what is it?

If you turn this cover upside down you see people in the hundreds. They are close-packed, attentive, varied, listening. Multiply them by millions. Consider them the occupants of 4,261,788 homes with radios in 483 cities in 63 counties in 7 states. This should give you a pretty good idea of what WOR sells at one of the lowest base rates in New York.

WOR
The haunted gentleman has a hefty swing, but no direction. WLS has a hefty swing with a sales curve and the direction is always the same—UP!

Consider this sales story—2,794 proof-of-purchase labels from two announcements on the WLS Feature Foods program. The product: Dawnfresh Mushrooms, a food specialty with scattered distribution, largely in Metropolitan Chicago. The offer: a pen and pencil set for a Dawnfresh label and 25¢. And 2,794 proof-of-purchase inquiries, each with cash, came from these two announcements on the WLS Feature Foods program!

We always like to talk about sales results for WLS advertisers—and so do the John Blair men. They—or we—would like to talk to you about it, too!

870 Kilocycles  50,000 Watts
NBC Blue Affiliate

The Prairie Farmer Station
Burridge D. Butler, President
Glenn Snyder, Manager

National Representatives:
John Blair & Company
THE answer to these . . . and to many other New England questions assailing sales managers is . . . The Yankee Network.

Consider . . . that The Yankee Network covers not one or a half dozen buying centers but ALL key areas . . . that The Yankee Network is the ONLY combination giving this COMPLETE coverage . . . that The Yankee Network's 19 local stations have long-established, community acceptance and consistent listenership that distant stations cannot achieve.

New England is an "A" market that merits a radio sales campaign in keeping with its size and buying power . . . on the ONE network that IS New England.

THE YANKEE NETWORK
21 BROOKLINE AVENUE
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

INDIVIDUAL ATTENTION

... and LOTS of it! That's what we give YOUR account. Every campaign, big or small, is a challenge to us to do a better job than any other station.

We meet that challenge, by concentrating everything we've got into making your campaign a SUCCESS! We work with it, merchandise it, get behind it and keep boosting it, to make certain that your account stays on top.

This policy of INDIVIDUAL ATTENTION for large and small accounts is one big reason why so very few KOIL advertisers let their contracts expire; and why so very many give us renewals, new business, and more renewals!

We'd like to send you a list of case histories. We'd like you to see for yourself how completely the radio picture in Omaha has changed!

P. S. A wire will also bring you full details on our 7-POINT PLUS MERCHANDISING set-up.

KOIL

for the GREATER OMAHA AREA

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., INC., NAT'L REPR

BROADCASTING

The Weekly News Magazine of Radio

Broadcast Advertising

January 27, 1941

CONTENTS

1940 Radio Industry Volume ........................................ 7
Food Distributors Consider Program ................................ 8
ASCAP Fight Reported Won ........................................ 9
Shubert Forms Music Pool .......................................... 9
Treaty Allocations Stand .......................................... 10
Shaw Manages WMCA ............................................. 15
WLWO Crew to South America .................................. 15
CAB Names Paid President ....................................... 16
Early Praises Radio ................................................... 19
Success Story: Richfield Reporter ................................ 20
Two Florida Licenses Revoked ..................................... 27
They Were in the Air Corps Then ................................. 27
AP Subsidiary Handles Radio ...................................... 27
New NBC-Blue Rate Card ......................................... 42
NAB Seeks Associate Members .................................. 44
55 FM Applications Pending ....................................... 46
Video Progress Shown to FCC ................................... 47
Senate Probe Unlikely .............................................. 50
Anti Ad Bill Revived ................................................ 51
Station Guarantees Audience ...................................... 54

DEPARTMENTS

Agencies ................................................................. 41
Agency Appointments ............................................... 49
Behind the Mike ...................................................... 32
Classified Advertisements ......................................... 53
Personal Notes ......................................................... 31
Control Room ........................................................ 46
Purely Programs ....................................................... 38
Editorials ............................................................... 30
Radio Advertisers ..................................................... 43
Equipment ............................................................. 47
Station Accounts ...................................................... 42
FCC Actions .......................................................... 52
Studio Notes ........................................................... 37
Guest Editorial ........................................................ 30
We Pay Respects ...................................................... 31
Meet the Ladies ....................................................... 32
Hix Cartoon ............................................................ 54

SUBSCRIBE NOW FOR 52 ISSUES OF BROADCASTING WEEKLY AND THE NEW 1941 YEARBOOK NUMBER, $5.

☐ CHECK IS ENCLOSED ☐ BILL ME LATER

Name.........................................................
Firm............................................
Title..............................................................
Address [Home] ...........................................
[Business]
City....................................................... State

Add $1 for Foreign or Canadian Subscription

BROADCASTING • Broadcast Advertising
DETROIT'S PAYROLL DOLLARS REACT TO WXYZ

The wage earner of Detroit has become a giant . . . in earnings . . . in buying power.
These prospects . . . with their giant payroll . . . react to the influence of WXYZ.

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

National Sales Representative—PAUL H. RAYMER CO.
"Ain't spots be-you-tiful?"

If we seem a little delirious about spot broadcasting—if we sort of go out of the world about its many advantages—don't blame us! Because, after all, spot radio is the only way possible to hit each market at the time when most of your prospects are most likely to listen—to tailor your programs to local likes—to pick the stations that will do you the most good.

And listen, you fellows who are just on the verge of radio—with spot radio you don't have to spend a lot of money for a lot of stations you don't want. Neither must you stick with a set list of stations. You can start out on any scale—and add or subtract at will as conditions warrant!

Our job is to help you make the market analyses and station selections that will make your spot radio effort profitable. This service is yours for the asking. Why not get in touch with one of our six offices now?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
1940 Gross Time Sales Total $207,956,000

Gain of 21.5% for Year; Spot and Local Show Healthiest Boosts; Increase Compares to 14% Last Year

SPURING ahead of the year-to-year trend, broadcast advertising in 1940 reached a new high, with gross time sales of $207,956,000 as compared with $171,114,000 for 1939—an increase of 21.5%.

The 1940 analysis is based on estimates made by BROADCASTING to be released in its 1941 Yearbook Number, now on the press and to be distributed next week. The preliminary data indicates that while business increased in all classifications—network, spot and local—the latter two brackets were largely responsible for the bulk of the gain.

Gross national network business increased from $53,114,000 to $56,456,000, while time sales from other sources increased from $85,000,000 to $111,500,000.

The Net is Lower

Net time sales, as distinguished from the conventional gross figures used by competitive media, showed a corresponding increase in 1940, amounting to 21.5%. The estimated 1940 net sales, computed after allowances for frequency discounts, aggregated $157,900,000 on the basis of the published information, as against $129,065,000 for 1939.

National network business represented 44.9% of the total, national spot 24.6%, local 30.5%, in the net analysis, and held approximately the same proportions in the gross figures.

The analysis of 1940 revenues was made for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, and a pioneer radio economist. The complete analysis, depicting trends for the various commodity groups, and detailed comparisons with other media, will be featured in the 1941 Yearbook Number.

No Great Profit Increase

Despite the sharp upturn in gross sales, it is unlikely that the industry as a whole will show any proportionate increase in net profit. Profit figures will not be available for at least five months, when the FCC completes its analysis of 1940 financial returns from stations and networks, questionnaires on which were dispatched this month. Increases in operating overhead, entailed by union labor requirements, programming operations, music costs and plant and equipment probably will absorb a substantial portion of income. Power boosts for stations, requiring installations of new transmitters and antennas, development of FM which represents a second stage, plus the general trend toward increased overhead—all are major factors in computing the ultimate net.

While it is yet too early to forecast the classification results, it is expected that nearly one-third of the stations—mainly in smaller markets and with local power—will show losses. Experience during the last few years, even with horizontal increases, resulted in reductions for the in-terest in or sales of the corresponding FCC analysis. In 1939 approximately 220 stations showed losses.

Leads All Major Media

Radio advertising again led all major media in rate of increase. The gross volume figure of $208,000,000 is directly comparable to that of $167,408,000 for national newspaper advertising. The average time gross figure was an 11% increase over 1939, as against the 21.5% increase for radio. National farm paper volume rose 12% during the year, and, on the basis of 11-month figures, newspaper advertising increased only 1.8%.

The 21.5% increase for radio was well ahead of the pace of recent years. In 1938 the gain was only 14% over 1937, while the latter year showed an increase of only 4% over 1937. Net time sales in 1940 were 29% over 1939 and 96.4% greater than in 1935.

Net time sales in recent years were as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$79,618,000</td>
</tr>
<tr>
<td>1937</td>
<td>$117,900,000</td>
</tr>
<tr>
<td>1939</td>
<td>$129,865,000</td>
</tr>
<tr>
<td>1940</td>
<td>$157,900,000</td>
</tr>
</tbody>
</table>

Gross vs. Net

Dr. Hettinger explained that the gross time sales are arrived at by multiplying the facilities sold by the rate charged for them for a single broadcast—corresponding to the method of measuring newspaper and magazine volume. Net time sales, on the other hand, represent advertising volume following the deduction of discounts granted for frequency of use but before subtracting agency and middleman commissions—which are considered costs of sales. Net time sales, therefore, represent the actual dollar volume of receipts, the broadcasting business. The gross figures are used to procure a comparative picture of various media, because of the difficulty of allowing for various forms of discounts in the compilation of dollar revenue.

A continued trend toward greater increase in national spot (non-network) and local, as against national network business, was detected by Dr. Hettinger. Whereas national network net time sales increased 14.4% over the preceding year, national spot volume rose 24.4% and local increased 58.7%. The non-network business showed a relative growth of approximately twice the rate of increase in 1939, whereas network advertising growth remained approximately the same.

Non-Network Growth

In 1927, network business accounted for nearly 80% of the aggregate revenue, with spot and local providing only 20%. In 1930 the ratio was 58% network against 32% and in 1935 it was 56% against 44%. In

Proposed Treaty Assignments Are Listed in 1941 Yearbook

The 1941 Yearbook incorporates most of the former departments, revised and improved. In addition to the Havana Treaty tabulations, new departments include a summary-index of articles on commercial successes carried in Broadcast, for the last five years; an index of rulings under the NAB Code; details of the organization and functions of the Defense Communications Board; rules and standards of frequency modulation (FM), along with a log of FM stations thus far authorized; television rules and regulations; new rules and regulations governing standard broadcast; radio income-investment—employment-payroll data.

The Yearbook reveals that exactly 881 standard broadcast stations were operating or authorized for construction in the United States at Jan. 1, 1941. The revised directory of newspaper—publisher ownership of stations discloses 294 stations in the United States and 27 in Canada were owned in whole or in part by such interests, or under option.

Included in the Yearbook is the 1940 survey of program popularity made by A. W. Lehman, of the CAB; an article on program ratings by Dr. M. N. Chappell, of C. E. Hooper Inc.; new compilations of group ownership and operation of stations; a revised directory of advertising agencies handling radio accounts; a new directory of station representatives and their station lists; network maps, rate cards, executive personnel; directories of transcription, recording and production firms and talent agents; directories of radio equipment manufacturers; a bibliography of literature pertaining to radio; and other data in constant demand.
Actions Authorized For Infringements

ASCAP Plans Proceedings in Various Parts of Country

A NUMBER of suits against radio stations which are charged with performing ASCAP music without a license have been scheduled in various cities throughout the country. Herman Finklestein of the firm of Schwartz & Frohlich, ASCAP attorneys, said Jan. 27. No suits have yet been started in New York, he stated, adding that ASCAP is in no hurry and is moving cautiously in this question of infringements.

“This is not a matter of a day, a week or even a month,” he explained. “The courts allow us plenty of time. At present we are chiefly engaged in compiling lists of infringers and planning what action to take.

Networks Next

Asked what effect an acceptance of a consent decree by BMI from the Department of Justice would have on ASCAP’s plans, Mr. Finklestein stated definitely that it would have no effect at all. “BMI is a company union of the broadcast industry,” he declared, “and its actions won’t affect ASCAP any more than a consent decree by Henry Ford and a company union of Ford employees would affect an AF ofL union which was trying to organize the Ford plant.”

Song Pluggers Complain Of Treatment by BMI

CONFERENCES are now being held between Bob Miller, president of the Contact Union, song pluggers’ group, and BMI Executives, following a letter of complaint sent by Mr. Miller to BMI in which he accuses it of using unfair methods of competition not permissible under the union’s standard agreement with the music publishers.

According to Mr. Miller’s letter, “the contactmen’s union emphasizes that it is not taking sides in the controversy now raging between ASCAP and BMI, but it refers to the ‘club by club’ battle, which is the subject of the complaint in which our union is reminded of the alleged contract violations could be reached through these conferences.

Second action taken by the union after its meeting last week was handled through the New York Central Trades Council, composed of unions affiliated with the AFL. The Council is writing to network advertisers with musical programs on the air to use their influence in bringing about a peaceful settlement of the music controversy.

NBC Bread Series

NATIONAL BISCUIT Co., New York, is starting daily programs, chiefly news and varying from five to seven minutes in length, on stations in cities where National Biscuit bakeries are located. Product advertised is NBC bread, McCann-Erickson, New York, is agency.

President M. Ungaro, of the Chicago chapter, said the committee “is composed of individual radio station managers, retail grocers, independent merchants, and the American Newspaper Publishers Association, to study methods of competition not permissible under the nation’s antitrust laws.”

Independent Food Distributors Favor Nationwide Radio Promotion Campaign

INDEPENDENT Food Distributors, who met in Chicago the week of Jan. 20 for their annual national convention, have indicated a definite stand in favor of a coast-to-coast program as a means of promoting independent dealers throughout the land. These groups, consisting of 20,000 conventioners, represented approximately 150,000 grocers and other food distributors, responsible for 65% of the total independent business in that field.

More than 500 leaders and executives of various independent groups gathered in the main audience studio of WCIR on Jan. 19 for an audition of a proposed program, “American Home Town,” produced by William A. Baker, chairman of the national organization’s staff committees, and responsible for the MBS Chicago key station.

The program, in which it is planned to feature Walter Huston, stage and screen star, on the 173 stations of the Mutual network, is the choice of the “Committee of January 19,” temporary steering group appointed some months ago by the Independent Food Distributors’ Council to complete details for the proposed radio campaign, and so named because of the date set for the audition.

Favorable Reaction

Although no contracts have been signed, comments on cards distributed to the studio audience indicated an almost 100% favorable reaction to the program.

At the conclusion of the audition the temporary steering group was dissolved and a permanent committee appointed to carry on actual negotiations to organize and finance the proposed program so that it can start in early Spring. First act of the permanent committee was a decision to invite independent dealers outside the realm of foods to participate. This will include such independents as hardware merchants and independent druggists.

The “Committee of January 19” was headed by Gerard H. Ungaro, Chicago attorney, and was made up of J. Frank Grimes, president of the Independent Grocers’ Alliance; Hector Lazo, National Retail-Owned Grocers Inc. and executive vice-president of the Co-Operative Food Distributors of America; (standing) James H. Black, president of the United Buyers Corporation; Ray H. Emmons, president of National Assn. of Retail Grocers. Neil McKay of Volunteer Stores, and Associates was also on the committee but not present at the time of this picture.

AAA and NAB Confer On Revised Order Form

AN EARLY and amicable settlement of the differences between the American Assn. of Advertising Agencies and the NAB over the terms of the new standard order form for use by agencies in buying time on individual stations [Broadcasting, Jan. 13, 20] was predicted following a meeting between executives of both organizations in New York Jan. 29. NAB delegation included Neville Miller, NAB president; Paul F. Felter, representative of the New York office, and chairman of the NAB counsel. AAAA group were Fred Gamble, managing director; William Frick of the AAAA staff, and George Link, counsel.

After a discussion of objections raised by the agency group to the proposed form drawn up by the NAB, it was agreed that each organization’s staff committees would report to its own member committees on the form, and that probably the chairmen of these committees, Medigley for the AAAA and Harry Schiller for the NAB, would meet in a subcommittee session including not more than three members of each group. If, as expected, this small group was able to iron out the major differences, they will continue meeting at frequent intervals until a final form was agreed on, after which the complete committees will get together for final approval.

Congress Quiz Program To Be Started on CBS

SLANTED toward problems of national and international scope, but slanting toward a non-partisan basis, WJSV, Washington, on Feb. 1 starts for CBS in a new weekly series, National News. Featuring members of Congress. Originated and produced through the office of Sen. Harry S. Truman, Washington, the new program combines features of the quiz and informational show, with Congressmen taking turns answering quiz queries on all sorts of questions of the day.

The show is to be conducted along strict parliamentary lines, with the m.c. recognizing “The gentleman from Georgia, etc. etc. as in the House of Representatives.” Scheduled for the first broadcast are Representatives Clarence Brown, Ohio; Robert Taft, Georgia; August Andresen, Minnesota; John Coffee, Washington. Associated with representatives by Paul Maurer, of the Kaufman agency’s radio department, will be available for sponsorship on CBS, according to the agency.

GE Farm Series

GENERAL ELECTRIC Co., Schenectady, has prepared a series of transcribed five-minute musical programs, “General Electric on the Farm” featuring Allen Kent as host, Ginger Johnson, Ted Strickland, Ken Shelton, etc. Transcriptions will be distributed to GE dealers for placement with local stations as part of a promotion to increase sale of GE’s rural applications.

Transcriptions were produced by Time Adroad, New York, Maxon, New York, is the GE agency.

Tootsie Rolls on 20

SWEETS Co. of America, Hoboken, (Tootsie Rolls), about April 14 will place one-minute spot announcements on approximately 20 stations. Agency is Biow Co., New York.

Tootsie Rolls on 20

BROADCASTING • Broadcast Advertising
War Against ASCAP Believed Nearly Won

BMI, Government In Agreement On Decree

By SOL TAISHOFF

WITH ALL SIGNS pointing to the crushing defeat of ASCAP in its self-imposed music war upon radio, the broadcasting industry plans to consolidate its position through execution of a consent decree with the Government, under which Broadcast Music Inc. will be recognized.

Immediately following approval of the proposed decree by the BMI board in executive session in New York Jan. 21, attorneys for BMI and the Anti-Trust Division of the Department of Justice discussed final phases of the legal procedure. Despite unexpected delays, it is now stated that the language of the consent decree has been approved. The joint agreement will be entered during the week of Jan. 27 in the Federal District Court in Milwaukee after filing on the same day of a new civil suit to be instituted in that court.

Terms Acceptable

Formal announcement of this action will come from the Department of Justice, it is indicated. The BMI board has maintained strict silence on its action Jan. 21, but it is now open secret that the language of the decree has been approved and that it is viewed as the most acceptable solution of the legal snarl precipitated when the break in ASCAP-broadcasting relations developed at the end of the year. It was following this breach that the Attorney General announced Government plans to prosecute criminally both ASCAP and BMI as alleged violators of the Sherman Anti-Trust Act.

After nearly a year of ASCAP-less performance, the rank and file of the industry believe its confidence in BMI has been more than vindicated. This is reflected in surveys and reports which clearly show that the public not only has not revolted against absence of ASCAP music, but in many cases actually has praised the "improved quality" of music available. Recent developments whereby new music will be made available for radio, are expected to make ASCAP even less essential for radio programming.

These include announcement by J. J. Shubert of the formation of the Performing Rights Society of the Theater, Inc., to be the organization which will make available grand rights of popular and semi-classic works to radio; movements afoot in Hollywood whereby new film composers are contemplating formation of separate radio performing rights establishments, and reported impending defections from ASCAP itself.

The fact that leading surveys have indicated that the radio audience has maintained normal balance in demand for ASCAP music off the networks and that a majority of stations, also is regarded as indicative of the industry's ability to get along without ASCAP. As a matter of fact, responsible industry officials feel that the fight with ASCAP is over even now.

Broadcasters expect to see an outgrowth of infringement suits against networks and stations by ASCAP publishers, whether or not they are responsible actions. Even though the industry has exercised extraordinary care in avoiding infringements, it is thought that unquestionably ASCAP has succeeded in picking up at least a few inadvertent infringements and that it is saving up such suits with the idea of filing them in wholesale lots.

But it is felt that if this strategy originally was designed to force the industry to capitulate to a settlement of the ASCAP-BMI antitrust suit, the plan is presently about to fail. It is pointed out that the program broadcast last year by ASCAP, it is doomed to failure. In 1940 it is estimated that ASCAP received upwards of $5,000,000 from broadcasting on the flat 5% of gross royalty. Under its sliding scale agreement the industry for radio only could be used in full dramatic productions, rather than in conventional programs in which numbers are only interspersed.

As far as the broadcasting industry is concerned, the Shubert announcement is viewed as "very helpful", since it will create another competitive group with which broadcasters can deal. It is expected that in the near future arrangements will be made with the Performing Rights Society of the Theater, Inc. for performance arrangements with the Shubert Society.

Others to Be Invited

Explaning that the Performing Rights Society's chief aim will be to encourage new talent on the stage and on the air, Mr. Shubert said that other theatrical producers and authors and composers, professionals and amateurs alike, will be invited to join the new Society.

"Royalties and profits," he said, "will be divided equitably among members without discrimination or favor—big names and so-called seniority will mean nothing. It will also be stated that 10% of all revenue of the organization will go to a special fund designed to give financial aid to promising new composers.

Mr. Shubert said that the new Society will begin operations immediately, regardless of an ASCAP-BMI settlement, and that it is "prepared to license all broadcasting on an equitable and fair basis.

New Shubert Copyright Pool Opens More Music to Radio

THEATRICAL producers are getting into the music business. In fact, between the broadcasters and ASCAP, it was revealed Jan. 24 when J. J. Shubert, well-known theatrical producer, announced the formation of The Performing Rights Society of the Theater Inc., an organization of song writers and composers, closely aligned with the theater. Move is "designed to stimulate the production of popular music by new composers and to provide a vast storehouse of popular and semi-classical musical literature," the announcement states.

Protesting against present difficulties in the broadcasting industry concerning inequitable division of royalties, Mr. Shubert offered to furnish through the new Society a library of more than 500 musical plays, including "Blossom Time," "The Student Prince," "May Time" and many more. More than 100,000 ASCAP separate musical compositions are represented. The organization will also make available for broadcasters new and exclusive dramatic plays, it was stated.

In most cases, the Shubert organization owns "grand rights" as opposed to "small rights" held by ASCAP. By this, the grand rights performances do not infringe upon the small rights held by ASCAP or some other copyright holder. It was expected that the new Society would be able to get back all ASCAP music on the air or in any other manner.

It was explained that the small rights include single numbers from a production, whereas the grand rights involve an entire sequence or act in which several songs may occur. Thus, it is presumed that the grand rights made available for radio only could be used in full dramatic productions, rather than in conventional programs in which numbers are only interspersed.

As far as the broadcasting industry is concerned, the Shubert announcement is viewed as "very helpful", since it will create another competitive group with which broadcasters can deal. It is expected that in the near future arrangements will be made with the Performing Rights Society of the Theater, Inc. for performance arrangements with the Shubert Society.

Procedural Steps

After the BMI board meeting in New York Jan. 21, Sydney M. Kaye, executive president of the National Association of Broadcasters, and general counsel of BMI, and Godfrey Goldmark, special BMI counsel for the Antitrust Division, said that the antitrust suit with the Anti-Trust Division were begun, conferred all day Jan. 23 with Government attorneys. In the proceedings, the Government were Victor O. Waters, special assistant to the Attorney General in charge of the copyright case; Warren Cunningham, Mr. Waters' assistant, and Holmes Baldwin, chief of the Litigation Section of the Anti-Trust Division, and Assistant Attorney General Thurman Arnold. Mr. Arnold, it is understood, was out of town.

As far as could be ascertained, there were no indications of terms of the decree. Some conversation developed regarding procedural steps. It is entirely possible that the Government and BMI counsel will seek to have Federal Judge F. Ryan Duffy, in Milwaukee, take the case on file as late as Jan. 27 or shortly thereafter.

The consent decree, according to informed quarters will involve only BMI and not NBC, CBS and NAB, as originally indicated. As far as the Government is concerned, it is expected that the new Society will be able to get back all ASCAP music on the air. The consent decree is designed to assure the broadcasting industry under the Anti-Trust laws.

It is felt that BMI, under the conditional decree, will provide adequate relief, as far as the Government is concerned, that it will not be necessary to join the networks or NAB in the action. The Government originally contended, in announcing the suit, that it felt that the BMI consent decree (Continued on page 48)
Basic Treaty Allocations Hold Firm

Technical Session Busy
Solving Secondary
Conflicts

THE TEDIOUS task of justifying Havana Treaty assignments of 1,200 standard broadcast stations on the North American Continent, to eliminate interference, was pursued by delegations representing the North American nations at conferences in Washington during the last fortnight. It is likely the conferences will run into a third week.

