WOR EARLY-MORNING AUDIENCE SWEEPINGLY OUTRANKS EVERY MAJOR AND MINOR STATION IN NEW YORK!

First Coincidental Check Ever Made of One Entire Week During the Hours of 7:30 to 9:00 A.M., Gives WOR 50% More 15-minute Program FIRSTS than its nearest Competitor

More specifically, during the week of January 13-17th, WOR had . . .

86% more listeners than the total tuned to 50 kw. Station X
100% more listeners than the total tuned to 50 kw. Station Y
250% more listeners than the total tuned to 50 kw. Station Z
165% more listeners than the combined total audiences of ALL the smaller stations in New York.

—that power-full station WOR

NOTE: This study was made by C. E. Hooper, Inc. It is based on 6000 coincidental telephone calls. A detailed summary of the working method and comparative ranking of all major station programs will be sent to agencies and advertisers who get in touch with WOR at 1440 Broadway, in New York.
"Our Postman Always Rings TWICE —TWICE a MINUTE!"

Every 30 seconds, both day and night, Sundays and holidays—all 366 days of Leap Year, 1940—some radio listener wrote a letter to WLS, Chicago. Last year, WLS received 1,058,032 listener letters. That's one every 30 seconds with 4,000 letters left over!

WLS has maintained this record of over a million letters a year for the past 11 years—11 million in 11 years. Which prompts us to repeat: the WLS audience is a responsive audience, and loyal: Loyal to the fine programs of WLS and to the advertisers who present them. And that means—

WLS GETS RESULTS!

870 KILOCYCLES  50,000 WATTS
NBC BLUE AFFILIATE

THE PRAIRIE FARMER STATION
Burrage D. Butler, President  Glenn Snyder, Manager

National Representatives:
JOHN BLAIR & COMPANY
THAT'S as true of a radio "engagement" as it is of any other. "Acceptance" is one important advantage which The Colonial Network definitely has ... collectively ... and for each of the 19 home town stations in New England.

It's the kind of acceptance built by consistent service of entertainment, information and education ... by being a part of the community life ... by meeting the local radio needs and preferences in a way that no "stranger" station ever can.

The loyal listenership and friendliness resulting make every market a fertile field for radio promotion.

The Colonial Network's A.B.C. of more sales in New England is Acceptance ... Buyability ... and Coverage ... at an investment cost which fits economical advertising budgets.

THE COLONIAL NETWORK
21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

Edward Petry & Co., Inc., National Sales Representative
Our air salesmen (we don’t call ‘em “announcers”) make their station breaks with, “This is your neighbor, KFAB, in Lincoln, Nebraska.”

And they’re not just saying that. For KFAB, to hundreds of thousands of Midwestern rural listeners, is a very real, friendly neighbor.

Witness thereof just two of many examples:

KFAB listeners last year sent direct to this station, $25,452.06 in hard-earned cash, for everything from Bibles and Breakfast Foods to Elm Trees and Ear Pumps. (This doesn’t count money sent to advertisers nor sales directly resulting from KFAB advertising.)

KFAB listeners sent close to 200,000 letters to their favorite entertainers and air salesmen.

Our listeners respond in this vigorous fashion, because KFAB is their neighbor! KFAB is on the air when they get up—starting at 4:45 a.m. KFAB talks to them, entertains them, informs them, and, through their radio sets, visits with them much like their neighbor down the road.

And because KFAB does this—because KFAB is a neighbor to farm folks throughout Nebraska and all surrounding states—it is one of the most powerful selling forces in the middle west.

P.S. A win will also bring you full details on our 7-POINT PLUS MERCHANDISING plan—the automatic program promoter.

KFAB KOIL

for NEBRASKA and for NEIGHBORS

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

BROADCASTING
The Weekly News magazine of Radio Broadcast Advertising

February 10, 1941

CONTENTS

Govt. Files Against ASCAP ........................................... 9
FCC To Expedite Treaty Protests .................................. 10
Havana Treaty Changes .............................................. 11
CAB Ratings Still Up .................................................. 12
If ASCAP Had Wings—An Editorial ............................... 13
Court Ruling Hits Unions ............................................ 14
Monopoly Action in March ........................................... 14
New Canadian Assignments ......................................... 16
Bulova in Staff Shake-Up ............................................ 16
ACA Revamping for Drive .......................................... 16
Clear Channels Name Scholtes .................................... 16
Lewis Children Report ............................................... 18
British Radio Bombproof, Bate ................................. 20
NAB Code Group Meets ............................................. 20
Court Ruling Limits Appeals ....................................... 22
Success Story: Department Store .............................. 24
They Were In The Navy Then ..................................... 26
Text of Govt. Suit vs. ASCAP ...................................... 26
Congress Ignores Radio Laws ....................................... 44

DEPARTMENTS

Agencies ................................................................. 46
Agency Appointments ............................................ 53
Behind the Mike ...................................................... 34
Personal Notes .......................................................... 33
Classified Advertisements ........................................ 57
Radio Advertisers ..................................................... 41
Control Room ............................................................ 52
Radio Book Shelf ..................................................... 32
Editorials ................................................................. 32
Station Accounts ...................................................... 40
Equipment Notes ...................................................... 56
Studio Notes ............................................................. 49
FKC Actions ............................................................. 56
Meet the Ladies ......................................................... 34
Hix Cartoon .............................................................. 58

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Firm.................................................................Title
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Add $1 for Foreign or Canadian Subscription
JUST THE MAP YOU WANTED—at an amazingly low price!

The new improved 1941 Radio Outline Map of the United States, Territories and Canada is drastically reduced in price for quantity use. Redesigned for greater efficiency, its uses are many for the radio advertiser, radio director, time buyer, station executive, station representative and all others engaged in the business of broadcasting.

The 1941 Radio Outline Map embodies these features: (1) 33 x 22 inches (2) shows locations of all radio stations by cities, county outlines and names, time zones, number of stations per city (3) includes 76 new 1940 station grants (4) printed on white ledger paper allowing ink (5) mailed flat, prepaid.

- Single copies, 20c
- Ten or more copies, 15c each
- 10% discount in quantities of 50 or over

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

National Press Bldg. - Washington, D. C.
WFLA
THE TAMPA TRIBUNE STATION
Now Operates FULL TIME
on... 940 kilocycles
WITH
NBC RED NETWORK PROGRAMS
RADIO STATION WFLA TAMPA, FLA.

National Representatives - John Blair Co.
Southeast: Harry Cummings, Jacksonville, Fla.
The 920 CLUB on WORL is Boston's overwhelming favorite local program — so was the finding of C. E. Hooper, Inc., nationally known radio research organization, when a survey was made January 28-29, 1941 in the Boston area.

The 920 CLUB received more votes than the total of the next three local programs combined.

For maximum results in one of the nation's richest markets WORL's 920 CLUB offers national advertisers Boston's biggest participating program.
During his seven years with WFBL, contacting local and regional advertisers, writing commercial continuity and planning merchandising for his accounts—in other words, doing a complete service job for them—Ewart Blain learned there is no "rule book" for radio advertisers. Each advertiser has a little different problem, and requires individual study and specific planning.

He learned that buying radio time on the basis of general statistics is almost as uncertain as buying without statistics. So much depends on the time you select, and the kind of audience you're trying to reach. For example: Lots of stations run special sports reviews in the late afternoon. If you've got a man's product on an ordinary program on a competitive station at the same time, you're probably wasting your money . . . And that's only one illustration out of many—all of which practically scream the story of spot broadcasting!

Ewart Blain and all our fourteen top-notch men know most of the things that affect the success of radio in the twenty-three important markets listed at the right. Their time and experience are available to you, without cost. They are eager to be helpful, even if you are not an immediate prospect for any of our stations. That's the way we work in this group of pioneer radio-station representatives.
WASHINGTON, D. C., FEBRUARY 10, 1941
$5.00 A YEAR—15c A COPY

BROADCASTING and Broadcast Advertising
Vol. 29, No. 5

U. S. Files Sweeping Suit Against ASCAP

Consent Decree Still Possible But Made More Difficult; Society Fails to Halt Filing; Infringement Threat

By SOL TAISHOFF

ITS PATIENCE exhausted by ASCAP’s stalling and indecision, the Department of Justice last Wednesday carried out its repeated threats of punitive action by slapping an all-inclusive criminal anti-trust suit against Gene Buck, ASCAP president, his 25 board colleagues and 19 of the more important publishing house members.

The criminal suit, finally vindicating the judgment of the broadcasting industry that ASCAP constitutes an illegal monopoly, does not preclude entering of a consent decree, but it makes the course much more tortuous.

Around the Table
New conversations with a far more doleful and John Morley, begun with Anti-Trust Division attorneys in Washington last Friday (Feb. 1), with substantially more than a quorum of ASCAP’s board of directors, flanked by four attorneys, in attendance. These were regarded as the forerunner of the nearest foray in the direction of a consent decree, and ASCAP unquesionably is taking revision downward of the terms preferred. The Department’s position, however, in the light of the pending criminal suit, has been that ASCAP must take a decree similar to that signified by Broadcast Music Inc., or face trial.

Listening to the pleadings of the ASCAP board at the all-day session Friday were Holmes Baldridge, chief of the litigation section of the Anti-Trust Division; Victor O. Waters, special assistant to the Attorney General in charge of the copyright litigation, and his assistant, Warren P. Cunningham Jr.; The ASCAP retinue was headed by President Gene Buck, and included E. Claude Mills, chairman of the Administrative Committee; John G. Paine, general manager, and Attorneys Lieut. Gov. Charles Poletti of New York, his partner, Milton Diamond, and ASCAP regular counsel Louis D. Frohlich and Herman Finkelstein.


ASCAP directors were all but prostrated when the action came in Milwaukee, after it had used every imaginable device in attempting to forestall the filing. The unrest that has occasioned the almost daily board meetings in New York was transformed into a veritable panic, it is reliably reported.

Decree Possible
Its effort to pressure the industry to contract renewals a complete fiasco, ASCAP is expected to attempt to negotiate a consent decree before it is arraigned March 5 in Milwaukee, pursuant to the Government’s criminal action. Normally, the procedure would be to round up the defendants by warrant, and follow the customary criminal routine, including fingerprinting, placing of bail bond, and the like. At the behest of Mr. Waters, who filed the criminal information, however, the court permitted this procedure to be withheld, and it is expected that the defendants will agree voluntarily to appear in Milwaukee March 5, unless a postponement is procured.

Whether ASCAP, in light of its plight, will seek to use dilatory tactics and postpone actual trial of the criminal case, is conjectural.

At the eleventh hour, Lieut. Gov. Poletti, and Mr. Diamond, were retained for the second time to handle conversations with the Department of Justice. They successfully negotiated for ASCAP a proposed decree last December but this was rejected by the ASCAP board and conversations were abruptly ended.

With the broadcasting industry rolling along nicely without ASCAP music, and with Broadcast Music Inc. firmly entrenched as a going concern, the broadcasting industry feels it has won its battle against ASCAP in one short month. But the Government, pursuant to the consent decree entered formally Feb. 4 [BROADCASTING, Feb. 3], after having been filed Monday morning, is necessary only after ASCAP is placed under similar restraints as a result of a decree or after adjudication of the new criminal suit.

Threat of Suits
There remained the threat of wholesale ASCAP infringement suits against stations. Here again, however, ASCAP, literally “over the barrel”, may regard it as inexpedient to use this legal device in attempting to force a settlement with the industry. Since its whole operating structure is under attack, the Government suit, if it could not obtain swift judgment against stations.

The Anti-Trust Division of the Department of Justice, through Mr. Waters and his assistant, Mr. Cunningham, threw practically everything in the anti-trust statutes at the ASCAP board and the publishing houses which now have or have had officers sitting on the ASCAP board. They were charged with unlawful conspiracy to deprive the public of its music by various means. These included suppression of competition; use of a self-perpetuating board; arbitrary membership requirements; issue of blanket licenses; arbitrary fixing of fees, including the percentage of gross method inflicted upon broadcasters; discrimination as to price and terms (such as the newspaper station form of contract); restrictions on public performance of particular tunes and network blanket licensing not providing for clearance at the source. See text of criminal information on page 26.

Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, minced no words in his comment on the Department’s action. He said:

“In plain language, ASCAP is charged with exploiting composers by preventing them from selling their music except on terms dictated by a self-perpetuating board of directors. That board has the power arbitrarily to determine on what basis various members of ASCAP shall share in the royalties from ASCAP compositions.

Unfair Dealing
“In addition to discriminating against composers, ASCAP has been using its monopoly power to charge the users of music for songs they do not play. This is done by compelling the user to pay a percentage of his gross receipts on programs where other music is used or where no music is used. By this method, anyone who does not subscribe to ASCAP is forced to pay a premium to ASCAP in order to forestall the market. These practices we consider not only illegal but unjustifiable on any ground of fair dealing.

Our proceeding is aimed to compel ASCAP to stop such practices. Therefore, the Department will continue to hold the door open to proposals from ASCAP which will eliminate these abuses. It does not mean that the Department will accept ASCAP from protecting the copyright privileges of its members.”

Shift in Counsel
Mr. Waters and B. J. Hustings, U. S. district attorney in Milwaukee, did not file the criminal action until March 5, the day following the actual entering of the BMI consent decree by Federal Judge F. Ryan Duffy, former Senator from Wisconsin. They were prepared to file the suit at that time, but ASCAP sought to reopen negotiations at the eleventh hour and told Anti-Trust Division attorneys that the entire board of 24 members would be in Washington Feb. 4 to negotiate the decree.

This meeting suddenly was called off, after a bitter fight at the ASCAP board meeting. When the 48-hour period of grace granted by Mr. Baldridge had expired, Mr. Waters was instructed to file the criminal suit.

Reappearance of Lieut. Gov. Poletti and Mr. Diamond as ASCAP counsel augurs for possible agreement on a consent decree before the case comes to trial, which normally would be about three months hence. The decree procured by

(Continued on page 15)

BROADCASTING • Broadcast Advertising
February 10, 1941 • Page 9
FCC Acts to Rush Procedure In Objections to Treaty Shifts

Engineering Recommendations Quickly Approved; Canadians Approve Their New Allocations

HIGHLY ELATED over the outcome of the recent American-Canadian Regional Engineering Conference which adjusted conflicts in allocations for stations on this continent, radio engineers in the United States were made aware of a new reallocation scheduled for March 29, 1941. The FCC Feb. 4 announced plans for quick handling of objections to the recommendations adopted by the conference in compliance with the law.

Immediately after conclusion of the Inter-American Conference, attended by delegates from Canada, Mexico, Cuba and the United States on Jan. 30, the FCC approved the recommendations at the engineering sessions. Only eight changes in frequency assignments were made in the allocations for this country as originally set out last August. [BROADCASTING, Feb. 3]. An order was issued Feb. 4 to each of the 796 stations whose frequency assignments will be changed in accordance with the Havana Treaty, with a view toward quick changeover to new waves.

Simultaneous Shift

The FCC explained that under the recommendations adopted at engineering sessions Jan. 4-30, under the Department, the precise allocations of other countries will not be released until the recommendations are accepted by the respective particular nations. If no such notice is given before March 1, however, the recommendations are to be considered as approved and accepted by the respective governments. New lists at that time will be made public, if not approved before then. Canada approved Feb. 5. [See page 135.]

The FCC pointed out that under the agreement, all stations must shift to a new frequency at 3 A.M. (EST) March 29. It explained that under the Communications Act the Commission may rewrite the frequency of existing station license more than 30 days prior to the expiration of such licenses. Because of the March 29 recommendation, the Commission pointed out that no action will be taken with respect to pending renewal applications will be taken prior to that date.

The FCC’s public notice of Feb. 4 continued: "The Commission’s order in each case specifies the new frequencies, and conditions of operation proposed to be authorized. It further provides that the station licensee may give notice to the Commission of any objections it may have to the frequency assigned, and the conditions of operation proposed affecting such station on or before Feb. 18, 1941. Upon receipt of any such notice the Commission will afford appropriate opportunity for a hearing."

Although the orders permit the filing of objections and provide for hearing, it should be observed that the proposed change is to take effect Sept. 11, 1940, and opportunity was then and thereafter given to interested parties to make their objections. Under the law, the further opportunity now afforded is to permit the final examination of any remaining objections pursuant to the standard of public interest, convenience and necessity. Stations not filing objections will be deemed to have consented to such changes and the orders provide that the Commission will then consider the applications for renewal of such stations as applications for renewal of the new frequencies and subject to the new conditions.

Licenses for CP's

“There are outstanding standard broadcast station construction permits looking to the issuance of such permits under the Havana Treaty, 1941. Before any license covering such construction permits may be issued provision must be made consistent with the terms of the agreement for the use of a frequency, and in some instances installation of directional antennas or modifications of directional antennas presently provided for in said construction permits. The

Smoby Advises Stations to Act Quickly To Prepare for Change in Assignments

IMPLORING stations to order crystals ground to their new frequencies, arrange engineering service and send in construction permits as specified under the Havana Treaty reallocation to become effective March 29, Lyne C. Smeby, chief Engineer of the FCC, emphasized, declared Feb. 7 that to effect the shift as scheduled utmost cooperation between the FCC, the stations and equipment manufacturers is essential.

There are two possible bottlenecks apparent at present in carrying out the reallocation, he said. Crystals and new equipment. Grinding of the hundreds of new crystals, he pointed out, will be difficult prior to March 29. Mr. Smeby suggested that stations make immediate arrangements for them, either by an exchange with present tenants on their new frequencies or through order. In ordering new crystals, manufacturers should be notified whether a directional antenna is used, he warned.

Slow Deliveries

Because of national defense and other requirements, he said, delivery of equipment, other than crystals, necessarily are slow, Mr. Smeby declared. He urged stations to promptly demand their orders and place their orders.

Most engineers, Mr. Smeby declared, have placed the minimum time necessary for placing the agreement in effect at three months. For the remaining two months remain, he emphasized it is essential that stations act quickly to complete their technical arrangements.

Further suggestions were:

Each consulting engineering firm will be called on to change over several directed for the change without and be possible for each firm to be at the transmitter of each client on the night of the change. The FCC in its release provides for changing the directions on a skeleton proof of performance basis. Under this plan the consultants can start immediately rescheduling directional during test periods and then record the new settings. On the night of the station engineer can set the plates and cools to the previously marked positions. The same location can be expected to be worked in the majority of cases. Inasmuch as the time is very short, it is imperative that stations immediately order places with their consulting engineers for rescheduling the directional antennas.

If a station’s transmitter has duplicate crystals, it will be possible to operate with one crystal for the old frequency and one for the new frequency in the transmitter during the change-over period. Stations should immediately place orders with their manufacturers for changing frequency monitors to the new frequencies. The FCC has arranged with the monitor manufacturers so that an order can be placed for the equipment without waiting.

NBC CHICAGO expansion plans are studied as two engineers from New York office visit Central Division headquarters in Chicago to go over plans for the construction of new buildings, new offices in the Merchandise Mart. Three of the plans drawn up by Howard C. Luttgens, Central Division engineer, are "(I to r) Mr. Luttgens, Harry Kopf, general manager of the Division; Chester A. Racy, audio facilities engineer; William A. Clarke, manager of technical service. The studios and offices are expected to be completed by April 1.

The holder of any such construction permit should file as promptly as possible an application for modification of the construction permit to specify a frequency and conditions of operation consistent with the terms of the agreement. The Commission also announced that although the recommendations approved at the engineering sessions promoting three stations for the conclusion of the operation of other governments, no action will be taken by

List for Curtis Candy

CURTIS CANDY Co., Chicago, during the month of February starts its test campaign of transcribed announcements on three stations, including 30- and 45-minute segments for the month. [Continued on page 55]
B-S-H SEEKS DATA ON STATION SALES
BLACKETT, SAMPLE HUM-\nERT, New York, is sending let-\nters to stations in all parts of the \ncountry asking information which \nwill be useful in preparing a plan-\ning spot business. Each station is \nasked to send copies of its current \nprogram schedule with an insured \nlist showing the names of each pro-\ogram, sponsor, product, and length \oftime product has been advertised on \nthe station. Spot announcements and \nchain breaks as well as regular pro-\grams are to be included in the \nquestionnaire.

