La Salle Street Listens, Too!

WLS has a most complete market broadcast schedule... both farm and security... for Chicago and Mid-West listeners. Seven broadcasts daily feature prices on the New York Stock Exchange and Chicago Board of Trade.

A schedule of these broadcasts was recently sent all LaSalle Street brokerage houses. Dozens wrote back for extra copies—and one broker asked for 5,000 WLS market schedules to enclose in month-end statements.

Here, then, is another indication that the markets—and WLS—are not important on the farm alone. They're vital in Chicago, too!

870 Kilocycles  50,000 Watts  NBC Blue Affiliate

The Prairie Farmer Station  Glenn Snyder, Manager
National Representatives:
John Blair & Company
Like Good Friends Who Are Always Welcome

—are the home-town radio stations and those who call, via the loudspeaker—because they're known and liked for their personal qualities. Many are part of the immediate community—and ALL enjoy acceptance IN the home resulting from long association and genuine friendship.

Consider what this means in promoting YOUR products in the important buying centers of New England, covered by The Colonial Network.

Isn't it logical that you're bound to be more successful in these communities if you appoint a local organization that is known—has standing and acceptance—in preference to a stranger from afar?

And isn't it obvious that when you can obtain—at economical cost—the loyalty and friendship these 19 Colonial Network home-town stations possess, you are investing in exactly the right mediums for doing the best selling job in one of America's most prosperous, populous, responsive markets—buy-able New England!

THE COLONIAL NETWORK

21 BROOKLINE AVENUE  BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., National Sales Representative

PLAY THEM TO WIN

KOIL, the ace salesman for the Omaha Market ... KFAB, for the rest of Nebraska and surrounding states.

Dealers and jobbers know, from experience, there's plenty of merchandising support in the hand behind these selling aces. Merchandise really moves when backed by KOIL for the Omaha Market and KFAB for the rest of Nebraska.

P.S.—The ante is mighty small, too.

KOIL
Don Searle, Gen. Mgr.
OMAHA

KFAB
BOTH BASIC C. B. S.
LINCOLN

Represented by EDWARD PETRY & CO., INC.
Auto Industry's Production for 1940 to Reach 4,476,000 Units

Ride it
TO NEW HIGH PROFITS
WXYZ
DETROIT
5000 WATTS
NO INCREASE IN RATES
DAY and NIGHT
UNTIL FEBRUARY 1, 1941
MORE MARKETS
MORE COVERAGE

WXYZ
KING TRENDELETE BROADCASTING CORPORATION
KEY STATION MICHIGAN RADIO NETWORK
BASIC DETROIT OUTLET NBC BLUE NETWORK

National Sales Representative—PAUL H. RAYMER CO.
Seldom does a national advertiser run into a selling opportunity like the Piedmont Plateau. This very heart of the two Carolinas, bounded on the west by mountain country and the east by a coastal plain, rises up out of the Southeast 900 feet above sea level . . . the wealthiest, most fertile, most heavily factory-ed group of Carolina counties (65 of them). With steady buying power due to a nearly perfect balance between industry and agriculture.

AND RIGHT SMACK IN THE MIDDLE

of this unusual tableland-market is CHARLOTTE. Textile capital of the world. Pivotal point for all selling in the two Carolinas. The home-city of 50,000 watt WBT.

From Charlotte, national companies reach out to sell the Piedmont Plateau. More branch offices and factory branches are here than in any other Carolina city.

From Charlotte, national chain stores reach out to buy for the Piedmont Plateau. More buying offices headquarter here, by far, than in any other Carolina city.

And from this very heart of the Piedmont (Charlotte), WBT has for twenty years given its advertisers coverage from within. Building audience loyalty that has set a pace for all radio. Chalking up selling records that no single station or group of stations in this market can even closely duplicate.

Only with WBT from Charlotte can you profitably reach and sell the Piedmont Plateau. Ask your nearest Radio Sales office about it.

WBT 50,000 WATTS • CHARLOTTE, PIEDMONT PLATEAU

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.
50,000 WATTS IS POUNDING AT AMERICA'S 3RD MARKET — FROM THE NBC-RED STATION IN PHILADELPHIA: KYW PHILADELPHIA

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
When in doubt, ask

LEWIS H. AVERY!

Some of his friends who knew him as the hard-hitting sales manager of WGR and WKBW may be surprised to learn that Lew Avery has always attached more importance to preparation for a call, than to the sales call itself. He personally spends more time digging out facts in our office, than he does pounding the desk in your office. But when he does come to your office, he has something to say.

Contrary, perhaps, to the average conception of radio-station representation, research finds a big place in our daily work here in F&P. Each of our six offices contains a comprehensive collection of marketing and radio statistics—and hardly a week goes by that we don’t supply at least one agency or advertiser with a detailed and illuminating report or survey of some kind.... An analysis of farm-equipment potentials in the Southeast; a survey of salad-dressing sales in Buffalo; a summary of coffee-buying habits in Iowa; an investigation of candy distribution in Tulsa—whatever your needs for information, F&P can probably help you.

Lew and all our fourteen top-notch men at F&P are completely aware that selling is primarily serving. If we can help you dig out a means of improving your results from radio, or of increasing the usefulness of radio for you—well, that’s the way we like best to work, in this pioneer group of radio station representatives.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW BUFFALO
WCKY CINCINNATI
WDAY FARGO
KMBC KANSAS CITY
WAVE LOUISVILLE
WITC MINNEAPOLIS-ST. PAUL
WMDD PEORIA
KSD ST. LOUIS
WPIL SYRACUSE
WHO DES MOINES
WOC DAVENPORT
KMA SHENANDOAH
WAGS SOUTHEAST
WCSC CHARLESTON
WIS COLUMBIA
WPTF RALEIGH
WDBJ ROANOKE
KROK FT. WORTH-DALLAS
KOMA OKLAHOMA CITY
KLUL TULSA
KECA PACIFIC COAST
KOU-FM KCHU PORTLAND
KROW-OAKLAND-SAN FRANCISCO
KIRO SEATTLE
Satisfied that a fortnight of ASCAP-less performance already has amply demonstrated the ability of broadcasting to meet all of its music requirements through other sources, the industry now is engrossed in means of establishing Broadcast Music Inc. as a permanent and strictly legal entity in Tin Pan Alley's new order.

No thought currently is being given to reconciliation with ASCAP, apparently much to the chagrin of the Society. Instead, leading entities in radio are conferring with Attorney General Thurman Arnold about an agreement which would change the basic organization of BMI to meet requirements of the Anti-Trust Division and would allow the criminal litigation proposed by the Government against NAB, NBC, CBS and BMI on grounds of "boycott".

Hardly a Murmur

Other than obviously inspired ASCAP blasts, there has been hardly a murmur of public complaint against the absence of AAAA, whose representatives have been in radio networks and the bulk of the independently owned stations. A survey by C. E. Hooper revealed that during the first ASCAP-less week, audience listening/actual increased by 5%. ASCAP nevertheless continues to beat the propaganda tom-toms, but internal strife was reported on the upgrade as writers and publishers lamented the absence of their works on the air.

The crux of the conversations between the Department of Justice and the industry rests in clearance. The source by the networks—whether national or regional—of music. This is a fundamental principle demanded by Attorney General Arnold before he will undertake the drafting of a decree to terminate the projected criminal litigation against the broadcast groups.

That ASCAP will be prosecuted in criminal proceedings in Milwaukee within the next week appears to be a foregone conclusion. ASCAP, after weeks of conversations about a consent decree, practically deserted the Anti-Trust Division attorneys on the court-house steps. This resulted in the sensational announcement by Attorney General Robert H. Jackson that criminal proceedings would be launched in Milwaukee soon.

Following an extraordinary session of the executive committee of the NAB and of IRNA and of the BMI board of directors in Washington Jan. 7, with a number of leading industry figures also present, it was decided to explore the possibilities of obtaining a type of consent decree from the Department which would impose no undue hardship on the broadcasting industry and guarantee rigorous competition with ASCAP.

On Jan. 8 a three-man committee comprising BMI President Neville Miller, BMI Executive Vice-President and General Counsel Sydney Raye, and CBS Attorney Godfrey Goldmark conferred practically all day with Assistant Attorney General Arnold, Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, and Victor O. Waters, Special Assistant Attorney General in charge of the copyright proceedings. It was at this meeting that Mr. Arnold was reported to have insisted upon the clearance-at-the-source plan. The committee was given time in which to hold further conferences with representative industry groups. Meetings again were held soon in Washington and in New York Jan. 9 and 10.

If the Department is advised the method is acceptable, it is expected work will be started immediately on a conditional consent decree. Should the industry group conclude it cannot impose infringement of the major networks, it is clearly indicated the Department will proceed with criminal informations against the industry groups in Milwaukee within a few days. Simultaneously, the more comprehensive ASCAP suit would be filed.

White Interested

Unless something happens quickly there is likelihood the ASCAP-BMI controversy will get a hearing in Congress. Senator Wallace H. White Jr. (E.-Me.), the best informed man on radio in Congress, told Broadcasting Jan. 10 he felt there was no excuse for the current situation. "I don't know why we should sit back and let these interests fight at the expense of the rest of the people of the United States," he said. Senator White did not blame either group. He declared, however, that he would either propose an investigation or introduce definite legislation designed to foreclose the possibility of any recurrence of this situation, unless steps are taken swiftly to terminate the current turmoil.

If a consent decree is decided upon by the broadcasting industry groups, it unquestionably will provide for continued operation of BMI on its present basis until such time as ASCAP changes its method of operation, to provide for per-program payment and otherwise reorganize from top to bottom to eliminate practices which the Government regards as clearly illegal. Should ASCAP refuse to take a consent decree, even after BMI had stipulated in that direction, it is expected that reorganization of BMI would await final adjudication of the criminal litigation earmarked for ASCAP.

Possible Hardship

At the extraordinary sessions in Washington Jan. 7, David Barnard, RCA president and NBC chairman; William S. Paley, CBS president, and a formidable array of attorneys conferred with the three-ex-

(Continued on page 60)
Extensive Pickups Planned by Nets For Inauguration

All Bands But Naval Exclude

ASCAP Numbers in Parade

THE MOST extensive coverage in the history of American radio will be given the third inauguration of President Roosevelt on Jan. 20, a survey by Broadcasting revealed Jan. 10. All major networks will carry descriptions of the ceremonies attendant to the actual swearing in of Mr. Roosevelt at the east front of the Capitol as well as a score of programs depicting sidelights to the main event.

NBC has announced it will short-wave a word picture of the inauguration in Spanish and Portuguese over its shortwave stations, WBCA and WNB. The description, to be given direct from the Capitol, will be relayed by land lines to Bound Brook, N. J., where it will be short-waveed to South America. Under NBC's new international policy, permitting certain stations in Latin America to re-broadcast its programs, it is expected that the description will have wide distribution from Havana to Buenos Aires.

Many Pickup Points

As Broadcasting went to press, neither CBS or MBS had announced short-wave expected they would put a description of the event on their own or affiliated shortwave transmitters.

All networks will have their regular Washington staffs with additions from New York. Under plans for NBC and CBS have listed 20 pickup points for describing both the parade and the actual inauguration. MBS to date has listed 14 microphone positions. While no definite time has been set, it is planned to start the broadcast at 11:30 a.m. running until approximately 1 p.m. and then going back on the air at 1:30 or 2:15 to describe the Inauguration. Substantially identical arrangements have been made by all networks in this respect.

The radio section of U. S. Office of Education for the second successive inauguration prepared a map of the line-of-sight stations showing location of microphones of the networks as well as time of ceremonies. Copies of the map were distributed to NBC to all stations with suggestion that they be made available to Go schools. Thus it is hoped that schools could listen to ceremonies and follow them on microphones.

The ASCAP-BMI situation has caused some confusion in connection with inaugural broadcast plans but at this writing apparently will not affect radio plans. Under its elaborate description of the ceremonies. All bands in the line of march, with the exception of the Navy band—were present. Charles Benter, a member of ASCAP, have signed their intention of playing BMI and other non-ASCAP bands. Capt. Thomas Darcy, leader of the Army Band, has written an original composition titled "The U. S. Army" which will get its first public playing on inauguration day.

British Radio Center Bombed

Shirer Explains Berlin Problems

Censorship Is Strict, Food For Newsmen Is Ample

FOREIGN correspondents in Germany are classed as "heavy laborers" and weighed 1,000 grams (slightly more than two pounds) of meat weekly, or double the normal allowance. William L. Shirer, CBS representative in Berlin now home on leave, told a group of CBS executives in New York that editors Jan. 3 at a luncheon in his honor.

This extra-heavy diet keeps the American correspondents healthy and friendly, Mr. Shirer stated, adding that while the German people seem to get along very well on their restricted diet, Americans cannot maintain their strength with it.

Strict Censorship

He said that while there has been no interference or curtailment of broadcasts by Americans from Germany for American audiences there has been considerable censorship, especially by army officials, since last May. Anything that might have military value or cause confusion is ruthlessly cut. Shirer, blue-penciled, he said. The army also maintains close supervision of all of German broadcasts, both domestic and for foreign consumption.

Despite the harsh penalties for Germans caught listening to short-wave programs from abroad, Mr. Shirer expressed the opinion that the country is a land of the air. "Picture this," he said, the only restriction being that they must not repeat to German citizens what they hear from abroad.

New BC Disc Program To Reach 100 Stations

BC REMEDY Co., Durham, N. C., after Jan. 20 will release to over 100 stations in a large scale radio program that headache remedy is sold, a group of 26 recorded 60-second announce- ments Godfrey which describes the product the Sun Dial on WJSV Washington, and who also is heard on discs, sponsored by the Carna- tion Co.

Announcements include 20 seconds of Godfrey's songs and 40 seconds of commercials for broadcast daily or several times weekly. The recordings were produced by Charles W. Hoy Co., New York, agency handling BC's New York advertising, and prepared by NBC radio-recording division in Washing- ton, Agency placing national business for the company is Har- vey-Massengale Co., Durham.

special events director in charge of CBC Overseas Unit; Gerald Wil- liams, head honcho of the Montreal CBC announcing and produc- ting staffs; Arthur Holmes, of the Toronto CBC engineering staff; Albert Altherre, of the Montreal CBC engineering staff; Jacques de Vallet, Montreal CBC anncouner,
Treaty Nations Aim to Beat Deadline

Engineers to Discuss Technical Matters At Conference

STILL shooting for the March 29 "continental reallocation," pursuant to the Havana Treaty, delegates of the United States and Mexico will meet in Washington Jan. 14 at an engineering conference to adjust assignment conflicts and otherwise cooperate technically in differences in the new broadcast operating structure.

Commissioner T. A. M. Craven, who was head of the American delegation to the 1937 conference in Mexico which drafted the Treaty, again will be chairman of the delegation. An engineer, he was largely responsible for developing the agreement which, among other things, is destined to end the occupation of Mexican border stations.

Other Members

Other FCC delegates are E. K. Jett, chief engineer; A. D. Ring, assistant chief engineer in charge of broadcast engineering; and Associate Engineer Jett, chief, international section, and Joseph L. Rauh, Jr., assistant legal counsel.

State Department representatives will be headed by Thomas Burke, chief of the Division of International Communications, and his assistant, Dr. Irwin DeWolfe, Harvey Otterman and Joseph Kesting. It is expected Assistant Secretary of State Breckinridge Long, will attend the conference but not actually participate in the informal engineering discussions.

While meeting the March 29 deadline may mean a race against time, Government officials are optimistic, provided no complications develop. It is presumed that final orders and assignments assigning the assignments can be cleared by the end of January and that stations therefore will have two months within which to comply with the Treaty terms.

The reallocation, as announced Sept. 10 by the FCC, was to affect 777 of the 862 stations then operating or authorized. Since then, however, the number affected has been increased to nearly 970 by newly authorized stations.

At the Jan. 14 sessions, expected to run about a week, the most serious consideration will be that of the fate of the notorious border stations. The Treaty itself definitively provides for their silencing as high-powered outlets, with all Class I facilities earmarked for the interior of Mexico. Reports have been current, however, that commitments may have been made by the former Mexican Communications Ministry, prior to the recent presidential elections, under which certain of those stations temporarily at least, would retain their border assignments with substantial power.

It is obvious that even if everything clicks all down the line, time will be short in meeting the March 29 deadline. The serious bottleneck unquestionably will be production of crystals for stations in this country as well as in Canada, Mexico and Cuba, which must change their assignments. In a substantial number of cases, it is understood, stations have made arrangements with occupants of frequencies to which they are slated to shift, for exchange of crystals.

In cases where directional antennas and new locations are required, the FCC may authorize operation with reduced power until they complete new installations.

Mexican Problem

Little difficulty will be encountered, it is indicated, in reconciling the Canadian allocations with those in this country. The only serious problem expected with Mexico is that of the disposition of the border stations. In the case of Cuba, its revised allocation list has not yet been submitted and probably will be gone over for the first time at the general engineering sessions. The original Cuban list did not take into account the standards specified in the Treaty, and therefore had to be revised drastically.

Since all of the deliberations will be technical and within the framework of the treaty, no departures from the Treaty allocations are contemplated. A gentleman's agreement regarding certain of the channels assigned to Mexico has been entered into and may prove a bone of contention. Moreover, it is understood the Mexican list does not indicate precisely when the Class I facilities assigned to it for use in the interior of the country will be shifted.

No word has been received here as to the makeup of the delegations from the other countries. It is expected, however, that, for the most part they will consist of practical allocations engineers, flanked by foreign office representatives.

Originally the plans for the engineering conference contemplated bilateral sessions, then a plenary session. Mexico, however, suggested the plenary session at the outset, to expedite conversations.

KDKA TRANSFERS TO BLUE NOV. 1

FORMAL announcement has been made by Mr. Rauh that KDKA, Pittsburgh, will switch Nov. 1 from NCB Blue to the Red network and WBB, Boston, will follow June 1, 1942. Though these shifts have been indicated for some time, the definite dates had been fixed.

In a notable, NBC clients Edgar Kobak, vice-president in charge of Blue network sales, reported that with these shifts WJWA, Wheeling, will become the NBC Blue outlet, switching from CBS. No mention was made of the Blue Blue network outlet supplanting WBZ, through several stations are understood to the American situation. Similarly, nothing was said about the new outlet in Pittsburgh when the Red programs switch from WCAE to KDKA.

In his announcement, Mr. Kobak mentioned that improvements in Blue operation. Among these were the increase of WXYZ, Detroit, to 5,000-watt operation; the assignment of KXOK, St. Louis, on the Blue as of Jan. 1 with 5,000 watts day and night and with KFRO, St. Louis, to 5,000-watt operation; and the projected increase in power of WJBO, Baton Rouge, to 5,000 watts for Feb. 1 the probable date of starting.

Union Leader Widening Schedule of Farm News

P. LORILLARD Co., New York, on Jan. 6 started a 13-week campaign for Cobalt using the Farm Market Reporter five times weekly on Michigan Radio stations WJIM, WIBM, WBCM WDFW WOOD WASH WJIM WKOZ. The program, heard 12:15-12:50 p.m., contains farm reports by George Bouteille, manager of the Michigan Livestock Assn., and many by Paul A. Omaha. According to the agency, Lennen & Mitchell, New York, the company will offer Cobalt farm report programs three to five times weekly in seven other cities for various times during January.

Lorillard also has been promoting Union Leader since last November with farm reports originating in the South St. Paul stockyards, second largest in the United States, on the North Central Broadcasting System of 11 stations in Minnesota, North and South Dakota.

Dr. Pepper on 33

DR. PEPPER Co., Dallas, during the week of Feb. 10 will start a campaign in a soft drink on 33 stations, 30 of which have already been set. Program will be a half-hour series of sponsored programs by Columbia Recording Corp. for broadcast once a week. According to Benton & Bowles, New York agency handling the account, further details of the campaign have not been decided.

SPOT announcement campaign running through March breaks out the country under sponsorship of Ex-Lax Mfg. Co., Brooklyn, was re- leased Jan. 1 according to Joseph Katz Co., New York, agency in charge.

Esso Extra

TWIN BABIES, born Jan. 1 to a 14-year-old N. W. C. covey on Little Edisto island, near Charleston, S. C., have been named Esso and Essolene. All appearances inspired by the four-daily Esso Reporter newscasts on WCSC, Charleston. The young mother thinks the names are "very pretty." Last year Standard Oil Co. of New Jersey, sponsor of the Esso Reporter programs, awarded cash boths for multiple births on New Year's Day, but it has not been announced whether the company will rise to the possibility of becoming godfather to Esso and Essolene.

FIVE AFFILIATIONS WITH NBC, MUTUAL

FIRST NEW network affiliations of the new year were announced Jan. 8 by NBC and MBS, with the former signing with WOC, Iowa, to become a Blue outlet on March 16 and the latter announcing four new affiliations - a Wall street station of WHO, Des Moines, also owned by the Palmer interests, operates with 250 watts at 1730 kc.; its network rate will be $20 per evening hour. NBC at the same time announced that the date of affiliation with the Blue of WWVA, Wheeling, has been fixed for next May 2. WWVA will then relinquish its CBS affiliation.

On Jan. 13 three Arkansas stations joined Mutual. They are KGH, Little Rock, 250 watts at 1200 kc.; KOTN, Pine Bluff, 250 watts at 1500 kc.; KWFC, Hot Springs, 250 watts at 1310 kc. On Jan. 16 MBS adds WPAY, Portsmouth, O., 100 watts at 1370 kc.

These additions bring the total of NBC affiliates to 225, MBS to 172.

WHITE LABORATORIES, New York, on Jan. 6 started a campaign for Chooz gun using six times weekly announcements on 82 stations throughout the country. Agency is Wm. Esty & Co., New York.

THEY WERE IN THE ARMY THEN

First of a Series

THE MILITARY tradition prevails in radio despite the fact that so many of its executives are still young men. This is what some of the broadcasting industry's best known figures looked like when they were Uncle Sam's uniforms. Can you recognize them? See box on page 10.
Many Violations Are Claimed But ASCAP Files No Actions

Literally Swamped, Says Society, as Listening Posts Are Busy; Texaco Threat is Belittled

ALTHOUGH ASCAP claims it is "literally swamped" with infringements of its catalogs by radio stations, the society's actions as summarized in this issue, give no indication that it would proceed against CBS, which dropped ASCAP performances, it has not yet instituted any actual infringement suits, despite its announcement over a year ago that it would proceed against CBS. However, the situation preparatory to the new suit against the Texas Co., also announced, may be related to the suit against the Texaco Co., which was announced in January 13.

At ASCAP headquarters, Broadcasting was told by John G. Paine, general manager, that "we're so flattered with the interest that we don't know what we'll do." He said that recordings of infringements of ASCAP musical numbers have been picked up by ASCAP's listening posts scattered throughout the country. While the society expected to discover a number of infringements, Mr. Paine said that he was unprepared for the quantity that already had turned up.

Delay in Filing

On Jan. 2 ASCAP announced that its attorneys, Schwartz & Frohlich, "were preparing papers for an infringement suit against the Texas Co., Buchanon & Co., its advertising agency, and CBS and all its affiliated stations which carried the Fred Allen program, for copyright violation in the unauthorized use of the musical number 'Wintergreen for President' on the Fred Allen show last night.

On Jan. 7, however, the Schwartz & Frohlich office stated that this suit had not been instituted and that no suits would be started within the week, nor were any contemplated until the completion of a survey of infringements now being made by ASCAP.

The song, "Wintergreen for President," the ASCAP announcement said, was the property of the late George Gershwin and was licensed by ASCAP to the Society's president and chief operating officer, Gershwin, as his executor, for the performance of the Fred Allen program. According to ASCAP, "the Society intends to vigorously defend its composers and songwriters from piracy and exploitation by the radio monopoly. George Gershwin is dead and cannot protest this piracy, but this Society, which was formed by writers to guard against just this sort of abuse, will protect its estate.

Joseph H. Ream, general attorney of CBS, expressed confidence that if ASCAP actually does file this suit the courts will promptly dismiss it. The alleged infringement, he said, was merely "a case of use of music," he said, "and of these two bars the notes are entirely different from 'Wintergreen for President' and the rhythm, while similar, is not identical.

Paul Munroe, radio director of Buchanan & Co., also stated his belief that the suit was an infringement of the number performed on the Allen broadcast, but added that to avoid further controversy the theme would probably be changed in future broadcasts. If the suit is filed, he said, CBS will handle the defense for client and agency as well as for itself as the record company.

Failure of ASCAP to follow up its announcement with immediate action has led to a number of exasperations from record companies. ASCAP wanted publicity and having achieved that goal will let the matter rest. Others predict that ASCAP's announcement will have to follow through on the suit to save face with its members.

ASCAP Prepares Radio Drive To Promote Writers and Songs

Live Show in New York, Discs Elsewhere Under Plans With Guest Star to Appear Each Week

As mentioned earlier, ASCAP launched a radio program which will feature ASCAP members and their music. This week, ASCAP has announced the promotion of this program in the form of a radio drive to promote the work of ASCAP members. The drive will involve a series of weekly radio shows, with guest stars appearing each week.

ASCAP Control Called Barrier to Bargaining

A CHARGE that ASCAP's control over radio prior to December 31 has deprived independent music publishers from free bargaining with radio stations and record companies has been made by Frank La Val of Addazio-La Val-Matthews. A letter to Broadcasting, protesting against "this private war between ASCAP and AIAF," which is hurting independent publishers and composers, Mr. La Val cites a case of "exclusion from a recording company whose manager he quotes as saying: "The only way of getting your music on the air is by giving a guarantee of an anticipated 7,500 records or by buying your music on the 'Hit Parade.'"

He adds: "We know that this is a false statement being that we are not members of ASCAP. We also know that this company has used both music for ASCAP publishers without a guarantee." He also cites similar discrimination from a broadcasting station.

WEST DISINFECTING Co., New York, was erroneously stated as the manufacturer in the story on "The Hit Parade and Their Orchestra" by 17 ASCAP members who are instrumentalists as well as composers, which opened last night at the State Theater, Easton, Pa. Al Lewis, vocalist and manager of the group, has, according to those assembled, just as much to do with the success of the program as the authors, who, he said, "are familiar with the radio industry's use of our music and can qualify as instrumentalists," first such aggregation.
A TOTAL of 158 stations have contracted with ASCAP for performing rights for 1941, since expiration of the 5% of gross contracts on Dec. 31, according to ASCAP analyses. The ASCAP board, however, failed to disclose that 32 of the listed stations are noncommercial [noted by asterisks] and therefore do not pay performance royalties. Virtually the entire roster of stations signed are independent network outlets.

It is reported that ASCAP has offered stations the option of signing for “free air only,” though its contractual offering original. Presumably, stations are given the option of cancelling contracts on 90 days notice after the first year.


to

The Allis House was charged with infringement of copyright in ‘the composition ‘I'll Give You the Money, if You’ll Save Me’, in a suit brought by Leo Feist Inc., an ASCAP member. The Defense was that neither Feist nor ASCAP has been granted a license in Wisconsin, under the Wisconsin infringement law, as not robbing one into a license agreement and pay the fees demanded.

Injunction Unlawful

"Such threatening of a suit is likewise made unlawful under Chapter 177," the court said. Regarding the motion for a temporary injunction, the court held there would seem to be no hardship or irreparable damage situation, which calls for such action at this stage of the controversy.

The court also observed that one or more stations have been before the U. S. Supreme Court in which there is at issue the validity of State legislation pertaining to the rendition of copyrighted music. “The decision of such case or cases (Florida and Nebraska appeals) may throw some light on the issues raised in the case at bar. Such decisions are expected to be rendered prior to the time that the trial of this case is expected to reach that motion of the defendant for a temporary injunction will be denied.”

BROADCASTING

January 14, 1941

Page 13

ASCAP Refused Wisconsin Order to Appeal Decision of Court on Franchise Tax

NTENTION of ASCAP to appeal from the decision of the Federal District Court in Milwaukee requiring ASCAP to pay a 5% franchise tax before it can do business in the State was disclosed Jan. 6, by John G. Paine, ASCAP general manager.

Terming the Wisconsin statute "discriminatory and confiscatory," Mr. Paine said that when such laws appear the courts usually throw them out as unconstitutional. He then said ASCAP has no intention of paying reasonable taxes and does so in several States, but that a tax of 25% and one levied against no other individual, company or group in the State except ASCAP is both unreasonable and unconstitutional.