Thus far, according to informal comments of delegates, no insurmountable problems have arisen, though a number of minor alterations of assignments have been necessary. It was predicted they would have no bearing on basic Treaty allocations or lists released by the FCC for stations in this country Sept. 10 [BROADCASTING, Sept. 15].

Possible Partial Shift

The continental reallocation is slated to become effective March 29, 1942. There is the possibility that only a partial shift will be invoked if all stations are not prepared to operate on their new assignments. It is expected stations not prepared to assume their new assignments will be authorized to operate with decreased power to minimize interference.

Thus far, it is indicated, the conference has not tackled the border question, most serious of the allocation problems. Assurances have been given all along, however, that the situation will be adjusted and that most, if not all of these high-powered stations will be forced to stop operating at their present locations or else change sites or direction of characteristics to serve Mexican rather than American audiences. Since the opening session Jan. 14 the conferences have been entirely technical. There are under auspices of the FCC engineering department.

Final results, including settlement of questions regarding border stations as well as of the bilateral agreement under which Mexico retains fully cleared status on 1,200 kc., are under station duplication on two others, probably will not become known until the concluding plenary sessions are held under State Department auspices.

An Air of Harmony

There has been considerable discussion regarding the bilateral plan, originally a gentleman's agreement, and it is entirely possible that certain phases of it will be dropped before the conference terminates. Under this agreement, reached last year, this country acquiesced to the Mexican suggestion that the frequencies 700, 800, 900 and 1870 kc. be kept entirely clear.

In addition, it was understood that on the 1080 kc. channel this country would assign only one station—WHN, New York—which presumably is slated for 50 kw. operation and one station on 1220 kc. in the Midwest, also as a Class II outlet, with 50,000-watt potentialities. It has been pointed out that this arrangement would in no way disturb the Havana Treaty as ratified, since it all can be accomplished within the Treaty framework without altering the basic allocations. Moreover, it is viewed as in no way involving any surrender of rights by any of the signatory nations.

Unless there are unforeseen developments, the informal engineering conference is expected to be concluded in harmony. The State Department, in an interim report Jan. 22, said the technical representatives of Canada, Cuba, Mexico and the United States, as well as those of Haiti and the Dominican Republic, are "making very satisfactory progress in the solution of the engineering details arising from these frequency allocations, with the various governments which are parties to the North American Regional Broadcasting Agreement, Havana." They did not expect important developments on the 1080 kc. band.

Solving Conflicts

The Department added that while "some rectifications of a minor character are involved in the various notifications by reason of unavoid- able conflicts of an engineering nature, all delegates are most optimistic of an early solution." The announcement continued:

"The work of the technical committee involves the assignment of frequencies in the standard broadcast band to near 1,300 radio broadcasting stations in the North American region, so that these stations may operate simultaneously with a minimum of interference to their respective services.

"This constitutes an engineering problem which requires consideration of each separate frequency assignment. Obviously, no valid statement of frequency assignments can be made until the committee has been completed and referred back to the conference as a whole which holds its plenary sessions at the Department of State."

ON RECLAIMED land WIOD, Miami, has built this colorful transmitter building, with new 300-foot towers in the background. Landscaping will make it one of the most attractive in the county, says WIOD. The site is located in Biscayne Bay. Formal dedication is planned about Feb. 1.

As BROADCASTING went to press it was indicated that adjustments had been completed with the Canadian delegation and that few significant deviations were indicated. Conversations were still going forward with the Mexican delegation under a committee headed by Commissioner T. A. M. Graven and further sessions were to be held with the Cuban delegation. It was indicated that the concluding phases would be covered by the following Monday or Tuesday.

Canadian Adjustments

Possibility that one or two of the Class II assignments earmarked for this country might be transferred to Canada must be faced. It is certain of its basic needs, were discussed. A number of adjustments had to be made to care for the most harmonious coexistence in this country, notably with Canada, but were believed well on the road to solution, to the satisfaction of all concerned.

Both State Department and FCC officials emphasized the cordial relations existing among the delegations. In one quarter it was described as the most harmonious in the history of the conference. It was noted that the various governments which are parties to the North American Regional Broadcasting Agreement, Havana, had no major differences.

Postal Telegraph Spots

POSTAL Telegraph - Cable Co., New York, now on 52 stations with spot announcements, will probably add about 30 stations during 1941, according to Biow. Co., New York, agency in charge. Additional markets will include industrial areas with increased defense payroll roll. In the fall agency is Walter Thompson Co., San Francisco.

FAST ACTION SEEN
ON TREATY CASES

QUICK action by the FCC on applications for contested facilities earmarked under the Havana treaty is indicated in a Jan. 20 announcement. A FCC set for hearing March 4 competitive applications for the 680 and 690 kc. channels. Applications will be heard on March 29, scheduled allocation deadline of the Treaty, is anticipated.

On Jan. 22, the FCC also set for hearing the application of KSFQ, San Francisco, for assignment on 740 kc., with 85,000 watts. This facility has been earmarked, under the Treaty, for KQW, San Jose, and a contract already has been entered into whereby the station would serve as the San Francisco outlet for CBS, in lieu of KSFQ [BROADCASTING, Nov. 15].

Stations seeking assignment on 680 kc. with 50,000 watts, slated to go to KGGI, Coffeyville, and WNAD, Norman, on a sharing basis, are KOMA, Oklahoma City; KOXO, Oklahoma City and the KFOR and Jones Broadcasting Co., Tulsa. Those seeking assignment to 680 kc. and joined in the hearing being held, under the Havana Treaty, are KFZ, KFZC, WNSG, KC, KFQZ, KHQA, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ, KFVQ."

Ed Kirby Will Assume Duties in Army Jan. 27

EDWARD M. KIRBY, NAB public relations director, is scheduled to report for duty at the War Department as the Army radio liaison officer Jan. 27, at which time he will become an integral part of the leave of absence from the trade association. Designated Jan. 7 as a full-time military officer, Mr. Kirby will retain his status with the NAB and spend some time each week on trade association work [BROADCASTING, Jan. 13].

In his new post Mr. Kirby will have additional responsibilities for the relations branch of the Army, with particular stress on programming and network work. His appointment was made upon recommendation of Gen. George C. Marshall, Chief of Staff of the Army, with the approval of President Roosevelt. Mr. Kirby will report to Lieut. Col. Ward H. Mairs, chief of the public relations branch in the office of the Deputy Chief of Staff. He will head a newly-created radio and motion picture division.

Spreckels Sugar News

SPRECKELS Sugar Co., San Francisco (Hammy-dew sugar) on Jan. 13 launched a 12-week national ad series, thrice weekly on 14 stations of the Mutual-Don Lee network in the West. The campaign (KALE KORE KNRN KGOS KFJJ KVOX KKRO KOL KMO KFRR KX RO KGY KELA WLVK) is being handled by Spreckels Sugar Co., San Francisco, Sponsor has signed for another 13 weeks campaign after the fall. Agency is J. Walter Thompson Co., San Francisco.
Any way YOU want to look at it...

Again in 1940 NBC RED leads all other Networks!*

*for the 15th Consecutive Year
NBC RED—First in
Both Day and Night—

First—IN THE 33 CAB CITIES!
An analysis of CAB ratings for all sponsored network programs for the entire year of 1940 shows that the average audience to NBC Red programs, both day and night, exceeded that of any other network every month throughout the year.

DAY—During the important daytime hours (from 9:00 AM to 6:00 PM) NBC Red topped all other networks in average program ratings every month of 1940. In annual average program rating, NBC Red won a decisive victory with a 19.6% advantage over its nearest competitor.

NIGHT—During the highly competitive evening hours (6:00 PM to 12:00 M) NBC Red again topped all other networks in average program ratings every month of 1940. Again in annual average program rating, NBC Red had an 18.2% lead over Network number two.

BUT THAT’S ONLY ONE-THIRD OF THE STORY!

First—IN TOP-RATED PROGRAMS!
Again in 1940, analysis of all sponsored network CAB program ratings shows that, on the average, NBC Red has more of the first ten programs—the first twenty—the first thirty—yes, even the first forty—than any other network.
Listening Audience
Every Month in 1940!

First— IN THE NATION!

But NBC Red's leadership among networks is not limited to the one-third of the nation's radio audience measured by the CAB.

In 1940, advertisers and agencies, for the first time in radio history, were able to evaluate network listening audiences on a nation-wide basis through the NBC All-County Census of Network Listening Habits.

Here is a complete national comparison of networks—based not alone on evaluation of program popularity—but on clarity and dependability of reception and geographical coverage as well.

Consider These Facts:

Based on the voluntary votes of 166,000 radio families, in every U. S. County—one out of every 168 radio families in the United States—

DURING THE DAY—36.9% more families “Listen Most” to the NBC Red than to any other network.

AT NIGHT—41.7% more families “Listen Most” to the NBC Red than to any other network.

★ ★ ★

Any way you want to look at it
—by audience, day or night
—by program ratings month by month
—by listener vote
—by leading programs
—by investment of the largest advertisers

NBC RED LEADS ALL OTHER NETWORKS

First— IN LEADING ADVERTISERS' DOLLARS!

An analysis of the network expenditures of the largest radio advertisers significantly shows that more of them invested more dollars in 1940 on the NBC Red than on any other network.
Again in 1940

NBC RED

First - in Daytime Audience
First - in Night-Time Audience
First - in Top-Rated Programs
First - in Listeners' Votes
First - in Leading Advertisers' Dollars

For the 15th Consecutive Year

The Network Most People Listen To Most

National Broadcasting Company
A Radio Corporation of America Service
Shouse to Tour Latin Countries
WLWO Party Will Arrange Inter-American Hookup
JAMES D. SHOUSE, Crosley Corp. vice-president in charge of broadcasting, along with two other representatives of WLWO, Crosley international shortwave outlet in Cincinnati, on Jan. 28 left on an extended tour of Latin America.

Principal objective of the trip will be to establish working relations with South American radio stations in conjunction with an Inter-American network built around WLWO. Others making the tour are G. E. (Jerry) Branch, technical assistant to Shouse, and Antonio Rojas Villalba, international network coordinator.

As Far As Guatemala
Although Mr. Shouse will go only as far as Guatemala, the other two will tour all the major cities of Latin America. He explained that his reason in participating in the first portion of the trip was to gain firsthand reaction of the first stations approached to the proposals advanced by the Crosley representatives. In this way it will be possible to make any necessary revisions in the basic plan without waiting too long.

An attempt also will be made to obtain as much information as possible along the lines of programming, listener preferences, technical facilities, shortwave receivers, commodity studies, methods of selling the medium, and other pertinent data with the eventual establishment of stations in South America on a basis similar to those found in this country.

The trio left Cincinnati by plane Jan. 23 for Mexico City, where they will remain until Jan. 31, when they will fly on to Guatemala. From there Mesara, Branch and Villalba will go to San Salvador, Honduras, Guatemala, Costa Rica, Panama, Colombia, Venezuela, Ecuador, Peru, Chile, Argentine, Uruguay, Brazil, Puerto Rico, Dominican Republic, Haiti, and Cuba, and return by way of Miami.

As the information is compiled, it will be sent back by air mail to Wilfred G. Guther, assistant vice-president of WLWO, who, along with his staff, will use it in establishing strong links in South America and making improvements.

Water Heater Spots
DAY & NIGHT WATER HEATER Co., Monrovia, Cal. (heaters), consistent user of radio time, is currently using 14 stations and five time signal announcements weekly on KSFQ KJY KNX KFRC KRLD KNOW WACO KGIX WSFA. Firm also in sponsors of a nightly quarter-hour newscast on KWKH, Shreveport, La. Hixson-O'Donnell, Adv., Los Angeles, has the account.

BRUCE BARTON, president of BRDO, has been appointed chairman of the free enterprise,
CAB Names Bannerman Paid Head

Cooperation With BMI Pledged at Annual Convention

By JAMES MONTAGNE

A PAID president, first in history of the Canadian Assn. of Broadcasters, was elected as the CAB closed its two-day session in Montreal on Jan. 21.

The new president is Glenn Bannerman, managing director of Hudson Motors of Canada and recently president of the Assn. of Canadian Advertisers. He will serve as president-general manager at salary of $10,000 a year. Harry Sedgwick, president for several years, is expected to continue active in CAB affairs as chairman of the board of directors.

Mr. Bannerman is widely known in Canadian advertising and broadcasting circles. For several years he has attended CAB conventions as an observer for the ACA and he has worked closely with the broadcasting industry in his ACA capacity.

Sedgwick's Report

In his annual report Mr. Sedgwick stressed that "during 1940 the presidency was almost a fulltime job," he continued. The CAB to develop conditions of the sponsored newscast situation which were cleared up by Dec. 31, 1940; the successful method devised for political broadcasts during election periods in the spring of 1940; changes the CAB has effecte, with the Canadian Broadcasting Corp. in regard to reservation regulations; latest allocation developments under the Havana Treaty and what the CAB's technical committee under George Chandler, CJOR, Vancouver, had done; the CAB's more amicable relations with the CRTC, the forthcoming sessions with the Canadian government's Copyright Appeal Board on Feb. 12, in regard to a set fee for the Canadian Performing Rights Society (Canadian ASCAP) and the entry of BMI into Canada as an incorporated company; BMI (Canada) Ltd.

He told CAB members they could look forward to a Parliamentary Committee investigation of the CBC and broadcasting in general in 1941; and told of the many meetings with government war-time boards CAB directors have had during the past year.

Discussing the sponsored news-cast regulations which went into effect on Jan. 1, Mr. Sedgwick said that "while it may be that we have a little less than we had, I think advertisers continue to regard news programs as desirable and I know of no radio interest that has been seriously hurt by the new regulation. Unquestionably the CBC news service now has an opportunity to improve, and I remind you that with so many of our stations affiliated with CBC any improvement in their service will directly benefit those member stations".

He reported the various technical

meetings which had been held by both the CAB and the western stations operated by Taylor, Pearson & Carson, and of the outcome of these meetings on the frequency reallocations under the Havana Treaty. In the first day's afternoon session George Chandler, CJOR, Vancouver, gave his more detailed report. Both President and Speaker pointed out that CAB investigations have led them to ask the Canadian government to force Canadian stations to go to the limit of their power under treaty regulations; that the Canadian Department of Transport engineers were in favor; and that the Transport Minister C. D. Howe, under whose department also falls the CBC, will be asked to do utmost to get CAB findings on horizontal power increases on all stations put through.

Copyright Problems

"We have been informed," Mr. Sedgwick stated in his report, "that department of Transport officials are in favor of permitting such increases as it is clearly in the interest of the Canadian listeners that their stations should have as powerful a signal as possible.

NAB to Toronto?

AS AN international goodwill gesture the Canadian Assn. of Broadcasters decided at its convention Jan. 22 to discuss with the NAB the possibility of holding the 1942 NAB convention in Toronto, thus giving Canadian broadcasters a chance to meet American colleagues. The CAB board of directors was asked to look into the proposal.

The CAB has worked closely with the CBC and its legal advisors in this matter.

President Sedgwick reported that "throughout the year we have maintained friendly relations with the NAB and its officers and on your behalf I desire to thank them for their kind and unsparing assistance at all times."

Four new stations were admitted to membership, CKNX, Winnipeg, Ont.; CKNR, Rouyn, Que.; CFAR, Flin Flon, Man.; CHLT, Sherbrooke, Que.

The financial statement of the CAB for the calendar year 1940...
showed total receipts from membership fees of $21,350.75, which with a balance on hand from 1939 brought total receipts to $29,448.11. Expenditures including travelling, salaries and office amounted to $23,714.69, leaving a balance of $5,733.42. At Dec. 31, 1940, the balance plus fees receivable and other items, brought the surplus account to a total of $9,865.01.

Elected to board of directors were Harry Sedwick, CFRB, Toronto; Gordy Love, Calgary; Harold R. Carson, CPAC, Calgary; George Chandler, CJOR, Vancouver; J. S. Neill, CFNR, Fredericton, N. B.; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catherine's, Ont.

CBC Represented

Close to 100 broadcasters and representatives of the industry in Canada and the United States attended the three-day convention at the Mount Royal Hotel.

Members of the CBC station relations and commercial departments were in Montreal. While not officially attending the convention, Major Gladstone Sargent, CBC general manager; Dr. A. Frigon, assistant general manager; E. A. Weir, commercial manager; Jack Radford, station relations supervisor, were on hand.

Maj. Murray, appearing briefly, paid tribute to the splendid cooperation of the privately owned stations in Canada's war effort. "It is true to say," he stated "that the whole of broadcasting in Canada is an effective unit on behalf of the things that matter. Broadcasting in Canada is an integrated force, a recognizable pattern, a potent means of re-acting and reinforcing the national purpose both in war and peace. In helping to win the war together we shall learn how to work together contributing in peace."

Dr. Frigon told the new paid president publicly that the door to the CBC was open to study and iron out the CBC's problems where the CBC could cooperate.

The War Savings Campaign [Broadcasting, Jan. 20] was discussed in detail at the morning session Jan. 21, but no decision was reached as to what proportion of the money to be received from the government would be turned back in the form of a Spitfire or other patriotic fund.

Support for BMI

TO SHOW their support of BMI, Canadian broadcasters on Jan. 20 sent the following telegram to BMI: "The Canadian Assn. of Broadcasters at its annual meeting today unanimously resolved that the CAB congratulate BMI on its spectacular success and stands wholeheartedly behind BMI in its efforts to get a fair deal for broadcasters and the public in musical copyright matters. The CAB members pledge their full support to this great effort."

New CAB President

CARTER on Sustaining

UNITED AIR LINES, Chicago, on Jan. 20 discontinued sponsorship of its quarter-hour commentary on MBS three nights weekly. "Although the sponsor, Mr. Carter and N. W. Ayer, New York, the agency in charge, refused to be quoted, it is understood the inability of the air line to secure commercial transports because of the defense program led to advertising curtailment. Mr. Carter, however, will continue to be heard sustaining three nights weekly on MBS and it has been reported a prospective sponsor has taken an option on the program.

COLUMNIST SERIES RESUMED BY BRAZIL

GOVERNMENT of Brazil, which sponsored the Washington Merry-Go-Round columnists, Drew Pearson and Robert S. Allen, on NBC-Blue last fall, Jan. 26 resumed the series on an expanded 45-station Blue network, Sundays, 7:30-7:45 p.m.

This move by Brazil brought from President Roosevelt a telegram of congratulations to the Washington columnists, as well as a cable from President Vargas of Brazil expressing the hope that "this program may be instrumental in bringing about, together with a better understanding, a closer cooperation between our two peoples." Patterned after the Pearson and Allen syndicated newspaper column, the program, titled The Facts in the News, features news and comment on Brazil affairs. Agency is Campbell-Ewald Co.

GLEN BANNERMAN

For complete registration list at CAB convention see page 40.

Beech-Nut Cigarettes Entering New Markets

P. LORILLARD Co., New York, has expanded distribution of its new product, Beech-Nut cigarettes, to include the New York city area.

The new king-size cigarette was introduced almost two months ago in the western New York State area with radio promotion consisting of a current quarter-hour program week-days in WBEN, Buffalo, WRAL, Raleigh, NC, and WRHU, New Haven. Now it is being used for the introduction of the product into New York, and daily quarter-hour newscast on WSNY, Syracuse.

While other media have been used for the introduction of the product into New York, and promotion via newspapers, radio and magazines, has been used by Lennen & Mitchell, New York, agency handling the account, it is understood that radio will eventually be used to promote the cigarette in the metropolitan area.

New WATN Starting

THE NEW WATN, Watertown, N. Y., 250 watts on 1210 kc., was to go on the air Jan. 27, according to A. Dinsdale, commercial manager, who at one time was editor of the Utica Science & Invention. Equipped with an RCA transmitter and 175-foot Blaw-Knox tower, the station is one of two radio stations authorized last July. [Broadcasting, Aug. 15, 1940].

Manager of the station is S. Kirby Ayers, formerly of Ayers & Prescott, New York program firm. Mr. Dinsdale at one time was with CBS and latterly has been production manager of Audionvision, Inc., producer of industrial films. The station is owned in equal parts by O. Harris, chairman; Dean R. Richardson, and Ruth F. Gamage.
When radios click merrily to your program, your advertising costs drop...the more listeners you attract, the less you pay per listener and per sale!

What makes radios click on? Why, programs that "click," of course. And in this healthy, wealthy Missouri-Kansas market, that means KMBC shows, staffed by big-name personalities...tested, proven programs, bolstered by intensive promotion and publicity.

When programs click, radios click! You can depend on KMBC for these "clicks that cut your cost"!
FULLY UNIFORMED and bandoliered, the special network crews handling descriptions of the Inaugural parade in Radio News Jan. 20 blended smoothly into the military theme of the huge parade. Perched in one of the Army's armored scout cars as it moved in the line of march, the MBS trip at left provided a running commentary on parade units and crowds lining Pennsylvaonia Avenue. They are (l to r) Frank Blair, special events announcer of WOL, MBS Washington key; George Riley, engineer of WOR, Newark; Ray Kaplan, WOL engineer. The doughboy at their left presumably was on hand to keep machine guns out of their faces.

At right is one of the CBS teams covering from the midst of the inaugural procession. Peering out from behind a high calibre machine gun is John Charles Daly (left), special events announcer of WJSV, CBS Washington key, and Sid Berger, CBS, New York.

**Service of Radio Praised by Early**

Medium Called Barrier to the Destruction of Society

HIGH Administration regard for radio on an equal footing with newspapers as an instrument of democracy was reflected in a Jan. 24 speech by Stephen Early, White House press secretary, before the Minnesota Editorial Assn. in St. Paul. Observing that "society must be destroyed before either dictatorship or totalitarianism can be established," Mr. Early declared:

"You all know what part the press and the radio play in society as we know it. The newspaper is not only the recorder of group and association activities; it is one of the guardians of our freedom to act and express ourselves, and this is true of the individuals who make up the groups and associations.

**Savior of Society**

"Freedom of the press then means vastly more than the right of a newspaper or a radio station to report fearlessly the deeds and opinions of others. When freedom is denied to the press, the whole structure of society suffers. In other words, if you want to destroy society, you must destroy the press and the radio."

Appearing earlier in the day at the dedication of the new plant of the St. Paul Dispatch and Pioneer Press, Mr. Early reiterated at President Roosevelt's request the President's 1936 statement:

"Representative democracy will never tolerate suppression of true news at the behest of government. For a century-and-a-half we have had here free education and a free press, free public forums and a free pulpil. For more than a decade we have had a free radio. The American citizen, therefore, is a product of free institutions. His mind has been sharpened by the exercise of freedom. That is why I have no fear—either of the threats of demagogues or the ambitions of dictators. Neither can get far nor long thrive among a people who have learned to think for themselves and who have the courage to act as they think." The speech was carried on CBS.

Col. Barton is Expected To Use Purchase Right In Plan to Sell KTHS FOLLOWING decision of the Hot Springs Chamber of Commerce to relinquish control of KTHS, now operating with 10,000 watts on 1060 kc, it was learned authoritatively by Broadcasting that Col. Tom H. Barton, prominent Arkansas oilman and owner of KARK, Little Rock, and KELD, El Dorado, has decided to exercise his "first refusal" on any offers to buy the station.

Applications have been filed with the FCC to assign the station's license to a new company known as Diamond Broadcasting Co., Inc., in which Dave Burgauer, active in chamber of commerce affairs, is the prime mover. At the same time the station applied for a power increase to 50,000 watts and for authority to move 56 miles closer to Little Rock.

The new company proposes to issue 1,000 shares of Class A voting stock at $100 par, to which C. L. Brenner, local undertaker, is the largest proposed subscriber, with 100 shares, and to which other local business men would subscribe. This would provide $100,000 in working capital. In addition, the Chamber of Commerce would take 750 shares of B stock, par $100.

It was believed Col. Barton's offer of $75,000, which covered his proposal, would be at least $75,000, and he would assume all new construction costs. At one time he held an option to purchase the station, but local interests upset the deal in the courts. His plan also contemplated moving the station to Little Rock. Col. Barton's radio executive is C. E. Zimmerman, veteran radio operator, who supervises KARK and KELD.

**NBC USES FM AT THE INAUGURAL**

FM MOBILE UNIT was used by NBC in the Jan. 20 Inaugural Parade. The newly-developed 25-watt transmitter, installed in an armored scout car, sent signals to receivers atop Washington Monument (top) and dome of the Capitol. They were then relayed into regular pickup lines. In truck are Engineer John Rogers, and Charles (Bud) Barry, NBC Washington announcer (Broadcasting, Jan. 20).