It was stated that the results of \nthe survey will give the agency a \ncomplete picture of the station activi-\ties in various markets, as well as \nproviding a valuable index for the \nplacement of spot business.

CBS NET EARNINGS TOTAL $4,806,000
CBS consolidated net earnings for \nthe fiscal year ended Dec. 31, 1940, \nwere approximately $4,806,000, \nequivalent to $2.80 per share, from \nearnings of $24,796,000. Net earnings \nfor the fiscal year ended Dec. 31, 1939, \nwere approximately $8,190,000, \nequivalent to $4.75 per share. Net in-\come for the first quarter of 1940 \nis approximately $1,467,000, \nproviding March 31 to stockholders \nof record Feb. 21.

BROADCASTING
MBR January Sales

The CBS board on Feb. 5 de-\ncared a cash dividend of 45 \cents per share on Class A and Class B to stock of $165. Each share \noutside March 7 to stockholders \nof record Feb. 21.

MBS January Sales

CBS consolidated net earnings for \nthe fiscal year ended Dec. 31, 1940, \nwere approximately $4,806,000, \nequivalent to $2.50 per share. Net earnings for the fiscal year ended Dec. 31, 1939, \nwere approximately $8,190,000, \nequivalent to $4.75 per share. Net in-\come for the first quarter of 1940 \nis approximately $1,467,000, \nproviding March 31 to stockholders \nof record Feb. 21.

VARIOUS changes in frequency, power, radiation, time and class designa-\ntions have been made by the FCC in the Havana Treaty allocations as \nofficially announced and as published in the 1941 Broadcasting Year-\nbook. The changes, by frequencies, should be made on pages 64-78 of the \nYearbook as follows: these changes may also be made in their proper \nplace. A summary of changes is published on pages 50-62 of the Yearbook, and they should be made in the State lists \n(bold face portions) on pages 105-178.

550 kc.—Change of power of KYFR, Bis-\nmarr, N. D., to 5,000 watts.
550 kc.—Change of power of WFLI, Philadel-\phia; see Note 1.
570 kc.—Change of power of KGO, San \nFrancisco, Calif., to 5,000 watts.
620 kc.—Delete WFLA, Tampa, Fla., \nChange of power of KGW, Portland, to 5,000 watts.
790 kc.—Delete WXYZ, Boston, Mas-\nachusetts; see Note 2.
790 kc.—Correct call letters of KGH. \nBilings, Mont.
810 kc.—Change of power of KGO, San \nFrancisco, Calif., to 10,000 watts.
940 kc.—Change of power of WMJZ, \nMarion, to 5,000 watts U.
960 kc.—Change of power of WEJ, \nNew Haven, to 184.
970 kc.—Delete KIU of the \nletters of WEGA, Tampa, to WFLA.
980 kc.—Change of power of \nWABC, New York City; see Note 3.
990 kc.—WIBG, Gladstone, Pa.; see \nNote 4.
1000 kc.—Change of power of WCFEL, \nChicago, to 5,000 watts. Change of \npower of KJYR, K.J.R. (time)
110 kc.—Indicate class of both sta-\ntions.
110 kc.—Change of power of WAPI, \nBirmingham, to 50,000 watts; see \nNote 5.
110 kc.—Change of power of WCAZ, \nCartage, Ill., to 250 watts.
110 kc.—Change of power of \nKODI, Juneau, Alaska, to 500 watts.
110 kc.—Change of power of WMDY, \nDayton, Ohio, to 50 watt.
110 kc.—Indicate KTVI, \nSt. Louis, to class I.
110 kc.—Change of power of KFAB, \nLas Vegas, to 250 watts.
110 kc.—Indicate class of both sta-\ntions.
110 kc.—Change of power of KVOO, \nPhoenix, to 50,000 watts.
110 kc.—Change of power of \nWVBO, Wheeling, to 300,000 watts.
110 kc.—Change of power of \nWOWO, Fort Wayne, to 50,000 watts.
110 kc.—Change of power of \nKEXP, Portland, to 2,500 watts.
110 kc.—Indicate class of both sta-\ntions.
110 kc.—Indicate WMTM, Chicago, \nto 15-watt station.
110 kc.—Indicate class of both sta-\ntions.
110 kc.—Indicate WMTM, \nCharleston, W. Va.; see Note 6.
110 kc.—Indicate class of both sta-\ntions.
110 kc.—Indicate WMTM, \nCharleston, W. Va.; see Note 6.
110 kc.—Indicate WMTM, Butte, \nMont.; see Note 7.
110 kc.—Indicate class of both sta-\ntions.
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110 kc.—Indicate WMTM, \nCharleston, W. Va.; see Note 6.
these attorneys last December was comparatively innocuous, as compared to that accepted by BMI. The decision does not establish the minimum terms which can be offered ASCAP. Other factors, cited in the criminal information, of importance to ASCAP, were included but any stipulated settlement now worked out [BROADCASTING, Feb. 3].

ASCAP Reorganization?
That ASCAP must undergo a complete reorganization under the terms of a consent decree is a foregone conclusion. Its whole method of operation would be junked and it would have to start anew, eliminating all of the practices complained of. This would result in setting it up substantially as a business writing house, collecting fees for its writer and publisher members and allocating the returns equitably. All of the water now existing in ASCAP’s waters would have to be squeezed out. It would have to provide for clearance at the source, as would BMI, but these adjustments would occur within nine months following any settlement reached.

As too early to predict the outcome, it is felt that should ASCAP be brought into line voluntarily, some arrangements might be made whereby its music could be performed until the necessary reorganization and licensing policies are established. Conceivably, the Government now designing the decree, is in a position to approve a month-to-month licensing arrangement for a specified minimum.

Buck Explains
When the ASCAP board finally recognized the shock of the criminal action, President Buck announced publicly that the Government had assured the Society it was ready “to continue negotiations for an adjustment of the controversy just as if no information had been filed in the Federal District Court in Milwaukee.” When he formally announced Mr. Poletti’s retention to negotiate the decree, and expressed “deep regret” over the Government’s action, he said ASCAP “has always been willing and desirous of making any just and reasonable changes in its organization and method of operation.”

Government attorneys were believed to be pleased with the ASCAP decision to re-retain Messrs. Poletti and Diamond. Their original conversations last December were harmonious, it is understood. The ASCAP board threw out the suggestion that the controversy might be put in the CAB in the position of taking sides with either the ASCAP proposed to the CAB in a case where its report is compiled for the exclusive information of CAB subscribers and refusing to allow any reprinting of the ratings of any broadcasting station.

No Change in Popularity of Programs Since Music Feud, CAB Rating Shows

BECAUSE of numerous predictions as to the effect withdrawal of ASCAP music from the networks would have on the audiences of network programs, the report of the Cooperative Analysis of Broadcasting (Crossley ratings) for January has been heralded with more than usual curiosity.

Because of the possibility of misuse and abuse when such predictions might be made in the position of taking sides with either the ASCAP or BMI proposed to the CAB in a case where its report is compiled for the exclusive information of CAB subscribers and refusing to allow any reprinting of the ratings of any broadcasting station.

Only Slight Changes
The findings are summarized, however, in a release issued last week by the NAB, which points out first that the CAB found no change in national popularity of network programs during January, the average number of listeners for 172 network shows during the period ending Jan. 28 being identical with the number for the period ending Dec. 23. There were 82 programs in the January rating with 39 of them remaining the same while 4 remained the same. Of evening programs, 53 had more listeners, 43 fewer and 7 programs fell of .4 point in rating, a negligible amount.

CAB program ratings averaged a 6.1 rating for January, compared with 6.2 for December, while evening programs maintained a 13.8 rating for both months. The average audience for all programs (day and night) was 10.7 for both December and January. Slight Changes in Music

No Change in Popularity of Programs Since Music Feud, CAB Rating Shows

Because of numerous predictions as to the effect withdrawal of ASCAP music from the networks would have on the audiences of network programs, the report of the Cooperative Analysis of Broadcasting (Crossley ratings) for January has been heralded with more than usual curiosity.

Because of the possibility of misuse and abuse when such predictions might be made in the position of taking sides with either the ASCAP or BMI proposed to the CAB in a case where its report is compiled for the exclusive information of CAB subscribers and refusing to allow any reprinting of the ratings of any broadcasting station.

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If ASCAP (Case No. 449-Q) Had Wings of an Angel... An Editorial

HENCEFORTH ASCAP’s affairs with Uncle Sam will be found in Criminal Case jacket No. 449-Q of the District Court of the United States for the Eastern District of Wisconsin. Much to the chagrin of Messrs. Buck, Frohlich, et al., ASCAP trified too long with the Anti-Trust Division of the Department of Justice and, as things stand now, its 26 officers and directors and in the absence of any arrangement to re-engage the Diamond ASCAP publishers must line up for arraignment in criminal proceedings in Milwaukee next March 5.

The full board of directors of ASCAP had met its date to meet with Mr. Baldrige on Feb. 4. After the 48-hour grace period had expired and the board had failed to show up, Mr. Baldrige gave Mr. Waters a green light on the filing of the criminal information. Reports emanating from ASCAP headquarters indicated that the board was unable to come to an agreement on the matter to be discussed with the Department and that as a consequence the whole plan frizzled. It was at this meeting, however, that the decision was reached to re-engage the Diamond-Polelli firm and seek a new basis for an out-of-court settlement.

The schism in the ASCAP ranks found one group favoring a court fight to the finish and the other espousing a consent decree. The latter forces finally prevailed, though harsh words were spoken, with President Buck in the center of the controversy.

The pro-consent decree forces were bitter over the failure to accede to the consent decree preferred last December and procured by Messrs. Diamond and Poletti. In more lenient terms, it was felt, would have permitted ASCAP to exist with a minimum of reorganization. The excruciatingly stringent requirements of the BMI-type decree, it is felt, may spell the end of ASCAP.

BOO!

ASCAP Embraces Clubwomen — In Sponsor Threat

IN A BROADSIDE containing the facsimile signatures of some 200 educators, public school music supervisors, club women, and members of the Federation of Music Clubs and the Organist Guild, who have attempted to bring about a settlement between ASCAP and the broadcasting industry, ASCAP addressed an open letter to sponsors of radio programs, urging them to make your influence felt in bringing about such an agreement.

Repeating the familiar charge that radio is “now employing that thoroughly un-American weapon, the boycott, in an effort to crush ASCAP,” the letter continues: “The leading American manufacturers whose sponsorship accounts for most of the $200,000,000 spent annually in radio advertising, are the last who can afford a boycott. Such tactics, unless unleashed, are certain to bring unpleasant repercussions.”

BMI Tune Suggestions

BMI has sent to all its station licensees a list of some 300 compositions, carefully selected from the catalogs of BMI, Ricordi, Marks and Peer, as being suitable for most program needs and having “hit potentialities.” In an accompanying letter, Mr. E. Tompkins, BMI vice-president and general manager, states: “We are heartened by the splendid support of our stations in the use of the materials offered by BMI. To forestall criticism on the part of the listening public, however, we must improve program structure by widening our use of available material in the interest of intelligent diversification.”

GUILD MAPS APPEAL

COUNSEL for the American Guild of Musical Artists is now preparing papers for the Guild’s appeal to the New York Court of Appeals in its case against James C. Petrillo, president of the American Federation of Musicians, it was stated Feb. 6 at AGMA headquarters.

COMPETITORS met on a cordial basis recently when Cincinnati broadcasters were guests of the Cuvier Press Club. All in this family group made brief talks. Seated are (l to r) James D. Shouse, WLW general manager; Mayor Stewart of Cincinnati; Mortimer C. Watters, WCPO manager and vice-president of Scripps-Howard Radio. Standing, Dewey Long, WSUI general manager; Robert E. Duvall, WLW sales manager; Elmer Dressman, WCKY; Herman Fast, WKRC.

If ASCAP (Case No. 449-Q) Had Wings of an Angel... An Editorial

Atlantic Buying Baseball

ATLANTIC REFINING Co., Philadelphia, is lining up stations for 1941 baseball broadcasts of both major and minor league clubs in the East. Company will again sponsor broadcasts of the Boston Red Sox and Philadelphia Giants, and will have other baseball programs in addition. The company will broadcast 20 doubleheaders and 100 single games in all.

BMI Expands Offices

BROADCAST MUSIC Inc. has leased another floor in its headquarters, one to be used as a new office space for the music publisher. The new quarters, comprising 5,100 additional square feet, will be arranged to accommodate needs of its operations.

Profits by BMI

BMI tunes, financially as well as artistically, have proven a huge success for Jack Teter, conductor of the Symphony Orchestra of WTMJ, Milwaukee. The program consists of answering questions and solving problems submitted by listeners by singing appropriate songs. Failure to provide a satisfactory answer nets the listener a cash prize. In checking over the box score for January, using BMI tunes only, the station found payments totaled $34, whereas he paid out $41 in December using ASCAP tunes.
Decision Curtails Union Regulation
But Hope Is Still Seen for Other Union Prosecutions

REGARDED as far-reaching in connection with the Justice Department's anti-trust campaign, which on recent occasions has involved the American Federation of Musicians, the Supreme Court on Feb. 3 handed down a decision indicating that under the Sherman anti-trust act the Government can only prosecute labor unions conspiring with non-labor groups to restrain trade. The decision, held, by a 5-2 majority, that disputes between labor unions do not come within the Act, it also indicated that freedom from the criminal provisions of the monopoly law applied only "so long as a union acts in its self-interest and does not combine with non-labor groups".

Indictments Dismissed

The court, in an opinion written by Justice Frankfurter, with Chief Justice Hughes and Justice Roberts dissenting sharply, sustained dismissal of indictments by the Federal Trade Commission against W. L. Hutcheson, president, and three other officers of the AFL United Expressmen's and Teamsters' & Joiners. The case involved a jurisdictional dispute between this union and another AFL affiliate, the International Assn. of Machinists.

The majority opinion took the view that the strike, while intensifying industrial strife, had marked the evolution of craft unions and had been one of the ingredients in the development of industrial unions, and did not call for application of the Clayton Act to unions. It was taken to indicate an exceedingly broad construction of powers within the scope of labor unions. Under the ruling it was indicated that the courts must stand aloof in cases of jurisdictional disputes, and machinery existed to settle these disputes peacefully and was not used by one side or the other, the courts could not and would not redress to the aggrieved union.

Just how this decision might affect jurisdictional disputes against labor unions remained problematical to Washington observers. It was pointed out that if the decision turns out to be typical of Supreme Court opinion on the various precepts of union operation...
You’re Just in Time for the BOOM!

As Pockets Jingle in Hartford, WNBC Joins Basic Blue Network – Goes to 5,000 Watts

There’s a River of Gold in New England . . . and Hartford’s in midstream!

Hive of industry, swarming with defense orders...Center of commerce, with new money swiftly circulating...that’s Hartford, heart of Connecticut, now!

So to 5,000 watts goes WNBC. To full-fledged membership in the NBC Basic Blue Network goes WNBC . . . to give you the coverage that only WNBC can give you.

Like figures—? Look at these: 124,200 radio homes in WNBC's primary area—Another 248,500 in WNBC's secondary area—And the primary zone alone makes up America’s 37th market for your product.

There’s a River of Gold in New England . . . wade in!

NATIONAL REPRESENTATIVES: HEADLEY-REED CO.
NEW YORK • CHICAGO • ATLANTA • DETROIT

WNBC
HARTFORD

1380 KC . . . 5,000 WATTS DAYTIME C. P.
1,000 WATTS NIGHT
Member NBC Basic Blue Network . . .
BROADCASTING • Broadcast Advertising

Page 16 • February 10, 1941

Bulova Shakes Up WOV's Personnel

Rogers and Linton Are Out; Six Hours of Evening Music

In A SHAKEUP of top personnel of WOV, New York, the resignations of Naylor Rogers as general manager and Harold J. Lafount, assistant general manager of the Bulova-owned station were announced Feb. 7 by Harold J. Lafount, general manager of WOV, and WOV, west coast operations. Messrs. Rogers and Linton joined the station Jan. 1.

By resigning as former manager of WOV, named assistant to Mr. Rogers upon his appointment, left Feb. 7's vacation. Whether she would return to the station executive staff was problematic.

Lafount in Charge

Mr. Lafount himself is expected to assume temporary charge of the station, with managers of other Bulova stations assisting him. It is expected, however, that soon Willard, former manager of the Bulova-owned WPEN, Philadelphia, will go to New York temporarily, as Mr. Lafount's aide.

The resignations of Stuart Buchanan, who joined WOV as program manager in mid-December, and of John B. Meakin, named musical director at that time, also have been announced. It was reported the staff orchestra will be dismantled and that musicians will be engaged on a week-to-week basis.

Aradio in Charge

Mr. Lafount now plans personally to supervise the operation of his stations. Other stations in the Bulova chain, including WPEN and WORL, are WPEN, New York; WORL, Boston; WOR, Milwaukee, and WCC, Chicago, have announced plans to form a Philadelphia to Boston network, to be known as American Broadcasting Co.

Mars Idea Series

MARS Inc., Chicago, currently sponsoring Dr. I. q. on 91 NBC-Red network stations, on March 2 starts. What's Your Idea on 29 NBC-Red stations, Sundays 5:30-6 p.m. (CST), for same product. The idea program will feature Ted Rito's orchestra, Little Jackie Heller, a female chorus and guest stars. As a public relations tie-in, listeners will be asked to submit their ideas on what they consider good radio programs. From these ideas will be selected—a comedy, a dramatic and a novelty program—and produced in abridged form, for which each participant will receive $100. Additionally, the winner will receive a $100 award to the author of that idea. Contract is for 52 weeks with no summer lay-off anticipated. Agency is Grant Adv., Chicago.
Here's Another 50 kw FM Transmitter Launching by REL

REL delivers its 50 kw FM transmitter to The Detroit Evening News which joins Major Armstrong's Alpine and Yankee Network's Paxton stations as the only high powered FM broadcasters in regular operation. Because of industry-wide recognition of dependable delivery and quality of REL FM transmitters, there are more REL-equipped FM stations today than the combined number of all other FM manufacturers. REL invites your investigation of its FM transmitters... and urges you to join the rapidly growing list of satisfied REL broadcasting clients.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Progress in Child Programs Noted by Mrs. Lewis in Tour

Suggestions for Further Improvement Offered in Address Before Group of Organized Women

"RADIO has taken a splendid stand in establishing standards for children's programs and individual stations are responding to abide by these regulations," according to Mrs. Dorothy Lewis, national radio chairman of the National Society of Extemporaneous Women and vice-chairman of the Radio Council on Children's Programs.

Mrs. Lewis addressed representatives of a score of women's and other organizations interested in this phase of broadcasting at a Feb. 4 meeting at the Hotel Roosevelt, New York. Following a luncheon tendered by the Code Committee of the NAB, Mrs. Lewis delivered an "interim" report on her tour of the country she made last year in the name of the Radio Council and the NAB to find out the real status of children's programs.

Ignorant of Code

Traveling 23,500 miles—15,000 by car and 8,500 by rail—Mrs. Lewis visited 168 cities in 39 states; called on 341 radio stations, making more than 60 broadcasts and meeting at a Green 1,200 broadcasts; held 89 conferences in key cities; contacting about 5,000 club and women's leaders, and distributed 54,000 copies of the "ABC of Radio" pamphlets.

Women generally were ignorant of the code, she said, and only 60 out of the 5,000 leaders having previously heard about it.

From the stations visited and 144 more contacted by mail, Mrs. Lewis estimated that there is some 1,800 children's programs on the air each week. About 12% of stations carry children's programs; another 8% are being prepared for them on the networks for their juvenile material; most stations present some children's programs in the evening.