District Judge F. Ryan Duffy, former ASCAP member, in an opinion appearing in an opinion growing out of an infringement suit by an ASCAP member against the firm in West Allis, denied a plea for a temporary injunction, and also held that ASCAP is not engaged in infringement actions, under the Wisconsin State law, were unlawful.

State License Lacking

Judge Duffy held that Feist, in its motion to strike, admitted that it, through ASCAP, maintains a state of unlicensing. Invoking a violation of the State statute. These investigators are alleged to have threatened that the firm would sue for alleged infringement unless, if the firm did not enter into a license agreement and pay the fees demanded.

Jenno to Enlarge

BERNUS WATCH Company, New York, following its annual sales meeting, has announced plans to add a number of stations to its list of copyrighted stations. The new stations will be made up in February by J. D. Tarcher & Co., New York agency, with the schedules beginning in March.

DENIAL of the report by ASCAP that it had signed a new Senate for performance of its music was issued Jan. 30 by WHBL, Sheboygan.

Wayne W. Cribb, manager, said the only license agreements his station has are with BMI and SESAC.

Station Licenses Claimed by ASCAP

This cartoon in the New York World

HISTORY REPEATS

Catch in ASCAP Religious Grants

Society Requires Free Plugs In Special Permission

ASCAP's grandioses in its warfare with the church, as well as the clergy and Government a free license for use of its music, provided that any listener, without cost, is expelled by the various conditions laid in its "free license" requirement. This is disclosed in a letter of correspondence between John G. Paine, ASCAP general manager, and Rev. Charles E. Fritz, pastor of the Ebenezer Evangelical Lutheran Church of Columbus, S. C.

Writing to Mr. Paine, Mr. Fritz extended permission to the church to use its music in connection with its services in benefit of the World War I Fund. Mr. Paine extended permission to the church to use its music in connection with its services in benefit of the World War I Fund. But, in granting this permission "that is an announcement be made during the broadcast of the broadcast that the program is being heard through the courtesy of ASCAP." Mr. Paine wrote, "We do not want the arbitrary attitude of the radio broadcasting industry to interfere with this fine program."
GATHERED for their first meeting as an entity of the Defense Communications Board on Jan. 6, following the DCB general organization meeting, were members of the Domestic Broadcasting Committee. Seated at front desks are (l to r) Major Frank C. Meade, War Department; H. A. Lafountain, president National Independent Broadcasters; John Shepard 3d, president FM Broadcasters Inc.; Frank M. Russell, NBC Washington vice-president. At second row of desks are (l to r) W. E. McFarlane, president, MBS; Louis G. Caldwel, MBS Washington counsel; H. F. Miller, CBS Washington vice-president; Virgil Graham, National Television Systems Committee, alternate for Dr. W. R. G. Baker, of GE and NTSC; Neville Miller, NAB president and chairman of the committee; H. F. Corwith, Western Union Telegraph Co. At rear are (l to r) Paul Porter, CBS Washington counsel; William D. Boutwell, Federal Radio Education Committee chairman Harvey Otterman, State Department; James Baldwin and W. G. H. Finch, Washington representative and president, respectively, of Finch Telecommunications Inc.; Andrew W. Bennett, NIB general counsel, and Edwin M. Spence, NIB managing director. Not in picture were G. L. Best, AT&T; E. W. Stone, executive vice-president, Continental Radio Co.; Andrew D. Bing, FCC assistant chief engineer and secretary of the committee; Dr. C. B. Jolliffe, RCA allocations engineer; Lowell Mellett, director, Office of Government Reports, and White House assistant administrator; Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.

Long-Range Defense Program Under Way

Name Committees For Various Functions

WITH RENEWED assurances that long-range planning in the interest of national defense is sought, rather than immediate interference with the operations of communications, the Defense Communications Board Jan. 6 perfected its organization and set in motion 15 industry and Government committees to devise and coordinate operations.

Some 225 delegates and alternates representing Government, industry and labor were present at an all-day round of executive sessions Jan. 6, at which committees were organized, chairmen and secretaries selected, and tentative agenda developed. Arrangements promptly were made for appointment of subcommittees of key groups to boil down the agenda suggested by DCB and chart definite courses of procedure.

Miller Named

Neville Miller, NAB president, was elected chairman of the Domestic Broadcasting Committee, with A. D. Ring, assistant chief engineer of the FCC, as secretary. Walter C. Evans, v-p of Westinghouse Radio Stations Inc., who already is serving in an advisory capacity with manufacturing committees under the National Defense Council, was elected chairman of the International Broadcasting Committee, with P. F. Siling, assistant chief of the FCC International Division, as secretary.

The broadcast committee named a subcommittee comprising Messrs. Miller, Ring and Maj. Frank C. Meade, of the War Planning Section, Army Signal Corps, which met Jan. 10 to arrange future meetings. The International Broadcasting Committee has called another meeting Jan. 17 in Washington.

The only departure from the organizations plan was adoption by DCB of a recommendation by the Labor Advisory Committee that labor members be placed on each of the committees having an employer status. This would mean that seven committees of the 11 units in the secondary classification, including both domestic broadcasting and international broadcasting, would have labor members. There will be one voting labor member and one labor alternate for each committee.

Robert J. Watt, legislative representative of the American Federation of Labor, was elected chairman of the Labor Advisor Committee, one of the four main committees. He said Jan. 10 that his committee would make its recommendations for appointment of labor representatives on the various industry groups by Jan. 20. It is presumed DCB will approve such recommendations promptly.

Having completed the broad out line of its scope of activity, the DCB, of which FCC Chairman James Lawrence Fly is chairman, proposes now to move toward coordination of all communications industries and operations to cope with any national emergency that might develop. Its task will be a continuing one, though it hopes to complete a blueprint of its coordinated structure swiftly.

Reports to President

The Board is responsible directly to President Roosevelt, who created it by Executive Order last Sept. 24 [Broadcasting, Oct. 1, 1940]. Members of the Board, in addition to Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Rear Admiral Leigh Noyes, Director of National Defense; Rear Admiral Leigh Noyes, Director of Coast Guard; Rear Admiral Leigh Noyes, Director of Coast Guard.

The most significant meeting Jan. 6 was that of the Industry Advisory Committee, made up of top officials of leading entities in the communications fields, with the DCB membership. This committee is one of the four which will have direct union with DCB. The others are the Coordinating Committee, made up entirely of Government officials and headed by E. K. Jett, FCC chief engineer; the Law Committee, made up of Government attorneys and headed by Telford Taylor, FCC general counsel, and the Local Committee. The 11 committees have the task of the Board only through the Coordinating Committee will tackle specific problems peculiar to their own sphere of activity.

Because of the national defense complexion of the committee activities, it was agreed that all de-
that their funds, all of the committee members and their alternates pay their own expenses. Meetings can be held wherever convenient for the particular groups.

Chairman Fly was elated over his full attendance at the organization meetings and the enthusiasm with which the various groups undertook their assignments. DCB was scheduled to each committee a tentative agenda. Temporary chairmen, selected from the Government Coordinating Committee, were named for each of the sessions, prior to the election of officers. Francis Col deWolf, assistant chief of the Division of International Communication of the State Department, prevailed at both the Domestic Broadcast and International Broadcast sessions, as temporary chairman.

Government committee members were instructed by DCB not to vote in the elections. In spite of that, Government members were elected as secretaries of a number of the committees, and in one case—Radio-communications—FCC Assistant Chief Engineer E. M. Webster was elected chairman.

Labor Members

Members of the Labor Advisory Committee, in addition to Chairman Watt, are Joseph P. Selly, of CIO, and Paul E. Griffith, of National Federation of Telephone Workers, who was named secretary. This membership was announced for the first time on Jan. 2. The functions of this committee, originally restricted to submission of "expert advice" on all labor problems, will be broadened to encompass additional functions. At a meeting held Jan. 6, the Labor Advisory Committee apparently convinced DCB that it could contribute considerably more to the work than originally outlined.

The important Industry Advisory Committee, of which David Sarnoff, RCA president, is a member, elected Walter S. Gifford, president of AT&T as its chairman. Dr. C. B. Jolliffe, RCA engineering executive and alternate for David Sarnoff, was named secretary.

The Telephone Committee named Z. Z. Hugus, assistant vice-president of AT&T, as chairman and Clyde S. Bailey, Washington representative of the Independent Telephone Assn., as secretary.

E. R. Shute, vice-president of Western Union, was named chairman of the Telegraph Committee, with FCC Chief Accountant William J. Norfleet as secretary. C. Mills, president of the Mexican Telegraph Co., was elected chairman of the Cable Committee, with FCC Assistant General Counsel James A. Kennedy named secretary. The Radio-communications Committee, in addition to naming Assistant Chief Engineer Webster as chairman, appointed F. M. Ryan, AT&T radio engineer, as secretary. George W. Bailey, president of the American Radio Relay League, amateur organization, was designated chairman of the Amateur Radio Committee, with Assistant Chief Engineer Webster as secretary.

Paul Goldsborough, president of Aeronautical Radio Inc., was elected chairman of the Aviation Communications Committee and Ford Studebaker, chief of communications of American Export Airlines Inc., secretary. Capt. John Leonard, of the Michigan State Police, was chosen chairman of the State and Municipal Facilities Committee, with Col. E. L. White, FCC engineer, named secretary. The U. S. Government Facilities Committee is headed by L. H. Simson, of the Agriculture Department, with T. L. Bartlett, FCC attorney, as secretary.

Status Quo Assured

As far as broadcasting goes, repeated assurances have been given by high officials that there is no disposition to disturb the status quo. This may not be as true in the case of international broadcast operations, because that service is fraught with controversial aspects relating to propaganda and counter-propaganda activities of other foreign governments.

It has been emphasized again and again that the domestic broadcasting functions are limited, by

(Continued on page 35)
B-S-H Again Tops Agencies in Total Billings for 1940
Procter & Gamble Also Holds Lead in Sponsor Placement

FOR THE SEVENTH consecutive year, Blackett - Sample - Hummert leads all agencies in the amount of broadcast billings it handled in 1940. The agency's 1940 network billings amounted to $12,108,788, nearly 47 million above the second agency.

Besides its network billings, B-S-H placed spot business amounting to $5,484,534, or 16% above its 1939 figure.

B-S-H was the leading agency in time placements on NBC networks in 1940, placing $5,584,419 to lead all agencies in NBC billings. Its CBS billings totaled $1,919,603, to put it in sixth place on that network.

MBS leadings by B-S-H were $584,766, for top figure on the network.

Compton Adv. was second in NBC billings, gaining $5,123,385, followed by J. Walter Thompson Co., $2,972,116; Lord & Thomas, $2,454, 005; Young & Rubicum, $2,134,921.

Leading CBS billings by B-S-H and Bowles with $5,928,965, followed by Rathruff & Ryan, $4,588,185; Young & Rubicum, $4,362,246; Ward Wheelock Co., $3,344,475; BBDO, $2,065,012.

Leading MBS agencies after B-S-H were Ivory, Ellington, $510,949; R. H. Alber Co., $421,421; Erwin, Wasey & Co., $270,881; J. Walter Thompson Co., $266,977.

P & G Leads Sponsors
As usual Procter & Gamble and BBDO was the leading advertiser in placement of network business, accounting for $5,987,349, or about 11% of the total.

FCC’s HANDS-OFF MUSIC POLICY

FCC’s hands-off music policy was an indication of the music copyright fight was indicated Jan. 3 by FCC lawyer James Lawrence. The court is on its side with the music copyright claim, which returns to the Department of Justice for a decision.

Under the circumstances, the decision is not averse to the Commission’s action on the relative merits of the claims of the parties involved.

Four Brooklyn Stations Agree on Merger Plan
HAVING terminated some eight years of litigation in the so-called “Brooklyn cases”, the four stations in that New York borough on Jan. 3 announced signing of agreements whereby they would be consolidated into a single fulltime outlet. Each of the present station owners would hold a 25% interest in the consolidated station, and an application will be filed with the FCC to make the plan effective.

The four stations are WLTW, WARD, WBBC and WVFV. They combine on the 1440 kc. channel each using 500 watts. Under the agreements, Rabbi Aaron Kronenberg, owner of WLTW, will become president of the consolidated station. Peter Testan, owner of WBBC, will be vice-president; Sam Weiss, of WARD, treasurer; and WVFV, treasurer.

A manager will be retained.

Nationwide Wire Is Opened by UP Exclusive Radio Facilities Permit Improved Service

A TRANSCONTINENTAL wire for the exclusive transmission of radio news, to be known as the UP N.W., was opened by the United Press. Formerly the UP radio wire was divided into two sections: A west coast wire, which ended at Hutchinson, Kan., and a West Coast wire originating in Sacramento, Calif., covering the entire Coast from there.

In its announcement of the coast-to-coast radio wire, described as the “first radio feed of racing,” the press service says the installation has increased service to western stations from 16 hours a day, six days a week, to 20 hours a day, seven days a week.

Western stations now get all ten of UP’s special radio features, instead of only two as formerly. News breaking in the East or in Europe will be flashed directly to western stations, or from the West Coast and directly to eastern stations, without reprocessing or delay, the company says.

Adding to the group now that they will extend UP radio facilities into 43 States.

Ahead of Schedule

As described for a goal sought for three years, the coast-to-coast radio wire will carry priority through the FCC. The special emphasis given the project by Hugo Baillie, UP president, F. W. Parmer, and W. W. F. Harriss, radio sales manager. Wired were (without ceremony) the Jan. 3 announcement.

An announcement is now available in all networks in the 48 States.

Results of News Survey

“Actually, this project is being completed considerably ahead of our schedule, due to the acquisition of new clients. Consequently, this phase in the development of our general plan is possible perhaps a year earlier than we anticipated.”

A recent survey conducted by UP on the use and sponsorship of their features revealed that some stations are paying the entire cost of their news wire service through the sale of these special programs. Tabulated results were:

<table>
<thead>
<tr>
<th>Name of Feature</th>
<th>% Used</th>
<th>% Sponsored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking of Sports</td>
<td>71.1</td>
<td>100</td>
</tr>
<tr>
<td>Today's News</td>
<td>70.5</td>
<td>99.9</td>
</tr>
<tr>
<td>In the Woman's World</td>
<td>68.3</td>
<td>99.2</td>
</tr>
<tr>
<td>Highlights of the Week's News in Review</td>
<td>65.7</td>
<td>99.4</td>
</tr>
<tr>
<td>Daily Chuckle</td>
<td>61.9</td>
<td>98.7</td>
</tr>
<tr>
<td>In Movieland</td>
<td>59.5</td>
<td>99.8</td>
</tr>
<tr>
<td>Week-End Business Review</td>
<td>91.3</td>
<td>97.0</td>
</tr>
</tbody>
</table>

Average: 68.08 26.56
Noble Planning Legal Action
As Flann Operates WMCA

FCC Denies Flann Petition to Cancel Grant of Transfer, Describing It as Merely Consent

REBUFFED by the FCC in his effort to cancel his sale of WMCA to Edward J. Noble, head of the Life Savers Corp, and former Government official who is still operating the New York independent station, though signs point to its transfer, either voluntarily or as a result of a court decision.

Mr. Noble already has announced his plans to institute legal action in New York for specific performance of contract, under which he agreed to buy WMCA for $850,000. The transfer was to have been effected Dec. 31, but Mr. Flann declined to deliver title after having made oral charges of coercion.

Unless title to the station is transferred shortly, it is indicated Mr. Noble will file with the FCC an application for the WMCA facilities under provisions of the law which permit any qualified citizen to apply for another station's assignment on a competitive basis.

Permissive Consent

The FCC in a formal opinion Jan. 8 denied the petition filed Dec. 29 by Mr. Flann requesting it cancel the authorization previously given for the transfer of the station to Mr. Noble. The Commission, in a unanimous opinion, with Commissioner Craven not participating, concluded that the matter is one of "private contractual arrangements between the parties to the transaction and that it approved the transfer on Dec. 17 at the request of both parties and that this was not a mandatory order. And in a permissive consent to the proposal contained in the application".

Under FCC rules, the authorization for transfer does not terminate until 30 days after the FCC action of Dec. 17. Consequently it is presumed that if the title to the station is not transferred by Jan. 17, Mr. Noble will proceed both in the New York courts on specific performance of contract and before the FCC on an application for the choice WMCA facilities — 5,000 watts day and 1,000 night on 570 kc.

Mr. Noble announced Jan. 8, following the FCC's denial of the Flann petition that he was gratified to learn that the Commission again had found him to be a satisfactory licensee for WMCA. Mr. Noble said he was mindful of the public trust reposed in his operation of a broadcasting station and that "when this contract is carried out and control of the station has been transferred to me, I shall not forget my obligations in that respect."

The sales contract was consummated in latter November, and the FCC approved the transaction Dec. 17 before the parties petitioned it for expeditions action because of the desire to complete the transfer prior to the end of the year. A provision of the contract specified if it were not consummated by Dec. 31, 90% of the additional taxes which might accrue after Jan. 1 would be assumed by Mr. Noble.

This provision, it is now contended, no longer applies since the FCC had approved the deal before the parties had Flann failed to carry through. The $850,000 purchase price was understood to be a "good faith" payment with accounts receivable and other items left with Mr. Flann. The aggregate consideration, it is estimated, would total $925,000.

Tax Provision

Reports WOR Congressional inquiry and of otherdire developments in connection with the transaction, emanating largely from WMCA officials, failed to materialize. Some questions were asked about the transaction during the hearing Jan. 8 of the FCC before the House Subcommittee on Appropriations, but nothing approaching a controversy developed.

In its formal opinion Jan. 8 the FCC said that Mr. Flann's title complaint appeared to be that the Commission acted upon the merits of his application without awaiting the recommendation of Mr. Noble to its communication of Dec. 13 seeking additional financial information. It said that on Jan. 17 after Mr. Noble's counsel, William J. Dempsey and William C. Klopovitz, to its inquiry of the preceding day which no reply had been received from Mr. Flann. After the receipt of the information from Mr. Noble, the Commission felt it had a sufficient basis and, consequently acted favorably Dec. 17.

Regarding the Flann complaint on specific performance, the Commission said it appeared that his intentions were to "ignore the Commission's request for information and to petition the Commission to dismiss the application without giving any consideration whatever to its merits."

Greenwood, S. C. Local

FIRST new station grant of 1941 to Greenwood, S. C., with 250 watts directional, was received Jan. 7 from Groco Inc. to operate a local in Greenwood, S. C., with 250 watts directional, is the only radio station in the area. A grant of the new corporation is Douglas Featherstone, a local attorney, who is 80% owner. C. A. Ruthrauff, Jr. a local attorney, holds the remaining 20% and is vice-president and secretary. It is the community's first station.

3 STATIONS GIVEN 5 KW. NIGHT POWER

ALREADY enjoying improved coverage by virtue of location, frequency and conductivity characteristics, KYFR, Bismarck, N. D., is expected to increase its secondary coverage job through an action by the FCC Jan. 7 granting a boost in power from 1,000 to 5,000 watts at night. The authorization is in line with engineering standards under which the station now operates. KYFR operates on 550 kc, and will use a directional antenna at night.

According to DOC, the 5 kw was acquired by KDYL, Salt Lake City, and WKBH, La Crosse, Wis. KDYL was given an increase to 5,000 watts for a directional antenna at night. WJBK, Rice Lake, Wis., was granted a modification of license to change its hours of operation from daytime to unlimited, using 250 watts on 1210 kc.

Bulova Budget Increased

Third After Record Year

BULOVA WATCH Co., New York, will increase advertising expenditures 20% of its 1940 budget of $2,000,000 in 1941, Milton H. Bloew, president of Bloew Co., New York, told salesmen at the regular annual meeting Jan. 8-15. In 1940 Bulova sponsored 387,059 time signals on 202 stations. Mr. Bloew said the budget provides for the addition of signals adjoining popular programs. He said dealers are entitled to share in the signals with other promotion. The 1941 radio schedule will be even more extensive than last year.

John H. Ballard, Bulova president, said 1940 was the most successful year for Bulova. "A small part of the year's gains are due to the company's program of year-round advertising," he told the Bulova salesmen.

Noxzema Quiz Program

Covers Dallas-Ft. Worth

NOXZEMA CHEMICAL Co., New York, Jan. 12 added WFAA-WBAP, Dallas-Ft. Worth, to the list of stations carrying the Noxzema Quiz Program. Making a total of nine stations broadcasting the weekly show. Stations are WHEN, Buffalo, and WHBC, Rochester; WGAR, Cleveland, and WJK, Detroit; WCCO, Minneapolis and St. Paul; WBBM, Chicago, for the North and South side of the city; and WOR, Newark, under the title Bated for the Show.

According to Ruthrauff & Ryan, New York, agency in charge, the following radio stations and cities will be added later in January: KFRC, San Francisco, and KHJ, Los Angeles; WNNC, Bosque County, WIVAN, Fort Worth, WICO, Bridgeport, Conn., and WATIC, Hartford.

Gunther Brewing Co., Baltimore, also has announced the firm has been sponsoring the quiz program for the past year on WFBM and WMAL for the Baltimore-Washington area.

THE YEAR 1940 has been the greatest year in the history of Ruthrauff & Ryan, New York, surpassing the top years of 1929 and 1937, according to a report released by the firm.
Trend to More Listening Found by CAB

Little Change Noted in Ranking of First 10 Programs; Art of Programming and Station Selection Advances

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting (CAB)

A REVIEW of the year's changes in rank of the ten leading programs made by the Cooperative Analysis of Broadcasting revealed but three alterations among them in December, 1940, that weren't among them in the last month of 1939. The newcomers were The Aldrich Family, Chase & Sanborn, and Pot O' Gold. The programs which dropped from the ranks of the leaders to make room for them were Kraft Music Hall, Fibber McGee and Molly, and Pot O' Gold. This relative consistency contrasted with the record of the previous year when there were five newcomers among the first ten.

New Leader

In December, 1940, the two leading programs were the same as a year earlier, but they had changed places. Chase & Sanborn, after changing from a full hour to a half-hour yielded the leadership to Jack Benny by a small margin. In third place were Fibber McGee & Molly who, in the preceding year, had risen sensationally from 16th to fourth spot. Lux Radio Theatre held fourth place at the close of 1940, having dropped from third place in the twelvemonth. Next was Bob Hope who rose from seventh to fifth. He had been one of the newcomers of 1939.

Most sensational of the novices of 1940 was The Aldrich Family, which wound up in sixth position and after being in 40th place a year earlier. Kate Smith continued to do well during the year following her appearance among the charmed circle of ten in 1939 for the first time in her long career. In December, 1940, she ranked seventh. Eighth place was captured by Major Bowes, marking his sixth consecutive year among the leaders. He had placed six in December, 1939. Another new face, Kay Kyser, took ninth place. He ranked 12th a year before. One Man's Family finally joined the leaders in mid-season, placing tenth compared with 13th twelve months earlier.

None of the three programs which helped to hold the ranks of the ten leaders nearly as fixed as they were. Their were merely too hard pressed. Between December, 1939, and December, 1940, Kraft Music Hall fell from fifth to 12th place, Fibber McGee and Molly from eighth to 11th and Pot O' Gold from tenth to fifth. The career of the latter show had been decidedly meteoric. In 1940 most of the gaps that had been previously noted among the ten leaders' ratings had been closed or considerably lessened. The two leaders still had a comfortable lead over the third place show, but it no longer appeared insurmountable. A few of the remaining seven shows could easily gain a rung or two within the space of a month.

Table I is based on December, 1940, 1939 and 1938 and shows the distribution of sponsored, evening, network programs according to their ratings. Several trends observed in 1939 apparently continued. The amount of listening increased. Cutting of several leading programs in half made more good time available, lessened competition for the listener's ear at certain choice hours, thus bringing about a larger number of well rated programs.

The art of programming and of station selection continued on a high plane aided to a large degree by improvements made during the year in the CAB. Upon this and other fact-finding organizations, sponsors and their agents lean heavily. The hunger for news which was noted a year ago continued unabated and as the war developed from a Sitzkrieg into a true Blitzkrieg the public turned more and more to the radio for latest reports. There is considerable indirect evidence that the vast amount of listening to news programs accounted for many minutes for programs immediately preceding or following them.

The Ten Leaders

In December, 1940, the ten leading evening programs were:
1. Jack Benny
2. Chase & Sanborn
3. Fibber McGee and Molly
4. Lux Radio Theatre
5. Bob Hope
6. The Aldrich Family
7. Kate Smith Hour
8. Major Bowes Amateur Hour
9. Kay Kyser
10. One Man's Family

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1940

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>1</td>
<td>1</td>
<td>NB</td>
<td>NB</td>
<td>NB</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Chase &amp; Sanborn</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>NB</td>
<td>NB</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Fibber McGee</td>
<td>3</td>
<td>4</td>
<td>NB</td>
<td>NB</td>
<td>NB</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>NB</td>
<td>NB</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>NB</td>
<td>NB</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>6</td>
<td>12</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>5</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>7</td>
<td>11</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>6</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Kay Kyser</td>
<td>8</td>
<td>11</td>
<td>11</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>One Man's Family</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>4</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>10</td>
<td>7</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>10</td>
<td>12</td>
<td>16</td>
<td>10</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>11</td>
<td>15</td>
<td>(a)</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>10</td>
<td>12</td>
<td>15</td>
<td>18</td>
<td>18</td>
</tr>
</tbody>
</table>

NB—Off the Air.
*—Changed Network.
(a)—Not rated because of cancellations for political speeches.

During the year 1940, Jack Benny was on the air eight months. Most of that period he ran a nip and tuck for place with the Chase & Sanborn program, but yielded only in May. He had jumped ahead slightly in January when Chase & Sanborn changed from a full hour to a half hour. At the year end, Benny was pulling away a bit.

Chase & Sanborn, off the air only in July and August, was consistently in second place except for May and two months of June and September when Benny was off the air. In those months the show captured top position. The May achievement was probably aided by the advent of daylight saving. It is interesting to speculate on what would have happened if both shows had remained during the entire summer. Fibber McGee was quite consistent, starting at fourth in January and February, third in March and April, dropping to fifth in May and June. He and Molly returned from vacation to take fourth place again in October and November and rose to third once more in December.

They Fluctuate

Lux Radio Theatre fluctuated with the popularity of its stars and plays. Its course was as follows: Fifth in January, third in February, fifth in March, fourth in April, sixth in May, second in June, off the air in July and August, second in September, third in October and November and fourth in December.

Bob Hope gained substantially during the year. He ran eighth in January, seventh in February, sixth in March, ninth in April, fourth in May, and after a long vacation, ran fifth in the last three months of the year.

The Aldrich Family was highly unstable. They skyrocketed during the course of the year. It evidently gained from a shift in network and from remaining on the air during the summer, thereby gaining audi- bility. Other shows in the past have also come into their own during the summer, such as One Man's Family, The Hit Parade, and Kay Kyser. The Aldrich Family started the year in 34th position, then ran 24th, 27th, 26th, 25th. The show was not rated for June, due to time and network changes, but showed up in fifth place in July. The last two months of the year, The Aldriches had been in Jack Benny's spot, which may have had something to do with the sudden jump in the rating. They ran fifth, sixth, seventh, 11th, 12th and made a remarkable spurt to take sixth in December.

Major Bowes showed flashes of his old-time form. He started the year in 34th position, rose to tenth in February, ninth in March and sixth in April, dropped back to eighth in May but was in the money during

Popularity Shifts in 1940
in third spot in June. With the first five shows enjoying vacations in July and August, the clock was turned back to 1931 when the Major consistently led the parade. He passed One Man's Family and Kraft Music Hall which had been ahead of him earlier in the year. With the return of three of the leaders in September, the Major placed fourth then, taking seventh in October and November and eighth in December.

Kay Kyser was in and out of the leaders throughout the year. Month by month he ran as follows: Sixth, ninth, tenth, eighth, seventh, seventh, third, second, fifth, 13th, 11th, ninth.

One Man's Family was consistently among the leaders for the first time in a long career. After starting at tenth, the show placed eighth, seventh, seventh, sixth, fourth, third, ninth, eighth, tenth.