**MILITARY BACKGROUND FEATURES INAUGURAL COVERAGE**

WASHINGTON radio amateurs provided communications facilities for Red Cross first aid operations during the inaugural parade in Washington Jan. 20, using for the first time the 122 mc. band for two-way telephone communication.

The Washington Radio Club set up 22 ultra-high frequency radio-telephone sets at 11 first aid tents along the Pennsylvania Ave. parade route, handling 509 messages in less than seven hours. Altogether, the Red Cross handled 229 emergency cases, most of them for exposure.

Roy C. Corderman, long-time commercial representative of AT&T in Washington and coordinator for the American Radio Relay League in the Potomac watershed, completed the arrangements with the Red Cross. Mr. Corderman is vice-chairman of the D. C. Red Cross communications and transportation committee. Oscar W. B. Reed Jr., engineer of the firm of Jansky & Bailey, Washington, and coordinator for ARRL in the Washington area, also supervised the actual amateur operations.

Transmitters were powered by dry or storage batteries. Many of them were improvised only a few hours before being placed into service. Thirty-eight amateurs handled the operations, which are expected to serve as a pattern for similar emergency setups in other areas, using the ultra-high band.
The News That Moves Richfield's Oil

Longest Success in Radio History
Claimed for Coast Program

By ROBERT M. HIXSON
Hixson-O'Donnell Advertising Inc., Los Angeles

First of all week-day quarter-hour programs in popularity.

First of all quarter-hour programs in sponsor identification.

Third of all quarter-hour programs in per cent of listeners (topped only by two Sunday night transatlantics).

Facts Consolidated, the standard Pacific Coast monthly recall survey which interrogates housewives in their homes in the five major cities of the district, shows that Richfield Reporter has the listeners. Richfield Reporter has the listeners.

Mr. Hixon

For the regional newscast

does a conservative

in

work

wresting the elaborate

radio.

NBC

for the

Pacific

coast

a

is

smashing

every telephone

course of a

coincidental survey, which in

testimony

est

Yuma, and KGLU, Safford.

Coast

United

radio days of

15-

expanded to include the

program

bairn-

writing to call

of the

region,

of over

the

of Richfield

in Richfield's

of the

city

for the

options has re-

of

their

A Tough Test

Every year the sponsor puts the

program to a supreme test, and

every year the program responds magnificently. Richfield Oil Corp.

makes its tests the hard way. Offering an attractive give-away on the

Reporter, it demands that the listener obtain the article not by writing

but by calling in person at a Richfield service station. And here are some of the results:

1932: The first "book" on the program, a lunch-check contest, drew an average of 13,321 people to Richfield service stations for entry blanks from each announcement on the air. Over a six-month period 2,000,000 blanks were distributed.

1934 to 1937: Richfield changed its test method from contest to giveaway offer. A series of football charts, travel folders and other booklets were prepared and announced on the program as give-aways to any one who asked at a Richfield service station. Printing on each item ran from 200,000 to 400,000 copies. The year's total distributed was a million.

1932 to 1940: Three-quarters of a million wildflower booklets have been distributed each spring through the Reporter.

Does It Sell?

To corroborate the findings of the independent research agencies, Hixson-O'Donnell Advertising Inc. made its own personal survey handle check in the leading Pacific Coast metropolitan center. We found that over half of all radio set owners interviewed were regular listeners to the Reporter. Rights or not, we also like to give the Reporter credit for much of the findings of the Fortune magazine survey of radio news compared with newspaper news. You may realize that this showed people on the Pacific Coast depend on radio as their chief news source to a greater extent than residents of any other section in the country.

So much for the proof that Richfield Reporter has the listeners.

Now, more important to the advertising world: Does it sell?

Here again the answer is a just as impressive affirmative. Followers of the financial pages know that the Richfield Oil Corp. of California has steadily increased its profit year by year, consistently declared larger and larger dividends. And more than half the company's entire advertising appropriation is invested in this single radio program.

CHOICE of news for the nightly quarter-hour Richfield Reporter is thoroughly discussed by Wayne Miller (left) editor. With Miller are Don Forbes (center) and John Wald, who alternate as Richfield Reporter.

1940: A three-week offer of a packet of wildflower seeds brought 1,770,000 returns. A three-month promotion of pictures of movie stars pulled 5,800,000 returns. And a two-week special premium offer of a European war map resulted in more than a million persons calling for the map.

Each of these offerings has resulted in a demand too great for our supply. We are firm believers in merchandising our client's program to the hilt, both directly and indirectly.

Directly, we carry on a never-ending campaign to "sell" Richfield's thousands of independent Western dealers on the value of their radio advertising. Direct mail pieces go out in a steady stream. The two reporters and their editor call frequently on dealers in the vicinity of their homes to get the "feel" of the business and to obtain first-hand material for the commercials. Our commercials are an intimate part of the program. They are written under the supervision of the same editor and reporters who compile the news, and announced by the same reporters who give the news.

Along the Coast

At least once a year we take the Richfield Reporter away from its regular home at NBC's Hollywood Radio City and originate the show at other NBC stations up and down the Pacific Coast. On these occasions Richfield dealers are invited to the station to watch the broadcast and to hear informal talks by the reporters and occasionally by station executives. During the day the reporters tour the district with Richfield officials, calling personally on key dealers.

Indirectly, Richfield merchandises both its own show and radio news in general by booking the reporters regularly into speaking engagements at universities, college and

(Continued on page 38)
It's confusing, in a nice sort of way, keeping tab on these surveys of advertising trade-paper preferences of agency executives and radio advertisers. Confusing, because every time we turn around there's a new one. Nice, because they all tell the selfsame story . . . BROADCASTING tops with time buyers. Here's the current lineup:

**Transcription Firm Survey**: 1,000 national advertisers and agency men picked at random from McKittrick's. BROADCASTING received nearly as many votes as choices two through six combined.*

**West Coast Station Survey**: Agency men coast-to-coast asked which of twelve advertising trade publications are best bets for station promotion. BROADCASTING voted No. 1.#

**Station Representative Survey**: Agency executives queried to determine which of three leading magazines carrying this reps ads was best read. BROADCASTING tops again. *

**Midwest Station Survey (just completed)**: Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you". BROADCASTING tops. *

**Eastern Stations Survey (just completed)**: 160 agency executives mailed postcards worded, "If I were buying trade paper space for a station I would use . . ." Nine publications were listed. BROADCASTING way on top, with nearly as many first mentions as all eight others combined. **

* Names furnished on request.
Film Studios Seek Radio Promotion
May Have to Form Non-ASCAP Publishing Businesses

TO GET musical numbers from motion pictures publicized via radio, the Hollywood film industry will be forced to form subsidiary non-ASCAP publishing firms or use songs published by BMI according to Harry Engle, West Coast district manager of Broadcast Music Inc. Addressing 16th district NAB members meeting in the Ambassador Hotel, Los Angeles, Jan. 20, Engle said the film industry is not interested in profits from songs, but needs radio plugs.

Studies Concerned

"A prime reason why motion picture producers have held off so far in cooperating with BMI is because of ASCAP's activities," he said. "ASCAP has been bad to BMI, and the fight would be settled within two or three weeks, and that radio couldn't go on without the Society's music. Many film producers already realize that keeping picture songs from the air affects box office results. They are very much concerned and are going to do something about it."

"One major film studio, with a long-term ASCAP publisher contract, declared that if the situation continues it would use BMI music or music that can be exploited on the air. If necessary that film studio will negotiate with BMI and public domain music publishing houses in the United States."

Full account of BMI's progress to date and plans for the future, were given by Carl Haverlin, sta-
tion relations officer and C. E. Arney Jr., assistant to Neville Miller, NAB president. Haverlin told the district meeting that 667 stations are carrying BMI and public domain music, while only 120 outlets have rejected BMI for ASCAP.

To set at rest reports circulated in Hollywood that BMI will eventually pass from the music publishing field, following a settlement with ASCAP, Haverlin said "contracts with stations are being drawn up five years in the future. Renewal lease payments to BMI have already totaled about $1 million. You can rest assured that BMI is here to stay."

They told broadcasters that "the fight between ASCAP and BMI is over," because "radio has demonstrated its ability to serve the public with good music without ASCAP turbulence."

Delegates attending the meeting, presided over by Harrison Hollis,- manager of KFKE-KKEA, Los Angeles, and president of the 16th district NAB, passed a resolution of confidence in BMI for the "successful effort which it is exerting to provide radio with an adequate and acceptable catalogue of music,which is attested to by the negligible number of complaints received by all stations present."

BMI-ASCAP FIGHT is over because "radio has demonstrated in 20 days ability to serve the public with good music without ASCAP tunes," So declared C. E. Arney Jr., assistant to Neville Miller, NAB president, when he addressed the 16th district NAB members in Los Angeles Jan. 20. The ASCAP member of BMI was one of 12 present to address the 16th district NAB meeting.

He said BMI has had a "costly fight" with ASCAP in the past year, and that BMI and ASCAP have "reached an agreement to work together to solve this problem."

He listed the settlement terms as: (1) BMI has won the right to carry 60% of the ASCAP catalog, including the 2,500 ASCAP songs which were being air- ed by BMI stations; (2) BMI will have a 90% license fee on all ASCAP songs used; (3) BMI will have the right to air any ASCAP songs in the BMI catalog; (4) BMI will air the ASCAP catalog on a "non-exclusive" basis.

He further said that BMI will have the right to use BMI music or music that can be exploited on the air. If necessary that film studio will negotiate with BMI and public domain music publishing houses in the United States.

Full account of BMI's progress to date and plans for the future were given by Carl Haverlin, station relations officer and C. E. Arney Jr., assistant to Neville Miller, NAB president. Haverlin told the district meeting that 667 stations are carrying BMI and public domain music, while only 120 outlets have rejected BMI for ASCAP.

To set at rest reports circulated in Hollywood that BMI will eventually pass from the music publishing field, following a settlement with ASCAP, Haverlin said "contracts with stations are being drawn up five years in the future. Renewal lease payments to BMI have already totaled about $1 million. You can rest assured that BMI is here to stay."

They told broadcasters that "the fight between ASCAP and BMI is over," because "radio has demonstrated its ability to serve the public with good music without ASCAP turbulence."

Delegates attending the meeting, presided over by Harrison Hollis,- manager of KFKE-KKEA, Los Angeles, and president of the 16th district NAB, passed a resolution of confidence in BMI for the "successful effort which it is exerting to provide radio with an adequate and acceptable catalogue of music, which is attested to by the negligible number of complaints received by all stations present."

---

NO DECLINE IN RADIO AUDIENCE
CAB and Hooper Surveys Show Music Controversy Has Had No Effect on Listening

RADIO audiences in January, on the average, as large as they were in December, according to the January reports of the two regular audience measuring services, Cooperative Analysis of Broadcasting and C. E. Hooper Inc. Giving cold comfort to those who had predicted that radio without ASCAP music would bring about a loss in listeners, both the CAB and Hooper reports show that listening to the radio has maintained the level reached in December, a level reported by the CAB as substantially higher than that of January, 1940.

Summarizing the changes in average audience to four types of evening programs from December to January, the Hooper Radio Report shows:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Average Rating</th>
<th>Average of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music (20)</td>
<td>11.1</td>
<td>6,600,000</td>
</tr>
<tr>
<td>Variety (29)</td>
<td>14.3</td>
<td>15,676,000</td>
</tr>
<tr>
<td>Drama (36)</td>
<td>15.8</td>
<td>19,211,000</td>
</tr>
<tr>
<td>Quiz (11)</td>
<td>10.1</td>
<td>10,056,000</td>
</tr>
</tbody>
</table>

Audiences to daytime and evening programs in January, 1940, were shown to be 5% higher than those in December, 1940, as shown by CAB as follows (A, average audience to 72 daytime programs; B, average audience to 103 nighttime programs; C, average audience to all programs, day and night).

<table>
<thead>
<tr>
<th>Jan. 1940</th>
<th>Dec. 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: 12.1%</td>
<td>11.6%</td>
</tr>
<tr>
<td>B: 13.0%</td>
<td>11.5%</td>
</tr>
<tr>
<td>C: 12.4%</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

While the stability between December and January is unusual, the rise of audience sizes from last January to this month, averaging 14%, is considered more significant, as seasonal influences were identical. All evening programs showed an 11% gain, while daytime shows gained 22% in the average number of families reported listening.

In both years musical programs had the same ratio of popularity to total programming. Average audiences about nineteen (89%) as large as those of non-musical shows. Individual CAB program reports show that the average December to January varied as much as 3.3 points up or down (a normal variation), with the greatest variations in non-musical programs. Of the 21 network programs which are wholly or predominantly musical, 14 showed changes of less than 1%, a variation so small as to be without the limits of error in the survey method and so not considered statistically significant.

MANAGER OF HOTEL LAUDS BMI MUSIC

A TESTIMONIAL from a leading Hollywood hotel manager concerning the BMI-ASCAP intrigue was received by WIOD, Miami, in the heart of the country where there are more hotels per square mile than anywhere else in America.

The manager, whose name was withheld, said: "I want to register it as my emphatic hope that the radio stations win in their justifiable fight to keep the ASCAP from continuing with their arrogant domination of the radio, as well as the entertainment field."

"I feel safe in saying," he added, "that the radio broadcast stations have the almost unanimous support of the hotel men in this community."

Another angle on the current fight came from Ray Walker, song-writer, who was removed from ASCAP because he didn't pay his membership fees and dues back in the war days while he was with the AEP.

Walker, currently entertaining in Miami Beach at the Nut Club, says radio is now offering excellent music, now that most of the music banned when ASCAP tunes were removed from the air is the type that is good. A survey of Miami radio station managers shows that letters and calls of commendation on the new and better music have been the rule the last week or so. Not one single complaint has been received through these channels.

Cooperation of The Miami Daily News radio editor, James McLean, in collecting information, with the cooperation of the BMI manager at Miami, has been highly satisfactory. The cooperation of the BMI manager and employees, artists and others, presenting the radio side of the story.

---

Policy Adherence Is Asked by BMI
Member Stations Are Warned To Conform to Provisions

AMPLIFYING the Dec. 31 announcement that Broadcast Music Inc. had taken out a million dollar policy against copyright infringement suits that may arise from the BMI-ASCAP music controversy, Sydney M. Kaye, BMI vice-president and general counsel, in a recent letter to BMI member stations emphasized the importance of strict adherence to certain policy provisions.

Noting that the insurance bene-
fits are not available to member stations, but also to advertisers, agencies and performers, Mr. Kaye pointed to the importance of prompt disclosure to the insuring companies of claims made for copyright infringement.

"In the event you receive any warning or claim of infringement or service of legal process alleging infringement, a written copy of the warning, claim or written process should be sent to us immediately," Mr. Kaye said in the letter. "This should be done by each recipient. Every advertiser, advertising agency, and performer should be notified by any company with whom he deals."

The policies, aggregating $1,000,000, were obtained from Indemnity Insurance Co. of North America, Seaboard Surety Co., and Underwriters at Lloyd's, London.

---

BMI Swing Tunes

BROADCAST MUSIC Inc. has greatly strengthened its swing department by its acquisition of the rights to the music of Regent Music Corp., publisher of originals by Benny Goodman, Count Basie, Eddie Sauter, Fletcher Henderson, and other popular "hot" arrangers and musicians. First list of Regent tunes includes more than 70 numbers now available to BMI under the new contract which began Dec. 15 and runs until March 31, 1942.

---

More ASCAP Licenses

ASCAP reports that another dozen stations have taken out licenses bringing the total to 70. The list should be added to the list published in Broadcasting Jan. 13: Broadcasting Jan. 20, Jackson, Mich.; KWTO, Springfield, Mo.; WHEB, Portsmouth, N. H.; KWWB, Wall, S. Dak.; WWMG, Moultrie, Ga.; WCAC, Carthage, Ill.; WOMI, Owensboro, Ky.; WNCB, Vicksburg, Miss.; Wkbx, Lock Haven, Pa.; WKNY, Kingston, N. Y.; KRBA, Lufkin, Tex.
CBS sweeps all network "firsts" in 1940
CBS audience

"The strongest 'all-day' schedule in network history"

Regular CAB program ratings show CBS with a consistently stronger schedule than any other network in all of 1940. The Columbia Network, against all competition, delivered the largest audiences to its clients, for more program-periods in the entire broadcasting day than any other network. Counting every rated sponsored quarter-hour on all networks in all of 1940, CBS averaged 161 "firsts" each week against all competition; the second network had 154; the third network, only 18 "firsts".

CBS leadership is most striking in "the major battleground of network competition"; in the tensely competitive evening hours. Whether you take the entire evening (6:00 p.m. to 12:00 m.) or just the heart of the evening (8:00 to 10:00 p.m.), CBS wins more "firsts" than the second and third networks combined. The exact evening score is shown in the charts, for all of 1940.
leadership in 1940

"In the major battlegrounds of network competition" •

These charts are based on CAB rated sponsored programs in 1940, and show the average number of quarter hours, each week in 1940, in which each network delivered the largest audience to its clients against all other network competition.

* 6:00 p.m. to 12:00 midnight E.S.T. and 8:00 to 10:00 p.m. E.S.T. See text on facing page for score on entire broadcasting day.

and
Advertisers invested more money for CBS facilities in 1940 than for any other network ... more than was ever before invested in any network!

And in 1940, more of the 100 largest U.S. advertisers chose CBS than any other network ... for the 7th consecutive year!
New Subsidiary
To Handle Radio Organized by AP

McCambridge Named Manager
Of Press Association Inc.

ASSOCIATED PRESS has an-
nounced formation of a new sub-
sidiary company, Press Association
Inc., whose functions will be to
handle all of AP's "salvage opera-
tions," described as any operations
in addition to AP's main purpose of
collecting news and distributing it
to member newspapers. New
company is incorporated in New
York as a non-profit organization
whose stock is owned entirely by
AP.

A major function of the new or-
organization, which will be known as
PA, will be arranging and supervis-
ing the efforts to sell off AP's
radio to radio. It will also handle the
products of the AP Laboratory, dedi-
icated exclusively to research in
the field of news and picture trans-
mition. The laboratory's develop-
ments include Wirephoto, a method
of two-way transmission on single
wire, and, most recent, a Wirephoto attachment which en-
ables the radio to make cuts as
cuts instead of negatives.

McCambridge in Charge

William J. McCambridge, for-
merly assistant general manager
and assistant secretary of AP, has
been appointed general manager
of PA. Assistant general manager
will be Oliver Gramling, previously
an executive assistant of AP's
general manager and author of the
current non-fiction best seller, AP
The Story of the News. Mr. Mc-
Cambridge has had charge of radio
in both New York and Chicago;
PA, which has also been in close contact with the
expansion of AP news into radio.

Thomas H. O'Neill, formerly AP's
"early editor" in New York, supervis-
ing the general news report
from the midwest; and New York;
recently a news executive under
AP's executive news editor, has
been named radio news editor of
PA. His radio experience include:
B. D. Ansley, from WSB, Atlanta;
Russ Clandy, from WHN, New York;
N. Paul Neilion, from WJBO, Baton
Rouge; William A. Bell, from the
AP Philadelphia bureau;
Glen W. Clement, from AP's
Dallas bureau; Mitchell A. Curtis,
from AP's Oklahoma bureau;
Robert S. Dudley, from AP's Nash-
ville bureau; and Robert L. Martin,
from AP's Harrisburg bureau; Jack R.
Ryan, from AP's New York City
staff.

Bigger Staff Planned

Every member of the radio news
department has had experience in
radio, Mr. Gramling said, all of
those transferred from AP bureaus
having previously been with radio
stations. Emphasis in the depart-
ment is in its formative stage, he
said it will eventually include
double or triple the present per-
sone.

Stating the AP news sales wire is
being gradually extended, Mr. Gram-
lining added that some 400 stations,
including network affiliates, are
now broadcasting AP news. Some
are taking it from the AP radio
news wire, he explained, while
others prefer to receive the com-
plete AP report and to do their
own editing.

Fourth Subsidiary

PA will begin operations as soon
as its offices, which will be located
on a separate floor in the AP Bulg,
at 50 Rockefeller Plaza, New York,
are ready for occupancy, expected
about January 10. It is the fourth sub-
idiary to be established and owned
by AP, which in 1931 set up The
Associated Press of Great Britain
Ltd., with head offices in London,
and later that year established The
Associated Press of Germany and
Canada.

The third AP subsidiary, founded in
1939, is La Prensa Asociada, adminis-
tering AP service in Latin America.
PA's eight directors comprise
Kent Cooper, AP general manager,
and the seven members of the ex-
ecutive committee, both AP and
directors of Frank B. Noyes,
Washington Evening Star
(WMAS); Robert McLean, Phila-
delphia Evening Bulletin; E. Lans-
ing Ray, St. Louis Globe Democrat;
Stuart H. Perry, Adrian (Mich.)
Telegram; Paul Patterson, Balti-
more Sun; Paul Bellamy, Cleveland
Plain Dealer (WHK, WCLE,
WKRC, WKBN); E. H. Butler,
Buffalo News (WENB, WEBR).

"Broadly," says the announce-
ment of the formation of PA, "the
obligation of the new company will
be to relive the parent company of
the administration of details not in-
timately part of the regular news
and photo collection and dis-
tribution for publication by AP
member papers. Additional activ-
ities of PA will be decided upon
by the board of directors as mat-
ters progress."

TWO OF THE AIR CORPS THEN
One of a Series

WSUN and WFLA
Granted Fulltime

Two NBC Stations Now Heard
In Tampa, St. Petersburg

THE TAMPA-St. Petersburg area
secured two NBC fulltime NBC outlets
in lieu of two time-shar ing re-
granular on Jan. 23, the day following the
opening of the new WFLA. WSUN now
operates with 5,000 watts, and a 1,000
night time 1,000 watts, is the NBC-Blue.
WFLA now operates with 5,000
watts by day and 1,000 night time 1,000
watts, is the NBC-Red.

Formerly the two stations shared
the same call letters, WJJD, later
being owned by the City of St.
Petersburg and WFLA controlled by the
Tampa Tribune. The FCC recently
granted the Tampa
Tribune a new station condition
upon divesting its interest in
WFLA, and assigned it the call
letters WJJD, thus leaving the
way open for fulltime for
WSUN, St. Petersburg, and WFLA, Jan.
123. The Jan. 22 authorization also per-
mitted the newspaper to assume the
whole of the call letters and to drop the
WJJD designation.

Louis J. Link continues as man-
ger of WSUN. Walter Tison,
WSUN's general manager, announ-
ced this man's staff will comprise
Bert Arnold, manager of local sales;
Melvin A. Moyer, station's radio op-
erator; Patsy Kent, radio and the labo-
raly's secretary; Mary Ann Hall, mar-
ket editor; C. O. Faircloth, audi-
der; Bill Bright, studio engineer;
Bill Meadows, mobile unit operator;
H. Mitchell, chief engineer; Powell
Hunter, J. B. Tison and Carl Car-
rier, operators; Milton Hopwood,
publicity director.

The application of the Tampa
Tribune, WJJD-WJJD, St. Pet-
ersburg, [BROADCASTING, Jan. 20]
was ordered set for hearing by
the FCC.

WNBC Blue

DESIGNATED as a basic NBC-
Blue station, effective Feb. 1,
WNBC, New Britain, Conn., will
construct a new transmitting
plant on the site of the present
transmitter in Newington, according
to Martin J. Needham, operator and
manager Richard W. Davis. With
architect's drawings already completed
and building specifications writ-
ting, work is expected to start
within a few weeks. WNBC holds
an FCC authorization to increase
from 1,000 to 5,000
watts. The power increase prob-
ably will go into effect about
April 1.

Breitenbach Series

M. J. BREITENBACH Co., New
York (Gide's Pepto-Mangan) has
placed one-minute transcribed an-
nouncements one to three times
daily on WJJD WFBF WORL
WXXY WBN WGY KDKA, a radio
outlet in Philadelphia, for a weekly
1/4-hour variety billboards
program, Kansas Roundup, on
WIBW, Topeka. Morse Interna-
tional, New York, is agency.
A HORSE
of a different color

Here's your sales formula for the rich Mid-Mississippi Valley Market:
Take one high kicking Missouri mule . . . increase his power 5 times
. . . alter his dial position to 630 . . . streamline him with fine local shows
. . . dress him up, NBC Blue Network style . . . and you'll come up with
a horse of a different color . . . the new KXOK.

Let the new KXOK show you how to saddle sales records and break
them in this valuable market penetrating 4 states. For full particulars
on how KXOK can help you blanket this rich market extensively and
intensively, write our representative or us.