All broadcasters agree. Mrs. Lewis reported, that transcriptions are the best answer for children's programs, so they may be broadcast at times suited to each locality's school hours and other conditions varying widely. Many advertisers are already using transcribed children's programs, she said.

Many conferences have been held with agency executives who are cooperating with the Council in improving children's programs, Mrs. Lewis stated. She cited as outstanding the cooperation of General Mills and its agency, Knox Reeves, which has leased To child, serial Reeves, which is outstanding the cooperation of the children's programs.

General Mills is also aiding in research in children's programs, she revealed, stating that this company is spending $26,000 a year to Iowa U for research conducted by the school's radio division, which is producing 12 programs a week for juvenile audiences.

Her Conclusions

Mrs. Lewis wound up her talk by presenting the following conclusions for consideration:

1. That every local station devote at least 15 minutes afternoon day 5 and 0 p.m. to children's programs, either live or by transcription during children's listening time, that networks develop some program whereby their live programs are available in their area to that recording companies, in cooperation with educational networks for sustaining and sponsored shows.

2. That there be more educational materials on children's entertainment shows and more showmanship in educational programs.

3. That as there is a trend away from the serial type of program to quiz shows, story tellers and public participation shows, that other programs can be devised.

4. That more programs be developed to appeal to the child's sense of humor, that the American way of dealing with Democracy in America or the American Way interpretation be developed as a national feature, including material now available on the networks for their juvenile material; most stations present some children's programs in the evening.

5. That national advertisers utilize more properly the support of children's programs at reasonably low cost.

6. That such organizations as the Children's Library, the Young's A.A.A., and the Junior League National Asso., provide their local groups with transcriptions after due consideration of present available material.

Constructive Criticism

10. That State Music Teacher Asso.s throughout the country encourage the practice by local teachers to use popular music on children's programs giving proper attention to fundamentals of technique and repertoire.

11. That educators be encouraged to make constructive criticism of children's radio programs rather than the purely negative.

12. That sponsors of serial programs durante the afternoon hours made conscious of the fact that children listen to these programs, when two hours a day children's programs are unavailable.

13. That large stations or networks engaged in profit script writing experiment with techniques, using transcriptions on small local stations for workshop purposes.

14. That mothers must recognize their responsibility in editing their children's programs cooperation with the efforts of the radio industry.

GOODNESS ME, the microphone's nearly as big as this Southern belle, who's indicating interest in radio at a mighty tender age. The lady is Gale Batey, and her daddy is a newscaster of WSB, Atlanta.

Radio cannot be expected to bring up the American Youth. National stations cooperate with the radio industry in furthering worthwhile programs and extend said good will复印 copies of buying sponsors' products. Such groups should publicize the good programs and enlist support of individual members.

16. That all women's groups follow the present leadership of a scattered few, to avoid unnecessary use of the air until more study and knowledge gives them adequate qualifications for production and script writing.

17. That women's groups set radio classes wherever provided in schools and universities to learn more about the industry.

Setting New Trends

18. That women's groups develop courses of study within their organizations for educational benefit. Such groups would publicize the good programs and enlist support of individual members.

19. That all women's groups solicited the cooperation of newspapers to carry accredited lists of children's programs.

20. That local boards of education be congratulated for their fine cooperation with the industry in most parts of the country.

21. That the radio industry gather together leaders in the industry to discuss from an impartial standpoint how radio can better serve America public in the next 20 years, to set trends and policies.

22. That networks maintain one 15-minute period, late afternoon, for experimentation, giving ample notice to their affiliates of the plan, rotating good programs for 13-20 week periods as one method of testing children's acceptance.

23. That more broadcasters present a variety of programs on different days, rather than fill the children's hour with serials across the board. Children appreciate the opportunity for selectivity.

24. That crime and gagster programs be broadcast at late hours for adults rather than for the young people's consumption.

25. That stations develop a preschool age or kindergarten program to be broadcast at points of the country with advertising addressed to the mother consumer.

20. That advertising agencies and stations exercise care in selecting trained persons to check program material addressed to the young people's consumption. That said organizations and their clients recognize good material from any source, rather than to cling to the established rule that account executives and radio departments should have all the answers.
23% MORE

persons will listen to WKY today, tomorrow, or any day in Oklahoma City than to all THREE other stations combined!

WKY
OKLAHOMA CITY

NBC—Red Affiliate

Owned and Operated by
The Oklahoma Publishing Company
The Oklahoman and Times
The Farmer-Stockman—Mistletoe Express
KVOR, Colorado Springs
KZQ, Denver (Under Affiliated Management)
Represented by HRB Katz Agency, Inc.
British Radio Bombproof, Bate Claims, Describing How Reporters Work

GERMAN raiders might bomb every broadcast outlet in England, but still broadcasting would go on, according to Fred Bate, NBC London representative who returned to New York Jan. 31 on the Yankee Clipper, for a six-week visit in his absence. Mr. Bate, who was wounded in a bombing raid Dec. 8, plans to return to his post after resting and visiting with his family in Mexico.

Every transmitter has one or more auxiliaries, he explained. When raiders alarms come through the regular broadcast outlets shut down to prevent being used as finders by the invading planes. Thus far practically no British broadcast stations have been hit, though Broadcasting House itself was damaged, but not badly, by a bomb which struck in October and killed seven employees.

Wounded in Raid

Mr. Bate was severely wounded the night of Dec. 8 in his office-apartment house near Broadcasting House. "I was sitting down to write my last broadcast," he said, "when the bomb hit. Geoffrey Toye, BBC music conductor, had just entered the door and I was getting up to greet him. When it hit all London seemed falling into the room.

"My only thought was that there was a fire going in the open grapevine in the building. Instead, everything was sucked down the chimney by the concussion. Neither Toye nor Flower, my heart, my secretary, was injured."

Mr. Bate was injured in the left arm and shoulder and left side of his face, and the tendons of his left ear were severed. He was taken to Middlesex Hospital, but was not unconscious at any time.

Mr. Bate cooperators are given American radio reporters by the BBC, Mr. Bate stated, and they do their broadcasts from underground stations as well as from Newspapers of London, though their advertising has been greatly reduced and they are publishing with fewer pages under restricted paper rations. seem to be getting along all right, he said, for they have cut down the number of editions.

The full Code Committee attended the New York meetings. its members are: Mr. Bill, chairman; Mr. Johnson, secretary; Mr. Smith; Earl J. Glade, KSL; Hugh A. L. Half, WOAI; Henry P. Johnston, WSGN; J. O. Maland, WHO; Frank Mullen, NBC; Theodor Strebler, WABC, WIP, WHAS, WJB, NBC counsel, and Arthur Stringer, NBC promotion director, also attended.

POYNTER TO HEAD-CULTURAL DIVISION

NELSON POYNTER, owner of WTSF, St. Petersburg, Fla., and publisher of the St. Petersburg Times, has been drafted as a dol- lar-a-year man to take charge of the press and radio section of the committee to coordinate cultural radio among the American republics, headed by Howard Rockefer as part of the National Defense Council.

Mr. Poynter takes over the duties originally assigned Karl Bickel, retired president of the United Press and former president of Scripps-Howard Radio. Mr. Bickel was named to head the press section at the same time that Don Francisco, president of the National Press Club, was designated to handle radio [Broadcasting, Nov. 1, 1940]. Mr. Bickel was instrumental in drafting a director for the post and himself will continue as advisor to the press division.

Mr. Poynter will spend about three weeks each month in New York at the communications headquarters of the Rockefer committee. His division is charged with the responsibility of removing barriers in the free flow of news, features and pictures between the American republics, stimulating interest in both hemispheres and encouraging inter-continental visits of newspaper editors and writers.

Pepsi-Cola Co. Testing Plans Other Programs

PEPSI-COLA Co., Long Island City (soft drinks) is sponsoring an early morning quarter-hour recorded quiz program thrice-weekly on WBGU, New York, called "Mission Quiz-a-rama," which features John Rud King as m.c. Portable recording equipment is taken to gatherings in the metropolitan area and King quizzes shoppers, with gifts of groceries given away as prizes.

In addition, company is considering the placement of programs or described jingles in New York, Philadelphia, Boston, and Pitts-burgh markets, cities in which total advertising appropriation is assumed. The placement of transmitted spot jingles in other markets in cooperation with dealers is also under way through Newell-Emmett Co., New York, agency in charge.

SCOOP FROM VICHY

World Gets Flash in Private NBC Radio Hookup

RADIO illustrated in dramatic form Feb. 5 the point of an editorial in Broadcasting, Feb. 5, which stressed radio's contribution to the press as a result of present conditions in Europe.

After an off-the-record speech by its London representative, Fred Bate, to the National Press club in Washington, NBC presented a two-way conversation for the audience from its staff members and American newsmen in Vichy and London.

An AP correspondent in Vichy asked if there were any AP men present. Melbourne Christerson, newly-inaugurated president of the club and AP day editor in Washington, answered "present."

The man in Vichy said he had been trying to get a bulletin about a cabinet meeting out of London, and he continued, "half-hour without success and "you please make notes and put it on the wire."

Christerson promised that he would see that the story was handled promptly.

Edwards Coffee Spots

Dwight Edwards Co., subsidiary of Safeway Stores, San Francisco (Nob Hill Coffee), Feb. 10, announced a modified spring campaign on approximately 20 stations in 18 major markets on the Pacific Coast and in the Midwest.

Fifty-second announcements are used. The sponsor, an interior of radio, is using a considerably larger list of stations this year than during a similar campaign last year. Agency is McCann-Erick- son, San Francisco.
WTIC's 50,000 Watts can give your product a terrific lift in the big Southern New England Market—if you'll just say the word.

Here is a station that is known and respected by the friendly people in this rich, farming and industrial area.

Per capita sales in WTIC's listening community are 52% above the national average. These people have money to spend for your product. Why not bring it to their attention through WTIC, the powerful voice which the citizens of Connecticut and the rest of Southern New England have learned to trust and heed?
Court Rulings Sharply Limit Appeals

Appellate Ruling Holds FCC Actions Almost Inviolate

APPEALS from decisions of the FCC in broadcast cases, whatever their nature, are regarded as highly significant either before the Court of Appeals for the District of Columbia in a series of decisions handed down Feb. 21. In substance, the court held in divided opinions that unless the public interest would be adversely affected, and solely upon questions of the propriety of FCC actions whether relating to economic injury, electrical interference or other grounds.

The court majority held that it was without authority to issue stay orders, enjoining the Commission from making its rulings effective pending the determination of any appeals. Heretofore, stay orders have been issued consistently.

Strong Dissent

The opinions, rendered in three cases involving petitions for stay orders, constituted another in the unbroken chain of FCC legal victories either before the Court of Appeals or in the U.S. Supreme Court. Joseph L. Rauh, youthful assistant general counsel of the FCC, argued before the appellate court. He was assisted in the research and preparation of briefs by Harry Robinson and Eugene Cotton of the FCC staff.

The majority opinions, written by Associate Justice Justin Miller, were concurred in by Associate Justice Willey and Associate Justice Harold M. Stephens. Strongly dissented, holding that stay orders properly should be issued by the court and that they are matters of law, in not granting the parties involved preliminary hearings.

The decisions came in appeals by WCP0, Cincinnati, operated by Scripps-Howard Radio, from an FCC decision authorizing WOOL, Columbus, to operate at a frequency within the rules of the FCC. The majority held that the FCC had the authority to make the change, Judge Miller dissenting. Judge Miller, in his opinion, made of WCP0's request "a matter of law, in not granting the parties involved preliminary hearings."

UP IN the Northwest college folk have taken in the lead from the Vancouver squirrels, but for the Cincinnati Reds, WANTED the Brooklyn Dodgers Club Inc. While WDAY, Fargo, N. D., recently claimed a beat in interviewing North Dakota Agricultural College students credited with starting the organization, the WDAY staff is wondering whether Don Elmer, WDAY sports director, did not inspire the club. The NTTPTCRWTRDBC Inc., now a WDAY baby, more or less, has been drawing considerable national publicity, including an AP story out of Cincinnati and a mention in the sports column of Eddie Briezt.

Another 52-week renewal was good news to these principals of the Romance of the highways sponsored on 29 Mutual stations in the West by Pacific Greyhound Lines, San Francisco. The smiles belong to (1 to r) Arthur Van Horn, announcer; Comdr. A. W. Scott, principal; Bill Davidson, actor; Don Cameron, technician; Richard Holman, radio director of Beaumont & Holman, agency in charge of the account.
Can’t go a-gunning for new advertisers, either, without an adequate sales weapon.

What calibre programs are you offering prospective time buyers? Next time pack a sales weapon worthy of your “game” - NBC THESAURUS!

This “Treasure House of Recorded Programs” enables you to offer clients symphony, swing, “sweet” music, concert, hillbilly and novelty numbers - in short, the “big time, big name” programs they’ve been looking for - all within the price they want to pay.

As one of the 217 subscriber-stations writes: “THESAURUS gives us the finest artists in the land, built into good saleable programs ... Sponsors are delighted and have renewed over much longer periods than their contracts called for.”

Check THESAURUS on all other counts, too - it's built to NBC specifications for quality in talent, music, production. And recording is NBC ORTHACOUSTIC* - true sound reproduction that usually ear-marks only a “live” broadcast.

Get going... get gunning for more business with NBC THESAURUS.

Write today for full information, rates and availability.

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*Registered Trademark
Wasson Hits Quality Clientele Through Radio Series
By LEONARD A. MURCHISON

H. P. WASSON & Co. is known as the "Rendezvous of Smart Indianapolis." Its appeal is not local, but national, and it is an exceptionally high-quality clientele, yet its volume of business runs into many millions of dollars annually; and it is recognized as outstanding among many fine fashion-minded stores.

The writer has never been satisfied that radio has played an important part in building up many departments at Wasson's.

Through last year's merchandising plans, it was obvious that radio had been used very effectively in building up the various departments. Many a listener would tune in on a Saturday morning, and, as the announcer was saying, "Here's a message from the Department of Misses." The message would be a story about some new line of clothing or accessories that was a must for any lady who wanted to be "in" the latest mode.

Blackface Pair

The writer's introduction to radio was in the early days of development of the radio. The first major interest was in the development of a new program, and this was the program of The Fair, well-known Chicago department store with which he was then associated. The program was broadcast by a blackface team that had just joined WMAQ, known as Correll and Gorden—later to become world-famous as Amos 'n Andy.

Their first sponsorship on the occasion of their association with WMAQ was The Fair, the program being known as The Fair Minstrels. The writer recognized the importance of the new entertainment medium as a merchandising tool, and it was not always easy to get everybody else to see it. But one convincing testimonial to radio was personal appearances. On more than one occasion crowds that were almost unmanageable were brought into the store to see actual broadcasts and personal appearances by the great and near-great of radio.

The basic fundamental of all successful selling—public appeal—had proved the effectiveness of radio as a sound merchandising aid. That is what caused our quick acceptance of an idea recently presented to us by A. H. Green, of the WFBM public relations department. Mr. Green suggested that we build a dozen specially designed window displays, each of which would seem to stand about two feet high.

These were to be placed in conspicuous spots throughout the store and would be distinguished by various items—a standard 8 x 10 glossy photograph of some radio personality heard over WFBM; CBS Broadcasting's "Children's Hour," a small hand-lettered copy panel which, in a few words, tied the picture to some particular merchandise displayed in the same department.

The value of these picture displays should be immediately apparent. Not only does it attract the attention of women quicker than a photograph, and a photograph of some well-known theatrical personality, but it is the attention of women's attention long enough to put across a brief, printed selling message.

Added to your printed message is the weight of personal endorsement of the merchandise, and there is no question as to the psychological effect on the shopper producing both desire to possess the article and a sense of personal preference for a known "name." In addition to the silent appeal to shoppers, such picture display has been found to be of value to the salespeople in direct selling; they can use to advantage the "personal endorsement" of the picture in "closing" a hesitant buyer.

The Windows, Too

Following along somewhat the same lines, we have found special window displays tied into radio to be of merchandising value to the store—and, of course, they are of personal value to the store. A short while ago, during one of the more active campaigns in Europe, an ingenious window display was used by our window department, with the assistance of the WFBM staff, which caused a great deal of comment. The men's department window, fronting on the main street of the city, was dressed with maps of Europe and the World. In the center back wall was hung a 3 x 4 foot blow-up of Gilbert Forbes, popular Indiana newspaper. Beneath it was placed a lighted pedestal-globe, and in front of this, standing on the floor, were pictures of the various European correspondents of International News Service, a slightly larger picture of the editor-in-chief of INS, and a small picture of Forbes holding in his hand a particular brand of pipe carried in our stock.

Each major European capital on the maps, a stream of special Western Union ticker tape was run to the picture of the correspondent in that city, then to the editor-in-chief of INS, and finally to Forbes' picture. On the floor was strewn teletype news stories, and in one corner of the window was placed a small display of pipes.

The result was an extremely interesting window which really stopped passers-by, and which gave them something to study, at the same time graphically illustrating for them the manner in which world news was gathered and finally sent into their homes by radio.

Did it sell pipes? Yes; in fact, the response was quite remarkable in view of the fact that we have no radio tied to them. This display, then, is a small case in our men's furnishing department.

Came the Strike

Specific use of radio by H. P. Wasson & Co. for direct advertising has steadily grown over the past nine years. Its use by the store generally received a powerful boost some three years ago when all the Indianapolis newspapers suspended publication due to a strike.

When the station went on the air the next morning the writer called WFBM and, unable to reach any of the station executives, turned the control engineer into a salesman and bought all available time, both program and announcement time, for that day (a Saturday before Easter) for Wasson's. Spot announcements and one hour programs were used to carry on our normally heavy advertising schedule until termination of the newspaper strike. This occurrence helped prove to us the effectiveness of radio in department store advertising. Spot radio time, with us, has been extremely successful in advertising specialty and other unique businesses, and that of various other lines. Concentration on powerful and impressive advertising and sound merchandising policies has, with the help of radio, made many of the departments of Wasson's stand out.

O'CEDAR Picks Markets

O'CEDAR Corp., Chicago (O'Cedar polish, etc.), Feb. 17 starts five-week one-minute transcribed announcements in 25 markets with Huntley & Palmers' "How to" and吩咐 elbow, also a possible "How to" campaign. [Broadcasting, Feb. 3]. Markets selected are Atlanta, Raleigh, Louisville, Dallas, Birmingham, Nashville, Philadelphia, Baltimore, Indianapolis, Chicago and Cleveland, Detroit, St. Louis, Washington, Los Angeles, San Francisco, Seattle.

Nursery's Drive

GOOD & REESE, Inc., Springfield, 0. (house and garden plants), is to start its 1941 spring campaign on Feb. 10, 17, and 24 on the following stations, KFJR has been dropped.

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DISPLAYS in windows and all around the store stimulate interest in the radio campaigns of H. P. Wasson & Co., quality department store in Indianapolis. This window, trimmed with illuminated globe, maps of the United States, and a small display of pipes, attracted wide interest. More interesting, a couple little pipe displays among the photos and tape led to the sale of many pipes.
WANTED... in "America's Money Belt"

Enough Breakfast Food to Furnish Box Tops for Over 150 Million Contest Entries!

IF ALL the boxtops from all the cereals sold every year in the rich Money Belt area were laid end to end... it'd make a whiz of a contest to judge!

But there's no contest over the fact that the one best medium that helps sell that breakfast food, and much of the billion-and-a-half dollars worth of other commodities, is the four-way voice of America's Money Belt... The Cowles Stations.

Furnishing the breakfast entertainment — as well as the breakfast — for a big part of the six million folks in the Money Belt, is quite a job... but The Cowles Stations do it every day. They can do a record selling job for you, too. Shoot them "25 additional words or less" today — and get all the facts.

WILL YOU SELL IT?