Kraft Music Hall started at a strong third in January, winding up much lower in the fall. After January the month-by-month record, was fifth, fourth, third, fourth, seventh, first, fifth, 12th, 15th, 17th, 17th. The first part of the year the show had little competition but in July it changed to the spot opposite Major Bowes. Bing Crosby was absent from the middle of August to the middle of November.

Your Hit Parade was among the leaders only during the summer months, placing tenth in June, fourth in July, third in August and seventh in September. The rest of the time it ranged from 12th to 19th. This show has always been subject to extreme fluctuations.

### Beyond ASCAP

INTERESTING outgrowth of the ASCAP-BMI controversy was a package recently sent to WPTF, Raleigh, N. C. by one of its listeners. The package contained three old volumes of some 225 musical selections, with copyrights dating as far back as 1850. The lady listener explained she had heard of the BMI-ASCAP dispute and was sending to the station the whole bundle of music, which had been in her family for years and over which she knew ASCAP had no control.
In December, 1939, the average rating of four sponsored network news programs was 9.5%. A year later the figure for seven such programs was identical. This represents a substantial increase in the audience of such presentations. The old favorites, like Lowell Thomas, increased their ratings considerably.

In the summer of 1939, news and commentators took up 7.5% of sponsored network time compared with 11.9% in 1940. In 1939 this group was included in the top ten with an average rating of 5.0 compared with a ranking of ninth out of nine with an average rating of 4.8 in 1940. In the latter case, the type ranked seventh in 1939 and fourth in 1940.

Geographical Areas

Very little difference in listening by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to the difference in time and the fact that the most popular programs are scheduled on eastern time.

Special Events and Sports

During the year 1940 the CAB continued its custom of issuing ratings from time to time on public events of outstanding interest. 1940 was most prolific in this respect, with the heated political campaign and all the fanfare that goes with it. The audiences of many of the candidates were reported by the CAB during the fall. Also during the year there were numerous reports on sports broadcasts and other national and international events.

President’s Addresses

The Jackson Day Dinner address on Jan. 3 attained a rating of 25.2%, bettering the President’s rating of 16.7% on the same occasion in 1939. Both were below his mark of 32.6 in 1938.

In a broadcast from Washington over the three major networks 2-2:30 p.m. on Thursday, May 16, the President was reported heard by 22.8% of the set owners interviewed.

His address at Charlottesville, Virginia, on June 10, in which he denounced Italy’s entrance into the war, produced a rating of 45.5%—the highest rating ever recorded by the CAB for a speech of any kind. It was carried by four networks.

Other Events

The ceremonial appointment of the opening of Congress Jan. 3, 1940, were heard by 16.1% of the radio owners, comparing closely with the figure 16.5 a year earlier.

The late Neville Chamberlain, in a trans-Atlantic broadcast on Jan. 9, was rated at 13.

Col. Charles A. Lindbergh was rated at 97 in a broadcast by CBS on May 19.

The speech of King George VI, picked up by the major networks at 1 p.m. Sept. 29, was reported by 72.7% of the set owners interviewed.

The Political Campaign

The political fight officially opened with the Republican National Convention in June. On Monday, June 24, 25.2% of the radio homes were tuned to the broadcast and on Tuesday, June 25, 27.3%.

The Democrats held their convention in July. On Monday, July 15, the rating was 24.0 and on the next day, 22.9 including mentions for the party’s candidate Alben W. Barkley. During the day it had been announced that he would be the Democratic candidate on behalf of the President.

The acceptance speeches of the Republican nominees were also reported. Gov. Willkie from Clare, Ind., on all four national networks attained the highest rating recorded for a political speech in the ten years of the CAB’s research. 37.8% of the questioned owners of radio receiving sets reported having heard the G. P. candidate in their homes. In 1936, Alfred M. Landon’s speech broadcast from Topeka, Kan., rated 25.5. 17.5% of set owners reported hearing Senator Charles L. McNary’s acceptance address on Aug. 27. The major part of the convention was carried by Mutual, NBC-Red, and CBS.

On Sept. 20, the President’s address from Philadelphia, aired on CBS, NBC-Blue and Mutual, rated only 5.9%. The speech was made at 4 p.m. on a Friday.

Political Resume

The closing political speeches came thick and fast. Here is a resume of them:

- Oct. 28th—President Roosevelt from Madison Square Garden at 10 p.m. (NBC Red & Blue), 36.4; Wendell L. Willkie from Louisville, at 10:30 p.m. (Columbia), 13.
- Oct. 29—Wendell L. Willkie from Charleston, W. Va., at 10:30 p.m. (NBC Red), 29.7; Joseph C. Kennedy from New York City at 9 p.m. (Columbia), 18.2.
- Oct. 30—President Roosevelt from Boston at 9:30 p.m. (NBC Red, Columbia, Mutual), 38.7; Dorothy Thompson from New York at 8:30 p.m. (Columbia), 11.7.
- Oct. 31—Wendell L. Willkie from Cambridge, Mass., at 10:30 p.m. (Columbia), 14.
- Nov. 1—President Roosevelt from the Academy of Music, Brooklyn, N. Y., at 9:00 p.m. (NBC Red & Blue), 37.8; Cordill Bull from Washington at 9:45 p.m. (NBC Red & Blue), 18.
- Nov. 2—President Roosevelt from Cleveland, at 2:30 p.m. (NBC Red, Columbia, Mutual), 37.8; Wendell L. Willkie from East Orange to Screen Garden at 10:15 p.m. (NBC Red & Blue, Columbia & Mutual), 38.6.
- Nov. 3—President JFK spoke twice over two or more networks, while Mr. Willkie spoke over one network. On Saturday night the President
While most stations are still silent and others are sandwiching bulletins by a sleepy-voiced announcer between transcriptions, WKY is on the air with “Sunrise Roundup,” claiming the attention of thousands of Oklahoma farm families with some of the liveliest entertainment of its broadcast day.

“Sunrise Roundup,” a WKY-produced feature, broadcast daily from 6:00 to 6:30 a.m., combines the continuity of a daytime strip with the personal loyalty of a rural show. Elmer Putter is wooing Li’l Elsie, typical 1941 streamlined model farm kids, in typical rural fashion . . . an Aldrich Family with an Oklahoma background. It is fast-moving and sparkling with vocal and instrumental music and, in addition, incorporates all the news and information of prime interest to rural folk.

Within a few weeks, more than 8,000 requests for the program’s original signature song were received.

Behind “Sunrise Roundup” are WKY’s superlative production facilities and the full force of its statewide exploitation. It is definitely on the way up and a real opportunity for a sponsor to gain for his product the friendship and loyalty of many thousands of rural Oklahomans.

“Sunrise Roundup” is available for sponsorship in quarter-hour units either three or six times per week. Write or wire for prices and availabilities.
Action by Networks Forecast
On Hitch-Hike Announcement

Advertisers Soon to Be Approached on Subject, Says Rosenbaum, Reviewing IRNA Action

ACTION by the major networks to restrict so-called "hitch-hiker" announcements early this year was predicted by Chairman Samuel R. Rosenbaum of Independent Radio Network Advertisers and president of WFIL, Philadelphia, in a Jan. 2 report to the membership. Elaborating on the results of conferences now in progress, the chairman said that most networks and advertisers recognized that advertisers would be approached.

The NBC negotiating committee is made up of Martin Campbell, WFBA-FWAP-KGKO, Dallas-Fort Worth; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTVT, Miami; George Whelan, WINS-TV, New York; John Fort, WAVE, Louisville; Mr. Rosenbaum. They met with President Nile Tammell, Vice-President Mr. Rosenbaum and General Counsel A. L. Ashby.

The CBS negotiating committee, composed of Mr. Rosenbaum, Ellis WWNC, Asheville; Mark Ethridge, WHAS, Louisville; L. R. Lounsbery, WKBW, Buffalo. They conferred with Edward Craig, Executive Vice-President; Paul W. Keeten, Administrative Vice-President, and Franklin C. Runyon, Stations Vice-President.

Plans of Network

"NBC confirmed its intention to carry out, as soon as practicable after Jan. 1, 1941, the commitments previously given to IRNA with regard to restrictions of what so-called "hitch-hiker" announcements, to the effect that NBC would approach advertisers with the request that they bridge their hitch-hiker announcements with theme music so as to make them appear and sound like legitimate programs of the period, and that where sponsors have been producing both a trailer and a following spot in the station-break, the sponsor will be induced to produce sponsors to use only one, and to produce that under the procedure just outlined," Mr. Rosenbaum reported.

"Evidence was also submitted of the success with which NBC was meeting in its program of reducing the length of continuities in both sustaining and commercial programs, especially in regard to motion picture promotions. Action was deferred until a subsequent meeting be held. The chairman referred to the tentative meetings on certain modifications of network practices which IRNA expects to obtain, but which are possibly covered by the proposed network regulations now under discussion by the FCC."

CBS likewise confirmed the commitments made to advertisers to hitch-hike announcements. Mr. Rosenbaum reported. It was also agreed that CBS would recognize and rename its merchandising service.

WESTINGHOUSE service buttons, awarded for noteworthy display of duties, were presented by William H. Bartlett, Regional Manager, to each of the 28 stations in the station's territory.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.

One of the awards was given to John L. Sayre, KFIO, San Francisco. Bartlett cited Sayre for "outstanding performance in Merit." Sayre is a former member of the KFIO staff. He has been with the station since 1935 and has been with the company since 1938.

Another award was given to J. W. "Jack" Flannery, WABC, New York. Flannery was cited for "outstanding performance in Merit." Flannery is a former member of the WABC staff. He has been with the station since 1932 and has been with the company since 1938.
In the Radio Daily's Annual Nation-Wide Radio Critic's Poll

Emphasizing again KSD leadership in listener preference programs, having top rank in "firsts," in 17 popularity polls since 1935.
Uniting its eastern and western radio wires on January 5, United Press created for the first time in radio history a coast-to-coast news wire for radio exclusively.

Simultaneously United Press established new radio news bureaus at Denver and Salt Lake City, added substantially to its radio facilities in the Portland, Oregon; Los Angeles and Kansas City bureaus.

With a single great network now spanning the nation, United Press offers newscasters the fastest, fullest news service in radio.
WHAT THIS MEANS TO Newscasters!

- Faster national and foreign news coverage.
- Fuller regional news coverage.
- Full day and night radio news coverage throughout the nation.
- Full Sunday radio news coverage, nation-wide.
- Availability, for the first time, to many stations of a news wire written and edited expressly for radio.
- Availability, for the first time, to all stations of the 10 United Press Radio News Wire Features—spot-news bonuses United Press alone provides.

UNITED PRESS
THE MODERN NEWS SERVICE
President Approves Selection Of Kirby for Army Radio Post

NAB Public Relations Director to Serve During Crisis at Liaison to Handle Broadcasting

WITH APPROVAL of President Roosevelt, War Department, Jan. 7 announced the appointment of Edward M. Kirby, director of public relations of NAB, as expert in broadcasting for the Army on a "dollar-a-year" basis. In his new post, which he is expected to take over about Feb. 1, Mr. Kirby, will handle radio liaison for the public relations branch of the Army, on the basis of programming and morale-building work.

Predicted by Broadcasting several months ago (NAB October, Oct. 15), the Kirby appointment will be for duration of the emergency. He will take a leave of absence from the NAB, and presumably will devote full time at the outset to the Army work. Later on, it is presumed, he will be in a position to divide his time between his trade association and the War Department headquarters in Washington.

Takes Oath

A graduate of Virginia Military Institute in 1926, as a second lieutenant, Mr. Kirby originally was slated for commission in the Army reserve with rank of major. Subsequently, however, it was decided to create the post of civilian expert, on the "dollar-a-year" basis, with a leave of absence from the NAB, remaining on its payroll. The NAB board approved this arrangement several weeks ago, upon recommendation of NAB president Neville Miller.

The notice from Secretary of War Stimson to Army Chief of Staff General George C. Marshall, reads as follows:

"Edward Montague Kirby is hereby appointed, with the approval of the President, as expert in the field of radio broadcasting at $1 per annum in the office of the Chief of Staff (second supplemental National Defense role), to take effect when he shall have entered duty, on which date he will take the oath of allegiance prescribed by Section 1757 of the Revised Statutes of the United States."

Orders of the Secretary of War: John W. Martin, administrative assistant.

Mr. Kirby took his oath of office Jan. 7. Because he is now assigned to the BMI-ASCAP music situation, he could not report for duty immediately. It is expected, however, that he will take over his new post prior to the end of January. Mr. Kirby's work at the NAB, it is understood, will be divided among present members of the staff. Russell P. Place, counselor, will handle the Code Compliance Committee. Arthur Stringer, promotion director, will take over certain of the duties of the late E. Arney Jr., assistant to President Miller, supervising part of the public relations and Joe Miller, lady editor, taking in publicity and press contacts. Paul P. Peter, research director, also will assume portions of the work of the public relations department.

The precise organization of the new Radio Section of the Army has not been completed. Mr. Kirby will report to Lieut. Col. Ward H. Maris, chief of the public relations branch in the office of the Deputy Chief of Staff. At present there is a Radio & Pictorial Section. The units, however, will be separated, with Mr. Kirby assigned to radio.

TEMPEERED to provide full voice for morale-building and military defense services, wartime needs of the War Department will bring into being a national radio broadcasting business as is, but subject to it a measure of censorship, presumably under the Army censorship board, and commander as much as may be required. The article pointed out that although "the legislation now in force..." leave it entirely up to the President to go as far as he wishes," the censorship board, "sharply a few, for example, what might be the pros and cons of several alternative schemes.

Life As Usual

"Listening to radio has become a major feature of our daily life," Dr. Friedrich observed. "Since morale depends in part upon maintaining a normal, as people feel, established everyday life, this operation of the government from the national, state, and local, to reach the citizen and inform him about what is going on..." should develop these programs another matter.

"It is more likely to prove convincing, Americans being what they are, as much as possible in the way of educational and information material can be presented through channels that are accustomed manner. No doubt, ample time could and should be provided for the government, national and local, to reach the citizen and inform him about what is going on. Who should develop these programs another matter.

THOUGHTS of emerald-green fairways buzz through the head of A. E. Joscelyn, general manager of WBT, Charlotte, as he fondles the $150 worth of golf hooks and bag presented to him as a Christmas present by station owners. Mr. Joscelyn declared he was the proudest boss of the year.
Oldtime Texans "fanned" their gatlin' guns when they wanted to cover a wide field in a hurry. Today, quick-on-the-draw advertisers can cover 363,551 Texas radio homes (35% of the total for the state) lightning fast . . . . can effectively "fan" strategic markets from the Panhandle to the Rio Grande Valley by scheduling these four must stations:

KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

HOWARD H. WILSON COMPANY, REPRESENTATIVE
New York Chicago Kansas City San Francisco
FOR SALE-
A PIECE OF
HEAVEN
Heaven, to Advertising Men, is not some nebulous, misty space...scattered with angel-wings and harps. Heaven is here...and now...today.

Heaven is where the Dollars Grow.

Heaven is where a myriad "Stars" shine so brightly, through day and night, that Sales drop down to the Business Man's lap like stardust flung by a million comets.

Heaven is where you can put your money...and get returns...not alone from your own star...but from all the blazing skyful of meteors selected by hundreds of other advertisers, just as determined to shine as you.

Heaven...in short...is the NBC RED NETWORK.

For the RED "Stars" have been filling the air-waves, day and night, since the first evening of radio. Even by day, their light won't grow dim. With all 7 peak-popular daytime programs...the programs women listen to most...the Red keeps drawing its listeners back. They are afraid of missing something they love.

By night, the air fairly crackles with "starlight"...with NBC RED's brilliant entertainers...musicians, comedians, newscasters, great actors..."names" with such glitter that NBC RED has 4 of the first 5 CAB rated evening programs...6 out of the first 10...9 out of the first 15. Look at it another way. Of the first 15 leading nighttime programs, NBC RED has Nos 1, 2, 4, 5, 8, 10, 11, 12, 15.

So naturally, from Sunday through Saturday...the nation keeps listening...keeps looking to RED as you'd search the Heavens to find the "Big Dipper." They know NBC RED has the comets...the starlight...that far-away outshine all other networks.

They listen...and golden stardust falls into your basket ("till" to you)...

The Stardust of Sales...not alone from your message...but from 14 bright years of prestige and distinction in all RED NETWORK programs.

This national audience naturally has great confidence in what the RED offers. They listen...they buy.

They held a staff party recently at KOA, Denver, and 41 gathered in the client's Audition Room to join the festivities. The KOAs abandoned their fun long enough to get a photo taken for posterity. In the second corner is Manager Lloyd E. Yoder, who is smiling with satisfaction as he poses for the staff.

Page 30 • January 13, 1941

Broadcasting • Broadcast Advertising
Mr. Sol Taishoff, Editor
BROADCASTING
National Press Building
Washington, D. C.

Dear Sol:

I shouldn't like to let the occasion of your "going weekly" pass without extending my personal congratulations and those of the entire Westinghouse Radio Stations personnel.

Seeing your magazine take this big step forward makes me realize once again that this radio business moves with Paul Bunyan strides. It seems but a few years ago that Westinghouse was fussing around with crude, experimental tubes and antennas. Then came KDKA and a myriad of radio stations throughout the country. Our own group grew, with KYW in Philadelphia, WBZ & WBZA in Boston and Springfield, and WOWO-WGL in Fort Wayne, not to mention the short wave department.

Fortunately, Sol, the radio industry has grown two ways -- in size and in quality. I like to think that you and all of us have played a part in that growth. I hope we shall continue to carry our share of the responsibility for better radio -- and carry it well.

Once again, our heartiest congratulations to you and your staff for a bigger and better BROADCASTING!

Sincerely yours,

Walter Evans
Vice President

WE:EL
Las Vegas Group Abandons Permit

Two in One Town Too Many; 76 New Grants Last Year

ANOTHER of the new stations authorized during 1940 "gave up the ghost" in the Las Vegas area, this time convinced by a conviction on the part of the construction permit holders that it would not be economically feasible to build an outlet. As it turned out, KFUN, Las Vegas, Nev., for which a CP for 100 watts night and 250 watts day was issued by the FCC last June 5, the same day the Commission granted a station of equal power for the same community—KENO on 1370 kc.

The Las Vegas Broadcasting Co., Inc., of which Ernest Thwaites, president, was chief stockholder, voluntarily surrendered the construction permit and informed the Commission that it would not use it to install the station since the community could not support two outlets. KENO, owned by a consortium of Maxwell Kelch, George Penn Foster and Calvert Charles Applegate, got a head start on KFUN by going on the air last September.

This is the second instance during the last year of two new stations in the same small community under the new "standing the test" theory of Commission grants expanded in the Sanders-Dubuque case, with one surrendering its CP because of belief inability to stand the economic strain. The other case involved two new local stations in Salt Lake City and was granted April 15. One (WBOC) went on the air in September, and the other (WMVD) gave up its own permit [BROADCASTING, June 1, 1940].

Two More On The Air

With the surrender of the KFUN construction permit, the total number of CP's issued during 1940 was 76, still a record [see Jan. 1 BROADCASTING for complete list]. Of these 76 were already in operation by Jan. 1, 1941; two more having gone on the air as the year drew to an end—WTCS, Traverse City, Mich., and KODL, The Dales, Ore.

WTCS operates with 250 watts on 1370 kc. Its officers and stockholders are Leonard Biederman, chief engineer of WTEL, Philadelphia, president, 30%; William H. Riker Jr., formerly of the WTEL technical staff, vice-president, 16 1/2%; Drew McCoy, WTEL operator and secretary, 16 1/2%; Fred H. Zierle, Philadelphia, 16 1/2%; Edward S. Biederman, Detroit, 25%. KODL operates with 100 watts night and 250 day at 1200 kc. President and 50% stockholder is V. B. Biederman, formerly with KSLM, Salem, Ore. T. M. Higgs, president of the Salem Abstract Co., and E. O. Higgs each owns 25% of the stock.

Radio's Young Men Honored

FULTON throws a big party here in Washington for the young people. Among them were Emmy award winners and many more. Washington commentator Bing Crosby and Arch Oboler, the radio playwright, are listed as associates. Among the Young Men of 1940 picked by Durward Howe, editor of the biographical dictionary Americans' Young Men. Others named were Rep. Martin Dies, Jack Fry, Dep. O. G. Suit, Col. Charles Lindbergh, Mark Stanley, Oren Root and Dr. George Gallup.

BROADCASTING • Broadcast Advertising
TAKE all your dreams of what a good market should be like. Roll them all together and you'll have a perfect picture of Connecticut and the rest of Southern New England—the richest market in the whole United States. The facts and figures prove it.

For example, factory man-hours have jumped 30% within a year; the per family effective annual buying income is 39% above the national average; sales of new automobiles are up 48%. The people of this rich industrial area have more money to spend for whatever you want to sell.

WTIC can bring your product to the attention of these people with a welcome and familiar voice—with the impact of 50,000 Watts and the authority of more than 15 years distinguished service as the favorite station of this prosperous Southern New England area.

No, sir. You couldn't wish for a better market—or a better means of reaching it.
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.
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.
White Pondering Inquiry Proposal
Tobey Reintroduces Proposal For Senate Investigation
CONTINUING Congressional sentiment toward a thorough investigation of the FCC and the radio industry became evident Jan. 6—second day of the 76th Congress when Senator Tobey (R-N.H.) introduced a counterpart of his August, 1939, resolution calling for a far-reaching radio study by the Senate Interstate Commerce Committee (Broadcasting, Sept. 1, 1939). In the interim, although Senator White (R-Me.) has been engrossed in a legislative study of communications, the resolution was not expected to introduce a resolution for a thorough-going investigation of the communications regulatory scene in the immediate future.

Senator White told Broadcasting, Jan. 9 that emergency legislative measures would make it desirable for him to forego prompt introduction of his proposed bill. But he implied he would proceed in this way because of the FCC's two-year-old inquiry into network monopoly aspects of broadcasting and because of the apparent effort of an FCC majority to invade business phases of broadcasting in a manner presumably not contemplated by the Communications Act of 1934.

The Tobey resolution provides authorization to the Interstate Commerce Committee for a "full and complete investigation" covering monopoly or broadcasting or radio manufacture, sale and distribution; administration by the FCC of communications acts; and related acts of 1934; licenses' operations; contracts; alleged lobbying activities by radio industry; and sweepstakes, which were responsible for the collapse of 

Ponders Resolution

Senator White has in mind a resolution as an answer for a fact-finding study of communications regulation, with emphasis on broadcast- ing operations; he hoped it might proceed to the FCC's Aug. 30 speech in this way because of the FCC's two-year-old inquiry into network monopoly aspects of broadcasting and because of the apparent effort of an FCC majority to invade business phases of broadcasting in a manner presumably not contemplated by the Communications Act of 1934.

The Tobey resolution provides authorization to the Interstate Commerce Committee for a "full and complete investigation" covering monopoly or broadcasting or radio manufacture, sale and distribution; administration by the FCC of communications acts; and related acts of 1934; licenses' operations; contracts; alleged lobbying activities by radio industry; and sweepstakes, which were responsible for the collapse of

WHEELER SEEKING SPEECH TIME DATA

AN INDICATION that Senator Wheeler (D-Mont.), of the Interstate Commerce Committee, is inquiring into the question of giving equal facilities to opposing speakers on controversial issues was given Jan. 7 with the dispatching of a letter by the Senator to President Niles Trammell of NBC.

Asking Mr. Trammell for detailed information on the number of stations, their location and power, which carried his Dec. 30 speech on the war situation, Senator Wheeler observed that the response to his address had been "very large". In the past, the Senator has criticized the networks for failure to provide networks of equivalent size for opposing speakers on controversial issues.

The Senator advised Mr. Trammell that his office had received over 50,000 communications on his address, 93 percent of which were favorable to the position he took.

FISH made of flowers decorated the Old Salt's Fish Fry held by WTOC, Savannah, Ga., with 600 sportmen and civic leaders present. Gathered around the floral gem are: Front row (1 to r): Wendy Herrin, sports announcer; Rep. Frank A. McNally; Rep. Hugh Peterson; Secretary of State John B. Wilson; E. M. Lipscomb, Old Salt script writer; W. Knight Jr., WTOC president; in back row, Ben Williams, the Old Salt; Bill Smart, production manager; Charles N. Elliott, Georgia wild life director; Fred Pfahler, program director.

Mile O' Dimes Campaign Includes 48 Stations In All Parts of Nation
FORTY-EIGHT stations, from New York to San Francisco, up to Jan. 10 had signified their intention of sponsoring "Mile O' Dimes" campaign leading up to celebration of the President's Birthday for the National Foundation for Infantile Paralysis. According to Charles C. Barry, director of the "Mile O' Dimes" section of the drive, Barry, on leave of absence as night supervisor of NBC in Washington, has been on tour for the last week, promoting his plan for radio participation in the drive. Barry was selected by George Al- laway, president of the National Foundation commission and now national chairman of "Mile O' Dimes", after he had successfully directed two similar campaigns for the Washington NBC stations, WRC-WMAL.

The cities, stations and station directors who entered the drive, with designated follows:

Chicago—WENE, WLS, WMAQ; Harry Kopf.
St. Louis—KMOX; Merle S. Jones.
Tulsa—KTUL; William C. Gillespie.
Oakland—KTVU; Neall Barnett.
Denver—KOA; Don F. Martin.
Jersey City—WATT; Walter Kelly.
New York—WFAJ, WJZ; Clay Morgan.
Philadelphia—KEKA, WCAE, WWEN.
Eqv. WJAS.
Toledo—WSPD.
Columbus—WCOL, WBNS, WHKC.
Cleveland—WHK, WCLE; H. K. Carpenter.
Harford—WTIC; J. F. Clancy.
Detroit—WXZY; H. Allen Campbell.
Jackson, Miss.—WJDX; Wiley P. Harris.
Fargo—WDAY.
Pittsburgh—KYW, WCAU, WIP.
Wdas, WATT, WPEN, WTEL, WIDG.
Richmond, Va.—WMAS.
Shreveport—KRMD, KTBS, KWKE.
New Orleans—WDSU, WDL, WSMB, WISN.
Baltimore—WBAL; Harold Burke.
San Francisco—KGO, KPO; A. E. Niel-

FORTY-EIGHT stations, from New York to San Francisco, up to Jan. 10 had signified their intention of sponsoring "Mile O' Dimes" campaign leading up to celebration of the President's Birthday for the National Foundation for Infantile Paralysis. According to Charles C. Barry, director of the "Mile O' Dimes" section of the drive, Barry, on leave of absence as night supervisor of NBC in Washington, has been on tour for the last week, promoting his plan for radio participation in the drive. Barry was selected by George Al-

Witten Bros. to Buy 48% WLOL Interest
A DEAL was completed Dec. 30, subject to FCC approval, for Charles and District Winton, owners of the Winton Lumber Co., Minneapolis, to purchase the 48% of stock held by Fred Ossanna, Minnesotans, in connection with the Winton Lumber Co.

Winton, a broadcasting station, is scheduled to go on the air June 17, 1940, remains in that capacity. Setup of the organization now has Charles Winton, president; John F. Deva-

broadcast advertising
**NBC NAT'L SPOT and LOCAL SALES HIT FIVE MILLION PLUS FOR 1940**

**KYW Goes 50,000 Watts**

January 16, Serving 1,000,000 Extra Listeners

GREAT NEWS to advertisers is the announcement that Philadelphia's KYW, beginning January 16th, will join the family of "Big Time" stations operating on 50,000 watts. This tremendous step-up in power, according to current estimates, will increase the station's area to such a degree that its service will reach at least one million additional listeners in Philadelphia.

KYW is one of the 17 "Vital Spot" stations which carry NBC Spot Sales service to 11 major money-markets.

**WEAF's New Giant-Size Vocal Chords Startle Metropolis**

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

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

These families had not known that, during the night, WEAF's "voice had changed...become twice as strong in Queens...ten times as strong in the heart of Manhattan and throughout Northern New Jersey. Naturally, they were amazed. That morning, and practically every day since, NBC has heard constant delighted comments from radio fans, tired of struggling with static, that WEAF now comes in so clear and strong it fairly knocks people out of their chairs...stronger than any metropolitan station.

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

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

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

Third—the latest technical improvement developed by RCA and NBC engineers has been incorporated in WEAF's new equipment, giving this 50,000-watt, Class A1, clear-channel station an efficiency...and a reception appeal...unparalleled in radio history.