KXOK

NBC BASIC BLUE NETWORK - SAINT LOUIS, MISSOURI
630 KC. 5000 WATTS DAY AND NIGHT

Affiliated with KFRU, Columbia, Mo.
Represented by Weed & Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE SAINT LOUIS STAR-TIMES
Media Trends

THERE MAY BE a bit of irony in the fact that 39 daily newspapers "gave up the ghost" during 1940, at the same time that 76 new broadcasting stations were authorized for construction. It was a seeming continuance of a trend, for the newspaper mortality in 1939 was 75 and the new stations authorized that year totaled 56.

There is no need, nor is there any intention on the part of the broadcasting industry to gloat over these figures. But taken along with the estimates of 1940 radio volume and trends published elsewhere in this issue, they do point to a certain vitality enjoyed by the radio medium—a vitality which might be attributed mainly to youth were it not for the progressive tendencies pervading the broadcasting industry and the proved selling power of the radio medium.

The Hettlinger estimates of 1940 radio volume show gratifying growth, not unmixed with certain warning signs. Radio's gross volume of $208,000,000,000 compares with $171,000,000 the year before; these figures are somewhat deceptive, however, for they are calculated not on dollar volume but on onetime ratings for single broadcasts, following the usual method of measuring newspaper and magazine volume.

Actually, the dollar volume of the industry—called its net income—was $157,900,000 after allowing for frequency discounts but not allowing for sales and agency commissions. The corresponding figure for 1939 was $129,988,000.

Even though radio led all other major media in percentage of increase—21.5% against 1.8% for newspapers and 11% for magazines—it is highly doubtful whether the profit tables, when compiled later this year by the FCC, will be appreciably higher than in 1939 due to the multiplicity of cost factors mentioned in the Hettlinger article.

Analysis of the classification breakdowns show some favorable trends, some not so favorable. National spot and local showed greater gains than network despite the peak points reached by the latter and, whereas in 1927 the networks accounted for nearly 80% of radio's volume, in 1940 they represented less than half. Again the Broadcast stations in the major markets led the pack, but the growing volume of spot and local reveals the smaller stations coming in for their shares. Daytime advertising went up 26%, a gratifying gain.

Spot and local enjoyed greater diversity of sponsorship, while as in past years the networks relied for four-fifths of their revenues on five classes of products—food, drugs, soaps and kitchen supplies, toilet goods, tobacco products. Spot and local would thus seem to rest on a firmer basis than concentrated sponsorship with its eggs mostly in one business basket.

A study of the detailed data as it will appear in the Yearbook Number is commended to every person concerned with the business of broadcasting. It provides not merely the overworked fields but the untapped fields of sponsorship. As far as network business is concerned—and detailed network billings by stations and by agencies will also be published in the Yearbook—it will bring out glaringly another noteworthy fact: That nearly three-fifths of the networks' volume is handled by ten leading agencies!

Allocation Action

EVENTS of greatest importance to broadcasting are transpiring on the Washington scene, with fanfare and formality entirely absent. Top engineers representing the radio administrations of the nations of this continent are applying the final strokes to the most colossal reallocation since the birth of broadcasting.

Upon completion of the task, a new continental log, pegging the assignments of the 1,300 stations in Mexico, Canada, Cuba and the United States, will be available. The reallocation is slated to become effective March 29, though it may be necessary to effect only a partial shift then because of lack of necessary equipment and other delays.

The conference is significant because it will mark the end of deliberations that have been in progress off and on for the last decade. It will be the first time Mexico and Cuba have been parties to a broadcasting allocation agreement. The allocation, once effective, will set up a scientific broadcast structure in the continental range.

Since the conference convened Jan. 14, utmost harmony has prevailed. There has been give and take, of course, on certain assignments, but all these were to be within the framework of the treaty itself. The notorious Mexican border stations are slated to go. But until the final plenary session, the precise results cannot be known. Because the treaty allocation is founded upon sound engineering principles, we are confident that the ultimate results attained, within the framework of that treaty will augur for vastly improved continental broadcast service.

Page 30 • January 27, 1941
We Pay Our Respects To —

Personal Notes

Radio, it often has been said, is a young man's business. And 33-year-old Thomas Adams McAvity, new vice-president and radio director of Lord & Thomas, who was elevated to that post last autumn and assumes his New York duties Jan. 28, is one of the young men who has been chosen to prove the statement. He can look back on many achievements since entering the radio advertising business just a few brief years ago. As a plane it isn't in the habit of looking back. His vision is forward, projecting into the future. It was for this reason he entered the radio advertising field.

A husky six-footer is Tom McAvity, a handsome sort of chap with blond hair and blue eyes. Cheerful and friendly, too.

To get the vital statistics over with, Tom was born in Montreal Sept. 8, 1907. He received his early education in that city.

Tom wasn't particularly interested in going to college. He had other ideas. Like the youth of those post-war days, he was energetic, instilled with that ambition that goes to make successful men, and was anxious to get into the business world. But he compromised with his family and attended McGill for one year. While there he was active in student affairs and also became a member of Delta Kappa Epsilon.

In October, 1925, he entered the employment of the Royal Bank of Canada at Saint John. He wanted to go to work for Canadian Independent Oil which his father headed, but there was no opening. Two years later the opportunity arose so he resigned his bank position and took over advertising and sales promotion of his father's firm. Tom liked the job. It gave him an opportunity to create and do the things much coveted. And he was learning.

The great moment came. Like many others he came into broadcasting as a trainee while working for the oil firm. He quietly mapped out a radio campaign for the firm. Then he had to sell his father and other executives of the firm on the idea.

He did.

He started his campaign on the local station, CBFO, a 50-watter operating three nights weekly. Tom wrote, produced and announced the program. It clicked. So did he, for a few days after it started the station owner offered Tom the post of manager. That was in November, 1927. Tom was a bit dubious, but apparently not a very strong head, and held on to his oil company advertising job, too. Besides writing, producing, singing and announcing programs, he swept out the studio, helped the technician and sold time. An NBC New York executive heard about Tom's radio activities and offered him a producer's berth.

Tom turned it down then as he had a contract to fulfill in Canada. But four months later, in May, 1928 he asked for the job and went to work for the network, producing many sustaining as well as sponsored shows.

He became assistant to Bertha Brainard, eastern program manager of NBC. In 1930, he gave her credit for much of his radio production knowledge. He produced and directed programs of several large advertisers, attracting the attention of Lord & Thomas executives, and a radio production job was offered. He resigned to join the agency Oct. 24, 1932. So efficient was Mr. McAvity that he gradually overtook all responsibilities of the agency's New York radio department, managing it from 1932 to 1937. In the fall of that year he was transferred to the West Coast as manager of the New York & Thomas Hollywood office.

During the last three years besides handling business details and executive responsibilities, he has supervised the production of many radio programs from Southern California. With about 15 network broadcasts on the air each week, and local programs and network creative assignments using more than 200 stations, the radio appropriations of the agency of which he is now vice-president and radio director, run well into several million dollars annually.

Deliberate in speech but decisive in action, Mr. McAvity has few misses. He likes to make flash decisions. He likes to get down to "brass tacks", will not tolerate "yes men" and prefers to remain in the background, letting his assistants have the limelight. Tom's hobby is photography, for amateur photography, plays a good game of golf, and rides a bit. He plays the piano for his own entertainment, and has an appreciation for good music. He seldom misses a good concert. His ambition is to live a full and interesting life, doing many hit radio programs that will bring profit to Lord & Thomas clients.

With his bride, the former Helen Mack, Hollywood film actress, who is managing in San Barbaras, Cal., Oct. 23, Mr. McAvity will reside in New York. He returns to that city after a brief honeymoon, to make his agency headquarters there.
ROY POWELL, manager of WCSS, Columbus, S. C., has been elected a director of the local chapter of commerce. He is already serving as vice-president of the junior chamber of commerce.

CHARLES KAPLAN, of the sales staff of WIT, Philadelphia, takes leave from his duties for an extended Florida vacation, to return early in May.

CRENSIAH BONNER and Julian Flint, both from WATE, Atlanta, have joined the commercial staff of WAGA.

ROY CHAPMAN, program director of KTSN, El Paso, has been elected president of the local 20-30 Club.

HUGH M. FELTS, commercial manager of KOMO-KJR, Seattle, was installed as president of the Seattle Advertising and Sales Club for the coming year at a meeting Jan. 7.

H. PRESTON PETERS, New York manager of Free & Peters, Inc., Jan. 21 returned home from a successful two week fishing trip to Palm Beach.

TED SCHNEIDER, on Jan. 20 took the duties of night manager of WHN, New York, replacing Russ Clancy, who is joining the staff of AP. Howard LaNoe remains as assistant night manager.

CARROL W. NEELD, salesmen of WCHS, Springfield, III., has been elected "Skipper" in the newly formed Sangamon Navy Club, an organization composed of ex-members of the Navy.

JOHN MCGRAIL, former motion picture advertising executive, has joined the staff of Pot Radio Features, New York, as promotion manager.

BILL BANE, of the sales staff of WBRW, Welch, W. Va., is the father of a girl born recently.

JOHN E. GARDNER, formerly manager of KTFI, Twin Falls, Idaho, on Jan. 20 joined Home of the Good Thing Club, Hollywood station representatives, as an associate.

JENNINGS PIERCE, director of agriculture for NBC Western Division, was honored for his 17 years of service to Farmers and stockmen, during a special broadcast on KFO and the Red Coast network Jan. 18. H. M. Armitage of the California Department of Agriculture, a guest speaker on the program, told the listeners of Pierce's experiences during his early days of radio.

PERRY DICKER, formerly of KFDM, Beaumont, and KBB, San Antonio, has joined the announcing staff of WFAA-KOKO, Dallas.

JEAN ANDERSON, formerly of CFRS, Calgary, and more recently with KSAN, San Francisco, has joined the staff of KFRC, San Francisco, as commentator and is presenting a Monday-through Friday program, "Midday's Mirror."

ERNEST (Bill Colling) writer on NBC's press staff in New York, has had five songs accepted by BMI. Four have lyrics written by Christopher Morley and the fifth is an orchestral novelty, "Dance of the Flumpuppets." Works are the first music Colling has ever published.

NORMAN RUNIONS, formerly of KXY, Tacoma, Wash., has joined the announcing staff of KIRO, Seattle. Al Amundsen, formerly of WFRP, Houlton, Mo., and KJU, Walla Walla, has joined the KIRO production and continuity staff and Bill Mosher, KIRO farm editor, has been named publicity director of the station.

Radio Candidate

ANOTHER radio entry in the field of politics came with the announcement of Eric Muir, chairman of the local KPDM, El Paso, that he had filed his candidacy for the office of county treasurer, the local 1941 municipal elections. Mr. Munro, prior to his association with KPDM, was deputy auditor and Assessor and Collector's office.

DOROTHY HALL has joined KSCJ, Sioux City, as music librarian, succeeding Irma Coffron, who resigned to join WGRC, New Albany, Ind. Fran Desmond, KSCJ sportscaster and sports editor for the Sioux City Journal recently fractured his leg when he slipped while stepping into his car. Gene Milner has taken over his regular daily sportscast.

ROD BORDNER, formerly of KDAL, Dalhart, on Jan. 23 joined the announcing staff of WCAR, Pontiac, Mich.

ROBERT GREGORY, announcer of WCBS, Springfield, Ill., has been announced as manager of the Springfield Junior Chamber of Commerce.

KATHRYN ALLEN, conductor of women's programs formerly of WJAR, Providence, R.I., has joined the staff of WKMTR, Hollywood, and KKO, San Francisco, as a home economist.

ROB GRAY, guest relations staff of KPGO, San Francisco, has been assigned to the programming department in the California National Guard and is scheduled to go into active service at San Luis Obispo, Calif. about Feb. 1.

HAL SAWYER, formerly of KSFO, San Francisco, has joined the CBS Hollywood announcing staff.

ALLEN C. BUTZER, formerly of WRM, Hollywood, has joined KIL, that city, as announcer.

HAROLD HAUGHT, announcer of WBRW, Welch, W. Va., has resigned because of a recurring throat ailment.

ROGER HOWER, producer of WOA, Newark, N.J., has been selected as stage director for the show depicting America from 1901 to 1931 which will be staged at Hotel Waldorf-Astoria, New York, on behalf of President's Birthday Ball Celebration.

CHARLES L. HALTEMAN, announcer of WMMN, Fairmont, W. Va., is preparing to enter military training under the Selective Service Act.

BILL EDMONDS, formerly of WLW, Cincinnati, has joined the announcing staff of WFM, Philadelphia.

BILL PARKES, formerly free-lance in the advertising field, has joined the publicity staff of WKZO, Kalamazoo, Mich.

DON DEAN, for the last six months promotion assistant of WCKY, Cincinnati, has been appointed field reporter of the station.

GEORGE B. GERMAN, m.c., of the Traveling Post program on WNAK, Atlanta, Ga., is the father of a boy.

FRANK STELLE, member of the Kern County Rangers on WCBS, Springfield, Ill., was married on Jan. 25, Lil King, the "Buffalo Gal," heard on the station's Illinois Barn Dance programs, and Ben Demuth, who is a member of the cast, have announced their engagement.

MRS. EUGENE SWIGART, better known as Ruth Halley, city editor of NBC, Chicago, is the mother of a boy born Jan. 7.

The BASIC TEST

The best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1939 was 19% over 1938 in business contracted through our office. This year the gain will be even greater.

The BROADCAST LADIES

MARGARET EARLY

Known to many listeners for her "magazine of the air" is Margaret Early, director of women's activities at WPTF, Raleigh. Born in Edenton, N. C., where she attended Junior College, she first came to Raleigh to attend Meredith College, majoring in psychology with intentions of teaching. Her first job took her to Goldboro at WGBB where she served as secretary to the president. Her speaking voice soon attracted attention and her position changed to that of a woman commentator. She was heard by Graham Poyner, WPTF's program director, and was hired for the Raleigh microphones. She conducts a daily program, The Woman's Digest, and a weekly Woman of the Week, interviewing prominent North Carolina women. In addition she writes continuity and has developed into a special events woman, often going on remotes.

HUGH HOLDER, formerly of the announcing staff of WOR, Goldsboro, N. C. has joined WJS, Winstonsalem.

JOE CORB, 18-year-old Philadelphia high school graduate, recently won a competitive audition for an appointment to the announcing staff of WBRA, Atlantic City, N. J. He succeeds Paul Martin.

ELIZABETH NICHOLS has joined the music clearance department of WRVA, Richmond, Va. Other staff additions include Elizabeth Dickenson and Marjorie Hatfield.

ANDREW GAINES, staff violinist of KOA, Denver, and Georrene Mitchell, radio actress, were married in that city Jan. 20.

KENNETH ROBERTS, announcer of The O'Neill's on CBS, is convalescing from pneumonia. Charles Stark has taken over his assignment temporarily.

HELEN CLEAVER, formerly assistant secretary to the sales manager of Macfadden Publications, New York, and previously in the publicity department of Sterling Adv. Agency, New York, has joined the press department of WOR, Newark.

JAMES McCORMICK, formerly of NBC, has joined the firm of Radio House, Inc. as business manager.

DOUGLAS DAWSON, Hollywood commentator, and Jean Parker, Slim's auxiliary, have announced their engagement. Wedding is scheduled for late January.

Page 32 - January 27, 1941
GOIN - KALE Appoint
Robert Farm Director

RECOGNIZING the growing im-
portance of liaison between edu-
cators and farmers and broad-
cast stations, KIOIN - KALE, Portland,
would like to announce the ap-
pointment of Mr. L. Roberts as educa-
tion and farm relations director.
Mr. Roberts, for the last nine years
associated with the Oregon State Col-
erage station at Corvallis, will serve under Henry Swartgood Jr.,
program director. A graduate of Oregon State, he studied music
at the Nashville Conservatory
of Music and George Peabody Col-
lege, Mr. Roberts was onetime chief
announcer of WLAC, Nashville.

Stahl Heads WKNY

CHARLES J. STAHL becomes op-
erating head of WKNY, Kingston,
N. Y., on Jan. 27, having been
employed as president of the Kingston
Broadcasting Corp. He leaves WCAM, Camden, N. J., where he
served as general manager untill last late 1938. He entered radio
in 1928 as a salesman with WPEN,
Philadelphia, becoming general
manager in 1932, pioneering fore-
gn language broadcasts in Phila-
delphia. Upon leaving WPEN in
1937, he joined J. M. Korn & Co.,
Philadelphia agency. He left the
agency a year later to become gen-
eral manager of WCAM.

KLZ Program Board

HUGH B. TERRY, who assumed
the post of general manager of
KLZ, Denver, on Jan. 1, has an-
nounced creation of a new program
board at the station. To meet every
week and discuss program prob-
lems, the board comprises Proctor
Sproul, producer manager; Fred
D. Fleming, news editor; Tom Mc-
Cain, chief engineer; Arthur
Wuthrich, assistant to the man-
ger; and Russell Groffman, promo-
tion manager.

New WCBT Staff Filled

J. WINFIELD CREEK JR., attorney,
who holds the license for the new
WCBT, Roanoke Rapids, N. C., re-
ports that the station is now on the
air with Western Electric equip-
ment and a Whincapow tower, and
that its executive staff, in addition to himself as manager, comprises Nathan
Frank, commercial manager; Thomas
Williams, program director; Lewis
Hiland, chief engineer. The station
started operating Dec. 15 with an
NBC Blue Network affiliation.

LOUISIANA'S

BROADCASTING • Broadcast Advertising

January 27, 1941 • Page 33
Radio vs. Driving
SAN DIEGO, Cal., police are conducting a survey to determine if radio music interferes with a motorist’s driving ability. Chief of Police Clifford E. Peterson has instructed officers investigating traffic accidents to ascertain if the driver of a colliding vehicle was listening to a radio broadcast at the time of the mishap. Planned result of the survey was not revealed.

ONNECTICUT’S cers mine to Peterson for Radio

34 WDRC ’Comrercial in

LOS Time

You Dahlhjelm points in Dahlhjelm’s

Radio

zK

Dahlhjelm, big town farmer, ran 80 bucks up into a food market that has no parallel — Hollywood’s Farmers Market, a 4-acre food carnival with a yield of a million per acre in ‘40. (Good judgment all the way.)

His judgment in radio?

Dahlhjelm points to KNX as best bet in moving branded grocery items, but that’s not all: He actually uses Columbia’s station for all Southern California—gives KNX due credit for Farmers Market success.

Guest editorial

GUEST EDITORIAL

(Continued from page 30) the parade scene. It is now an annual commercial event.

Last year Manager John Patt planned a gigantic Easter egg-hunt for the children of Cleveland, and received permission of the city fathers to utilize an entire park. An order for 2,500 eggs was placed with the Kroger Grocery & Baking Co., whose executives were instantly curious about such a purchase. Explanation of the project led to their sponsorship of the egg-hunt for the last two Easters.

Then there are such features as “The Cleveland Scene”, resume of the year with excerpts from transcriptions made of special events; a Mother’s Day Award to the most notable Cleveland mother, which is up before the Florists’ Assn., election returns and on-the-spot political interviews; local college “grudge” football games; theatrical first-nights and movie premiers; and so on.

Special events do pay their way. We get some inkling of it when listeners write and phone commendation.

And we’re sure of it when sponsors of these events come back, year after year, for more of the same.

Knx

“i put mine on knx"

states Roger Dahlhjelm

Roger Dahlhjelm, big town farmer, ran 80 bucks up into a food market that has no parallel — Hollywood’s Farmers Market, a 4-acre food carnival with a yield of a million per acre in ‘40. (Good judgment all the way.)

His judgment in radio?

Dahlhjelm points to KNX as best bet in moving branded grocery items, but that’s not all: He actually uses Columbia’s station for all Southern California—gives KNX due credit for Farmers Market success.

Roger Dahlhjelm (pronounced Dahlhjelm) reasons: the station most people listen to, down to buy. The station that moves branded merchandise off Farmers Market shelves has proved itself to Mr. Dahlhjelm whose ears are cocked cash-registerward.

50,000 WATTS

COLUMBIA’S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System • Represented by RADIO SALES

Page 34 • January 27, 1941

BROADCASTING • Broadcast Advertising

Border Stations Avoid U. S. Tax

Federal Board Decides XEPN Is Beyond Jurisdiction

MEXICAN border stations which receive virtually all of their income from advertisers in the United States but actually have their transmitters on Mexican soil, are not subject to payment of income taxes in the United States, according to an opinion released by the U. S. Board of Tax Appeals in the case of the Piedras Negras Broadcast Co., owner of XEPN in the city opposite Eagle Pass, Tex., against the Commissioner of Internal Revenue.

The station, formerly operated by Norman Baker, erstwhile Muscatine, la., broadcaster, was cited by the Internal Revenue Bureau for delinquent taxes in 1936 and 1937 amounting to approximately $47,000.

Six Members Dissent

The board, in a split opinion with 6 of its 15 members dissenting, held that the income of the station during these two years was not subject to tax in this country since the station operated on Mexican soil and since all of its activities were ‘‘within the jurisdiction of the United States’’. The Board found that 95% of the income from the station was received from advertisers in this country. Moreover, it was found that the station’s broadcasts were intended primarily for reception by listeners in the United States. ‘‘But for the contracts entered into in Mexico, the radio station was in fact ‘organized and carried on’ in the United States’’, the board held.

The opinion brought out that XEPN had received gross income during 1936 of $115,000 and in 1937 of approximately $97,000 through sales of time. The station had been located in the Eagle Hotel in Eagle Pass, Tex., prior to 1936, but after that point in time, most of the station’s gross revenues, primarily on a percentage basis, were received.

The board concluded that a foreign corporation owning no office or place of business in the United States, which, pursuant to contracts executed at its foreign office, broadcasts from the foreign soil programs designed in the main for listeners in the United States, is held ‘‘not to receive compensation or income from sources within the United States and, therefore, not subject to income tax’’.

Robert Ash, Washington tax attorney, represented the border station in the proceedings before the Tax Board along with Frank G. Rodgers, certified public accountant, in San Antonio. The case for the Commissioner of Internal Revenue was handled by Frank B. Schlosser.
DISCUSSING MBS coverage of the President’s Birthday Ball from Washington on Jan. 30 are Madeleine Ensign, program director of WDC (MBS); MBS Washington key, and G. W. (Johnny) Johnstone, radio director for the Committee for the Celebration of the President’s Birthday.

CBS Invites Educators To Air School Meeting

TO ANNOUNCE the First International Conference of the “School of the Air of the Americas”, Sterling Fisher, CBS director of education and talks, has issued more than 11,000 invitations to the affair, with a tentative program.

First session is scheduled for Feb. 27 in Atlantic City, N. J., as one of the meetings of the American Asso. of School Administrators. A demonstration broadcast will be presented and speeches will be heard by officials and educators of various American nations. Feb. 28 and March 1 the Conference will continue in New York, including special meetings held in conjunction with the Museum of National History and the Museum of Modern Art, and demonstration broadcasts of regular CBS American School of the Air programs. Addresses will be by members of the U. S. National Defense Commission, leaders of Latin American republics, and officials of CBS.

The international organization was set up during 1940 through the efforts of Mr. Fisher, and now includes 16 American nations and the Philippines, either officially or through broadcasting channels, as members. Invitations were sent to educators, Congressmen, cabinet members, broadcasters and publishers in the United States and Latin America.

Fulfilling a Need!

WBOC

Salisbury, Maryland

1. Nearly 100 air miles from any other station.
2. No other station can claim primary coverage of WBOC’s area.
3. Gives its listeners programs THEY want.

For concentrated coverage of this rich Delaware-Maryland-Virginia peninsula market, you MUST include WBOC in your schedule.

1940 Time Sales (Continued from page 7)

1940, for the first time the networks accounted for less than half, dropping to 46.4% of the total business. These percentages were based on gross time sales figures.

Because of limitations of the sample figures used by Dr. Hettinger, he did not essay to estimate with precision the division of spot business among classes of stations. It seems probable, he states, that clear channel station spot business gained between $25,000,000 and $26,500,000; national station spot, between $42,500,000 and $42,600,000; local station net sales, between $17,000,000 and $18,000,000.

It is probable, he further deduces, that regional spot business gained between 25% and 30% during 1940; clear channel stations showing an increased volume slightly lower, while local station business rose between 5% and 7%.

Daytime Advertising Up

Daytime advertising, as was the case last year, again showed the greatest relative gain during the year, increasing about 26% as compared to 14.4% for network volume as a whole. Dr. Hettinger concluded that principal gains were caused either by sponsorship of additional programs by established radio advertisers, or by their use of a greater number of stations per program. There was only a negligible increase in the number of network sponsors.

Covering national network trends, Dr. Hettinger deduced that convenience goods, representing articles produced in small units with a high rate of repeat sales, continued on the whole to show the greatest strength during 1940 on the national network. These included food products, chewing gums, toilet goods, pharmaceuticals, soaps and kitchen supplies, tobacco products and gasoline and lubricants.