The Cowles Stations

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail
Sales in "America's Money Belt"'

- Canned Fish $10,000,000
- All Cereals 21,000,000
- Canned Milk 27,000,000
- Flour 64,000,000
- Shortenings (Vegetable and Salad Oils) — not including lard 31,000,000
- All Perfumes and Cosmetics 17,000,000
- All Soaps 39,000,000
- All Canned Fruits and Vegetables 47,000,000
- Tobacco 85,000,000
Text of Government’s Criminal Suit Against ASCAP

Following is the text of the original legal document:

"information" filed by the Department of Justice, Feb. 5 against ASCAP, Inc., S. District Court for the Eastern Dist. of Wisconsin, by Federal Judge F. Ryan Duffy, in Milwaukee. The bill bore the signatures of U. S. Attorney in Milwaukee; Assistant Attorney General in charge of the case, Charles W. O. Rusting, and Warren P. Cunningham, special attorney.

No. 449-Q

I. Description of Defendants

1. That American Society of Composers, Authors and Publishers, hereinafter referred to as "Society", an unincorporated membership association of music composers, authors and publishers, its principal office at Rockefeller Plaza, New York, New York, is a defendant herein.

Gene Buck, president and director; Acuelo, Harry, secretary and director; Otto A. Harbach, vice-president and director; George W. Meyer, secretary and director; Gustave Scholmer, treasurer and director; Fred E. Abrahams, director; Max Dreyfus, director; George Fischer, director; Harold M. Ruben, director; John O’Connor, director; John J. Robbins, director; D. P. Kingsbury, director; Deems Taylor, director; Will Von Tiller, director; John Arece, director; George J. Mills, chairman of the board; John G. Paine, general manager.

The following corporations which have had at one time or another members as directors or representatives on the Board of Directors of the Society, are made defendants herein:

4. That defendant Society, an unincorporated association, was organized in June, 1914, by the leading publishers, composers and authors of musical compositions in the United States, for the purpose of 90 years from the date of its organization; that those so organized were, among other things, to grant licenses and collect royalties for the performances of its members, to allot and distribute the royalties collected, and to accumulate and maintain a reserve fund to be used in carrying out any of the objects of the Society.

That its membership at the time of the filing of this Information consists of approximately 140 publishers and 1,200 composers and authors, and includes the owners of the copyrights of a substantial amount, more than 75%, of all the copyrighted musical compositions distributed by the public in the United States for entertainment purposes at the time of the filing of this Information and for a number of years prior thereto; that the management of defendant Society is vested exclusively in a self-perpetuating board of directors and the board of directors, 12 of whom represent publisher members, 6 represent composer members, and 4 represent author members; that each director is elected to serve for a period of three years, and is eligible for reelection upon the expiration of his term; that the terms of office of eight members of said board expire each year, and their successors are elected annually by the remaining members of the board; that the directors have exclusive and absolute control of the management and all activities of the Society and appoint all its committees, officers and employees.

That admission to membership in the Society is by election thereto by the board; that each member upon admission must execute an agreement in writing, binding the by-laws directors, assigning to the Society the exclusive non-dramatic public performance for profit rights of all of the members’ works for the period of any existing written agreements between the Society and its members; that the agreement between the Society and its members, a copy of which is hereto attached marked Exhibit "A" and expressly made a part hereto.

That Exhibit "B" is the form of license which radio broadcasting stations not owned at least in part by newspapers were required to accept prior to Dec. 31, 1940; that Exhibit "C" is the form of license which radio broadcasting stations owned at least in part by newspapers were required to accept prior to Dec. 31, 1940; that Exhibit "E" is the form of license which theatrical agencies are required to accept; that Exhibit "F" is the only form of license offered to radio broadcasting stations not originating programs as part of a chain broadcast, or the simultaneous broadcasting of two or more programs, to Dec. 31, 1940; that Exhibit "G" is the only form of license offered to radio broadcasting stations originating programs as part of a chain broadcast, or the simultaneous broadcasting of a program or programs over two or more stations subsequent to Dec. 31, 1940.

That defendant Society maintains agents and representatives throughout the United States, whose duty it is to enforce the demands of the Society in the sale of licenses and in collecting royalties therefor.

III. The Radio Broadcasting Industry

7. That the term "radio broadcasting station" is used herein to designate those radio stations operated for the purpose of broadcasting entertainment and educational programs to the United States and residents of adjacent and more distant foreign countries; that there are approximately 783 such radio broadcasting stations throughout the United States and operated under authority granted by the Act of Congress known as the Communications Act of July 21, 1934, and prior Acts of Congress; that each station is required to broadcast a program of music by the license issued to it by the Communications Commission; that it is continued existence, success and prosperity of a radio broadcasting station which station can survive only by broadcasting entertainment. That the entertainment offered by it to the radio listening public within the range of its facilities is the principal form of entertainment demanded by the radio listening public and may be obtained by a station in order to retain the continuing interest and patronage of the radio listening public for the purpose of advertising the products of the concern which owns and will own part of the public for the services or products of the radio station and for the enjoyment of a particular station for advertising purposes.

That the number of persons listening to the broadcasts of a station for advertising purposes or entertainment purposes has been increased through the use of more and larger facilities and the number of persons listening to the station's broadcasts by furnishing the musical entertainment, the audience has been increased by filing of the Act of Congress at the time of the Act of Congress.

8. That during all the time herein referred to, the defendant Society continued its operation without the obtaining of search warrants or any other form of general license, but that a substantial portion of the entertainment furnished by the stations broadcast to the radio audience.

IV. The Interstate Commerce Involved

9. That radio broadcasting stations in the United States are engaged in interstate or foreign commerce; that under the Federal Communications Act of 1934, the Copyright Act of 1909 and the copyright acts of 1917, 1930 and 1940, and the communication Act of 1934, the Copyright Act of 1909 and the copyright acts of 1917, 1930 and 1940, and the communication Act of 1934.

That as each radio station under the authority of the Commission obtained a license from the copyright owners of musical compositions by the payment of royalties for the performance of the compositions that can be broadcast in interstate commerce, any interference with or restraint upon the obtaining of such permission from the copyright owners.
B. In Sheet Music

11. That each defendant who is a publisher member of defendant ASCAP, or any other collective owner of works of authorship in the United States is the transmitting of musical compositions to the public, in order to have their performances at the convenience of individual members of the public, by means of broadcast stations or by means of leased telephone lines. The defendant ASCAP: Negotiations have been held with the Department of Justice looking toward a settlement of the ASCAP case. The defendant BMI: As a consequence of the ASCAP settlement, BMI has increased the percentage of royalties paid to their members who received a royalty check from BMI.

C. Motion Picture Films

13. That motion picture films are produced primarily in the States of New York and California, and shipped to radio broadcasting stations throughout the United States; that said motion picture films are copyrighted and are sold by such defendants to radio broadcasting companies who are members of ASCAP and BMI, and are transported across state boundaries in interstate commerce; that the greater part of the musical compositions broadcast by radio stations in the United States are located in the studio of particular broadcasting stations, or in close proximity to transmitters of musical scores transported across state boundaries.

D. Electrical Transcriptions

14. That electrical transcriptions are mechanical devices upon which programs are recorded or mechanically reproduced and publicly performed by means of transmitting their musical compositions to the ear of the purchasing public. The ASCAP has the right to have all members exercise the power to restrain any right, title, or interest in any program carried in the United States and that is distributed in any way, whether in free air or by any means of transmission; and that the ASCAP has the right to have all members acquire from the individual copyright proprietors, any and all rights necessary for the purpose of performing the public performances of their copyrighted works in connection with the composition, broadcast, or reproduction of any transcriptions for use in radio broadcasting.

They Keep the Mimoegraphs Hot! ASCAP's Vivid Handouts Make Sordid Claims; BMI Tells Facts of Music to the World

WHILE the courts decide, ASCAP and BMI continue their battle of the copyright. Long before the fight front is the monthly report—commenting on the success of the American Society of Composers, Authors and Publishers—on the several networks each week. ASCAP continues to put forth its claims and counterclaims on paper elaborated with the names of hit tunes publishing blue background. Various stock diatribes against the networks are responded to in counter fire. BMI counters with a modest white background containing its side of the story. Here are some specimens:

ASCAP by John G. Paine, its general manager: Chain stations are rapidly losing listeners.

BMI by Neville Miller, president of NAB: December's index of average listening audience (measured statistically) to 175 programs was an unseasonal peak of 10.7%, yet in spite of the lack of ASCAP, BMI still had program sponsors in January maintain the same high-water mark.

And On 'n On

ASCAP: Public protest against the "murdering" of classics has steadily increased. ASCAP has received increasing number of letters from national and civic leaders congratulating radio stations on their public spirited stand against the "murdering" of classics by that erstwhile disseminator of copyrighted music has been a most gratifying thing to ASCAP.

BMI: No new business has been signed by the chains since the first of the year, and quite a few big programs have been cancelled.

NOW A MAJOR IS Jimmy Stevenson (right, newsmen of WLB, Denver), executive of the Michigan Military District. Stevenson is in the Judge Advocate General's department, subject to call.

V. The Combination and Conspiracy

15. That for many years preceding and following the filing of this information, and continuing to the date of this complaint, the defendants and others to the United States Attorney for the Eastern District of Wisconsin, in a wrongful and unlawful combination and conspiracy in restraint of the aforementioned interstate and foreign trade and commerce in radio broadcasting, sheet music, motion picture films, and electrical transmissions in violation of the Sherman Act, 15 U.S.C. 1, and the antitrust laws of the United States, have restrained the free flow of interstate commerce; that a substantial portion of the music performed in connection with the motion picture films is synchronised with the music to extent that the films cannot be exhibited without performing the music synchronized with them; that a great majority of the public performances of the music are performed, under the auspices of the defendants, in violation of the Sherman Act and the anti-trust laws of the United States, and that the defendants are conspiring to restrain the public performance of such substantial portion of the music in connection with the motion picture films in violation of the Sherman Act, 15 U.S.C. 1, and the antitrust laws of the United States.
with the terms fixed by the defendants, with the radio broadcasting stations affiliated with radio "networks" prior to Dec. 31, 1940, by issuing licenses to network affiliated stations, except only on the basis that the license issued to each station was issued as authorizing the license to grant others any right to perform publically for profit by any means, in any manner, or process whatsoever, for the radio stations affiliated with a radio "network," other than the station originating the radio program, for the public performance in the United States of copyrighted musical compositions performed by the radio broadcasting and public performance, and to be broadcast to the public by radio broadcasting stations affiliated with radio "networks." Broadcast stations affiliated with radio "networks" had to issue licenses to members of defendant Society, or to others any right to perform publically for profit by any means, in any manner, or process whatsoever, for the radio stations affiliated with radio "networks," other than the station originating the radio program, for the public performance in the United States of copyrighted musical compositions performed by the radio broadcasting and public performance, and to be broadcast to the public by radio broadcasting stations affiliated with radio "networks." Broadcast stations affiliated with radio "networks" had to issue licenses to members of defendant Society, or to others any right to perform publically for profit by any means, in any manner, or process whatsoever, for the radio stations affiliated with radio "networks," other than the station originating the radio program, for the public performance in the United States of copyrighted musical compositions performed by the radio broadcasting and public performance, and to be broadcast to the public by radio broadcasting stations affiliated with radio "networks." Broadcast stations affiliated with radio "networks" had to issue licenses to members of defendant Society, or to others any right to perform publically for profit by any means, in any manner, or process whatsoever, for the radio stations affiliated with radio "networks," other than the station originating the radio program, for the public performance in the United States of copyrighted musical compositions performed by the radio broadcasting and public performance, and to be broadcast to the public by radio broadcasting stations affiliated with radio "networks."
Four New Locals
Granted by FCC
Virginia, Iowa and Missouri
To Have New Facilities

THE FIRST big batch of new station grants of 1941 was issued by the FCC Feb. 4 and 5 when it made known the authorization of four new local stations—one each in Winchester, Va.; Clinton, Ia.; Burlington, Ia.; Hannibal, Mo. These bring to five the number of new outlets authorized thus far this year, one having been granted in Greenwood, S. C., on Jan. 7 [Broadcasting, Jan. 13].

The new station in Winchester, Va., was granted Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va., and will operate with 250 watts on 1370 kc. Mr. Lewis, former chief engineer of KFXM, San Bernardino, Cal., founded WFVA in September, 1939.

Iowa Grants
The station in Clinton, Ia., was granted Clinton Broadcasting Corp., and will use 250 watts on 1340 kc. Principals in the company are: Peter Matzen, proprietary manufacturer, president; 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Chariton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share.

The Burlington, Ia., construction permit was issued to the Burlington Broadcasting Co., to operate with 250 watts on 1490 kc. The company is controlled by E. L. Hirsch, attorney and banker, president, 25% stockholder; Carl C. Riepe, attorney, vice-president, 25%; Raymond H. Wright, attorney, secretary-treasurer, 25%; J. Tracy Garrett, publisher of the Burlington Hawk-Eye Gazette, 25%.

The Hannibal, Mo., grant, 250 watts on 1340 kc., was to the Courier-Post Publishing Co., publisher of the Hannibal Courier-Post, of the same ownership as the Kessenee (Ill.) Star-Courier. Principals involved are Laura Lee, of Washington, 56% stockholder; E. F. Adler, president of the newspapers, president, 14%; Mrs. Joe F. Powell, Ottumwa, Ia., 12.48%; E. L. Sparks, publisher of the Hannibal newspaper, 9.12%; Franklin D. Throp, operator of KFOR-KFAB, Lincoln, Neb., vice-president, 28%; five other stockholders, all holding less than 3%.

'Treat Time' on CBS
ARMOUR & Co., Chicago (Treat), on Feb. 24 starts a thrice-weekly 11-11:15 a.m. (CST) 52-week series on 48 CBS stations. Program, titled Treat Time, will remain the same with the Treat Time orchestra and Buddy Clark, vocalist, being retained as the features. A short drama will be incorporated in each episode. Series will originate in Chicago. Agency is Lord & Thomas, Chicago.

Thank you
N.A.B.
for honoring St. Louis
with your next Annual Convention,
May 12-17, 1941

It's a great city, a great place to work or play, and a great market for radio-advertised goods.
We'll be seeing you... and you'll be hearing us.

KMOX

"THE VOICE OF ST. LOUIS"

Owned and operated by the Columbia Broadcasting System. Represented by
Radio Sales: New York, Chicago, Detroit, Charlotte, Los Angeles, San Francisco

Broadcasting • Broadcast Advertising
February 10, 1941 • Page 29
GETTING MAIL LIKE CRAZ

AL. CLAUSER and his OKI
AHOME OUTLAWS
FEATURED IN REPUBLIC PICTURES

now... Exclusively in Person on

WCKY
THE S.B. WILSON STATION
CBS

FIFTY GRAND IN POWER
The Day—March 29
AN ENGINEERING masterpiece and a diplomatic triumph was accomplished last month at the Havana Treaty technical sessions held in Washington under this Government's auspices; For the first time since broadcasting began all nations of this continent will observe identical engineering standards for broadcast allocations when the Treaty terms become operative March 29.

Much of the interference to reception now evident is the result of operation of Mexican and Cuban stations on channels used in this country. That condition has existed with varying degrees of intensity for the last decade, because our Southern neighbors have never been parties to allocation agreements with Canada and this nation. Under the Havana Treaty, signed in 1937, and now to become effective at the end of next month, a scientific continental allocation becomes effective.

Meeting the March 29 deadline becomes a race against time. A series of unfortunate delays have beset the reallocation. Less than two months remain for the procurement of equipment and new crystals and for the installations essential for many stations which go to new assignments. Nevertheless, it is the belief of Government engineers as well as of consultants that a major portion of the 800-station frequency spectrum will be affected by that time if all interests cooperate.

Highest praise is due the FCC and State Department officials responsible for the successful and expeditious handling of the technical conference. It was more than mere coincidence that Commissioner T. A. M. Craven, a member of the delegation which produced the Havana accord in 1937, should have been the principal American participant in the final technical sessions. His knowledge, as a practical engineer, and his ability to compose differences, were amply evidenced during the proceedings.

Flanking Comdr. Craven was his chief lieutenants at the 1937 sessions—A. D. Ring, FCC assistant chief engineer in charge of broadcasting. With the whole broadcast spectrum at his fingertips, Mr. Ring was able to meet every allocation argument with technical facts, and the fruits of his efforts were revealed in the final U. S. lists, preserving for this country substantially everything it had before the sessions began and at the same time satisfying the demands of the other nations.

The entire proceeding constituted a new departure in diplomacy. Customary formal, battled shirt procedures were exchanged by the State Department, under the direction of Thomas Burke, chief of the International Communications Division. Handling of the Treaty phases under the expert guidance of Harvey Ottermann resulted in speedy consummation of the diplomatic functions. It was a striking example of what can be accomplished by Government when the gears mesh.

The Legal Noose
BY A NEAT legalistic whittling down process which does abundant credit to its attorneys, the FCC during the last few years has emphasized its role as practically omnipotent in broadcast regulation. Now, clearly from an FCC decision, no matter what its nature, now is little more than a forlorn hope.

First the Supreme Court held in the Pottsville case that priority meant nothing. Then came the sensational Sanders "free competition" case in which the survival of the fittest was upheld. Now the U. S. Court of Appeals for the District of Columbia, in its latest batch of opinions, strips itself even of the authority to enter stay orders. It goes beyond that by holding that electrical interference is no different from economic injury suffered by existing stations, and that the FCC really has a free hand in granting, denying, setting aside or whatnot. The only legal deterrent now apparently is that nebulous, indefinable something called "public interest" and of course palpable error of law.

This gradual arrogation of power to the FCC, we feel, means only one thing. The existing statute is outmoded. The appellate court, as a matter of fact, clearly infers that its hands are tied. The court majority says that if private interests are vitally affected or destroyed as a result of Commission actions, it "is regrettable but unavoidable." The minority of the Court stoutly takes an opposite view, without avail.

We have consistently held that the FCC is running out of regulatory bounds and that its actions threaten the security of an industry of vast importance. Now it is clear that even the courts feel new legislative guidance is needed. The lower court is not unmindful of the lacing it took from the Supreme Court in the Pottsville and Sanders cases.

As FCC attorneys cannot be criticized for their diligence in taking every advantage of the limitations of the law and by using Congressional debates and self-serving interpretations of the law to gain their legal ends. But the broadcasting industry certainly can be if it stands idly by and allows itself to become the victim of a complete regulatory blockade.

Congress is in session. Several legislative leaders have pointed to the need for a reappraisal of the Communications Act of 1934. Actually, the provisions of the law relating to radio were carried over from 1937. They are antiquated. They do not fit the present operating structure, and therefore cannot conceivably serve "the public interest." It is time to have a redefinition of the statute. The courts want it. Congress is responsible for it. It constitutes an urgent need for the whole communications industry. Certainly the FCC should welcome legislative action that clearly would spell out the intent of Congress in preserving for the public the best radio service that can be provided.

Baring the Books
OUT OF A CLEAR blue sky, broadcast stations have recently been mailing questionnaires from the leading radio agency, Blackcott-Sample-Hummert. Strategically located at the mouth of an enormous money bag, this agency comes to stations with a polite demand that they bare many of their choice trade secrets.

The agency wants a complete list from each station of its program schedules, with an itemized list showing name of program, sponsor, product, length of time program has been advertised on station—all this for announcements and chain breaks as well as regular programs. In addition, the agency requests coverage information, which stations are ready and willing to provide, and has considered stations.

Now if a thousand or so other radio agencies come through with similar requests, stations will have a lively time meeting the factual demand. Already they are loaded with stocky questionnaires. Perhaps the job, if it must be done, could be more easily handled by a central research organization, such as American Association of Advertising Agencies, of which B-S-H is not a member.