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

**McConnell Announces New High Division**

Volume Goes Over $5,000,000

NBC NATIONAL Spot and Local Sales Department succeeded in booking up to a new peak in dollar volume for 1940, as shown in figures just released by Manager James V. McConnell.

The $5,000,000 volume, as of December 1st, totalled well above five million dollars; additional business in the making as of that date indicated a still higher total before the end of the year.

Increase of Nearly 30%

The gain of some thirty percent over 1939 indicates the ever-increasing use of NBC's seventeen Vital Spot stations in eleven strategic markets. Many clients have increased their billings greatly or have added more NBC stations to their schedules. In addition, numerous new clients have selected these station outlets for their message during the past year, McConnell reports.

Service Highly Improved

He also called attention to the reorganization work which has been accomplished during the last several months. Improved sales service and station facilities have been completed in a number of important points, which will make it possible to handle business with increasing efficiency during 1941. As McConnell pointed out, long recognized the great public service rendered by these well-programmed, strategically located stations, a service which will be considerably amplified during the coming year.

Looking toward 1941 and the business already anticipated, it is expected that volume will continue to establish increasing gains for each quarter of the new year.

**WRC to Operate at 5,000 Watts Day and Night**

WILLIAM S. HEDGES, Vice-President in charge of the Station Department for the National Broadcasting Company, announced this week that WRC, Washington, would operate at 5,000 watts day and night in about six weeks.

Kenneth Berkey, Manager, and John Dodge, Sales Manager, are completing plans to back up this power increase with a promotional story, indicating convincingly the plus coverage which will be enjoyed by WRC advertisers coincident with the additional power. WRC's increased power is also of importance from the standpoint of national defense, since it is located not only in the nation's capital, but also in the headquarters of the Army and Navy.

It is expected that Station WMAI will also operate at 5000 watts day and night as soon as plans can be completed.
AS AMERICA
a great

KWK
is now the exclusive affiliate
in ST. LOUIS
of the mutual broadcasting system

Represented Nationally by PA
LISTENS...  

network grows

Six years ago a four station hook up was the scope of the Mutual Broadcasting System. Today—Mutual is a Coast-to-Coast Network of 168 representative stations.

At the beginning of 1941 MBS reviews 1940, the greatest year in its history, during which MBS added 50 new affiliates; carried 1848 special events of national importance and showed a 40% increase in gross revenue.

The continued growth and development of MBS is assured. The reasons for this are to be found in the Mutual station contract. Here is a Network which inherently raises its affiliated stations to its own level.

Basically, listeners account for the growth of any broadcasting operation. That St. Louis KWK can contribute its part, in a great American Market, has long since been established. Advertisers know this—their present commitments indicate a larger volume for KWK in 1941 than in any previous year.

ST. LOUIS KWK
Thomas Patrick, Inc.
HOTEL CHASE—ST. LOUIS

H. RAYMER COMPANY »»» NEW YORK—CHICAGO—SAN FRANCISCO
**Curve: E by NE**

**KEY TO RADIO's impregnable stand against competing media has been one factor—progress. Year by year radio has acquired more listeners, along with more sponsors who spend more money. The year 1940 was no exception.**

Absolutely unbiased figures compiled by the Cooperative Analysis of Broadcasting (CAB), Crossley-operated statistical service financed by the Association of National Advertisers and the American Assn. of Advertising Agencies, reveal that the amount of listening increased again last year. Since September, 1935, the number of sets in use has been increasing, reaching a peak last April.

All-time high for an average weekday offers another interesting figure—76.9% of all radio homes contacted had their radios operating.

On another page in this issue Al Lehman, radio and statistical expert of the ANA, analyzes the findings obtained in more than a million phone calls. He takes the data apart and outlines trends in all phases of listening and programming.

A program trend that will interest broadcasters is the quick decline in popularity of the $1,000-every-Thursday Pot o' Gold. In the space of a year this program, with its appeal to the acquisitive emotions, has dropped from 10th to 67th place in popularity. To those who would attempt a following by sheer merit rather than prise inducement, this trend will be discerned with satisfaction.

**Defense Blueprint**

**BY PRESIDENTIAL proclamation, a Defense Communications Board was created last September, composed of five high-ranking Government officials named to coordinate communications, broadcasting included, to meet national defense requirements. That board drafted a comprehensive plan and called upon all segments of the communications industry, voluntarily and at their own expense, to pitch in for first effort in history toward mobilization of the nation's communications.**

If any proof were needed of industry response, it came Jan. 6 at the initial session called by the board. Fifteen committees had been named, representing Government, industry and labor. When Chairman Fly called the meeting to order, there were 225-odd present, or about double the number expected. Committee members had brought along advisors and experts as their alternates. The top men themselves showed up and heartily pitched into the job.

The spirit and the energy of the voluntary workers was applauded by the DCB. It was proof sufficient that men in private industry, who may be vigorous competitors in normal times, can forget business differences and sit around the table for the good of the nation. There is much work to be done. Some of the plans to be evolved may be repugnant to the philosophies of the callous, hard-bitten businessmen serving on these committees. It is a safe guess, however, that they will forsake all thought of immediate benefit for their own companies and operations in the interest of the nation's well-being in an hour of need.

Good men have been selected for all of the committee functions—the best the particular industries have to offer. They will give of their time and energy as the exigencies demand. Both the domestic broadcast and the international broadcast committees are admirably staffed, representing cross-sections of all phases of Government and industry. It will be their task to help the DCB blueprint radio's role in preparing for the worst. And that role does not connote Government commandeering of broadcasting but industry collaboration with Government.

It may not be "business as usual" but it will be Radio by the American plan. The President and his aides already have recognized this as the desirable plan, as a safeguard for national and public morale but also because it is the obvious economic answer. The taxpayer cannot be expected to foot the radio programming bill in these days when the tax burden is destined to increase to a new all-time high.

There are many voluntary moves which broadcasting, as an industry, can undertake to ease the immediate burden. For example, we are informed that concern is being evinced over reporting of ship movements by stations along the coasts—a regular program feature. It is thought such data can be picked up by belligerent raiders or submarines, particularly from clear channel stations, on the over-water haul. The program feature would be for stations carrying such features immediately to eliminate them, or to become more circumspect in their handling. It isn't censorship—just good judgment.

From now on the war situation seems destined to become more intense almost daily. Radio will cooperate. It will sacrifice whenever the need exists. It asks no privileged status or special treatment.

---

**The Radio Arm**

**THE MEANING of total war, the invention of ruthless dictators, is only too well realized throughout what remains of the civilized world. Radio more than any other medium has carried warnings of the horrors of modern warfare to the fireside.**

For radio, the story now is brought appealingly closer home. Nazi planes several times have bombed Broadcasting House in London. Seven persons—all presumably employees of BBC—were killed in one of the bombings of the British Empire's radio nerve-center. Reports from London reveal that at the time of the first hit, news broadcasting was in progress. Millions of listeners heard the explosion. But the newscaster, with hardly a break, carried on. He did not mention the hit, and he did not deviate from his prepared script.

That instant a new tradition in radio was born. It was not prearranged; it just happened. Like the captain of a foundering ship, the announcer stayed on the job. He had the air, and he meant to keep it until his task was finished or an act of God intervened. The men riding the gains stuck to their posts. Had the announcer indicated alarm, or the engineer pulled the plug, the audience might have been terrorized.

To broadcasters the world over the bombing of Broadcasting House carries a message of deepest significance. The broadcasting station, in modern warfare, is a military objective. And the broadcaster, from apprentice announcer to general manager, is an arm of the military establishment, no less responsible for the public welfare than the man in uniform.

---

**We Go Weekly**

**WITH THIS ISSUE, BROADCASTING begins publication as a weekly. And with the transition from semi-monthly publication, we want to let our hair down and talk shop with our readers, boosters and critics alike, and with our clients.**

During these last nine years we have had lots of fun and not a few worries. The industry has been grand to us. We have made many friends and some enemies. There are those who have accused us of an "our industry-can-do-no-wrong" complex. It's very true we have tried to defend radio all down the line, and we've been right. But we've also tried to call our shots as we've seen them, irrespective of who might be hit.

Since we announced our weekly publication plan last fall, the response has been gratifying. Some asked why we should take the gamble in these uncertain times, particularly when we appeared to be doing nicely as a semi-monthly. The reply is that we have always had in mind publication of a weekly. We feel we can do a better editorial job with 52 issues as against 24 during the year. The news will be more timely, though we modestly concede we have had our share of the scoops.

It was rather sad putting the last semi-monthly in bed just before New Year's. Since Oct. 15, 1931, our little weekly had bloomed and died with each issue. With a weekly we'll do it just twice as often. Over the years we've had quite a few additions to our staff, and very few deletions. As a weekly we hope to do the same business at the same old stand.

And we still feel the industry can't do very much wrong, at that.
THOUGH a whirlwind, storybook start has only increased the ambitions of Robert Gould Jennings, vice-president in charge of radio of H. W. Kastor & Sons Adv. Co., Chicago, it has nonetheless taught him to beware of progress that comes easily. Born in Elmira, N. Y., March 31, 1911, this tall 23-year-old Yankee has learned, as he expresses it, "The watermelon some fellow tossed in your lap never tastes as sweet as the one you cultivate on your own vine."

Bob's business career began with a long distance call from his father during late April, 1930. Then in school in Cincinnati, it was Bob Senior's wish that his son return immediately and enter the family business. During July that same year, he passed away and the younger Bob, as heir apparent, found himself head of the Queen City Knitting Mills, a textile concern employing some 500.

Those were depression years, but, by careful management he took the plant from the red side of the ledger in 1939 to the black side in 1935, despite depression obstacles.

With the textile mills one by one moving southward because of the cheap labor, Bob sold the mill and went back to being a normal youth of 22, so he thought. But he had tasted the joys of business and wanted more.

Experiences followed in quick succession. The purchase of a commercial garage from the estate of a friend, an affiliation with the Knott Hotel Corp., during which time he put together a dance orchestra, and an interest in the American Brewing Co. when beer became legal—all these things made an interesting two years but didn't hold enough promise.

Disappointed with prospects, Bob decided to visit relatives and friends in Cincinnati, looking around while he was there. Leaving Elmira one wintry day, he set out alone on the 750-mile drive. During the lonely hours of driving he had an opportunity to think out his plans and he decided that if he had been able to sell underwear, beer and orchestras, he could sell himself.

Arriving in Cincinnati Jan. 28, 1935, he gave the town a once-over. The next morning he went to the Crosley plant to see Lewis Crosley and was pleasantly surprised to find Mr. Crosley willing to see him. They talked for a few minutes, and then Mr. Crosley referred him to John Clark, manager of WLW and WSAI. In ten minutes Bob was a cub salesman on WSAI.

Those were great days, learning the broadcasting business from the ground up. Bob sold, announced a program from City Hall, produced a show or two that he had placed, and handled any other odd jobs that appeared.

A change came with an order from Kroger Grocery & Baking Co. for the transcribed series, Hot Dates in History. This meant much more than an order for WSAI, as the program was to be transcribed and placed on a sizable list of stations. Asked how he managed, Bob said he hounded Ralph Jones, president of the Ralph Jones Adv. Co., Cincinnati's largest agency, until Mr. Jones decided the only way to get rid of Bob was to see him; then continued to hound him with ideas until he found one Mr. Jones liked and thought had possibilities for Kroger. An audition followed, and then the contract.

Bob was elevated to sales manager of WSAI in June, 1935, but the going was tough. The WSAI transmitter was antiquated and situated many miles from town. Thus the station's signal was barely audible in downtown Cincinnati, making it difficult to sell or keep sold. Finally, in 1936 the management decided to build a new transmitter overlooking the city. Then things started to happen. As improved the program and promotional activities of the station, business picked up and the management voiced their approval by making Bob manager of the station.

In September, 1937, Bob became program director of WLW, in addition to the WSAI work. In November he became sales manager of WLW and was made an officer of Crosley Radio Corp., with the title of vice-president in charge of sales and programs. This position he retained until September, 1938, when he decided he wanted experience on both sides of the fence. The decision to affiliate with an advertising agency.

From several offers he picked H. W. Kastor & Sons Adv. Co., Chicago, where he became a new-business man. Soon he moved on to account executive for Procter & Gamble's American Family Soap and then to another new product. With Kastor's radio expanding because of new activities, he was asked to take charge of radio and in March, 1939, became radio manager. On Jan. 1, 1940, he was elevated to the radio vice-presidency.

One of Bob's ambitions is to see the quality of radio drama improve. To him the feature of both evening and daytime radio lies in dramatic programs. As an example he cites the upward trend of the average yearly ratings of dramatic programs and all radio's new dramatic programs of this type. During the last year Bob has noted an encouraging change—a tendency on the part of some to place importance on creative writing, good production, creative acting, and sufficient rehearsals to do justice to the shows.

Mrs. Jennings is the lovely young radio actress, Betty Winkler, whose talents also have taken her to the top.

Hobbies to Bob are things that he has not had time to crowd into a busy life. As he puts it, "My only hobby now is to listen to the network, and sleep it, and I have never tired of it."

Bob has a little house on Chicago's near northwest side, there's a room in every important room. Of course he and Betty take an occasional horseback ride, swim, or evening of dancing, but his main interest is his work, his love of radio.
FRITZ BLOCKI, one time dramatic critic of the Chicago American, and for the last eight years publicity director of a Chicago theatre chain, will henceforth devote all his time to radio production and writing. He is currently producing the Quaker Oats Co., Your Dream Has Come True, for Ruthrauff & Ryan, Chicago, and has also written and produced The Court of Missing Heirs for Blackett-Sample-Hummert, Chicago.

ROLAND SCHWEER, formerly of KPBC, Houston, has joined the announcing staff of KROY, Waco, Tex.

JOE CONNELLY, station promotion and publicity head of WCAU, Philadelphia, on Feb. 7 will marry Mary Louise Maloney, formerly in the publicity department of WFIL, Philadelphia, leaving the following day for a honeymoon trip to the West Indies.

RAY FERRIS, of the WLS, Chicago, production department, and Harry Sins, member of the WLS Rangers, recently collaborated in writing a song Lyla Lou, which has been accepted for publication by Chart Publishing Co.

JOHN KOLLMANN, sports announcer of WHAT, Philadelphia, will be away from his microphone chores for six weeks due to a broken foot suffered in an auto accident.

LEE VINES, announcer of WIP, Philadelphia, collaborated with Joe Fraeetto, WIP musical director, for a new song "Hi-yo Silver, Away," which has been submitted to BMI for publication.

ED NICKEL, formerly of the NBC press department, has joined the MBS publicity department as assistant to Lester Gottlieb, Fred Meers, whom Nickels replaces, is leaving to join the Naval Air Corps.

MARIAN SMITH, secretary to C. P. MacGregor, Hollywood transcription concern, and Charles Nibly, sales executive of General Foods Corp., Los Angeles, were married in Las Vegas, Nev., on Jan. 2.


MAX SHUTO, of NBC Hollywood program traffic department, has been promoted to assistant night program supervisor. Robert McNelley of the studio setup department, takes over Shuto's former post. George Hatch of the production offices has been shifted to studio setup.

JACQUELYN SMITH, woman's special events commentator of KOA, Denver, has recovered from injuries suffered in an auto accident.

JACK OWENS, musical director, for the West Coast assignments of KFRC, San Francisco, has joined the announcing staff of KROK, Dallas, Tex.

GENE DEPPPRE, program director of WWL, New Orleans, has been named to handle radio relations for the publicity department of the New Orleans Association of Commerce by R. L. Simpson, president of the Association.

WILL BALTIN, program director of the Allen B. Du Mont television station, New York, has become engaged to Miss Hannah Lansrow of Los Angeles.

JOHN TANSLEY, announcer of WVB, Rockford, Ill., has announced his marriage to Ocurtay Barnes, former receptionist at the station.

KEN GIVEN, formerly program director of WLPY, Suffok, Va., has been named the staff of WCHS, Charleston, W. Va.

VIVIAN HITCHCOCK, new to radio, has joined the staff of WOWO, Fort Wayne, Ind. Miss Hitchcock is assistant to Jane Weston, conductor of the Modern Home Forum on WLS.

RICHARD NWENOS of KAO, Denver, has been called for duty with the Army and reports Jan. 15.

DORIS HENRY and Mary Beatrice Schwartz are the latest additions to the music department of KTBBS-KWKK.

HARRY MARBLE, assistant program director of WCAU, Philadelphia, has become engaged to Doris Haven, studio pianist. Esther Durkin, from the studio of WCAU staff.

MORRY BERTSCH has been named production manager of KBUT, Watsonville, Cal., in addition to his duties as chief announcer. Jack Ollop, formerly of KDON, Monterey, has been added to the announced staff.

JIMMY ALDERMAN, newscaster of WFPA-KGEO, Dallas, is the father of a boy born Dec. 31.

MRS. VIRGINIA REID, formerly of Lake-Sprague-Shumway Inc., Memphis, is now working in the general offices of WBT, Charlotte.

CATHERINE SHERMAN, new to radio, Dec. 9 joined the sales department of WIND, Gary, as secretary. Miss Sherman replaced Dorothy Stevens who left for the Canal Zone.

ED BARRY, sports editor of WMFF, Plattsburg, N. Y., married Miss Margaret Hult of Palatine, Illa. Jan. 4.

KARI BARRON, formerly of KYA, San Francisco, has joined the announcing staff of KROG, Oakland.

MARJORIE HILLIARD has been named news announcer of WBOB, Rockford, Ill., succeeding Eddy Beynon, resigned.

PAUL MORKIS, announcer of KGW, Seattle, is the New Year's Day Penguin Race held in Portage Bay, Penguins are 11\frac{1}{2}-foot racing dinghies.

ROGER WAYNE, for 10 years program director of WCNW, Brooklyn, has been named the WCRB's director of music. Al Tanger has joined the announcing staff.

MARTY GLICKMAN, sports announcer of WOR, New York, was married on Dec. 23 to Miss Marjorie Dorman.

MAURICE WETZEL, production manager of WOR, was named an Edgar Guest, poet, recently collaborated in writing the song "At Home" which has been accepted by BMI.

TERRY DRY, announcer of WCIC, Chicago, is the father of twins, a boy and a girl, born Dec. 24.

RAY SPENCER, formerly of WADC, Akron, Ohio, has joined the announcing staff of WCAR, Pittsburgh. He succeeds Bob Woolke, who resigned to become manager of the new WCED, DuBois, Pa.

STANLEY DUPRE, program director of WWL, New Orleans, has been named to handle radio relations for the publicity department of the New Orleans Association of Commerce by R. L. Simpson, president of the Association.

LEV COHEN, formerly of WCOV, Montgomery, Ala., has joined the announcing staff of WSBN, Birming-
When Biscayne Bay's high tide on January 20th throws the switch of the new WIOD transmitter, WIOD's new voice will ride the waves to all South Florida.

That's because nature's best conductor of radio waves will give WIOD's 5,000 watt salt water signal the coverage of a 16,000 watt transmitter.

And that means high tide for WIOD advertisers who may now flood all South Florida with their booming sales message. Thus, WIOD delivers single-handed coverage of America's fastest growing metropolitan area, one-station dominance of the most important market in America.

M I A M I

THE GREATEST VOICE IN THE MOST ABLE-TO-BUY MARKET IN AMERICA
WABC, one of the sixteen
WSB 50,000 watt stations.

CHARLES J. GILCHRIST, formerly radio editor of the Chicago Daily News and recently news and special events director of WIDZ-WIZA, Benton-Springfield, has joined the staff of Bert Ferris, New York publicity organization.

AILEEN SOARES, religious editor of NBC in New York, is in Hackensack (N. J.) Hospital, recovering from an appendix operation.

SALLY WERT has been added to the continuity staff of KIT, Yakima. Ms. Werts was an engineer of Network, who resigned to join Northwest Adv. Agency, Seattle. Jack Carlson, new to radio, will join KIT as an announcer.

GARY EHRLEDT, promotion manager of KFRC, San Francisco, and Miss Myrtle Hamilton, recently announced their engagement.

GEORGE MATHEWS, KOA, Denver, staff member, has been called for duty with the 8th Army, and reports on Jan. 15.

JIM HENAGAH, Hollywood reporter and magazine writer, has joined the staff of George Fisher to gather news for the weekly quarter-hour Hollywood Whispers, sponsored by Marcy Inc. Chicago (Mar-0-Oil shampoo), on 30 MBS stations.

DON DAWSON, traffic manager of CKOK, L. K., recently became engaged to Muriel Robinson.

BILL REIMER, formerly of WCNW, Brooklyn has joined the announcing staff of WCNV, Montgomery, Ala.

ED WILSON, formerly of WSOY, Decatur, Ill., has joined the announcing staff of NBC, Chicago.

JULANE PELLETIER, formerly staff pianist of WJJD and NBC, Chicago, on Jan. 2 rejoined WJJD in the same capacity. Miss Pelletier replaced Friscella Hallowell who has taken a leave of absence.

ROBERT DOYLE, since June, 1940 a member of the WGN, Chicago, public relations department, on Jan. 6 joined the WGN continuity department as writer. Cyril Wagner, longtime assistant to Larry Walters, radio editor of the Chicago Tribune, replaced Doyle.

EVELYN LYNAN, for five years office manager of World Broadcasting System, Chicago, on Jan. 6 joined the radio department of Shriver & Marquette Inc., Chicago agency.

CARL BARRON, formerly on the announcing staff of KYA, San Francisco, has joined KNOW, Oakland, succeeding George Tobin, resigned.

MAURICE HART, formerly announcer of the World’s Foremost Music program on WMOA, New York, and member of the 5-30 Request Club on WATT, Jersey City, has joined the announcing staff of WNEW, New York.

BERT SYMMES recently was added to the announcing staff of KLS, Oakland.

ALFRED S. BYRNE, for the last five years a page boy at WOR, Newark, has been admitted to the bar, after studying law at night for six years at Fordham U, from which he graduated last spring.

JACK KRETZINGER, formerly of WKRG, Tyler, Tex., has joined the announcing staff of WMBD, Peoria.

FRANK THOMAS, formerly of WGES, Chicago, early in December joined the announcing staff of WEED, Chicago.

WALLY NEHRING, announcer of WBCR and Junior repotes, on the General of that city, were married Nov. 28.

NORMAN JOLLEY and John Black have joined the announcing staff of KGF, Coffeyville, Kans.

RALPH CHILDS, news staff chief of KMB, Shenandoah, Ia., is the father of a 7 lb. boy, born recently.

MURRAY YOUNG, formerly publicity director of the American Economic Foundation, is now reading the nightly newscast over WJK, Cleveland.

JAMES AUBELE, sound effects director of WHK-WCLE, Cleveland, and Helen Thornton, switchboard operator, have announced their engagements. Aubele to Ruth Manning and Miss Thornton to John Corrigan.

EVA MANNING, new to radio, has joined the program department of WIS, Columbus; S. C., Tommy Martin, formerly of WGY, Schenectady, has been added to the announcing staff.

RANNY DAIL, production manager of WING, Dayton, O., is confined to the hospital with pneumonia. Betty Kerra, saleswoman, is ailing with illness while Lou Tschudi, who has just taken a job as head of the station’s sports department, has been sent a draft questionnaire.

Garland Appointed

CHARLES H. GARLAND, with WBBM, Chicago, since 1925, on Jan. 1 became assistant commercial manager of the CBS Chicago key station, succeeding J. J. Smith, commercial manager of WBBM and general sales manager of Radio Sales, CBS subsidiary. Garland joined WBBM in 1925 as a musician, director and announcer. In December, 1939, he joined the local sales staff. Since joining the sales staff Garland has confined his work to that fold, completely abandoning the production end of radio. A native of Water Valley, Miss., he attended the Mississippi U, and left his studies to serve in World War No. 1.

Staff Changes at KGW-KEX

W. CAREY JENNINGS, manager of KGW-KEX, the Portland Oregon stations, announces the following changes effective Jan. 1: Paul Connet, national sales manager, becomes national sales manager. Chester Blomness, salesman, becomes local sales manager in charge of promoting and servicing local sales with all local salesmen under his supervision. H. Q. Cox, production manager, will supervise script writers, specials events and music. Homer Welch, producer, becomes program director in charge of selecting talent and producing all shows. Ralph loggers, announcer, becomes chief announcer, in charge of hiring and supervising the entire announcing staff, with the exception of announcers assigned to special events.

KFBC Completes Staff

COMPLETION of the staff of the new KFBC, Cheyenne, Wyo., which went on the air Dec. 6 as an NBC Blue outlet, was announced Jan. 1 by Tracy McCracken, publisher of the Cheyenne Wyoming State Tribune and Wyoming Eagle, the State’s two dailies, who is one of the five corporate stockholders. KFBC operates with 250 watts on 1570 kc. Its manager is Charles J. Gove, former chief engineer of KGPS, SF, and at one time chief engineer of KLZ, Denver. National advertising manager is Mayne A. Hopkins, formerly with KSFO and KFBC, San Francisco. Other staff members are Robert Youmans, from WFBG, Syracuse, and WMBO, Aurora, N. Y., production manager; Willis Ballance, program director; John Vogel, from KID, Idaho Falls, announcer; John Davis, chief engineer; Del Brandt, engineer-assistant; Mel Klein, engineer; William Harmon, engineer; Margaret O’Brien, secretary.

RCA Promotions

PROMOTION of three RCA Mfg. Co. executives at the Harrison, N. J., plant was announced Jan. 3 by E. W. Bitter, vice-president in charge of production and engineering activities. John A. King, for 13 years manager of manufacturing at the Harrison plant, has been named plant manager in charge of all operations, replacing J. T. Kelley, formerly assistant manager. Kelley has joined the announcing staff of the plant, which he has named to assist Mr. King in engineering management.

Alibi Needed

MORRISON QUALLTHOUGH, owner of Alibi for Death, which dramatizes local traffic accidents on KROD, El Paso, as a warning to others, recently found himself an active participant in the show. Not only was his car involved in a collision, but several nights later he played himself when his accident was dramatized.

No outside station serves the fast growing Savannah market . . .
We sell it . . . at the lowest per person cost of any medium.

Savannah

Broadcast Advertising
Largest Radio Coverage in the Kansas City Area

The outer black line is the one-half millivolt signal point for WDAF's full-time operation on 5,000 watts. This WDAF primary area, largest radio coverage in the Kansas City area, was measured by engineers of Bell Laboratories. 917,113 Radio Homes in WDAF's Half-Millivolt Area.
FOOTBALL CONTEST conducted by the Barr Jewelry Store, Philadelphia, in cooperation with their gridiron review broadcast over WCAU, Philadelphia, every Saturday during the past season attracted a record total of 37,230 entries, according to George W. Wolfsten, visiting director for the Al Pas Greetings Agency, Philadelphia, which handled the account. The nine-week contest required listeners to determine the winners and the approximate score of the 12 leading games each week in competition for prizes of three Gruen wrist watches.

Starting with 1,000 entries the first week, the contest reached a peak of 6,200 the weekend of the Penn-Cornell game for a weekly average of 4,137. A standing grand prize of $1,000 for any contestant who achieved a perfect score was presented. Bob Embree, ex-Yale grid star and local attorney, handled the broadcast along with Taylor Grant, WCAU sports commentator.

Paramount’s Free Discs

PARAMOUNT PICTURES, Hollywood, to promote the American film industry, is issuing a weekly quarter-hour transmitted program titled Paramount on the Air, to 60 New Zealand and Australian stations. This release contains film industry news supplied by all motion picture studios in Hollywood. In addition, the Paramount radio service also issues a special weekly letter titled Listening-In On Hollywood, to 93 stations in the Antipodes, for reading by staff announcers.

Topeka Yardstick

SHIPPED in individual mailing boxes, WIBB, Topeka, Kan., is distributing to the trade heavy wooden yardsticks impressing a double-side advertising message. In addition to the inscribed yardstick itself, each 26-inch rule is packed with a yard-long paper insert bearing an advertising message built around the theme: “You'll need a yardstick in 1941 to measure WIBB's selling results for you!”

Szegiet Book

TO PROMOTE the MBS concert series of Joseph Szegiet, well known violinist with the Alfred Wallenstein orchestra which started on Jan. 1, WOR has sent newspapers a pressbook on Mr. Szegiet which includes a cover picture of the violinist, his biography, anecdotes, an art layout, and an article by Robert A. Simon, music critic for the New Yorker magazine and continuity director for the station.

