will preside at the afternoon session Jan. 11. Among papers will be “Drift Analysis of the Crosby Frequency-Modulated Transmitter Circuit” by E. S. Winlund, RCA; “Commercial 30-Kilowatt FM Broadcast Transmitting Station” by H. P. Thomas and R. H. Williamson, GE.

FRANK QUEMENT, owner of Radio Specialties Co., San Jose, Cal, heads a new company which has applied to the FCC for a new 250-watt station in that community on 1500 kc.

...make it
“A CHANGE
FOR THE BETTER”

with the GATES 25-A
Frequency Control Unit

The Unit That Makes Your Fixed Frequency
a Certainty—not a gamble!

Many Service Tests on current installations, reveal frequency drifts of less than one cycle in a year or more

- Has the forthcoming change in your frequency created a problem? Why not put an end to your worries, by installing the Gates 25-A Frequency Control Unit? Once and for all you eliminate all chances of being off frequency. This automatic unit contains two crystals, two oven, and is a self-contained unit with oscillator, first and second buffer stages and power supply. Actually it is a 7 watt transmitter in its own right, attachable to any other, regardless of size or make, by a simple link arrangement.

This automatic control unit provides you with dual crystals that assure constancy of frequency and eliminates danger of shutdowns. $373 is a small price for such protection.

Write today for descriptive technical Bulletin "B-1".

$373 COMPLETE
KXOK is a Basic Station

Blue Network

Picture of

* 96 COUNTIES
* 3,531,700 POPULATION

K
ST. LOUIS

630 Kilocycles

OWNED AND OPERATED BY WEED & COMPANY

AFFILIATED WITH KFRU, COLUMBIA, MO. * REPRESENTED BY WEED & COMPANY
rich market
... and how to reach it

* 846,370 RADIO FAMILIES
* $826,490,000 RETAIL SALES

IN 1/2 MV. CONTOUR

XOK
ST LOUIS, MISSOURI
5000 Watts Day & Night

NEW YORK * DETROIT * CHICAGO * SAN FRANCISCO
A Steady Climb

THE NATIONWIDE buzz of prosperity, with its stimulating effect on all branches of business and industry, is proving broad and advertising, too. A survey by Broadcasting staffmen indicates that 1940 was a banner year. It also indicates that 1941 will be even better, judging by business already on the books of networks and stations.

The remarkable part about all this prosperity from radio standpoint, is the volume of broadcast time sales is increasing steadily from year to year. The volume of time sales has settled down to a steady curve on the charts, in contrast to the spurs prevalent a decade ago.

Yes, it looks like a good year for broadcast advertising. Plenty of business is under contract. Much more is planned but awaits dispelling of fear among those who hesitate because of the exigencies of war. More advertisers are entering the radio fold and present advertisers are enlarging their budgets.

Fears of complications arising from the war are natural. Outstanding is the dreaded “priorities” bogey. Yet, when the nation’s production is geared to defense needs, many consumer products widely advertised by radio will be made in diminishing quantities.

Encouraging to those who fear that firms shifting from production of consumer goods to defense items is the situation in Canada, where wartime restrictions have been in force for well over a year. All business is good in Canada and a bright 1941 is expected.

With war orders tying up consumer production in many lines, advertising is continuing their radio promotion though directly affected. These advertisers remember the lesson learned in the last war when abandonment of promotional efforts during time of hostilities found them at a disadvantage when the war ended—a mistake that in some cases required years to correct.

The Voorhis Bill

FOR THE PRESENT, at least, the Voorhis advertising tax bill is reposing restfully in a Capitol Hill pigeonhole. Let’s hope it stays there—where it rightfully belongs. However, there need be eternal vigilance on the part of the advertising industry, for all types of media would suffer under this drastic measure whose aim, judged to the lowest common denomina-

tor, seems to be to hamstring the advertising industry as a whole.

Elsewhere in this issue we print an interpretive story that should be read closely by all connected with advertising, especially those in radio. It points out that there is an undercurrent of support in Washington for a measure, if not like the Voorhis bill, then one approximating its aims. True, this support comes from a fringe of Government officials with their own peculiar ideas of economics. But let us be fooled into thinking that anything more would not climb on the bandwagon once such a move gained a start.

Reversing the Order

NEW YORK (AP)—The Columbia Broadcasting System’s correspondent at Belgrade reported today . . .

NEW YORK (UP)—The National Broadcasting Co’s shortwave listening post heard today . . .

NEW YORK (INS)—The Mutual Broadcasting System announced today that its correspondent in Berlin . . .

MANY TIMES a day sentences like these are emblazoned across the front pages of the nation’s leading newspapers. Reversing the order, they mark a new and radical departure in journalism. For it was only a few short months ago that the major news services had an ironclad policy against even attributing a speech to radio. Now with war raging over three continents, radio is one of the most consistent news sources of the press—properly accredited, of course.

In fact, the three major wire services now have clauses in their contracts with the networks for an exchange of news. This is the same agreement they have with the newspapers of the country. What a contrast to the not-so-distant past when radio wasn’t even able to buy the reports of the wire services!

The reason for this amazing change is simple. Radio has inaugurated a new form of reporting. Millions of American homes hear the world-shaking news from Europe directly from the corresponding radio station. And this new form of reporting has opened up wide new vistas for American news gatherers. They supplement rather than compete with the wire services and the big metropolitan dailies. They can and do concentrate on obtaining a different story from what appears in your newspaper. They have radio and use it, but a look at the record is enough to impress even the most doubting Thomas.

For example—radio’s front line reporting gave the American press England’s declaration of war on Germany many minutes before the cables; radio gave the press and the American public a tremendous “beat” on the sinking of the Graf Spee; radio reporters flashed the first news of the Munich pact in 1938 and the French armistice in 1940 . . . the list is long, too long to enumerate here. But the lesson to be gained from this imposing record is one that we have consistently pointed out in these columns:

Radio needs the press; the press needs radio.

Radio Pan-America

DURING THE LAST 20 years, radio, more than any other single force, has battered down barriers of sectionalism in the United States. Now radio will undertake the job on a hemispheric basis, through regular interchanges of service with our 20 Latin-American sister republics.

With commendable foresight, the broadcasting companies in the United States have taken steps to expand network operations through Latin and South America. CBS, after a tour by President William S. Paley, already has announced plans providing for such network service on a regular basis. NBC soon can be expected to follow suit.

In the meantime, the dictator nations are putting out unvarnished propaganda in South America, directed against the democracies, the network expansion move is particularly significant. Obviously, the CBS move is to promote better relations with Latin America in harmony with the policies adopted by our Government. Yet the commercial possibilities are there—through promotion of United States commodities, particularly brand name products. On the long haul there should be a worthwhile return for American advertisers.

Kilowatts and FM

WITH THE ADVENT Jan. 1 of FM as a full commercial broadcast service, radio advertisers and time-buyers appraising this new radio medium must radically revise their methods of judging station coverage. In the standard broadcast range, power and frequency are the real factors. In FM they mean almost nothing.

The FM yardstick will be square miles of coverage, not watts or kilocycles. At present a radio advertiser is prone to run down the watt-column in selecting his stations for a campaign. With FM, a station may have 1,728 watts, and his competitors several times that output. Yet the 1,728-watt, by virtue of location, antenna height and antenna gain might do a far better coverage job. The most progressive station in the area might well be one with fewer watts, but in the most desirable location and took advantage of engineering factors. For example, a station, by doubling its antenna height, actually increases its coverage, or power equivalent, by four times.

The point we make is that buyers of time for FM must orient themselves to this new coverage formula. Power is not all in FM. It doesn’t mean any more than the number of watts input to light the lamps in your home. It’s the area covered that counts.
WAY BACK in 1929, on Aug. 22, Karl Wyler was strumming his ukulele for broadcast purposes during the inaugural ceremonies of KTSM, El Paso, Tex. Today Karl Otto Wyler is vice-president and general manager of WSBG.

When you step into his sumptuous office at the station or run into him in New York, Chicago or Washington, you don't think of him as a one-time ukulele coddler, though the ukule represents an important phase in the career of this young radio veteran.

Karl Wyler's broadcasting career really started when he was 16— that was about 1921. He was born in El Paso April 5, 1905. His father was Swiss and came to El Paso in the '80's. His mother was a native of Missouri. Although the family moved around a bit in Karl's infant years, they always gravitated back to El Paso. In 1909 they moved briefly to Douglas, Ariz. and shortly after returning pulled up stakes again in 1911 and went North to Grants Pass, Ore. After returning to El Paso once more, young Karl attended the local schools. Meanwhile, father Wyler, a mechanical engineer, operated the Wyler Industrial Works, an iron foundry.

The career really began in 1921 when Karl directed his four-piece orchestra, "The Merrymakers", in their first radio appearance on WDAH, one of El Paso's pioneer stations. A year later on KFXH, another early El Paso station, he was singing as "The Happiness Boy". Between appearances he was busy trying to keep his ukulele program sold to a sponsor as well as executing all sorts of general functions around the station. These jobs provided little more than spending money, and when he began to take a serious interest in music, his father was startled to decide it was time to get down to brass tacks in a business way.

Accordingly, he left in 1926 for Dallas where he entered the office equipment business, ultimately picking up some valuable experience in selling, and in June, 1928, he married Miss Harper. By 1929 radio in El Paso was getting firmer legs, a process Karl Wyler had watched with keen interest, and that year, when plans were being evolved to open KTXM, he returned to El Paso to help with the groundwork. When KTSX took to the air in August, 1929, he was one of its four employees—listed as an announcer, he really had duties in practically all the departments. His interest in radio grew apace, and to make his foundation more complete, he became a ham operator.

In 1930, when Karl became program director of the station, he developed an act called "Kari the Cowhand". Although he could not yodel in true cowboy style—his father had tried in vain to teach him—another character called "The Admiral" and a mythical Texas burro named "Gom-Mark", listeners would like to hear again.

By 1931 Wyler had become sales manager of the station and two years later, June 1, 1933, he was appointed manager. At this time the staff included eight persons. The station had no transcription service, no regular news service. These gaps were filled one at a time, but in a steady stream. The WBS transcription service came in 1934. The next year Transradio news was added, and the staff had increased to 12, with proportionate expansion of office space. In 1937 a new 350-watt transmitter was installed. In January, 1938, KTSX affiliated with NBC.

The history of KTSX and Karl Wyler go hand in hand. Both developed together. When KTSX joined NBC, it followed a policy of giving increased attention to locally produced programs. By 1938 the local police department, dramatic staff and new local entertainers were added, and within two years the regular full-time staff numbered 28. To serve national advertisers as well as local accounts a fulltime merchandising department was added.

Clamor of the station's current progress came the night of Oct. 1, when the station went on the air with its new 500-watt RCA transmitter and 310-foot Trusec tower and switched from 1010 to 1560 kc. Karl Wyler is vice-president and minority stockholder in the licensee Tri-State Broadcasting Co. He acquired his interest in the company in 1934. President and majority stockholder in Mrs. Frances W. Bredberg, now living in a Texas ranch.

Recognized leader in industry circles, Karl was one of 11 broadcasters chosen by the NAB as the committee to draft the NAB Code. He was chairman of the Texas group of Broadcasters before it was dissolved in favor of NAB District 13. He is past secretary and director of the El Paso Rotary Club, a director of the local Chamber of Commerce, a director of the Family Welfare Society and of Friends of Mines, a booster organization of Texas Mines. In his community, one of two El Paso men, and one of 89 radio men listed in Young Men of America, the "Who's Who" under 45. And on Oct. 16 he gave his name to Uncle Sam in the selective service registration.

No executive chair-warmer, Karl Wyler still enjoys taking over an announcer's stint, filling in on a dramatic program, knocking out a few commercial announcements or just being around to laugh, always a more lively air when even the most serious of men may bob up from time to time. Although radio is both profession and hobby to him, he enjoys playing stocks as much as any other recreation.

But of course he is proud of his family, which besides Mrs. Wyler includes 11-year-old Karl Jr.
**FLAVIUS DANIEL, traffic manager of CKAC, Montreal, has been promoted to director of the publicity and news department. Paul Gallais has been assigned to take charge of the radio page of the Montreal LePresse, replacing Pierre Ranger who has joined the Ministry of Information for the duration of the war. Roger Nadeau takes charge of radio news and censorship, replacing Francois LaRocque, now private secretary to Hon. Hectar Perrier, Quebec's new Provincial Secretary.**

**BOB SEAL, production manager of KPO-KGO, San Francisco, has been elected president of the NBC Athletic Assn. Harry Mayhorn was elected treasurer.**

**ELLIOIT MILLER, announcer, formerly of WORL, Boston, and WLAW, Lawrence, Mass., has joined the staff of WDBC, Hartford.**

**JIM PRICE, announcer of WCAM, Camden, N.J., and Ruth Murren, one of the Three Rhytmettes, singing group on KYW, Philadelphia, announced their engagement on Dec. 13.**

**THOMAS FREEBAIN-SMITH, Hollywood assistant to Crane Wilbur, producer of the CBS Big Town series, sponsored by Lever Bros. (Cal), has been made an honorary member of Gamma Beta Alpha, the College Broadcasters of America fraternity.**

**ROBERT FURCELL, announcer of WCFI, Chicago, on Dec. 6 became the father of his second child, a girl.**

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**$20.00 BILL BROADCASTING**

And when $20.00 Bill represents the saving on a minute spot, it's the voice of authority. Station WMBG—the Red Network outlet in Richmond offers a minute spot—economy—$20.00 saving: $29.90.

WMBG offers you the Red Network audience — 5000 watts day time — 1000 watts night and equal charges for coverage—WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG—NBC Outlet—Richmond, Va. National Representative, John Blair Company.

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**PHIL KALAR, former head of community service department of WLS, Chicago, has been placed in charge of the music department. Ray Ferris, has been transferred to the production department from the music department.**

**DOUGLAS CARTER, formerly of WJW, Columbus, Ohio, has joined the announcing staff of WCCB, Springfield, Ill.**

**HOWARD LONDON, sometime New York radio talent, has joined the KNX-AM staff and more recently engaged in radio program production is the father of a girl born Dec. 12.**

**BOB HALL of CBS Hollywood junior staff, has been promoted to a post in the KNX transmission department. His position of junior staff acting program director, has been taken over by Michael McBain. Gilbert Messan has become junior staff production manager, the post formerly held by McBain.**

**VAN C. NEWKIRK, Hollywood program director of Don Lee Broadcasting System, will participate in the MBS coordinators meetings in New York, Jan. 7 to 9. En route he will stop in Washington to visit relatives.**

**WENDELL NILES and Arthur Q. Bryan, Hollywood announcer and actor, respectively, on the CBS Al Pearce Show, sponsored by R. J. Reynolds Tobacco Co., have been signed as commentators on a forthcoming Warner Brothers television series.**

**GEORGE MCCOY, announcer of WJZOM, Jersey City, on Jan. 1 is to join WEAF, New York, where he will work over the Donaldson Interview show, heard as a nightly feature on WOR, New York, and is well known in the field of home entertainment.**

**GENE GODD, of the news staff of WJZOM, Des Moines, on Dec. 21 married Bettye Frances Vick.**

**CARLTON E. MORSE, Hollywood, producer of One of Our Family series, sponsored by Standard Brands Inc. (Tommy Dollar series), has had his picture added to the collection of famous men's photographs at Sacred Heart of Mary High School. He is a graduate.**

**MARTIN TOBIN, formerly of KBS, Chicago, has joined the KBO, Denver, announcing staff.**

**BILL GOODWIN, Hollywood announcer—actor, is recovering from pneumonia.**

**GEORGE FISHER, Hollywood commentator, and Nica Doret, film actress, were married at Las Vegas, Nev., Dec. 14.**

**ROB PROVENCE is the latest addition to the announcing staff of WMVN, Fairmont, W. Va. He has been campus commentator for the U of West Va., working from the station's Morgantown studios.**

**RUTH SMELTER, of WCCO, Bridgeport, Conn., on Christmas Eve announced her marriage in August to William Nielsen.**

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**Early in 1941**

**FULL TIME on 1600 kilocycles and 50,000 watts means business in Baltimore**

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**BROADCASTING • Broadcast Advertising**
James F. Burke, recently appointed assistant director of the CBS program service department, has a wide background in the various phases of network broadcasting. A university graduate of Williams College, he successively served as CBS news department secretary to Paul White, CBS director of public affairs, and in a similar capacity to Mr. Lawrence W. Lowman, vice-president in charge of operations.

In 1936, he was appointed head of the program information division, and was later placed in charge of program ideas. Before coming to CBS in 1933, Mr. Burke was with the New York Times.

Maxey to New WDEF

Ovelton Maxey, formerly manager of WRTD, Richmond, and recently manager of WSTP, St. Petersburg, Fla., has joined WDEF, Chattanooga, as commercial manager. At the new station, which goes on the air Jan. 1, using 250 watts on 1,370 kc., he will be associated with Fred Bugg, whom he succeeded at WTSF and who is now manager of WDEF. The Chattanooga station is owned by Joe Engel, local baseball club owner and big league scout. Eugene Wilkey, formerly with WDOD, Chattanooga, is program director of WDEF, and J. V. Sanderson, formerly of WAPO, Chattanooga, is chief engineer.

John A. Clark, who operates a remote studio in West Allis, Wis., for WELN, Racine, heads a company to which he has applied to the FCC for a new 250-watt daytime station on 1450 kc. in West Allis. Vice-president and a co-equal stockholder is Otto Freese, local ice cream maker.

Our Family Is in Its Second Generation

Since 1924, we've watched thousands of youngsters like these grow up...to go to the State University or Agricultural College...marry...establish homes of their own. Now new generations are turning their dials to "580"...seeking the guidance of WIBW's friendly voice and neighborly personalities.

We're mighty proud of OUR FAMILY...over five million fathers and sons, mothers and daughters...equally proud that we enjoy the whole-hearted confidence of 1,238,890 homes.

Let us take you into these homes...introduce you as our friend...tell them the merits of your product. Thousands of advertisers have found this the quickest, surest way to get FAST, PROFITABLE RESULTS throughout Kansas and adjoining states.

WIBW in TOPEKA COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Broadcasting • Broadcast Advertising

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plained by an agency handling the advertising for both an auto and a watch manufacturer.

Army camps are providing a new market for cigarettes, foot-ache remedies, shaving preparations and similar masculine products and a number of station representatives reported receiving inquiries from advertisers about stations whose signals cover the various campsites, although not much such business has actually been placed as yet.

Army camps may also become important as program origination points. Already American Tobacco Co. has lined up a number of camp broadcasts of the Hit Parade and Kay Kyser programs and the Voz Pop programs sponsored by Penn Tobacco Co. are shifting their locales from hotel lobbies and street corners to army camps.

Although there are no definite plans for doing so, it is expected that other sponsors of audience participation shows will find the camps logical spots from which to bring their programs.

The war in Europe has had little effect on broadcasting here, except as it has inspired the defense program, which in turn has increased advertising generally. If all European ports were closed and exports of war materials moved to America shut off, the advertising of these watches would of course be cancelled, but to date a sufficient quantity of movements is being received to maintain advertising and sales at a normal volume.

Nor has the demand of national defense on industry curtailed the production of consumer goods sufficiently to influence broadcast advertising of these goods.

More Local Programs

Several station representatives reported a trend toward an increase in local advertising programs and a decrease in the number of transcriptions placed by national advertisers, which might be ascribed to improved programming on the part of the stations or to improved salesmanship in merchandising these programs to advertisers and agencies.

Another trend reported by certain representatives was toward increased use by national advertisers of stations in markets of less than 50,000 population, which had been included on very few national lists prior to 1939. As an example of this trend one firm reported that it represents a newspaper in such a market and occasionally takes orders for the paper's station as well although it does not represent the station.

"In 1939 this over-the-transom business, for that's all it amounts to, brought us commissions from this station of $27. In 1940 the station paid us more than $100, not as a result of any increased effort by us, but entirely from orders placed by agencies. The only conclusion we can draw is that radio is proving such an effective medium that advertisers are finding it profitable to use second and third markets as well as major markets in their radio campaigns."

The same thought was expressed by C. Witzmer, NBC's district manager in charge of Red Network sales, in explaining that the Red's increasing listings in 1940 have been due chiefly to the inclusion of more stations in the networks used by advertisers. "The real basis of all radio increases," he stated, "is increased appreciation by advertisers of broadcasting as a producer of sales.

Fame for Editors

THE MILLENNIUM has arrived for hard-working radio news editors—by lines at last. WBэм, Chicago, has inaugurated the policy of giving its news editors air credit for stories they have written independently of the station's wire services. The special dispatches are inserted in regular news periods and are also used separately at various times during the day. WBэм listeners now hear: "And now here is a special dispatch written especially for this program by (editor's name) of the WBэм news bureau."