THE RADIO BOOK SHELF
DEVELOPMENT of the klystron, revolutionary little ultra-high frequency resonator, by the Varian brothers is traced in a Feb. 8 Saturday Evening Post article, "The Klystron Boys," by Frank J. Taylor. The inexpensive, lightweight "miracle machine", which provides "an astonishing new radio beam promising to answer the prayers of communications engineers", is cited in the article as the most important radio development in communications since the DeForest audion. Its uses in radio and telephone communications, along with its military and aeronautical application, are described, along with a chronicle of the development work by scientists at Leland Stanford U.
BETTER radio programs for children are a genuine concern of Doro- they Lewis. They must be or she would not have accepted an assignment calling for some 25,000 miles of traveling all over the United States in 5 months last year, visiting 341 stations in 39 States, and incidentally holding 50 separate conferences with 5,000 club and civic leaders.

As the specially appointed traveling representative of the Radio Council on Children's Programs and the NAB, Mrs. Lewis supplies unique qualifications for a penetrating study of how juvenile broadcast features may be improved. Her report on this project, prepared Feb. 4 at a New York luncheon, emphasized the effectiveness of her work.

Dorothy Lewis has done just about everything in radio except participate in technical operations. Also she is a well-known club woman, raconteur, traveler, program-builder and merchantile merchant. And in addition to all this she is the mother of three children, 19-year-old Charlotte, and 18-year-old Barbara, at present all wrapped up in school at Guilford College, in North Carolina, and Mary Washington College, Fredericksburg, Va., respectively. Lumping all this into a single field of experience yields a person certainly qualified to approach the juvenile program problem on a practical basis.

Mrs. Lewis, née Dorothy Moore, was born Dec. 22, 1896, in Albany, N. Y. Her antecedents go back to distinguished New England stock dating from the time of the Mayflower. An only child, she was graduated from Rye Seminary in 1916, subsequently majoring in piano and voice in New York. Before marrying, she appeared frequently in music recitals and taught piano in New York and West- chester. In 1920 she was married to Edwin C. Lewis, of Boulder, Col. A champion of better programs for kids as far back as 1926 Dorothy started one of her first programs, Journeys Through Music Land, on the old WRNY. Other programs followed, among them Guessing Time, a forerunner of the quiz and adult music features.

Upon reorganization of the old WCHO, operated by Westchester Broadcasting Corp., Mrs. Lewis was named station manager. Faced with severe competition from New York stations and an unfavorable studio location, she secured the cooperation of a group of Westchester County organizations in producing a weekly program series that drew heavy listening. In addition she wrote a radio column for several newspapers in the Westchester area. And it was upon her advice that WCHO, now WFAS, finally was moved to White Plains, the county seat, where the station has since operated under the guidance of Frank A. Selit.

Opportunities to broadcast on several of the metropolitan stations took Mrs. Lewis back to the artist field. During this period she created several programs on WOR, New York, among them Puzzle Hour and The Scrapbook Club. The latter show received remarkable response and was sponsored at various times on WOR, WEAF, and the Yankee Networks. It was transmitted to Boston each week to handle the program for the Yankee broadcasts. A high point of this program came when 2,000 scrapbooks made by American children were sent to Princess Mary and Isabel MacDonald, daughters of the then Prime Minister of England, who replied to Mrs. Lewis that the scrapbooks had been distributed to British children in hospitals.

Besides these features, Dorothy Lewis conducted the Women's Forum Hour on WMCA, supervised a vocal trio on WHN and WOR and held immense Christmas parties at which thousands of toys and books were distributed to underprivileged children.

(Continued on page 36)
FRANCIS MALONEY has joined the New Haven studios of WICC, Bridgeport, Conn., succeeding the late John Reilly. Katherine Royce Leeds, woman news analyst and for several years European assistant to Wythe Williams, has started her own weekly war news program on WICC.

WOLFGANG MARTIN, exile from Austria where he was a noted conductor, and now prominent in Baltimore musical circles, has been named musical director of the new WTH, Baltimore local which expects to start operations March 1, according to Harold Kaye, program director.

FELIX BOSWELL, formerly announcer of WMBG, Richmond, has been commissioned a first lieutenant in the RAF.


CLARENCE GARNES, sportscaster, formerly of KANS, Wichita, has joined the WOWO-WGL sports department. He will work with Hillard Gates on the Indians state basketball tournaments and various other sports events.

JOHN MELBOURNE, a member of the staff of WCHS, Springfield, Ill, is the father of a boy born Jan. 26.

JOAN DALE has joined KFDA, Amarillo, Tex., succeeding Lois Pay as director of women's activities.

MURLAN HAMS, formerly of KXYZ, Houston, Tex., has joined the continuity staff of KTUL, Tulsa, Okla.

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Ogilvie Named to Direct Tri-City Stations Sales

CARL B. OGILVIE, of the staff of WLVA, Lynchburg, Va., has been chosen to head the newly-created sales organization of Tri-City Stations, which began functioning Feb. 1 as a cooperative national sales agency for WLSL, Roanoke; WBTM, Danville, and WLVA. The three stations were linked together when WLSL went on the air last October, half-owned by the Allen brothers, owners of WLVA, who also operate WBTM under lease.

The new association will handle all national advertising contracts, booking and billing the accounts. Its executive offices are located in Lynchburg. Mr. Ogilvie joined WLVA last October. He is a former writer with many years of sales and advertising experience in newspapers, magazines and agencies in New York and Chicago.

Mr. Ogilvie has been a member of the staff of WLVA's publicity department since 1938. He was appointed assistant publicity manager in 1939 and publicity manager in 1940.

JACK GUINAN, formerly of WGRH and WQAN, Scranton, joined the announcing staff of WCAU, Philadelphia.

BESSE HOWARD, news commentator of KTW, Philadelphia, is conducting weekly discussions on current events at the Baldwin School in Bryn Mawr, Pa.

BILLY STERN, NBC sports announcer, has been assigned a role in the Warner Bros. feature, "Listen America."

WILLIAM STOVIN, son of Horace N. Stovin, station representative at Toronto, has joined CKSO, Sudbury, Ont., as publicity manager.

H. V. KALTENBORN, NBC news analyst, has been named a founding member of Phi Beta Kappa Assn., the first person prominently identified with radio to be chosen as a member. JOHN SCOTT TROTTER, Hollywood musical director of the NBC Kraft Music Hall, sponsored by Kraft Cheese Co., has been signed by Paramount Studios to write the score of the film, "Kiss The Boys Goodbye." Connie Boswell, vocalist on that program, has been assigned a role in the picture.

PATRICIA DAYTON of the staff of KMPC, Beverly Hills, Calif., for the past six months, has been appointed station publicity director.

HAVE DRUMMOND, producer of KPO-KGO, San Francisco who had been writing the script for Husband's House, sponsored by the Wesson Oil and Snowdrift Co. over the NBC coast in 1940, has resigned. Cavanough Frad-homme is now writing the radio serial story. RAYMOND S. MORGAN, formerly of WCOF, Boston, has joined the staff of WINX, Washington, as news commentator-announcer.

JAMES LAWRENCE, formerly of KLO, Ogden, Utah, has joined the production staff of KOTO, Provo, George Riffian has been transferred from the sales staff to production.

WAYNE C. BYERS, formerly of WFLD, Virginia, Minn., has joined the announcing staff of WHB, Canton, Ohio.

STEPHEN MCMURRICK, Robert Diiri and Roberts Brooks, of the WOL, Washington, announcing staff, have been on the sick list with attacks of influenza. Brooks was scheduled to leave Feb. 1 for one year's training with the National Guard.

FRANK E. CHIZZINI, radio recording manager of NBC, Chicago, on Feb. 3 returned to his desk following a business trip to New York.

JOHN CLARKE, promotion manager of WRB, Columbus, Ga., has taken a year's leave of absence to work in the recreational department of Fort Benning, Ga.

FRANK LEPORE, former stage manager in NBC's television department, on Feb. 1 reports to Ft. Monmouth, N. J., as a second lieutenant in the Army Signal Corps.

EZRA WAGES has been added to the music library staff of WSB, Atlanta, as assistant. Manusel Cooper, formerly assistant managing manager, has been made assistant publicity director. Pauline Moseley and Katherine Woodhurt exchange positions, becoming assistant receptionist and joining the production department respectively.

HERBERT L. JOHNSTON has joined WBB, Tuscaloosa, Ala., as publicity director.

ALLEN KING, announcer of WBR, Columbus, Ga., has been called to the Army for a year's service as first lieutenant.

JOHN B. HUGHES, newscaster of KFBC, San Francisco, recently started a Monday through Friday daytime news period on MBS.

We all know the accepted mathematical ability of the lowly rabbit. It can multiply like all "git out".

We've been doing a little figuring ourselves and found that . . .

84% of all retail sales in North Dakota
50% of all retail sales in South Dakota
7% of all retail sales in Montana

are made within the primary area of KFYR to say nothing of the sales made in our Secondary.

Bismarck, N. Dakota

550 Kilocycles
NBC Affiliate

Meyer Broadcasting Company

Ask any John Blair Man

5000 Watts Day
1000 Watts Night

BROADCASTING • Broadcast Advertising  February 10, 1941 • Page 35
Dorothy Moore Lewis
(Continued from page 88)

kiddies. For a brief period she assisted Katherine Tift Jones in merchandising for Bamberger's store and for another year or two was associated with the Arthur S. Hirshon advertising agency and Ida Bailey Allen's studio-laboratory, gaining experience in program building and radio's advertising angle.

In the midst of this activity she took a 5,000-mile trip to Colombia, in South America. In Bogota she acted as representative and buyer for several large merchandising houses, returning to New York and opening an import-export office. Along with the department store merchandise came two white pedigree Persian cats via Pan-American Airways, riding in a specially constructed basket equipped with food and instructions in English and Spanish. The cats' journey made plenty of news.

Although broadcasting activity continued for her through all this, she got behind another idea which resulted in the opening of the first Latin American shop in New York at Wanamaker's. For this promotion Mrs. Lewis procured a large

Sibson Named to Head Group's Office in Dallas

KEN SIBSON, general manager of KRGV, Weslaco, Tex., has been named general manager of the new central sales office opened in Dallas by the Taylor-Howe-Snowden group.

Guy Bradford, assistant manager, has been named manager of KRGV, succeeding Sibson. The T-H-S group is composed of KGNC, Amarillo; KFTO, Lubbock; KRTYA, San Antonio, in addition to KRGV. Purpose is to give advertisers a group of stations under the same supervision with liberal merchandising and operation policies.

Howard H. Wilson Co. will represent KGNC, KFTO and KRGV while John P. Blair & Company will take over representation of KRTYA March 1.

part of the stock, importing from most of the Latin American countries. Museum pieces were secured for exhibit and sale. Although the venture was not so profitable in dollars and cents, and expansion into a world-wide shop was nipped by "Buy America" wave, the project interested her for its good neighbor slant.

In recent years Mrs. Lewis has served as national program chairman and national director of juniors for the National Society of New England Women, ultimately taking over also as national radio chairwoman of the organization, a post she presently holds. In this capacity she serves on the executive board of the Women's National Radio Committee, the Institute of Oral & Visual Education. For two years she also assisted the radio committee of the National Federation of Women.

With Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs, and several other national chairmen, Dorothy Lewis founded the Radio Council on Children's programs in direct response to requests to improve children's programs, coming both from interested women and advertisers, who were a little at a loss as to how best meet the requirements of parents and children alike. After several meetings with industry representatives, radio editors and the FCC, it was concluded that far too little information was available on children's programs.

Last year, under joint sponsorship of the Radio Council on Children's Programs and the NAB, Mrs. Lewis was asked to tour the nation, surveying stations and gathering data on as many juvenile shows as possible, and making numerous local and network broadcasts in connection with the study. She agreed to do it on condition that it be conducted as a public service, leaving her free to talk with all groups. The foregoing figures attest the thoroughness of the job she did.

When not at work, Dorothy Lewis takes an hour each day to practice piano. However, her major hobby, apart from young folk and cooking, is the farm, Echo Comes, at Kinder Hook, N. Y., where the latchstring is always out. Years ago the farm and its 20-acre lake were visited by Washington Irving. The former owner, the Reverend Irving, is said to have inspired Irving's famed Ichabod Crane in "The Legend of Sleepy Hollow."

8 MORE
National Advertisers in the last 2 weeks have added WLAW

Since Dec. 1st...23 prominent advertisers have "signed up" with "The Voice of Northern New England". Here they are:

- LIPTON'S TEA
- PHILIP MORRIS CIGARETTES
- SPRY
- NATIONAL DAIRY
- WONDER BREAD
- ANDY BOY PRODUCTS
- GULF REFINING CO.
- LUCKY STRIKE CIGARETTES
- RINSO
- BULOVA WATCH
- WARD BAKING CO.
- MARLIN BLADES
- STATLER TISSUE
- MUT, SAV. BANKS of Mass.
- PHILA. & READING COAL
- CHRYSLER CORPORATION
- LYDIA PINKHAM
- SWANN SOAPS
- PEPSI COLA
- SALADA TEA
- BOSTON & MAINE R.R.
- CLEARENCE
- MARMOLA

Why Not Be Next On this List?

WLAW
5000 Watts
LAWRENCE, MASS.
C.B.S. Affiliate
National Representatives
The Katz Agency

KMBC of Kansas City
is pleased to announce the appointment of

A. & S. LYONS, Inc.

as KMBC Talent Representatives
In the New York and Hollywood Areas

FEB. 1, 1941, ARTHUR B. CHURCH, PRESIDENT

Page 36 • February 10, 1941
Belgrade Ruling Awaited
On Status of Burdett

DECISION on the status of Wins-
ton Burdett, suspended CBS Bel-
garde correspondent, is expected to be
announced this week. The CBS
newsmen was denied use of radio and
international telephone facilities
as a result of a story reporting
rioting in northern Italian cit-
ies.

When CBS used the story, the
Italian consul lodged a protest. The
State Department has asked Amer-
ican diplomatic officials in Belgrade
to inquire into the case and as
BROADCASTING went to press they
were still attempting to straighten
out the matter with the Yugoslav
foreign ministry.

Replies to FTC Charges
DeFOREST'S TRAINING Inc., Chi-
icago vocational school, and J. H.
Camp, trading as Drug Profits Inc.,
Havenwood, W. Va., have filed
answers to Federal Trade Commis-
sion complaints charging misrepren-
sentations in advertising. The De-
Forest school, maintained in its answer
that it had complied with a previous-
lly entered stipulation and denied mak-
ing exaggerated, false or misleading
statements regarding the employ-
ment prospects for its graduates. Drug Profits
Inc., charged with misrepresentation in
radio advertisements for Phildale and
Burtono, medicinal preparations,
debated it had revised its advertising
literature to meet the FTC charges.

Harlan Station Plans

PLANS for the new WHLN, Har-
lan, Ky., to go on the air some time
in April have been announced by
Comba Blanford, former manager of
WPH, Williammen, W. Va., who is
manager and 46% stock-
holder. The station, located in Ken-
tucky's famous coal county, was
granted last Dec. 5 by the FCC to
the Belgrade Radio Co. to operate
with 550 watts on 1420 kc. Other
stockholders are Richard B. Heims,
now with WCHS, Charleston, W. Va., who will be commercial man-
ger, 46%: and John Francke
Fox, also from WCHS, who will be
chief engineer, 6%. The only
other staff appointment thus far is
James Simms, now connected with
radio on the Pacific Coast, as pro-
gram director and engineer. Collins
equipment will be used in the trans-
mitter and studios.

Dalberg Opens Office

MELVIN H. DALBERG, former
FCC examiner and special counsel
of the Federal Power Commission,
on Feb. 3 announced opening of
law offices in the National Press
Bldg., Washington. He will spe-
cialize in radio and other depart-
mental practice. Mr. Dalberg was
an FCC examiner from 1934 until
1938. Last year he served with the
Federal Power Commission in a
trial examiner capacity.

WSGN to 610 kc.

WSGN, Birmingham, operated by
the News, on Feb. 4 was given a
conditional modification of license
authorizing a shift in frequency
from 610 to 610 kc., with a power
increase from 250 watts to 1,000
watts, using a directional both day
and night. The new transmitter
will be subject to questions involved in
hearing on renewal proceedings.
New transmitter will be located on
the State fair grounds.

Block Seeks Another

PAUL BLOCK & Associates, pub-
lishing the Toledo Blade and Pitts-
burgh Post-Gazette and an impor-
tant factor in the newspaper rep-
resentation field, has applied to
the FCC for a new 1,000-watt station
600 kc. in Toledo. The Class III-
B station presumably would be
affiliated with the Toledo Blade and
operated by a subsidiary to be
known as WTBS Radio Co. Inc. The
Paul Block interests also own
WWSW, Pittsburgh.

America Writes

MASH NOTES
to a Radio Signal!

From North, South, East, West they come—letters, fan
letters by the thousands complimenting us on WEAF's
new and stronger signal. Listeners in Florida, Texas and
Nebraska—one, even, from distant Alaska—write to tell
us now they tune in WEAF direct!

Glad to hear from people far away, naturally. Not
merely because we like to read nice things about our-
selves but also because it proves that people nearer home
—the millions in the world's richest and most concen-
trated market—can hear us better, too. Today, as a matter
of fact, listeners in the New York area hear WEAF pro-
grams from 2½ to 10 times more clearly than before!

How come? Very simply! WEAF's stepped-up signal dates
from November eighth when we moved its new
50,000-watt transmitter to Port Washington. From that
location the ground wave, hurting into New York, trav-
els almost entirely over Long Island Sound—and Mother
Nature hasn't yet devised a better sounding board for
radio than salt water.

So, for greater sales in the world's greatest market,
route your radio dollars "via WEAF's new 'salt water
way' into New York."

Repr esented nationally by Spot Sales Offices of the
NATIONAL BROADCASTING COMPANY
A Service of Radio Corporation of America

February 10, 1941 • Page 37
ACTION
IN AMERICA'S SECOND MARKET

NEW SHOWS started by WBBM in the last two months number six. And our salesmen are toting a new half-dozen for your consideration. Consider this, too. Nine years in a line advertisers have laid more cash on our counters than with any of our competitors. That's a record. It's a response to results they receive.

Pictured below are Bury Bakery men, makers of CRAX, talking over their new program's results with WBBM's Tommy Bartlett.

DEALERS. Writes Mr. Paris, Nelson Brothers' manager for their store in the nation's thirteenth largest city: "WBBM, although ninety miles away, exerts a powerful influence on Milwaukee. And on me, incidentally. Because I know it produces cash register customers." Two survey have shown dealers in general have a 30% preference for WBBM advertising back of the products they sell.

Talk About
CONSUMER DEMAND!

We build it! Originated by WBBM each week are 34 big CBS shows. Shows whose average CAB rating is far higher than their competition. That illustrates WBBM's abundant abilities and facilities. Convincing proof that we can create consumer day-in-and-day-out demand. We can build it for you program and product. Fore you buy radio anywhere—local, network or spot—why not see what WBBM's sales-conscious program department can suggest? Incidentally, the picture above is of Dale Evans, star for Bowey's Dari-Rich show which is written, directed and produced by WBBM.

WORLD'S BUSIEST CORNER! State and Madison, Chicago.

America's second market plus primary dominance of 222 additional urban centers and half a million farm families...that's the market WBBM can give you a "corner on." A market of ten million people, $5,965,863,000. And a market easy to influence with a single medium, WBBM.

Get the facts. Get on WBBM. And get selling to millions more.

Navy to Authorize Operations News
Stations and Networks Asked To Cooperate by Knox

RADIO stations and networks have been asked not to use important Navy news, unless announced or authorized by the Department itself, in a confidential letter from Secretary Frank Knox. A similar letter was addressed to "newspapers, magazines, and photographic agencies" in response to requests "to advise them as to the manner in which they can make their services more helpful to the Navy.

At least one major network has issued instructions to its news editors to comply with Mr. Knox's request. However, it was pointed out that most radio news comes from wire services and very little dealing with the Navy is original. It is understood the wire services, as a matter of course, check news tips with the department.