Salute to Sponsors

AS A SPECIAL holiday promotion stunt, KMPC, Zephyrhills, Cal., on Dec. 23 sent a group of four carol singers to serenade sponsors. Quartette made more than 25 appearances in downtown Los Angeles and Hollywood, including all major department stores.

McKinney’s Dial

TIME-DIAL for use in figuring the date of the last broadcast of a specified schedule has been issued to the trade by J. P. McKinney & Son, New York and Chicago newspaper and station representatives. On back of the time-dial are listed the stations represented by J. P. McKinney, including all stations, two affiliated with Gannett and WRAK, Williamsport, Pa.

REALISTIC audition setting, to emphasize the appeal of Florsheim Shoe Co.'s Squared Circle series, was arranged for a prospective sponsor by George Blackwell, director of WBLK, Clarksburg, W. Va. The station set up in the studio a squared circle, arranged to display an arena atmosphere by calling in peanut, popcorn and pop vendors and then ran off a sample show for the local Florsheim dealer. He signed.

BROCHURES

WNAX, Yankton, S. D.—Data on listener response and 1940-41 program schedule, in personally addressed mail folder.

WGES-WSRC, Chicago—Six-page red and white booklet promoting the Polish language programs.

WOWO-WGL, Fort Wayne—Four-page syllabus of programs with an educational slant.

WKO, Oklahoma City—Pictorial brochures promoting Sunrise Roundup, early morning rural feature on the station.

WWL, New Orleans—Booklet containing brief resumes of 81 WWL programs suitable for sponsorship.

WCIN, New York—Reprint of pictorial page from PM, New York newspaper, notes WCIN as “The New York Negro community’s voice”.

WMBD, Peoria, Ill.—Plastic-bound “Pioneerized” coverage brochure.

Here to Stay

WBT, Charlotte, has settled its long-standing feud with the Charlotte News. The newspaper had been so hostile as to block out the station's call letters when a WBT microphone appeared in a news photo and uniformly prohibited mention of the station in any news story. However, General Manager A. E. Joscelyn reassured the News in late December started to feature daily program schedules of WBT and other local stations. Publisher W. C. Dowd even ordered full-page announcements in the newspaper to announce the new radio schedule feature. Joked Mr. Dowd to Mr. Joscelyn, still in his first year at WBT, after the agreement had been reached: "I guess I must admit that the wireless is here to stay."

WSGN Studio Shift

WSGN, Birmingham, will move from the Tutwiler Hotel to new studios in the Dixie Carlton by Feb. 1 according to General Manager Henry H. Johnson, who simultaneously announced a new production policy for the station. Under the new setup Bill Terry, station's sportscaster, becomes production manager. Carl Cannon, promotion manager, will take on additional duties spending most of his time developing local public service and educational programs.
Now! After one short year of Times-Star operation

WKRC carries more national spot and local sponsored quarter-hours than any other Cincinnati network station!

"550 KC for COVERAGE!"
ADVERTISING the attractions of Hawaii, KGMB, Honolulu salutes one of its Mutual affiliates each week in a novel manner. A U. S. guest, from the city of the station greeted, goes on the air, specifying a friend back home who is to receive an attractive lei of flowers. KGMB sends the lei to the station in the States, which presents it to the recipient. On Jan. 8 WOR, Newark, presented a KGMB lei to a Mrs. Rhew of New York, who had been designated by a friend appearing on the KGMB program.

Impromptu Dramas

NOVEL sustaining dramatic series, Deadline Dramas, started Dec. 29 on NBC co-starring Irene Wicker, noted singing actress, and Robertson White, hite, screen player and writer. At the beginning of the broadcast, members of the studio audience are asked to write down 20-word sentences outlining situations around which dramatic sketches may be built, and William Fadiman, M.C. of the show and bookwriter, who acts as m.c. for the program, selects the most likely contribution, turns it over to the co-stars, while he discourses extemporaneously for two minutes on any subject supplied by Edmund Birnryer of the NBC Script Division. At the end of Fadiman's chat, Miss Wicker and Mr. White will step to the microphone and present a finished play based on the sentence previously given them, portraying all the parts between them. In conclusion, Fadiman will review and criticize the deadline drama.

Home-Like Dining

HIGHSPOT of Dinner Music, a program of recorded light classical music sponsored nightly at 6:30 on WQXR, New York, by Schrafft Restauranteur, is the commercial, read by Rex Benware and written by Jim Frankenberry. In the commercial Benware recalls some episode of boyhood days with the family, connecting the episode with the desirability of dining at Schrafft's home-like restaurants. Listeners have voluntarily written accounts of their own youthful experiences with the request that they be used on the commercial, and a recent mention of a Schrafft Christmas catalogue deluged the WQXR offices with listeners' requests.

Juvenile Discussions

A WEEKLY series of juvenile discussions presented by the child welfare organization, Youthbuilders Inc. of New York, has started on WMCA, New York. Participants, ranging from 8 to 16 years of age, selected from the New York city grade schools, discuss current topics extemporaneously.

Why Listen?

LISTENERS to a 6 a.m. program on KGKO, Fort Worth, recently were offered a phonograph-radio combination for the best 20-word letter on “Why I listen to the radio early in the morning.”

OUR TARGET:
The world’s largest market.

OUR WEAPON:
5000 WATTS day and night with Directional Antenna.

OUR AMMUNITION:
Your product programmed with intimate appeal to New York’s Melting Pot millions.

OUR AIM:
To insure results.
ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five news-worthy persons each week.

The third part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school both in gaining information and securing better coordination of station activities.

ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five news-worthy persons each week.

The third part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school both in gaining information and securing better coordination of station activities.

ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five news-worthy persons each week.

The third part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school both in gaining information and securing better coordination of station activities.

ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five news-worthy persons each week.

The third part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school both in gaining information and securing better coordination of station activities.

ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five news-worthy persons each week.

The third part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school both in gaining information and securing better coordination of station activities.

ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five news-worthy persons each week.

The third part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school both in gaining information and securing better coordination of station activities.
More Listening, CAB Finds

(Continued from page 20)

dent’s address was covered by NBC Red and Columbia; Mr. Willie talk by NBC Red and Blue, Columbia, and Mutual.

Sports

During the year the CAB also reported on numerous sports broadcasts including regular reports on football and baseball plus special events such as prize fights and the Kentucky Derby. On May 4, 15.2% of the set owners heard the later event broadcast between 6:30 and 7:00 p.m.

BOXING—Joe Louis continued to be a great favorite with radio listeners. The Louis-Godoy fight on June 20, 1940, rated 37.2. Of those CAB 6, 14.7% of set owners reported listening to the Billy Conn-Bob Pastor fight. On Dec. 16, the Joe Louis-Al McCoy fight rated 22.1.

None of these ratings came close to the figure of 47.6 scored by Louis and Pastor in 1939 nor the 63.6 attained by Louis and Schmeling in 1938. The latter was broadcast over two networks.

FOOTBALL—The ratings for college football broadcasts follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>1940</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 5</td>
<td>28.1</td>
<td></td>
</tr>
<tr>
<td>Oct. 7</td>
<td>25.6</td>
<td>23.6</td>
</tr>
<tr>
<td>Oct. 21</td>
<td>81.4</td>
<td>73.7</td>
</tr>
<tr>
<td>Nov. 4</td>
<td>38.0</td>
<td>35.7</td>
</tr>
<tr>
<td>Nov. 18</td>
<td>38.2</td>
<td>36.0</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>36.0</td>
<td></td>
</tr>
</tbody>
</table>

BASEBALL—During the baseball season the CAB reported monthly on listening to baseball broadcasts. The figures are for actual broadcasts of the games, both major and minor league, heard in the 33 CAB cities. In 1940, interest became more intense month by month as the struggle for pennants became more acute. The ratings contrasted with the experience in 1939 when the Yankees ran away with the American League race. The ratings for the two years follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>1940</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-May</td>
<td>19.9</td>
<td>17.0</td>
</tr>
<tr>
<td>June</td>
<td>17.7</td>
<td>17.2</td>
</tr>
<tr>
<td>July</td>
<td>18.2</td>
<td>18.7</td>
</tr>
<tr>
<td>August</td>
<td>18.3</td>
<td>17.6</td>
</tr>
<tr>
<td>September</td>
<td>19.3</td>
<td>18.2</td>
</tr>
<tr>
<td>Average</td>
<td>18.3</td>
<td>17.5</td>
</tr>
</tbody>
</table>

The average rating for the World Series between Detroit and Cincinnati was 35.2 compared with 21.3 for the 1939 series between the New York Yankees and the Cincinnati Reds. The games were broadcast over the Mutual network in both years.

CAB Organization

The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in 1929. As a result of the committee’s discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include “the checking of program popularity.”

The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc., on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Assn. of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term “recall” should not be applied to the technique the CAB now uses. As the result of 12 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as “the triple check method of identification.” Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question “Has the program made an impression?”—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at eight stated times each day, working simultaneously 16 days of the year in 33 cities from coast to coast, complete 700,000 interviews based on more than 1,100,000 telephone calls. The geographic distribution of interviews coincides roughly with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners, to illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 say that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports may analyze all programs by type, compare programs by length of broadcast, give varia-

IT’S SURE-FIRE!

And if you want an attentive audience in Roanoke and southwest Virginia, tell your story over WDBJ! Because listen: WDBJ is the top station in this neck of the woods. And our listening area embraces an audience that spends upwards of $400,000,000 at retail a year. What’s more, we have convincing evidence that our buying suggestions produce surprising results! Would you like to know more?

WDBJ

ROANOKE, VIRGINIA

Owned and Operated by the TIMES - WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.
7. Discern by study of the leaders and laggards what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:
- Southern Cities: Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.
- Midwestern Cities: Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.
- Pacific Coast Cities: San Francisco, Los Angeles, Portland, Seattle, Spokane.

WCOV, in Montgomery, Is Named in Labor Suit

CHARGED with violation of the Fair Labor Standards Act, WCOV, Montgomery, Ala., has been named defendant in a suit filed by the Wage & Hour Division of the Labor Department in the Federal District Court in Montgomery, according to Robert T. Amis, regional wage-hour director in Birmingham.

Basis of the suit is alleged failure of the station to comply with the minimum wage and overtime provisions of the law, Mr. Amis explained, although the licensee, Capital Broadcasting Co., also is charged with having failed to keep proper records of the wages paid and hours worked by its employees. In the few actions previously instituted against radio stations by the Wage & Hour Division defendants have entered into consent decrees providing compliance with the Act and in some cases restitution of back-pay to employees.

WOW CREW’S TREK
Quartet Travels 4,000 Miles
—To Cover Grid Game—

THE Rose Bowl game in Pasadena between Nebraska and Stanford meant a 4,000-mile trek for a crew of WOW, Omaha, comprising Foster May, news and special events editor; Tom Dailey, sports editor; Chief Engineer W. J. Kotera, and Chief Recording Engineer Joe Herold. First they journeyed by car to Phoenix to cover Cornhusker practice sessions, which were recorded and used on Dailey’s Sportstime with Palstaff programs Dec. 20-Jan. 2, sponsored by Palstaff Brewing Co.

They then went to Pasadena to cover the team’s arrival, Rose Bowl parade and other special pickups. The game itself was carried special by WOW and also on NBC-Blue, with Bill Stern announcing. In addition to the Palstaff sponsorship, Foster May’s daily broadcasts, including 600 words of telegram filed daily, were sponsored by the Chevrolet Zone Dealers of Nebraska and western Iowa.
Defense Program Under Way

(Continued from page 15)

virtue of the precise language of the President's Executive Order, to the study of "physical aspects" of domestic broadcasting. There is specific injunction against censorship or anything bordering on it.

Significance was attached to the appointment of Lowell Mellett, one of the six assistants to the President and head of the Office of Government Reports, to both the Domestic Broadcasting and the International Broadcasting Committees. In the event of a national emergency, it is predicted in Washington, Mr. Mellett will head the Government information bureau, which would be the counterpart of the George Creel functions during the first World War. Mr. Mellett, a distinguished editor and publicist, has devoted considerable time and attention to radio in the last few years, during his Government service.

Domestic Members

Members of the Domestic Broadcasting Committee and their alternates are:

Neville Miller, President, NAB, chairman; Andrew D. Ring, FCC assistant chief engineer, secretary; Harry C. Butcher, vice-president, CBS (alternate, Paul Porter); W. E. Macfarlane, president, MBS (alternate, Louis G. Caldwell); Frank M. Russell, vice-president, NBC; Harold A. Lafount, president, National Independent Broadcasters (alternate, Andrew W. Bennett); Lowell Mellett, Office of Government Reports; G. L. Best, engineer, AT&T (alternate, H. H. Carter); William D. Boutwell, chief, Radio Section, Federal Radio Education Committee; John Shepard 3d, president, PM Broadcasters Inc.; W. H. Finch, president, Finch Telecommunications Inc. (alternate, James W. Baldwin); Dr. W. R. G. Baker, National Television Systems Committee; Ellery W. Stone, executive vice-president, Postal Telegraph-Cable Co.; Harvey Oterman, State Department (alternate, Louis Pitcher), executive vice-president, U. S. Independent Telephone Assn., (alternate, Clyde S. Bailey).

Members of the International Broadcasting Committee are: Herbert C. Evans, Westinghouse, chairman (alternate, F. P. Nelson); P. F. Siling, FCC international section (alternate for Gerald C. Gross) secretary; Nelson Rocke- feller, Coordinator of Commercial & Cultural Relations between the American Republics (alternate, James W. Young, Don Francisco, Edmund Chester); Harry C. Butcher, vice-president, CBS; Robert S. Peare, manager of broadcasting, General Electric Co.; Neville Miller, president, NAB; John F. Royal, vice-president, NBC; Rear Admiral Stanford C. Hooper, Navy Dept.; Lowell Mellett, Office of Government Reports; Thomas Burke, chief, Division of International Communications; Walter S. Lemmon, president, World Wide Broadcasting Corp. (alternate, Prof. William Y. Elliott).

Hogan & Hartson Firm Is Appointed by NBC

RETENTION of the firm of Hogan & Hartson as Washington counsel for NBC, with Philip J. Hennessey Jr., former staff attorney, as general counsel for the network, was announced Jan. 10 by A. L. Ashby, vice-president and general counsel of NBC.

The Hogan & Hartson firm here-tofore has represented CBS in Washington. Duke M. Patrick, former general counsel for the Federal Radio Commission, is radio specialist for the firm. Mr. Hennessey is moving his offices to the Hogan & Hartson suite in the Colorado Bldg. and will collaborate with Mr. Patrick in the handling of NBC matters. He will retain his general radio practice.

CBS is represented in Washington by Paul A. Porter, attorney who heretofore worked with the Hogan firm on special matters. The CBS Law Department in New York, under General Counsel Ralph F. Colin and General Attorney Joseph H. Gross, is still available for Washington matters.

When Sports Commentator Graham McNamee (center) went to Pasadena, Calif., to give color description during the NBC broadcast of the Rose Bowl football game Jan. 1, Harrington Fitch (left), past president of the Pasadena Tournament of Roses Assn., presented him, as well as the network, with a parchment scroll "as a token of recognition of and appreciation for a decade and a half of invaluable cooperation and unsurpassed broadcasting achievement." Bill Stern, NBC sports commentator, lends moral support. McNamee on Jan. 1, 1927, broadcast the first Rose Bowl football game heard on the air. It was also the first transcontinental network program to originate from the West Coast.

When Sports Commentator Graham McNamee Goes to Pasadena, Calif., to Give Color Description During the NBC Broadcast of the Rose Bowl Football Game Jan. 1, Harrington Fitch (left), Past President of the Pasadena Tournament of Roses Assn., Presented Him, as Well as the Network, with a Parchment Scroll "as a Token of Recognition of and Appreciation for a Decade and a Half of Unsurpassed Cooperation and Unsurpassed Broadcasting Achievement." Bill Stern, NBC Sports Commentator, Lends Moral Support. McNamee on Jan. 1, 1927, Broadcast the First Rose Bowl Football Game Heard on the Air. It Was Also the First Transcontinental Network Program to Originate from the West Coast.

SCOOP FOR DEBUT

Magnolia Series Gets Break

On Plane Crash

MAGNOLIA PETROLEUM Co.'s new 82-week news contract on KRGV, Weslaco, Tex., literally got off to a flying start week of Jan. 4 when the station's news editor, Brad Smith, scored a nationwide break.

Smith got first word of the forced landing of a big 13-ton Navy seaplane 80 miles northwest of Wes- laco on three inches of water at the Santa Fe Ranch. Smith received his tip just before the first Magnolia newscast was to be aired, and after putting a bulletin on the program, left for the scene.

Pilot of the big plane made his way to the home of Richard King Sr., grandson of famed Capt. Rich- ard King, pioneer founder of the Great King Ranch, which adjoins the Santa Fe. King had heard Smith's bulletin of the forced landing and could hardly believe his ears when the Navy officer identified himself.

MISSOULA

SHORE HAS GROWN!

From 1930 to 1940-

Montana gained 312-

MISSOULA GAINED 3212-

Earin' and Spendin' More, too. Yes sir!

MISSOULA, MONTANA

Growing with Western Montana Central Edito

Page 52 • January 13, 1941
NBC Appoints Miller
As Director of Talks
WILLIAM BURKE (Skeets)
MILLER, formerly director of night programs for NBC, has been appointed director of talks for the network, according to Sidney Strottz, NBC vice-president in charge of programs, to whom Mr. Miller will report. J. de Jara Almon te, formerly assistant to the president, has been named night program manager, succeeding Mr. Miller.

Position of director of talks is a new one, created by Mr. Strottz as a part of the realignment of his department announced last month [Broadcasting, Dec. 15], when the duties were described as coordinating all forum programs, Governmental talks and other programs of convivial or political nature, in cooperation with the program directors of the Red and Blue networks.

SELECTION of members of the cast for The Star Spangled Theater, sustaining program heard on the NBC-Blue Sundays, 8-8:30 p.m., is made by listeners who indicate by letter their choice of current Broadway stars they would like to appear on the program and also the plays they would like to hear. The players who get the most votes, if available, are chosen for the broadcast.

Mr. Miller

Press Functions Of NBC Shifted
Separate Clip Sheets Begun
For Red and Blue Nets

A REORGANIZATION of the ABC New York press division activities along individual network lines, with a division of duties and personnel between the Red and Blue networks, was announced Jan. 6 by Frank E. Mason, vice-president in charge of information for NBC. The daily clip sheet of NBC program publicity on that date was replaced by two new clip sheets, one devoted to Red Programs exclusively and the other to Blue programs.

Richard Spencer, formerly in charge of the single clip sheet, has been appointed editor of the Red Network clip sheet. He will be assisted by Charles Pekor, previously in charge of commercial program publicity (abolished under the new setup), and by Emil Corwin, who formerly handled special publicity assignments.

Functions Coordinated

Arthur Donegan, formerly assistant editor of the combined release, is now Blue clip sheet editor, with B. K. Pratt and Warren Gerz as assistants. Mr. Pratt formerly handled special Blue Network publicity and Mr. Gerz acted as a news editor. Photo Editor Florence Watts-NBC handled picture releases, also handled special publicity assignments.

N.C.B.S.*
• REACHES More PEOPLE
• More EFFECTIVELY
• AT Less Cost !!!

N.C.B.S. reaches more people more effectively at less cost than any other medium or combination of media in the rich North Central area of 5 million potential buyers. N.C.B.S. offers the plus feature of a complete merchandising program to supplement this coverage. Seven expert merchandising men introduce N.C.B.S.-sponsored products to new retail outlets, service existing outlets, take orders, set up displays and guarantee distribution.

N.C.B.S. merchandising experts recently introduced two products to 700 new retail outlets in six weeks!

Write, wire or phone for details. Ask about the available N.C.B.S. participating shows.

**NORTH CENTRAL BROADCASTING SYSTEM**

COMMODORE HOTEL • • • SAINT PAUL, MINNESOTA

*MINNESOTA GROUP: WLOL—St. Paul, Minneapolis • WDSM—Superior-Duluth • KVOX—Moorhead-Fargo • KATE—Albert Lea-Austin • KWNO—Winona • KGDE—Fergus Falls.

DAKOTA GROUP: KRMC—Jamestown • KDLS—DeVils Lake • KLPM—Minot • KGCU—Mandan-Bismarck • KABR—Aberdeen.

BROADCASTING • Broadcast Advertising January 13, 1941 • Page 53
Public Ownership Opposed by Crane

Aserters that as chairmain of several national radio committees he had studied radio as an instrumen of democracy, Dr. Crane said his group had now come to the concluion that technical advancement of broadcasting "will proceed faste through the free play of Ameri-matic competition as the people, with Government acting only as the umpire to enforce fair traffic rules".

He commented: "We believe that avenues to the air should be kept open as freely as natural limitations will permit for all those constructive services to the listening public. We believe in promotion of school and local public broadcasting stations as a part of the educational system, in demonstrating public service in ways less freely open to business enterprises. We believe that the development of covery, the training and the presentation of America's best can be achieved to the mutual cooperation of all parties interested in making radio an effective instrument of democracy. The listeners' welfare is paramount."

In addition to his chair at the university and his chairmanship of the national committee, Dr. Crane is also chairman of the Radio Committee of National Assn. of State Universities and Land Grant Colleges and chairman of the Rocky Mountain Radio Council. In the latter capacity, he was instrumental in organizing the Rocky Mountain Radio Council, now furnishing programs to 19 stations in Colorado and New Mexico.

It has a membership of 28 institutions and citizens' organizations and is supported by contributions from foundations and individual citizens. Maintaining central broadcasting studios in Denver, the council in the first nine months of its existence developed 795 broadcasts from 16 programs. The council's programs include entertainment, current history, science, agriculture, literature, economics and public issues.

UNITED DRUG Co., Toronto (Evel), renewed on Jan. 10 for 1941 three weekly live spot announcements on 37 Canadian stations. Account was placed by Ronald Adv. Agency, Toronto.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), on Jan. 4 started a weekly half-hour participation in the National Barn Dance, WLS, Chicago. Contract for 13 weeks was placed by the Bowers, New York.

COOK PRODUCTS Co., San Francisco (Giard salad dressing), is sponsoring Stella Unger's transcribed Hollywood Headlines series three-weekly on KGU, San Francisco. Rudge's & Co., San Francisco, handles the account.

WELCH GRAPE JUICE Co., Toronto, is on the air for the first time in Canada with 20-minute morning musical program five times weekly on CPHR, Toronto. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

IT'S OLD STUFF by now, this Christmas business, but at WWOOG, Fort Wayne, they're still relishing memories of the stations' Christmas business, some of which is draped on this Christmas Tree $7,000 worth, for the benefit of the statistically inclined. Hovering around the contract-draped evergreen are (1 to r) Paul Mills, salesman; J. B. Conley, manager; and Frank V. Webb, sales manager.

SERVICE DRUG STORES, Chicago, (395 chain stores), heavy users of local radio in the drug field, in December started five weekly half-hour transcribed programs Make Believe Danceland on WCFL, Chicago. In addition item is sponsoring Music Lovers six weekly one-hour recorded concert music programs, making a total of 3 1/2 hours commercial time weekly. Agency is Goodkind, Joice & Morgan, Chicago.

LINDSAY RIPE OILS Co., Lindsay, Calif. (olives), through Lord & Thomas, San Francisco has purchased participations daily on the Galen Dance Housewives' Protective League on KGTO, San Francisco, and the Flechler-Wiley Housewives Protective League on KXN, Hollywood. Account is for 32 weeks.


KALSKY REPORTS

CENTRAL CHEVROLET Co., Los Angeles (new and used cars), heavy users of Southern California radio time on Jan. 1, renewed all existing contracts and is currently using from three to seven transcribed and live one-minute announcements weekly on KFI KECA KHI KNX, and in addition a total of 27 per day, seven days a week, on KFAC KFBR KFVD KRLD. Firm also sponsors participation six times weekly in Late Morning News by Knox Manning on KNX.


AMBER LION Co., Long Beach, Calif. (shampoo), on Jan. 27 starts using participation five times weekly in the combined Happy Hours. Let's Play Bridge and Eddie Albright programs on KHY, Los Angeles. Contract is for 13 weeks. Firm is also currently sponsoring three weekly participation announcements in Art Baker's Notebook on KFI, that city. Agency is Chas. H. Mayne Co., Los Angeles.

CHRYSLER DEALERS of Philadelphia have renewed on WFIL, Philadelphia, effective Jan. 5 for another 13 weeks the MRS participating quarter-hour commentary by Dorothy Thompson, heard Sundays from 8:30 to 9 p.m. M. H. Hackett Inc., New York, is the agency.

NATIONAL Motor Boat Show held in New York Jan. 10-18, is using approximately 50 half-hour, minute and 5-minute spots on the following New York stations to promote attendance to the show: WOR WEEP WABC WNYC WOR WINS WHN, Cowan & Dougler, New York, is the agency.

GREAT CHINA FOOD PRODUCTS, Chicago (chow mein, new to radio) on Jan. 21 starts a three-week campaign of six one-minute announcements weekly on WMQW and WHBM, Chicago. Agency is Martin A. Pokrass, Chicago.

RAILROAD MEN'S Federal Savings & Loan Assn., Indianapolis, for the second consecutive year is sponsoring the high school basketball broadcasts over WIRE, Indianapolis, placed direct. Package includes Basketball Scoreboard on Friday and Saturdays 10-15:30 p.m. and play-by-play descriptions on three Saturdays during the Indiana State tournament.

SKRUDLAND PHOTO SERVICE, Chicago, on Jan. 6, started a 13 week varying schedule of one-minute announcements on WLV, Cincinnati. Agency is Newsby, Perron & Flitterman Inc., Chicago.

CANADIAN CHEWING GUM Co., Toronto (Dentyne, Chiclets), on Jan. 1, started transcribed spot announcements carrying from three weekly to daily, on 14 Canadian stations. Account was placed by Baker Adv. Agency, Toronto.

KSCS & THE JOURNAL IN OMAHA, Nebr.

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

BROADCASTING • Broadcast Advertising January 13, 1941 • Page 55
The CANADIAN ASSOCIATION OF BROADCASTERS extends best wishes for 1941 to its numerous friends in Canada and the United States and congratulates BROADCASTING on its enterprise in publishing weekly.

Coca Cola Bottling Co., Los Angeles, placing direct, sponsored four daily quarter-hour play-by-play descriptions of the 10th annual Los Angeles Open Golf Championship at Riviera Country Club, that city, on KMPW, Beverly Hills, Cal., Jan. 3-6 inclusive. In addition, Penfold Golf Bails Inc., New York, through Blaker Adv. Agency, that city, sponsored a series of daily five-minute interviews with golf headline players and film celebrities attending the matches, A. G. Spaulding & Bros., New York (golf balls), through ferry-Hanly Co., that city, used a total of 20 spot announcements preceding and following the play-by-play descriptions and interviews which were handled by Gary Breckner and John Canady, commentators.

Flamingo Sales Co., Hollywood (finger nail polish), frequent user of West Coast radio time, on Jan. 1 started for three months using three and four spot announcements per week respectively on KFJ and KEOA, Los Angeles. Firm will expand coverage to include other California stations. Milton W. Weatherly Adv. Co., Los Angeles, has the account.

Klein Soup Co., Los Angeles (cubed soup), new to radio, in a nine week test campaign which ends Feb. 6 is using daily participation in Andy & Virginia on KMPW, Beverly Hills. Cal. Agency is Glasser-Galley & Co., Los Angeles.

McAude Grain Co., Winnipeg, has started a weekly program on CKCA, Kenora, Ont. Account was placed by A. McKim Ltd., Winnipeg.

Pure Oil Co., Chicago, on Jan. 13 started a 13 week thrice-weekly five minute transcribed program on WAKR, Akron. Leo Burnett Co., Chicago, handles the account.

Chicago Furniture Mart, Chicago, on Jan. 5 started a weekly quarter hour participation on the Sunday Sunshine program on WBBM, Chicago, for 13 weeks. Account is currently sponsoring a weekly quarter-hour transcribed musical program on WAAF, same city. Newby, Peron & Fittcraft, Chicago, placed the business.