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

Sponsors for Comments of Fulton Lewis Jr. on 30 Stations Last Year

THIRTY stations have carried sponsors for the Fulton Lewis Jr. Washington new commentary broadcasts on MBS during 1940; according to the station's manager, William B. Dolph, manager of WOL, Washington. At present 19 stations carry the program on a local sponsorship basis. The 1940 sponsors and stations were listed as follows:

KFWL, Denver, American National Bank of Denver; KFRC, San Francisco; KFRC, Honolulu; KFXC, Salt Lake City; KFRC, Yankton, S.D.; KFRC, Longview, Texas; KFRC, Helena, Mont.; KFRC, Des Moines, Iowa; KFRC, Milwaukkee, Wis.; KFRC, Los Angeles, Calif.; California Growers Winery; WBBL, Boston; WADK, West Point, Ga.; Valley Electric & Appliance Co.; WGF, Richmond, Va.; Southern Brewers; WGRG, Louisville, Home Mutual Life Insurance Co. and Lincoln Bank & Trust Co.; WJEJ, Wlgerstown, Md.; Bowman-Warne; WJW, Akron; Gillette Safety Razor Co.; WLAP, Lexington, Ky.; L. R. Hicks Chemists; WPA, Pals City Brewing Co.; WMPS, Memphis, Tennessee Brewing Co.; WROK, Rockford, Ill.; Hamilton Furniture Co.; WSBAY, Rochester, N. Y.; Rochester Brewing Co.; WUT, Jackson, Tenn.; C. L. Lininger & Son, Muskogee, Okla.; Southland Oil Co.; KGQ, Pitts- burgh; WENY, Elmira, N. Y.; Mennen Co.; WNT, Cedar Rapids, Iowa.; Scott McIntyre Co.; WSMF, Binghamton, N. Y.; Hamly Drug Stores; KGVB, Great Bend, Kan.; Falcon Redinery; KFPL, Paris, Tex.; North-East Texas Motor Lines; KOMB, Tulsa, Baradell Oil Co.; KUAI, Los Angeles, Desmondes's (clothes); WICC, Bridgeport, Conn.; National Policy Division of Federal Life & Casualty Co., New York. In addition, Mr. Lewis has had sponsors on KJDI, Amavillo, and WQLI, Ashland, Ky.

CJB Sued Over Old CKGW

Canadian Broadcasting Corp., is being sued at Toronto for $250,000 damages for alleged breach of lease by Goodenham & Worts Ltd., former operators of the 5,000-watt CKGW, Toronto, which the CBC's predecessor, the Canadian Radio Broadcasting Commission, leased in 1933 and operated as CRTC. Hearings in the case started after several postponements on Dec. 13, and were abruptly broken on Dec. 21 to Jan. 20. When the CBC built the present 50,000-watt CBL at Toronto, the equipment for the former CKGW was reportedly returned to Goodenham & Worts. The firm in 1936 was ready to put up a 50,000-watt station to replace the leased station, but lost a lease in 1939, it was pointed out in court.

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BROADCASTING • Broadcast Advertising
Clyde Coombs is Named As Manager of KARM

CLYDE COOMBS, for the last three years CBS account executive in San Francisco, was on Jan. 1 became vice-president and general manager of KARM, Fres- no, Cal. The ap- pointment was made by W. W. Gardner, man- age of the George Harn Estate, owners of KARM, a CBS af- filiate.

Mr. Coombs is a graduate of the U of Utah. After leaving college, he joined General Electric in Schenectady as an engi- neer, specializing in broadcasting. He was among the engineers who set up the engineering department of RCA at Camden. Later he went to the Pacific Coast where he was in charge of engineering and sales for the broadcast division of RCA. His next step was to NBC in San Francisco, where he became an acc- ount executive. Then he trans- ferred affiliations to CBS in the same capacity. He succeeds Jerry Kilgore, resigned.

Power Boost to 50 kw.

Given WKBW, Buffalo

PANOTHER 50,000-watter was added to the country's roster of maximum power stations Dec. 17, when the FCC granted the application of WKBW, Buffalo, a boost in output from 5,000 watts on 1480 kc. A CBS outlet, the station will operate as a 1-B transmitter, du- plicating with KOMA, Oklahoma City. The stations, under the Ha- vanan Treaty, reallocation slated to become effective March 29, will move to 1520 kc.

At the next meeting, the FCC also approved an increase in power for KGC, Amarillo, from 2,500 watts day to 3,000 watts day, and from 1,000 watts night to 5,000 watts day and 1,000 watts night, full time. WLOG, Logan, W. Va., was granted a license modifica- tion authorizing full time oper- ation in lieu of daytime only, with 100 watts on 1290 kc.

WELL, New Haven, was given a construction permit to increase power from 250 watts to 500 watts, and from 1,000 watts to 1,500 watts, on 930 kc.

KLRA Asks 50 kw.

KLRA, Little Rock, now has pend- ing before the FCC an application for 50,000 watts on 1010 kc, under terms of the Havana Treaty real- location. Now assigned to 1390 kc. with 5,000 watts unlimited time, the station seeks a shift to the 1010 kc. channel, which becomes a Cana- dian Class B assignment under the treaty. KLRA is owned by 8% by A. L. Chilton, 16% by The Little Rock Gazette, and 10% by R. E. Stueber.

WGES Asks Fulltime

FULLTIME operation, with an in- crease in power to 5,000 watts on 1690 kc., is sought by WGES, Chi- cago, in an application filed Dec. 23 with the FCC. The station now shares time with WSBT, South Bend, and is, is given fulltime on another frequency.

Initial Matter

IN VIRGINIA, VMI and VPI are readily understood abbrevia- tions for the names of two promi- nent schools—Virginia Military Institute and Virginia Polytechnic Institute. Recently the WRVA, Richmond, program department received a communica- tion from a listener, asking: "You all keep on playing VMI tunes. How about some VPI songs for a change?"

Big Gain Shown

In Set Production

Portable Receivers Lead to Much of Phenomenal Rise

PURCHASERS of radio receivers get more for their money each year, according to preliminary figures of the 1939 Census of Manufactures, released Dec. 19 by the Bureau of the Census. With units of radio manufacture rising sharply over 1937, the preceding manufac- turers' average price per unit had declined substantially by 1939, the Census Bureau figures indicated.

They also showed concretely the tremendous demand built up in the last few years for portable sets and a drop in phonograph combinations, along with the steadily growing popularity of table model radios. These factors, and a steady demand for automobile radios, indicate that radio has branched out from the music situation.

This includes 6,965,162 table model radios, a jump from 4,231,191 in 1937, and 1,291,088 console models, a drop from 1,612,378 in 1937.

Portable sets, of which 500,369 units were manufactured in 1939, accounted for more than half of the phenomenal rise in the number of battery operated sets, from 235,049 in 1937 to 1,152,755 in 1939. In addition, 474,620 radio-phonograph combinations were manufactured in 1939, valued at $17,193,408, compared with only $7,807 and a value of $4,567,342 in 1937. Total value of products of the industry, including receivers, trans-mitters, tubes, phonographs, etc., amounted to $275,870,166 in 1939. It is estimated by the Institute of Radio Engineers that during 1940, a record-breaking year, 11 million radio receivers were manufactured [Broadcasting, Dec. 15].

Many a visitor to Fargo has marveled at the big-city busy-ness of this town of 36,000 souls. The answer is easy: Fargo is the buying center of a million-and-a-half other Red River Valley people—prosperous people who account for 46% of all retail purchases in North Dakota, South Dakota and Minnesota [exclud- ing the counties containing Minneapolis and St. Paul].

Isn't it important, then, to use the only station reach- ing all the Valley—the only NBC station within 100 miles?

MUMMERS' PARADE CANCELED BY WIP

FIRST repercussions in Philadel- phia to the ASCAP feud came when WIP canceled its broadcast of the traditional New Year's Mummer's Parade Jan. 1. For years, the sta- tion has broadcast the colorful parade, this year, faced with the problem of carrying disputed tunes from the more than two dozen bands, the station decided to pass up the event to escape any possible trouble.

At WFL, Philadelphia, several program changes were necessitated because of the ASCAP song conflict. Daily remote and Saturday night pickup of the Sleepy Hollow Gang, Billy group broadcasting from Pennsburg, Pa., were canceled making it necessary for the rural entertainers to come into the city and do their broadcasts from the studio so musical selections could be checked. In addition, it was neces- sary to change the format of two half-hour Saturday morning shows devoted to a Philadelphia high school and a suburban high school.

FIRST prize in a contest sponsored by Glamour for the best department store window design went to Louise Steffens, receptionist at KWX, St. Louis. The design was to serve as a means of emphasizing that the store carried clothes featured by the magazine. Miss Steffens gets her choice of any dress featured in the current issue. The prize winning design will probably be used by a St. Louis department store shortly.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KDKA, Pittsburgh
American Chicco Co., Long Island City, N. Y., 6 weeks, thru Badger & Robinson, Chicago.
Kroger Grocery & Baking Co., Cincinnati, 10 weeks, thru Ralph H. Jones Co., Columbus, Ohio.
Bristol-Myers Co., New York (Minit-Rub), 6 weeks, 52 weeks, thru Young & Rubicam, N. Y.
Philadelphia Co., Pittsburgh (electric utility), as series, direct.

Dr. Ellis Sales Co., Pittsburgh (cosmetics), as series, thru Smith, Hoffman & Smith, Pittsburgh.
Clearfield Thompson Co., Clearfield, Pa., 12 ap, direct.
Cleveland Cooperative Store Co., Cleveland (Grand ranges), 5 series, thru Lang, Fisher & Kirk, Cleveland.


Pittsburgh Brewing Co., Pittsburgh, 2 ap weekly, thru Smith, Hoffman & Smith, Pittsburgh.

F. Ad Richter, Brooklyn (proprietary), 3 weeks, thru H. W. Rust & Son, Chicago.

WHN, New York
King David Memorial Park, New York, 4 ap weekly, 52 weeks, thru Raymond Specto Co., N. Y.
Morris Plan Industrial Bank, New York, 6 ap weekly, 10 weeks, thru Gotham Adv. Agency, N. Y.
Bond Stores, New York (clothes), daily, 4 days, thru Neff-Rogow, N. Y.

Local Loan Co., Chicago, 6 ap weekly, thru Geo. H. Hartman Co., Chicago.
Pilgrim Inc., Chicago (inhaler, aspirin), 12 weeks, 52 weeks, thru Lake-Spire-Shuman, Memphis.
Gottfried Baking Co., New York (Hanscoen and Golden Crust bread), 6 weeks, 52 weeks, thru Ideas Inc., N. Y.

KPO, San Francisco
Regal Amber Brewing Co., San Francisco, weekly, thru M. E. Harlan, San Francisco.

Southern Pacific Co., San Francisco, 5 weeks, thru Lord & Thomas, San Francisco.

Densan Oil Co., San Francisco (dental plate cleanser), weekly, thru Rutgers Bldgs. & Co., San Francisco.

Art Metal Works, Newark (Roman lights), 6 weeks, thru Cecil & Presney, N. Y.

KGO, San Francisco
Gernhardt-Strohmaier Co., San Francisco (stoves), 2 ap weekly, direct.
Klipatrick's Bakery, San Francisco (chain), 5 weeks, thru Emil Reimharrd, San Francisco.
Sonotone Co., San Francisco (hearing aids), 3 weeks, thru M. E. Harlan, San Francisco.

KECA, Los Angeles


KXK, Hollywood
California Grower Sugar Group, San Francisco (beet sugar), 6 week, thru Botsford, Constantine & Gardner, San Francisco.

KBB, Great Falls, Mont.
Grove & Sons, Los Angeles (Bromo Quinine), 65 ap, thru J. Walter Thompson Co., Chicago.

United Drug Co., Boston (Revil), 12 ap, thru Spot Broadcasting, N. Y.

WKRC, Cincinnati
Little Crow Milling Co., Warren, Ind. (Coco Wafers), 6 weeks, thru Rogers & Smith, Chicago.

KFI, Los Angeles


Smart & Final Co., Wilmington, Cal. (fruit), thru Paris, thru Heints, Pickering & Co., Los Angeles.

National Funding Corp., Los Angeles (finance), 4 weeks, thru Smith & Bull Adv., Los Angeles.

WICC, Bridgeport, Conn.
Continental Baking Co., New York (Wonder bread), 20 ap, thru Benton & Bowles, N. Y.

Packard Motor Car Co., Detroit, 14 ap, thru Young & Rubicam, N. Y.
Ford Motor Co., Detroit, 30 ap, thru McCann-Erickson, Chicago.
Milwauke Co., New York (wax), 20 ap, thru W. T. Tracy Inc., N. Y.

WGN, Chicago

Bond Stores, New York (men's clothing), daily, thru Neff-Rogow, N. Y.

WMC, New York
Dime Savings Bank, Brooklyn, 8 ap weekly, 52 weeks, thru Austin Adv., N. Y.

Howard Inces Products, Chalfont, Pa. (vitamin and health foods), 5 ap weekly, 52 weeks, thru W. I. Tracy, N. Y.

Mystore Co., Cleveland (Mystore & Zenos), as series, thru Erwin, Wasey & Co., N. Y.

Daw Publishers, Brooklyn (religious publications), weekly, 52 weeks, thru Blackstone Co., N. Y.

Fairmont Co., Oregon, (dairy products), 3 ap weekly, 52 weeks, thru Plaza Adv., N. Y.

Reed Machine Co., Chicago (Monarch foods), 6 weeks, 52 weeks, thru形容します。Chicago, thru Chicago, thru Chicago.

Grove Labs, St. Louis (Bromo Quinine), 3 ap series, 20 weeks, thru J. W. Tracey, N. Y.

C. A. Briggs Co., Cleveland (H. B. cough drops), 2 weekly, thru Horizon-Noyes Co., Providence.

Packard Motor Car Co., Detroit (auto show), 3 ap, thru Young & Rubicam, N. Y.

Optical Membership Plan Inc., New York, 5 ap weekly, thru series, direct.

Madison Personal Loan Co., Jamaica, weekly, thru Spiegel, New York.

Continental Banking Co., New York (Wonder bread), 20 ap, thru Benton & Bowles, N. Y.

WNEN, New York
American Fruit Growers, New York (Blue Goose fruit), 4 weeks, 52 weeks, thru Aronson Co., New York.

Monarch Wine Co., New York, 3 ap weekly, thru Arthur Rosenberg Co., N. Y.

Crockle Distributing Corp., New York, (radies), 3 ap weekly, 5 weeks, direct.


Rum & Maple Tobacco Corp., New York, 6 ap weekly, thru Arthur Rosenberg Co., N. Y.

Beavamouth Labs., St. Louis (4-way cold tablets), 1 ap weekly, thru H. W. Rastor & Sons, Chicago.

Radio Station, New York (20th Century Fox Film release), 11 weeks, thru Kayton-Spiro Co., N. Y.

WBNX, New York
Adam H. Levy, New York, 24 weekly, direct.

Fairmount Cremery Co., New York (Parmount butters), 20 ap weekly, thru Joshua Epstein Agency, N. Y.

Bauso dried Fruit Co., New York, weekly.


Garcia Wine Corp., New York (wine), 6 ap weekly, thru M. J. Mathes Co., N. Y.

WINS, New York
Madison Long Island Personal Loan Co., 21 ap weekly, 52 weeks, thru Kilgour.

Complet Compler Publisher Co., New York, 2 ap weekly, 13 weeks, thru H. Wallace Campbell, N. Y.

KDFY, Salt Lake City
General Cigar Co., New York (Vandy Cigars), thru Federal Ad. Agency, N. Y.

Sold Out

MESSER CANDY Co., Cincinnati, bought 15 spot announcements on WCKY to extol the virtues of its Mayfair chocolates as Yule gifts, listing dealers. Two days before Christmas, the sponsorship behind the promotion was asked to use the remaining spots to wish its customers a Merry Christmas out of Mayfair chocolates and hard candy," he said, "and now we're getting ready for a record Easter business."
EGOFOAM PRODUCTS Co., New York (shampoo), which had done no advertising of any kind prior to a recent 13-week participation in Lida Bailey Allen's Homemaker's Hour on WMAQ, New York, is reported considering a half-hour variety program on a New York station. Distribution of product is at present confined to the metropolitan area. Both productions, New York, handles the account.

STANCO PRODUCTS, New York, makers of Minol, Njol and Flit, have dispersed their two-hour serial, the career of Alice Blair and Meet Miss July, on Dec. 29, with advertising plans for Jan 1-213. McCam-Erickson, New York, agency on the account, expects Co. to be included in the new campaign, however.

ADVERTISERS WIEBOLDT STORES, Chicago, are handling the advertising plans for Dann Jones on campaign, Chicago. Agency is McCann-Erickson, New York, agency on the account, expect Co. to be included in the new campaign, however.

HAROLD PIHEN Inc., Springfield, III. (Dodge and Chrysler dealer), is sponsoring a thrice weekly Past Card Auction on WCBS, Springfield. Program is written by Briggs-Hoffman features, St. Louis.

WIEBOLDT STORES, Chicago (department chain), on Dec. 23 renewed for 52 weeks its thrice weekly half-hour Musical Clock series on WMAQ, Chicago. Agency is Needham, Louis & Brochy, Chicago.

WILSON & Co., Chicago (ideal Dog Food), on Jan. 15 starts a six-weekly 10-minute news period on WOW, Omaha, and on Feb. 1 starts six weekly spot announcements on KDKA, Pittsburgh. Both contracts are for 52 weeks. In addition on Dec. 23 firm renewed its six-weekly five-minute news period on WMAQ, Chicago, U. S. Adv. Corp., Chicago, handles the account.

JOHN MORRELL & Co., Ottumwa, Ia. (Dog Food), on Dec. 10 started a five-weekly 10-minute news period on KMPC, Kansas City. On Jan. 1 the firm renewed for 52 weeks Doppie Dan on WMAQ, Chicago, Henri, Hurst & McDonald, Chicago, handles the account.


SECURITY-FIRST NATIONAL BANK, Los Angeles (bank and investments), in a Southern California campaign, on Jan. 1 starts using nightly station-break announcements on KFI RTMS KAJ KKO KVEC. Contract is for five weeks. Agency is Dana Jones Co., Los Angeles.

STANDARD OIL Co. of California, one of the oldest users of radio time signals in the West, on Jan. 1 renewed for 52 weeks its time signal spots on all the major stations in the key markets in six Western States—California, Washington, Oregon, Utah, Arizona and Idaho. Standard thus enters its eighth year as a consistent user of time signal announcements. Agency is McCam-Erickson, San Francisco.

ROMA WINE Co., Lodi, Cal. (wines) recently expanded the list of stations carrying its three-weekly What Do You Think, Monday, Wednesday, Friday, 6:45 p.m. (PST), to a total of 22. It also added Utah stations—KLO, Ogden; KEB, Price, and KOVO, Provo. Three stations in Arizona and 12 in California received the program. Account is handled by Cesa nna & Associates, San Francisco.

MASTERS PHOTO FINISHERS, ASFN, Los Angeles, new to radio, on Dec. 22 started sponsoring a weekly one hour audience participation game, titled Swingo, on KFIV, Hollywood. Contract is for 52 weeks. Participants earn game cards from neighborhood drug stores or other concerns using the sponsor's service. More than 150 prizes are awarded weekly. Al J. Harvey conducts the program. Without musical interlude supplied by Leon Leonetti's orchestra. A different nationally known composer is also featured each week as special guest. Smith & Hull Adv., Los Angeles, is the agency, with John Cohn, account executive.

Hoffman Candy Co., Los Angeles (wholesale), using two spot announcements weekly on KNX and KECA, one each week. KIIJ, during the holiday season, plans to continue its program through January. Agency is The Mayers Co., Los Angeles.

SANTA FE VINTAGE, Co., Los Angeles (wines), new to radio, in a six-week test started Dec. 7 is using five spot announcements weekly on KJL, that city. Firm plans to include other Southern California stations in January. Agency is West & Associates, Los Angeles.

Clipper Craft Drive

TRIMOUT CLOTHING Co., Boston (Clipper Craft Clothes), will start a spring spot campaign on about 40 stations about March 15. One-minute transcribed dramatized announcements will be used, staggered on a basis of three times a week to once a day in various markets. Sponsor has recently purchased on WLW, Cincinnati, a quarter-hour news commentary heard Sundays from 11:11:15 p.m. Emil Mogul Co., New York, is agency.

DODGE DEALERS of Chicagooland in mid-December moved the weekly half-hour Hall of Stars from WGN, Chicago, to WBBM, same city. The program features a board of sports experts who answer questions submitted by listeners, and is placed by Ruth- rauff & Ryan Inc., Chicago.

WINCHARGER Corp., Sioux City, lowa. (windmills and antenna towers) is sponsoring a three-times weekly series on KRJ, originating in the company's factory. Announcer Charles Serbellon visits a different department of the factory each broadcast.

TO PLUG the picture, "Lore Thy Neighbors," starring Fred Allen and Jack Benny, Paramount Pictures, New York, purchased a quarter-hour on WOR, Newark, Program, which originated in front of the Paramount Theater, New York, the night of the premiere, consisted of interviews with screen and radio celebrities. Buchanan & Co., New York, is the agency.

CHASE NATIONAL BANK, New York, has renewed on WJZ, New York, for another 13 weeks starting Dec. 24 the Tom Powers 10-minute commentary, titled But That's Not New York, Tuesdays and Thursdays, 7:30-8:00. Albert Frank-Guenther Law, New York, is the agency.

CLIOQUOT CLUB Co., Chicago, Ill. (Clotquot Club), on Dec. 25 started a 13-week schedule of 15 spot announcements weekly on WGN and WCLF, Chicago, and WIND, Gary, Ind. Schrrommer & Scott, Chicago, is the agency.

HEILEMAN BREWING Co., La- Crosse, Wis. (Old Style Lager), uses radio for the first time in sponsoring five weekly spot announcements on WGN, Chicago, effective Jan. 1. L. W. Ramsey Co., Chicago, is agency.

The Value of Information is Measured by its Reliability

Today, neither medicine nor merchandising can diagnose wisely from mere surface indications. That's why we consider it our job to dig for the basic factors affecting any spot-broadcasting situation, and to present them without color or bias.

John Blair & Company

National Representatives of Radio Stations

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>225 N. Michigan Ave.</td>
<td>212-424-5220</td>
</tr>
<tr>
<td>New York</td>
<td>341 Madison Avenue</td>
<td>212-424-5220</td>
</tr>
<tr>
<td>Detroit</td>
<td>410 New Center Bldg.</td>
<td>313-424-5220</td>
</tr>
<tr>
<td>St. Louis</td>
<td>801 Chestnut Blvd.</td>
<td>314-424-5220</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>345 S. Hope Blvd.</td>
<td>213-424-5220</td>
</tr>
<tr>
<td>San Francisco</td>
<td>500 Russ Building</td>
<td>415-424-5220</td>
</tr>
</tbody>
</table>
Clear All Wires

KIDO, Boise, Ida., claims a real radio first and defies anyone to dispute it. The Rocky Mountain Syrup Co., a new concern, has purchased two 25-word announcements on the station. But the sales manager of the firm was so enthusiastic about his new radio “program” that he purchased space in a Boise paper to inform listeners that Rocky Mountain was on the air. The ad read: “Rocky Mountain Syrup Company’s Sourdough Syrup on the Air over KIDO Monday and Saturday between 7 and 8 a.m.”