Four Main Points
Officials of NBC and CBS were reluctant to discuss the letter pointing out that it had come to them "confidentially" and that they did not care to be placed in the position of discussing "confidential communications" from the Government. MBS headquarters in New York said it had not received the letter but pointed out that because of the networks organization it probably went to individual stations.

BROADCASTING, after checking with the Navy's office of public relations in Washington, decided to publish the four main points of Mr. Knox's communication for the information of station operators. They are:

1. Your cooperation is requested after Jan. 15 in the avoidance of publicity — unless announced or authorized — on the following subjects:

a. Actual or intended movements of vessels or aircraft of the Navy, of units of naval enlisted personnel or divisions of mobilized reserves, or troop movements of the Marine Corps;

b. Mention of 'secret' technical U.S. naval weapons or development thereof;

c. New Navy ships or aircraft;

d. Navy construction projects ashore.

Secretary Knox announced Feb. 5 that he had received the practically unanimous endorsement of the press to his letter.

Dr. Pepper Spot Series
Placed on 35 Stations

DR. PEPPER Co., Dallas (soft drinks) is starting on 35 stations a half-hour transcribed variety show, "The Dr. Pepper Parade." Program features Peter Van Steeden's orchestra; Pat Padgett and Pick Malone as Molasses. Broadcast Advertising
The Other Fellow's VIEWPOINT

Answers Mr. Kane

EDITOR, Broadcast ing,

Referring to your Jan. 27th issue, in which Mr. Kane writes, in your viewpoint column, and I quote, "too many people have been too feeble after listening to the BMI to call up the broadcasting stations to complain."

Now, I do not intend to enter into a debate regarding the ASCAP controversy, or our sales manager's opinions. However I have been trying to determine, in my own mind, whether or not we do miss ASCAP music. Frankly, I can't even remember what songs are lacking. I've tried to recall which songs were most popular before the ban and I can't seem to do it. I fail to note a change in the music of the air today, except, possibly, the repeated renditions of "The Star Spangled Banner" and a few others, and may I ask what is wrong with them? When ASCAP music was played, didn't we have repeated renditions of the popular songs then?

It seems to me that this controversy will bring out new talent with fresh ideas, and what group, be it commercial or otherwise, can get along without fresh ideas. The way is now open for many to bring their talents to the forefront and find it much easier to be recognized.

This writer also has connections or affiliations with either ASCAP or BMI or the radio stations, and will agree that some radio stations do have high-handed methods, but don't we all, if we can get away with it? I've always found, that a little pressure brought to bear in the proper places will always bring anyone off their high horse, even as the BMI is proving to ASCAP, that the spirit of good clean competition still rules in our democratic nation.

Thank you for your kind indulgence, to my humble opinion, I remain

Harry L. Chupack
Aderact Co.
Akron, O.

Cancel WAPI Hearing

WITH THE approval Jan. 29 of voluntary assignment of WAPI, Birmingham, under a lease agreement, to Voice of Alabama Inc., the FCC Feb. 4 announced reconsideration of its action last month designating WAPI renewal for hearing. After a brisk fight in Commission meeting, it is reported, the FCC adopted an offer cancelling the hearing as scheduled [Broadcasting, Feb. 3].

KFJM Operator Asks License to Split Facility

BASED on a mutual agreement with the University of North Dakota, licensee of KFJM, Grand Forks, N. D., Dalton LaMasurier, general manager of the commercially-operated college station, has filed an application with the FCC for a new Class III-B station on KFJM's frequency, 1410 kc., to operate with 500 watts night and 1,000 day, specified hours. Simultaneously, KFJM has applied for modification of license to change its hours of operation from unlimited to specified hours with its present 500 watts night and 1,000 day.

Under the proposed setup, KFJM would broadcast from 3 to 5 p.m. daily, the remainder of the broadcast day to be used by the new station. KFJM's transmitter and studios would be moved from the present location in Grand Forks to the university campus. Mr. LaMasurier would sever all connections with KFJM, and the new station would in no way be connected with the U. of North Dakota. Mr. LaMasurier and his father also own and operate KDAL, Duluth.

WMC Dedication

WMC, Memphis, on Feb. 8 plans to dedicate new studios, claimed to be the most elaborate in the South. As part of the dedication, a luncheon to 300 leading Memphis citizens and out-of-town guests was planned. The dedicatory program will be broadcast from a new theater studio, featuring both NBC and local talent.

E. B. Pickard

E. B. PICKARD, 60, sales manager of WPID, Petersburg, Va., died Feb. 1 after being stricken with a heart attack. Mr. Pickard, brother of radio's famous Dad Pickard, had left his office that day in good health and was sitting in his master's office for a physical examination when he collapsed.

CASCADE MABEL butts into a broadcast being presented by WAPI, Jamestown, N. Y. Program Director Marshall Shantz (holding mike) describes the milking of Mabel, a Holstein beauty who attended the annual convention of the Holstein-Friesian Assn. Broadcast took place from an especially constructed stall in the lobby of the Hotel Jamestown.

WTSP

St. Petersburg Times affiliate
ST. PETERSBURG, FLA.
RALSTON WATSON
Manager
Represented by
RADIO ADVERTISING CORPORATION
New York * Chicago

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

NOW
5,000 WATTS
DAY and NIGHT

The "honey" of Tidewater Virginia. She's the sweetheart of every salesman... because she produces. That's WTAR! Just ask the guys who sell for you in the rich Norfolk Metropolitan Market, FIRST IN VIRGINIA, where Uncle Sam is spending over a BILLION TWO HUNDRED MILLION defense dollars! She's easy on your pocketbook, too-5000-watts power day and night yet with rates still based on thousand-watt output! Get a date with this honey—just call Edward Petry & Co.

The Pioneer Voice of Kansas

5000 WATTS
1050 kc.
WICHITA

COMPLETE
NBC
RED and BLUE
SERVICE

NORFOLK VA. AMERICA'S NO.1 SALES AREA

PETER PETRY & CO., INC.
A UNIFIED national campaign with a common objective and common theme—the rebirth of public faith in business and advertising—has been undertaken by the Advertising Federation of America, which describes its effort as one designed to "remove from the public mind the idea that advertisements are woven through the activities of those who are working steadily to undermine our American way of living."

Local advertising men have been asked to cooperate in a nationwide campaign to demonstrate the educational and social values of advertising, and as an added incentive the AFA is offering an award for the most constructive work done by any affiliated advertising club with due consideration for its size and the size of community in which it is located. The award, reports for which are to be submitted not later than May 15, will be a permanent trophy to commemorate the annual convention in Boston, May 25-29.

**Purpose of Drive**

The aims and methods of the campaign are outlined as follows in an AP bulletin just issued:

1. Construction of education program directed: (1) to the public at large through the use of radio, newspapers, business papers, magazines, outdoor and direct mail, and through news stories in newspapers, busi-ness and periodical publications, radio activities, and the educational publications; (2) to individuals and special groups through programs to committees to local press and radio and entertainment leaders to civic and service clubs, schools, Parent-Teacher associations, and other organizations, and through the organization of forums, clinics, special consumer day programs, and other forms of direct contact.

2. An aggressive counter-offensive against the opponents of advertising, through the use of the press and radio, and the use of every means to expose subversive teachings and those textbooks which present an un-American view.

3. The furthering of American methods of business, industry and advertising; (2) to build closer relationships among manufacturers, wholesalers, and retailers, and through understanding, a greater belief in the American system.

4. Finally, and a public relations program through which each club will contribute to its community the importance of its business and industrial enterprises in the local, State and national business and industry to study and improve wherever necessary their public and employee relations.

**Educational Drive Is Begun by AFA**

Local Advertising Clubs Will Cooperate in Campaign

**WAPI, Birmingham**

Beach-Nut Packing Co., Carvalho, N. Y. (cheesecake), 6 a.m., thru KHOW's "Morning Mail.

**WAVE, Chicago**

Ebel's, 2 a.m., thru WGN's "The Pulpit Radio."

**KPO, San Francisco**

Cardenit Candy Co., Oakland, weekly sp., thru Tomaske-Elliott, Oakland.

**KGO, San Francisco**


**WAVI, San Antonio**

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 3 a.m., thru KBDO, N. Y., Colgate-Palmolive-Fleet Co., Jersey City (Palmolive), 5 a.m., thru WARD Wheelock Co., N. Y.

**WQR, New York**

General Foods Corp., New York (Sanka coffee), weekly sp., thru Young & Rubicam, N. Y.

**CWKL, New York**


**WOR, Boston**

M. J. Breitenbach Co., New York (Pepto Bismol), 12 a.m., thru Morse International, N. Y.

**WQXR, New York**

Food Co., New York (Sanka coffee), weekly sp., thru Young & Rubicam, N. Y.

**CKX, Cornell**

John Northway & Son, Toronto (Ladies wear chain), 3 a.m., thru Frontenac Broadcasting Co., Toronto.

**WORL, Boston**

J. B. Breitenbach Co., New York (Pepto Bismol), 12 a.m., thru Morse International, N. Y.

**Pictured on Page 26 in the same (1 to r) order are FCC Commissi**

sioner T. A. M. Craven, 1913 graduate of Indiana Polytechnic Institute, who was fleet radio commander with the U. S. Asiatic Fleet, 1915-17, and in charge of coastal and trans-Pacific shipping radio at Port of Seattle, in 1920; E. L. J. Fitzpatrick, executive vice-president of WJR, Detroit, and WCG, Cleveland, who served 21 months in the Navy, first as press agent for Sousa's Band, then after training at Great Lakes and at the New London Submarine School, as a sub-spooler; A. W. (Sen) Kaney, NBC Chicago manager of continuity acceptance, who was an ensign in the Navy.

**WORL, New York**

Moglow-Educator Food Co., Lowell, Mass. (crackers), week-day, thru Badger & Browning, Boston.

**WORL, New York**


**WORL, New York**

North American Assurance Insurance Co., Newark, 2 a.m., thru Franklin Electric Co., Newark, N. J.

**WORL, New York**

Look Magazine, New York, 3 a.m., thru Raytheon Sales Co., N. Y.

**WRYA, Richmond**

International Salt Co., Scranton, 3 a.m., thru Simpers Co., N. Y.

**KIRO's Quick Jump**

FROM 250 watts several years ago to 50,000 watts on 710 kc., is the story of the KIRO station in Seattle. On the day the FCC authorized the CBS outlet to increase its power from 10,000 to 50,000 watts, the KIRO station made changes in its directional antenna and installed new equipment.

**PICTURED ON PAGE 26 in the same (1 to r) order are FCC Commis**

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**Radio Advertisers**

BARKER Bros., Los Angeles (retail furniture and decorators), consistent users of Southern California radio, on Feb. 4 started sponsoring twice weekly quarter-hour woman's program, titled Mary Counselor, on KNX, Hollywood. Firm also sponsors the three weekly quarter-hour Backgrounds for Living on that station. Rod Mars is writer-announcer of both programs. Edgar Harrison Wilman, head of Barker Bros. home advisory bureau, is commentator on Backgrounds for Living. Supplementary spot announcements will continue to be used on Southern California stations for special sales.

MARSHON KYLE Adv. Agency, Los Angeles, has been assigned to work the account.


twice weekly quarter-hour woman's programs in Canada, Toronto. Account was placed by Lord & Thomas of Canada, Toronto.


A. E. PHILIPS, vice-president and general manager of Tea Garden Products Co., San Francisco, has been elected president of White Rock Mineral Springs Co., New York.

**MAGAZINE REPEATING RAZOR**


NIAA Picks Toronto

TORONTO will be the scene of the National Industrial Advertisers Association's 19th annual conference in September, according to Richard P. Dodds, president of the Assn. and advertising manager of Trumore Steel Co., Youngstown.

**SEASONETTES DISTRIBUTING Co., Los Angeles (food seasoning) out of radio for the past year, on Jan. 29 started participation twice weekly in Chef Milan's program on KMPC, Beverly Hills. Cal. Agency is Eugene F. Roime & Co., Los Angeles.

**LAURA SECORD CANDY SHOPS**

LTD., Toronto, national chain of stores, on Feb. 4 started twice weekly quarter-hour musical programs on CFRB, Toronto; CBM and CBF, Montreal. The campaign will be extended to other stations early in March. Account placed by Critchfield Brown & Co. Ltd., Toronto.

SYMINGTON'S Ltd., London, England (gazette concentrates), has added three stations to the participating programs campain which has been in operation for some months. Account was placed by James Fisher Co. Ltd., Toronto.

**50,000 Watts**

Philadelphia

**WESTINGHOUSE W RADIO STATIONS**

**REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES**

**BROADCASTING • Broadcast Advertising**

February 10, 1941 • Page 41
PACIFIC STATES OIL Co., Los Angeles (Taco gasoline), on Feb. 10 starts a five-weekly-quarter-hour transcribed juvenile serial Block Price of the Amazon, on KFRC, San Francisco. Contract is for 20 weeks. A young explorer's club is included in the merchandising plan. Continental Adv. Agency, Los Angeles, has the account. Will Grant is account executive.

SONTAG DRUG STORES, Los Angeles (chain), out of radio for some time on Feb. 11 starts a twice-weekly-quarter-hour commentary program titled Sontag Presents Ted Cook, on KFI, that city. Contract is for 20 weeks with program featuring Ted Cook, here syndicated columnist. Firm on that date also starts a five-weekly-quarter-hour newsmaster with Bill Sturgis commentary, on KFCA, and a similar broadcast five times a week, with Van Van Den Anstel, as newscaster, on KPAC. Robert Smith Adv. Agency, Los Angeles, has the account.

NATURAL RESOURCES Co., San Francisco, using radio for the first time, recently started a 13-week test campaign on KROW, Oakland. Cal., to promote a real estate development east of Sacramento, Cal., using three weekly-quarter-hour programs. music and talk. Agency is Rufus Rhoades & Co., San Francisco.

ILLINOIS LIGHT Co., Springfield, has reserved for 15 weeks its weekly half-hour Homeowners Institute program conducted by Mary Dilly on WCBS, that city.

SEVEN-UP BOTTLING Co. of San Francisco (soft drinks), recently started a radio campaign, using a daily spot announcement on KBGN, Monterey, Cal., and a daily one-minute transcription on KROH, Santa Rosa. Cal. Agency is Rufus Rhoades & Co., San Francisco.

MARVELOUS MARIN Inc., San Rafael, Cal. (country wide Chamber of Commerce) through its agency, Theodore & Recal Adv. Agency, San Francisco, currently is planning a 52-week radio campaign using one-minute dramatized transcriptions over stations in the San Francisco Bay area. The station list is not completed and will not be announced until mid-Feb., the agency stated.

DALYSH (Ontario) Ltd., Toronto (household cleansers) on March 3 starts a test morning Household Hints program three weekly on CFRN, Toronto. Account placed by MacLaren Adv. Co. Ltd., Toronto.

DR. CAMPBELL, Los Angeles chain dentist, consistent user of California radio time, is currently sponsoring 21 transcribed one-minute announcements per week on KFIR, that city, with 18 weekly on KCIR and KFPG, Bakersfield, respectively. Ted Dahl Adv. Agency, Los Angeles, has the account.

Benedict Joins F & P

EDWARD H. BENEDICT, for the last two years manager of the media department of McCann-Erickson Inc., Chicago, on Feb. 15 joins the Chicago office of Free & Peters Inc., station representative firm, according to an announcement by James L. Free, president. While at McCann-Erickson Inc., Mr. Benedict was responsible for the buying of space and radio time on all accounts. His previous advertising connections included service in the media departments of Erwin, Wasey & Co., New York, Benton & Bowles, New York, and five years with the New York sales staff of the St. Louis Globe Democrat.

STRAUSS & SCHRAM, Chicago, chain furniture store on Jan. 28 started for 52 weeks five-quarter-hour participation programs in Off the Record on WIND, Gary, Ind. Agency is Milton Mendelson Co., Chicago. Axton-Fisher Tobacco Co., Louisville (Spartan Imperial Cigarettes), on Jan. 27 started a 13-week schedule of six-weekly half-hour participation programs in Sports Edition on WIND. Agency is Weiss & Geller Inc., Chicago.

STORZ BREWING Co., Omaha, Neb., is currently running a spot announcement campaign on a number of stations in its territory. Agency is Buchanan-Thomas Adv. Co., Omaha.

GALLO WINE Co., Modesto, Cal. (wines), is currently sponsoring daily participation in Spanish-speaking programs on three Los Angeles area stations—KGFJ, KQER, KTSR—as well as in Ann Gibson's home economics broadcasts on KFSD, San Diego. In addition, 21 transcribed announcements are used each week on the latter station and KHIJ, Los Angeles, respectively, with 28 live spots weekly on KFCA. Tu Juns, Mexico, Ted Dahl Adv. Agency, Los Angeles, has the account.

FRANK SNEAKER Co., Philadelphia (kitchen cabinets), is using radio for the first time on KFBC, Glendale, for a weekly-quarter-hour newsround for 13 weeks, placed through Cahall Agency, Philadelphia. EVANS FUR CO., Chicago, on Feb. 2 replaced its weekly-half-hour Pan American Roundup program with two quarter-hour musical programs each Sunday on WGN, Chicago. Programs are Spots & Fashions, featuring recorded music with comments by Norman Ross, and Don Pedro and His Orchestra. Contract is for 22 weeks. Agency is Crittenden & Co., Chicago. Citrus Concentrate Inc., of Florida, on Feb. 3 started a weekly-station break announcements on WGN. Agency is Nasher, Penet & Filter, Chicago.

POLLACK & NELSON, Chicago (manufacturer Windsor Men's Clothes), on Feb. 16 started a weekly schedule of six-weekly-quitter-participation programs in Night Watch on WGN. Airing is currently sponsoring a weekly-quarter-hour record program on WAAF, Chicago. Agency is Morris & Davidson, Chicago.

REID, MURDOCK & Co., Chicago (Monarch Food), on Feb. 2 renewed for 32 weeks of weekly spot announcements on WBBM, Chicago. Agency is Rogers & Smith, Chicago.

MAKE RESERVATIONS NOW!

Within a short time—Radio Station CKLW will have an important announcement concerning an even broader coverage of the big DETROIT AREA! Advertisers will get greater coverage, a bigger buy than ever, AT NO INCREASE IN RATES!

IN THE DETROIT AREA-IT'S

5,000 Watts Day and Night CLEAR CHANNEL

Joseph Hershey McGillivra—Representative

Page 42 • February 10, 1941

BROADCASTING • Broadcast Advertising
CATELLI FOOD PRODUCTS, Toronto (Mcconrds), has started a test children's quiz show on CKOC, Hamilton, Ont. The show may be expanded to other Canadian cities. An executive is placed by R. W. Reynolds & Co., Toronto.

QUAKER OATS Co., Peterborough, Ont., on Jan. 20, started on CHRC, Quebec, a dramatic French language half-hour show, produced weekly for the same sponsor on CKAC, Montreal, and recorded there for use on CHRC. Account was placed by Lord & Thomas, of Canada, Toronto.

JOHN MORRELL & Co., Ottawa, 1a. (6½ Cut Hams) on Feb. 16 starts a 26-week schedule of six weekly quarter-hour news period on KSD, St. Louis, in cooperation with Hurst & McDonald, Chicago.

JOHNS to New York

J. F. JOHNS, for two years in the Chicago office of Howard Wilson Co., national representative firm, and for five years before that identified with Chicago radio, on Feb. 15 will assume management of the company's New York office. John Chase Whitley, a member of the statistical, advertising and market analysis departments of General Mills, Minneapolis, and since April 1, 1940, consultant on broadcasting to A. C. Nielsen Co., Chicago research firm, replaces Mr. Johns in the Chicago office. Mr. Whitley is a 1927 graduate of Grinnell College, Grinnell, Ia., and a 1931 graduate of the Harvard U Business School.