Cigarette and tobacco advertising over national networks increased 26.9% during the year; drug and cosmetic volume rose 17.6%; soap and kitchen supplies, 14.6%; gasoline and lubricants, 15.7%. Thus, convenience goods accounted for 88.2% of national network volume, as compared with 87.4% in 1939 and 71% in 1938. Five classes of products—food, drugs, soaps and kitchen supplies, toilet goods and tobacco products—accounted for four-fifths of last year’s network volume.

Spot and Local Diversity

In the national spot and local fields, based on preliminary data from some 150 stations, Dr. Hettinger found several trends. There is a greater diversity in the types of industries and also the number of companies using spot than in the network field, he concluded. Regional distributors loom important among the sponsors, although quite a few large national distributors are also included in this list.

“Thus,” he pointed out, “the majority of national non-network tobacco advertising is on the part of cigar companies, a product which traditionally enjoys regional markets. Ice cream companies loom important in the confectionery group because their markets are also regional in nature. Regional distributors and regional brands are particularly important users of national non-network advertising in the petroleum products field. In the case of building equipment and house furnishings, sponsors are principally those interested in tapping the rural market. The Agency Angle

Concentration of network advertising among a comparatively few manufacturers and a relatively small number of advertising agencies drew from Dr. Hettinger an explanation of the degree of skill evidently required for such business placement. Advertising placed by the ten leading agencies accounted for nearly 60% of network volume, he pointed out.

“This,” he observed, “is another indication of the importance of a high degree of specialized skill and experience in the radio field; for it is probably this factor which is in the main responsible for agency concentration, although undoubtedly the general concentration of national advertising among large agencies is a contributing factor. It must be remembered that in recent years approximately 80% of all radio advertising—national and local—was placed by agencies, a proportion probably higher than that found in any other medium.”

"SHUCKS—IT'S ONLY MY SHOPPING TRUCK!"

When our prosperous hayseeds "go to town" they mean business! So much business, in fact, that Red River Valley merchants ring up 46% of all retail sales made in North Dakota, South Dakota and Minnesota combined (excepting the counties containing Minneapolis and St. Paul)!

If you've got something worth going to town for, tell our folks about it over WDAY, the one and only station covering the entire Valley at all times!

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

January 27, 1941 • Page 35
Robb Manages WIOD
ARCH H. ROBB has been appointed manager of WIOD, Miami, according to D. J. Mahoney, station president. Robb, who came to WIOD as program director last September, was formerly production chief of WHIO, Dayton, and before that with WHBF, Rock Island. The new manager came to Miami on his honeymoon. His bride is the former Eleanor Sullivan of Dayton.

News Moves Richfield’s Oil
(Continued from page 20)

high-school assemblies and service club meetings. Naturally on trips to other cities these appearances are multiplied, and are generally supplemented by tie-ins with other programs on the stations visited.

Giving us just as much satisfaction as the survey ratings and the give-away successes are the friendly, intimate little incidents which show that Richfield Reporter reaches the heart as well as the ears and the pocketbook of the Far West. On several occasions we have been visited by grizzled old sour-doughs from Alaska, anxious to thank us personally for what they call the only connecting link between their own isolated outposts and the world of news.

A missionary from the Arctic Circle wrote us that his Eskimos listened with him nightly to the Reporter, but were quite puzzled why the Great White Father didn’t send his U. S. Marshal to arrest this Hitler who was constantly getting off the reservation!

Ealy Improving
On another occasion we received an urgent wire from a hospital asking that we broadcast a plea for a certain rare type of blood needed in an emergency transfusion. The only blood acceptable was that of a person who had recovered from the same disease as that under treatment in this Eastern hospital. The doctor who wired admitted that it was a shot in the dark. According to his knowledge, only one or two persons in the entire country possessed this type of blood. Yet as a result of our announcement on the Reporter eight volunteers of the desired classification were obtained!

Of course in an era when news is becoming increasingly more important, we are not content to let the Richfield Reporter become just another newscast. We hope to keep it at its present peak of most popular news broadcast in the West by a persistent effort to improve the product.

Our editor, Wayne Miller, has just returned from an eastern tour where he studied methods of handling news in the NBC New York headquarters and where he discussed common problems with the foremost newscasters and commentators of the radio world. On this occasion he also received valuable background information through direct radio conversation over NBC channels with correspondents in the news centers of Europe.

Partially as a result of Richfield Reporter, Hixson-O'Donnell Advertising Inc. has its own success story to tell, too. Starting as a local organization, we have just expanded to national operations with the opening of our office in New York to handle such new accounts as Sinclair Oil Co. and Richfield Oil Corp. of New York. We hope to build both our own structure and that of our clients with still more blocks of radio.

LIVELY TUNES were tapped out on water glasses by Ceci Underwood (left), Hollywood manager of Needham, Louis & Brobery, and producer of the NBC Fibber McGee & Molly Show, sponsored by S. C. Johnson & Son (wax products) while Bill Mills, musical director of that program, instructed. Impromptu concert took place at Hollywood’s Brown Derby.

New Iowa Station
J. D. (Jack) Falvey, veteran newspaper and radio man, has announced an April 1 starting date for his new local outlet, KBIZ, in Ottumwa. It is a grant of the FCC last Nov. 14 (Broadcasting, Dec. 1), the station will operate with 100 watts on 1210 kc. Staff, in addition to Mr. Falvey as general manager, includes Roger Livingston, from KWOC, Poplar Bluff, Mo.; Icel Meier, Newell Tripp and Betty Parker. Wayne Hatchett, from KITE, Kansas City, is chief engineer. Collins equipment will be installed throughout and a 200-foot Wincharger tower is to be erected.

UP Atlanta Relay
UNITED PRESS Jan. 27 will create a new radio relay point in its bureau at Atlanta. It will speed up transmission of news from New York and Washington and make possible a considerable increase in the volume of sectional and state news of the eight States affected. The new relay will be under the direction of E. W. Lewis, division news manager in Atlanta.

WHO (ALONE!) for IOWA PLUS!

Page 36 • January 27, 1941
Ohio radio executives have been invited to a highway and traffic seminar to be held in Columbus in March after plans for the meeting were developed at a Jan. 14 meeting of a special radio committee. Plans were announced by D. O. Taber, public relations director of the State Highway Department. A statewide Traffic Safety Week is planned for early spring, with radio playing an important part, it was stated. Members of the committee at the Jan. 14 meeting were John S. (Bill) Bailey, news editor of WLW; WSAI, Cincinnati; Ellis C. VanderFy, publicity director and merchandising manager, WGAR, Cleveland; Dick Burrell, manager, WNWO, Columbus; Wallace Beavers, WCGL, Columbus.

WCAE, Pittsburgh, is using a new twist on its "Little O'Dimes" broadcast for the infantile paralysis campaign. The station is doing a series of street broadcast, but when the listener answers the question asked, the station contributes a dime. If the question isn't answered, the person quizzed gives the ten cents. Bob Donley and Jim Murray are handling the shows.

To illustrate his talk on "Radio and the News" at a meeting Jan. 21 of the Community Assn. of 106, Miami Beach, A. A. Schechter, NBC director of news and special events, arranged for two-way hookup conversations with three of NBC's foreign representatives, talking five minutes each with McVane in London, Paul Archinard in Vienna, and Max Jordan in Baghdad. Mr. Schechter remained in Miami Beach after the meeting to arrange for the Jan. 28 broadcast. Walter Borchell, sponsored on NBC-Brite by Andrew Johnson Co., returning to New York Jan. 27.

KLS, Denver, recently covered the inaugural Gov. Ralph L. Carr, of Colorado, transcribing his address on a proposed setup of a new Arkansas Broad pated, followed by the TVA. Stations in areas affected by the new plan broadcast the discs. They were: WYK KOI KOIS KOYQ KSU KFXJ RFRA KOKO KEGF.

Ways of supplying radio stations and newspapers with newswcs concerning individual draftees from their communities, are now being planned at the Office of Army Information, Second Corps Area, Fort Stilwell, according to Capt. Dorsey Owings. With Col. Frank Reppin, Capt. Owings has completed a tour of New York, calling on station managers and newspaper editors to offer them the cooperation of the Office of Army Information in checking scripts and stories and obtaining whatever information is available.

WCCN, Brooklyn, has started ASCAP-BMI Battle of the Bands, a weekly half-hour of recordings of leading ASCAP and BMI personalities. Five pairs of four BMI tunes, selected through listeners' mail, are played each week on the Saturday evening feature.

KDKA, Pittsburgh, had its biggest year in history during 1940, with local networks accounting for more than half the total sales increase, according to W. E. Jackson, KDKA sales manager. The station normally derives about one-fourth of its income from local sales, Mr. Jackson indicated.

CLYDE COOMBS, new general manager of KARM, Fresno, Calif., marked the station's third anniversary by going on air on January 15 with the announcement that KARM's contract as a basic station of CBS's coast-to-coast network had been renewed.

RATE CARD No. 30, dated Jan. 1, has just been issued by KSTP, St. Paul, fixing new schedules of rates for commercials, station identification, and other classifying rates.A COMPLETE course of music to students attending over 130 schools in Sangamon and surrounding counties of Springfield, I11., is being offered on the Rural School of Music, twice-weekly quarter-hour feature on WCDS, Springfield. Jane Bradbury, county musical director, conducts the series.

EDITORIAL IN BROADCASTING few issues ago brought forth from WCMl, Ashland, Ky. Editorial suggested that stations will soon be putting on shows from their own theatres. WCMl points out that it already has an on-air studio for its Huntlingsdale picture house, and that the auditorium pictured occupies the central portion with a front of glass brick. The entrances to the auditorium are on either side of the studios.

KLS, Oakland, Cal. has announced that ASCAP has issued a blanket release for it to use classical and semi-classical music which will permit "God Bless America" and other tunes formerly on the restricted list to be played locally. KLS is the only station in the San Francisco bay area to re-sign with ASCAP, it was stated.

ANNOUNCERS OF KOA, Denver, faced a near disaster during the National Western Stock Show Week when a wild Brahman steer in the arena charged the microphone, but was diverted by the red cloak of Homer Holcomb. Shortly afterward, a wild horse got his head and forefeet over the chute rail, and had KOA Production Manager Jack Lyman chasing the horse to get away from the railing legs and hoofs of the struggling animal.

KXX, Hollywood, on Jan. 13 started operating on a 20-hour, 15-minute daily schedule, from 5:45 a.m. Mon., through Sat., with entertainment directed primarily to farm and citrus communities. Under its new schedule, the station will open at 6 a.m. on Sundays.

VOI, Washington, has finished remodeling its offices to provide increased space for private offices and reception room, along with larger quarters for the manager's division and a complete new suite for the commercial department on the lower floor of the Heurich Bldg., where the studios are located.

FIVE staff members and Manager Marjorie Willis, of WTOC, Savannah, Ga., were out with flu during a recent influenza epidemic in Savannah. Staff members kept from work included Announcers Fred Maness and Weldon Herry, E. M. Lipcomb and Allen Williams, of the sales staff, and Marion Griffin, traffic manager.

AP Dramatic Series

AIR PROGRAMS Inc., New York, announced Jan. 24 an exclusive agreement with Associated Press for production of a dramatic series, Men Against Time, based on the 29-year history of the news association. Scripts are adapted from the best-selling book AP:—The Story of News, by Oliver Gremling, AP executive. In addition to dramatization of famous AP stories, personalities and news situations, the program includes a tie-up to include the broadcast day's latest news bulletins.

BUSY DAY

Jack Kilty, baritone on WOR, Newark, and singer in the musical "It Happens on Ice," planned to get married Jan. 19 because he had no broadcast slated for that day. At the last minute he was assigned a 3:30-4 p.m. broadcast and had to march to the altar at 5:45 p.m., and then hurry over to the theatre at 8 p.m. for the ice show. The bride is Lillie Hamilton, pianist and former staff artist of KDKA, Pittsburgh.
NEW TYPE of morning program, Breakfast at Sardi’s, has started on KFWB, Hollywood, under co-sponsorship of Los Angeles Soap Co., Los Angeles (Calla Lily soap); San Francisco (peanut oil); and Rumford Chemical Works, Providence, R. I. (baking powder). With Tom Breneman as m.c., the five-weekly half-hour broadcasts emanate from Sardi’s Restaurant on Hollywood Blvd. A group of 50 women, chosen from written requests, are breakfast guests daily. Sponsors send a Yellow Cab to their respective homes to pick them up, giving each guest a gardenia corsage. Quiz games, interviews and a community sing make up the ad-lib broadcast. A guest, picked at random, is presented with a wishing ring during the broadcast, with audience present, participating in a “wishing” ceremony. A radio is also awarded daily to a listening-in friend of a breakfast guest. John Nelson, radio director of Raymond R. Morgan Co., Hollywood agency, produces the show, with Armielle Olson assisting.

Liberty Land

SONGS which have played important roles in the development of the United States, together with dramatizations of the composers’ lives and the events themselves, are featured on sponsored programs, Liberty, weekly half-hour program which started Jan. 26 on NBC-Blue with Frank Luther, Zora Layman and the Luther-Layman Singers.

Triple Guard

COVERING national defense movements within the District of Columbia applying to the National Guard and Selective Service Boards of the District, a new three-station feature, The D. C. Guardsmen, started Jan. 20 on WRC, WINX and WOL. Capt. Gordon Hittkenmark, WRC Timekeeper and public relations officer of the D. C. National Guard and Selective Service Board, conducts the program each Monday night successively in the three studios, 7:15-7:30 p.m. on WINX, 9:45-9:50 on WOL and 10:30-10:35 on WRC.

Three-Four Time

BUILT AROUND waltzes and hit tunes of yesteryear, played by the studio orchestra, Music, Just Music has started as a weekly feature on WRVA, Richmond, Va. Comment and introduction for the tunes are held to a minimum, and considerable BMI material is used.

News Forecast

INCORPORATING a forecast of the probable trend of events during each coming week, This Week—and Next, weekly review of news has started on WSGN, Birmingham, Ala. McClenann Van DerVeer, editor of the Birmingham Age-Herald, conducts the feature.

For the Girls

SIMILAR to the women’s participation program, Marjorie Mills, currently on Yankee Network, is Nell Giles’ Susan Be Smooth feature, which started Jan. 15 on WBZ, Boston. Heard Wednesdays and Fridays, 4:15-4:45 p.m., the program will run sustaining four to six weeks, after which it will be available for participating sponsors wishing to promote women’s toilet articles and requisites. All arrangements for the program are handled by Broad- cast Advertising, Boston, also agency for the Marjorie Mills program.

Talent Breaks

TRANSCRIBED one-minute announcements, utilizing voices of CBS name talent, are being used by KNX, Hollywood, during station breaks and other free times, to publicize sponsored network shows. Besides their own specific broadcasts, the talent also recommends other CBS programs. New publicity idea in building larger audience attendance was conceived by Charles Vanda, CBS Networks division program director, and is being carried out under direction of Hal Rotope, the network’s West Coast publicity director.

For New Composers

TO GIVE new composers a chance to introduce their songs, CBS on Jan. 19 started Composer’s Corner, a Saturday half-hour program, featuring Lyn Murray and his orchestra and Vocalists Fredda Gibson and Jack Leonard. The program will pay tribute to one new songwriter each week, the first to be Irving Graham, composer of “Crazy With the Heat”.

Eleventh Hour

RECENTLY launched on KROW, Oakland, Cal., Speak Up for Democracy is produced in cooperation with the national headquarters of the Veterans of Foreign Wars and local chapters. The program is presented on the eleventh hour of the eleventh day of each month, as a commemoration of the signing of the World War armistice.

Parlor Game

A RADIO variation of the old “he said, she said” parlor game, Ribbon Sketches has started on KLS, Oakland, Cal. The game is played with song titles sent in by mail and embossed into the continuity. Bert Symmes m. c.’s the program.

PRACTICING what he preaches’ is the claim WSGN, Birmingham, makes for this boudoir shot of Bill Terry, as he tries out a NuSteel razor blade while reading continuity for the NuSteel program. Terry is production director of WSGN.

Almanac Style

OFFERING a perspective of world news like that presented by an old-fashioned household almanac, KGO, San Francisco on Jan. 19 started a new weekly program, The Alma- nac. There is a quick mention and review of important events in world history, specifically those that happened on or near the dates of the different broadcasts. Also there is a background picture of current news, a perspective on the significance of these events and a sprinkling of miscellaneous information.

Honey Trials

DEFENDING the lot of the woman in the home, Housewives Inc. has started on KIRO, Seattle. The new daily feature is really a mock trial of doorbell-pushers and other intruders on the housewives’ peace of mind, along with a sprinkling of recipes and household hints. Commercials are handled in the same vein as the rest of the program, with Helen Stryke and Marge McPherson officiating.

Yoo Hoo, Teacher

HIGH SCHOOL students are called upon to serve as scholars for a new quiz show, Teacher I Know, on WFIL, Philadelphia. A weekly series, starting Jan. 27, the quiz teams will have students from a Philadelphia suburban high school competing against a team of experts from a parochial school in the city. Hy Burton presides as “Teacher.”
**Frigid Info**

VITAL information for winter sports enthusiasts is contained in the weekly Sierra Sport Program on KYA, San Francisco. The program is devoted to news from the Donner-Sierra winter playgrounds, providing up-to-the-minute information on snow depths, skiing conditions, weather and road conditions. Famous skiers appear on the program as guest speakers, along with pioneers of the Sierra regions of California. Verne Wilson of KYA does the commentary. The program is cooperatively sponsored by the winter resorts in the Sierra region.

**Music Education**

INSTRUCTION in song and harmony for rural school children is offered on a new educational series on WJFP, Herrin, Ill. The series, produced in conjunction with the Franklin County Schools, is directed by Geoffrey Hughes, county superintendent of schools in the county. The new series is being provided at no cost to schools in the county.

**Safety Students**

NEWEST show in the safety campaign of WSYR, Syracuse, N. Y., is The Safety School of the Air. Studios are turned into classrooms each Monday night, with a class of "students" selected from local clubs and schools. Arthur J. Leahy, special police investigator, is professor of the school assisted by Announcer Elliott Grove, Leahy conducts an examination on safety.

**Nocturne Albums**

LETTER contest among listeners has been started by WDAS, Philadelphia, for its nightly Nocturne, a program of classical music recordings. Listeners are invited to write in a 25-word sentence completing the statement: "I like Nocturne because, . . . . ." The best letter of the week is awarded an album of recordings, the winner having the choice of any album in any recording company catalogue.

**State Issues**

DESIGNED to place before listeners current California governmental issues, Don Lee Broadcasting System, Hollywood, has started a threeweek quarter-hour, Affairs of State which originates from the State Capitol in Sacramento. Series is conducted by Dick Connor, commentator and news analyst, is released to the 16 California Don Lee stations as a public service feature.

**Alley Highlights**

BOWLING chatter is featured on a new weekly quarter-hour program on WPEN, Philadelphia. Bill Briner, president of the Philadelphia Bowling Assn., conducts the show, which highlights high scores of the week and brings before the microphone the 300-game bowlers each week to tell of their experiences in making a perfect score, like hole-in-one golfers.

**SCOOP IN MISSOURI**

KWOS, KWK Get Only Pickup

Of Stark Veto

A CLEAR-CUT news beat was claimed recently by KWOS, Jefferson City, Mo., and KWK, St. Louis, for their pickup of Gov. Lloyd C. Stark's address to the State Legislature. Writing a program to investigate the November election of Republican Forrest Donnell as Governor of Missouri,asts from all over the State had come to the capitol at Jefferson City to pick up interviews and actual proceedings of the Democratic legislature's attempt to contest the Donnell election.

After three days of hearings and other activity, the special crews went home. However, KWOS, sensing something unusual in Gov. Stark's decision to address the Legislature a few days later, set up microphones and picked up the speech, during which he dropped the veto bombshell. KWK, which has maintained a line to the KWS control board for several years, also carried the pickup.

**Bucking the Pot**

FOUR Baltimore theatres have decided to meet the competition offered by the Pot o' Gold programs, heard Thursdays on 97 NBC-Red stations, 8:30 p.m., on behalf of Yuma, by offering to double the prize if a winner should fail to answer the telephone because of attendance at one of the theatres. In a newspaper campaign the theatres—Alpha, Bridge, Westport and Hampden—report: "You need not stay home on Thursday nights to win $1,000 or more prize money offered . . . . We will double the amount if you are in any of the theatres listed below at the time the telephone call is made—and your number is selected."

**College Faculty Board For Awards Is Selected**

UNIVERSITY of Georgia faculty committee, which will make preliminary selections for the George Foster Peabody Radio Awards, has been announced by Dean John E. Brewery, of the Henry W. Grady School of Journalism. The recommendations of this faculty group are to be presented to the Peabody Awards advisory board, which will make final selections and announce winners of the awards at a time and place to be decided upon by its members, probably New York in March.

Members of the faculty committee are Willett Main Kempston, assistant professor of journalism; Carolyn Vance, speech department head; Edward C. Crouse, drama department head; Michael A. McDowell, assistant professor of music; Dr. B. O. Williams, sociology department head; Dr. Merritt B. Found, professor of history and government.

FM Aids Customs

GENERAL ELECTRIC Co. has recently installed FM equipment for two-way communications between United States quarantine tugs and the Quarantine Administrative Headquarters at Custom House, Boston, according to GE. Noise-free quality of FM has eliminated the necessity of the quarantine officials returning to shore, a distance of about five miles, to check records, enabling them to clear more ships in busy times.

**WTSP**

ST. PETERSBURG, FLA.

gives

COMPLETE AND ECONOMICAL COVERAGE of the

TAMPA BAY AREA

including ST. PETERSBURG TAMPA CLEARWATER

BRADENTON & SARASOTA

WITH A PERMANENT POPULATION OF 300,000

**WTSP**

St. Petersburg TIMES affiliate

ST. PETERSBURG, FLA.

R. S. Stratton, Manager

Represented by

RADIO ADVERTISING CORPORATION

New York • Chicago

Cleveland

**WANTED!**

RADIO STATION BUSINESS MANAGER

A $10,000 man capable of earning 3 to 5 times this amount

Somewhere in this country is probably a man now running a Radio Station and seeking greater scope for his abilities. He knows production and all the details of a successful radio station operation. He will be willing to start in a great city at $150 to $200 a week profit participation in profits and carve out an important post for himself. Write fully and in complete confidence (including small photo or snapshot if possible) to

Walter A. Lowen, Placement Specialist (agency) 420 Lexington Ave., N. Y.
Maj. Borrett Back

WELcomed back by all delegates to the CAB convention was Maj. W. C. Borrett, CHNS, Halifax, who was absent last year because of organizational duties in the Army. Major Borrett, in mufti, brought with him a stock of wartime records made by his staff during the past year. He reports that five of the CHNS staff are now with Canadian forces in different parts of the Empire but that despite this depletion of key positions the CHNS was still able to serve a spot in Canada where the war is close at hand.

PAYING TRIBUTE to Harry Sedgwick, for six years president of the CAB, the broadcasting industry in convention at Montreal presented him with a desk set. Standing (1 to r): Dr. A. Frigon, CBC assistant general manager; Maj. Godfrey Murray, CBC general manager; Mr. Sedgwick, Glenn Bannerman, new paid CAB president-general manager; T. J. Sandell, CKTB, St. Catherine's, chairman of the presentation committee.

Registration at CAB Convention ...

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes CHNS

Halifax, Nova Scotia

JCS. Weed & Co.
350 Madison Avenue, New York
Representatives:

INFORMATION

AGENCY

Appointments

INDIANA CONDENSED MILK Co., Indianapolis (Wilson's Milk), to Keeling & Co., Indianapolis. Spot radio to be included.

BUELL McG. Co., Chicago (air horns), to Burns & Potter, Chicago.


PARFAT POWDER PUFF Co., Chicago, to Lanes, Benson & McCabe, Chicago. E. Sherman Perelman, account executive. Radio to be included in plant.

NATIONAL LOAN Co., Hartford, Conn. (finance), to F. W. Freile Adv., Hartford. Newspapers, radio and direct mail will be used.

CRANE & CRANE CLOTHING, New York, to Atlantic Adv. Co., N. Y.


C. A. MOROS LABORATORIES, Chicago (Oils-Dyes, antiseptics), to Roche, Williams & Cunningham, Chicago.

Liptone Spots

PRINCESS PAT Ltd., Chicago (Liptone), is currently using a varying schedule of six or more spot announcements weekly on 20 stations. Announcements offer samples of product, new liquid lip rouge, in return for life to cover postage. More stations will be added in the future. Agency is Frank R. Steel & Associates, Chicago.