Tuckett's Ltd., Hamilton, Ont. (Trading cigarettes) has renewed for 1941 its four spot announcements daily on about 40 Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

People's Credit Jewelers, Toronto (chain stores) on Jan. 1 renewed six weekly newscasts on CKDO, Ottawa; CHML, Hamilton, Ont.; CKOL, Toronto; CHNS, Halifax; and CKCW, Moncton, N. B. Account was placed by MacLaren Adv. Co., Toronto.

Planters Nut & Chocolate Co., Toronto (peanuts), has started a weekly musical program on CKAC, Montreal. Account was placed by Clark Locke Ltd., Toronto.

College-Palmolive-Fee Co., Toronto (supermoo) on Jan. 1 started six weekly transcribed announcements before and after newscasts on a large number of Canadian stations. Account was placed by L. J. Hewgerty & Associates, Toronto.

Old Ben Coal Corp., Chicago (Green Marked-Stoker coal), on Dec. 30 renewed for 13 weeks its six-week news commentary programs on WGN, Chicago, 7:25-7:30 a.m. featuring Alexander McQueen's Nothing But the Truth program, J. H. Hamilton Adv. Agency, Chicago is agency.

Hudson Motor Co., Chicago, on Jan. 2 renewed its three-weekly news commentary program featuring Billy Rea on WGN, Chicago. Schwimmer & Scott, Chicago, handles the account.


Looking with hungry anticipation upon a 62-pound fruit cake while Harrison Hollway, general manager of KFI-KECA, Los Angeles, prepares to cut the first slice (1 to r.) Clyde Scott, sales manager of the two stations; The Family Doctor, who remains anonymous because of medical ethics, and Winifred Scott, commercial traffic manager. The cake, presented to the KFI-KECA staff by William C. Baker Co., Oljato Cal. (soy and lima bean products), sponsors of The Family Doctor, on the latter station, is a replica of one the firm sends to the White House each year.

Francis Honored

Clarence Francis, president of General Food Corp. New York, has accepted honorary chairmanship of the program committee for the 37th annual convention of the American Advertising Federation of America. The convention meets at Hotel Statler, Boston, May 29-31.

Squibb Executive Changes

Carlton H. Palmer, president of the E. R. Squibb & Sons, New York, who has been with the firm for 30 years, has been elected chairman of the board. Lowell F. Weicker, who joined the organization in 1928 as manager of European interests, was elected to the presidency. Mr. Palmer will continue in the capacity of chief executive, while Mr. Weicker will continue in charge of advertising.

Ralph Brulaker, sales manager of Haas, Barruch & Co., Los Angeles (wholesale grocers), on Jan. 2 began western division sales manager of Carnation Milk. National has moved its western headquarters from San Francisco to Los Angeles.


Morris Plan Bank of Virginia is sponsoring W. E. Dehn, Norfolk newspaper editor on WRVA, Rich- mond, in a twice weekly commentary for 20 weeks. Program originates at Richmond.

WRVA Covers Richmond and Norfolk in Virginia!

In The Detroit Area — It's

Cklw

5,000 Watts Day and Night
CLEAR CHANNEL
Joseph Hershey McGillivray—Representative

Puzzled about radio coverage of the Detroit area? Don't be. You can wrap up this big market with just one important package — CKLW. It'll be the thriftiest buy on your entire schedule, too — because CKLW's vast able-to-buy audience "says it with purchases" that keep your sales-cost down to rock-bottom!
A $250,000 plagiarism suit, naming Jack Benny, star of the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), Dennis Day, singer on that program, and others as defendants, was filed in Los Angeles Federal Court Dec. 31, by Ellen Kelty, Hollywood songwriter. She charges that they "lifted" portions of her song, "I'd Know You Anywhere." Miss Kelty contends in her suit that she composed and copyrighted the song in 1937. Later, she averred, the defendants exploited a song by that same title, "which was largely copied" from her original composition. Miss Kelty asked an injunction, an accounting of profits and damages based thereon of "not less than $250,000." Also named as defendants are Kay Kyser, ASCAP, RKO Radio Pictures, Brigham Voco and Conn Inc., and 1,000 John Does.

Why is a North Dakota snow storm and KFYR alike?

Because they both give you 100% Coverage!

You can depend on that

550 Kilocycles
NBC Affiliate

Meyer Broadcasting Company

Ask any John Blair Man
Proctor Joins Biow
BERNARD J. PROCTOR, for 12 years with CBS as assistant program director, supervisor of CBS owned and operated stations, and lately as sales service manager, has joined the staff of Biow Co., New York, as assistant executive. William C. Gittenger, CBS vice-president in charge of sales, announced that the position was left vacant by Mr. Proctor would remain temporarily unfilled. Torrence E. Danley will serve as acting sales service manager.

Robson Named V.P
WILLIAM N. ROBSON, West Coast radio and manager of Lennen & Mitchell, with headquarters in Hollywood, has been appointed vice-president in charge of radio, and is being transferred to the agency's New York offices Jan. 5. Sam Pierce, who recently joined the Hollywood staff as producer, succeeds Robson. Pierce formerly was radio director of Raymond R. Morgan Co., Hollywood.

Y & R Branch Reopens
YOUNG & RUBICAM on Jan. 6 reopened its recently vacated San Francisco office in the Russ Bldg., and placed Robbins Milbank, formerly McCann-Erickson, in charge. Harry von Morpurgo, formerly director of public and industrial relations for Paraffine Companies Inc., will join the San Francisco staff after several months in the New York office.

CARROLL NYE, formerly Lord & Thomas, Hollywood continuity writer, has joined Young & Rubicam Inc., that city, and Jack Bayers, agency West Coast publicity director.


Mr. Meyerhoff cited for his position at the publication of the advertising agency business, including Milwaukee, founding the firm of Neiser-Meyerhoff. By 1932 the business of the company had so expanded that it became necessary to open branch offices in other cities. The headquarters of the agency was then transferred to Chicago.

Mr. Meyerhoff, president, will continue as sole owner of the firm which is now Meyerhoff & Co.

Before entering the agency field Mr. Meyerhoff was manager of the circulation and promotion department of the Wisconsin News, Milwaukee. In 1929 he resigned his position with the publication to enter the advertising agency business in Milwaukee, founding the firm of Neiser-Meyerhoff. By 1932 the business of the company had so expanded that it became necessary to open branch offices in other cities. The headquarters of the agency was then transferred to Chicago.

Personnel of Arthur Meyerhoff & Co. will remain in contact with no one as yet named to hold the position of secretary-treasurer.

Mrs. Firestone's Song
NEW THEME song of the Voice of Firestone program, heard Mondays on the NBC Net, was written by Mrs. Idabelle Firestone, widow of the late Harvey Firestone. Titled, "If I Could Tell You," the composition replaces "In My Garden," also written by Mrs. Firestone who, in addition to being an accomplished pianist, has in past years composed many unpublished melodies.

HOLLYWOOD Radio Producers' Club has resolved itself into a new organization, the Academy of Radio Television Sciences, organized to advance the production and technical divisions of the radio industry and to promote cooperation between leaders in television, the group will function under its initial director, Wayne Griffin, producer of BDQ, Hollywood, has been elected president, with Carroll O'Meara, assistant manager of Young & Rubicam Inc., that city, as secretary. Paul Richardson, executive assistant to Danny Danker, vice-president, of W. J. Thompson Co., will serve as secretary.

E. SHERRON PERLMAN, formerly vice-president and account executive of Frank R. Stearns Inc., Chicago, had been elected president of the World Broadcasting System, Chicago, on Jan. 6 joined the radio department of Sherman & Marquette Inc., Chicago agency.
R & R Names Casey

MATTHEW J. CASEY, formerly of Hearst Magazine Corp. and one of the founders of Differential Wheel Corp., will be joined by Roy S. Durstone, president of the Colorado Manufacturer's Assn., and was interviewed on KLZ.

GREETINGS to Hugh B. Terry (left), recently promoted from sales manager to manager of KLZ, Denver, were extended Jan. 3 by John Blair. Terry spoke at a banquet of the Colorado Manufacturer's Assn., and was interviewed on KLZ.

A & S Lyons Partners

A & S LYONS, New York and Hollywood radio talent agency, has announced three new partners in the firm, effective Jan. 1. They are Donald D. Stauffer and William H. Stuber, both members of the company, and Nat Wolf, who has been conducting his own talent agency since June 15, 1940, when he resigned from Myron Selznick, Inc., Hollywood. The three partners will function on radio matters creating new programs, as well as in developing and monitoring picture activities. Mr. Stauffer resigned last year as vice-president in charge of radio of Young & Rubicam, New York, to join Lyons, while Mr. Stubbel became a member of the Lyons firm three years ago after having been radio director of Young & Rubicam.
MOney Denied In Network Brief

MBS, however, takes other position in argument

A sharp clash of opinion on whether the "door of opportunity" remains open in the network broadcast field was registered by NBC and CBS on one hand and MBS on the other in supplemental briefs filed Jan. 2 with the FCC in connection with the Dec. 2 oral arguments on the Network-Monopoly Committee report.

NBC and CBS maintained that competition in the network field today points to a monopoly, and cited MBS's own successful rise in the field to bear out the point. Taking the opposite view, MBS averred that CBS and NBC had so completely tied up desirable facilities, through long-term affiliation contracts with exclusivity clauses and time options, that little was left for MBS. MBS also observed that formation of an adequate fifth network would be "very difficult."

Nine Nets Possible

The dissertations upon the competitive aspects involved in the network situation were offered upon a request by FCC Chairman Flynt at the December oral arguments. The brief filed by the three networks also indicated a similar split in opinion on the jurisdictional question, NBC and MBS holding that the FCC "has no power under the Communications Act of 1940 to invoke rules designed to break up the alleged monopoly, and NBC and CBS holding just as firmly that the Commission should not promulgate rules such as the seven proposed regulations previously advanced, citing everything from Congressional intent to Supreme Court decisions."

In addition to the briefs from the three national networks, the FCC also received briefs from Yankee Network, Independent Artists' Representatives, Associated Music Publishers and Roy L. Albertson, licensee of WBNY, Buffalo, N. Y., all of whom attacked present network operations.

PACIFIC GREYHOUND LINES, San Francisco, celebrated its fifth consecutive year in the radio field by broadcasting its third consecutive year on MBS in the Western states. Company sponsors "Romantme of the Highways with program originating at KFRC, San Francisco."

Monopoly Denied In Network Brief

MBS, however, takes other position in argument

A sharp clash of opinion on whether the "door of opportunity" remains open in the network broadcast field was registered by NBC and CBS on one hand and MBS on the other in supplemental briefs filed Jan. 2 with the FCC in connection with the Dec. 2 oral arguments on the Network-Monopoly Committee report.

NBC and CBS maintained that competition in the network field today points to a monopoly, and cited MBS's own successful rise in the field to bear out the point. Taking the opposite view, MBS averred that CBS and NBC had so completely tied up desirable facilities, through long-term affiliation contracts with exclusivity clauses and time options, that little was left for MBS. MBS also observed that formation of an adequate fifth network would be "very difficult."

Nine Nets Possible

The dissertations upon the competitive aspects involved in the network situation were offered upon a request by FCC Chairman Flynt at the December oral arguments. The brief filed by the three networks also indicated a similar split in opinion on the jurisdictional question, NBC and MBS holding that the FCC "has no power under the Communications Act of 1940 to invoke rules designed to break up the alleged monopoly, and NBC and CBS holding just as firmly that the Commission should not promulgate rules such as the seven proposed regulations previously advanced, citing everything from Congressional intent to Supreme Court decisions."

In addition to the briefs from the three national networks, the FCC also received briefs from Yankee Network, Independent Artists' Representatives, Associated Music Publishers and Roy L. Albertson, licensee of WBNY, Buffalo, N. Y., all of whom attacked present network operations.

PACIFIC GREYHOUND LINES, San Francisco, celebrated its fifth consecutive year in the radio field by broadcasting its third consecutive year on MBS in the Western states. Company sponsors "Romantme of the Highways with program originating at KFRC, San Francisco."

Monopoly Denied In Network Brief

MBS, however, takes other position in argument

A sharp clash of opinion on whether the "door of opportunity" remains open in the network broadcast field was registered by NBC and CBS on one hand and MBS on the other in supplemental briefs filed Jan. 2 with the FCC in connection with the Dec. 2 oral arguments on the Network-Monopoly Committee report.

NBC and CBS maintained that competition in the network field today points to a monopoly, and cited MBS's own successful rise in the field to bear out the point. Taking the opposite view, MBS averred that CBS and NBC had so completely tied up desirable facilities, through long-term affiliation contracts with exclusivity clauses and time options, that little was left for MBS. MBS also observed that formation of an adequate fifth network would be "very difficult."

Nine Nets Possible

The dissertations upon the competitive aspects involved in the network situation were offered upon a request by FCC Chairman Flynt at the December oral arguments. The brief filed by the three networks also indicated a similar split in opinion on the jurisdictional question, NBC and MBS holding that the FCC "has no power under the Communications Act of 1940 to invoke rules designed to break up the alleged monopoly, and NBC and CBS holding just as firmly that the Commission should not promulgate rules such as the seven proposed regulations previously advanced, citing everything from Congressional intent to Supreme Court decisions."

In addition to the briefs from the three national networks, the FCC also received briefs from Yankee Network, Independent Artists' Representatives, Associated Music Publishers and Roy L. Albertson, licensee of WBNY, Buffalo, N. Y., all of whom attacked present network operations.

PACIFIC GREYHOUND LINES, San Francisco, celebrated its fifth consecutive year in the radio field by broadcasting its third consecutive year on MBS in the Western states. Company sponsors "Romantme of the Highways with program originating at KFRC, San Francisco."

WOMD HERMAN records for LANG-WORTH

very contract would be in force no less than 28 days.

In case a broadcast is omitted or interrupted due to cause beyond the station's control, the contract provides the station is liable only for a pro rata reduction in time charges. Thus, if three minutes of a quarter-hour program were missed in one way or another, the station would be liable only for reduction due to cause for one-quarter of the quarter-hour charge. The new firm also provides that the station has the exclusive contract for a broadcasf in favor of the program, "it deems to be of public importance".

Discounts and Rates

With rate structure based on the most-favored-nation principle, the contract form specifies that additional time purchases under the contract, within a year of the first broadcast, qualify all purchases under the contract for ever frequency discounts may be granted. Other provisions of the "rates and items, some stations may be combined to form rates, all broadcasts placed under the contract within one year from the date of the first broadcast may be combined to earn frequency discounts, except that announcements cannot be combined with five-minute or longer programs for this purpose.

The form also specifies that agency program material shall comply with the NAB code.

The "indefensible practice deals with responsibilities of station and agency or advertiser in litigation brought by a third party, with the station delegated as defendant or "indemnitor" in any action involving "station material" and the agency in any action involving "agency material." The contract is given full and complete control of the defense in litigation, and is responsible for payment of damages or costs that might arise from the judgment.

The NAB-MBS committee, appointed to work out the new form with the AAAA's timebuyers' committee is headed by Tom Wilder, owner of WSYR, Syracuse, N. Y. Other members include R. L. Harlow, Yankee Network; Richard H. Mason, WPXG, N. C.; Edward Petry, Edward Petry & Co.; Frank A. Seitz, WFAQ, White Plains, N. Y.; Dale Taylor, WNY, Almira, N. Y.; Lee B. Walles, Westinghouse manager of broadcasting; Paul F. Pender, research director and Russell P. Place, counsel of NAB.

Ormandy Balks

OPEN CLASH between a symphonic chaff is the first since ASCAP, the first since ASCAP music went off the air at 7 when Eugene Ormandy, conductor of the Philadelphia Orchestra, who never would have 7 when Eugene Ormandy, conductor of the Philadelphia Orchestra, who never would have ignored an ASCAP ban on at least one selection during the orchestra's 1941 broadcasts. MBS. He declared that he will direct the orchestra in his own arrangement of Handel's suite on "Water Music," to which ASCAP claims rights, on the program he hopes that "the radio stations will have the courage to go along with me."

As the MBS said he had applied for ASCAP but since he had not signed anything; he was not a member.

ASCAP Authors

Get Miller Letter

ON JAN. 1, 1941, the NAB sent an open letter to authors and composers who are members of ASCAP which started out as follows: "This open letter comes to you from more than 600 radio stations representing every section of the United States. Beginning today, we have been unhappy for any one of us to use on any of our programs and other musical composition written or arranged by one of you."

Just about the same time ASCAP addressed an open letter to radio advertisers, radio artists and radio listeners, which began this way: "Beginning New Year's Day exactly 1,166 of America's outstanding composers and authors are to be barred from the air by the joint decree of CBS, NBC and MBS."

Sort of Silly

Continuing that the "small group of ASCAP composers and authors who have long ago turned over the rights to all of your music" has spotted spies throughout the country, any slip on the part of broadcasters so they may "call down upon our heads the penalties of the copyright law," the NAB letter continues that "to you who know that, from the very start, we have been your largest and best-paying customer, this must seem a silly situation."

Citing the things about ASCAP "we know you know and which you personally do not approve," the letter reviews also the broadcasters' "position to negotiate and to contract with ASCAP and the constant rebuffs they received from the Society's management, concluding:

"So now for a time we are not allowed to play any of the music which any of you have written. But it can't be forever. Sooner or later ASCAP's management—or new management—will change methods which even a Federal Court has recently denounced as illegal. And when ASCAP changes these methods it will be ready to do business on a business basis with a friendly industry and we always have been its best potential customer."

For we want your music. We want to give our listeners all of the best of all kinds of music. And we want to pay for music when we use it."

"But—if only because our very use of the air is lent to us by all of the people—we want to keep radio's opportunity an open opportunity to all composers and artists. That includes those of you who are extremely well paid as well as those who have not yet had anything getting with which we consider your share of what radio has been paying. It also includes those thousands of composers and authors who are not ASCAP members."

ASCAP's Charges

ASCAP's counter blast states that "on New Year's Day exactly 1,166 of America's favorite composers and authors are to be locked out, frozen out, starred out, Fanta..."

The ASCAP letter concludes: "We recognize the problems of bandleaders, musicians, artists. And of advertisers, who invested great sums in shows on the understanding that the chains would supply them with that quality of music unconcerned for them to buy time on the air. Above all, we recognize a responsibility to the public which needs inspiration, stimulation and relaxation of music to maintain its morale in these trying times. Broadcasters, advertisers, talent—Let's Please the Public!"

More news and more words per hour on speedster type-.. More material for more newscasts—result, more sponsors. That's INS.
Problem of Bands on Remotes Clears as Formula Is Devised

Copyright Insurance of $1,000,000 Is Taken Out By BMI to Cover Its Printed Selections

QUESTION of who should assume responsibility for infringements of ASCAP music if such should arise became a major issue shortly after Jan. 1. An agreement offered then by ASCAP, as for example, that if any name orchestras would drop their sustaining programs entirely rather than sign the indemnity agreements offered them by the networks. For a time several bands did cancel their late evening sustaining shows, but by the end of last week the situation appeared to be straightening out.

After Glenn Miller, Eddy Duchin, Sammy Kaye and other leaders had refused to sign the agreements offered them, NBC on Jan. 6 issued the following explanation of its request: "Seeking to clarify the misunderstanding existing on the part of certain band leaders on the question of indemnifying the network against the inadvertent use of unlicensed music during broadcast, particularly broadcasts originating outside the studios, NBC announced today the problem was under consideration and a solution was expected to result in mutual protection for both parties.

A Check on Licks "The sole purpose in seeking protection in the playing of uncopyrighted and unlicensed music during broadcast, the announcement continued, "is to guard both parties against the ever-present danger of an individual musician unwisely inscribing a passage from an unlicensed tune during a 'hot lick' or an 'ad lib' on the air, particularly on remote broadcasts such as hotel or night club pickups."

Joseph H. Ream, secretary and general attorney of CBS, explained Jan. 6 that CBS was concerned only with the out-of-studio pickups, where the network and its employees are powerless to stop an improvement that may or may not infringe until it is too late. "Only the band leader can prevent this from happening," Mr. Ream stated, "and we feel that he should be willing to accept that responsibility." He expressed the belief that the situation was more confused than serious and that it would soon be settled.

While neither NBC nor CBS had made any official statements of settlement by Jan. 10, practically all bands scheduled to participate in remote broadcasts were heard at the regular times by that date. Andrew D. Weilamberger, attorney for Artie Shaw, Richard Himber, Shep Fields and Raymond Scott, stated that he had worked out a satisfactory arrangement with the networks.

In essence, this plan is that each band leader submits to the network a week in advance the complete orchestration and arrangements that are to be included in any broadcast. The network clears these numbers and agrees to accept responsibility for any infringement suits brought. If, however, the band leader permits his men to improvise or make changes or additions to the scores submitted and cleared by the network, he becomes liable for any infringement suits based on such material.

Other Agreements

Lee V. Eastman, attorney for Sammy Kaye, Bob Chester and Frankie Masters, said that he had made similar arrangements for these orchestras, the networks indemnifying material submitted and cleared in advance and the leaders indemnifying material performed but not included in the scores.

David Mackay, attorney for Glenn Miller, said that the arrangement worked out for his client differed somewhat from those just cited. Miller agreed to use only material in the BMI catalogs or published by his own company, Mutual Anchors Aweigh! TEMPEST, the teapot which developed among Washington network offices and the U. S. Navy Band over ASCAP music has gone in Decem. Band Leader Charles Benter, an ASCAP member, asked the Society to grant his band permission to play its tunes in its regular weekly concerts over NBC and MBS. ASCAP was quick to grant the okay, but NBC smelled a rat and said "no"—reason being that the network's legal minds felt that regardless of the waiver they were still open to action under the copyright laws. MBS sat tight with no statement but when it came for band to go on MBS it submitted BMI or other non-ASCAP music for clearance. The Navy Band isn't scheduled for NBC again until Jan. 15, but it's non-ASCAP or no music.

TELECAST at 6:15 p.m. on Channel 31, 1940, Dec. 31, 1940, has been given permission to play instrumental music under ASCAP license agreement.

Music Society, and that the performing rights in the latter's catalog had all been cleared through BMI. Since BMI indemnifies all tunes whose rights it cleared, Miller was thus able to resume his sustaining program without assuming the responsibility for infringement suits that might arise from his broadcasts.

An executive of the WOR program staff said that all of the bands playing remote broadcasts and the management of the places from which these remote originate have made satisfactory arrangements with the society.

BMI on Dec. 31 wired all member stations that it "had taken out $1,000,000 of copyright insurance, effective at midnight that night, covering the BMI catalog and protecting member broadcasting stations and their advertisers, advertising agencies and performing artists. Coverage was obtained from three companies: Seaboard Surety Co., $250,000; underwriters at Lloyd's London, $250,000, and Indemnity Insurance Co. of North America, $500,000."

It was explained at BMI headquarters that this insurance covers the BMI, Marks, Peer, Camden and other catalogs whose performance rights are licensed through BMI. Any advertiser, agency or station who is sued for alleged infringement on one of these selections has only to refer the case to BMI, it was explained, which in turn passes it along to the insurance companies for defense.

This refers only to the printed arrangements copyrighted by BMI, but any leader wishing to use his own special arrangements of one of these tunes can submit that arrangement to BMI 48 hours before he goes on the air for clearance. If an infringement is found, BMI will notify the leader, and, when cleared, copyright the arrangement which then falls under its indemnity.

WNEW Names Price

IRVING PRICE, formerly in the field of retail advertising and promotion, has been appointed promotion manager of WNEW, New York. Mr. Price's retail associations include national retail advertising director for Sears, Roebuck, Chicago; advertising director for Bamberger & Co., New York; and assistant advertising manager for R. H. Macy & Co., New York.

AFRA REDRAFTING ITS DISC FORMULA

AMERICAN Federation of Radio Artists is starting to redraft the transcription code which it expects to have accepted in the near future. Lengthy discussions with a committee representing the manufacturers of transcriptions last summer have given the union committee a clear understanding of what terms and conditions are acceptable to the industry, and a further discussion of the subject at the last AFRA national convention disclosed the wishes of the membership.

Mrs. Emily Holt, executive secretary of the union, said that she expects little difficulty or delay in negotiating a mutually agreeable arrangement.

Spotlight on Baltimore in 1941, SOON -- FULL TIME AND 50,000 WATTS IN 1941 - MORE THAN EVER BEFORE - WBAI means business in Baltimore

BROADCASTING • Broadcast Advertising

January 13, 1941 • Page 61
FAME

NaW

5

ner Nurseries on one
WDZ received
announcements.

13

6

WHeto'

weeks.

NEW

ROCKEFELLER PLAZA

"CASE

HISTORIES"

WDZ pulled 5,042
inquiries for Monro-
eco Oil Company from
three 100 word
announcements.

* WOZ received 1360
$1 orders for Gard-  
Pomer Nurseries on one
5 min. program daily,
6 days a week for
13 weeks.

* WOZ received 1518
Pummer box tops in
7 weeks.

Page 62 • January 13, 1941

BROADCASTING • Broadcast Advertising
EIGHTT announcings by Wilbur Ard, the Song Weaver of KGKO, Dallas, brought this roof-high stack of more than 1,000 books to a library for the old folks at the Dallas City-County Convalescent Home. Ard was busy for days on end picking up books from express and post office, many from listeners who took them from their own libraries for the benevolent gesture.

KTAR Opens Studios, New Transmitter Plant

KTAR, Phoenix, Ariz., at 12:01 a.m. New Year's morning went on with its new 5,000-watt Western Electric transmitter, broadcast special ceremonies from the downtown studio and new modernistic transmitter building. In addition to Arizona's first 5,000 watt transmitter, the station employs the inland Southwest's first directional antenna array, according to Dick Lewis, head of KTAR and general manager of the ABC Network [BROADCASTING, Sept. 18]. Formal dedication ceremonies are planned later.

Two series-fed vertical radiators, one 400 feet and the other 500, both locally constructed, are used by the station, operating on 820 kc. In addition to the new air-conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program included re-modeling and enlarging the downtown offices and studios atop the Heard Bldg.

INFLUENZA has swept the staff of WKBN, Youngstown, Ohio, on duty after an attack is Will Douglas, announces. Still on the way to recovery were Warren P. Williamson Jr., president; J. Lothaire Bowden, manager; Theresa Pyron, hostess.

THE STRING ensemble of WBIG, Greensboro, N. C., directed by Margaret Banks, was selected to play at the Jan. 1 inauguration of Gov. Broughton and at the public reception when the Governor was invited into office.

RADIO GOVERNOR
Montana Executive Is Part Owner of KPFA

RADIO claimed another high public office with the inauguration Jan. 6 of Sam C. Ford, of Helena, as Governor of Montana. Gov. Ford, a Republican, is a 10% stockholder of KPFA, Helena, and the station's operator.

The new Governor is an associate of E. B. Crane, operator of KGIR, Butte, who holds a 40% interest in KPFA. Gov. Ford holds a 10% interest, with Carey Craighead owning 50%. He became identified with the station upon its creation in 1937 and has been active in its policy operation.

The inauguration message of Governor Ford was carried Jan. 6 over the Z-Bar Network, comprising KPFA, KGIR, KRBK, Bongus, KGVO, Missoula, and KGEZ, Kalispell. Governor Ford is former Attorney General of Montana and was a judge on the Supreme Court of Montana. For several years he has been a practicing attorney in Helena.

CPP Publicity Setup

TO HANDLE public relations of the Colgate-Palmolive-Peet Co., Jersey City, a new organization, Broadcast Associates, New York, has been formed. Director is Arthur Lockwood, formerly with Reis Adv. New York, and assistant director is Joseph Hevesi, formerly with Benton & Bowles, New York. A committee of three, one from each of the agencies handling the CPP accounts—Thomas Buechner, Ted Bates Inc., New York; Arthur F. Marquette, Sherman & Marquette, Chicago; Carroll Rheinstein, Ward Wheelock Co., Philadelphia—will act in advisory capacity to the newly formed organization, which is headquartered in the New York offices of the latter agency at 444 Madison Ave.