WLW's Druggists

FIVE STATE pharmaceutical organizations have combined to promote the merchandising activities of WLW, Cincinnati. They are the Ohio State Pharmaceutical Assn., the Indiana Pharmaceutical Assn., the West Virginia State Pharmaceutical Assn., Michigan State Pharmaceutical Assn., and the Kentucky Pharmaceutical Assn. Each organization, along with the Detroit Retail Druggists' Assn., and the Detroit Wholesale Druggists' Assn., is mailing pamphlets at its own expense to all retail druggists in its territory urging them to cooperate in pushing the sale of WLW-advertised products.

MRS. DOESN'T MISS

Mr. Unable to Get Mrs. FDR

But Mrs. Succeeds

WHEN J. P. (Skinny) SKINNELL, production and special events manager of WMBG, Richmond, Va., finished the ball game to arrange an exclusive interview with Mrs. Eleanor Roosevelt during a recent visit in Richmond, it was his better half who upheld the family honor.

After waiting all day at a local hotel, trying to arrange the broadcast on WMBG, he learned on Mrs. Roosevelt's arrival that she would be busy that evening speaking to the Southern Electoral Reform League. Resigned to failure, he went home. Mrs. Skinnell thereupon commanded the "boss of the family" to drive her to the hotel. Then she ordered him to arrange a police escort to the studio for Mrs. Roosevelt. A few minutes later Mrs. Skinnell reappeared with Mrs. FDR and they drove to the studio for an exclusive WMBG program.

More for Axton-Fisher

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes) program, Your Happy Birthday, indicated an up-grade in its fourth week when eight NBC-Blue stations and one NBC-Red station were added on Jan. 31, making a total of 13 Blue and 3 Red stations carrying the program Fridays 9:35-10 p.m. Stations added were WTAR, Norfolk, Va.; WCAU, Philadelphia; WCAU, Augusta, Ga.; WOS, Columbus, S.C.; WMFR, High Point; WMFD, Wilmington; WEED, Rocky Mt.; WJGC, Gastonia; WKB, Roanoke Rapids; WHKY, Hickory, all located in North Carolina. According to Weiss & Geller, Chicago agency handling the account, more stations will be added in the near future.

KWWJ Jump Authorized

KWWJ, Portland, Ore., on Feb. 4 was authorized by the FCC to shift frequency from 1090 to 1040 kc. and increase its power from 500 watts to 1,000 watts fulltime. A directional antenna will be used day and night.

Socony, General Mills Sponsor Detroit Games

FOR THE third consecutive year Socony Vacuum Oil Co. and General Mills will alternate sponsorship of home and away baseball games of the Detroit Tigers on WXYZ and the Michigan Radio Network. Socony has sponsored games since 1935 over the network. Harry Heilmann, former Tiger player and WXYZ-MRN baseball commentator, will announce a custom started in 1935.

Besides the play-by-play, Altes Brewing Co., Detroit, will sponsor Heilmann in training camp discuses three weekly March 3 to April 14 and during the season will resume Pan on the Street with Heilmann as interviewer. The last-named will be heard on WXYZ and WABC Tuesday, Thursday and Saturday, and on the network only Monday, Wednesday and Friday. It will mark the fourth year for these two series.

It takes a Rochester woman to talk convincingly to Rochester women about their own interests ... and that's exactly what our Charlotte Edwards has been doing for almost 3 years on her "Woman's Corner" program. 9:30 a.m. Mon. thru Fri.

Though Charlotte talks mainly to housewives, there must be, at times, quite a few ad-men in the house, for Lord & Thomas, J. M. Mathes, William Esty, and other top-flight agencies are consistent buyers of participating time on this intimate show.

They know Charlotte boosts sales. They know the newspaper publicity Charlotte commands. Their clients like Charlotte, too. You ought to know Charlotte like they know Charlotte!

For complete information and present available participating time, write collect Paul H. Raymer Co. or WHEC.

with
Simplified
Circuit Design

GENERAL ELECTRIC

BROADCASTING • Broadcast Advertising

February 10, 1941 • Page 43
Congress Ignores Radio Legislation
House Inquiry Into Copyright Negotiations Is Proposed
WITH defense measures, principally the lend-lease bill, getting all the emphasis and appearing certain to get full attention for some time to come, there has been little radio activity in Congress.

Apart from introduction of a resolution in the House (H.Res-79) by Rep. Myers (D-Pa.) calling for creation of a special five-man House committee to conduct a fact-finding investigation of the "serious disagreement between the NAB and ASCAP," and House action approving a $4,259,729 appropriation for the FCC for fiscal year 1941, radio matters have lain dormant.

Others Dormant
Although the appropriation bill has been sent to the Senate Appropriations Committee, that committee has not held its hearings as BROADCASTING went to press, and it is expected the upper house would not consider the bill until next week. It was considered likely the Senate would attempt to dispose of the measure before debating the lend-lease bill.

Various investigating proposals still hang in the balance, as indicated on the investigation resolutions introduced by Senator Tobey (N.H.) and Senator White (R-Me.) is still occupied with other matters which preclude immediate attention to his proposed fact-finding study proposed last session.

The Myers resolution provides for appointment of a five-man House committee to look into the NAB-ASCAP dispute as a step toward assuring proper protection for the public in the alleged disagreement. The proposed investigation would cover activities of NAB and ASCAP, a report on the adequacy of existing legislation, inquiry into causes of disagreement and recommendations based on the findings. Expenses of the investigating unit would be limited to $5,000.

The proposal has been referred to the House Rules Committee.

Following resolution introduced late in January by Rep. Geyer (D- Cal.), it was understood Attorney General Robert H. Jackson has asked to start an immediate inquiry into the circumstances under which W. C. Cameron, commentator on the Ford Sunday Hour, obtained his American citizenship [BROADCASTING, Jan. 27].

Charging that Mr. Cameron was an "undesirable alien," President R. J. Thomas, of the CIO Automobile Workers Union asked immediate action on resolution, which called for an investigation along this line.

MONITORS DETECT TWO BOOTLEGGERS
CONTINUING activities against illegal broadcasting, FCC field monitors were instrumental in uncovering two more illicit radio operations early in February. They were directly involved in a low-power transmitter operated by a 13-year-old boy in Rochester, Minn., and an intricate horserace information service operated out of Santa Anita racetrack in California.

The Rochester boy, using a remote control device for home receivers, picked up network programs from a local station on a receiving set and rebroadcast them on his bootleg transmitter, cutting out chain and commercial announcements and substituting his own, according to newspaper reports. The operation was successfully interfered with reception in a six-block radius, it was stated. The boy was released in custody of his parents.

The California racetrack setup, according to press association reports, involved a pocket transmitter at the track, whose signals were relayed by powerful mobile units in cruising automobiles to a high-powered station located in a mansion at Sierra Madre, Cal. The big station broadcast race information, including last-minute mutuel odds, to bookmakers in Southern California and elsewhere in the country. It was stated. The station was raided several days before the announcement, it was said, and the raiders of the bookmaking syndicate operating it are being sought for prosecution on charges of violating the Federal Communications Act. No official announcement was available from the FCC, although it is understood local officials made the actual seizure after FCC monitors had traced the broadcast signals.

AFRA, WXYZ Contract
ST. LOUIS, DALLAS TALKS
CONTRACT between American Federation of Radio Artists and WXYZ, Detroit, has been renewed for two years, from Feb. 1, 1941, to Jan. 31, 1943, according to Mrs. Emily Holt, executive secretary of AFRA, who spent Feb. 4-5 in Detroit to conclude negotiations with the station management. New contract has a few improvements, she said, adding that negotiations with the station had been "brief, pleasant and satisfactory."

Negotiations in St. Louis for a contract with KWK and a renewal of the RSD contract are well along, she said, with the probability that these contracts will be signed within the next few days. She also reported that the AFRA local in Dallas has begun negotiations for a contract with KLRD.

Fly Talk is Aired
FCC Chairman James Lawrence Fly and Pearl Buck, authors, will speak Feb. 12 over NBC-3Blue and WLS from a luncheon of the American Civil Liberties Union. Following the luncheon, conference sessions will be held, one of which will be on censorship with Quincy Howe, author and newspaperman, presiding. Participating in the discussion, to be held at the Hotel Commodore, New York, will be Joseph Miller, NAB director of labor relations; Telford Taylor, FCC general counsel; Morris Ernst, New York attorney, and Matthew Gordon, CBS news editor.

CUBA has banned all radio programs in German, Chinese, Yiddish and Polish as a measure of combating totalitarian propaganda. A German Transocean News broadcast carried on some stations was ordered off the air Jan. 31.
ARMY RADIO TESTS
Facsimile and Television to
—Be Put in Service—

THE ARMY is now experimenting with both facsimile and television, and when perfected they will be adapted for Army use, according to Major Gen. Joseph O. Mauborgne, Chief Army Signal Officer.

In an interview Feb. 3 over the NBC-Blue network, Gen. Mauborgne again sought to allay fears that the Government, in time of national emergency, might take over radio for communications operations. Interviewed in the new NBC series conducted by the American Institute of Electrical Engineers, Gen. Mauborgne described the role of broadcasting in the event of air raids. He said: "A civilian observer corps will be set up and enormous nets of commercial wires will be employed to carry the reports of the progress of hostile planes. Warnings to the civilian populace of approaching enemy air raids will be given over carefully planned hookups of radio broadcast stations in the threatened area. In the immediate rear of the Armies, the Signal Corps will build and operate long, semi-permanent wire telephone and telegraph lines to the fighting area. Of course, alternative radio circuits will be provided. Radio is always provided as a substitute for wire, but it is an irrevocable rule that radio will not be used where wire communications will serve."

Effect of Radio Serials
On Home Is Criticized

OBJECTING to "blood-and-thunder" radio serials as "tearing down home life" were 66% of the women answering a recent public opinion poll conducted by the Women's Institute of Audience Reaction, under the direction of Agnes Mengel Grew. The Institute, a paid service for manufacturers making women's products, as well as one for advertising agencies, radio stations and motion picture companies, was unable to give out a full report on the poll, but Mrs. Grew said that 01% of the women liked serials, as opposed to 66% disliking them.

Another question in the poll, taken among 5000 "plain-spoken" women who are housewives and represent the buying public, was an opinion on dramatizations of motion pictures on radio programs, with 71.4% voting in favor of such programs and 28.6% opposed.

Boake for Piel's

PIEL BROTHERS, Brooklyn (Piel's Beer) is completing arrangements for the sponsorship of Boake Carter on MBS in a quarter-hour commentary series thrice weekly in the East. Negotiations are also under way for the sponsorship of the commentator in the Midwest by the National Refining Co. Cleveland, in the interest of White Rose gasoline and Enarco motor oil. Joint sponsorship is expected to start early in March, if desired network time can be cleared, according to Sherman K. Ellis, New York, agency handling both accounts.

WNEW DELIVERS!
It's today's hottest radio buy!

1. ONE-THIRD THE COST of any New York network station. 2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.)
3. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) 4. RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) 5. LOCAL ADVERTISERS know WNEW moves most goods—fastest. 6. MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.
RUSSELL McCORMICK has left the investment field to enter the advertising business as account executive for the O'Balck Advertising Agency, Philadelphia. He was formerly instructor of advertising and merchandising at the Wharton School of the U. of Pennsylvania.

CHARLES J. BORRELLI, head of Borrelli Co., Philadelphia, radio advertising agency, and Kitty Collins, of the WPEN, Philadelphia, office staff, have announced their engagement. They are to be married in April.


HAAROLD S. SCHWARTZ, who joined the Neal Advertising Agency, Chicago, on Nov. 3 as an account executive (BROADCASTING, Dec. 19), recently purchased an interest in that agency.

J. RAXTER GARDNER, for the last three years advertising manager of the Pennsylvania Co., Chicago, on Feb. 3 joined Baskett-Sample-Hummert Inc., Chicago.

FRED L. EDWARDS, formerly commercial manager of KFJZ, Fort Worth, Tex., and before that for three years in the sales department of CBS, New York, has joined the Russell M. Seeds Co., Chicago, as time buyer.

MORTON KOSHIAND, account executive of Philip Klein agency, Philadelphia, is the father of a daughter born Feb. 1 at Women's Hospital.

C. E. HOOPR Inc., radio audience survey report service, having increased West Coast operation, has moved its Los Angeles offices to 1700 E. Eight St. Ruth Arnold is Pacific Coast manager in charge.

BURTON G. FELDMAN & Associates, Chicago, have added Austin O'Malley, former publicity director for the Chicago Century of Progress, and James J. Harshie, from the Chicago Tribune, to handle the newly formed publicity bureau of the agency.

Pacific Unit Organized
By Continental Agencies


The Continental network is represented in 15 principal cities, being a cooperative organization of individually owned agencies. Each operates as a regional office for whichever of the others may furnish assignments for local assistance.

Other Pacific Coast agencies members of the group are Dan B. Miner Co., Los Angeles, and Brewer-Weckes Co.
SEVEN IN TOLEDO
SHIFT TO KASTOR

SEVEN members of the staff of the U. S. Adv. Co., Toledo, including the three top executives of that organization, on Feb. 8 joined H. W. Kastor & Sons' Chicago office. This move marked the widest expansion in the 46-year history of the Kastor agency. The new personnel will work solely on business already in the house and aid in fulfilling the needs of the agency's rapidly growing volume.

Those involved in the switch to Chicago are Harold Merlatt, president; John Toigo, executive vice-president; George Piper, vice-president in charge of marketing and media; T. O. Gibbs, account executive; Arthur Gerkin and Ralph Salor, research and media; Hazel Kelly, research.

H. W. Kastor & Sons recently opened new executive offices on another floor of the London Guarantee Bldg., 360 N. Michigan Ave., in addition to the entire 12th floor which the agency occupies. In addition, Weston Hill, formerly of Ruthrauff & Ryan and Blackett-Sample-Hummert, New York, the week of Feb. 3 joined the Kastor organization.

Thompson Shift

JOHN CHRIST, Hollywood producer of J. Walter Thompson Co., on the weekly NBC serial, One Man's Family, sponsored by Standard Brands Inc., has been transferred to the agency's New York production staff. Bob Brewster, producer of the NBC Kraft Music Hall, sponsored by Kraft Cheese Co., has taken over production of One Man's Family, as an added duty. Christ has been with J. Walter Thompson Co. for the past ten years, and also served as the agency's Hollywood office manager.

Runyon Joins Bates

JOHN W. RUNYON, former West Coast radio director of Lord & Thomas, and more recently of Buchanan & Co., Hollywood, has joined Ted Bates Inc., New York, as radio director effective Feb. 17, it was announced by Theodore L. Bates, president of the agency. Before joining Buchanan & Co. in August, 1938, Mr. Runyon had been with Lord & Thomas for almost fourteen years, starting as a space buyer after graduation from the U. of California in 1926.

James Donan

JAMES DONAN, advertising and sales promotion manager of the Standard Oil Co. of New Jersey, sponsor of the Esso Reporter broadcasts on 30 stations, died Feb. 3 following a heart attack in his New York office, at the age of 44. Joining Standard Oil in 1920 as an editorial assistant, Mr. Donan was appointed advertising manager of the company in 1929, as well as its affiliates, Standard Oil Companies of Pennsylvania and Louisiana, and Colonial Beacon Oil Co., taking over promotion in 1935. He is survived by his wife and three sons.

Bomber Target

THE BOYS who work at the KQW transmitter house, near Alviso, Cal., are thinking about taking out "bomber" insurance. The KQW property practically adjoining Moffet Field, Army aviation quarters, and according to the radio engineers, the bomber pilots apparently play games all around the KQW transmitter house, even simulating dive-bombing on the little building, which stands out over a wide expanse of territory like a sore thumb.

STAFF members of Pellar & Ryan, New York, through voluntary contributions, have given an ambulance, with maintenance for one year, to the British-American Ambulance Corps. The agency has announced an excess of $102 in the fund which it will gladly donate to any agency wishing to raise money for a similar ambulance.

Winter Sale for Apples

THE NEW YORK & NEW ENGLAND Apple Institute, as promotion for its "Apples for Winter Health" sale is using spot announcements daily on a group of New York and New England stations, in cooperation with chain and independent grocers in those sections. Account is handled by

KMMJ to Be Acquired

By Stauffer Newspapers

THE GRAND ISLAND (Neb.) Independent, one of the group of newspapers owned by Oscar Stauffer, will acquire KMMJ, Grand Island, if the FCC approves an application to be filed shortly. The proposed sellers are Don Searle, manager of KOI, Omaha, and KPAB-KFOR, Lincoln, who owns 40% of the station; Herbert Hollister, president of KANS, Wichita, 20%; Harry Searle Jr., 30%; Helen Searle Blanchard, 20%. Purchase price is understood to be around $80,000.

KMMJ in September, 1938, was moved from Clay Center, Neb., to Grand Island, and has been supervised by Searle and Hollister, who also are co-owners of KANS. It operates with 1,000 watts daytime on 740 kc. The Stauffer Newspapers include the Shawnee (Okl.) News and Star, which owns KGFF, Shawnee.

The Nation's Capital—a market of 1,000,000 people, has twice the per capita income of any other U. S. City. That means actually the equivalent of a 2,000,- 000 people market elsewhere. . . . No wonder WMAL's 1940 business streaked upward 65.3%; advertisers had that "market plus" figured out for themselves and bought WMAL for a low cost, high return way to sell their goods. In 1941 WMAL is better than ever. Check it now for your product.
WIP to MBS Fulltime

WIP, Philadelphia, on March 1 will become Mutual Network's first fulltime affiliate in that city, according to Fred Weber, general manager of MBS, and Benedict Gimbel Jr., general manager of WIP. Also on that date WFIL, Philadelphia, will discontinue broadcast on Mutual teams, except for existing commercial contracts.

Lever Plan Nets Series

LEVER BROS. Co., Cambridge, is making arrangements for a half-hour program to be heard on CBS Friday evenings for Lady Dreyfus soap. Features of the program which will start the first week of April, has not been decided. William Esty & Co., New York, is agency.

THEWAYS of shortwave ir-

trigued Daniel Lyon (seated), visit-

itively the president of the Valparaiso stock ex-

change, as he visited NBC's Inter-

national Division during a trip to

this country. With him are (top,

1 to r), Addison Durland, chief of

NBC Spanish section; Roberto

Gatica, of the Portuguese section;

Daniel Lyon, Jr, the elder Lyon is

vice-president of Cooperativa Viva-

tura, American listeners of which

are familiar with National stations

at Valparaiso and Santiago.

Script and News Writers

Dicker With NBC, CBS

CONTRACTS between the Radio Writers' Guild, NBC and CBS, covering script writers and news writers of the two networks, are being drafted by attorneys of the networks for signing probably within the next two weeks. Essential de-

tails are being worked out, including guild shop, minimum salaries and raises, an apprentice classification, and ownership of material written by such apprentices. This latter, is to be settled are such provisions as the ownership and disposal of subsidiary rights, and, repeat broadcast rights.

Negotiations are still in progress on the contract with the Guild and the American News and Ad-

vertising Agencies, with several meetings scheduled to come before all difficulties in reaching an agree-

ment have been ironed out.

Omar Flour Discs

OMAC Inc., Omaha (Omar Wonder Flour), consistent user of national spot radio, on Feb. 16 starts a 15-

week schedule of quarter-hour trans-

scribed programs, Musical Medita-

tion, to be heard Sundays. Larry

Larson, organist, and Gene Baker,

vocalist, will be featured in the series which will consist of hymns and religious lo-

gical. Stations selected are WEDO WDCS WMBD WTAD WHBF WROK WISN WCLQ WKBH WSAU WTAQ WHBL WHO WTG KLO WOW KSOOKFAB WAXN KGW KFXJ KLZ KGNU KVRS KDFN WJAG WGYJ KMKY KOBH KB. Agency is Hays Mac-

Farland & Co., Chicago.