ROBINSON LABORATORIES, Philadelphia, has cut a series of 24 transcribed announcements for Panarian Tailors, Philadelphia, for use on the tailoring concern’s nightly Night Club of the Air on WPEN, Philadelphia. Announcements were by Tom Livesley, of the station.

BRAUN BAKING Co., Pittsburgh (bakeries goods), is currently sponsoring three weekly quarter-hour programs featuring the Dream Weaver on KDKA, Pittsburgh. For the second consecutive season the firm is sponsoring the Pittsburgh portion of the Mutual cooperative program Show of the Week on WCAE. W. Long Co., Chicago, is agency.

A GROWING FIELD

For National Spot Advertisers
in BALTIMORE

NOTE: Right now there are several popular “live talent” shows with ready-built audiences available for sponsorship. Write for details or see your Petry representative.

Our Pledge for 1941:
GUARANTEED TIME
For National Spot Advertisers

A MONEY Mагnіt!
WАIR adversters CASH IN on the magnetic force we’ve built in this money-making, money-saving territory. Better hurry up and JOIN—

FIGHT FUNDS TO CHARITY

WHEN THE Jacob Ruppert Brewery, New York, sponsored on WINS, New York, the broadcast of the Diamond Belt Amateur Boxing Championships held Dec. 6 in Madison Square Garden, both the station and the agency handling the stunt, Ruthenn & Ryan, New York, donated all revenue from the broadcast to the New York City Fund, under whose auspices the bouts were held.

Now Believes in 13th

HAROLD DAVIS, program director of WHAS, Philadelphia, had planned a program debunking “Friday the 13th” as one of 13 omen, but now believes implicitly in the myth. Mirrors were to be broken in front of the microphone; a black cat was to be chased in front of the announcer and an announcer was to carry the microphone under a ladder set up in the studio. At the last minute, Davis rushed into the studio with the last part of the script which stated definitively there was no truth to the legend, only to trip over the ladder and break a tooth and the microphone.

Morrell Extending

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut Ham), on Jan. 2 renewed for 26 weeks its weekly participation in Women of Tomorrow on WJZ, New York. Other renewals include: five-minute participations in Home Forum and Shopping Circle on KDKA, Pittsburgh, effective Dec. 4 for 26 weeks; and presented twice daily on different days; five-quarter-hour programs weekly featuring Ty Tyson on WWJ, Detroit, effective Nov. 4 for 26 weeks; threeweekly four-minute participation in Mildred Carlson’s Home Forum program on WBZ, Boston, effective Nov. 1; five-minute participation in Ruth Chilton’s House program on WSYR, Syracuse, effective Nov. 11. The firm renewed Dec. 29 on behalf of Red Heart dog food Bob Becker’s Chats About Dogs on 52 NBC Red stations and WGN, Sunday, 3:45-4 p.m., and McDonald, Chicago, handles the account.

FRIDAY the 13th, last, was natal day for Peter Grant, chief of the announcing staff of WLBW, Cincinnati, so Circle friends sent him a singing telegram. Grant almost fell over the piano when he observed that the singing messenger boy accompanied himself on the piano.

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FEDERAL OUTFITTING Co., Los Angeles (chain clothes), out of radio for some time, on Jan. 3 starts sponsoring the weekly quarter-hour contest program, Radio Charades, on 3 Southern California stations—K KNX, KFRC, KFMB—Tuesday, and Thursday, 7:15-7:30 p.m. Contract is for 7 weeks. Written by Walter Gude, the series will be produced by Fred Becker, radio director of Heitna, Pickering & Co., Los Angeles, agency servicing the account. Dave Young will conduct the program, with 80 merchandise certificates awarded weekly. Firm, in addition, on Jan. 17 starts sponsoring a three-weekly quarter-hour early morning program on KILLED, Hollywood. Program details are now being worked out.

AGNEW-SURPASS SHOE Stores Ltd. (chain) has expanded its weekly half-hour Fun Parade on CFRP, Toronto, by recording the show, the transcriptions starting Dec. 12 on CKY, Lake, and CKSW, Sudbury, Ont.; CKSB, Timmons, Ont. Account was placed by Dickson & Ford Ltd., Toronto.

BREAKFAST CLUB COFFEE Inc., Los Angeles (coffee), formerly a consis- tent user of West Coast spot radio, on Jan. 17 starts sponsoring on KINS, weekly the Voice of Friendship, with Rita Murray, commentator, on three CRS California stations—K X, KARM, KSF—Tuesday, and Thursday, 7:45-8 a.m. Contract is for 52 weeks. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

REGAL AMBER BREWING Co., San Francisco (beer and ale) has renewed for 52 weeks its quarter-hour Regal Ambles, featuring Herb Caen, Chronicle columnist, on KQO, San Francisco, Mondays, 8:15-8:30 p.m. Agency is M. E. Harlan, San Francisco.

CLUCID CANDY Co. of Cal., San Francisco (Red Cap candy) on Dec. 16 started a weekly series Junior Chef and the Mountain, 5:15-5:30 p.m., on KFRC, San Francisco. Sidney Garbus Adv. Agency, San Francisco, is agency.

GROVE LABS., St. Louis (Bromo Quinine), on Dec. 9 renewed for 13 weeks its one-minute daily announcements on KFDR, Great Falls, Mont.; KIDO, Idaho Falls, Idaho; KOH, Reno, and WLT, Chicago, handles the account.

FIGHT FUNDS TO CHARITY

WHEN THE Jacob Ruppert Brewery, New York, sponsored on WINS, New York, the broadcast of the Diamond Belt Amateur Boxing Championships held Dec. 6 in Madison Square Garden, both the station and the agency handling the stunt, Ruthenn & Ryan, New York, donated all revenue from the broadcast to the New York City Fund, under whose auspices the bouts were held.
Right to Perform Records Sustained

Supreme Court Refuses Plea To Review Whiteman Case

BROADCAST stations are free to perform phonograph records without fear of having to pay monthly fees to the record manufacturers or performing artists by virtue of the refusal Dec. 15 of the Supreme Court to review the decision of the U. S. Circuit Court of Appeals in the RCA-Whiteman test case.

By declaring against certiorari, the highest tribunal in effect sustained the opinion of the Circuit Court rendered last July 25, in which it held that a broadcaster may buy phonograph records and use them on the air without the necessity of obtaining permission either from the manufacturing company or the recording artist. Thus, the appellate court's decision represents the law in all States save Pennsylvania, where a different rule now prevails because of a State Supreme Court decision in the Waring vs. WDAS case.

RCA and the National Assn. of Performing Artists sought to have the Supreme Court review the appellate court's decision. The appellate court had reversed an opinion of the Federal District Court in New York, which had held that both manufacturing company and artist possessed restrictive rights.

Possible State Suits

Whether there will be new litigation on this issue, of primary importance to independent stations, is conjectural. So far as could be ascertained, RCA Mfg. Co. will not attempt further litigation, for the present at least. NAPA, formed for the specific purpose of seeking revenue for recording artists if their words are performed in radio programs, is now filing additional suits in New York and probably in other areas, in an effort to establish the rights of the performing artists against purported record competition.

The NAPA procedure, as is understood, probably will be to bring actions in State courts rather than in Federal tribunals, and establish State laws which could provide a basis for proceed- ence over the strong decision of the Federal appellate court.

While the Supreme Court did not hand down a written opinion in the case, NAPA spokesmen entertain the view that the refusals, as reviewed was based on the conclusion that no Federal question was involved and that the matter is purely one of New York State law.

Following the opinion of Federal Judge Vincent R. Ruberti in August, 1939, holding that the manufacturer and artist possessed restrictive rights, RCA proceeded a licensing plan under which stations would pay royalties for performance of records, ranging up to 25 cents per month. When WNEW, N. Y., appealed the case, RCA held in abundance its licensing plan. Other record companies have considered licensing arrangements but suspended activity once the appeal was noted. NAB has condemned the litigation for Paul Whiteman. The WNEW expense was underwritten by NAB, who retained Stuart Sprague and Col. Joseph M. Hartfield of New York as special counsel.

COLUMBIA Recording Corp. has completed arrangements with Lang-Worth Feature Programs to record all of their "S-2" library of over 4,000 songs for ASCAP music at CRC's studios in New York, according to William A. Schuller, general manager of the CRC transcription division. Some 400 of the Lang-Worth basic library selections were recently recorded by CRC, and the balance, comprising some 1700 numbers, are masters recently reprocessed by CRC from which new pressings have been manufactured.

ROY ROGERS Inc., Hollywood production unit, has filed articles of incorporation with the California Secretary of State in Sacramento, firm, temporarily established in North Hollywood, has been organized to produce motion pictures, live and transcribed shows, and phonograph recordings. Personal management of talent is also included. Roy Rogers, cowboy film actor, is listed as president, with Lou Fulton, free lance writer-producer, vice-president, Cecil Schiley is secretary-treasurer, and Sam Houston Atlanta, counsel.

VARIETY INVESTMENTS Pty. Ltd., Melbourne, Australia, with headquarters at 285 Collins St., has taken over studios and equipment of the recording division of the Victorian Broadcasting Network. Although incorporated as a separate company, it will function for the network, and in addition engage in general recording business. David F. Syme is managing director, with R. A. Pitts, general manager and chief engineer.

NEW PRESTO 88-A

With the development of the new 88-A, 50 watt recording amplifier, Presto offers you for the first time a completely calibrated instantaneous recording system. The frequency response of the 88-A amplifier is matched to the characteristics of both the Presto 1-C cutting head and the Presto recording disc. Changes in response due to varying groove diameter are taken care of by the Presto 160-A automatic equalizer.

Using this complete system you can make Presto instantaneous recordings which will reproduce a frequency range from 50 to 9,000 cycles, uniformly, from start to finish.

A selector switch on the 88-A control panel pre-eminently the high frequency response to match the NBC Orthacoustic or either of the two high fidelity lateral reproducing systems now standardized in most broadcasting stations.

The 88-A amplifier has a gain of 85 db providing all the amplification necessary between your program lines or preamplifiers and the cutting head. The power output is 50 watts with 1% distortion. It mounts on a 14" x 19" rack panel and has a built-in power supply. List price is $250.00.

Add the 88-A amplifier and Presto 1-C cutting head to your recording installation. The results will be a revelation to you. Complete specifications are given in a new Presto catalog sheet just issued.

NOW YOU CAN MAKE ORTHOACOUSTIC RECORDINGS

BROADCASTING • Broadcast Advertising January 1, 1941 • Page 47
The Canadian Government's Department of National Revenue in mid-January will start the first of three big financial campaigns using radio extensively. The first is to remind Canadian taxpayers that wartime income tax payments, starting at $750 for single and $1,600 for married persons, may be paid on the installment plan without interest if first payments are made in January. Final plans for the campaign are not yet complete. The income tax section of the campaign is being placed through A. McKim Ltd., McConnell Eastman & Co., and Cockfield Brown & Co.

Here's how one is used by Hallicrafters engineers in the amateur communications field. The new 1941 SX-28 gives you top quality performance plus the finest precision craftsmanship obtainable.

Check all these improved features! 15 tubes—8 bands—Frequency range 550 kc. to 42 mc.—Two stages preselection—Electrical bandspread on ALL BANDS including international short wave band—Calibrated bandspread inertia controlled—Micrometer scale tuning inertia controlled—Tone and AC On-Off—Beat Frequency Oscillator—AF Gain—RF Gain—Crystal phasing—Adjustable noise limiter—Send-receive switch—80, 40, 20 and 10 meter amateur bands calibrated—Wide angle "5" meter—Band pass audio filter—Improved signal to noise ratio—Push-pull high fidelity, audio output—6 step wide range variable selectivity—Phone Jack—Improved headphone output. Dimensions 20½" x 10" x 14½". Model SX-28 with crystal and tubes...$159.50.

CBC to Get 1 Kw.

The Ontario government will spend about $300,000 in the next six months advertising the province as a haven for United States tourists. According to an announcement by Provincial Premier Mitchell Hepburn, the campaign will be largely in conjunction with that of the Canadian federal government and other provincial governments. Just how much of the campaign will be spent on radio has not yet been decided, BROADCASTING was told Dec. 20 by Douglas Oliver, director of the Ontario Travel & Publicity Bureau. The British Columbia provincial government has allotted $146,595 for tourist advertising, bringing the total campaign with the following to a report from Vancouver.

By JAMES MONTAGNE

The Canadian Assn. of Broadcasters will appoint a permanent paid president at its annual meeting in Montreal Jan. 29, according to Harry Sedgwick, of CFBR, Toronto, CAB president for five years.

"CAB has taken an increasing amount of time in the past few years," Mr. Sedgwick said, "and the directors at our recent meeting in Montreal considered the selection of a person suitable to carry on the full time job of president, with its frequent trips to Ottawa to discuss matters with the Canadian Broadcasting Corp., to handle an increasing amount of details with agency executives, and an increasing amount of executive work in dealing with problems presented by the station members." Rapid Growth

The CAB has grown under Sedgwick's guidance from a small group of station owners to an organization embracing practically all privately-owned stations. Problems of operating a privately-owned system and a government-owned system, says the CAB, which also has control over the private stations, continue to grow. With the advent of TV, the duties of the CAB president have increased materially.

Canadian broadcasters have not yet been fully acquainted with the plan, except as discussed by the CAB directors representing eastern and western Canadian stations. The directors have looked over the field but no announcement of plans for preselection has increased dues to pay the salary of the permanent president will be discussed at the conventions. Dues were doubled at the 1940 convention, from peak quarter-hour rate to peak half-hour rate, bringing in about $22,000 for the year.

Canada Seeks Tourists

The Ontario government will spend about $300,000 in the next six months advertising the province as a haven for United States tourists. According to an announcement by Provincial Premier Mitchell Hepburn, the campaign will be largely in conjunction with that of the Canadian federal government and other provincial governments. Just how much of the campaign will be spent on radio has not yet been decided, BROADCASTING was told Dec. 20 by Douglas Oliver, director of the Ontario Travel & Publicity Bureau. The British Columbia provincial government has allotted $146,595 for tourist advertising, bringing the total campaign with the following to a report from Vancouver.

CBY, Toronto—One commercial outlet of the Canadian Broadcasting Corp., is to be increased from 100 watts to 1,000 watts by February, according to a report from the executive offices at OTM, the new site being acquired for the new transmitter outside Toronto. The increase in power is reported to be one of better alternates in sustaining program service for coverage of the Toronto area when CBY, Toronto, is carrying commercial programs.

CHRIS HANSEN LAB'S. Canada, Toronto, on Jan. 13 starts for Junket threeweekly transcribed spot announcements on 15 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

Canada Limiting Sponsored News

Network Stations Must Take Four CBC Reports Daily

The 26 privately-owned stations on the Canadian Broadcasting Corp. national network must take at least four of the six daily newscasts to be furnished by CBC beginning Jan. 1, according to a letter from general manager Gladstone Murray to the station operators.

In his letter Murray re-emphasized that none of the CBS newscasts, which will be furnished the network stations free of charge, can be spliced together directly or indirectly. This section of the letter was interpreted as a warning to station operators that no spot announcements could be used in proximity to the CBC newscasts.

Similarly, under the new plan, sponsored newscasts after Jan. 1 may carry only an institutional credit line and cannot be tied in with spot announcements before or after the news.

Stations not on the network may obtain the news free but must pay line charges where necessary. The four "must" newscasts will be carried at 8 a.m. and 1, 6 and 11 p.m. (EST). The other news periods will be at 10:45 a.m. and 3:37 p.m.

The news will be rewritten by a special CBC staff from the reports of British United Press and Canadian Press.

Hovde Heads AMA

DR. HOWARD T. HOVDE, assistant director of marketing, has been appointed President of the American Marketing Assn., head of the Wharton School of Finance & Commerce of the U of Pennsylvania, Dec. 28 was elected president of the American Marketing Assn., at the association's annual convention in Chicago. He succeeds Dr. Donald H. Covet, director of commercial research of Republic Steel Corp., Cleveland. Other AMA officers elected at the meeting were Archibald M. Crossley, of Crossley Inc., vice-president, and Robert F. Elder, Lever Bros. Co., director.

RUTHRAUFF & RYAN has signed a five-year contract for Radio Coverage Reports which, according to Edgar Felix, director of the service, is the first contract ever signed in the broadcast field. C. T. Ayres, business manager of the agency's radio department, handled the deal.

Directional over New York

Now! 5000 WATTS DAY NIGHT

YOUR BEST NATIONAL SPOT BUY

NEW APPROACH TO THE NEW YORK MARKET

BROADCASTING - Broadcast Advertising

WFBG

ALTOONA, PA.

• NBC Red
• 250 Watts
• Full Time Operation
• Railroad Shops On Time Schedule

WFBG provides the only full coverage of the Altoona trading area.

Page 48 - January 1, 1941
SUPER FM PLANNED IN WINSTON-SALEM
A SORT OF "super" FM station, which would have a primary coverage area of 70,000 square miles embracing about 5,000,000 population, is proposed in an application filed with the FCC Dec. 19 by Gordon Gray, broadcaster and newspaper publisher of Winston-Salem, N. C. Mr. Gray is the licensee of WSJS, and is also identified with the Reynolds tobacco interests.

The application is for location of a 50,000-watt FM transmitter on Claymang's Peak, 6,600 feet above sea level in the Mt. Mitchell area of North Carolina. The top of the antenna would be the highest point in the United States east of the Rockies, towering 6,876 feet. The 70,000-square mile area encompassed in the estimated coverage includes part of the Southern Appalachians, the cotton and tobacco Piedmonts and the Tennessee Valley basin. Service would be rendered to portions of seven States—North Carolina, South Carolina, Georgia, Tennessee, Virginia, West Virginia and Kentucky.

Mr. Gray states he proposes to operate the station primarily in the particular interest of the region and believes it would be an important factor in accelerating Southern industrial development. Associated with him in an advisory capacity is Lewis Windmuller, of Washington, who has been identified with radio since 1920. Engineering aspects of the project are under supervision of Glenn D. Gillett, consulting radio engineer, and Reed T. Rollo, Washington attorney, is counsel.

FCC Grants Extensions For Licensees of FM
DESIGNED to facilitate FM's transition from experimental to commercial operation, the FCC on Dec. 19 announced it will authorize, "on appropriate request," a 60-day extension of experimental FM licenses due to expire automatically Jan. 1. The plan was announced after it was indicated more time would be needed in some cases to switch from an experimental to a regular program basis.

The Commission indicated it would deny permittees' requests for temporary authority to broadcast commercially unless it is shown the permittee has complied substantially with the terms of his permit. However, special temporary authority will be granted for bona fide technical experimentation in connection with construction of FM stations, the FCC stated. At the time of the announcement, the FCC had granted a total of 25 commercial FM licenses, with 33 experimental FM licenses outstanding.

FM Shown Police
WHEN the American Police Communication Officers met in early December at Orlando, Fla., FM played an important part in the convention. GE engineers staged a demonstration of interference-free service. Members of AFCO heard description of GE field tests showing FM coverage, readability, lack of noise and interference as well as operation of stations on the same channel. Police and utility FM equipment were on display.

FM HISTORY was made recently at W2XOR, FM adjunct of WOR, Newark, when the first contract for an FM commercial broadcast was signed on behalf of Longines-Wittnauer Co. In the W2XOR control room, presumably to carry out the symbolic impression, J. R. Poppele (left), WOR chief engineer, and Theodore C. Strieffert, vice-president and general manager of the station, watched as Fred Cartoun, vice-president of Longines-Wittnauer, applies the fine Spencerian flow to a contract calling for Longines-Wittnauer's first contract for FM broadcasting.

INTERESTING sidelight of FM reception is the fact that many persons hard-of-hearing find that FM's high-fidelity characteristics enables them to hear programs with much less effort, according to FM Broadcasters Inc. Although unable to enjoy much of ordinary radio broadcasts, poor hearers may actually hear a considerable portion of FM broadcasts without effort. This results from a condition in many types of deafness where the shriller notes are more readily detected by sub-normal hearing. FM, with a tone range approximately three times that of ordinary broadcasting, provides these higher notes, which are sheared off in regular broadcasting.

A NEW weekly series dramatizing the legends of cities, titled "Tale of a City," produced by the N.Y. Radio Workshop and written by Frances Joselyn has been started on WNYC, New York Municipal station. Series is heard Saturdays, 3:30-3:45 p.m.

★ This new Turnstile FM Radiator is newer than FM itself. Results of tests indicate it to be a revolutionary development important to every station planning FM transmission. Already proven, production is now under way, and the technical facts are available today. Write at once to JOHN E. LINGO & SON, Inc. Dept. B-1, Camden, New Jersey. (Please indicate proposed FM frequency and power in inquiry.)
Purely Programs

USING South American talent playing the night clubs in town, WIP, Philadelphia, has inaugurated A Night in Havana, weekly variety show featuring authentic Latin American music and song. Sergio Orta, Cuban producer, designed the series and acted as master of ceremonies on the initial show. To keep the Latin American spirit intact, Joe Frazetto, WIP musical director, dropped his first name in favor of "Jose".

Ladies' Interests
GIVING time to philanthropic organizations and featuring a weekly interview with a career woman, the daily Milady's Mirror on KSAN, San Francisco, is built around subjects slanted to feminine listeners. The quarter-hour, conducted by Jean Anderson, after only a short time on the air, has 10 sponsors on a participating basis.