KDYL

Showmanship hits people right where they live—in the population centers of the Intermountain Market

BROADCASTING • Broadcast Advertising
Ruthrauff & Ryan Quits Penn Tobacco Account

IN THE latest shift of tobacco accounts, Ruthrauff & Ryan, New York, is resigning in the near future from the Penn Tobacco Co. account, sponsor of Vox Pop on CBS for Kentucky Club smoking tobacco. The program was renewed Jan. 2 for 13 weeks.

While no announcement was made by the agency, which has recently been appointed by the American Tobacco Co. to handle Pall-Mall affairs, the release of Penne Tobacco will leave the agency with one tobacco account. No plans have been announced for Pall-Mall, but it is understood the large part of the advertising appropriation will be devoted to radio, with transcribed dramatized offerings in the offing.

R. O. Reynolds Is Named As Manager of KMPC

ROBERT O. REYNOLDS, sales manager of KMPC, Beverly Hills, Calif., has been appointed the new manager, succeeding Leo B. Tyson, resigned. Announcement was made by G. A. Richards, owner and president, and Leo B. Tyson, former manager, of KMPC, which has been in the hands of a corporation that has been controlled by the agency.

At Stanford he was the only player to have ever played complete Rose Bowl football games without substitution. In 1938 he was named All-America tackle by Grantland Rice in Collier's. Reynolds played professional football in 1936-37 for the Art Rooney Co., that time owned by Mr. Richards. Tyson, manager of KMPC since September 1936, after a brief vacation, will go to New York, after announcing his future plans.

Ad Club Hears Mullen

THE VALUE of scientific research was emphasized by Frank E. Mul- len, NBC vice-president and general manager, speaking Jan. 20 on "Frontiers of American Business" before the St. Paul Advertising Club. He said the answer to world economic problems is to be found in the scientific laboratory "from which are emerging new services, new products, and new employment for both men and capital."

Hollywood Talent Hunt

FOURTH ANNUAL Hollywood Contest, sponsored by NBC, to be held Feb. 8 to 15 under war direction of Don Carson, who broadcasts a children's program daily on WOR, New York, as "Uncle Don." The two winners, a boy and a girl, will receive from RKO Pictures Corp. Buddy Swan, boy winner of the 1940 Talent Hunt, was found so to be. Orson Welles that he was given the part of "Welles" in the RKO picture produced by and starring Welles, former di- rector of the Mercury Theatre Television program on CBS.

**BROADCASTING • Broadcast Advertising**

January 27, 1941 • Page 41

**Research Split**

BLACKETT - SAMPLE • HUM- MERT, Chicago, has divided its research department into three di- visions. Robert F. Elrick has been an appointed research director. Mr. Elrick succeeded William Heng- ton who on Jan. 16 joined the Leo Burnett Co., Chicago [Broadcasting, Jan. 20]. William M. Jr., has been appointed director of merchandizing and Carl E. Wolf Jr., director of copy testing.

H. H. LITTLE, manager of the Clu- berton, Chicago, will be in New York, New York, has resigned effective Feb. 1. His future plans are unannounced.

CHARLES G. WRIGHT, account executive of Federal Adv. New York, on General Cigar Co. and F. R. Tripler accounts, has been elected vice-president of the agency, and will continue to handle these ac- counts.


ROBERT CORELL, for the last six years on the staff of Berg-Allen- berg Inc., Hollywood talent agency, has been named head of the firm's radio department. He succeeds Cor- well Jackson who has been lit- tery department manager.

DUANE WANAMAKER-Advertising, Chicago, has moved its offices to 547 No. Michigan Ave., telephone, White- Knight 8219.

H. A. BATTEK, president of New York, Inc., has been elected to the board of directors of the Philadel- phia Chamber of Commerce.

DOUGLAS G. MELDRUM, formerly vice-president of N. W. Ayer & Son, Philadelphia, and previously manager of the agency's London office, has joined Ivey & Ellington, Philadelphia.

JAMES RICE, former space buyer of Compton Adv. New York, has joined the staff of Grey Adv., New York, in a similar capacity.

ELEANOR JOYCE, formerly of General Amusement Corp., Chicago, on Jan. 22 joined H. W. Kastor & Sons, New York, as news assistant to male Bridge- water, copy writer.

RUTHERAUF & RYAN Inc., Chi- cago, has changed its telephone num- ber to 4056.

**BUSINESS is good in British Columbia. Your business will be better with**

**CIJR**

Vancouver, B.C.

National Representative
Joseph Hershey McGillivra

**Agencies**

J. W. COBB Jr., partner of Gour- fain-Cobb Adv. Agency, Chicago, on Jan. 1 withdrew to enter the manu- facturing field. Before becoming a partner of the Gourfain-Cobb Adv. Agency, Mr. Cobb was connected with Albert Kircher Co., Chicago agency, as an account executive. Contracts and obligations have been assumed by A. S. Gourfain, who has become sole owner of the firm, which continues under its present name.

STERLING, former president of N. W. Ayer & Son, Chi- cago, on Jan. 14 was elected president of the Chicago Better Busi- ness Bureau.

W. D. MURPHY, for the last 11 years advertising manager of the Salva Co., Chicago, on Jan. 2 joined Reincke-Ellis-Youngren & Finn, Chicago, as executive, radio director.

GURDEN MOOGER, formerly as- sistant manager of KYA, San Fran- cisco and previous to that account, with KEHE, Los Angeles, has joined the traffic department of the San Francisco office of J. Walter Thomas & Son Co. He succeeded Dick Mende who was transferred to the firm's Seattle office.

L. F. CHITY, account executive of Cockfield Brown & Co., Ltd., Mon- treal, has been transferred to the Toronto office as assistant to W. Mc- Quillin, radio director.


ERNEST GEORGE, formerly account executive of Glasser-Galley & Co., Los Angeles, has been appointed account executive, the agency's Los Angeles office, has joined Ivey & Ellington, Philadelphia.

JOHN J. LOUIS, vice-president of Needham, Louis & Brophy Inc., Chi- cago, was in Hollywood during mid- January to check on next week's New Year's Day show of Fibber McGee & Molly Show, spon- sored by S. T. Johnson & Son and production.

GWENDOLYN CHEYNEY, formerly a copywriter with Lord & Thomas, has joined the staff of Ward Wheelock Co., New York, as a writer of radio commercials and advertising copy.
The Business of Broadcasting

Station Accounts

ep—studio programs

- announcements

...transcriptions

...to transcription announcements


WGY, Schenectady
Richfield Oil Co., New York, weekly, 125 stations, thru Ray Service, Los Angeles.

White Labs., New York, (seeds), 3 weekly, thru Adams Adv., Co., Burlington, VT.


Woolworth, F. D., F. D. & Co., New York, 5 weekly, thru BBQ, N.Y.

Wyandotte Pot Co., Minneapolis, 8 weekly, thru Wyan Pot Co., Minn.

XKJ, Hollywood

XKQ, San Francisco

XMC, New Orleans
J. C. Penney Co., New York (department store), 5 weekly, thru Pedlar & Ryan, N. Y.

XMN, San Francisco

XOD, Monday
Friday Magazine, San Francisco, 15 stations, thru 135 stations.

XPI, National Funding Corp., Los Angeles (personal loans), 3 weekly, thru Smith & Bull, Los Angeles.

XPB, San Francisco
Kilpatrick's Bakery, San Francisco, 5 weekly, thru Emil Reinhardt, Oakland, Calif.

XR, Campbell Cereal Co., Northfield, Minn. (Maize-meal), 6 weekly, thru H. W. Kastor & Son, Chicago.

KQW, San Jose, Cal.
Tide Water Associated Oil Co., San Francisco, 199 weekly, thru Lord & Thomas, San Francisco.


Household Magazine, Chicago, 6 weekly, thru Frelsa & Frelsa, Chicago.

Kilpatrick's Bakery, San Francisco, 20 weekly, thru Emil Reinhardt, Oakland, Calif.


Price Control, Chicago, (liquid liptone), 6 weekly, thru Frank R. Steel Assoc., Chicago.

WJID, Chicago

Pierce's Medicines, Buffalo (Golden Medical Discovery), 6 weekly, thru H. W. Kastor & Sons, Chicago.

Waukesha Co., New York (bread), 12 weekly, thru Sherman K. Waukesha Co., N.Y.


WNR, Chicago

Bayuck Cigar Co., Chicago, (Phillies), 6 weekly, thru T. J. Evjen Co., Chicago.

RAINER BAKING CO.

KPO, San Francisco

E. Fougera & Co., New York, (Vrappe), 3 weekly, thru Small & Seifer, N. Y.

Rainier Brewing Co., San Francisco, 6 weekly, thru Buchanan & Co., Los Angeles.

Friday Magazine, San Francisco (magazine), 5 weekly, thru H. C. Morris & Co., N. Y.

WGN, Chicago
Corday Bakings Co., New York (Royal Meal) and Whole Wheat bread), 5 weekly, thru Barton A. Stephens Co., N. Y.

P. Lorrillard Co., New York (Sensation cigarettes), 6 weekly, thru Lennien & Mitchell, N. Y.

Olsen Rusch Co., Chicago, 3 weekly, thru Frelsa & Frelsa, Chicago.

WOR, Boston
Marlin Firearms Co., New Haven (rifle), 6 weekly, thru Craven & Hedrix, N. Y.

Ray Preparations Co., New York (Formulal 301), 1 weekly, thru R. C. Cigarettes, N. Y.

KECA, Los Angeles
Innes Shoe Co., Los Angeles (chain shoe stores), 3 weekly, thru Routh, Redwood & Co., Los Angeles.

Rainier Brewing Co., Vernon, Calif. (beer), 6 weekly, thru Buchanan & Co., Los Angeles.

Blue Southern Group: WGRM, Greenwood, Miss., and WSLI, Jackson, Miss., added as optional stations.

Blue Southwestern Group additions: KOME, Tulsa, and the Oklahoma Network, comprising KAD, Ada, and KERO, Enid; KBIX, Muskogee; KGFF, Shawnee.

Blue Mountain Group: KFBC, Cheyenne, added.

More Supplements

Blue Pacific Coast Group: KOH, Reno, added. KOH was formerly one of the Pacific Supplementary Group, available with either Red or Blue book.

WIZE, Springfield, Ohio, and WEAU, Eau Claire, Wis., have been added to the Basic Supplementary Group, including KOC, Montgomery, Ala., to the Southern Supplementaries, while WAVE, Louisville, formerly a Midwest Service station, available with either network, is now an exclusive Red outlet.

Further change in the new rate card excepts "contracts for the use of the Blue Pacific Coast Group as a regional network" from the long distance accounts for the 17 stations of the consecutive Blue network broadcasting, as the Pacific Group has its own special discount schedule [BROADCASTING, Jan. 20].

Blue's Rate Card Lists 154 Outlets

99 Blue-Blue Stations Shown In Latest Compilation

NRC-BLUE Network Rate Card No. 28, dated Feb. 1, 1941, will be issued this week, listing 154 affiliated stations, a gain of 17 compared with the 137 affiliates listed on Rate Card No. 27, dated Sept. 1, 1940. A larger gain has been made in the number of exclusive Blue stations, the so-called "Blue-Blue" affiliates now totalling 99 stations. In the latter group, former Fortune Annex out of 71. Changes may be itemized as follows:

Blue-Blue Network additions: WICC, Bridgeport; WRNL, Richmond; KXOK, St. Louis; KFRU, Columbia, Mo., and WOC, Davenport. WICC and WRNL were formerly Basic Supplementaries; KXOK replaces KW, St. Louis, and KDU and WOU are new Blue stations.

Other Additions

Basic Blue Supplementary additions: WKIP, Poughkeepsie, N. Y.; WHDL, Olean, N. Y.; WINN, Louisville; and Milwaukee and WSOU, Tampa, Fla., and WLOF, Orlando, have been added to the Midwest Group, WLOF now operating independently of WFLA, with which it formerly shared time. A new 10-station Blue network group has also been established and the old Southeastern Group, formerly available with either Red or Blue network facilities, has now been exclusively Red. New Blue Southeastern stations are: WGAC, Augusta; WCHE, Columbus; KXWJ, N. C.; WJHL, Johnson City, Tenn.; WHIS, Bluefield, W. Va., and six North Carolina stations: WMFR, High Point; WWMF, Wilmington; WEED, Rocky Mount; WGNC, Gastonia; WCBT, Roanoke Rapids; WIKY, Hickory.

Blue Southern Group: WGRM, Greenwood, Miss., and WSLI, Jackson, Miss., added, as optional stations.

Blue Southwestern Group additions: KOME, Tulsa, and the Oklahoma Network, comprising KAD, Ada, and KERO, Enid; KBIX, Muskogee; KGFF, Shawnee.

Blue Mountain Group: KFBC, Cheyenne, added.

A CREW OF eight men is now being employed by the North Central Broadcasting Co. for field merchandising work, according to an announcement on Jan. 2 by John W. Boler, general manager of the regional network. The men, two of whom are located in North Dakota, three in Minnesota, and three in Iowa, average 120 calls per day on retail food and drug dealers and jobbers. In addition to putting up displays, the men carry order books and make actual sales of merchandise. They are said to average practically all their orders placed with the network. Approximately 1500 food outfits, and 954 drug stores have a working agreement with the chain. Shown above is the Minnesota crew, led by Ed McLaren, E. Andrews, John Woodworth and Harold Polaski.

Page 42 • January 27, 1941 BROADCASTING • Broadcast Advertising
Serial Swap

A WEEK'S experiment of trying in characteristics of the nighttime serial programs will be tried, starting Jan. 27, by General Foods Corp., Los Angeles, with a five-day-a-week, nightly five-minute serial program. The series, announced from Young Dr. Malone, will enter the format of Portola, and Portola is also being used for newscasts.

KNOX Co., Hollywood (Cystex), is currently sponsoring a one-year, twelve-week series of 25 two- to four-minute weekday spot announcements in Los Angeles. The series, which started Jan. 27, is being broadcast on KFWB, KFRC, KFRC, and KFRC, and will continue until the end of the year.

RCA MFG. Co., Camden, N. J., is sponsoring a two-week, Friday afternoon schedule of the Young Dr. Malone program, starting Jan. 22, by General Foods Corp., Los Angeles, with a five-day-a-week, nightly five-minute serial program. The series, announced from Young Dr. Malone, will enter the format of Portola, and Portola is also being used for newscasts.

HEARN DEPARTMENT STORE, New York, is due to have a child talent program on WWH, New York, in the next, and Jan. 18 started a similar variety program originating from the Little Theatre in the store, Saturdays, 10:30-11:30 a.m.Agency is Milton Rosenberg, New York.


FOR THE first time in radio history a commercially sponsored program originated from the Naval Academy when the Penn Tobacco Co., Wilkesburg, Pa., presented its Vox Pop program Jan. 23 on CBS from the Armory at Annapolis.
Radio Operators Sought For Government Service

APPLICATIONS for high-speed radio equipment operators to serve in the defense program will be received until further notice by the U. S. Civil Service Commission. Qualified persons are urged to send their applications to the Commission's Washington office at once. A large number of vacancies will be filled in defense establishments.

One year of experience as radio operator in commercial or government communications work is required. Although training in radio operation at a service school may be substituted for this experience, all applicants must have had three months' experience in the operation of high-speed radio communication equipment such as transcribing to typewriter syphon recorder tape, and transmitting messages by hand or bug.

The salary is $1,620 a year less a retirement deduction of 3 3/4%. Further information and application forms may be obtained from the secretary of the board of U. S. Civil Service Examiners at any first or second-class post office, or from the U. S. Civil Service Commission, Washington, D. C.

Georgia Time Salesmen Hold First Convention

TIME salesman of the Georgia Broadcasting Assn. returned to their homes Jan. 18 after attending the first meeting of the group in Macon, Ga. Appearing as guest speakers were Dr. Frank Stanton, director of research for CBS, and Charles Calev, commercial manager of WMGD, Peoria, Ill. John Butler, commercial manager of WSB, Atlanta, served as director of the convention.

Representatives of both local and network stations throughout Georgia attended the meeting and received advice on the preparation and presentation of program time to sponsors.

COUNTERPARTS TODAY of the military-clad lads pictured on page 27 (in same order, left to right) are Bill Gittinger, CBS sales vice-president, pictured as an Army aviation cadet at Camp Dick, Dallas, whence he went to the aviation ground school at Cornell U; Jules Herbuveaux, NBC Chicago program manager, who was a chief gunner's mate in the Navy Air Corps during World War I; Don Searle, director of KOIL, Omaha, and KFAB-KFOR, Lincoln, while in a student at the Army Aeronautics School at Illinois U in latter 1918.
THROUGH the efforts of WCCO, Minneapolis, radio took an active part in the convention of the Minnesota Editorial Assn., held Jan. 23-24 in St. Paul. The CBS program, "On Your Deck," a half-hour newspaper drama sponsored by Colgate-Palmolive-Peet Co., Jersey City, originated from WCCO and was witnessed by the 500 delegates. Stop That Story, a dramatization of newspapers, was sponsored weekly on WCCO by the St. Paul Dispatch-Pioneer Press, was broadcast from the convention banquet.

For the National Editor's Forum, an early morning rural newscast, Bob Campbell, announcer for the program, made recordings of interviews with the editors for broadcast on the program. A display of "radio and the news" was arranged by WCCO, demonstrating the effectiveness of cooperative newspaper programs on the station, and the editors were invited to inspect and test their skill at making sound effects in the studio.

Titles for Tunes

BROWN & WILLIAMSON TO-BACCO Corp., Louisville (Raleigh cigarettes), has received over 5,000 entries in the first two weeks of the Name-a-Tune contest on the program, Discoveries of 1941, which started on WJZ, New York, Jan. 3. Each week a new untitled BMI tune is played and the listener submitting the best title receives $50 in cash and 10% of the royalties.

Program, currently on a 13-week test series on WJZ, is gromed for network production by BBDO, New York, agency in charge.

Light Vein in Pittsburgh

COPY in light vein is used by WCAE, Pittsburgh, in a new series of 1-column ads, 5 inches deep in local newspapers. They supplant 3-column 7-inch ads run in 1940. Commercial programs are promoted.

BALLOONS, ranging from 10 inches to five feet in diameter, were among the greetings from WLW and WSAI, paper carnival hats bearing printed messages, and "Big Boy, Your Double" contest in which four Crosley radios were given as the principal prizes, featured the annual division of the Ohio Valley Drugstore's Assn. in the Netherland Hotel, Cincinnati. More than 400 retail drugsters and their wives attended. Dick Ruppert, promotion director of WSAI, was in charge of the radio's float. In addition to the decorations and the prizes, WLW furnished a program of entertainment, and S. R. B. (right) promotion director of WSAI, Cincinnati, presents radios to two winners of the "Big Boy, Your Double" contest, Mrs. R. C. Wood and Mrs. George Ast.

Merchandising & Promotion

Aid to Editors-Song Names-Happy Birthday-Money in Bags-Ground in Philadelphia

KGO'S Birthday

THE 17th anniversary of the founding of KGO, San Francisco, was marked by a promotion campaign which had the show program staged before more than 5,000 persons on one of the floors of the John Breuner store in Oakland. KGO was founded in Oakland, where its transmitter still remains, although the studio has been moved to the ABC quarters in San Francisco. For a week before the anniversary broadcast many radio set dealers, as well as Breuner's, promoted the birthday broadcast with special window displays. Seven of Breuner's windows were devoted exclusively to radio and the programs. The remaining six windows featured pictures of KGO-KPO artists along with merchandising. Throughout the store approximately 400 KGO-KPO-NBC pictures appeared.

A sound truck called attention to the broadcast. Diversified promotion, including a series of interviews and announce-

ments.

Journalistic Swap

THE Call-Bulletin, daily evening paper, this month negotiated a reciprocal promotion deal with KGBK and KSFQ in San Francisco. The paper is presenting a five-minute newscast over each station daily during the afternoon hour in which it calls attention to the news stories and features in its final night edition. The promotion is intended to be a circulation build-up. Bob Hall, ex-radio editor of the paper, now feature writer, is writing the special newscasts which are presented by the station announcers. In turn KFRC and KSFQ are giving advertising space in the Call-Bulletin.

Sack 'o Dough

A BAG of money, amounting to $15, is being given away to 10,000 children in the city, to 20 children participating in its weekly half-hour Bag o'Money quiz program, which features simple questions and stunts easily answered or attempted by youngsters. Children of all ages are requested to write in for tickets. Each ticket is in two parts and numbered. One part is put in a "great dough box" and the number is called the youngster comes up to the microphone. The quizmaster has a bag of coins. Each question is worth a certain amount, and every child wins some money.

For Premiums Only

GIVEAWAY clearing house for WDAS, Philadelphia, has been established by Pat Stanton, general manager. All programs offering premiums must submit a sample of the gifts to the department, which will determine if the value of the item coincides with the claim made for it by the agency or account making the offer. In addition, the department will facilitate the handling of general mail and submit coins received in response to giveaway offers.

Bottler's Tips

SPONSORING Sunshine Sue & Her Rangers five times weekly on WRVA, Richmond, Va., the local Dr. Pepper Bottling Co. is having Sue ask her listeners to send in names and addresses of stores and restaurants not stocking the Dr. Pepper soft drink. Offering three bottles of Dr. Pepper for each such name. The company is merchandising its bottles with 500 flyers outlining delivery men with uniforms bearing a Dr. Pepper Rangers etching.

Consequences

LISTENERS to Truth or Consequences, program sponsored on NBC, caused by Procter & Gamble Co., which created the atmosphere for an extensive TV campaign.

Ground Plugged

NEWSPAPER advertisements were utilized by WCAU, Philadelphia, to call consumer attention to the Chevrolet's "I Love my new car" campaign as "consequences" in addition to a list of 175 questions and answers.

Window Work

USING the theme, "Selling Virginia to Virginia and the Nation," WRVA, Richmond, is promoting its coverage and mail response to programs with an ambitious program in a local hotel's main exhibit window. The display incorporates a large coverage map with photos of network and WRVA artists.

Four National Spors Buy CBS Pacific News

SOIL-OFF MFG. Co., Glendale, Calif. (paint cleaner), an extensive user of spot radio, on Feb. 4 starts Bob Garred Reporting, on 1 CBS-Pacific stations (KNX KARM KSFQ KROY KOIN KIRO KVI), Thursday, 5:45-6:55 p.m.; Saturday, 7:30-8:45 a.m. Contract is for 52 weeks, with placement through Hillman-Shane Adv. Agency, Los Angeles.

Bathasweet Corp., New York (Bathasweet), currently sponsors Bob Garred Reporting on 4 CBS Pacific network stations (KNX KARM KSFQ KROY KOIN KIRO KVI), Tuesday, Thursday, 7:30-7:45 a.m. (PST), with Menneen Co. Newark (shaving cream), sponsoring the program Monday, Wednesday, Friday, at the same time. H. M. Kiesewetter Adv. Agency, New York, services both accounts.

A thrice-weekly five-minute version of Bob Garred Reporting is sponsored by Peter Paul Inc., Nau-
gatuck, Conn. (candy), on the same dates, Monday, Wednesday, Friday, 5:45-5:55 p.m. Agency is Brischer, Davis & Staff, San Francisco.

Brochures


The brochure was designed by Wn. J. Deroughcy.

WCCO, Minneapolis—Twelve-page green folder with illustrations from the Minnesota State Fair, showing how the station demonstrated radio to 400,000 persons in ten days "to build extra loyalty in its listeners."

KMA, Shenandoah, Ia.—5p-page brochure, and white letter with black background "Only Paul Bunyan Could Do This!" promoting mail respond, coverage map and county breakdown map.

CECL, Toronto—Mailing piece "These are the places we heard from—They heard us" based on mall during one week in December.

WCCO, Minneapolis—Green-tinted lithograph brochure on WCCO activities and exhibits at Minnesota State Fair.

CFPC, Saskatoon, Sask.—Illustrated souvenir guide and personnel directory, featuring new studio facilities.

WKZO, Kalasnnazoo, Mich.—File foldout for stations and merchandising descriptions.

CBS—Eight-page folder on CBS "Firsts" in 1940.

Broadcasting • Broadcast Advertising

January 27, 1941 • Page 45
Armstrong and Yankee FM Applications Bring Total Pending at the FCC to 55

WITH RECEIPT of applications by the FCC for commercial facilities during the last fortnight from Maj. E. H. Armstrong, the inventor of the Yankee Network, the total number of pending FM applications has swelled to 55. Maj. Armstrong, currently operating experimental FM station, W2XMN, Alpine, N. J., has requested transmitter facilities in Alpine with studios in New York City to operate on 43.1 mc. and cover 15,510 square miles. The Yankee Network, already holding a construction permit for an FM outlet in Boston, also would be licensed in New York, using 46.7 mc. to cover 8,700 square miles.