Actions by FTC

POLEY & Co., Chicago, has entered into a supplemental stipulation with the Federal Trade Commission according to a Jan. 10 FTC announcement, in which it agrees to cease certain representations for Foley's Honey & Tar Cough Syrup. The FTC also has ordered Philip Morris & Co., New York, to cease certain claims for cigarettes, including Philip Morris, English Ovals, Marlboro and Philip's Navy Cut. The FTC early in January issued a complaint against O. Kreuger Brewing Co., N. J., charging misrepresentations in advertising for Ambassador Beer.

Leigh Crosby Joins Stebbins

LEIGH CROSBY, formerly account executive of Lord & Thomas, Los Angeles, has joined Baron A. Stebbins Adv. Agency, that city, as head of the creative department. He will divide his time between the West Coast and New York offices. Crosby was recently vice-president of Gardner Adv. Co., St. Louis, and for many years an account executive of Blackett-Bauer Agency, Chicago, and is nationally known in advertising and radio.

January 13, 1941 • Page 63
BIO Adequate; Study Consent Decree
(Continued from page 3)

eutive boards of the industry groups. It was finally concluded, after much discussion, that the Department did not have a case against Broadcast Music on monopoly or boycott grounds that would hold water. It was thought by some the industry leaders that ASCAP, however, that even assuming this so, it would be desirable to conclude with the Government a settlement that would meet its requirements and permit BMI to continue its operations as a formidable competitor in the music field.

Presumably the position of another group, understood to have been led by Edward Klauber, CBS executive vice-president, was that any decree providing for clearance at the source at this time would work undue hardship. This school of thought felt that clearance at the source should be made conditional upon expiration of current network contracts with affiliates, or when it becomes economically feasible.

When this message was carried to the Department, Mr. Arnold said he could not veer from the principle of clearance at the source, which would make way for a program or "pay as you use" formula. NBC apparently was entirely willing to agree to the clearance-at-the-source plan, as was MBS through its spokesman Theodore C. Streibert, vice-president of WOR-MBS.

In the deliberations of BMI, President Miller was represented as having concurred in the original view of Mr. Klauber that the clearance at the source be deferred until a more propitious time. John Elmer, president of WCBM, Baltimore, also is understood to have agreed. Niles Trammell, NBC president; John Fisher, Yankee Network president; Walter J. Damm, WTMJ, Milwaukee, and Mr. Streibert were of the opinion that a stipulated settlement should be worked out with the Department. Paul W. Morency, WTIC, Hartford, later also concurred in that view, with the result that the conversations were opened the following day.

Members Present
Of the total membership of the Joint NAB Executive Committee, BMI Board and IRNA Executive Committee, only one member, Edwin W. Craig, WSM, Nashville, was absent during the Jan. 7 session. He was detained at home because of illness.

Among those present at the session, including non-committee members, were Messrs. Sarnoff, Trammell, Frank Mullen, executive vice-president, A. L. Ashby, general counsel, and F. M. Russell, WOR, vice-president, f o r NBC; Messrs. Paley, Klauber, M. R. Runyon, vice-president in charge of stations, Harry C. Butcher, Washington vice-president, John J.

Deal for Composers
NAB has issued a booklet, A New Deal for Song-Writ- ers, outlining the basic policies of BMI and ASCAP. Briefly, the policies of BMI are: (1) Authors and composers shall be tied up in long-term contracts, and shall be free to make other publishing arrangements in addition to BMI at any time. (2) Every BMI composer and lyric writer shall be paid in proportion to the popular usage of and demand for his music. (3) Highest royalty rates shall be paid to composers and authors. The booklet concludes that "the immediate future for U. S. composers looks brighter than it has for many years" with the establishment of BMI "to see that American authors and composers are helped and encouraged."

Burns, special counsel, and Godfrey Goldmark, counsel, for CBS; NAB Executive Committee, inclu- ding President Miller, Mr. Elmer, Mr. Morency, H e r b Hollister KANS, Wichita; Don Searle, KOIL, Omaha; John A. Kennedy, WCHS, Charleston; Broadcast Music Di- rectors Miller, Damm, Elmer, Mor- ency and Shepard and Counsel Kaye, and BMI Special Attorney William G. coaches, BMI, execu- tives Samuel R. Rosenbaum, WFL, Philadelphia, chairmen; Mark Ethridge, WHAS, Louis- ville; H. K. Carpenter, WKLW, C W L E , Cleveland; and Mr. Morency.

The fundamental complaint against BMI is that it is based on ASCAP formula of an irrevocable license fee. The BMI assessments are based on one-half of the payments made by stations to ASCAP. The Department apparently feels it makes it equally culpable with ASCAP. Be- fore a per-program basis can be worked out, the De- partment contends, clearance at the source must be invoked so that stations then will pay only on programs locally originated in which music of a particular copyright owner is used.

Leading proponent of the view that BMI was headed for trouble under the anti-trust laws because of its ASCAP-like organization was E. B. Craney, general manager of KOB, Butte, and the industry's most active ASCAP combatant of the last decade. Mr. Craney last August procured from ASCAP an experimental "pay -you - use" basis, but it is understood this has never been placed in force. He was in Washington during the week of Jan. 6 but did not sit in the NAB-BMI-IRNA deliberations.

No ASCAP Suits
While ASCAP made much ado about purported wholesale infringements on the air, no formal legal action had been taken up to the time BROADCASTING went to press. Notice had been served that it would proceed against CBS and its affiliated stations, the Texas Co. and Buchanan & Co. because of purported infringement of "Wintergreen for President" on the Fred Allen program Jan. 1. CBS, however, denied that there was any infringement and contended an original theme melody had been used. ASCAP was reported to be recording network and independent station renditions of "opening posts" throughout the country.

Meanwhile, ASCAP continued to indulge in so-called public relations antics, teachings heard never before attained even by that well-oiled machine. The public, however, appeared to take it all in a rather disinterested way. Newspaper polls made immediately following the Jan. 1 deadline indicated that the public was almost oblivious of the change. In no few instances, listeners reported that they liked the modern arrangements of the old classics, and the change from Tin Pan Al- ley's blatancy.

Reports were current on the West Coast that ASCAP would inspire a new transcription network to assist in its purpose. Then there was another report that ASCAP would launch a sponsored program of its own, on a nation-wide basis. M. ASCAP gave plenty of advance publicity to a board of directors' meeting held Jan. 6, called ostensibly to consider a plan for issuing licenses directly to advertisers, au-
thorizing them to use ASCAP music. The meeting adjourned, how- ever, without taking action and with the only announcement that "no comment". The advance public- ity was that several leading agencies (names not revealed) had asked ASCAP for performing right licenses, under which they would clear music for the net- works.

ASCAP Contracts

Such a development, while talked about by ASCAP in the past, would represent a radical departure from the Society's previous operations, always based on a blanket license to stations, hotels, restaurants and other places where music is per- formed. Licenses to advertisers would have to be based on a per- formance arrangement, it is ob- vious, and this would present the same difficulties of management which ASCAP has claimed are practically insurmountable when broadcasters have requested li- censes on this basis.

ASCAP released an analysis of signed contracts which it claimed showed that of the entire roster of commercial stations, only 50 have ASCAP licenses, upwards of 600 have BMI licenses and 63 have both BMI and ASCAP licenses. The BMI stations range in size all the way from 346 local stations to 50 stations with maximum power of 50,000 watts. They were said to total 674 station members.

It became known that just be- fore the Dec. 31 deadline, ASCAP by telephone and otherwise, offered broadcast stations what in effect amounted to a one-year contract under the blanket license percent- age-wise terms, rather than the five-year contract proffered last summer. When asked regarding this development, ASCAP said it finally decided to insert in its five- year license a clause permitting either party to cancel at the end of any one year. ASCAP attorneys, it was disclosed, telephoned stations which had made such a request, notifying them it had been granted. It was added that "in accordance with the ASCAP policy of treating all li- censees alike", all stations which had signed with ASCAP were also notified that this same cancellation clause would be available to them.

As a comment on a report that the $800,000 fund with which ASCAP had held out of its pay- ment to members last year, pre-

thorizing them to use ASCAP music. The meeting adjourned, how-

ever, without taking action and with the only announcement that "no comment". The advance pub-

clicity was that several leading agencies (names not revealed) had asked ASCAP for performing right licenses, under which they would clear music for the net-

works.

ASCAP Contracts

Such a development, while talked about by ASCAP in the past, would represent a radical departure from the Society's previous operations, always based on a blanket license to stations, hotels, restaurants and other places where music is per-

formed. Licenses to advertisers would have to be based on a per-

formance arrangement, it is ob-

vious, and this would present the same difficulties of management which ASCAP has claimed are practically insurmountable when broadcasters have requested li-
censes on this basis.

ASCAP released an analysis of signed contracts which it claimed showed that of the entire roster of commercial stations, only 50 have ASCAP licenses, upwards of 600 have BMI licenses and 63 have both BMI and ASCAP licenses. The BMI stations range in size all the way from 346 local stations to 50 stations with maximum power of 50,000 watts. They were said to total 674 station members.

It became known that just be-

fore the Dec. 31 deadline, ASCAP by telephone and otherwise, offered broadcast stations what in effect amounted to a one-year contract under the blanket license percent-

age-wise terms, rather than the five-year contract proffered last summer. When asked regarding this development, ASCAP said it finally decided to insert in its five-

year license a clause permitting either party to cancel at the end of any one year. ASCAP attorneys, it was disclosed, telephoned stations which had made such a request, notifying them it had been granted. It was added that "in accordance with the ASCAP policy of treating all li-
censees alike", all stations which had signed with ASCAP were also notified that this same cancellation clause would be available to them.

As a comment on a report that the $800,000 fund with which ASCAP had held out of its pay-

ment to members last year, pre-

cent per performance per station. It is estimated that popular songs of "Hit Parade" calibre receive from 190,00 to 180,000 performances during the three months when they are hits. Accordingly, BMI composers of such hits would receive from $1000 to $1800 in radio royalties during the most ac-
tive period of performance of their songs. They would continue to re-

ceive compensation in precise pro-
to performance each year throughout the life of each copy-

right, which is 28 years initially and renewable for another 28 years.

Producers - Agent Office

opened by James Parks

James Parks, formerly radio

director of General Amusement

Corp., Chicago, and sometime

head of the radio department of the Wil-

liam Morris Co., Chicago, and as-

sistant to the radio director of Gardner Adv. Co., St. Louis, on

Jan. 8 opened the James Parks Co.,

producer-agent firm at 8 S. Michi-

gan Ave. Telephone is Central 7980.

Carol Bowers, assistant to Ber-

nice Judis, managing-director of

WNEW, New York, and prior to

that assistant to the head of

the radio department at Benton & Bowles, New York, and as-

sistant to radio director of

Blackett-Sample-Hummert, Chi-

go, will assist Mr. Parks in the

new enterprise.

Representation of Quiz Kids, NBC - Blue feature sponsored by Miles Labs. (Alka Seltzer), and Arch Oboler, heard weekly over the

NBC-Red network on behalf of

Procter & Gamble (Oxydol), in ad-

dition to the exclusive representa-

tion of J. P. McEvoy, nationally-

known writer, and Milton E. M.

Geiger, writer, will be handled by

this organization. Another client is

the Louis G. Cowan Co., Chicago,

which, in addition to Quiz Kids,

also controls Music, sponsored in

the East by the Atlantic & Pacific

Tea Co.; You Said It, sponsored on

a regional basis by Pure Oil Co.,

Chicago, and other features.

Producers - Agent Office

opened by James Parks

JAMES PARKS, formerly radio

director of General Amusement

Corp., Chicago, and sometime

head of the radio department of the Wil-

liam Morris Co., Chicago, and as-

sistant to the radio director of Gardner Adv. Co., St. Louis, on

Jan. 8 opened the James Parks Co.,

producer-agent firm at 8 S. Michi-
gan Ave. Telephone is Central 7980.

Carol Bowers, assistant to Ber-

nice Judis, managing-director of

WNEW, New York, and prior to

that assistant to the head of

the radio department at Benton & Bowles, New York, and as-

sistant to radio director of

Blackett-Sample-Hummert, Chi-

go, will assist Mr. Parks in the

new enterprise.

Representation of Quiz Kids, NBC - Blue feature sponsored by Miles Labs. (Alka Seltzer), and Arch Oboler, heard weekly over the

NBC-Red network on behalf of

Procter & Gamble (Oxydol), in ad-

dition to the exclusive representa-

tion of J. P. McEvoy, nationally-

known writer, and Milton E. M.

Geiger, writer, will be handled by

this organization. Another client is

the Louis G. Cowan Co., Chicago,

which, in addition to Quiz Kids,

also controls Music, sponsored in

the East by the Atlantic & Pacific

Tea Co.; You Said It, sponsored on

a regional basis by Pure Oil Co.,

Chicago, and other features.
Levy of Franchise Taxes on Radio Mentioned as FCC Funds Are Studied

POSSIBLE assessment of franchise taxes on broadcast stations, to date, the cost of FCC appropriations, was broached Jan. 8 at hearings before the House Subcommittee on FCC appropriations for the 1942 fiscal year beginning next June.

With the revenue requirements of the Government swelled by defense, and the Assessment Act, asked, is it understood, regarding the possibility of raising funds through the assessment of franchise taxes upon broadcast stations and possibly other communications operations.

Defense Funds

Rather than an assessment on a war basis (it once was suggested that the rate be a dollar-per-watt), the inquiry centered on a percentage of earnings. All rates, however, have been dropped because such a tax was construed as discriminatory and it would be unfair to make similar assessments against other industries regulated by Government. That would make practically the entire industrial structure of the country.

Reps. Wigglesworth (R-Mass.) it was announced, asked whether the 1942 tax on station earnings might yield, and FCC Chief Accountant William J. Norfleet calculated that would amount to $2,250,000, based on an $8,000,000 net of 1939.

The FCC was asked to supply financial breakdowns for 1939. The proceedings before the Committee Jan. 8 were regarded as the most harmonious in years. The FCC seeks an appropriation of $4,250,000 for the new fiscal year—an increase of approximately $280,000 over the current year's allotment. Of this amount, it asks $1,200,000 for national defense activities, or $320,000 more than the amount allotted in 1941.

The FCC indicated, through Chairman Flett, that it desires to increase the scope of its monitoring and espionage and other subversive activities in communications.

Reps. Wigglesworth, as usual, led the questioning, with particular reference to station transfers, experimental authorizations and similar actions which he has attacked in the past. The two-hour session, however, was devoid of the sharp criticism of past appropriation hearings.

All six members of the FCC and heads of the various departments attended the session. The Subcommittee will make its report to the full Committee and thence to Congress within the next few weeks.

Philadelphia Sees Public Indifferent

Few Listeners Show Concern Over Music Situation

ONLY SERIOUS casualty in the ASCAP-BMI situation in Philadelphia has been the loss of a theme song for the Horn & Hardart Baking Co.'s Keystone Show on WCAU, which feeds the Sunday show to WABC. Instead of opening with the tune, as it has for the past ten years, it was necessary to substitute an original "Child Days" to the tune of Bicycle Built for Two.

Although four stations in the territory have signed with ASCAP, WDAS, WIBG, WTTE and WCAM, officials at the six remaining stations, including the network stations, KyW, WFL, WCAU, WIP, WPEN and WHAT, that have stopped broadcasting ASCAP music said they received no complaints from their listeners, nor have any commercials been cancelled because of the music situation.

Public Reaction

The local press, for the most part, has been pro-ASCAP, both in news and editorial. Practically every newspaper polled listeners and the typical reaction has been that there was no difference.

The Philadelphia Record, which has devoted more space to the music situation than any of the other four newspapers, reported in its Jan. 2 issue on a poll of 26 persons chosen at random from the telephone number lists, as given, showed that 14 said they detected no difference in the quality of music programs, three said they were too busy to listen to the radio and only nine said they noticed a difference. Of the nine, only two were bitten.

WDAS, only full-time station that is signed with ASCAP, is plugging ASCAP contract only in self-defense as an economic measure since it could not afford to check its music library for copyrights, but it is enthusiastically opposed to the Society in its fight. He pointed out that the station is a charter member of BMI.

Hilary A. Brown, Pennsylvania representative for ASCAP, claimed he had received a flood of complaints from listeners tired of the "monotony of programs." Station spokesmen, on the other hand, reported no such reaction.

Mr. Brown said his office has set up more than 50 "listening posts" in Pennsylvania.

Precautions Against Sabotage

PRECAUTIONS against sabotage at the transmitting plants of WLW and WLCN's new international station, WLWO, near Mason, O., are being increased. A new watchtower, 75 feet high, is being erected on the grounds. A 24-hour crew of guards will be kept on constant duty. A high steel fence reinforced with concrete so that the property has been floodlighted. Two guards are on duty night, day and night, patrolling the grounds. All windows have been removed from the property. These increased precautions follow a fire at a plant last winter, when WLWO's metal-tuning house was burned mysteriously.
Crucial Decisions
Face Advertising, Gilman Declares
Must Devote Energies to Part
Nation Plays in Conflict

ALTHOUGH advertising is on its
way to a new high for 1941, the
road is fraught with many diffi-
culties and crucial decisions. So
warned Don E. Gilman, NBC west-
ern division vice-president, when
guest speaker Jan. 8 at the San
Francisco Advertising Club. He
pointed out that many of these
problems are due to changing trade
and marketing conditions. Some are
governmental, others international.

Gilman called attention to “The
Outlook for Advertising in 1941,”
Mr. Gilman compared the present
crisis with conditions in 1915,
when advertising was inducted into
governmental military service un
er a Division of Advertising.

Not Yet Enlisted

“In this present world crisis, ad-
vertising has not been enlisted.
It is reasonable to anticipate that
in some form during this year we
are going to have the full use of
our talents and energies to whatever
part our nation will play in this
world conflict. That is the real ac-
tivity of advertising before this
year is over.”

Mr. Gilman called attention to the
tact that advertisers may antici-
patc attempted regulations and
some law-inspired controls, and
pointed out that another threat
the billion dollar industry comes
from personal economies. Faced as
they are with the proposed govern-
ment emergency spending plan,
legislators too are scrutinizing the
advertising industry as a potential
new source of tax revenue.

“If we approach 1941 with an
intelligent understanding of the
consumer movement and cooperate
with those agencies in advertising
and business which are thinking
constructively for the consumer
and not merely as a guinea pig from
which to extract profits and interest, the destructiveness of the
crisis and movements will gain no headway. On the contrary, construc-
tive consumer interest and action
“Alert, active, educational ef-
forts will combat the economic op-
position developed in the prop-
ters and reflected in punitive suits
against advertisers and advertising
and in attempts to control or
stow it through punitive taxation.

“Our clients have a serious prob-
lem—that of increasing local mar-
kets to meet increases in foreign
markets; but to offset that we will
cannot have a broadened consumer demand through increased earnings and
reduction, if not almost entirely
elimination, of unemployment. We
may anticipate a lowering of the
demand for items of luxury. This
will be more than offset by the de-
nand for merchandise for normal
human comfort. Advertising has in
the budget breakdown, $322,620
was allocated for equipment in
1941, while only $190,895 was set
aside in the 1942 figures.

Only unit in the 1942 FCC budget
estimates a drop from the 1941
appropriation was printing
and binding, reduced from $25,000
in 1941 to $42,500 for 1942.

Service Benefits Given
Iowa Group Personnel

IOWA BROADCASTING Co., li-
censee of KEW-IT and WHK, Des Moines,
and WMT, Cedar Rapids, under a
policy announced Jan. 6 by Vice-
President Luther L. Hill, has out-
lined a compensation plan for em-
ployees called for military training.
Under the plan fulltime employees
are granted leave of absence not
to exceed one year and 40 days,
with remuneration assured those
who obtain a certificate of satis-
factory military service.

Each fulltime employee of less
than a year's service is to receive
four weeks' pay, with 12 weeks' pay
for employees with more than
one-year service. The company also
will maintain, at its own expense,
participation in the Equitable Life
Assurance Society group life insur-
ance during the absence of em-
ployee called for training.

NAB DISTRICT meetings will be
held in six cities during the re-
mainder of January, according to
a tentative schedule arranged by di-
rectors in those areas.

Edward W. Craig, director of Dis-
tRICT 6, comprising Arkansas,
Louisiana and Tennessee, has called
a meeting Jan. 12 at broadcasters
in that area in Nashville, with Ed Kirby, NAB public relations
director, and Carl Haverlin, BM
station relations director, as
guest speakers.

Harrison Holliday, director for
DISTRICT 18, comprising lower Cali-
ifornia, Arizona and New Mexico,
has called a meeting for Jan. 17 in
Los Angeles. C. E. Arney Jr., as-
stant to the president of the NAB,
will attend.

The 15th district, comprising
Northern California, Nevada and
Hawaii, will convene Jan. 18 in San
Francisco under the chairmanship
of Director Howard Lane. The dis-
tricl will elect Mr. Lane’s successor.

DISTRICT 17, comprising Wash-
ington, Oregon and Idaho, conven-
ed to meet Jan. 22 in Portland
with C. W. Myers, president of
KOIN-KAT, and Mr. Myers' suc-
cessor will be named.

John J. Gillin Jr., director for the
DISTRICT 11, comprising Iowa, Mis-
souri and Nebraska, has called a
meeting Jan. 25 in Omaha.

Gene O’Fallon, director for the
14th district, comprising Colorado,
Utah, Idaho, Wyoming and Montana,
has scheduled a meeting for Jan.
27 in Denver.

Grinning their merriest after receipt of 15% Christmas bonus checks,
which followed another 5% bonus, was the news staff of WJR, Detroit.

Funds for Operation of FCC in 1942
Are Increased in Budget to $4,259,729

FCC BUDGET estimates totaling
$4,259,729 were included in the
budget for fiscal 1942, running from
July 1, 1941, to June 30, 1942, sent
to Congress Jan. 8 by President
Roosevelt. The record-breaking
budget figure provides funds for
considerable expansion of FCC ac-
tivity, particularly in fields con-
cerned with national defense, in
cluding all types of employees from
inspectors and engineers to lawyers
and accountants [BROADCASTING,
Dec. 15].

Funds appropriated for fiscal
1941 operations of the FCC totaled
$2,736,640, which included $178,000
for relocation of FCC monitoring
sites. In addition the FCC re-
ceived $1,600,000 from special
Presidential funds for national de-
fense work, a substantial share of
which was spent for additional
equipment necessary to carry on
extensive monitoring activities. The
1942 budget provides an increase
of $283,689 over the $3,267,340
made available to the FCC for 1941.

Defense Funds

Going directly to Congress for its
national defense funds, rather
than securing them from President
Roosevelt, the FCC is seeking an
appropriation of $1,920,000 for its
expanded defense activities. It is
thought the vast bulk of this sum
will go for salaries and expenses
of augmented personnel, since much
of the extra equipment needed was
purchased out of the $1,600,000
received from the President for
1941.

Further indication that emphasis
will be on action during 1942 is
seen in the salaries and expense
item, totaling $2,515,299, an in-
ncrease of $138,889 over the 1941
appropriation of $2,376,410. Ac-
cording to the budget outline, this
provides continuation of personnel
added in 1941, along with additions
to the regular FCC field force.

Biggest expansion in personnel is
provided in the defense setup, with
both departmental and field staffs
swelled about one-third. Of the
$1,920,000 sought, $1,535,850 would
go for personal services, with the
remaining $804,850 allocated to
other expenses, including supplies,
travel and transportation, rent,
technical equipment. According to
the

Pennsylvania Salt Mfg. Co.,
Philadelphia (Lew-rye), on Jan. 6
started a three-weeks one-minute
transcribed announcement campaign
on WLS, Chicago, with host
Eddie Mitchell, was cut by
NBC, Chicago. Contract is for 11
weeks. Agency is Sherman K. Ellis,
Chicago.

Broadcast Advertising

Broadcast Advertising

January 13, 1941 • Page 67

In Chicagooland

300,000 Lithuanians
Listen and Respond to

THE LITHUANIAN HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

A few facts:
1. Rated No. 1 program by
87% of people canvassed
in survey of 25,000
Lithuanian homes.
2. Drew 53,000 listeners in
December, 1939.
3. Five current participants
have been represented a
total of 19 years.

for participation details, write

SALT MIERAS
RADIO ADVERTISERS

6912 S. Western Avenue
Telephone: 34050

CHICAGO, ILL.
CLEARS LOSE PLEA IN GRANT TO WHDH

WITHOUT a written opinion, the FCC denied Jan. 8 the petitions of the clear channel group of 14 stations and of KOA, Denver, to intervene in proceedings involving the application of WHDH, Boston, for fulltime on 830 kc, clear channel which will be broken down if the WHDH application is granted finally.

In a proposed decision of the FCC Dec. 6, the Commission majority announced its intention of granting the WHDH application. However, strong minority opinion was filed by Commissions Case and Craven, with the clear channel group and KOA seeking to intervene in the proceedings [Broadcasting, Dec. 15-Jan. 1].

The FCC announced simply that it had denied the petition of the clear channel group to intervene. In connection with the KOA petition, since that station is the dominant station on 830 kc, the FCC announced it denied its petition to intervene and had also denied the WHDH appeal for an extension of time for the filing of exceptions.

Announcement to use all equipment, and receive briefs amicus curiae from the petitioners and others similarly situated within 20 days.

**Gene Krupa**
Records for Lang-Worth

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

**McNARY & CHAMBERS**
Radio Engineers
National Press Bldg., Di. 1205
Washington, D. C.

**JOHN BARRON**
Consulting Radio Engineer
Specializing In Broadcast and Allocation Engineering
Eleve Building, Washington, D. C.
Telephone National 7757

**Hector R. Skipper**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

**CLIFFORD YEWDALE**
Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

**R. W. RAYMOND M. WILMOTTE**
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
SiBen Bldg., WASH., D. C. & NA. 8716

**CLASSIFIED ADVERTISEMENTS**

Help Wanted and Situations Wanted, 7c per word. All new classifieds 1c per word. Minimum charge 50c. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

**Help Wanted**

Combination Engineer-Announcer—give age, qualifications, references and salary expected. Box 134, Broadcasting.

Licensed Operator—state qualifications and salary wanted. Also opening for experienced operators. Minimum, hourly. Send recording. WSAV, Savannah, Georgia.

Program Director-Announcer—five thousand watt CBS affiliate. Give age, qualifications, references and salary expected. Box 137, Broadcasting.


Experienced Announcer—Continuity Writer—must be able to take complete charge of Continuity Department. Give age, qualifications, references and salary expected. Box 136, Broadcasting.

Announcer—who can write copy to work in midwest CBS 1500 watt station. Applicants who can furnish audition record will be considered. Box 138, Broadcasting.

An Experienced Radio Advertising Solicitor—between twenty and thirty years, with family, preferably with announcing experience, who wants to advance in an Eastern city of over 100,000 people. Character, credit and ability must stand close scrutiny. Picture and full story first letter. Box 138, Broadcasting.


**Situations Wanted**

ENGINEER—11 years studio and transmitter experience. Thorough construction knowledge, Prefer Eastern station. Excellent references. Box 140, Broadcasting.

Engineer—first-class phone license over ten years experience. Excellent references. Desires permanent connection. Box 152, Broadcasting.

Transmitter-Control Room Engineer—three years experience. Excellent references. Reasonable salary. Box 149, Broadcasting.

Experienced Announcer-Engineer—desires change where there's advancement; young, ambitious, selling experience. Good voice. Transcript, details, Box 146, Broadcasting.

Transmitter-Control Room Engineer—experiences desired in maintenance and operation at local station. Employed at present position with excellent reference. Willing to change. Box 147, Broadcasting.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business go-getter. Excellent references. Box 148, Broadcasting.

**Situations Wanted (Continued)**

Announcer—spots, special events. Expert play by play all sports. Five years experience. Box 141, Broadcasting.

Chief Engineer—ten years experience installation, maintenance, operation and supervision broadcast station, regional network. Best of references. Age 34, married. Interested in connection with a Western station. Box 147, Broadcasting.


Commercial Manager—man with outstanding record of personal sales and installing successful efforts of staff of major network station in past four years seeks permanent connection with well established station. Proven high est character, ability in local sales and splendid reputation in national field. Go anywhere except deep south or extreme west. Box 143, Broadcasting.

Station Director—desires a change, now operating a mid-west station. Twelve years of experience. Formerly owned and operated my own station successfully. Took over the station after the air over ten years ago is a profitable enterprise. Best of references on request. Address Box 151, Broadcasting.