Safe Sports
DEVOTED to safety in sports, Play Safe! has started on WOE, Newark. Presented with the cooperation of the Center for Safety Education of New York U, the program features noted athletes and coaches who tell listeners how to enjoy sports safely.

Gratitude
WHEN TOM SLATER, who announces and directs the MBS series, This Is Fort Dix, looked over his mail the morning after the initial program, broadcast from the Army camp Dec. 15, the first envelope was a communica-
tion from the United States Government. Briskly, Slater tore open the envelope, ex-
pecting it might contain a letter of thanks from the Army for the Sunday pro-
gram. Inside, Slater (Order No. 169) found one of those questionnaires which the
low draft number holders are receiving these days!

Practice for Stenos
PRACTICE dictation for stenographers and commercial students is given thrice-weekly on the What's Your Speed feature on WIXN, Washington. The show, conducted by Polly Pettner, shorthand expert, combines speed tests for stenos with commercial plugs for sponsors. It is planned to sell the 10-minute program on a participating basis, with Miss Pettner dictating 100-word commercials at various specified speeds. Other shows on the new WIXN include Wings Over Washington, transcribed airport interviews with visiting celebrities; Make a Wish, daily man-on-street show incorporating the usual personal queries and topics of the day and an invitation to each particip-
-ant to express his fondest wish, awarding theatre tickets to partici-
-pants; Motorola News Nightcap, midnight to 1 a.m. news feature on which three 20-minute editions of IN5 news are repeated nightly, one after the other, so list-
eners may tune in for any 20-min-
ute period during the hour and get a complete news summary.

Prize Plus Bonus
NEW SLANT on the telephone giveaway idea is provided by It's a Gift, new five-weekly quiz series sponsored by Palace Credit Clothing Store on KQV, Pittsburgh. Using three announcers, handling three paddle wheels, and a city directory, the program each even-
ting names a winner who need not necessarily be a listener. Each winner is notified by telegram, and when he presents the telegram to the sponsor the following day he receives $15. If the winner hears the program and calls KQV within 30 minutes after the program, he re-
cieves an extra $5.

Right from Camp
OKAYED by the War Department, WOAI, San Antonio, has started a new weekly series from Fort Sam Houston tracing the activities of military trainees. Announcer Hoyt
Andres each week conducts inter-
views with groups of trainees, showing the advancement made by the men as they take up various phases of training.

AGONIES of fatherhood were too much for Edward account ex-
cutive of KPO-KGO, San Fran-
cisco. Waiting up for a 4 a.m. ar-
ival of his first baby, a girl, he trod wearily to work with the usual cigars and candy. A mimeo-
grafed slip of paper offered sta-
tistics on the news.

We're Not Braggin'... much!
If you believe in surveys — and you should believe this one because KFH had nothing to do with it, paid out "every" penny — then look over the most recent 1940 Audiance Survey for the state of Kansas. Note particularly that in Wichita — that booming market in Kansas — that more than twice as many people prefer KFH to any other Wichita station, that KFH is the preferred selection of more people than the other two sta-
tions combined. From there on it shouldn't take much figuring to under-
stand why KFH should be included on your schedules. Write for availabilities on "The Wichita Station with the Programs!"

That Selling Station for Kansas
KFH WICHITA
The Only Full Time CBS Outlet for Kansas
CBS • 5000 DAY • CP 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Page 50 • January 1, 1941  BROADCASTING • Broadcast Advertising
COOPERATIVELY sponsored on WEBQ, Harrisburg, Ill., is the new Wheel of Fortune quiz show. Each day during the week a large "Wheel of Fortune" is placed in the window of a different sponsor. On each program a name is picked at random from the window's directory and the number called. If the person answering can tell whether the wheel was displayed the previous day, he receives a merchandise award.

From Virginia Bases Aired from various military bases in Virginia, and featuring soldiers, sailors, marines, and other service men, Oklay, America has been started by WVA, Richmond. Guest stars from Tidewater Talent Time also are occasionally heard on the program, broadcast between audiences of service men. Impromptu entertainment by WVA talent follows each broadcast. Joe Brown presides as M.C.

Thine is Mine Inspired by the recent destroyer-basin deal between the United States and Great Britain, the British Broadcasting Corp. has started a new series, Your Good Name Is Mine. France provides a recording van to various communities after which the over-age destroyers have been named, all of which have the same name as an American town, and there records interviews with local citizens.

Camp Talent Color and human interest of army life are reflected in the new Soldier-All Talent feature, originated Sunday from Camp Ord, near Montereay, Calif., by KFRC, San Francisco, for Don Lee-MBS. The entire program is built around talent selected from troops stationed at Camp Ord. The San Francisco Examiner is sponsoring the local presentation on KFC.

Title Clues LISTENERS to the Musical Mysteries weekly quiz program on WINS, New York, can win prizes and tickets to future broadcasts if they correctly solve a dramatized mystery, with the clue contained in the title of a popular tune played by the orchestra. Patricia Ellis, screen star, is "mistress of quiz" for the program.

Folksy Stuff SPONSORED by Georgia Power Co. as an institutional project, Just Folks, on WGST, Atlanta, is a five-weekly dramatic serial stressing the honey angle. Scripted and produced by Amanda H. Barnes, the series uses Atlanta talent only. After eight weeks on the air, the feature drew more than 2,500 letters in a name-the-twins contest offering a $100 first prize.

FRESH FARM NEWS WNAV Reporter Goes Right to the Colleges A BETTER method of bringing farm listeners to the latest farm developments has been undertaken by WNAV, Yankton, S. D., and its farm station director, Charles Johnson. The station sent Worchester on a six-day inspection trip to the State agricultural college where he talked with professors and research workers on experimental work. In many cases Worchester was able to obtain information on various experiments affecting Midwestern farmers that had never before been made public. Daily transcriptions were made and used on the station while he was away. On the transcribed programs Worchester attempted to interpret the efforts of scientists and farm specialists in terms of their practical value to farm listeners.

The feature proved so popular with WNAV's big farm audience that similar inspection trips have been scheduled at four other agricultural schools in the station's area.

National Spotlight RADIO entertainers who have attained great popularity in the San Francisco area, but are unknown on the East Coast, are brought into the national spotlight in a new program, Hidden Stars, featuring Orrin Tucker's orchestra and Bonnie Baker, on KGO, San Francisco, and NBC-Blue. Listeners in the Bay region are asked to vote for their favorite local radio personalities. The winning act in each city is brought to New York or wherever the program originates for the network broadcast.

Soldiers' Quiz ORIGINATING at the recreation center of Fort Bliss, the weekly 30-minute Mental Mannequins quiz series presents four-man teams from troops at the fort, sponsored by Popular Dry Goods Co., on WABD, El Paso. Quiz material is of general nature, with each contestant selecting his subject. Prizes range from high and low-cost in value. The sponsor is interested in entertaining soldiers and in acquainting local citizens with military life.

Movie Quiz MINUTE MOVIE MYSTERY is a new feature on the weekly Agnew-Surplus Shoe Stores Fan Parade on CFRB, Toronto. The studio audience is given a one-minute quiz to identify former names of their present screen name. The producer, Dickerson & Ford, Ltd., finds women know most of the names, while men in the audience come up with a poor score. There is a $1 prize for the correct answers.
FRED BECKER, one-time production manager of KROY, Sacramento, and more recently in charge of sales promotion and special events announcer of KARM, Fresno, has been appointed radio director of Heints, Pickering & Co., Los Angeles agency.

JACK GALE, formerly account executive of Iver F. Wallin & Staff, Los Angeles agency, has joined Chas. H. Markey in a similar capacity.

M. F. THOMAS, formerly of Brown & Thomas Adv. Corp., New York, and Harvey Kneeland, formerly with Williams & Saylor, New York, are president and vice-president, respectively, of a new advertising agency, which has assumed the name of Husband & Thomas, dissolved some two years ago. Offices are at 350 Madison Ave., New York; telephone is Vanderbilt 6-2885.


TOM LEWIS, radio production manager of Young & Rubicam Inc., New York, is in Hollywood to check on sponsored programs serviced by that firm, and also for conferences with Joe Stuener, agency manager in that city.

JERROLD C. ARNOLD, has been named executive vice-president of Logan & Rouse Inc., Los Angeles. Miss Van Davis has been named a vice-president, moving up from account executive. The agency also announces that it has taken over the entire 14th floor of Pacific Finance Bldg.

Northrup Returns

LORRY R. NORTHRUP, for the last two years account executive of Ruthrauff & Ryan, Chicago, and previously to that with BBDO and Chase Daniels Frey Co., Chicago, on Dec. 16 was appointed manager of the Chicago office of Erwin, Wasey & Co. The new move reunites Mr. Northrup with the agency which he left in 1918-1930. Mr. Northrup succeeds W. L. Marshall, redesignated.

DIANA BOURN, New York producer of Ward Wheelock Co., was in Hollywood to produce the Dec. 20 CBS Campbell Playhouse, under sponsorship of Campbell Soup Co. The pre-Christmas program, for the sixth consecutive year, featured Charles Dickens’ “A Christmas Carol,” with Lionel Barrymore in his traditional role of Ebenezer Scrooge.

HELEN L. ENNIS, for the last seven years the southern California representative of N. V. Ayer & Son, has joined the Leon Livingston Adv. Agency, San Francisco, in charge of radio, newspaper and magazine copy.

DAKE-JOHANET ADV. AGENCY, Los Angeles, has moved to 0105 Melrose Ave., Hollywood.

S. G. ALEXANDER, radio director of Weiss & Geller, New York, is the father of a daughter, born Dec. 15 at the Brooklyn Jewish Hospital.

DAVID D. CHRISMAN, formerly director and commercial manager of the Miller Broadcasting System, New York, tape recording firm, has been appointed vice-president of Raymond Sproul Co., New York, and manager of the agency’s radio activities.

ALBERT P. ZABIN has been appointed vice-president of Jasper, Lynch & Fishel Inc., New York. The firm of Albert P. Zabin Advertising Agency, New York, of which Mr. Zabin was president, has been dissolved.

H. L. RICHARDSON, for a number of years vice-president in charge of sales of the Chicago Recording Co., in early December was appointed assistant to Freeman Keyes, president of Russell M. Seeds Adv. Agency, Chicago.

C. JERRY SPAULDING Inc. is the new name of the agency formerly known as Otis Cari Williams Inc., Worcester, Mass. Joseph C. Lich, who has been associated with the agency for some years, succeeds Mr. Spaulding but the name had never been changed.

E. J. HUBER, former partner of Huber & Greedon, Boston, has joined Glaser-Gottsehaldt Inc., that city, as executive producer, and Mr. Huber moved from New York to join the P. F. O’Keefe Adv. Agency.

JOSEPH KENNELLY, formerly in the northern division headquarters of the agency, has been transferred to New York as district sales manager and will report to J. W. Brown, advertising manager.

JOSEPH H. CARO, the last week in December was appointed vice-president of Earle Ludgin Inc., Chicago. Mr. Caro has been associated with the agency as an account executive.

JAMES W. BRIDGE, for the last five years production manager of BBDO, Chicago, on Jan. 1 was given the additional duties of space buyer. Mr. Bridge is the former promotion and merchandising manager of the San Francisco office of N. W. Ayer & Son, has joined the Leon Livingston Adv. Agency, San Francisco, in charge of radio, newspaper and magazine copy.

ALEX RUBEN, former promotion and merchandise manager of KFWB, Hollywood, has joined United Service Adv. Agency, New York, as manager of its radio department.

H. C. SKINNER, manager of the Winnipeg office of Norris-Patterson Wheelock advertising agency, is recovering from a serious illness.

GETCHELL VICTIM OF LONG ILLNESS

J. STIRLING GETCHELL, 41, president of the advertising firm bearing his name, died in New York Dec. 18 of a streptococcus infection which had confined him to the hospital since last March. Mr. Getchell in 1931 organized his agency, which eventually developed into one of the ten leading agencies in the country.

A veteran of the World War, Mr. Getchell got a minor job assignment when he was mustered out of the Army in 1919, thereby starting his meteoric rise in the advertising field, which included associations with Lord & Thomas, J. H. Rubinstein, J. Walter Thompson Co., and Lennen & Mitchell. Mr. Getchell is survived by his wife, the former Miss Sarah Faschall Davis, daughter of Norman Davis, chairman of the American Red Cross, and by three sons, the youngest born Oct. 19, 1940.

Ryan Named to CAB

F. B. (Barry) RYAN Jr., vice-president of Ruthrauff & Ryan, has been appointed a member of the governing committee of the Cooperative Analysis of Broadcasting. Mr. Ryan was appointed by the American Ass’n. of Advertising Agencies, raising the AAA membership on the committee to ten and placing it on a parity with the Ass’n. of National Advertisers. Committee controls the CAB’s operations on behalf of advertisers and agencies and determines the relative popularity of commercial radio programs. The six members now include D. F. Smelser, Procter & Gamble Co., chairman; C. H. Lang, General Electric Co., and A. Wells Wilbur, General Mills, representing the ANA; George H. Gallup, Young & Rubicam; L. D. H. Weld, McCann-Erickson; Mr. Ryan, representing the AAA. A. W. Lehman is the CAB manager.

Study Coast Survey

WALTER BURKE, radio director of McCann Erickson, San Francisco, has been appointed chairman of a committee of advertising men to study means to extend the Hooper survey service on the Pacific Coast. Plans are being mapped for a service covering a two-month average. At present the Hooper service on the Coast covers a three-month average.

WFMJ

WASHINGTON’S 1st 24-HOUR STATION!

Affiliated with Mutual Broadcasting System 1000 WATTS National Representatives INTERNATIONAL RADIO SALES WASH., D. C.
Hixson-O’Donnell Opens
In N. Y. With Sinclair And Richfield Accounts

WITH Hixson-O’Donnell Adv., Los Angeles, having been appointed to service accounts of Sinclair Refining Co. (H-C gasoline and Opaline motor oil), and Richfield Oil Corp. of New York, the agency on Jan. 2 will open New York offices, in the International Bldg., 19 W. 50th St.

Incorporated under the firm name of Hixson-
O’Donnell Adv. of Delaware, officers Mr. Hixson are G. K. Breit-
enstein, president; Robert M. Hix-
son, vice-president; Sylvester M. Morey, vice-president and general manage-
ner; W. G. Carpenter, secretary-
treasurer, and Thomas E. Orr, assistant secretary. Morey was formerly advertising manager of Sinclair, and Orr his assistant. J. M. Nichols Jr., and L. B. Van Der Donck, joining the agency in executive positions and as directorate members, were account executives of Federal Adv. Agency, New York, which formerly servi-
ced the Sinclair account.

Julian E. O’Donnell is also a di-
rector of the new agency. Hixson-
O’Donnell Adv., maintains its Los Angeles offices as a California cor-
poration, servicing among its ac-
counts, Richfield Oil Co. on the West Coast. The latter firm spon-
sors the six-weekly quarter-hour Richfield Reporter on NBC Pacific Red stations, and on Jan. 13 adds a NBC-Arizona stations to its list. New York division of Richfield Oil Co. currently sponsors Behind the News on WOR, that city.

L & T Volume Up

EMPLOYEES of Lord & Thomas, New York, received a Christmas bonus of a half-month’s pay, ac-
cording to Edward Lasker, first vice-president and general man-
ger, who stated, “Our volume in 1940 was between $20,000,000 and $30,000,000, and from preliminary budgets we have prepared for next year—barring a general —our volume should be at least as large.” The firm also recently an-
nounced that all employees called by the draft would receive three months salary together with an assurance that whenever possible their jobs would be made available on their return to civilian life.

ANA Spring Meeting

ASSOCIATION of National Adver-
tisers, New York, will hold its spring meeting at the Westchester Country Club, June 14 to 16, 16. The annual meeting will be held Oct. 22-25 at the Home-
stead Hotel, Hot Springs, Va., it was an-
nounced by H. W. Roden, chairman of the board.

SUBCOMMITTEES of the NAB agency committee and the AAA radio committee met Dec. 29 for a discussion of standard order forms for use by agencies in the purchase of spot time. No conclusions were reached and another meeting is scheduled for Jan. 7.

THE unique case of an advertising agency itself buying an hour of time on a local station to extend Christmas greetings to its clients, was presented Dec. 24 over WGI, Fort Wayne, by Louis E. Wade Inc., which handles various local accounts and also Allied Mills Inc., Chicago (Wayne Feeds). The agency’s script writer set the scene around a Christmas tree, with each client drawing a gift package sug-
gestive of a musical tune. Nine ac-
counts were thus saluted.

The Wade agency reports that it has achieved considerable success with the Wayne Feeds account, which started to use weekly pro-
grams and spots recently on
WOWO, Fort Wayne; WLS, Chi-
gago; WLW, Cincinnati; WBT,
Charlotte; WHO, Des Moines;
KFAB, Lincoln; WNAX, Yanke-
ton; WHIO, Dayton. The schedule will
continue through Easter, and later expan-
sion is planned.

Stanley J. Hamberg

STANLEY H. HAMBERG, 30, space buyer and account repre-
sentative of Frank C. Nahser Inc., Chicago, was found dead of heart failure in his automobile near the Lake Shore Athletic Club on Dec. 13. Before joining the new
Frank C. Nahser agency in June, 1939, Mr. Hamberg was space buyer of Kirtland-Engie Co., Chicago, and prior to that was connected with the media department of Priva, Wasey & Co., Chicago. He is survived by his wife, Virginia, and an adopted son, 18 months old.

WIS points the way to greater sales in the Columbia area . . . one of the favored spots in retail business.

Moreover, WIS influences the buying of all South Carolinians. For instance, the WIS 1/2 millivolt daytime contour in-
cludes more of South Carolina than the sum total of the areas receiving equal service from all the 10 remaining South Carolina stations.
The radio towers shown here exemplify three highly desirable Blaw-Knox characteristics—pleasing appearance, great coverage, low maintenance cost. Every station operator knows that these are profit-factors. Every station engineer knows that they are the result of able engineering and long experience. Blaw-Knox engineers will gladly discuss your antenna problems with you.

WHEC Chief Engineer, Maurice Clarke, Killed

Maurice Clarke, 39, chief engineer of WHEC, Rochester, and technical consultant of the Gannett Newspapers radio group, was killed in a railroad underpass in Rochester, Dec. 15 when his car crashed into a railroad underpass in Rochester. He was found lying unconscious in his demolished car about 4:15 a.m., and died while being taken to a hospital. It appeared that he had fallen asleep at the wheel while driving home. The accident closely paralleled that which took the life of John J. Long, Jr., chief engineer of WHAM, Rochester, in May, 1944.

Mr. Clarke, who started in radio as an amateur in 1914, had been chief engineer of WHEC since its founding in 1922. He was associated with Lawrence Pielean in the development of early local stations WABO and WHQ. Recently he was named to the engineering committee of the NAB. He is survived by his parents, two brothers and a sister.

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MARTIN KIEBERT, consulting engineer of KMBC, Kansas City, on Jan. 10 will present a paper on "Economics of Broadcasting & Frequency Modulation," before a public meeting of the American Institute of Electrical Engineers at Kansas City. With the meeting open to the public, Kiebert plans to use slides and charts and non-technical terms in his demonstration and discussion of FM transmission.

LEE BERRYHILL, technician of KWG, Stockton, Cal., is the father of a baby girl.

RODNEY L. AMOYD, transmitter engineer of KDYL, Salt Lake City, on Dec. 29 was killed in the active duty at Mare Island Navy Yard. He is a member of the Naval Reserve.

FRANKLIN DOUGHERTY, formerly of the radio department of the Golden Gate Exposition, has been added to the technical staff of KFBC, San Francisco.

LEVI SUGG, formerly of WGBR, Goldsboro, N. C., has resigned to join the engineering staff of WSJS, Winston-Salem, N. C.

ROY STAUFFER, for 10 years on the engineering staff of WHO, Des Moines, is to leave the station in January to become an inspector of Signal Corps equipment for the Government. He will be stationed at Wright Field, Dayton, O.

FRANCIS X. CLEARY, former advertising manager of Western Electric, died of a heart attack in Jersey City Dec. 15 at the age of 67.
Federal Operation of Stations
Is Called Objectionable by Fly

Ethridge Points to Flaws in Regulatory Methods;
Sarnoff, Maj. Armstrong Peer Into Future

THE OFT-MENTIONED suggestion that the Federal Communications Commission, and operate stations in
competition with private broadcasters—the Tennessee Valley Authority idea car
ered into practical life in the last Congress when FCC Chairman James Lawrence
Fly in an article which will be published Jan. 10 in The Annals, publication of the American Academy
of Political & Social Science. The latest issue of the publication will be entirely devoted to a study of
radio with articles by leading figures in the industry. It is edited by Dr. Herman S. Hettinger, of
the faculty of the Wharton School of the U of Pennsylvania, and well known economist specializing in
radio.

In discussing the TVA proposal, Chairman Fly says:

"This, it was said, will insure a fair presentation of facts and a hearing for both sides. It must be recognized as the first step toward the two assumptions involved in this theory are open to question. One is that private broadcasters and the Gov-
ernment stations are not in conflict of interest opinions. The other, more funda-
mental, is the belief that diversity of opinion cannot be secured unless the
voices of all groups are heard on the air. The former raises the question as to whether we are
willing to have the public opinion of the country be represented in the side of the
air, not only by the voice of the Government stations, but also by all who wish to
express their views.

In another section of his article, Chairman Fly discusses the difference between radio and the newspapers in its ability to use the "medium of the press" must be distinguished from "freedom of the air". The
FCC head says that "one who ignores the distinction between the two is dealing with shadows, not substance. A
'free press' means an unfettered editorial page. Parenthetically the question may be raised whether public opinion will long tolerate editorializing in news columns. But in neither case will the freedom of the press be literally applied to the broadcaster."