In Other Cities

Other applications pending before the FCC are from Westminster House Radio Stations Inc., already authorized in Pittsburgh, for additional FM stations in Boston, Springfield, Massachusetts, and Fort Wayne, Ind., with construction permits currently held in New York, Chicago, and Los Angeles, has asked for another in Boston.

The applications to date, exclusive of those already granted construction permits, (BROADCASTING, Jan. 20), are as follow (powers are shown in megacycles and coverage in square miles and regular broadcasting affiliations, if any, are indicated by standard call letters):

- A. S. Abell Co., Baltimore—44.3 mc., 15,480 sq. mi.
- Connecticut Broadcasting Co., Connecticut (KALL)—44.7 mc., 3,025 sq. mi.
- Armstrong Radio Co., Wilmington, Del. (WXR)—44.7 mc., 2,920 sq. mi.
- John Lord Booth, Detroit (WBC)—44.3 mc., 6,724 sq. mi.
- Commercial Radio Equipment Co., Kansas City—44.5 mc., 5,299 sq. mi.
- James F. Hopkins Inc., Detroit (W2JKK)—44.8 mc., 5,128 sq. mi.
- Moody Bible Institute, Chicago (WMBI)—15.7 mc., 13,156 sq. mi.
- Outlet Co., Providence (WJAR)—44.2 mc., 13,376 sq. mi.
- Podany Radio Co., St. Louis (K2Z)—44.6 mc., 6,524 sq. mi.
- Standard Broadcasting Co., Los Angeles (KFV)—44.1 mc., 1,427 sq. mi.

Poll Claims Radio Lacks Definiteness of Purpose

STATING that "radio today lacks definiteness of purpose," Rho Delta, underprivileged radio society at New York University, released the results of its annual poll of the student body to determine radio likes and dislikes.

Arthur Godfrey, Washington radio entertainer heard on WOR, was selected as best all-around radio voice and cited for his informal morning programs; Raymond Gram Swing, MBS commentator, was best news commentator; Bob Hope, star of the Pepsodent Show on NBC, best comedian. News broadcasts ranked first in favorite types of programs, with symphonic music second.

According to George Peabody, president of the society, who released the results, good radio ideas are "born to death" through constant copying. "Radio has forgotten its prime purpose," he said, "which is to serve as the media for enlightenment and entertainment and in the interest of public good."

Armstrong and Yankee FM Applications Bring Total Pending at the FCC to 55

With receipt of applications by the FCC for commercial facilities during the last fortnight from Maj. E. H. Armstrong, the inventor of the Yankee Network, the total number of pending FM applications has swelled to 55. Maj. Armstrong, currently operating experimental FM station, W2XMN, Alpine, N. J., has requested transmitter facilities in Alpine with studios in New York City to operate on 43.1 mc. and cover 15,510 square miles. The Yankee Network, already holding a construction permit for an FM outlet in Boston, also would be licensed in New York, using 46.7 mc. to cover 8,700 square miles.

In other cities:

Other applications pending before the FCC are from Westminster House Radio Stations Inc., already authorized in Pittsburgh, for additional FM stations in Boston, Springfield, Massachusetts, and Fort Wayne, Ind., with construction permits currently held in New York, Chicago, and Los Angeles, has asked for another in Boston.

The applications to date, exclusive of those already granted construction permits, (broadcasting, Jan. 20), are as follows (powers are shown in megacycles and coverage in square miles and regular broadcasting affiliations, if any, are indicated by standard call letters):

1. A. S. Abell Co., Baltimore—44.3 mc., 15,480 sq. mi.
2. Connecticut Broadcasting Co., Connecticut (KALL)—44.7 mc., 3,025 sq. mi.
3. Armstrong Radio Co., Wilmington, Del. (WXR)—44.7 mc., 2,920 sq. mi.
4. John Lord Booth, Detroit (WBC)—44.3 mc., 6,724 sq. mi.
5. Commercial Radio Equipment Co., Kansas City—44.5 mc., 5,299 sq. mi.
6. James F. Hopkins Inc., Detroit (W2JKK)—44.8 mc., 5,128 sq. mi.
7. Moody Bible Institute, Chicago (WMBI)—15.7 mc., 13,156 sq. mi.
8. Outlet Co., Providence (WJAR)—44.2 mc., 13,376 sq. mi.
9. Podany Radio Co., St. Louis (K2Z)—44.6 mc., 6,524 sq. mi.
10. Standard Broadcasting Co., Los Angeles (KFV)—44.1 mc., 1,427 sq. mi.

Poll claims radio lacks definiteness of purpose, saying "radio today lacks definiteness of purpose," Rho Delta, underprivileged radio society at New York University, released the results of its annual poll of the student body to determine radio likes and dislikes. Arthur Godfrey, Washington radio entertainer heard on WOR, was selected as best all-around radio voice and cited for his informal morning programs; Raymond Gram Swing, MBS commentator, was best news commentator; Bob Hope, star of the Pepsodent Show on NBC, best comedian. News broadcasts ranked first in favorite types of programs, with symphonic music second.

According to George Peabody, president of the society, who released the results, good radio ideas are "born to death" through constant copying. "Radio has forgotten its prime purpose," he said, "which is to serve as the media for enlightenment and entertainment and in the interest of public good."
INSTALLATION of the fixed transmitter and antenna atop one of the three 355-foot towers supporting the Philadelphia-Camden Delaware River Bridge, RCA engineers solved the problem of setting up a two-way mobile police communications system that will give dependable service over the entire length of the 1-mile bridge. Steel construction of the bridge absorbs radio signal energy. Dual controls are set up in the headquarters building of the Delaware River Joint Commission and in the courtroom, where patrol cars have transmitters and receivers; motorcycles are equipped with horn antennas. Aurdy directional loudspeaker is set up to direct all calls to a spot where a foot patrolman is on duty.

WWL, New Orleans, is running final tests on its new mobile unit, according to General Manager W. H. Summerville. The unit, installed in a seven-passenger Plymouth painted in Loyola U's maroon and gold, includes complete two-table recording equipment and a 100-watt Western Electric Relay transmitter. The unit, designed and assembled by Chief Engineer J. D. Bloom, is equipped to operate with a pack transmitter. A gas-driven generator in the back trunk offers an independent power source.

AN RCA transmitter and Wincharger tower have been ordered for the new station WPER, in DeLand, Fla., 260 watts on 1510 kc., granted Nov. 20 to the Tropical Broadcasting Co., by G. Raymond, president, reports the station will go on the air the latter part of September. A revision of the Havana Treaty changes are effected.

A COLLINS 20-K transmitter and Union Mielot Monotube towers, along with a modulator monitor and modulators, is being delivered by the A.C. & C., to柳州, by the manufacturer. Ed Lord reports the station will begin transmissions about December 1. RCA transmitter equipment and a Lehigh tower are being installed for the new WWNY, Watertown, N. Y., 150 watts on 1520 kc., by Harold B. Johnson, publisher of the Watertown Daily Times reports will go on the air the last week in December. Only staff appointment thus far is Paul K.Lee, as chief engineer, formerly with WSYC, Syracuse.

New Broadcast Center To Be Built by WBFL
WFBL, Syracuse, on Jan. 23 announced acquisition of a three-story building in downtown Syracuse, which will be completely remodeled into a modern broadcasting center. To incorporate the latest technical and studio equipment, the entire second floor will be devoted to studio and control rooms, with the third floor housing executive and commercial departments. The building will be air-conditioned throughout, according to Samuel H. Cook, president of WBFL.

The move into the new quarters will climax a steady expansion program during the last year, marked by the purchase of additional land at the transmitter site in Collamer, N. Y., erection of a second tower and directional antenna system which added an increase from 1,000 to 5,000 watts fulltime. The station is a CBS basic station, begun in 1922 by Samuel Woodworth, now vice-president and general manager.

EXCLUSIVELY FOR TELEVISION is this new studio building of General Electric's WZXB, Schenectady. The exterior will look like this architect's design of the clubhouse now being remodeled by GE. The air-conditioned structure will provide a main studio 70 feet long, 45 feet wide and 18 feet high, occupying most of the top floor, with offices, scenery shop and heating equipment on the ground floor. Illumination for the large studio will be furnished by three-phase-water-cooled mercury lights, newly developed by GE, providing 1,000-foot-candles of illumination at any point on the television stage. Another feature of the installation is a 125-foot antenna, electrically heated in the winter, to be used for relaying programs to the main transmitter, located in the nearby Helderberg mountains. The studio building should be completed by late spring or early summer, according to R. S. Peere, GE manager of broadcasting.

Latest Television Progress Is Shown During FCC Tour
DuMont, RCA, Bell Laboratories and CBS Show Projected, Color and Coaxial Transmission

PREPARATORY to receiving the progress report of the National Television Systems Committee, a delegation from the FCC spent Jan. 24-25 in a television tour of New York, witnessing demonstrations of some of the most recent television developments of Allen B. DuMont Laboratories, Bell Telephone Laboratories, CBS and RCA.

Eight FCC officials participated in the tour: Chairman James Lawrence Fly; Commissioners Case and Walker; E. K. Jett, chief engineer; A. D. King, assistant chief engineer; William H. Bauer, head attorney; Nathan David, of the legal staff; George Gillingham, director of information.

DuMont Images
The DuMont demonstrations, first on the list, consisted of transmission of 625-line images at 15 frames a second, using the driven synchronization system developed by DuMont engineers, which is claimed permits reception of images of definition varying from 200 to 500 lines without causing the obsolescence of receiving equipment through changes in transmission standards.

Images were received on DuMont receivers with 20-inch viewing screens, utilizing the new time-delayed reception tubes developed by DuMont to overcome the previously objectionable flicker resulting from transmission at 15 frames a second. A motion picture, specially taken at 15 frames per second, was shown to demonstrate alleged fallacy in statements that rapid motions would produce blurs unless pictured more rapidly than this speed.

A pickup from Camp Upton, 68 miles from New York, transmitted to the New Yorker Theatre and reproduced on a screen 20 x 15 feet, was demonstrated by RCA following a luncheon at the RCA Bldg., at which the visitors were shown multiplexed facsimile and FM sound broadcasting and RCA's new large-screen home receiver. This instrument, with a screen 18 x 13 inches, uses a new five-inch projection kinescope. The picture appearing on the flat side of the tube is enlarged by means of a coated lens and projected to a mirror on the underside of the uplighted cabinet lid, from where it is reflected to the translucent viewing screen.

The scenes from Camp Upton were brought to New York by RCA's automatic radio relay system, comprising a series of unattended relay stations which "bounce" the pictures across the country without aid of wires. Inside the top of each tower is a new horn antenna, sharply directional in reception and transmission of the ultra-short waves, with the automatic amplifying and relaying apparatus located in the base of the tower.

For the demonstration, the pictures were picked up by the NBC mobile television unit at the camp and sent from there to Hauppauge, 17 miles away, on the NBC channel. The relay station at Hauppauge intercepted the signals and retransmitted them on 474 mc. to Bellmore, 23 miles distant. Here the picture impules were again amplified and sent, on 506 mc., to New York, 28 miles. Picked up by two horn antennas directed at Bellmore and located on the 62nd floor of the RCA Bldg., the impulses were then relayed into the television sets in RCA City and also sent by special wire line to the theatre. Pictures were of 441-line definition, 30 frames.

RCA's Projector
Instead of the rear-screen projection method utilized by Stophony for its large-screen television system for theatres [Broadcasting, Jan. 20], the RCA theatre pictures are projected from a steel-barreled projector set up at the edge of the balcony 60 feet in front of the screen. Beside the projector are control desks with knobs enabling the operators to regulate the sharpness, brightness, contrast and size of the images. The theatre installation also includes the power supply unit, a conventional high-voltage rectifier rated at 50,000 volts, and the optical unit.

This latter comprises three parts: A kinescope like that in a home receiver except that it is made to handle high voltages, which faces across the stage, pointing the image at a concave reflecting mirror, 30 inches in diameter, which reflects the picture into a correcting lens which focuses it on the screen with a magnification of 45 times.

Sound controls, mounted in a separate console near the picture control desk, are linked to the speakers in the auditorium and are connected with the NBC studios and the central radio receiving point. The controls used by the sound control men for cueing the program.

In the RCA demonstration of multiplexed facsimile and sound, a single frequency-modulated ultrashort wave channel was used to perform two services simultaneously. (Continued on page 19)
ASCAP War Nearly Won
(Continued from page 8)

organization, flanked by NAB and the networks, resulted in a threatened boycott of ASCAP music in contravention of the statutes.

Under the prescribed procedure, the Government will file a civil suit against BMI in the Federal District Court in Milwaukee. This presumably will be done by Mr. Waters. Mr. Kaye or Mr. Goldenberg, as counsel for BMI, is expected to file on the same day BMI's answer to the suit. Then the Government and BMI jointly would ask the court to enter the consent decree, terminating the litigation by stipulation.

The Government is not expected to file its criminal information against ASCAP at that time. Presumably it desires to clear up the BMI situation first. Obviously, the same decree entered into by BMI will be available to ASCAP, should it decide to settle out of court. But if it does not agree on that move, then, according to the Attorney General's original announcement and to repeated utterances of Mr. Arnold, actual criminal action will be instituted against ASCAP.

Such a decree would affect ASCAP far more drastically than BMI. Because ASCAP acts as the exclusive licensing agent for the cream of the writers and publishers, it would be forced, under any decree entered to, to dissolve that relationship in its entirety. This would involve a cellar-to-weather vane reorganization of Buck-Mills-Paine Ltd.

The final decision to accept the Government decree, without further alteration, was reached at the BMI board meeting in New York Jan. 21 with counsel for the various interests represented. Present at meeting were NAB President Neville Miller, CBS Executive Vice-President Edward Klauber; NBC President Niles Trammell; Theodore C. Streibert, vice-president of WOR-MBS; John Shepard 3d, president, Yankee Network; Paul W. Morency, WOR, Hartford; Walter J. Damm, WCMJ, Milwaukee; John Elmer, WCBM, Baltimore, all directors.

Also present were Mr. Kaye, Mr. Tompkins, vice-president and general manager of BMI, and M. Ford Runyon, CBS stations vice-president. Among the attorneys sitting in were Mr. Goldenberg, A. L. Ashby, NBC vice-president and general counsel; Albert E. Conner, for NBC; Louis C. Caldwell, for MBS; Stuart Sprague, for NAB-BMI; Joseph H. Ream, CBS general attorney.

Likely Provisions

Terms of the decree itself will not be divulged until approved by the Milwaukee court. Main features of the stipulated settlement, however, can be gleaned from past expressions relating to the conversations of both ASCAP and BMI attorneys with Anti-Trust Division attorneys. It is logical to assume that they would provide:

1. That the decree will be conditional and will not become effective in any sense until three months after its entry, or if Mr. Arnold signs a decree himself, or is forced to reorganize by virtue of a criminal anti-trust decision against him.

2. That if reorganizes, BMI will be enjoined from assessing license fees on a percentage of station income, unless it also offers its members a program fee on a "per program" basis with special provisions for commercial and sustaining programs. When a blanket license, percentage-well, or some other basis is issued must have some applicable business relationship to the measured service basis.

3. Definite restrictions on exclusive contracts of licensing group with the copyright owner or publisher. This would prevent the banding together on an exclusive basis (such as ASCAP) of catalogs which would be available only from that source on a bulk purchase basis. In other words each copyright owner would be required to place a per piece, per program or per catalog price on his music. If he chooses, one could permit it to be licensed by the "piece," thus making free competition.

4. Imposition of clearance at the stations for at least nine months after the "free competition" provisions are introduced, or within a year after ASCAP is out of line. Under this provision, the networks would have to re-negotiate contracts with their affiliates so they could absorb a proper share of the music costs thus incurred. It was this provision that proved rather provocative in the industry discussions.

Restrictions Banned

5. Requirement that BMI shall not make any dual markets similarly situated, though it may take into its pvurview situations based on applicable business factors.

6. Banning of restrictions on compositions, particularly so it will not work as a detriment to transcription companies, which under existing ASCAP practices are forced to pay two royalties, with the Music Publishers Protective Assn. as well as ASCAP (through the stations) getting a share of it.

The Government seeks to induce competition in music. By requiring operators under which users will not be forced to pay royalties on incomes derived from programs not using music of the particular copyright owner, it feels this major objective can be obtained. In specifying alternative licensing arrangements, it apparently is felt that the blanket fee, admittedly the easiest for administrator, cannot be employed to thwart the effort to induce new programs on stations. By the same token it was concluded that clearance at the source is a fundamental consideration.

Hollihan to Erwin, Wasey

GARRETT HOLLIHAN, since 1936 continuity director and script department head of the World Broadcasting System, New York, announced Feb. 1 assumes the radio directorship of Erwin, Wasey & Co., Chicago. Mr. Hollihan entered radio in 1929 as sales manager of the old WPAW, Pawtucket, R. I., now WPRO, Providence. He later joined the unique department of BBDO, New York, and from 1932 to 1936 was associated with the Alfred Rooney & Co. agency.

Sheaffer Pen's Campaign

W. A. SHEAFFER PEN CO., Fort Madison, Ia., the first week in February starts a eight-week campaign of five weekly station-break announcements in approximately 80 markets. Most of the announcements will be placed in Class A time. Agency is Russell M. Seeds Co., Chicago.
Two Philippine Stations Now Affiliates of NBC

Two Philippine Islands stations joined the NBC fold, effective immediately. They are KBZRH, Manila, operating with 10,000 watts on 710, and KBCY, Cebu, coming in with 250 watts at 1200 kc. The stations will be available on a point-to-point basis at $440 an hour or on a delayed broadcast basis at $150 an hour. Both stations are owned by Heacock Co., department store operators.

WHDL, Olean, N. Y., on Feb. 1 joins NBC as a bonus station available with WJTN, Jamestown, N. Y.

Gospel Broadcasting


Network Changes

BROADCASTING, Jan. 13, 1949, p. 3; Feb. 6, p. 3; Feb. 20, p. 3; March 6, p. 3; March 20, p. 3; April 3, p. 3; April 17, p. 3; May 1, p. 3; May 15, p. 3; May 29, p. 3; June 12, p. 3; June 26, p. 3; July 10, p. 3; July 24, p. 3; August 7, p. 3; August 21, p. 3; September 4, p. 3; September 18, p. 3; October 2, p. 3; October 16, p. 3; November 6, p. 3; November 20, p. 3; December 11, p. 3; December 25, p. 3.

New Schubert Pool

“NY Times” article by Milton Weinberger, Klein & Weinberger, counsel for the Society, said that details were still being worked out but the basis will probably be a per-program arrangement.

Television Progress

(Continued from page 67)

Microphones and a facsimile scanner in the RCA Bldg. were connected by wires to the FM transmitter in the Empire State Bldg., which makes possible combined FM broadcast. A receiver at Radio City unscrambled the sound and pictures by a system of electrical filters which fed the speaker and the facsimile signal into a receiver which reproduced the printed matter, maps, etc.

Bell Labs and CBS

The demonstrations of the Bell Telephone Laboratories and CBS were to a large extent duplicates of those given for the Institute of Radio Engineers [Broadcasting, Jan. 17, 20]. Bell Laboratories showed pictures transmitted over a coaxial cable loop 190 miles long with no loss in clarity or detail when contrasted with the same pictures transmitted from studio to studio in the same building. CBS demonstrated its direct pickup of color television, which it states are 11 new steps perfected since the FCC witnessed the CBS demonstration of color television with film aboard.

These 11 steps are listed by CBS as follows: (1) Live pickup; (2) no color breakup; (3) amount of light needed not as great as before; (4) distortion; (5) fairly reduced and eliminating the need for special makeup; (6) color television reception in a small, compact table model receiver; (7) synchronization system that obviates need for transmitter and receiver having same power supply; (8) color video on a single tape reader; (9) special 24-frame scanner takes any type of 16-mm. film; (10) same frame to frame with push-button on receiver (8) color fluorescent light eliminating perspiration problem; (9) noise in color disc eliminated, so it is read out on screen; (10) special 24-frame scanner takes any type of 16-mm. film; (11) system for fades one scene into another with synchronizing impulses on the other. Such developments as these, says CBS, indicate that color television is but ready to step out of the laboratory and into actual program use.

Rockwood & Co. Places Women’s Program Spots

ROCKWOOD & CO., Brooklyn, since the first of this year has been conducting an intensive campaign of thrice-weekly participation on women’s programs on a group of stations in the interests of its Bits, semi-sweet chocolate squares.

Current programs and stations include; Bessie Bonney on WNAC, Newark; Sally Work, WBNJ, Buffalo; Norma Young, KHJ, Los Angeles; Beatrice Chandler, KKNX, Los Angeles; Peggy Andrews and Off, WTMF, Norfolk; announcements, WSOG, Charlotte, and WAPI, Birmingham, and WAPI, Washington; participations on the Yankee News, Yankee Network. On Feb. 4, the company plans to add the spots weekday and Saturdays.

WLAN, Lawrence, Mass.

Why Not Be Next on this List?

Since Dec. 1st

These Important Advertisers Have Added WLAN to Their Radio Schedule.

- Lipton’s Tea
- Philip Morris Cigarettes
- Spry
- National Dairy
- Wonder Bread
- Andy Boy Products
- Gulf Refining Co.
- Lucky Strike Cigarettes
- Rino
- Bulova Watch
- Ward Baking Co.
- Marlin Blades
- Statler Tissue
- Mutual Savings
- Banks of Mass.
- Philadelphia & Reading Coal

NETWORKS TO DROP SALES STATEMENTS

ALTHOUGH no official statements have been issued on the matter, the trade press has been informally told by NBC and CBS that no more monthly billing statements will be issued. MBS, on the other hand, intends to continue releasing its monthly time sales figures as in the past.

Move by CBS and NBC is said to be in accord with the industry plan developed by Paul Peter, research director of the NAB, which would report all time sales, both for the networks and the individual stations, on a station-hour basis which would serve as a measuring stick comparable to newspaper line figures. Such figures, it is felt, would give a picture of the industry’s volume of business adequate for normal business purposes, without encouraging unions and other groups to look on radio as an inexhaustible source of revenue, which feeling the publication of gross dollar figures is said to foster.

Two years ago the networks attempted to withhold these monthly time sales figures from the trade press but continued making them available to agencies and advertisers, both network and through Publishers Information Bureau. This half-way measure proved extremely unsatisfactory and was dropped within a few months. This time, it is understood, NBC and CBS have agreed to withdraw the figures completely.
Senate Investigation of Radio Deemed Unlikely This Session

Committee Not Expected to Have Funds Available; President Expected to Act Soon on FCC Post

INDICATIONS of a Senatorial investigation of radio, looking toward a rewriting of a new law at this session of Congress, apparently have been almost dispelled. A combination of factors, all directly ascribable to the President's lend-lease program for Great Britain, are responsible for the sudden deflation of the radio legislative move.

It is now regarded as likely that President Roosevelt will soon fill the FCC vacancy created by the departure of Col. Thad H. Brown late last year. There are a dozen candidates for the post, with three Western prospects appearing high in the running.

Wheeler's Stand

When the last session adjourned in December it was generally reported in Senatorial circles that legislation to revamp the FCC would be introduced, probably backed by the Administration and by Senator Wallace H. White Jr. (R-Me.), radio leader of the upper house.

Since then, however, Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates, has broken with President Roosevelt on the British aid program. This clash has been of such a serious nature that Administration forces are not disposed to give the Senate Interstate Commerce Committee any funds for investigatory purposes, apparently fearful that Senator Wheeler might use them to further his opposition to the British aid program.

In some quarters it has been expected that Senator Wheeler might attempt an investigation of radio using as the vehicle his bill to investigate foreign patent holdings in American companies, including communications. He has sought a $100,000 appropriation out of the commerce fund of the Senate for this inquiry.

In responsible quarters it is now reported that Senator Byrnes (D-S.C.) chairman of the Senate Audit & Control Committee, is not disposed to have his committee authorize this fund or any other fund for an investigation which might be conducted by the Interstate Commerce Committee. More fundamentally, Senator Wheeler feels that in those matters with defense matters foremost in the minds of legislators and the public, any effort to write new radio legislation might result in a measure geared toward war standards which would be unduly stringent during normal times.

It is now felt there is very little chance of a change in the law at this session. Some sensational development, such as recommendations for additional reorganization of the FCC as a result of its network monopoly investigation, or possibly some war measure, might precipitate an investigation, but even this is not foreseen at the current writing.