Station Manager or Commercial Manager—thirteen years experience, eight years program. Including Central, Midwest and four-year experience of two Midwest stations; five years successful sales including sales manager position. Just resigned. Through knowledge of business. Helped establish three local stations. Also worked 1,000 watt, 10,000 watt and two fifty kilowatt stations. Well known in Midwest as Sports broadcaster. Available immediately. Will appreciate personal interview. Box 149, Broadcasting.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting, Television, Facsimile Modulion, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of the country. List furnished upon request. Contact Graduates Employment Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

For Sale

For Sale—Approximately 2000 feet 2-cond. R. C. A. Communications, Inc. 66 Broadway, New York, N. Y.


Continuities—to your order, Special dramatics, Educational, Historical, Medical, Special and particularly appropriate for high schools, political, educational, industrial, TV, and special production Dramatics of America. History, F. O. Box 254, (CFO), Pittsburgh, Pa.

**MANAGER WANTED:** Several positions offered. Writing to the New York area desired. Salaries full time outlet in the New York area desired. Write here for further information. Details in first letter, together with references, qualifications, etc. Box 153, Broadcasting.
Network Accounts
All time EST unless otherwise indicated.

New Business
CARTER PRODUCTS, New York (Carter’s Little Liver pills), on Jan. 7 started Inner Sanctum Mystery on 97 NBC-Blue stations, Tues., 9-30 p.m. Agency: Street & Finney, N. Y.

LOS ANGELES SOAP CO., Los Angeles (White King and Sierra Pine soaps), on Jan. 6 started for 52 weeks White King News with Norman Norell, on 51 Pacific Coast Don Lee network stations, Mon. thru Fri., 7:35 a.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

CARTER PRODUCTS, New York (Carter’s Little Liver pills), on Jan. 7 started Inner Sanctum Mystery on 57 NBC-Blue stations, Tues., 9-30 p.m. Agency: Street & Finney, N. Y.


Renewal Accounts


R. L. WATKINS Co., New York (Dr. Lyon’s toothache powder), on Feb. 7 starts Whanganui Merry-Go-Round on 39 NBC-Red stations, Sat., 9-9:30 p.m. Agency: Blackett-Sampson-Hummer, N. Y.


Network Changes
BRISTOL-MYERS Co., New York (Sol Hepatica, Ipana), on Dec. 25 shifted Time-Space to 2:45 p.m. on 6 NBC-Red stations, from New York to Hollywood. Wed., 9-9:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST). Agency: Young & Rubicam, N. Y.

HAVEN OF REST Inc., Los Angeles (religion), on Jan. 13 shifts Haven of Rest to 8:45 p.m. on 51 Pacific Coast stations, Mon. thru Fri., from 10-10:30 p.m. (PST), to 8-8:30 p.m.

CTSM IS YOUR 1941 NBC Outlet for the EL PASO Southwest
5000 WATTS DAYTON, OHIO BASIC CBS
NATIONAL REPRESENTATIVE GEO. P. HOLLINGBERY CO.

BROADCASTING • Broadcast Advertising
January 13, 1941 • Page 69
CBS IN NEW YORK GETS FM STATION

WITH commercial operation of FM becoming effective at the beginning of the new year, the FCC on Jan. 7 granted an application of CBS for a new FM station in New York, operating on 46.7 million cycles, covering 8,500 square miles with an estimated population of 12,000,000. The CBS grant was the first for Dec. 5, when the FCC approved seven new FM stations. The new outlet becomes the 26th authorized since the FM experimental restriction was lifted preparatory to Jan. 1 commercial operation [Broadcasting, Dec. 15].

"At the present time more than 50 applications for FM facilities are still pending at the FCC. These include applications of Yankee Network and the Worcester Telegram Publishing Co. (WTAG, Worcester, Mass.) to provide FM service to an identical widespread area from practically the same site near Worcester, which have been designated for joint hearing. No date has been set for the hearings and there was speculation the applications would be adjusted without formal proceedings.

CBS plans to install studios and transmitter in the Salmon Tower, located at 42nd St. and Fifth Ave. in downtown New York. Cost will be approximately $160,000.

New FM Programs

ARRANGEMENTS have been completed whereby W2XMN, Alp- ine, N. Y., the FM station operated by Maj. Edward H. Armstrong, will broadcast a regular daily schedule of 12 hours of recorded music, originating in the Associated Recording Studios, New York. Having entered the FM field with application for three stations pending, CBS program service to the Alpine station was discontinued Jan. 14.

P. S. BUSTIN DRUG Co., Toronto (Coldcaps), has applied for a weekly confidential bulletin on police matters. At the same time, they have placed several announcements daily on CKCL, Toronto, and plans to add other stations.

OPERATORS of half-watt networks, members of Intercollegiate Broadcasting System, left their one-watt hookups long enough to inspect the b. s. c. master control, and to visit the studios of NBC in New York. Theodore Clements (seated), master control engineer explains the work to William W. Tyng (Harvard '41) and Mo Hoven Weber (Columbia '42), while Dr. Franklin Dunham (left) checks. CBS was formed last year at Brown U. Affiliates carry on long-wave broadcasting on campuses with one-watt transmitters.

New FM Service

FM BROADCASTERS Inc. has issued a folder pointing out the accomplishments of FMIB in its first year as a coordinating agency for all groups who are active in FM. The association offers representation in Washington, advisory service, liaison between manufacturers and broadcasters and between broadcasters and the public, a pro-motion and publicity program and a weekly confidential bulletin on late FM developments. FMIB is also starting a weekly public information bulletin on FM, available to anyone interested.

IN THE ARMY

PHOTOGRAPHS on page 11, left to right: Morrison Wood, radio director of Erwin, Wasey & Co., Chicago, who served as a lieutenant in the 19th Infantry during the war, resigning in 1919 to become an actor on Broadway; Lewis Allen Yias, V. W. and general manager of Don Lee Broadcasting System, a 4th U. S. Cavalry captain stationed at Schofield Barracks, Hawaii, 1915-1919; Niles Trammell, president of NBC, a lieutenant in the 13th Inf., 12th Division, during the war who stayed in the Army until 1921; in the United States Army and Gen. Maj. Charles G. Norton, Jr., at the Presidio in San Francisco, in which he joined the traffic department of RCA.

Fair Survey Lists

video preference

Medium Now Ready for Home Use, Study Indicates

TELEVISION has improved over last year and is now ready for home use as a major entertainment and educational medium, according to results of a second survey conducted by Harry Gordon, Bonnei, Inc., in cooperation with RCA, among more than 2,000 visitors to television demonstrations at the General Electric, General Motors and Westinghouse plants of the 1940 New York World's Fair.

Some 2,050 opinions were used as compared to 1,000 tabulated replies in 1939 [Broadcasting, June 15, 1940]. Questioned this year as to their impressions of images appearing on the television screen, 1,229 voters or 94.1% of the total replied "good reception", 101 answered "poor reception" and 20 had no opinion.

Comparison With 1939

This compares to the 1939 survey which showed 95% of those interviewed as to the quality of television programs voted as good with a result for excellent and 7% for fair. (The 1939 survey was conducted in Philadelphia, originated by WIP and the largest "first" viewings of any set with New Year's Day by television the annual Mummers' Parade, which was originally scheduled for a WIP broadcast but canceled because of the weather situation. The television cameras were located at the City Hall building, giving the public a closer and synchronizing with the music of the bands.

Apologies at WKBB

for Stay Opposed

Administrative Remedies Not Exhausted, FCC Claims

THE FCC in a brief Jan. 2, answering a petition for a stay order by Sanders Brothers Corp., operators of W2XAR, who was filed with the U. S. Court of Appeals for the District of Columbia in an effort to prevent operation of the station, noted that the corporation has no power in the case and that the court has not exhausted its administrative remedies.

The Commission, through its general counsel, Telford Taylor, and assistant general counsel, Joseph L. Rauh Jr., did not attack the appeal noted by Louis G. Caldwell, attorney for the station, but simply the request for a stay order. Mr. Caldwell, in his appeal brief [Broadcasting Jan. 1] held that the Commission failed to consider that "the granting of application would result substantially in a monopoly of the media for general dissemination of intelligence in (broadcasting). In its brief the Commission holds that WKBB "is attempting to create an artificial radio market through means of endless litigation."

The FCC brief stated that litigation has already delayed for more than three years the operation of a new station in Dubuque. The brief contends that "if the cease and desist order, Dubuque will remain without a station to which both the Commission and the Supreme Court have held it entitled.

WKBB has contended that licensing of another station in Dubuque would ruin it economically. It appealed the original license grant to the Supreme Court, which was vacated in favor of the Commission. Since that time the newspaper station has applied for and received a modification of its partial construction permit, providing fulltime operation and an increase from 500 to 1,000 watts.

W3XJ, Philco's experimental television station in Philadelphia, originated another "first" viewings on New Year's Day by televising the annual Mummers' Parade which was originally scheduled for a WIP broadcast but canceled because of the weather situation. The television cameras were located at the City Hall building, giving the public a closer and synchronizing with the music of the bands.

$452,000.00 FOR IMPROVEMENTS ON AIRPORT

Home of the world's largest air port (Bragg Field) recently announced that a loan of $452,000.00 for improvements will be made by the Federal Government. Three million air-minded people were present at the event for entertainment.

50,000 Watts

KWWX , Wventor Time Station

Represented by The Branagh Co.

Shreveport Louisiana
FEi\x00 L\x00 E\x00N\x00 I\x00 O\x00 N\x00 r\x00 i\x00 v\x00 a\x00 l\x00 y\x00   \x00 b\x00 e\x00 t\x00\x00w\x00e\x00n\x00g\x00  e\x00x\x00 p\x00e\x00r\x00i\x00x\x00m\x00e\x00n\x00t\x00 a\x00 n\x00  t\x00h\x00e\x00  \x00s\x00t\x00a\x00 t\x00i\x00o\x00n\x00s  \n\nRadio's Main Street

The Other Fellows' VIEWPOINT

Radio's Main Street

EDITOR BROADCASTING:
We note with great interest your editorial on Page 56 of the Dec. 15 BROADCASTING, entitled "Radio's New Main Street." Especially interesting is the third paragraph from which we quote: The next step, probably will be the radio-theatre—a concert hall ground floor main studio. And it will come by popular demand.

Enclosed are photographs and a program from our dedication night, Sept. 18, 1940, of the new WKBZ Studio. This building is separate from our downtown studios and offices in the Michigan Theatre Bldg., and is located at an edge of the business district on a main highway where traffic is heavy but parking facilities are good, especially in the evening.

Last spring we purchased a church building, plain but of good construction, and remodeled it, installed auditorium type seats, stage facilities, and making it the finest auditorium of its kind in this part of the state. It seats 700 and we have often played to 2,100 in a single day with special programs by having two performances in the evening and one in the afternoon.

Also Is Rented

A large door is installed at one end of the building which will admit automobiles, trucks, large equipment, etc., so that the auditorium may be used for automobile shows, puppy shows, and other events where seating capacity is not required.

Since the building was opened, we have rented it to several dozen local organizations.

Naturally we use the building for our own programs whenever we have anything of unusual size and on numerous occasions we have accommodated groups of from 80 to 100 which was not possible in our downtown studios. In addition, this permits the attendance of the friends of the talent and the general public to witness these special broadcasts.

Until Christmas business took so much of our time, we had at least one special program each week. For these special events, an admission charge of 25 or 35 cents was made and in the main, attendance has been good at these programs.

GRANT F. ASHBACKER
WKBZ, Muskegon

New WOR Participant Acquires Four Sponsors

WOR, Newark, is launching a thrice-weekly woman's participating program, conducted by Mrs. Imogene Wolcott, home economist and author, currently heard on 11 NBC Network stations, Monday through Saturday, on an early morning quarter-hour for the First National Food Stores of New England.

New series, titled Dear Imogene, originates in Boston but is broadcast on WOR only. Tuesdays, Thursdays and Saturdays at 9:30 a.m. Of the four sponsors, all handled by the H. S. LeQuattle Inc., New York agency, that have been signed for the WOR series, the following three are currently also sponsoring Mrs. Wolcott on Yankee; Habitant Soup Co., Manchester, N. H. (Habitant soup); Gorton's Fishery, Gloucester, Mass. (fish products); Flako Products, New Brunswick, N. J. (pimento corn muffin mix). The fourth sponsor is Pure Food Co., Marmanoeck, N. Y. (Herb-Ox bouillon). WOR has taken ads in the New York daily papers and grocers' trade papers to promote the new program.


WILL BRADLEY

records for LANG-WORTH

O-Lee-A-O

TROUBLES have been coming in distressing bunches to Program Director Harold Safford and Products Manager Benie Bissell at the WOR in Chicago. But the blow that felled father was the official pronouncement that all yodels must be cleared by the music department.

Federal Savings Series Gets Group Sponsorship

A GROUP of 19 Federal savings and loan associations of the New York area are jointly sponsoring an evening program on WABC, New York, a weekly quarter-hour series of dramatized stories titled The March Through Life. John B. Kell, narrator, is assisted by John Holbrook. The new series represents the first time these institutions, all members of the Federal Home Loan Bank System, have used radio collectively.

Based on an article in the Federal Home Loan Bank Review and reprinted in BROADCASTING, New York, handling the program on WABC, sent out assignments to members of the Federal Home Loan System all over the country. As a result of the excellent response, The March Through Life will be transcribed for presentation in other cities by similar groups of associations.

DR. G. M. GELDERT, CKCO, Ottawa, as a member of the Ottawa Air Raids Precaution Committee and a controller in the municipal administration of Canada's capital city, has told the Ottawa municipal government that the Air Raids Committee will ask early in 1941 that all city fire trucks be equipped with shortwave radio receivers.

Decision Awaits In NAPA's Appeal

DECISION as to the jurisdiction of the case filed against WPEN, Philadelphia, by the National Asso. of Performing Artists, seeking an injunction to restrain the station from playing phonograph records, is expected to be handed down this week by Judge Guy K. Bard of the U. S. District Court. Originally filed last spring in the Philadelphia Court of Common Pleas by Herbert A. Speiser, NAPA attorney, and then transferred to the jurisdiction of the Federal courts by Philip Werner Amram, station counsel, briefs were filed Jan. 6 by both attorneys on the application of Mr. Speiser to have the case remanded back to the local courts.

Although both attorneys were prepared for arguments on the question, Judge Bard said that briefs would suffice in rendering a decision. In addition to WPEN, local advertisers sponsoring recorded shows on the station are joined as defendants in the action. Contention of Mr. Amram is that the sponsors are not properly joined, the matter being only between the station and NAPA, and thus the jurisdiction belongs to the Federal courts.

Sam Henry Quits NAB To Enter Sales Field

RESIGNATION of Samuel J. Henry, Jr. as director of the Bureau of Radio Advertising of the NAB, effective Feb. 1, to re-enter the sales field has been announced Jan. 10 by NAB President Neville Miller. Mr. Henry joined the trade association in September 1939, after having served as sales promotion manager of World Broadcasting System. He has not announced his immediate plans, though he said he probably would remain in radio sales.

Revision of the functions of the Bureau of Radio Advertising, with greater emphasis on missionary work for stations and regions, and the outlook for coast-to-coast sales planning, is contemplated, Mr. Miller said. Operating under the Sales Managers Committee of the trade association, the Bureau is expected to retain a sales executive to carry on these new functions.
TELEVISION GAINS TO BE EXHIBITED

IMPORTANT developments in television loom within the fort- as the National Television Standards Committee prepares to submit a report based on several months of study. The committee meets Jan. 14 to consider reports of subcommittees probing developments in all areas of the field, with the final report to be submitted at a meeting Jan. 27. It is learned that RCA will show new developments to an FCC group in New York on Jan. 24. These are said to include the use of a color screen reproduction; home re- ceivers with an 18-inch tube; demonstration of the RCA relay system by which it hopes to set up network television.

The relay pickup will take place at Camp Upton, near Yaphank, Long Island. An NBC mobile unit will originate the signals, sending them to the Hoppaugh relay station where they will be relayed to Belmont and thence to the Empire State Bluff, video transmitter for broadcasting.

KBS, Oakland—Mod CP increase power 7 kW. WINS, New York—CP 47.5 mc 8.730 sq. miles.

CHIEF ENGINEER SPIES

many improvements in new 23C Speech Input

Now offers uniform frequency response from 30 to 15,000 cycles—total gain 96 db. Provides complete audio system in one factory-wired and tested unit. Simple to install, operate, maintain. Get full details from Graybar Electric Co.

Color Television Exhibited to IRE

Engineers See First Showing of CBS

FIRST public showing of direct color television, actual persons and objects televised in full color, was staged by CBS Jan. 9 to members of the press and the Institute of Radio Engineers. Because the CBS video transmitter is still off the air while its frequency is being changed, the demonstrations images were transmitted by coaxial cable from the CBS laboratory on the fifth floor of 485 Madison Ave., New York, to studio 21 in the CBS studio building across the street.

Two receivers were used in the press demonstration, which went on at 5 p.m. as a sort of dress rehearsal: for the three IRE showings to accommodate the full IRE conven- tion which opened that day in New York. One was a standard black-and-white receiver, the other a satis- factory color model receiver especially designed and constructed in the CBS laboratories to demonstrate that the addition of color to the image need not add bulkiness to the receiver.

The color pickup, CBS explained, is accomplished with an orthicon tube and, contrary to general ex- pectations, does not require a particular high level of signal. To televi- sion standards. A satisfactory color picture can be picked up at a lower light level than is needed for satisfactory black-and-white pictures when the current type of pickup tube is used. It was stated. Special orthicon tubes, now developing, will require even less light.

Applications...

Applications...

Applications...
THREE MEMBERS of the staff of WBAL, Baltimore, are due for a change. Carl Lewis, chief engineer,Gene Alden, assistant chief, and Eddie Kane, announcer—have all obtained new assignments. Bob Hite, engineer, is licensed to operate television transmitters, while Bob Will, announcer, is taking flying lessons. Mr. Lewis recently purchased an Aerocar Chief.

ORVILLE MILLS, formerly of KOMA, Oklahoma City, has joined the engineering staff of WFAA, Dallas. At present, he is stationed at the WFBW-WAPB transmitter.

NEAL McNAUGHTON, formerly chief engineer of KRGV, Weslaco, Tex., has joined the staff of the FCC monitoring station in Puerto Rico. He is in command of the WBBM engineering department.

AL McCLELLAN, transmitter engineer of KOA, Denver, as a member of the Naval Reserve, has been called to active duty, reporting to the West Coast.

GLEN MERRIAM, for several years in charge of the recordings at WLW, Cincinnati, on July 2, transferred to the studio engineering staff.

CLYDE HUNT, chief engineer of WJNY and CBS, Washington, has been elected secretary-treasurer of the Washington chapter of the Institute of Radio Engineers, succeeding Commander E. M. Webster of the FCC.

RAY SCHRADER, chief engineer of KMA, Shenandoah, Ia., has been appointed of a boy born Jan. 5.

PAUL BERG, engineer of WJJD, Chicago, is the father of a girl born in December.

MIDLAND Radio & Television Schools Inc., Kansas City, reports the placement with broadcast stations of the following graduates: Carl Djebs, KIWX, Empire, Kan.; Department, KDRO, Sedalia, Mo.; Walter Blum, KXAN, Hastings, Neb.; R. V. Peterson, WJMI, Muncie, Ind.

MILTON AUGENSTINE, formerly of KFAC, Port Arthur, Tex., has joined the engineering staff of WWSW, Pittsburgh.

KENNETH SIMONS, formerly of RCA Television, has been added to the engineering staff of WCBL, Philadelphia. He will work on installation of television and FM equipment.

PRACTICAL EXPERIENCE plus
CREI PRACTICAL RADIO ENGINEERING TRAINING
Well-Trained Technical Radio- men

The broadcast technician who spends his own time and money for CREI training to be a better technical man, to be more valuable to your organization, is a man worthy of your recognition.

In completing a CREI home study course, he has met and passed the severe standards which CREI requires for graduation. He has demonstrated among other things, the ability and is qualified to accomplish:

Hundreds of technical broadcast radiomen are or have been CREI students. They may be found in more than 350 broadcasting stations. They often are the best men in your organization. When you need an exceptional man for an exceptional job—SELECT A CREI GRADUATE.

Further details we request. New catalog also available.

Equipment

A new 15,000 cycle high fidelity audio transmission line is now in use between the WBBM-OBS studio in the Wrigley building and the station transmitter near Glenview, III. First in the Midwest and one of the few such lines installed by AT&T in the entire United States, the new audio transmission line furnishes a constant band 10,000 cycles wide for transmission of local WBBM programs and Columbia network shows originating in the Chicago studio, according to Frank Falkson, CBS Central Division operations engineer and chief engineer of WBBM. Improved quality by a decrease in line noise is expected to be the chief result of the new 22-mile cable.

GRAYBAR ELECTRIC Co. has opened a new branch office in Des Moines. This brings the national total of Graybar Houses to 86. J. L. Lawton has been named manager of the Des Moines branch, with E. L. Williamson as service supervisor.

FULLER ELECTRIC Co., Minneapolis, Cal., is discontinuing the majority of its type and models of recording machines, according to a June 30 announcement. Production of recorders in 1941 will be confined entirely to one model. Firm will also concentrate on the sale of recording machines to manufacturers and jobbers.

CHARLES W. HURTS, chief engineer of WPEN, Philadelphia, after shopping around for several months, purchased a 5 kw. transmitter from Westinghouse. The new transmitter will be ready for operation about the middle of February at the present transmitter site. WPEN will operate 5,000 watts fulltime, using directional after local sunset on the 520 channel. S. J. BAYNE Jr. of Birmingham has joined the engineering staff of WPEN, Charlotte.

KMA Renewal Is Cited
For Alleged Stock Sale

CANCELLING a hearing scheduled in connection with the corporate structure of WWL, New Orleans, the FCC Jan. 8 granted the 50,000-watt station a regular renewal of license. The station was one of a number cited by the FCC several months ago in connection with purported management contracts, since it was licensed to Loyola University but operated by WWL Development Co. With the clearing up of such issues regarding the station’s operation, the FCC granted the station’s petition for reconsideration and rescinded its hearing order. Similar hearings ordered for four Westinghouse stations and for WGY in Schenectady also had been cancelled after citation.

WWL Gets Renewal

BECAUSE of purported failure to disclose facts involving transfer of a portion of its stock, KMA, Shenandoah, Iowa, operated by the May Seed & Nursery Co., on Jan. 8 was cited by the FCC for hearing. The station’s renewal of license was designated for hearing—an unusual action in recent FCC procedure. According to Commission records, KMA is alleged to have made a contract under which 25% of its stock would have been transferred to the Central Broadcasting Co., which operates WHO, Des Moines. Other allegations in connection with contractual matters also are made. KMA operates on 980 kc. with 5,000 watts local sunset and 1,000 watts night. It is an NBC Blue and MBS outlet.
ASSCAP IS FOILED
Capital Refuses to Sanction
—Propaganda Show—

ATTMEPTS to promote an ASSCAP special—as put on by the Society in San Francisco and Frederick M. to propagate its side of the music fight with radio—in the Nation's Capital during the President's Birthday celebration have failed.

Idea was to bring in ASSCAP members and their friends and stage a big show in Constitution Hall featuring the society's music. When the committee arranging the ceremonies in Washington came together for its organization meeting, the ASSCAP-backed plan was proposed.

According to Richmond Keach, corporation counsel for the District of Columbia and official of the arranging committee, the plan was dropped because of the ASSCAP-BMI difficulties and it was decided to stick to the type of entertainment presented in previous years.

The total audience was 4:5% larger than that for the first week in December, providing, according to Mr. Hooper, a scientifically accurate answer to the contention of ASSCAP officials that the audience of listeners had decreased in size.

Eleven programs showed much larger gains than the average, the report states: Lanny Ross, Bob Crosby, Coffee Time, Fame & Fortune, Bing Crosby, Cities Service Concert, Waltz Time, Wayne King, Hit Parade and Uncle Ezra.

While the results of the Hooper surveys are usually not available for about 15 days, the wide interest in the public entertainment, ASCAP music led to a hastening of the process by having reports telegraphed to the New York office of the research firm, where the office force went on an overtime basis to compile the totals.

Station Reaction

Discussing the reaction of the public, as shown by their letters and phone calls to the 125 stations reporting to the New York office, NAB president, NAB, president, stated: "To stations which have had as many as 66,000 telephone votes during one Amateur Hour, this response can be considered negligible."

The 26 NAB directors, each representing a geographical area of the country, reported comments on the new music totaling 16 phone calls and five letters.

Harold V. Hough, WBAP-KGKO, Fort Worth, wired: "No phone calls, no letters of protest. Have had some favorable reaction from older people glad once again to hear their former favorite tunes."

Frank M. Russell, NBC vice-president in Washington, reported: "Three letters highly complimentary music now being played," "Nothing but favorable reaction," stated Don Searle, KOIL, Omaha.

"Invariable comment from every source on resumption of America's beloved melodies," said Walter Ti

son, WFLA, Tampa. Edwin W. Craig, WSM, Nashville, reported his station "happier than in 15 years of radio." WINN, Louisville, wired that it has had "compliments from advertisers who until New Year's Eve thought ASCAP controlled all music and were surprised at the vast variety and quality of BMI music."

NBC reported that in the 48 hours after its change-over, its

DRIVE TO CONTINUE
FOR MUSIC TALENT

WHATEVER the outcome of the radio-ASCAP controversy, the task undertaken by BMI in creating new opportunities for unknown composers will be continued, M. E. Tompkins, general manager of BMI and the Illinois Federation of Music Clubs Jan. 5. Speaking at a meeting in the Chicago Women's Club, Mr. Tompkins said the struggle was not only of music but of power.

"During this power as that which a small group had wielded through its control of music, he declared that if ASCAP had truly represented American creators of music there would have been no so-called battle of music. "The one thing possible of all the opposition to ASCAP," he stated "was the fact that ASCAP itself closed its doors to so many talented writers."

"Radio has met the challenge of ASCAP by creating greater opportunities for American composers than has ever been known in the United States. This controversy will be ended, sooner or later, one way or the other. The music written by ASCAP members again will be made available to radio stations, but the work we have started will go on."
“IT’S A 3 BELL PRODUCT”

—that’s the rating given products advertised over WLW by the more than 250 Dot Stores located throughout Greater Cincinnati, Northern Kentucky, and in nearby towns in Ohio and Indiana. The Dot Food Store Organization, sponsored by the Janszen Company, fully appreciate the value of radio advertising (having a daily program of their own) and accordingly "get behind" those products which are given this important sales stimulant.

Sincerely,

A. Janszen, Pres.
The Janszen Company
Cincinnati, Ohio

“Someday,” you have said to yourself, probably again and again... “Someday we’re going to 5,000 watts! And when we do . . .”

In the back of every broadcaster’s mind, we think, there has always lurked the vision of a transmitter like the RCA 5-DX . . . and in designing it we’ve tried to be true to your dream. We honestly believe it’s the finest 5,000-watt de luxe transmitter you’ve ever seen anywhere. For instance:

Notice the beautiful, streamlined, functional “Unified Front” Panel . . . formerly available only on custom-built and 50 KW transmitters.

This functional styling means easiest accessibility. Easiest installation. Easiest operation! It’s especially suitable for flush mounting; ideal for air-conditioned stations.

**Cooler! Quieter! Lower Operating Costs!**

Each chassis is vertically arranged for natural air-flow convection cooling. All circuit-components on all chassis are easier to reach; all circuit components operate cooler. Air-cooled metal-anode tubes are under forced draft: no water, water-pumps, or water-problems.

And far in advance of present standards is the performance of the 5-DX! Highest fidelity; highest efficiency! Lowest distortion; lowest operating costs! Write for the 5-DX booklet that tells the whole story.

---

Use RCA Radio Tubes in Your Station for Finer Performance

---

HERE’S THE TRANSMITTER

You Saw in your Dreams!

RCA MODEL 5-DX...with Unified Front 5,000 Watts under “Fingertip” Control!

**“FINGERTIP” CONTROL for Better Operation!**

Put the transmitter on the air . . . switch the tower lights on and off . . . switch between studio lines . . . all with a finger-flick! Complete audio, monitoring and power circuits—the complete station is instantly controllable from the “Fingertip” console—exclusive with RCA.