"My own view is that a free medium in ideas over the air can be attained without special interest
stations and without the creation of a multitude of 'propaganda' stations," Mr. Fly wrote.

Other articles in the publication are: "The Government and Radio" by Mark Ethridge, WHAS head
and former president of the NAB; "In the Age of Television", by David Sarnoff, presi-
dent of RCA; "Frequency Modulation and Its Future Use", by Major Edward Armstrong, designer of
Armstrong wide-band FM system; "Open Questions in Inter-American Broadcasting", by Philip Barbour
of the International Division of

NBC; "Radio Entertainment Since 1920", by Col. Armstrong; "Radio Equipment and
Operations in France", by Col. Sarnoff; "Radio in New York City", by Malcolm McClinton, vice
president of American Telephone and Telegraph Company; "The Radio Industry in 1939", by Dr. Ethridge;
and "The Inter-American Broadcasting Commission and the U of New York City", by Harold Dorschug, of
the Presidential Commission on Radio Broadcasting.

\[WIP's Rolling Studio I Used to Pick Up Concerts of Famous Symphonies\]

UNIQUE is the 1,000-pound studio on wheels, designed by Clifford H. Harrison, technical director of WIP, Philadelphia, and used by the station to pick up Philadelphia Or-
chestra concerts for MBS.

The booth is constructed on the roof of the Wall, a room-within-a-room, the inner walls completely suspended. Two large windows open into front enable production
man, operator and program commer-
cials, to see every move of conductor and orchestra. Special program guests are interviewed from the booth also.

A few minutes before broadcast-
time the booth is wheeled from
back-stage to the Academy of Mu-
sic to a point in the right wing. Al-
though the unit was built especially for the Philadelphia Orchestra broadcasts, WIP engineers believe it will prove invaluable for remote broadcasts.

\[KSTP School Meeting To Hear Famed Speaker\]

A MAN who for eight years was program director of the British Broadcasting Corporation, will address the speakers at KSTP's Fourth Annual Conference on Educational Broadcasting: He is Dr. Charles A. McClinton, now at Harvard University, who will talk on the special significance of radio. Another speaker will be Dr. Victor K. Davis, the Division educational chief. The prin-
cipal address will be given at the opening session of the Conference on Jan. 17 by Dr. James Rowland Angell, NBC educational counselor.

New Union Affiliations

BROADCAST engineers in New York who formerly belonged to the Associ-
ated Broadcast Technicians Unit of Local 1212 of the International
Brotherhood of Electrical Workers, AFL union, now have their own chapter, IBTW Local 1212, New York radio and television free. Membership currently includes technical employees of WABC, WNYC, WMCA, WQLR, WRGB, WQXR. Officers are Paul Wittig, president, and Harold A. Dorschug, secretary, both employees of WABC.

\[PROCEDURAL RULES AMENDED BY FCC\]

AMENDMENTS to its rules and regulations dealing with applica-
tions, the Commission announced Dec. 27 by the FCC, fol-
lowing action taken at its meeting Dec. 22. The amendments, in full text follow:

The Commission, on Dec. 17, 1940, amended Section 1.72 of its Rules and Regulations to read as follows, effective immediately:

\[§ 1.72 Defective applications—\]

(a) No application for a license to broadcast, unless it is accompanied by a letter of the applicant, signed or otherwise authenticated byhim or a duly authorized agent, showing that the application is complete in every particular, shall be considered as having been filed.

(b) Applications which have been received for filing but which are not in accordance with the Commission's rules, regulations or other requirements will be considered de-
fective. If an applicant by specific request of the Commission is re-
quired to file any documents or information which are not included in any prescript application form, a fail-
ure to comply therewith will con-
tinue a defect in the application. Such requests for additional applications will not be considered by the Commission.

The Commission, on Dec. 17, 1941 and Dec. 22, 1941, added § 1.77 to its Rules and Regulations, reading as follows, effective im-
mediately:

\[§ 1.77 Withdrawal of papers—\]

The granting of a request to dis-
mise a pending application, when a pleading does not authorize the removal of such application or pleading from the Commission's records, will not be considered a withdrawal of the application. If no document once officially filed shall be returned unless the Commission shall, for good cause shown, au-
thorize such return.

\[§ 1.77 Failure to prosecute appli-
cations not designated for hear-
ing—\]

The following provisions shall apply to applications which have not been designated for hearing. An application not timely filed in any proceeding by the party to whose favor such proceeding was ordered shall be dropped from the filing list of the proceeding.

\[\text{Broadcast Advertising} \quad \text{January 1, 1941} \quad \text{Page 54-A}\]
Revival Forecast of Federal Shifts
Advisory Group Expected to Submit Proposal Shortly

FOLLOWING Congressional action sustaining President Roosevelt's expected veto of the Log-Walter bill, possibility of legislation along similar lines at the coming 77th Congress remained problematic.

With the help of the Attorney General's Committee on Administrative Procedure expected to meet early in January for final approval of its recommendations regarding the organization and functioning of Federal administrative agencies, possibility was seen for future Congressional consideration of the administrative agency problem (although it is expected future proposals, based on the Committee's recommendations, would be less drastic than the Log-Walter measure [Broadcasting, Dec. 15]).

Veto Sustained

The herculean effort of the Log-Walter bill, designed to facilitate judicial appeals from Federal administrative agencies, including the FCC, climax ed Dec. 18 when the House upheld the President's Dec. 12 veto, note failing of the necessary two-thirds majority to override the veto. Inclusion of some of the executive branch's proposals for future proposals of this nature was given in President Roosevelt's veto message. It read:

"I am convinced that it is an invitation to endless and innumerable controversies at a moment when we cannot afford to spend either Governmental or private effort in the luxury of legislation." Although the Log-Walter proposal see some hope for legislation in the expected recommendations of the Attorney General's Committee, it is assumed that the Administration-sponsored investigation of Federal agencies will bear a pro-Administrative flavor sufficient to forestall attempts to submit the veto proposal on any proposal at all. Notwithstanding which is the Log-Walter Bill.

Republic Steel Extends GE Shortwave Series

PUBLIC STEEL CORP., beginning Jan. 7 will add 13 more programs to its shortwave series now heard over WGES, Schenectady, according to Henry R. Weble, head of the company's export division, Basford Co., which directs Republic's export advertising.

Weble said the first series of programs had met with such enthusiastic reception in Latin America that Republic had decided to extend the series, which is called "Your Faithful Servant—Industry," is a running dramatization of the part the export industry is playing in the development of the American Republic.

The series is planned primarily along institutional lines and as a public information program. It is made up to build on the type of program that has been so effective in increasing understanding of industrial institutions in the United States.

BIOW Co. New York agency, gave a two-week Christmas bonus to all employees.

LOCAL AND NATIONAL RATES

By JOHN E. PEARSON
National Representative, KWTO-KGFL, Springfield, Mo.

SPO T radio's hottest subject and No. 1 headache today is how to best handle the subject of local and national rates.

We have interviewed scores of station owners and managers, local and national salesmen, agency time buyers, and experts from many different companies on the subject and have come to the conclusion that it is a difficult question, as it can completely eliminate or solve the question.

Veto states have the power, prestige, or "must" market to demand and receive of all their advertiser, lower than that of "wholesale." For Glorified Hamburger Emporium or the Nation's biggest national advertiser, one price for any given amount of time.

There are so many ramifications to the subject that you could very easily talk yourself into any gathering of radio men without getting anywhere. I'm sure every radio station owner has had that constant problem to where you could like very much to "do something about it"—yet, most of the station men have never had a "formula" that even meets the problem halfway.

Retail and Wholesale

After considerable research and experimentation, we have heard KGBX, Springfield, Mo., have come to the conclusion that most stations realize that the "local" account sculpture job in the market, we have amount of time.

And in most markets there can be no argument that a strictly "local" account deserves a rate somewhat lower than that of "wholesale." For accounts. After due consideration of the problem over a period of years as they have been handled, we finally set a definite policy regarding local and national, or retail and wholesale. We state that any rate at which that must be handled strictly on its merits, as applied to the market situation.

Our policy, therefore, is as follows:

Local (or retail) accounts shall consist of:

1. Any retail store or stores located within the primary coverage area in Springfield or the surrounding primary coverage area that has distinct us in any area and is performed through an accredited agency.

Chip Off the

A FRESHMAN at the U. of Wisconsin who was being au-
ditioned for an actor's job with WHA, Madison, the college station, was told by the director of the Department of Speech that voice sounded vaguely familiar. "It sounds," the official told the student, "as if you're the voice of David Ross." Unimpressed, the student replied, "Nothing unusual about that. I'm David Ross Jr."

Victor SFONTO, president of Trans-Canada Communications, operating CJRC, Winnipeg, CJRM and CKDM, Quebec, Seeks to signed as first vice-president, director and member of the Canadian Press, according to an announcement made by President Rupert Davies on Dec. 18. The announcement was made by Mr. Stifton's assumption of the Government of Canada as producer of major radio-announcer of the Department of Defence, Ottawa. George V. Ferguson, managing editor of the Winnipeg Free Press, with which CJRC is affiliated, is through interlocking directorates, succeeds Mr. Stifton on the CP.

Radio, Film Industries To Coordinate Activity On Behalf of Charities

AN AGREEMENT to coordinate charitable efforts has been agreed to by Southern California broadcasters and the film industry. Pledge of cooperation was made Dec. 17 in Los Angeles by Samuel Goldman, Hollywood film producer, and chairman of the National Broadcasting Co.'s Special Committee on the United Service Organizations. The National Broadcasting Co. and the United Service Organizations have been cooperating for some time in the national, and is expected to be effective in the future.

A general charity committee for the warmth, industry, consisting of Don E. Gilman, NBC western division vice-president; Donald W. Thornburgh, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee network; W. Maizlish, manager of KMFW, and Calvin Smith, manager of KFAC, was appointed by Mr. Witt, president of the National Assn. of Broadcasters Assn. Witt is also CBS Hollywood sales manager.

The station group will be formed to meet regularly with the film studio's personnel, with it being emphasized that radio, like the film industry, has been under great pressure for time and talent, from a great number of appealing charity appeals. He declared Southern California broadcasters were anxious to lend any help and any benefits that end in a deficit rather than in an important contribution to alleviate human suffering.

Weekly Bulletin Planned By NIB; Activities for Past Year Are Reviewed

IN AN ANNUAL report to its membership Dec. 24, National Industrial Broadcasters Assn., covering its organization as a permanent unit in September, 1939, NIB activities included in the past year, point where it is now recognized as the spokesman for independent, non-network stations, in the sale of programs and the sale of regular weekly bulletins to the membership, commencing March 1, 1940.

Income of the association is used entirely for the expense of operation. All officers, including General Counsel Andrew W. Bennett, are contributing their services.

The membership of NIB during the last year, summarized accomplishments viewed as established in enabling the burden of station management.

These were participation in efforts toward amendment of the transcription rules, and revision of broadcast application forms, in all negotiations with the FCC, and acquisition of performance and copyright rights field covering BMI, AFM, phonograph record renditions and ASCAP.

PEPSI-COLA Co., Chicago, on Dec. 19 started a four-week campaign of one million free Cokes in Chicago, besides varied campaign on WCFL, same city. D. T. Campbell Inc., Chicago, placed the business.
WKBB Protests Grant in Dubuque

Asks Court to Prevent New Station From Operating

CHARGING that the action of the FCC in granting the Dubuque Telephone and Telegraph Company a construction permit exceeding the station's hours of operation from daytime only to twenty-four hours would result in erecting its power from 500 to 1,000 watts "arbitrary and capricious," Solicitors for the owners of WKBB, Dubuque, on Dec. 27 filed an appeal with the U. S. Court of Appeals for the District of Columbia asking for a stay order to prevent operation of the station pending the appeal.

The latest move in the long drawn out legal battle between the newspaper and the owners of WKBB occurred when attorneys for the station filed their notice of appeal with the court.

WKBB charged this was "contrary to the Fifth Amendment of the Constitution and the Communications Act of 1934." In his appeal Attorney Louis G. Caldwell contended that the FCC erred in 12 instances in granting the modification of the construction permit, repeating until it granted the license and the station had appealed. The Supreme Court, however, had ruled in favor of the FCC, citing the economic law "survival of the fittest," and establishing free competition.

Later the Telegraph Herald asked the FCC for a modification of its original construction permit, requiring unlimited time and an increase in power. This was granted without a hearing.

The case, which recently was withdrawn from the U. S. Court of Appeals for the District of Columbia where it had been filed previously under the Communications Act of 1934, in denying transfer of the WKBB license to that of Dubuque and giving the station permission to operate 24 hours a day.

Speaking for the owners of WKBB, a statement read from the decides, "Commission failed to consider and make findings as to whether or not the present granting of a station would result substantially in a monopoly of the media for general dissemination of intelligence in Dubuque."

Kleene Spots on 15

INTERNATIONAL Celucotton Products Co. (Kleene) starts a 13-week varying schedule of chain spot ads out of a 30-minute transcribed announcements in 15 stations in five cities. Stations selected are WIRE and WFM, Indianapolis; WAVO and WRG, Louisville; WLW, WKRC, WSAI and WCYK, Cincinnati; WTM, WHK and WGB, Cleveland; WBNS, WHKC and WCOL, Columbus. Lord & Thomas, Chicago, is the agency.

RING CROSBY, star of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., has signed a suit 1-year "string contract" with Decca Records Inc., which arranged a $32,000 advance and up to 50% of studio and recording time. Crosby, who made his first appearance over NBC Dec. 16, 1937, is due to start his new series in the fall.

New Appeal Filed In WAPL Ruling

Assignent Case Is Shifted After High Court Decision

CARRYING forward its appeal from an FCC decision of 18 months ago denying the voluntary assignment of WAPL, Birmingham, from Alabama Consolidated Telephone Co. to Alabama College of Music, the FCC has filed a new appeal with the U. S. District Court for the Northern District of Alabama.

The case resulted from the first action of the U. S. Supreme Court in a case involving the transfer by lease of KSFO, San Francisco, to CBS, specifying jurisdiction in Federal district courts for cases involving voluntary assignments of station licenses [Broadcasting, Dec. 1].

Change of Tribunals

The case, which recently was withdrawn from the U. S. Court of Appeals for the District of Columbia where it had been filed previously under the Communications Act of 1934, in denying transfer of the WKBB license to that of Dubuque and giving the station permission to operate 24 hours a day.

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Vance Resigns

HAROLD C. VANCE, radio engineer associated with RCA Manufacturing Co., Camden, and former head of the RCA transmitter sales office in Chicago, on Dec. 26 announced his resignation to engage in radio consulting work in the East. Temporarily headquartered at 309 Redman Ave., Haddonfield, N. J., Mr. Vance plans to locate soon in Philadelphia. Well known in radio engineering circles, Mr. Vance during the last two years has specialized in facsimile and other new radio engineering developments.

NBC's Schedule Format

NBC has revised its Comparative Network Schedule, listing commercial programs on the Red, Blue and CBS for all hours from 9 a.m. to 1 a.m. for each day of the week, which it sends twice monthly to advertisers and agencies. Somewhat larger in size, the new form also carries a list of all NBC commercials, showing the sponsor, agency, point of origin and number of stations for each program. New to the schedule are NBC sustaining shows that are available for sponsorship. Schedule is prepared and compiled by George Burbach Jr.

WRVA, Richmond, Va., described the departure of Admiral William L. Deyn, the new admiral to unoccupied France from the quarterdeck of the cruiser Tuscaloosa Dec. 23. Leavy sailed from Norfolk on the warship for his new post.

New York Court Fixes Jan. 13 for Disc Trial

SUIT of the Chilean Nitrate Sales Corp., New York, against Grombach Productions, New York, has been set for trial Jan. 13. Company is seeking to restrain the transcription firm from instituting proceedings against the 18 stations now broadcasting the Unsels Noshak serial, ownership of which is claimed by both parties [Broadcasting, Dec. 15].

In the meantime, Stanley M. Lazarus, attorney for the Grombach organization, filed counter-claims, alleging breach of contract and plagiarism, and fraudulent conspiracy in inducing talent to breach contract with Grombach. Named in the action are O'Dea, Sheldon & Canaday, New York, the Chilean agency, and Transamerican Broadcasting & Television Corp., now producing the series. At the same time, Mr. Lazarus announced that he was starting suits on behalf of his client in Alabama, Georgia, and Louisiana courts against stations in those states which are currently broadcasting the program.

MUTUAL Broadcasting System, through its key stations WON, Chicago, is reported as contacting Hollywood film studio for cooperation on a new radio program that would serialize motion pictures on the air. They are asking to name talent to accompany each show. Paramount is said to be the first company to make serious proposition, and is lining up the script of "Whispering Smith," which Sol Siegel will produce.

BROADCASTING - Broadcast Advertising

January 1, 1941 - Page 54-C
The Department of Justice has issued a statement announcing its intention to institute criminal proceedings against ASCAP and BMI, the two leading organizations in the music industry. The Department of Justice contends that ASCAP and BMI have engaged in anticompetitive practices that threaten the free market and the public interest.

The Department of Justice has filed a complaint alleging that ASCAP and BMI have engaged in practices that violate the antitrust laws. The Department of Justice contends that ASCAP and BMI have engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against NBC and CBS, alleging that they have engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that NBC and CBS have engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against SESAC, a third organization in the music industry. The Department of Justice contends that SESAC has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that SESAC has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the National Association of Broadcasters (NAB), alleging that NAB has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that NAB has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the Broadcasters' Association of America (BAA), alleging that BAA has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that BAA has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the National Association of Music Publishers (NAMP), alleging that NAMP has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that NAMP has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the American Society of Composers, Authors and Publishers (ASCAP), alleging that ASCAP has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that ASCAP has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the Broadcast Music Industry (BMI), alleging that BMI has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that BMI has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the National Association of Broadcasters' Representatives (NABR), alleging that NABR has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that NABR has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

The Department of Justice has also filed a complaint against the National Association of Radio and Television Broadcasters (NABT), alleging that NABT has engaged in anticompetitive practices that threaten the free market and the public interest. The Department of Justice contends that NABT has engaged in a conspiracy to monopolize the market for the use of musical compositions in the broadcast of television and radio programs.

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The Department of Justice has also file...
CHRISTMAS gifts to the trade covered a wide range of gadgetry, practical items and novelties. The donations included radios, refreshments, desk pieces and a tiny aspirin box. Among gifts received by BROADCASTING were:

WFIL, Philadelphia—Radio; cigarette container.
WQAM, Miami—Tropical jelly.
WIP, Philadelphia—Letter opener.
WFAA, Dallas—Graphite pencil.
WFED, Toledo—Circular pocket knife.
WNEW, New York—Beverage.
WOV, New York—Beverage.
WQAM, Miami—Cigarette lighter.
WLAW, Lawrence, Mass—Slipstream letter opener.
WCAI, Philadelphia—Everready desk pad.
WPH, Pensacola—Pocket calendar.
WPEN, Philadelphia—Pop-up cigarette container with clock.
WOWO, Fort Wayne—Zippo lighter.
WBL, Baltimore—Chardian lighter.
WDAY, Fargo, N. D.—Pencil calendar.
WABC, New York—Tropical pocket knife.
WDYL, Salt Lake City—Fenwick.
KTR, Phoenix—Down.
KFLR, Denver—Jotter.
KLIM, Little Rock—Pocket calendar.
George Hallenberg & Co.—Sausage, bacon.
Standard Radio—Time dial.
Major Bowes—Appliqued cloth.
Oklahoma Pub. Co.—Mistletoe.
HEB—Desk calendar with clock.
G. L. (Ted) TAYLOR STATIONS—Graptopalax.

UP Promotes Features

TO PROMOTE supplemental news features on the United Press radio wire, the news service is issuing weekly color brochures explaining each of the seven features released daily and the time they are released on Sundays. Each feature is aimed at definite listeners such as sports fans, women, farmers and others, etc., and the brochures will be used by the stations as sales presentations. UP is surveying station use of the features.

Transit Displays

WIRE, Indianapolis, has made a year-round deal with Indianapolis Railways Inc. for the constant display of two display cards in each of its 576 street cars and buses. In addition, station will use outside promotion cards on the vehicles.

FOOTBALL CONTEST

Fort Worth Interested in Picking Favorites

IN CONNECTION with its exclusive broadcasts of the District T-AA high school football games in the Texas Intercollegiate League, this fall, KFJZ, Fort Worth, conducted a "Popular Player Contest" among Fort Worth high schools which drew intense interest from purchase-minded listeners. The contest was conducted on KFJZ under sponsorship of the Fort Worth Food Markets, one of four co-sponsors of the football series. Zack Hurt, KFJZ sports commissariat, originated and handled the contest.

At contest end in December, 924,007 votes were tabulated, each vote representing a purchase at the Worth Food Markets. No advertising was used to promote the contest except through routine announcements on each football broadcast, explaining the voting system. After a purchase listener was required to vote on the back of the sales slip. Voters in the contest trade purchases averaging $1.84, with some of the stores running as high as $2.42 per person, according to an analysis by KFJZ. Winner of the popularity contest with 144,594 votes, was Ray Coulter, star end of the Maconome Home football team.

Books for Kids

LISTENERS who send in a question on the WIP, Philadelphia, sustaining program, Kid Wizards, receive a book if the question is answered correctly. However, if the quiz stump the kids, the sender receives $5 in cash, and has the privilege of sending in another, in an attempt to appear on the program, who receives a 20-volume set of the "Book of Knowledge" for the appearance.

Boon to Motorists

GOOD NEWS for listeners of WIPAS, White Plains, N. Y., was supplied by John Dillon, sportscaster, during a light Christmas promotion by Cyclone Auto Supply Stores. The stores offered to buy 1941 auto license tags for listeners, the fee to be paid back to Cyclone in instalments. The scheme saves motorists the trouble of standing in line to get tags, besides easing the burden of payments for tags. Cyclone sponsors blow-by-blow broadcasts of fights every week, with Dillon at the microphone.