Brown Vacancy

President Roosevelt at a press conference Jan. 17 indicated that he was waiting for consideration of candidates for the Brown vacancy. With four Democrats already on the FCC, the new appointments must be non-Democrats probably a Republican, as was Col. Brown. Because the West is not represented on the seven-man FCC, western political figures are urging the appointment of someone from the area. Foremost among those candidates now are Dr. Arthur G. Crace, president of the University of Wyoming, a pioneer in the radio education field; Ray C. Wakefield, of the California Railroad Commission, who has a public utility common carrier background, and Judge James B. Kinne, of Seattle, the latter supported by Senator Homer T. Bone (D-Wash.). Also previously mentioned from the West was former Judge John C. Kendall, attorney, of Portland, Ore.

Among other names heard, and having support, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission; former Rep. William J. Miller, Connecticut Republican, and former Gov. R. L. Cochran of Nebraska, a Democrat.

There also has been conversation about a possible double appointment, in the light of the forthcoming expiration of the term of Commission Alphonso G. Brown, who left last year.

Unconfirmed reports were current that he might be named to another Governmental agency, thus making available the appointment which would be one held by the President. In such an event, the name of G. W. Johnstone, radio director of the Democratic National Committee (who would publicize the change in a Democratic public relations chief of NBC and WOR-MBS, is mentioned. While he could not qualify for the Brown vacancy, since he is too young, a shift of FCC personnel which would open a Democratic place on the FCC would make this possible.

Senator White was represented as still engrossed in the task of drafting a bill to reorganize the FCC, designed to serve as the basis for an investigation. Whether he plans to introduce the measure promptly, in the light of the confused legislative outlook, remains problematical.

Army Plans to Appoint Defense Group Members

TO COMPLETE personnel of an emergency advisory council, Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army, plans to appoint a group of engineering executives in the broadcasting industry. The selections will be by agreement of the Chief Signal Officer rather than through consideration of applications. It is open to the possibility that the men be made from the industry—probably with one representative each for the three major networks.

The Army has been created to aid the Chief Signal Officer in the event of war or emergency, with representatives, representing the various communications fields and the motion picture industry, hold commissions in the Army Signal Corps Reserve. David Sarnoff, RCA president and chairman of the board of NBC, is a member as a communications representative.

BIG NET FOR TEXAS FOOTBALL

High School Championship Games Placed by Magnolia - Petroleum Co. on Hookup of 33 Stations

DOWN TEXAS way they like to tell about the composite, fictitious Texas steer, representing all the Texas steers rolled into one, who munches grass in the Texas Panhandle and whose tail flies flies off the native south of Buenos Aires. If there is anything a Texan likes better than to talk about the size of his State, it’s to do something bigger and better than the rest of the world does it. And that goes for football broadcasts, as well as steers and ten-gallon hats.

And How It Grew

Six years ago Sid Dunken, advertising manager of Magnolia Petroleum Co., got the idea that something ought to be done about broadcasting the high school championship football games. Texas is so big that the high schools are divided into 16 districts. The teams in these 16 districts block, hook and bump each other from September to December to decide the championship. That is the district champions meet in a series of bi-district playoffs to determine the state champion.

It was these last seven Sectional Championship Games that Sid Dunken had his eye on—four games in the quarter-finals, two games in the semi-finals and then the final big championship game. The first broadcast in 1935 was carried over six Texas stations. The next year, 14 stations participated. The broadcasts proved so popular with the public and Magnolia Dealers, that each year since more stations have been added until the final championship Dec. 28, 1940, reached a high total of 33 stations, blanketing the State from El Paso in the West to Texarkana in the East and from Pampa in the North Panhandle to Weslaco in the Rio Grande Valley.

Arranging for lines and station time was no little job. Thinking in terms of the famed Texas steer, somebody has figured out that a total of 2,240 miles of wire were used, which if laid end to end would reach from New York back to Reno. The entire deal was negotiated by Ratcliffe Adv. Agency, Dallas, and Clyde Rembert, KRLD, Dallas.

FCC Actions

WARWICK & LEGLER, New York advertising agency, has stipulated with the Federal Trade Commission to cease certain advertising representations for Tangee Lipstick and Theophilic Lipstuck on behalf of George W. Lufth Co., Long Island City, N.Y., according to a Jan. 17 announcement. Other stipulations have been received from Union Oil Co. of California, Los Angeles, concerning advertising representations for Triton Motor Oil; Chasers Inc., New York, for Chasers breath lozenges. The first entered a complaint against J. H. Camp and Drug Products Inc., Ravenswood, W. Va., regarding representations of radio advertising for Phalen and Burton. Responding to a previous FCC warning, Broadcast Advertising Co., Newark, N.J., has filed an answer making a general denial of all charges except certain of them about ingredients of Ambassador Beer. Hearings are to be held subsequently.

Page 50 • January 27, 1941

BROADCASTING • Broadcast Advertising
Air Commentators Get Congress Ire

RADIO commentators drew passing fire in Congress when Representatives Hinshaw (R-Cal.), Thill (R-Wis.) and Geyer (D-Cal.) took the liberty of pontificating on radio matters during the actual period of debate in the Senate on the bill to curb radio propaganda. Rep. Geyer’s attack on what he called “radio faith” was labeled “disastrous” by Mr. Cameron, who has been investigating the “radio bill.”

J. A. Connor, a prominent radio announcer, said that the attack was “a splendid opportunity to make the public appreciate radio’s educational value.”

Johnson Revives Anti-Advertising Bill; Action on Copyright Treaty Possible

APART from appointments of new committee members, there was little news of importance to the radio business during the year. Possibility of some action in the Senate on the ratification of the Copyright Treaty, which has been popping up regularly for a decade, was indicated in an interview with Senator Thomas Johnson, chairman of the Senate Committee on Foreign Relations. The treaty has been placed on the Senate calendar, but no indication has been given as to when it might be considered.

On the legislative side, Senator Johnson (D-Col.) on Jan. 23 introduced his bill (S. 517) prohibiting the broadcasting of “radio drama” if the actor is not properly paid for his work. The bill is similar to one pending in the House.

House Committee

Two members were named to fill vacancies on both the Democratic and Republican representation on the House Interstate & Foreign Commerce Committee, headed by Rep. Lea (D-Cal.). Representatives Tenerowicz, of Michigan, and Sanders, of Louisiana, were added to the Democratic membership of the 25-man committee, and Representatives Simpson, Pennsylvania, and Paddock, Illinois, to the Republican.

On the House Patents Committee, headed by Rep. Kramer (D-Cal.), four new Democratic members were added, along with two new Republican members. The Democratic appointees are Representatives Bankhead, of Alabama; Pritchard, of Colorado; King, of Arkansas; and Representatives Scott of Pennsylvania; Stevenson, of Wisconsin; Simpson, of New York; and Heidinger, of Illinois.

Committee Shifts

Although several changes were made in membership of four of the five committees handling radio legislation — Interstate Commerce, Commerce, and Patents in the Senate, and Interstate & Foreign Commerce, and Patents in the House — no changes were made in committee chairmanships.

Three new Democratic members and one Republican were appointed to the 21-member Senate Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.). The three new Democratic members include D. Worth Clark, of Idaho; James T. Munnell, of Delaware, formerly a lawyer and banker; and Ernest W. McFarland, of Arizona, lawyer. The new Republican member, representing an increase in Republican membership on the committee to seven, is C. Wayland Brooks, of Illinois, lawyer. Former Democratic members not returning this session are Matthew Neely, of West Virginia; Sherman Minton, of Indiana, a lawyer; and Robert L. Jones, of Tennessee, a newspaper executive.

The two new Democratic members of the 20-man Senate Commerce Committee, headed by Senator Bailey (D-N. C.), are Prentiss W. Brown, of Michigan; and M. C. Wellgren, of Washington. They succeeded Vic Donahue, of Ohio, who retired with the last session, and James M. Slattery, of Illinois, defeated for re-election by Senator Brooks. The two new members of the Republican minority on the committee are Ralph O. Brewer, of Maine, and Harold H. Burton, of Ohio.

No change was effected in the membership of the Senate Patents Committee, headed by Senator Bone (D-Wash.).

Radio Award Academy Proposed by DeMille

CECIL B. DE MILLE, Hollywood film producer and director of the weekly CBS Lux Radio Theatre, sponsored by Lever Bros. Co. (Lux), has launched a movement for an Academy of Radio Arts and Sciences, similar to that fostered by the motion picture industry. The Academy would encourage artistic and technical achievements in radio and sponsor annual awards.

He will ask cooperation of network heads and prominent radio performers, and his executive committee includes Mrs. White, Paul Harvey, Edward C. Reade, John G. Borden, and others.

DeMille suggests that awards be given for the best original script; best adaptation of a play or motion picture to radio; consistently best productions; best performances by an actress and actor; and most valuable achievement in the technical field.

School’s Brief Test

INDUSTRIAL Training Institute, Chicago, through Wanger, has conducted a test involving daily quarter-hour local programs on WOR, Pontiac, Mich., and WIZ, Tuscaloosa, Ill. It is expected that successful campaign will be expanded. Sponsor on Jan. 7 started a 26-week campaign featuring a weekly half-hour program on KPO, San Francisco, through James L. Lunker & Associates, Seattle.

BROADCASTING • Broadcast Advertising
January 27, 1941 • Page 51

BNF
Binghamton, N. Y.

for the first time in the history of broadcasting offers national advertisers

A GUARANTEED RADIO AUDIENCE!

WNBF, Binghamton, gives you radio’s latest development—A GUARANTEED AUDIENCE— for any period day or night

*For maximum sales results in the ideal test market of the United States, WNBF offers a truly great radio value to advertisers—

A GUARANTEED AUDIENCE*

*Spot or network.
DECISIONS

JANUARY 23

NEW, Fernsworth Television & Radio Corp., Fort Wayne, Ind.—Grant CP for new experimental television station 68-72 mc 1 kw visual and 2.5 kw audio power, for 3 TV directional antennas N & D, move transmitter.

WMAZ, Macon, Ga.—Grant modification license from specified hours to unlimited for directional antenna D.

WMAV, Pontiac, Ill.—Grant CP directional antenna N & D increase from 1 to 3 kw.

WSUN, St. Petersburg, Fla.—Grant modified license from specified hours for transmitter to unlimited for 5 kw directional N (facilities of WFLA).

WBZ, Boston—Grant reinstatement of CP new directional antenna N & D, move transmitter.

WMAZ, Macon, Ga.—Grant CP directional antenna D increase from 1210 to 1210 kw D.

WBUR, Boston—Grant CP increase N from 1 to 5 kw, directional N & D 1210 kw.

SET FOR HEARING—WLT, Lake- land, Fla., transfer to Tribune Co.; NEW, Grenada District Radio Broadcasting Co., Grenada, Miss.—Grant CP for 500 kw 250 kw D and unspecified for transmitter.

WVKA, Des Moines, Ia., an assignee to WMAZ, Macon, Ga.—Grant CP, herefore authorized, under grant of Board, for 1 kw change to 1 kw with KDKA to D, increased to 1 kw.

WCTB, Richmond, Va., owner of WKBV, Henderson, Ky., petition for extension of license to unlimited N & D, change of call letters from WKBV to WRNC, granted.

WFLA, Tampa, Fla.—Grant CP directional antenna N & D, change from 1210 kw N & D to 220 kw.

WGBM, Pittsburgh—Grant CP directional antenna N, increase from 1 to 5 kw, 5 kw D 1210 kw.

SLB—Voluntary assignment of license to KBJD, Janesville, Wis., change of call letters from KBJD to SLB.

KXLY, Boise, Idaho—Grant CP for new transistor plant.

WJAX, Tampa, Fla.—Grant CP for new transistor plant.

Applications

JANUARY 23

W7NY, New York—Modification CP FM station, change antenna, change population to unlimited.

WBZ, Bangor, Me.—CP increase 500 kw to unlimited (KZBJ), increase from 500 kw to unlimited for directional N & D, amended re antenna. New limited. No CP.

WISN, Milwaukee, Wis.—Modification CP FM station, change population to unlimited.

WNBV, Portland, Ore.—Modification CP for new transmitter.

WSAVE, New York—Modification CP for new transmitter.

WDRE, Richmond, Va.—Modification CP for new transmitter.

WAPI, Birmingham—Renewal of license.

"SAVES PLENTY WAMPUM" says Chief Engineer

The new 250 Watt Western Electric Transmitter offers you amazing operating economies. It's designed by Bell Labs...features low power consumption, low tube cost and low maintenance cost, plus highest signal quality, utmost compactness and accessibility. Get full details from Graybar Electric.

WASV, Rochester—Grant petition for consolidation and continuance hearing re station.

WESTERN ELECTRIC

BROADCASTING • Broadcast Advertising
Swift Meat on 63
SWIFT & Co., Chicago, on Feb. 8 takes over the 9:00-9:15 (EST) portion of the NBC Breakfast Club on Thursday, Friday and Saturday, with an initial 13-week contract on behalf of its smoked meat products. A total of 63 stations will release the show but in a number of instances because of time clearance difficulties, stations will transcribe certain performances for later performance. Stations carrying the program are: WJZ WNAC WEAN WICC WPTL WML WSTR WHAM WEBR WAXR WZCO WCFW KXOK KFRO WTCN KSO WREN WEMP KROW WSAI WPTF WSOB WTMA WUSU WTMN WMFJ WKTAT WLOF WMPD WSGN WAGA KTHS WDSU WJBO WROL KOME KTKO KQKO KXZY KFDM KLO KUTA KGHP KFCB KOB WBLK KDKA WHK WLS KVOD KGO KFSF KEK KJG KGBF KKG KERN KOH KECA KTMS.

AS AN EXCLUSIVE sports feature, MBS has arranged a series of four programs titled World Title Billiard Meet from the scene of the tournament in Chicago. Broadcasts are scheduled for Jan. 26, Feb. 1, 6 and 12.

WOODY HERMAN
records for
LANO-WORTH

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

McnARRY & CHAMBERS
Radio Engineers
National Press Bldg. D. 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
Field Intensity Surveys
Station Location Surveys
Radio Equipment
Saint Paul, Minnesota

CLIFFY EWYDALL
Empire State Bldg.
New York City
An Accounting Service
Particularly Adapted to Radio

RHYCHARD M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Waven Bldg. • WASH., D. C. • NA 0718

THE NEW WKKW, Wheeling, W. Va., 100 watts on 1370 kc., will go on the air some time in April and staff has yet not been selected according to Joe L. Smith Jr., operator of WJLS, Beckley, W. Va., who heads the company building the construction permit for the Wheeling outlet.

Not for Cows
WHEN it comes to cow-punching, George Crandall, assistant publicity director of CBS, has definitely decided he'll stick to promoting radio. Crandall, a recent visitor in San Francisco, related how he had hopped a cow-pony on a ranch and headed for the hinterlands. He found the cows aight, but thought in a large herd. But what he didn't know was that he likewise should have herded in the calves with the mama moo-ers. Result, the calves became confused and lost and it took several days for the real cowboys to round them up.

BECAUSE OF bad weather delaying the departure of the Clipper from Lisbon, Portugal, Fred Bate, head of XEBO, London staff, arrived in New York Jan. 24 instead of Jan. 20, as reported in the Jan. 20 issue of Broadcasting. John Royal, XEBO vice-president, flew to Bermuda the preceding day via the westbound Clipper to meet Bate and accompany him to New York.

THE NEW WKKW, Wheeling, W. Va., 100 watts on 1370 kc., will go on the air some time in April and staff has yet not been selected according to Joe L. Smith Jr., operator of WJLS, Beckley, W. Va., who heads the company building the construction permit for the Wheeling outlet.

Not for Cows
WHEN it comes to cow-punching, George Crandall, assistant publicity director of CBS, has definitely decided he'll stick to promoting radio. Crandall, a recent visitor in San Francisco, related how he had hopped a cow-pony on a ranch and headed for the hinterlands. He found the cows alright, but thought in a large herd. But what he didn't know was that he likewise should have herded in the calves with the mama moo-ers. Result, the calves became confused and lost and it took several days for the real cowboys to round them up.

BECAUSE OF bad weather delaying the departure of the Clipper from Lisbon, Portugal, Fred Bate, head of XEBO, London staff, arrived in New York Jan. 24 instead of Jan. 20, as reported in the Jan. 20 issue of Broadcasting. John Royal, XEBO vice-president, flew to Bermuda the preceding day via the westbound Clipper to meet Bate and accompany him to New York.

THE NEW WKKW, Wheeling, W. Va., 100 watts on 1370 kc., will go on the air some time in April and staff has yet not been selected according to Joe L. Smith Jr., operator of WJLS, Beckley, W. Va., who heads the company building the construction permit for the Wheeling outlet.

Not for Cows
WHEN it comes to cow-punching, George Crandall, assistant publicity director of CBS, has definitely decided he'll stick to promoting radio. Crandall, a recent visitor in San Francisco, related how he had hopped a cow-pony on a ranch and headed for the hinterlands. He found the cows alright, but thought in a large herd. But what he didn't know was that he likewise should have herded in the calves with the mama moo-ers. Result, the calves became confused and lost and it took several days for the real cowboys to round them up.

BECAUSE OF bad weather delaying the departure of the Clipper from Lisbon, Portugal, Fred Bate, head of XEBO, London staff, arrived in New York Jan. 24 instead of Jan. 20, as reported in the Jan. 20 issue of Broadcasting. John Royal, XEBO vice-president, flew to Bermuda the preceding day via the westbound Clipper to meet Bate and accompany him to New York.
Approval Sought Of WAPI Lease
Prior FCC Objections Are Removed in New Petition

PRESUMABLY changed to take care of FCC objections in previous denial of license, the revised application was filed Jan. 23 with the FCC for voluntary assignment of WAPI, Birmingham, to trustee of Alabama Polytechnic Institute. The station, owned jointly by Alabama Polytechnic Institute, U. of Alabama, and the trustees of college, would be administered under a voting trust agreement through the Birmingham Trust & Savings Bank, instead of directly by the leasing company.

Objections Removed
The specific basis of the previous FCC denial, a recapture clause controlling parties to the lease contract to agree to the license to revert to the schools jointly owning the station at expiration of the contract, has been completely eliminated from the new application. The other principal change in the new application provides that voting rights in Voice of Alabama Inc. will be exercised under a voting trust agreement by Mr. Maclin S. Smith, named as trustee on behalf of the bank.

Under this arrangement the 42% interest held by the father of Mr. Smith, a local businessman and controlling owner of WMBR, Jackson, Miss., the 13% interest of Thad Holt, manager of WAPI; and the 45% interest of CBS would be covered by the voting trust agreement. Also provided that Trustee Smith, in seeking instruction on any point, will get such instruction only from Stockholders Norton and Holt.

The new application climax a three-year effort to secure FCC authorization for lease of WAPI to Voice of Alabama Inc. On Dec. 30, 1940, an appeal from the FCC's earlier denial of the application was filed with the U. S. District Court for the Northern District of Alabama (Birmingham, Dec. 30, 1940, Jan. 1). It was indicated that favorable FCC action on the revised application will bring to a close the pending court action.

The application provides for an 11 1/2-year lease of the station by Voice of Alabama Inc., at a cash rental of $1,125 per month plus radio time for the joint owners amounting to one hour per week between 7 a.m. and 11 a.m. on weekdays and one hour weekly before 6 p.m.

Aspirtone Commentary
BLACKSTONE PRODUCTS, New York (Aspirtone) will start on Feb. 9 on WOR, Newark, a twice-weekly, quarter-hour commentary with Johannes Steele. Broadcasts will be on Saturdays and Sunday evenings. Program will be run on a test basis, and if successful the other stations will be added. On Jan. 13 sponsor started John Hughes, news analyst in the radio business quarter-hour commentary and a weekly on seven stations of the Don Lee network and a three-weekly quarter-hour commentary by Guy Savage on WGN, Chicago, where the Agency is Raymond Spector Co., New York.

New York Key Stations Of Major Networks Sign Three-Year Music Pact
NEW three-year contract covering 235 studio musicians employed by the New York key stations of the three major networks was signed Jan. 23 by officials of the network and Local 902 of the American Federation of Musicians. The contract covers 65 musicians at WABC (CBS), 65 at WEAF and WNYW (NBC), and 40 at WOR (CBS).

The new contract increases the weekly minimum of musicians on sustaining programs from $110 to $115 per week and musicians on a 20-hour commercial schedule to $120 per week or further for an increase of $5 in both categories, effective Feb. 1, 1942.

No change is stipulated in the $1 per week minimum for studio musicians on a 23-hour commercial schedule. Conductors receive an $8 increase under the new contract, with the interim stated for a $6 increase after the first year. Arrangers and copyists receive the same increase in the first year as before, and piece-workers receive 40c per page instead of 35c as under the old scale.

STATE DEPT. PROBES CBS NEWSMAN BAN
U. S. EMBASSY officials in Rome have made "inquiries" into reasons why a corresponding radio service in the Italian capital for CBS, has been denied use of radio facilities, was learned yesterday by the State Department in Washington Jan. 24.

A spokesman for the Department said that he was unable to say anything further in the matter but intimated that the Department had reports from the embassy as to reasons why Brown had been suspended.

An Associated Press dispatch from Rome, quoting "a reliable source," stated Jan. 23 that the "Italian government had issued an order permanently ruling Cecil Brown off the air." The AP story stated that facilities had been denied Brown because of the "general attitude" of his broadcasts.

If the ruling is permanent, Brown will be the first American radio correspondent to be officially barred in any of the warring countries since the war broke out in September, 1939. A former INS staff member, Brown worked in CBS headquarters in New York before being sent to Rome over a year ago.

Goodrich Baseball
B. F. GOODRICH RUBBER Co., Akron, again will sponsor playing baseball during the 1941 season in cooperation with General Mills. Cities on the Goodrich schedule are San Francisco, Takoma, Portland, Salt Lake City, Akron, Jackson, Miss. BBDO, New York, is the Goodrich agency. Besides baseball Goodrich will sponsor a 24-minute daily daily networked advertising program, which is similar to the networked Goodrich Advertising Program, another branch of the manufacturer's multiple advertising program.

Page 54 • January 27, 1941
Notice of a product to be broadcast over WLW has been a guiding factor in checking our merchandise to assure us of having a full stock to meet consumer demand. Without doubt we feel this sales building media through every product advertised over WLW.

John B. Adamson
President and General Manager
W. L. ADAMSON CO.
Wholesale Grocers
Dayton, Ohio

The Adamson Company travels 21 Salesmen covering Southwestern Ohio.

威利威


THE NATION'S
most Merchandise-able
STATION
SENSATIONAL PERFORMANCE . . . at a New Low Price!

LONGER LIFE—Assured by radically improved new filament, dome bulb and insulated plate cap.

HIGH RATING—10,000 volts, peak inverse voltage. 1000 ma., peak plate current.

ENORMOUS EMISSION RESERVE—Provides ability to withstand high peak loads.

RCA-866-A/866 Half-Wave Mercury-Vapor Rectifier Tube represents a big forward step in providing higher voltage at lower initial cost. Equally important is the amazingly long life achieved by virtue of the new edgewise-wound coated ribbon filament and other features of design and construction. Judged from any angle, it is far and away the finest rectifier tube value RCA has ever offered—both a money-saver and a truly deluxe performer.

This new tube supersedes the 866 and the 866-A and may be used in equipment designed for these types. It combines the high conductivity of the 866 at low plate voltages with the ability of the 866-A to withstand a high peak inverse voltage—and, in addition, gives plus performance all along the line.

RCA-866-A/866's new edgewise-wound filament has great mechanical strength and provides more cathode area for the same filament-power rating.

Important among other features of the tube is the special filament shield which makes practical the use of a very low starting voltage. A ceramic cap insulator and new dome-top bulb minimize danger from bulb cracks caused by corona discharge and resultant electrolysis.

Install 866-A/866's and forget rectifier tube problems for a long, long time to come!

**RATINGS:**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament Voltage (A-C)</td>
<td>2.5 volts</td>
</tr>
<tr>
<td>Filament Current</td>
<td>0.0 amperes</td>
</tr>
<tr>
<td>Peak Inverse Voltage</td>
<td>15,000 volts</td>
</tr>
<tr>
<td>Up to 150 cycles per second</td>
<td>10,000 max. volts</td>
</tr>
<tr>
<td>Up to 1,000 cycles per second</td>
<td>5,000 max. volts</td>
</tr>
<tr>
<td>Peak Plate Current</td>
<td>1.0 max. amperes</td>
</tr>
<tr>
<td>Average Plate Current</td>
<td>0.36 max. amperes</td>
</tr>
<tr>
<td>Tube Voltage Drop</td>
<td>15 volts</td>
</tr>
</tbody>
</table>

$1.50 NET