Advance Notice

A NEW IDEA was recently incorporated in San Francisco Present to KGO, San Francisco, when Producer Bob Dian ran in a trailer on a forthcoming KGO program. Each week the program includes a sample of some KGO show to be heard in the future.

Tower Serenade

KCMB, Texarkana, Tex., serenaded Christmas shoppers with Yuletide music every half-hour from 10 a.m. to 8:30 p.m., played over a 75-watt public address system attached to its antenna tower in the downtown shopping area. The speakers were placed so the music did not blast nearby listeners but was of enough strength to be heard eight blocks away. FCC granted KCMB permission to mount the speakers on the antenna tower.

Brochures

NBC—Third edition of booklet, "How Schools Can Use Radio," mailed to teachers, educators, parent-teacher groups, describing NBC public service programs. Booklet is prefaced with statements by David Sarnoff, RCA president, Niles Trammel, NBC president, and Dr. James Rowland Angell, NBC counselor on public service programs.

WAPI, Birmingham—Folder, reprint of an article in Time, Nov. 22, "Boom in Birmingham," describing city's increased steel production resulting in increased buying powers.

KDKA, Pittsburgh—Two-color folder, "Identity," with reproduction of large fingerprints around the title, inside spread of clippings from magazine and newspaper articles written about the station at the time of its 20th anniversary in November.

NABC Pocket-size pamphlet, "NBC Interprets Public Service in Radio Broadcasting," summarizing policies and program plans recommended by Dr. James Rowland Angell, NBC educational counselor.


NAB—Brochure on successful use of radio by drug stores, 10th in "Results from Radio" series by NAB Bureau of Radio Advertising.

Sweepstakes and other sales promotion activities of the station.
This is the typical 50-HG installation of seven cubicles placed side by side to form a single attractive unit. WKBW's new 50-kw transmitter will consist of nine cubicles, arranged in line. The two additional cubicles house the rectifier and antenna phasing equipment.
GOES TO 50,000 WATTS

...selects Westinghouse 50-HG for fidelity, economy and reliability of transmission

Soon ten million listeners, from Maine to South Carolina, will be within range of Station WKBW. Present listeners in the densely populated area of Western New York, Western Pennsylvania, and Eastern Ohio, will welcome the increased signal strength, the new high quality of transmission.

National and local advertisers, alike, will welcome the added power of this Buffalo station.

This is the third station receiving a 50-kw construction permit since January 1, 1940, which has selected the Westinghouse 50-HG Transmitter. Only four such construction permits were granted in this period.

That these three stations have each chosen the Westinghouse Transmitter is more than a coincidence. For here is a transmitter that is the last word—in economy, convenience of operation, fidelity and reliability.

This transmitter is designed on the basis of experience gained in actually operating radio stations—Westinghouse owns and operates the first, as well as several of the most powerful, radio broadcasting stations.

It is built by craftsmen who have been manufacturing radio equipment since the earliest days of broadcasting.

It is backed by the ONLY company that manufactures, under its own name and own responsibility, ALL equipment needed for complete radio transmitting station operation.
Defense Activities, Progress of Radio Reviewed by FCC

Minimum Interference with Communications Plann
In Case of Emergency, Says Annual Report

IN ITS FIRST "streamlined" report to Congress, covering major activities for the entire calendar year 1940 rather than only the fiscal year, the FCC Jan. 2 told of its vastly increased functions, particularly because of national defense requirements and new developments in broadcasting and other phases of communication.

The FCC advised Congress that in prescribing certain general defense curbs, its action is "precautionary rather than disciplinary". The Commission said it was "proud of the patriotic and cooperative response of operators and industry both". Particularly mentioned was the collaborative spirit of the broadcasters.

Treaty Switchover

Alluding to the broad powers given the President under Section 306 of the Communications Act to commandeer communications facilities, the report said the Commission does not want to interfere with communications "any more than is necessary for the national protection". It desires particularly, said the report, "to preserve the present linking of radio facilities throughout the land for efficient and instantaneous communication".

In a section devoted to the impending reallocation under the American Broadcasting Agreement, the FCC pointed out that the Havana pact "contains no provision for continued operation of high-powered stations just across the Mexican border". It stated that the chief noticeable difference to the average listener, once the reallocation becomes effective as scheduled on March 29, 1941, will be that his favorite station above 730 kc. will occupy a slightly different place on the dial, usually higher.

Explaining the sharp decrease in the number of hearings on broadcast applications, the FCC attributed this largely to changes in the method of handling, pointing out that in the past it has been the practice to designate for hearing, without seeking additional information from the applicants, applications which upon their face did not contain sufficient information to warrant the Commission in finding that grants would meet the statutory standard.

The FCC said that during the past year particular effort was made to obtain in detail additional information without the necessity of hearing. New application forms were adopted with a view to eliciting, so far as possible, all pertinent information in the first instance, thus eliminating the necessity of requiring applicants to file additional material.

Right of Appeal

Defending this procedure, which has been under sharp attack, the Commission said ample protection is afforded through petitions for reconsideration, re-hearing and appeal to the courts, provided by statute. The principal beneficial result of eliminating unnecessary hearings has been to provide broadcasting service where needed, without long delay, according to the report.

Procedure in handling complaints and investigations, often a subject of Congressional inquiry, was covered in detail by the FCC.

The Commission entertains complaints on advertising content, where the action of the station appears to be against public interest, or occasionally refers complaints alleging unfair trade practices to the Federal Trade Commission. In matters involving refusal of time on the air, the report said, complainants are informed that stations are expressly declared by the Communications Act not to be common carriers. It was emphasized that the Commission has made no regulation or condition interfering with free speech rights protected by law.

Covering non-standard broadcast services, the FCC recounted developments dealing with FM, television, and allocations of high-frequency bands for those services. It said that the ensuing year will see practical demonstration of FM's potential and increased functions of television, resulting in a greatly increased industry and national audience. Television was declared to be making substantial progress, with the cooperative assistance of the industry and the Commission.

More than a score of stations geographically distributed throughout the nation have been licensed to experiment with various types of visual transmission, and participating stations have budgeted a total of $8,000,000 for this experimental work, looking toward full commercial operation.

Unlike past reports, the Commission makes no specific recommendations to Congress. It is expected, however, that early in the new session the FCC may submit recommendations as a result of the network monopoly inquiry, still awaiting final action.

Plenty of Pull

JAMMED telephone lines recently brought about the signing of a much-sought 26-week schedule by WJDX, Jackson, Miss. Jitney-Jungle Stores, with $2 in Jackson and others throughout the South, recently contracted for seven quarter-hours on WJDX, in conjunction with Publishers' Week. The programs, on which 10 pounds of coffee was awarded to the first 10 listeners calling in the correct number of times the word "Jitney-Jungle" was used during the middle commercial, lasted only three days. Unusually low telephone lines on the Jackson exchange were blocked for five minutes or so each day. Threatened with an injunction against the program, WJDX dropped the giveaway angle with consent of the sponsor. At conclusion of the short schedule, Jitney-Jungle was so impressed with radio's drawing power that it signed the 26-week contract.

Engineering Standards Are Published by FCC

COPIES of the FCC's Standards of Good Engineering Practice Concerning Standard Broadcast Stations have been printed for the first time by the Government Printing Office. In announcing publication of the rules in printed form, the FCC indicated that it would send copies free only to broadcast licensees, although others may get copies for 25 cents each from the Superintendent of Documents, Government Printing Office, Washington.

The standards interpret and elaborate on the rules and regulations, which form the basis of good engineering practice as applied to the standard broadcast band, and represent the consensus of the broadcast industry as expressed in conferences with engineers and manufacturers, augmented by extensive field surveys conducted by the Commission's field staff, according to the FCC. First made effective Aug. 1, 1939, the compilation has been revised to July 20, 1940, in the printed edition.

FCC in Recess

UNLESS there are unforeseen developments, the FCC will not hold another meeting until Jan. 7, having adjourned its regular pre-holiday session on Dec. 17. Chairman James Lawrence Fly has been vacationing in Florida and does not plan to return until after New Year's. Commissioner Norman S. Case has been Acting Chairman since early in December.
**Equipment**

WINCHARGER towers have been purchased recently by WNMR, Marion, O.; WCBB, Boone, Iowa; KGLO, Mason City, Ia.; KWIL, Albatross Ore.; and KCOL, Colfax, N. Y.; WTDC, Traverse City, Mich.; WDEF, Chattanooga, Tenn.; KDTH, Kansas City, Ia.; WFFR, Wisconsin Rapids, Wis., according to M. Lasensky, in charge of tower space doubling.

ORDERS for marine radio equipment totaling $450,000 have been placed by the Government with Radiomarine Corp. of America as part of the defense program, according to Charles J. Pauw, president. Additional floor space doubling the laboratory and manufacturing area is being acquired.

RCA MFG. Co. has announced a new control device for mobile radio systems by which any car or group of cars can be called without disturbing other receivers in the same system. The device was developed by the Emergency Communications Section of RCA. It was given its first showing at the Seventeenth Convention and Exhibits of the Associated Police Communications Officers at Orlando, Fla.

WTAD, Quincy, Ill., has started construction of its new $50,000, 270-foot tower, expected to cost from $45,000 to $50,000, including two 270-foot Truson towers and a 1,000-watt transmitter. WTAD holds a construction permit for a transmitter, expected to go into operation in February with 1,000 watts at 600 kc., using directional antenna.

WESTERN ELECTRIC 69A cardiod microphones are being installed in the studios of WBNX, New York. The 69A type, recently perfected by Western Electric, is a combination of three standard miles, and is being issued in six different types of pick-up.

**WBOS Soon to Begin**

**Regular Latin Service**

WBOS, 80,000-watt Westinghouse international broadcast station in Boston, on New Year's Day will start regular scheduled service to Latin America, according to a Dec. 26 announcement by Lee W. Walles, Westinghouse manager of broadcast service. Service on the 1550 kc. band, to start later, was announced. WBOS, known as WPIF before it was moved from Pittsburgh to Hull, Mass., will start daily from 4 to 11 p.m., carrying two hours in English, three in Spanish and two in Portuguese.

The station operates on six frequencies—6140, 5970, 11,870, 12,510, 17,790, 21,540 kc. During the first weeks of operation, the station will be supervised by F. P. Nelson, Westinghouse director of international broadcasting, but subsequently it will be in charge of W. C. Swartley, manager of WBZ-WBZA, Boston-Springfield. Occupying studio and office space adjoining WBZ quarters in Boston, WBOS is independently staffed, with R. F. Brock as studio supervisor. The 50 kw. plate-modulated transmitter is claimed to be the first air-cooled shortwave unit in the country. The station's two directional rhombic antennas are located in an oceanside salt marsh at Hull, near the WBZ transmitter.

**RCA to Expand Plants**

**To Handle War Orders**

EXPANSION of manufacturing facilities at the RCA plants in Sweden, N. J., and Indianapolis is provided under a $2,370,000 contract awarded the company by the Navy Department.

The contract calls for the acquisition, construction, and installation of additional plant and equipment and modification of the present facilities at the company's Camden factory. The contract also provides for new land, additional machinery and equipment at RCA's new plant in Indianapolis.

The Navy said that types of radio equipment being manufactured comprise apparatus for battleships, cruisers, destroyers, submarines, and auxiliaries as well as planes.

In announcing the contract RCA said the Navy's procurement program has not interfered with the development and manufacture of radio apparatus for broadcasting home service, or the usual commercial fields.

RAY LYNAM, head of the WOR, Newark, recording division, observed his annual Christmas tree custom of erecting loudspeakers in the courtyard of his Manhattan apartment, and putting on an hour concert of Yuletide music for his neighbors.

**WBOS Antenna Array**

**LOCATED** in an ocean-side salt marsh at Hull, Mass., this directional antenna array is the heart of the newly scheduled regular operation of WBOS, Westinghouse's 60 kw. international station with studios in Boston. The station starts regular service to Latin America Jan. 1, with European service coming later. The rhombic antenna is 700 feet in overall length and is mounted on four 90-foot poles, with a similar but separate antenna system set up for the European operations.

**David Ross, CBS announcer, is celebrating his 12th anniversary with the network. Mr. Ross joined CBS in January, 1929.**

**SINCERE Wishes for a Prosperous 1941**

**FROM THE MAKERS OF LEHIGH VERTICAL RADIATORS**

17 BATTERY PLACE, NEW YORK, N. Y.

RADIO DIVISION

LEHIGH STRUCTURAL STEEL CO.

PLANT AT ALLENTOWN, PA.

OFFICES IN PRINCIPAL CITIES

**BROADCASTING • Broadcast Advertising**
Mullen Reorganizes Promotion Staff
Of NBC Under Direction of Ken Dyke

REORGANIZATION of the NBC promotion department, establishing individual promotion managers for the Red and Blue Networks and for national spot and local sales, with a director of promotion who will supervise and coordinate all promotional activities of the company including those at division offices and M & S stations, was announced Dec. 27 by Frank E. Mullen, NBC vice-president and general manager.

Ken R. Dyke, formerly sales promotion manager, has been appointed director of promotion, in which capacity, according to the official announcement, he will "supervise and coordinate the budgeting, planning and production of all promotional activities of the company and will be responsible for the maintenance of proper policy and advertising standards of all NBC promotional work." He will report to the vice-president and general manager.

Other Changes

Charles Brown, recently brought to New York as manager of station promotion from Hollywood, where he had been promotion manager of NBC's western division (broadcasting, Oct. 15), has been appoint-
ed Red Network promotion manager by Roy C. Witmer, vice-president in charge of Red Network sales, to whom Mr. Brown will report. E. P. H. James, formerly advertising manager of NBC, becomes Blue Network promotion manager by appointment of Edgar Kolak, vice-president in charge of Blue Network sales, to whom he will report. R. J. Hauser, who has been working on Blue Network promotion, will continue as assistant to Mr. James.

Clayton T. Morgan, previously in charge of the distribution department, reporting to John F. Royal, vice-president in charge of new activities and development, has been transferred to the president's office as assistant to the president, where he will "assist the president and the vice-president and general manager in such matters as are assigned to him from time to time." Phil Kerby and William Webb, who previously prepared NBC's institutional advertising, will under Morgan's supervision, will continue their activities as before, but are now transferred to the promotion department, reporting to Mr. Dyke.

Also reporting to Mr. Dyke under the new setup are H. M. Beville, manager of the research division; J. M. Greene, manager of the circulation division, and Harold Bosson, in charge of promotion production. "All other promotion activities," the announcement concludes, "including those of the press, television, shortwave departments, program and talent sales, public service and guest tours, will continue under their respective department heads. The director of promotion will handle the work of all activities as are not provided for in the departments and will be responsible for the coordination of all others."

MRS. CLARA BIXBY, chief owner of KBIX, Mission, Okla., died at her home Dec. 19 after a long illness. Her death followed that of her son Joel by less than a month (broadcasting, Dec. 15). He was the publisher of the Springfield (Mo.) News and Leader & Press. Another son, Edwin, who had also been a recipient of the paper, died less than a year ago.

NAB District Sessions

Hear Copyright Methods

NAB DISTRICT meetings held during the last month to acquaint broadcasters with the copyright modus operandi. When current ASCAP contracts expire, brought together broadcasters in 24 States, the District of Columbia and Puerto Rico, according to the NAB. NAB President Miller, C. E. Arney Jr., his assistant, and Carl Haverlin, BMI public relations director, addressed practically all of the sessions.

Meetings included District 5 in Orlando, Dec. 19; District 1 in Worcester, Mass., Dec. 12; District 4 in Washington, Dec. 18; District 9 in Chicago, Dec. 18; combined Districts 7 and 8 in Detroit, Dec. 19; District 2 in Syracuse, Dec. 20.

APPROXIMATELY 30,000 musical selections available for broadcasting are listed in NBC's new 926-page catalog compiled under the supervision of Thomas Behrman, vice-president in charge of NBC's music. Catalog is now being distributed to NBC stations, advertisers and agencies.

IT MADE no difference to Pep Boys, auto accessory chain, when WIP went 100% BMI Dec. 23. Their all-night Dawn Patrol goes on as usual, and has just been renewed for a third year. WOL, Washington, also carries an all-Dawn Patrol for Pep Boys. Here Adolph Strauss, Pep Boys executive, signs the 1941 WIP contract for 1,794 hours of sponsored record music. Watching (to r) are Maj. Edward A. Davies, WIP sales vice-president; Mort Lawrence, announcer of the Patrol; Thomas Harkins, president of the Harkins Agency, handling the account.

IN RICHMOND, VIRGINIA

WRNL

ALWAYS RINGS THE

BILL

NOW POWERED AT 1000 WATTS

Page 60 • January 1, 1941

BROADCASTING • Broadcast Advertising

THE MARK

OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

(U.P.)
Series Cancelled By Westinghouse But ASCAP's Tale of Music Troubles Is Found Phoney

THE ACTION of Westinghouse in cancelling its Musical America series on NBC-Red with the expiration of its contract on Jan. 16 has been seized by ASCAP spokesmen as the proof of their prophecies during the past few months that the advertisers whose money supports radio would withdraw that support if they were forbidden the use of ASCAP music.

Their case would be more convincing, however, if the agency in charge of the program was not allowed to continue. As it was, the NBC-Studios account had not positively denied that the controversy between the broadcasters and ASCAP was based on anything bearing on the cancellation.

The ASCAP version is that Jessica Dragoneit, engaged as guest star on the Tuesday series Dec. 26, wanted to sing "Siboney," but that the agency insisted that she do "Practise Makes Perfect." Her refusal, the story goes, stirred up such a row that A. W. Robertson, president of the electrical company, decided that a series of such occurrences would be more trouble than the program was worth with the ASCAP cancellation forthwith. The pay-off to this story is that if NBC had not moved to cancel its last week Dec. 31 to Dec. 23, the row would have been averted and the program renewed.

What Really Happened

The explanation of Fuller & Smith & Roess, Westinghouse agency, is much more prosaic, being simply that the distribution committee of the sponsoring company, including representatives of its various manufacturing divisions which are each taxed a pro-rata share of the program's cost from the advertising budgets, decided that they would rather spend their money for direct sales advertising in 1941 than continue the institutional program. This decision, the agency states, was made long before the purport of "phoney" was alleged to have occurred.

Categorically denying the ASCAP story, A. Wright, vice-president of the agency, who personally handled the engagement of Miss Dragoneit for the program, told Broadcasting that at the beginning of their conversations he had told her she could not sing "Siboney" on the broadcast because it already included "The Peanut Vendor" and the two numbers were too much alike. He had intended, he said, to ask her to do "Alice Blue Gown," but when she changed to "Home, Sweet Home" at a concert recently and received an ovation for it, that number was chosen and was done on the broadcast. The whole matter was settled in a single phone conversation, he said, and there was no argument at all.

BMM writers entertained the Radio Executives Club of New York at its final 1940 luncheon dinner Dec. 18, performing some of their own compositions which have already achieved popularity and sung over several dozen numbers. M. E. Tompkins, BMI's vice-president and general manager, introduced the performers.

Mediation Denied

(Continued from page 18)

ASCAP, however, has been made generally available.

"ASCAP continues its frantic attempts to stampede the public into believing that the networks will make a deart of familiar music on the air after Jan. 1 unless radio stations sign a contract with ASCAP.

"This is a myth."

"ASCAP's campaign sometime after the turn of the year when the situation returns to emotional normality, after all thebuild up against some arrangement, equitable to all parties, for the use of music by ASCAP composers in broadcasting wants to ignite ASCAP music and to pay for it when it is used. Broadcasting also wants to pay others for music when their music is used. But the hundreds of radio stations over the country-large and small—stand firm in their determination to refuse to pay ASCAP for music when no music is used—as ASCAP would now have us do.

The ASCAP Divvy

The statement goes on to analyze the make-up of ASCAP, with its self-perpetuating board and its self-perpetuating distribution board so that about half of the net, after expenses and operating costs are divided among the publishing members, with the remainder going to the writers for whose "protective care" they are. Citing the sworn testimony of ASCAP's president, Mr. Miller states that in 1938, 13% of the creative artist's share went to about 280 members (selected by the self-perpetuating board of directors) and 3% went to about 300 members. Briefly, then, 137 publishers got 33 cents out of every dollar and the create artist got the rest. That is what ASCAP calls 'protection.'

Another fruitless attempt to mediate the controversy was made by the National Music Council, ASCAP, which includes both the NAB and ASCAP, as well as individual broadcasting companies, associations of composers, publishers, music teachers, music manufacturers, etc. A meeting of the council's executive committee was held December, but its statement was forthcoming regarding the situation.

PROCTOR & GAMBLE, Cincinnati (American Family Soap) on Dec. 30 renewed for 22 weeks five-weekly Gospel Singer and Painted Dreams on WGN, Chicago.

New Morgantown Local, WAJR, Is Dedicated MORE than 1,000 persons inspected the new WAJR studios when they were formally dedicated Dec. 15, according to C. H. Murphey Jr., general manager. The new Morgantown, W. Va. local was formally dedicated by local and State dignitaries, including U. S. Senator M. M. Neely, who is Governor-elect of West Virginia. Also present were officials of the new Du Pont plant being erected in Morgantown.

John Goers, program director, arranged an opening day schedule, featuring local talent exclusively, with the single exception of a transcribed salute by the Five Keys from WHIS, Bluefield, W. Va. where Murphey was formerly general manager. Operations began Dec. 8 with eight hours of commercial programs the first week.

Craig Stewart, veteran New York radio actor, is the latest addition to the staff. The complete station personnel includes: C. H. Murphey Jr., general manager, formerly with WJS, Beckley, W. Va.; Jon Goers, from WSLB, Ogdenburg, N. Y., program director; Ray Spence, from WHIS, Beckley, W. Va., chief engineer; Ken Wilson, from WSLB, Frank Shaffer, from WCMi, Ashland, Ky., and Craig Stewart announcers; Horace Atwood and Tom Moore, from WPAR, Parkersburg, W. Va., and Olan Christopher, engineers; James Fryor, from WHIS, Bluefield, and James Flennegan, sales; Charles Stewart, from WHIS, Bluefield, continuity; Miss Clara Mutter, Bluefield, bookkeeper; Miss Elsie Thomas, receptionist.

NO SUN—NO PAY
WSTP Spots Are Free When
"Old Sol Is Hidden"

WSTP, St. Petersburg, which claims it "Covers Tampa Bay Like the Sunshine", has made a standing provision in its national rate card that it will not charge for national spots on days when the sun fails to shine in its territory.

The Evening Independent, also located at St. Petersburg, has had a standing offer to pay its listeners rather than the sun for more than 20 years that will make no circulation charge on days when the sun fails to shine by press time.

WSTP will use the Independent's payoff as its criterion. If the sun comes out after their press time, spot announcements scheduled for that day will be free. The offer will also stand even though the sun fails to shine in St. Petersburg but does shine in Tampa, Sarasota or other parts of WSTP territory.

NBC Cufflinks

TAKING a leaf from the "cufflink club" formed by President Roosevelt among former associates at the Navy Department when he was Assistant Secretary of the Navy, the NBC station relations staff sent the trade sterling cufflinks. The links simulate vacuum microphones with the NBC letters on each side.

MAIL! MAIL! MAIL!
During the past year, over half a million letters were picked up by this giant, friendly personality throughout Iowa, Nebraska, Kansas and Missouri. Paul's 500 letters—practically one from every home he visits—contained over $75,000 cash—more than 400,000 proofs of purchase.

No wonder so many advertisers ask him to tell his friends in these homes about their products. No wonder their sales show a variation of 200 buying confidence—in and act on—the recommendations of KMA—The Paul Bunyan of the Farm Belt. Investigate this huge, unexploited market where you are assured a known listening audience. Remember that

LETTERS MEAN LISTENERS

"The Number One Farm Market In the Number One Farm Market"
Representative: Free & Favorable

KMA—Shenandoah, Iowa
CBS Plans Latin Hookup

(Continued from page 18)

on the amount of retransmission of programs from without the coun-
try was lifted so that Chilean sta-
tions could become CBS affiliates.

Indication of the attitude of South American governments to-
ward the project, Mr. Paley av-
owed, may be found in the fact that the affili
tes in Lima, Peru; La
Paz, Bolivia, and Rio de Janeiro, Brazil, are government-owned sta-
tions. Asked why these were chosen in lieu of privately operated sta-
tions, they said that all were com-
mercial stations in our sense of the word and that each was the most popular station in its com-
munity.

Asked if he thought the competi-
tive network system of the United States should be extended into Latin America as is, or if there should be some form of coordina-
tion, possibly under the guidance of the State Department or the Rockefeller commission, among all United States shortwave broad-
casters, Mr. Paley stated a definite belief that the freely competitive system would in the long run pro-
vide a better service for Latin America, just as this system has given the American public the best program service in the world. There might be some loose form of coordina-
tion or cooperation among in-
ternational broadcast stations, ad-
justing schedules so that there may be no long dead periods when no one is serving the educational, cultural, political, and social ends by its very vehemence.

Stations on Network

"What we have in mind is to furnish facilities whereby Latin Ameri-
can farmers may learn more about us, our assurance to our educa-
tional standards, our way of life and, in turn, convey to our audi-
cences in North America the best that Latin America has to offer.

The peoples of the two continents should know each other better and whatever part radio can play in bringing this about should prove of immense value in relationships between the Americas." Following are the Latin Ameri-
can stations signing CBS contracts:

Argentina—AMR, Radio Nacional, Buenos Aires, 50,000 watts on 960 kc. Also short-
wave stations OA9X, on 1900 kc., in Argentina. Radio Belgrano is arranging CBS trans-
missions over these stations. Mec-
iera Cadena: LST, Radio del Litoral, Ros-
ario, 25,000 watts on 150 kc.; LIV, Radio Cordoba, Cordoba, 25,000 watts on 620 kc.; LIV9, Versiones, Cordoba, 5,000 watts on 1210 kc.; LUT, Radio Gobernal San Martin, Bahia Blanca, 500 watts on 1540 kc.; LUT1, Radio Grafhsan, San Juan, 1,000 watts on 170 kc.; LUT2, Radio Arenquina,

ficial broadcast system as aimed at Latin America. Much of its output is straight propaganda for the ideas of these certain countries and seeking to discredit the way of life of other nations. Their works from Europe are all full of conflicting news reports from each country broadcasts its own official version of events. This condi-
tion has brought a new respect in Latin America for news emanat-
ing from the United States.

"Impartial and honest reporting has won the fight with propaganda and the people of Latin America now realize that they must turn to the United States to get honest and impartial news. The American press, maintaining a major-
ity of important papers does not claim there and the news broadcasts going to those nations are now gen-
erally considered the most reliable sources of information."

"Unfortunately only a minority of radio listeners throughout Latin America hear shortwave programs. The propaganda ministries of for-
eign countries recognize this long-
ago and from time to time have bought time on the local long-wave stations where the big listening networks are located. This is a type of operation that has been most ef-
fective for them. The re-transmis-
sion of CBS programs will be a reg-
ular, not a spasmodic arrange-
ment. All stations that have affil-
iated with the Latin American net-
work of CBS will have available to them for re-transmission any of the programs broadcast by CBS to Latin America, and they have agreed to carry our programs at least one hour every single day."

Mr. Paley reiterated that the net-
work would not be used for pol-
itical propaganda of the type that is being disseminated from numer-
ous European transmitters. "We were
generally told," he said, "that such propaganda, as some European stations send in a steady stream toward South America is defeating its own ends by its very vehemence."

Stations on Network

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Duke at Miami

WIOD, Miami, presented the Duke of Windsor for the first time as a broadcasting personality. Noah Tyler, WIOD announcer, had been describing events in France for the BBC. Cross sailed for the returned trip to Nassau, when the Duke made his broadcast. He was accompanied by Frank Malone, assistant managing editor of the Miami Herald, and produced the royal speaker.

WCOA, Peoria, Ill., then doubled its national spot business in 1940 over 1930, according to Irving Fejt, its ad manager. By the end of December, according to Manager Fejt, the total amount of local business increased 64.6% during 1940, national spot jumping 106% over 1930. Total national business being done. The increase is attributed to the business growth in Peoria and the growth of WCOA, said Fejt. The station was located in the West Peoria Broadcasting System.

WELX, Cleveland, received a $25 bonus at the station's annual Christmas party Dec. 22, with 15% bonus to all employes who had been with the station over a year and a half's pay to those who joined the staff during 1940.

KDKA, Pittsburgh, on Dec. 19, installed microphones at the East Pittsburgh plant of Westinghouse E. & M. Co., and carried a description of a new 50-foot model of the new Universal Airship, which was played back over the station. The studio was located in the midst of whirring wheels, hammers and lathes. With microphones in the corner, the studio was filled with plant officials and workmen, who described various national defense manufac- turing plants.

KMOX, St. Louis, observed its 15th anniversary Christmas Eve with special Christmas broadcasts. The station, CBS affiliate in St. Louis, went on the air for the first time Christmas Eve, 1925, and has been in business ever since. The station's call letters were contributed thus to Harry L. Lamorte, radio editor of the St. Louis Globe-Democrat, an General Manager Merle S. Jones: 'K, denoting a station, NOV, Western Mississippian, MD, for Missouri,' for Christmas.

WIBF, Rock Island, Ill., gave a Christmas bonus of $25 to all employes who had been with the station over a year and a half's pay to those who joined the staff during 1940.

WABC, New York City, announced an expanded choral concert series for the New York YWCA. The series, which is to be presented in the auditorium of the YWCA, will be broadcast over WABC and WMCA.

EMPLOYEES of WOR, Newark, subject to draft or those who enlist in the armed forces will receive a financial differentiation between their civil and military salary depending on their length of service with the station. Those who have been with the station for a year or longer will get the difference between their salaries at the time of leaving and the pay they will receive for military service for a period of three months. Those who have been with the station less than a year will get the difference between their military pay and their civilian pay check for one month.
For Sale (Continued)

R.C.A. Best Frequency Oscillator—type TMY-50-S3. Price $25.00. Box 123, BROADCASTING.

For Sale—200 foot narrow base self-supporting galvanized Blaw Knox tower with insulators. WAPG Broadcasting Station, Chattanooga, Tennessee.

Composite 250 W Transmitter, 150 Blaw Knox type tower, modulation monitor, frequency monitor & deviation meter, WTEP, St. Petersburg, Florida.

MBS Program Managers Meet

PROGRAM managers of key MBS stations will meet at the Ambassador Hotel New York, Jan. 7-8, for a discussion of program plans and policies for the coming year.

 профессиональные объявления

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM ANTENNA EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDAI
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

WILBERT RAYNOR
Radio Engineering Consultants
Frequency Monitoring

COMMERCIAL Radio Equip. Co.
7134 Main Street, Kansas City, Mo.

APPLEBY, INC.
Radio Consultants & Engineers
Mason Bldg., Republic 5452
WASHINGTON, D. C.

FCC Applications (Broadcast, FM & Television) Prepared & Filed

CLASSIFIED ADVERTISEMENTS

Help Wanted

ANNOUNCER—Sports and special events. Experience. Box 118, BROADCASTING.

CONTROL ROOM-TRANSMITTER ENGINEER—- desirable. Box 111, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business manager. Best references. Box 122, BROADCASTING.

Veteran Continuity—Announcer—desires progressive market affiliation, east or west. Preferred experience. Enrolled in network special events. Box 129, BROADCASTING.

ANNOUNCER-WRITER, Contact-Man and Executive—experienced. Original copy, original ideas. Newspaper background. Married. Desires permanent connection with progressive station or agency. Box 123, BROADCASTING.

Production—Programming—Young. Four years with big midwest metropolitan affiliate. Contact. Programming director. Personally handled large volume of every type program. Thoroughly experienced in establishing and maintaining connections with station or radio director smaller affiliate. Reasonable salary. Excellent references. Box 117, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced in broadcasting, television, frequency modulation, and commercial stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4900 South Figueroa, Los Angeles, California.

PUBLIC RELATIONS EXECUTIVE—pioneered radio industry promotion and exploitation, internationally and continentally; originated many leading radio programs and marketing; former station, city, state, Federal and political director, U.S.A. in several foreign countries; director national political, industrial and economic campaigns. Thoroughly conversant with what Main Street wants to know. Ideas for constructive, dignified advancement of projects, causes, institutions, personalities. Familiar with all branches of broadcasting. Available immediately for responsible post requiring creative capacity, preferably on permanent basis, wherein knowledge of public and ways of evoking nation's desirable and necessary. Eric Palmer, Suite 605, 250 Park Avenue, New York City.

WANTED—greater opportunity. This man made one new station pay profits from the first week, now freelancing in town of 15,000. Numerous freelance sales, also writes entertaining script; creates, produces and enunciates programs; has created and sold many profitable "group-sponsored" programs; can handle local talent, training and booking union for publicity and profit. Experienced advertising and publicity man, versatile, capable, a teacher, his perceptive eye in judgment, young in spirit. Can handle practically any radio job except engineering, music, sports. Wants greater opportunity in money for player and self. Married. Reasonable salary, with bonus or commission preferred. Write Box 115, BROADCASTING.

FOR SALE

Auxiliary Transmitter—250 W, composite transmitter with RCA type OA-1-A oscillator unit. Reduced price. For quick sale $600. WADAS, Philadelphia.

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BROADCASTING • Broadcast Advertising
LATE Personal Notes

JOHN RATES, former free lance producer and commercial program director of WOR, Newark, has joined the staff of Rubrauff & Ryan, New York, where he will handle the Noxema Quiz of Two Cities, currently broadcast on ten stations in the Buffalo-Rochester market, and WGAR-WJR in the Cleveland-Detroit area, will be added on Jan. 5, making a total of 14 stations carrying the programs.

NEAL WEBBE, Chicago manager of Weed & Co., national representative firm, underwent an appendectomy on Dec. 21. He will return to his desk early in January.

CEDRIC FOSTER, manager of WHBT, Harrison, Indiana, a newspaperman, on Dec. 30 became a regular 2-2:15 p.m. news commentator on MBS, five days weekly.

HOLLIS S. BAIRD, for six years chief engineer of World Wide Broadcasting Corp., Boston, operating international shortwave stations WRIE and WRIU, and the General Television Corp., Boston, as vice-president in charge of engineering, has joined WRGB, Schenectady, N. Y., as vice-president and chief engineer. The company operates television station WRGB, which has operated an experimental visual broadcast schedule since May, with a 10-hour weekly schedule at present.

F. WILLARD BUTLER, in charge of two NBC loca
department has been appointed salesman in the area of the network's press service. Washington, succeeding Phoebe Gale, who has resigned following her marriage to Frank Russell, NBC vice-president in Washington. William C. Nicholls, who has been news editor, replaces Gale on the night shift. Charles Pekor, in charge of publicity on commercial programs, will temporarily take over trade news as well, pending a new appointment to this post.

JEANNIE CAMPBELL, in charge of copy for CBS, has resigned to accept the position of director of the Federal Ad
a positive attitude, was not noted for his enthusiasm, is said to have resigned following his marriage to Fran
to Frank Russell, NBC vice-president in Washington. William C. Nicholls, who has been news editor, replaces Gale on the night shift. Charles Pekor, in charge of publicity on commercial programs, will temporarily take over trade news as well, pending a new appointment to this post.

JOEL M. NICHOLSON, formerly manager of the Federal Ad
appearance, has been appointed manager of the network's press service in Washington, succeeding Phoebe Gale, who has resigned following her marriage to Frank Russell, NBC vice-president in Washington. William C. Nicholls, who has been news editor, replaces Gale on the night shift. Charles Pekor, in charge of publicity on commercial programs, will temporarily take over trade news as well, pending a new appointment to this post.

Robert M. Schoole on Jan. 1 resigned as sales manager of WQXR, New York. He did not resign because of his duties have been absorbed by Hugh K. Boice, sales vice-president.

HERBERT ERVIN, formerly manager of WLW-SWAJ, Cin
niscity, has been named production manager for the Lincoln Library, which has taken over its duties.

ROBERT M. Schoole on Jan. 1 resigned as sales manager of WQXR, New York. He did not resign because of his duties have been absorbed by Hugh K. Boice, sales vice-president.

HERBERT ERVIN, formerly manager of WLW-SWAJ, Cin
niscity, has been named production manager for the Lincoln Library, which has taken over its duties.

S. F. WOODELL, advertising manager of the Packard Motor Export Department, Los Angeles, has been named assistant sales manager of NBC National Division Jan. 15.

JOSEPH F. SPALDING on Jan. 2 announced he has left his的消息 office Free & Peters Inc., national station representative, to leave the post of Eastern manager of Holland's Magazine and Farm & Ranch, with which he has been associated for 10 years.

JACK M. CAILL, formerly captain of the WBZM-CBS, Chicago, page boy staff, on Dec. 27 was named assistant to W. S. Battersham, production super
visor of the Chicago outlet. Cailh's successor to the page boy staff will be named early in January.

HAL TATE, onetime Chicago representative of Broadcasting and now central salesman of Reade, Inc., announced on Dec. 27 married Nikki Kaye, of Baltimore, formerly associated with WAL, Chicago, and now resident with a Baltimore advertising agency.

W. J. McEDWARDS, member of the NBC sales department, Chicago, is the father of a girl born Dec. 28.

IRENE KUHN, former production assistant and assistant to NBC's press division in New York to handle special assignments.

Harrington a V-P

THOMAS HARRINGTON, director of radio for Young & Rubicam, New York, will become a vice-president of the agency, effective Jan. 1, as announced by Raymond Rabi
ever, with whom he is associated, was the first to announce the death of the young executive.

Mr. Harrington has been merchandising department; T. S. Reppe
er, copy supervisor; Thomas H. Harrington, director of news, supervi
er, copy supervisor; Thomas H. Harrington, director of news, supervi

Harvey Succeeds Bohn

JOHN HARVEY, for the last two years on the sales staff of KNOM, St. Louis, and more recently with CBS radio Sales representative in St. Louis, replacing the late W. W. Bohn, who died recently, Rollie Williams, head of the KNOM production department, has been appointed to the sales department. When that move was announced last Friday, it was reported that Harvey would be a candidate for the job, and was named CBS radio Sales representative in St. Louis, replacing the late W. W. Bohn, who died recently, Rollie Williams, head of the KNOM production department, has been appointed to the sales department. Harvey succeeds Bohn.

BALLETT ELECTED MORSE PRESIDENT

CARL J. BALLIETT, for eight years vice-president and manager of Morse International Inc., New York, has been elected president, and will direct the company. The board also announced that several new quarter

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenience of this famous hospitality to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

The Mayflower

WASHINGTON, D. C.

R. L. Polly, Manager

BROADCASTING • Broadcast Advertising

January 1, 1941 • Page 65
NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1940

Total: 77
* Asterisk denotes station was on the air as of January 1, 1941
† Dagger denotes call letters not assigned.

ALABAMA

*WJHO, Opelika—Licensed to Opelika Broadcasting Co., Thomas D. Samford Jr., attorney; W. C. B. Strickland, manager; dealer; C. G. Shealy, cotton broker. Granted Jan. 13; 100 watts night and 250 day on 1420 kc.

ARIZONA

*KPHO, Phoenix—Licensed to M. C. Reese, president, Arizona Chamber of Commerce, Phoenix. Granted Jan. 26; 250 watts on 1200 kc.

CALIFORNIA

*KMYC, Marysville—Licensed to Marysville-Yuba City Broadcasters, Inc.; Horace B. Burgess, manager, 90% stockholder; Jack Culver, 90% stockholder, 10% treasurer, 54.6%; Peter McClellan, secretary of the Marysville Chamber of Commerce, vice-president, 3%. Granted Jan. 18; 100 watts on 1420 kc.

KFMB, San Diego—CP issued to Worce-ester, Mass., B. W. Walker, president, 100% stockholder; W. J. Watts, owner and manager, 76%. Granted Jan. 27; 1000 watts night and 250 day on 1370 kc.

WALB, Albany—CP issued to Har- tobacco, president, 90% stockholder of WABT, Waterbury, Conn., and WERF, Pittsfield, Mass. Granted July 19; 250 watts on 1420 kc.

DISTRICT OF COLUMBIA


WWDC, Washington—CP issued to Capital Broadcasting Co., which is owned by George W. London, local auto dealer and realtor, 40% stockholder; Mr. London is also representative of National Automobile Dealers Association of Virginia. Granted June 9; James M. Spencer, managing director of the National Automobile Dealers Association, vice-president, 20%. Granted Oct. 29; 250 watts on 1420 kc.

FLORIDA

*WPDR, DeLand—CP issued to the Tropi- cal Broadcasting Co.; Carl E. Raymond, dean of the Law College, Stetson U., president, 10% stockholder; W. F. Mocafick, clothing manufacturer, president, 40% stockholder; W. H. Acres, local Ford dealer, secretary-treasurer, 50%. Granted April 14; 100 watts on 1420 kc.

WKG, Key West—CP issued to Key- west Broadcasting Co., which is owned by Eckel, Dill, Allen, Josephine A. Keith and Aubrey Gay, television station owners. Granted Oct. 12; 100 watts on 1150 kc.

INDIANA

WISH, Indianapolis—CP issued to the Capital Broadcasting Co.; Bruce B. Gonzales, sales manager of local tobacco and candy wholesale company, 35% stockholder; Edward H. Harris, president of the same company, treasurer, 30%; Alvin R. Jones, local auto dealer, vice-president, 14%; John B. Lyman, attorney, 12%; Charles K. Tippin, architect, 12%; Charles E. H. Jones, building contractor, 12%; E. B. Holmes, book banker, 12%; J. Phil Wabak, retail local, 12%.

Granted Nov. 29; 100 watts on 1420 kc.

WLOF, Orlando—Licensed to Hazelwood Inc.; George B. Bills, civil engineer, secre- tary-treasurer; George B. Bills, manager, 24% stockholder; J. M. Rosenberg, president; A. M. Byrnes, 10% stockholder. Granted March 1, 1940; 1,000 watts night and 5,000 day on 1990 kc on condition that the station be issued an FCC license for operation upon the license issued to Hazelwood Inc., with the FCC license to remain effective.

GEORGIA

*WKAG, Atlanta—CP issued to Herald Pub- lication Co., publisher of the Atlanta Herald; R. T. Mckinney, president. Granted June 28; 1,000 watts on 1550 kc.

WAGC, Augusta — Licensed to Twin South Broadcasting Co., Frederick Kennedy, lawyer and local tool manufacturer, president; C. H. Johnson, manager; W. J. W. Ball, publisher of Augusta Herald, secretary-treasurer, 45%. Granted Oct. 6; 100 watts night and 250 day on the same wavelength, 545 kc.

WMWH, Augusta—CP issued to W. Mont- gomery, Horstman, local retailer. Granted Aug. 27; 250 watts on 1420 kc.

GLASS-BRICK columns and other modern trimmings feature the new building of CFQC, in Saskatoon, Sask. The studios will be formally opened in January. A new antenna also has been built. The main studio of the new layout has a seating capacity of 200 persons.

KENTUCKY

*WBIL, Dalton—Licensed to Dalton Broadcasting Corp.; R. O. Beach, auto accessory dealer, president and director, 65% stockholder; W. V. Williams, retail radio business, secretary-treasurer and director, 25% stockholder; J. C. Wilson, local theatre chain owner, vice-president and director, 10%; J. T. Bates, local merchant, director, 5%; O. R. Hartin, at- torney and mayor of Dalton, 16%.

Granted Sept. 17; 250 watts on 1420 kc.

WWGA, Gainesville—CP issued to Gaines- ville Broadcasters; partnership of Henry Eaton, department store owner; Austin Dean, owner of the Gainesville Evening weekly newspaper. Granted May 31; 250 watts on 1420 kc.

WLAG, LaGrange—CP issued to the La- Grange Sentinel; W. T. Swank, publisher of the LaGrange News, president, 85% stockholder; Fuller Callaway Found- eder, 6% stockholder; John W. Flynt, theatre owner and part-writer of WDR, Augusta, Ga. and WMOG, Brunswick, Ga.; 16%; William K. Jenkins, partner of WLR, Locust. Granted Nov. 14; 250 watts on 1210 kc.

*WWRL, Monc.—Licensed to Middle George Watts, Inc., president; 394.8 stock manufacturer, president, 50 shares; E. R. Lowe, electrical contractor, vice-presi- dent, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 40 shares; Mrs. Martha Paul Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

NEW, Toccoa—CP issued to R. G. Le- Contre, the Toccoa Electric Co., electric power company. Granted Dec. 17; 250 watts on 1420 kc.

IVY, Valdosta—Licensed to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1200 kc.

NEVADA

NEW, Carson—CP issued to Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo. Granted Dec. 10; 150 watts on 1600 kc.

INDEPENDENT


WWDC, Washington—CP issued to Capital Broadcasting Co.; which is owned by George W. London, local auto dealer and realtor, 40% stockholder; Mr. London is also representative of National Automobile Dealers Association of Virginia. Granted June 9; James M. Spencer, managing director of the National Automobile Dealers Association, vice-president, 20%. Granted Oct. 29; 250 watts on 1420 kc.

FLORIDA

WPDR, DeLand—CP issued to the Tropi- cal Broadcasting Co.; Carl E. Raymond, dean of the Law College, Stetson U., president, 10% stockholder; W. F. Mocafick, clothing manufacturer, president, 40% stockholder; W. H. Acres, local Ford dealer, secretary-treasurer, 50%. Granted April 14; 100 watts on 1420 kc.

WKG, Key West—CP issued to Key- west Broadcasting Co., which is owned by Eckel, Dill, Allen, Josephine A. Keith and Aubrey Gay, television station owners. Granted Oct. 12; 100 watts on 1150 kc.

INDIANA

WISH, Indianapolis—CP issued to the Capital Broadcasting Co.; Bruce B. Gonzales, sales manager of local tobacco and candy wholesale company, 35% stockholder; Edward H. Harris, president of the same company, treasurer, 30%; Alvin R. Jones, local auto dealer, vice-president, 14%; John B. Lyman, attorney, 12%; Charles K. Tippin, architect, 12%; Charles E. H. Jones, building contractor, 12%; E. B. Holmes, book banker, 12%; J. Phil Wabak, retail local, 12%.

Granted Nov. 29; 100 watts on 1420 kc.

WLOF, Orlando—Licensed to Hazelwood Inc.; George B. Bills, civil engineer, secre- tary-treasurer; George B. Bills, manager, 24% stockholder; J. M. Rosenberg, president; A. M. Byrnes, 10% stockholder. Granted March 1, 1940; 1,000 watts night and 5,000 day on 1990 kc on condition that the station be issued an FCC license for operation upon the license issued to Hazelwood Inc., with the FCC license to remain effective.

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WMWH, Augusta—CP issued to W. Mont- gomery, Horstman, local retailer. Granted Aug. 27; 250 watts on 1420 kc.

GLASS-BRICK columns and other modern trimmings feature the new building of CFQC, in Saskatoon, Sask. The studios will be formally opened in January. A new antenna also has been built. The main studio of the new layout has a seating capacity of 200 persons.
**Western Electric**

**MEET THE CHIEF!**

Chief Engineer of the great Broadcasting Tribe has been constantly scouting for news of Western Electric—which he'll pass on to you frequently.

Look for him here regularly on this page—he'll give you many valuable tips for Better Broadcasting in 1941.

**Agenda Prepared For Ohio Session**

**DISCUSSIONS on television and frequency modulation developments will highlight the fourth annual Central Ohio Broadcast Conference, to be held Feb. 10-21 at Ohio State U, Columbus. The conference, div. of WOIO, is Ohio’s oldest conference, and will feature leading radio engineers from all over the country [Broadcasting, Dec. 1].**

In addition to 23 discussion sections, the conference will feature presentations by E. K. Jett, FCC chief engineer, Feb. 11 on “Communication in National Defense,” and G. C. Southworth, executive gr-tee, on “Wave Guides.” The conference will climax Feb. 20 with a banquet.

Subject matter includes:

- Feb. 10-15 Week
- Speech Impact Systems: C. M. Lewis RCA, J. D. Colvin, RCA
- Sound Reproduction from Records: F. V. Hunt, Harvard U (5 days)
- Television Standards: W. R. G. Baker, General Electric
- Color Television: Peter C. Goldman, RCA
- Studio Acoustics: Paul J. Washburn, New England (2 days)
- General Discussion and Question Box (emphasis FCC engineering matters): FCC assistant chief engineer: Lynne C. Smyth, NAB engineering director (2 days)
- Status of Television: Harry Sedan, RCA
- Broadcasting: Paul Loyet, Central Broadcasting Co.
- Television Station Operation: Robert M. Forbes
- Roundtable on Receivers: J. Kelly Johnson, Hazeltine Corp; E. E. Pas- sow, Zenith Radio Corp; W. L. Dunn, Belmont Radio Corp (2 days)
- Terminal, on Olson, RCA (2 days)
- Television Field Pickups: Harold P. See, NBC

**Feb. 17-21 Week**

- Status of Frequency Modification: Maj, Edwin H. Armstrong, Columbia
- FM Allocation and Coverage: Stuart Bailey, Jansky & Bailey
- Hearing, the Determining Factor for High Fidelity: Harvey Fletcher, Bell Telephone Labs
- TV Pioneers: M. L. Levy, Strong- berg-Carlson
- Antennas and Transmission Lines: Andrew Alford, Mackay Radio & Telegraph Co (2 days)
- UHF Tubes: Kenneth A. Norton, FCC (2 days)
- UHF Field Tests: Raymond F. Guy, NBC
- Operating Problems in FM Transmis- sions: J. R. Weir, General Electric
- Roundtable on FM Problems: Paul A. Beck, Network, E. J. Content, WOR, Newark, Dan Getlerup, WMJF, Milwaukee (2 days)
- UHF Tubes: E. D. MacArthur, General Electric
- Future FM Broadcast Transmitter Circuit Design: John F. Morrison, Bell Telephone Labs
- The UHF FM Equipment Show: Jan. 12-14, Chicago

**Applications**

- Feb. 12
- Design of a television receiver for high frequency modulation (3 days)
- Design of a television receiver for low frequency modulation (3 days)
- Design of a television receiver for medium frequency modulation (3 days)
- Design of a television receiver for very high frequency modulation (3 days)

**Applications**

- Feb. 12
- Design of a television receiver for high frequency modulation (3 days)
- Design of a television receiver for low frequency modulation (3 days)
- Design of a television receiver for medium frequency modulation (3 days)
- Design of a television receiver for very high frequency modulation (3 days)
Network Accounts

All line EST unless otherwise indicated.

New Business


AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 3 starts Twenty Grand Satin Your Hair...Good Morning on NBC-Blue (station list not complete), Fri., 9-30-5 p.m. Agency: Weiss & Gilfill, Chicago.

Renewal Accounts

PROCTOR & GAMBLE Co., Cincinnati (Chips) on Dec. 30 renew Road of Life on 65 CBS stations, Mon. thru Fri., 1-45-2 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Oxydol) on Dec. 30 renew The Goldbergs on 25 CBS stations, Mon. thru Fri., 5-50-4 p.m., 11-30-11:45 a.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivy soap) on Dec. 30 renew Life Can Be Beautiful on 37 CBS stations, Mon. thru Fri., 11:45-12:00 p.m., 4:30-4:45 p.m. Agency: Compton Adv., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivy soap) on Dec. 30 renew Life Can Be Beautiful on 37 CBS stations, Mon. thru Fri., 11:45-12:00 p.m., 4:30-4:45 p.m. Agency: Compton Adv., N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtex) on Jan. 2 renew for 52 weeks Ruby Valley Show on 65 NBC-Red stations, Thurs., 10-10:30 p.m. (EST). Agency: McKeas & Albright, N. Y.

JOHN MORRILL & CO., Osunuma, Ina, Japan (Red Heart dog food). on Dec. 29 renew for 18 weeks Bob & Betty's A Quiz About Christmas Trees, Thurs., 6:30-7:00 p.m. Agency: Harris & McDonald, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Dec. 30 renew My Girl & Prince on 81 CBS stations, Mon. thru Fri., 10-10:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN TOBACCO Co., New York, on Jan. 1 renew Ray Kryer on 25 NBC stations, Tues., Wed., Thurs., 7-7:15; 11:15-12:00 a.m. Agency: Lord & Thomas, N. Y.

ANACIN Co., Jersey City, renew Easy Acres on 53 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15; 11:15-12:00 a.m. Agency: Blackett-Sample-Hummert, N. Y.

CITIZEN'S SERVICE Co., New York, on Jan. 1 renew for 52 weeks Cities Service Women's Bureau on 53 NBC stations, Fri., 8-9:00 p.m. Agency: Lord & Thomas, N. Y.

ALBEKS BRITISH MILLING Co., New York, on Dec. 31 renew for 52 weeks and 3 months Office of the President, Mon. thru Fri., 10-11:30 a.m. Agency: Blackett-Sample-Hummert, N. Y.

REED & HOBART TOBACCO Co., New York (Winston cigarettes) on Jan. 9 renew for 52 weeks Amada of Honolulu on 47 NBC-Blue stations, Mon. thru Fri., 11:15-12:00 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CITIZEN'S SERVICE Co., New York, on Jan. 1 renew for 52 weeks Cities Service Women's Bureau on 53 NBC stations, Fri., 8-9:00 p.m. Agency: Lord & Thomas, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., Glenbrook, Conn. (Haley's M-O, Cal-Aspirin), on Dec. 26 renew for 52 weeks Amada of Honolulu on 47 NBC-Blue stations, Mon. thru Fri., 11:15-12:00 p.m. Agency: Blackett-Sample-Hummert, N. Y.


Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Cannet cigarettes), on Jan. 9 start Xavier Guest on 25 NBC-Red stations, replacing Bob Cat, 12:30-1:00 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LEWIS-HOVE Co., St. Louis (N R Nats), on Dec. 26 renew Home & Fortune of 76 NBC-Blue stations, Thurs., 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST), from Hollywood to New York. Agency: Blackett-Sample-Hummert, N. Y.


MAJOR NETWORKS

LINK 500 STATIONS

OF THE 882 broadcasting stations in operation or authorized for construction during 1940, over 90 were affiliated with one or the other (or combinations) of the major networks, according to a year-end count by Broadcasting. During 1940 the nationwide networks added 101 affiliates, not all of them in the local category and some of them newly established stations.

Largest number of affiliates is accredited to NBC, which added 121 during the last year to bring its total to 168.

Next largest network in number of stations is ABC, which added 45 during the year to bring its total to 121.

NBC added 31 more outlets and as of Jan. 1, 1941 had 92 affiliates. There is some overlapping between Red and Blue, with some affiliates supplementary to both.

CBS added 11 outlets, and its total now is 123.

Thomas to Chicago

EARL G. THOMAS, of New York City, in mid-December was named radio director of McCormack-Patterson Inc., Chicago office. He has long been identified in the industry as a writer, producer, and talent agent.

Among the programs he has created for the air are Popeye the Sailor, sponsored by the Wheaton Corp., and Your Family and Mine, sponsored by National Dairy Assn.

He has also done editorial work on such network programs as the Columbia Workshop.

Potter-Burns Merge

ROBERT E. POTTER, president and executive officer of the Pottery-Ad Agency, and Jay E. Burns, president of Jay E. Burns Advertising, on Dec. 15 merged their individual advertising agencies into Burns & Potter, with offices at 75 E. Wacker Dr., Chicago. Telephone is Andover 2565. Mr. Potter, before organizing an own agency in Oct. 1939, was advertising manager of the Chicago Journal of Commerce. Mr. Burns has been active in Chicago business and banking circles.

GENERAL FOODS Corp., New York (Calumet baking powder) on Jan. 6 replaces My Girl & Prince on 52 CBS stations Mon. thru Fri., 12-12:30 a.m., with a new serial Home of the Brave. Agency: Young & Huberts, N. Y.

ALDERS BRITISH MILLING Co., Ltd., N. Y., on Jan. 3 adds 6 NBC-Mountain stations (KSEE, 13 Redondo Beach, KRTW, 12 Redondo Beach, KGMH, 12 Kansas City, KGIL, 12 Kansas City) to Voice of Experience, making a total of 14 NBC stations, Mon. thru Fri., 9-9:45 a.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive soap) on Jan. 3 replaces Strange as It Seems on City Desk on 87 CBS stations, Thurs., 9:30-10:00 p.m. Agency: Ted Bates Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Dec. 24 shifted Ben Bernay on 14 NBC-Red stations, Thurs., 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST), from New York to Hollywood for 6 weeks or more. Agency: Rathburn & Ryan, N. Y.
**All-Canada Group Meets at Calgary**

**News Regulations, Proposed New Network Among Topics**

The second annual meeting of managers, commercial managers, program directors and production managers of western stations represented by the Canadian Broadcasting Corporation, met in Calgary on Tuesday, Dec. 12, for a three-day session. It was one of the large meetings on the coast attended by the CBC.

A principal topic on the agenda was the interpretation of the newscast regulations effective Jan. 1, with explanation by J. L. Radford, supervisor of station relations for the Canadian Broadcasting Corp.; appointment of a paid staff of general manager for the Canadian Assn. of Broadcasters, which is to be main topic at the forthcoming CAB annual meeting Jan. 20-22 at Montreal; cooperation of stations with the government director of information on how to give more assistance in publicizing Canada’s war effort; need for a second national network, (Westcoast Broadcasting stations; establishment of an idea bureau for the All-Canada stations.

**Voluntary Promotion**

The meeting decided that program promotions should be on a voluntary basis and that advertising agencies should not expect it as part of the stations’ duties.


**Squibb Day Series**

H. R. SQUIBB & SON (dental cream), on Dec. 30 started a day-time quarter-hour series, *Golden Treasury of Song*, featuring Jan Peerce, tenor; Victor Bay’s orchestra, and David Ross. Program will run five weeks, at $15-30 p.m. over 43 CBS stations, seven of which will carry it on Wednesdays only. Geyer, Cornell & Newell, New York, is agency.

**WOODBURY STARTS SPLIT HALF-HOUR**

**ANDREW JERGENS Co., Cincinnati, and WOODBURY (minerals and face powder), on Jan. 1 replaces its weekly half-hour Woodbury Hollywood Radio Hour on NBC with new station series with two quarter-hour programs originating from Hollywood and New York.

Tony Martin, from Hollywood, will utilize the first quarter, Wednesdays, at 1:30-1:45 p.m. (EST), with West Coast repeat, 8:35-9:00 p.m. (PST). Featured will be Tony Martin, vocalist, with Dr. Arthur B. Rosner, orchestral conductor, William N. Robson, Hollywood manager of Lennen & Mitchell, agency servicing the account.

How Did You Meet? dramatization of romances, will take up the balance of the half-hour, 8:35-9:00 p.m., with future winners to be awarded weekly for the best three entries, to be determined by a panel of judges, and top prize winner’s entry becoming the basis of the week’s drama.

**New Colgate Agencies Continue Four Serials**

**COLGATE - PALMOLIVE PEET Co., Jersey City, N. J., under its new agency arrangement, effective Dec. 15, replaced 30 CBS quarter-hour daytime serials. Through Sherman & Mar-quette, Chicago, the series heard Monday through Friday at 10:15-10:30 a.m. for Super Suds, was renewed on 81 stations.**

**Colgate Day Serial, heard Monday through Friday at 10:45-11 a.m. on 41 stations for Octagon soap, was renewed through Ted Bates, and 24 western stations for Crystal White, handled by Sherman & Mar-quette, Chicago. These accounts, with the exception of Crystal White which is distributed exclusively in the west, were formerly handled by Benton & Bowles, New York.**

**Fourth serial renewed was Stepmother for Colgate tooth powder. The program is heard on 49 stations, Monday through Friday at 4:30-4:45 p.m., and the product handled through Sherman & Mar-quette, Chicago.**

**P&G Renews Four**

**PROCTOR & GAMBLE Co., Cincinnati, Dec. 30 renewed four CBS daytime weekday serials. Life Can Be Beautiful, heard at 1-1:15 p.m., and Right to Happiness at 1:30-1:45 p.m. for Crisco were renewed through Com- pton Adv., New York. Road of Life, sponsored for Chispo from 1:45-2 p.m., was renewed as was The Golden Days heard in behalf of Oxygen on CBS at 12:15-12:30 p.m., and NBC.**

**The series were renewed at 11:30-12:55 a.m. The Chispo account is handled by Peder & Ryan, New York, and by Blackett-Example-Hummmert, New York.**

FRED R. DAVIS, advertising representative for the E. F. Jones Co., Electric, died in Scheneclady Dec. 26 after an illness of two years.
"We feel that WLW is the most powerful influence for the quick turn-over of Nationally Advertised Brands through our warehouses.

Through WLW's resources and the constant flow of advance information, we are able to keep our sales force informed of expected increases in sales ahead of the listening public's demand."

(Signed) D. Sayre, President

Hagen-Ratcliff's 8 salesmen cover 9 counties in 2 states.

Hagen-Ratcliff and Co.
Wholesale Grocers
Huntington, West Virginia


WLW THE NATION'S most Merchandisable STATION
Radio Answers the Call of Total Defense

With characteristic speed, radio is responding to the call of national defense. Enrolled to serve the public interest and to fortify the Nation’s invisible life-lines of communication are: Research, Engineering, Manufacturing, Broadcasting, International Circuits, Ship-and-Shore Stations. The Radio Corporation of America was organized in 1919, as an American-owned, American-controlled radio company. RCA has established a world-wide communications system, independent of all foreign interests, and has pioneered in the creation and development of a new art and a new industry. Today, each of its services is equipped and ready for action in the first line of America’s total defense on land, sea, and in the air.

RCA CALLS THE ROLL OF ITS SERVICES TO THE NATION:

WORLD-WIDE COMMUNICATIONS
Vital to defense and commerce, RCA operates 24-hour direct communication service to 43 countries. This service avoids the censorship, errors, and delays which might occur at relay points. The Nation is protected against the loss of overseas communications through the cutting of submarine cables in war-time. Supplanting these globe-girdling channels, RCA operates a domestic radiotelegraph system that links 12 key cities in the United States.

MARINE COMMUNICATIONS
Life and property at sea are guarded by modern radio coastal stations and radio-equipped ships. Eighteen hundred American ships are equipped with RCA apparatus. The shore-lines of the United States are fringed with radio beacon transmitters to guide the fleet and shipping in American waters. American ships do not have to depend upon foreign-controlled means of communication to send messages home.

BROADCASTING
RCA pioneered in establishing the first nation-wide network of broadcasting. The National Broadcasting Company, formed in 1926, today serves an American radio audience through 50,000,000 receiving sets. NBC provides these listeners with serious and popular music, news and information, drama and education, public forums and religious services. Under the American system of broadcasting, the finest and most extensive variety of programs to be had anywhere in the world is free to the listening public. The richest man cannot buy what the poorest man gets free by radio.

NBC broadcasting service is also maintained internationally, by short wave, and helps to strengthen good will and cultural and economic relations between the Americas, and with other parts of the world.

An informed public opinion, promoted by a free press and a free system of broadcasting, is a highly important national asset in total defense.

MANUFACTURING
The RCA Manufacturing Company operates five plants, strategically located at Camden and Harrison, N. J., Indianapolis and Bloomington, Ind., and Hollywood, California. Within the year the company has invested millions of dollars in expansion to facilitate production and rapid filling of orders from the Army and Navy. Machinery is geared for national defense in addition to providing for normal requirements of the public.

RESEARCH AND ENGINEERING
Through science and research, the RCA Laboratories are enrolled in the national defense. Research in electronics, wave propagation, television, facsimile, acoustics, optics, and in other fields has opened new services and extended the scope of existing services, both commercial and military.

No longer must an aviator “just look to the ground” to find his way to a target or to his base. He may fly and land “blind” by radio. The electron microscope, a product of RCA Laboratories, is a new means to help protect the national welfare as it opens new horizons for bacteriologist, chemist, physicist and industrialist. In these and many other ways, radio research in peace-time has built new bulwarks of defense for our Nation.

INVENTIONS AND THEIR USE
RCA licenses many other manufacturers to use its inventions and patents. By making them widely available, RCA has helped to create an industry as well as an art.

Through this licensing policy the radio industry has access to results of the research of RCA Laboratories.

In this way, competition has been stimulated, and numerous sources of supply opened to the public and the Government.

EMPLOYEES
Labor relations between RCA and its employees are excellent. Employment in the RCA organization in 1940 increased from 22,000 to 27,000 employees. Principal officers and many employees of RCA are members of the Army and Navy Reserve.

For 21 years the pioneering efforts and services of RCA have safeguarded American pre-eminence in radio. RCA continues to serve the public interest and is fully prepared and ready to carry on in the first line of total defense!

RADIO CORPORATION of AMERICA
RADIO CITY NEW YORK

THE SERVICES OF RCA: RCA MANUFACTURING COMPANY, INC. RADIOMARINE CORPORATION OF AMERICA RCA LABORATORIES NATIONAL BROADCASTING COMPANY, INC. RCA COMMUNICATIONS, INC. RCA INSTITUTES, INC.