WGAN Boosts Net Rate

WGAN, Portland, Me., CBS affiliate, recently granted an increase from 500 watts daytime to 5,000 watts day and night. The new rate will increase the net rate to $150 per evening hour. All rates are protected under the old rate of $125 per evening hour until Feb. 14, 1942.

Louis E. Tilden Named Midwest Representative For NBC's Latin Sales

THE Rapidly increasing inter-

est of Midwestern business firms

in South American markets was reflected in the crea-

tion Jan. 31 of the Midwest repre-

sentative of the NBC International Di-

vision and appointment of Louis E. Tilden, Chicago, to the position. The an-

nouncement was made today by Leonard P. Yandell, NBC executive man-

ager of international sales.

Shortwave radio broadcasting from powerful North American stations, which has gained immensely in pop-

ularity during the last three years, Mr. Yandell pointed out, not only expanding rapidly within the cultural and political relations between the Americas, but as a means whereby NBC and its advertisers may advertise their products in Latin markets.

Such firms as R. J. Reynolds To-

bacco Co., Texas Co., Adam Hat

Stores, American Export Airlines, United Fruit Co., Standard Oil of New Jersey, RCA Mfg. Co., are already making use of NBC shortwave facilities in carrying their message to potential customers south of the Rio Grande. Since there are more firms in the Chicago region interested in Latin America than in any other section of the country, Mr. Yandell pointed out, an effort to expand the NBC shortwave division at once by the appointment of a Middle Western representative.

Mr. Tilden, a native of Chicago and the son of the late Edward Tilden, president of Libby, McNeil & Libby, will make his headquar-

ters at the NBC offices in the Mer-

ner Building. Since his gradua-

tion from Princeton University, he has been associated with Averill Tilden and Co., as secretary-treas-

urer of the company and Brother and Granris, as partner.

Burbach on Committee

APPOINTMENT of George M. Burbach, general manager of KGNO, St. Louis, and business manager of the St. Louis Post-Dispatch, as general chairman of the publicity and public relations committee for the 1941 NAB convention in St. Louis, May 12-15, was announced today by C. R. Jr., 114th district director, in a revision of committee appointments. Serving with him will be John C. Roberts Jr., KXOK, St. Louis; H. Dean Fitzler, WDFA, Kansas City; Vernon H. (Bing) Smith, KOHN, Omaha; L. H. KSO-KRNT, Des Moines. The committee will supervise the advance, as well as the convention hospitality and arrange for attendance at the convention of prominent officials from the cities and states within the 19th district.

The text content of the document includes information about the British Broadcasting Corporation, the Armstrong-wide-swing FM system, and other topics. However, the specific content is not relevant to the question of identifying the document's nature. The document appears to be a broadcast script or a news report.
NEW radio game, Musical Baseball, has started on KGO, San Francisco. Conceived by Producer Wallace Ruggles, the program features a question and answer contest. Each contestant is given a set of four questions; for each question answered correctly the contestant is advanced successively to first, second and third base and given 25, 50 and 75 cents for each advance. The final home-run question is worth one dollar. Participants also are paid a dollar for each run “batted in”, making the total possible prize $5.50, plus two free dinners in a San Francisco hotel as an extra dividend. Frank Barton serves as master of ceremonies for the new broadcast program on the Coast.

“AND I SAY...!”

Getting attention is one thing—holding it, another! Down here in Roanoke and southwest Virginia WBJ gets maximum attention because we’re the only station hereabouts with power enough to cover the whole territory! And we hold that attention because we know what the 1,282-, 920 listeners in our area want—and give it to ‘em! Incidentally, this area spends over $400,000,000 at retail a year! The set-up is made to order—why not come and get your share?

ROANOKE, VIRGINIA

Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

WTRY Vitamins

CONCERNED with an increasing number of cases of grippe and colds in its areas, the management of WTRY, Troy, N. Y., consulted medical men for advice on how WTRY employees could build up resistance to respiratory ailments. Following the advice, an order was issued to all announcers and engineers recommending that they take one vitamin capsule daily until April 15, with the station providing the vitamins.

VITAL QUESTIONS

ROUND TABLE discussions on subjects of vital public interest are broadcast weekly by WCAU, Philadelphia, in cooperation with Temple University. Heard Sundays throughout the academic year, the Temple University Radio Forum will be presented in a non-partisan, informal manner, featuring the legal, economic and political aspects of the question at hand. Leading figures in the particular field under discussion will be invited to participate in the round table meeting. William L. Fox, Associate Attorney, directs each broadcast which starts with the new school term.

American Role

APPROXIMATELY 100 listening and discussion groups of women in various Eastern states have been formed to hear regularly the weekly series, America’s Role in Foreign Affairs, on WQXR, New York, in addition to the regular radio audience. Material on the program’s speakers and discussion leaders is furnished the groups by the League of Women Voters. While listening to the programs, the women knit for Britain.

Border Incidents

BASED on actual exploits of the U. S. Border Patrol, the new Border Patrol series started Feb. 6 for 26 weeks on a nationwide MBS hookup, under auspices of the Immigration & Naturalization Service of the National Department. The quarter-hour weekly dramatizations are originated at WOL, Washington.

Keglers’ Corner

SPORT NEWS from tournament play and interviews with bowling personalities makes up the new thrice-weekly Bowling on the Air feature of KLX, Oakland, Cal. Stanley McDonald handles the broadcast.

The Vernacular

DEALING with the history of pat phrases and ancient and time-honored folk expressions is the new Eternal Words, on KRE, Berkeley, Cal.
Auction Opportunities

CONDUCTED as a regular commercial auction, Radio Auction, started Feb. 11 as a regular weekly participating program on WIP, Philadelphia. Studio audience is invited to bid on merchandise supplied by the program's various sponsors, although no actual exchange of money takes place during the broadcast. At conclusion of the broadcast each successful bidder is given a card which when taken to the sponsor's place of business and presented with the amount of money bid at the studio entitles him to the merchandise he successfully bid in. Bidding is restricted to those in the studio and the merchandise is primarily for household use.

There are no commercial announcements as such, although participating sponsors get mentions when their product is put up for auction. Walt Newton, WIP announcer, presides as auctioneer.

For Pretty Parlors

COVERING suggestions and problems of home decorating, the thrice-weekly New England Home feature started Feb. 10 on WEEI, Boston, and the New England Network. Clara Dudley, writer and decorating consultant, gives pointers on home furnishing and beautifying and introduces other experts in the field.

War Letters

BUILT around a collection of war letters to be published soon by Mrs. Vincent Sheean, wife of the foreign correspondent, is War Letters From Britain, weekly series starting Feb. 11 on WMCA, New York. Presented on behalf of British war relief, the programs will feature prominent personalities reading excerpts from the collection.

News Roundup

PATTERNED after the foreign news roundups of the national networks, the West Virginia Network each Sunday evening calls in its newscasters from the network's stations in Parkersburg, Clarksburg, Huntington, and the State capital, Charleston, for a half-hour news round-up of the news throughout the state.

Court of Missing Airedales

APPEALS of dog owners for lost, stray or stolen pets are broadcast on the Lost Dog Directory of WCLE, Cleveland. The daily five-minute program, sponsored by the Cleveland Memorial Pet Hospital, gives names and descriptions of the missing canines, where last seen, etc.

Pride of the South

HONORARY salutes to the men and their professions who have figured prominently in the development of New Orleans is the purpose of The Sixty Men Who Make New Orleans, featured each Wednesday by WWL. A different profession is chosen each week, the initial broadcast Jan. 29 paying tribute to the realtors.

 Fireside Chats

IMPROPTU visits into various Amarillo homes go to make up the quarter-hour Holsum Bread Minu, sponsored by the Amarillo Baking Co. Program is heard daily at 6:30 p.m. on KPDA, via short-wave mobile unit, KFDB, and is designed to acquaint listeners with many interesting residents of the city.

Battlegrounds

PROVIDING the geographic aspects of the present war is the purpose of WSYR, Syracuse, in presenting Geography of the War, ten-minute program on Mondays at 9:50 p.m. Prof. George B. Cressy, of Syracuse U., one of the nation's outstanding geographers, describes the battlefield outstanding in the week's news.

Great Folks

NEW YORK'S municipal station, WNYC, has started a weekly one-hour program of historical comment, Great Folks, and built around the lives of great men and women of history. Program, heard Sundays 5-6 p.m., is directed by Mitchell Grayson.

Touchdown

SOMETHING new in personal service was accomplished by WKY, Oklahoma City, during the football season, Oklahoma U was playing Santa Clara U. On the opening kickoff Orv Mathews, Soonr backfield man, snatched the kick and started to run. Up in the radio booth WKY Sportscaster Chuck Inglis traced his progress by step as he weaved through the Santa Clara team for 92 yards. A patient at the Western Oklahoma Sanatorium, who had been unable to talk for more than a year because of tuberculosis of the throat, heard the broadcast, got so excited at the description of the run that he sat up in bed and started to yell—and had been able to use his voice ever since.

License Lottery

LATEST version of radio's many prize programs is the Lucky License on WHBC, Canton, O. License tags of motorists who drive in at the local Avalon Restaurants, sponsor of the program, are noted. All these numbers are placed in the lottery for the weekly drawing. If the winning number announced over the air fails to claim the cash prize, it is added to the following week's award.

Get on WJHP's new highway to Jacksonville's buyways!

“Sales thru the air”

“Oh, I sell through the air with the greatest of ease... just hitch this Winged Plug to your contract, I'll switch a lot of buying ears your way. Take the word of my 138 current sponsors — I make Cincinnati’s sales curves sail!

WMMN

SALES MANAGER - Hill T. Blanding

H. C. WELLS, JR., General Manager

Represented nationwide by JOHN H. PEIRCE & ASSOCIATES

WM. K. DORMAN, Mgr., 725 West 36th St., N. T. C.

CHICAGO DETROIT ATLANTA PHILADELPHIA
South Bend, Philadelphia
Granted FM Licenses

WITH the granting of additional construction permits by the FCC Feb. 4 for commercial FM stations in Philadelphia and South Bend, Ind., the total number holding construction permits is 32.

The Philadelphia station was authorized to the WFLF Broadcasting Co., licensee of WFIL, to operate on 45.5 mc, covering 9,500 square miles and reaching a population of 4,800,000. The South Bend construction permit was issued to the South Bend Tribune, operator of WATM-WSBT, to operate on 47.1 mc, covering 4,500 square miles and a population of 448,000.

ChargesFiled by Unions
Cite KMTR, Hollywood

CHARGES of unfair labor practices have been filed with the National Labor Relations Board and Wage and Hours Division, Department of Labor, against KMTR, Hollywood, by Los Angeles Chapter of AFRA and Local 40, IBEW. The charges allege the stations have refused to enter into collective bargaining. AFRA further claims several announcers were discharged by the station because of union membership and activity. KMTR, which owns and operates Radio Newsroom, responded its news service, Radio Newsroom, dismissed two commentators, Allen Berg and Ed Rowland. One technician, Rob De Vibils, was also discharged.

KMTR, along with KFJ, Los Angeles, has been put on the IBEW unfair list for alleged refusal to negotiate with the technicians' union. Letters have been circulated to advertisers and agencies in the Los Angeles area, urging cooperation in the boycott.

Civil Service Announces
Inspector Examinations

U. S. Civil Service Commission has announced examinations to fill the positions of radio inspector in the FCC at $2,000 a year, and assistant radio inspector at $3,000 a year, salaries subject to a 3% retirement deduction. Applications must be filed at the Civil Service Commission in Washington, not later than March 6, with a March 10 extension for those sent from Colorado and stations westward.

To qualify for radio inspector, applicant must have had four years of college in electrical or communications engineering, or physics. Actual radio experience can be substituted for the educational requirement. Radio inspectors in the FCC must also hold a first-class radiotelegraph operator's license or demonstrate that they can receive and transmit plain text in the International Morse Code at a rate of 25 words a minute. Further details may be obtained at the Civil Service Commission in Washington by writing to the secretary of the board of U. S. Civil Service Examiners at any first or second-class post-office.

War Department To Seek
Information from Hams

IN LINE with its defense planning, the War Department announced Feb. 4 that it shortly will send out to more than 50,000 licensed radio amateurs a questionnaire relating to national defense operations. It is understood the procedure was decided upon by the Amateur Radio Committee of the Defense Communications Board, handling the whole subject of communications preparedness. The data, the War Department said, will be used for statistical purposes only and will not obligate or register the radio operators in any way.

The Senate Commerce Committee Feb. 4 reported favorably a bill creating a Coast Guard Reserve, which would include the enrolling of radio operators in the service. The Coast Guard, in time of actual war, becomes a branch of the Navy.
Thwirts Bolt

DICK CAHILL, engineer of KSAL, Salina, Kans., is credited with saving KSAL's transmitter during a serious rainstorm. Recently a bolt of lightning struck one of the transmitter towers, melted down the power connection unit and burned out several meters and coils. Further damage was prevented by Cahill's quick action when the bolt struck. Seeing a ball of fire coming toward the transmitter building along wires leading in from the towers, he flipped the switch and shut down the connections between the transmitter and antennas.

Major-Senator Nickell

MAJ. JOE, NICKELL, attached to the general staff of the 36th Division of the Army at Camp Robinson, Ark., has obtained a leave of absence to serve as Senator in the Kansas Legislature, now meeting in Topeka, Maj. Nickell for 17 years was news reporter on WIBW, Topeka, and managed the station in the late 1920's. In addition, he was once a city editor of the Capper Publications, with which WIBW is affiliated, and was practicing attorney.

KWIL Goes on Air Two Months After CP Grant

KWIL, Albany, Ore., operating with 250 watts on 1530 kc., went on the air with a dedicated program the evening of Jan. 14, just two months after the FCC granted the construction permit to the Central Williamette Broadcasting Co. 42.5% owned by W. J. Jackson, co-publisher of the Albany Herald; 50% owned by M. M. Croxton, co-publisher of the same newspaper; and the remaining 77% owned by Glenn L. Jackson of Salem, Ore.

Besides the owners, members of KWIL include C. B. Wheeler, former commercial manager of KBND, Bend, Ore., station manager; Hal Byers, former KBND salesman, commercial manager; Herbert A. Davidson, formerly with KSLM, Salem, operator, announcer and program; Ben T. Weaver, formerly with WHAM, Rochester and KINY, Juneau, Alaska, program and announcing; Paul W. Spargo, formerly with KXAN, Vancouver Wash., chief engineer; John W. Kibby, from KLBM, LaGrande, Oregon — announcer; Keith L. Mealey, KOAC, Corvallis, operator announcer; Miss Evelyn Larsen, KOAC, program, announcing and receptionist.

The new station is affiliated with the MBS-Den Lee Broadcasting System.

Radio Repair Census

THE NATION'S 10,732 radio repair shops did a business in 1939 totaling $21,657,000, according to figures released Feb. 3 by the Census Bureau in connection with the 1939 Census of Business. In this branch of the radio business there were 11,000 active proprietors of unincorporated businesses, hiring an additional 2,601 workmen, the Census report revealed. The 1939 payroll amounted to $2,004,000 for the 1,911 fulltime and 680 parttime employees, it was stated.

STAN LOMAX, sports commentator of WOR, New York, is making 30 13%-minute records for Transcribed Radio Shows. New York, for distribution to radio stations outside WOR's listening area. They are used for local commercials.

Haskins Adds 8

HASKINS BROS. & Co., Omaha, currently using six Midwest stations for its transcribed dramatic serial Sparks of Friendship in behalf of its product Spark Soap, [BROADCASTING, Jan. 13] on Feb. 3 started a campaign on eight additional stations for another product, Blue Barrel white laundry soap. Participating periods are being used in home economics programs on KOIL, KPAB, KMT, KSO, WNAX, WIBW, WOJB, six times weekly. Newspaper copy and premiums are tied up with the radio campaign. The current campaign was planned under the supervision of E. T. Gaither, general manager and vice-president of Haskins Bros. Agency, San Francisco.

WHAT ARE WE OFFERED FOR DINGUS (Ky.)?

Go ahead and laugh if you like, but Dingus (Ky.) is an honest-to-gosh town. We just thought we'd mention it, because Dingus is kinda typical of the towns you don't pay for when you use WAVE! We give you, instead, the vast, rich Louisville Trading Area—a better-than-ever market because of defense activities, which have increased payrolls more than $1,150,000 a week! And our rates are only about half what it takes to really cover this market by any other medium! Shall we e-culate?
Merchandising & Promotion

Quizzer Bidders—Lobbies Displayed—Praise for Protector—Samples—How to Be Happy

Hotels in Chicago

WLS, Chicago, during the week of Jan. 27, in connection with the celebration of Prairie Farmer's centennial year, displayed 12 farm dinnerbells in the lobby of Chicago's LaSalle Hotel. All the bells displayed were over 100 years old and have been donated to the station by farm families in the Midwest to be used on the Dinnerbell program.

During late January WLS had a 2-hour display at the Stevens Hotel, showing all food products advertised on the station, as well as a huge coverage map. Occasion for the promotion was the conventions of the National Canners Assn., National Food Brokers Assn., National-American Wholesale Grocers Assn., U. S. Wholesale Grocers Assn., National Food Distributors Assn., and several dozen related groups. Daily Homemakers' How and Feature Foods program were broadcast from the hotel and delegates as guest speakers were presented.

Come to WIRE

INDIANAPOLIS: Claypool Hotel has printed a full-page invitation to visit the WIRE studio "atop the Claypool" on the inside back cover page of telephone books.

Here's What Some of These Responses Were—

16,118 bids for Wall's Green Mountain Cough Syrup with a 15-minute program, three times weekly for 13 weeks.

5,126 replies for Kitchen Kleener with a 3-minute feature, three times weekly for six weeks.

5,105 replies to Household Magazine Contests with a $2 100-word spot announce ment placed directly in the paper. It was a four-story 24-inch type and placed in 10 newspapers.

3,343 cash orders for Interstate Nursing in one 6-minute program daily, 6 days weekly, 13 weeks.

6,081 orders for Skrudland Phonola with a 10-minute program, three times weekly for 27 weeks.

5,062 replies for Menacola Oil Company from THREh 100 word announcements.

That's real action—228,113 pieces of mail from WDZ listeners in 1940! And it's real proof of WDZ pulling power. Obviously the folks who wrote in were not a fraction of those who will hear and heed your message over WDZ.

THE WDZ TRIPLE MARKET

1. AGRICULTURAL

WDZ's market area includes some of the richest agricultural counties in the nation.

2. METROPOLITAN

Five industrial and urban centers give you another big market. Champaign-Urbana, Decatur, Danville and Bloomington (III.) and Terre Haute (Ind.) respond generously to WDZ.

3. OIL PRODUCING

Illinois' booming oil fields offer a truly golden opportunity for WDZ advertisers. Take advantage of WDZ's pulling power in this rich triple market. Write for full information on WDZ's amazing sales appeal!

Hateing Time
LISTENERS guess the time first egg will hatch in incubators operated by the Chicago egg hatchery. The winning guess is announced on WDZ. Fifty dollars will be award ed to the lucky winners.

A VAILABLE FOR SPONSORSHIP
"The Classical Album"
THE WORLD'S MASTERWORKS OF MUSIC
EVERY WEEKDAY EVENING AT NINE O'CLOCK

WMEX
BOSTON
5000 WATTS FULL TIME

BROADCASTING • Broadcast Advertising
NATIONAL REPRESENTATIVES
Other stations nationally cast by McConnell across Canada.

Montreal fashion, giving Night and Day and Aire chures containing ports giving and buff KFAR, Fairbanks, summarizing folder "Radio Answers the Call."

tion which took ly UNUSUAL concerned.

agency leases on NAB WFIL.

ni'NI'l'ED mail folder "10-1940" showing the national account breakdown of 1940.

(kefil clothiers), has started a five-minute transcribed Sunday evening programs Glimpses Into the Lives of the Great on 11 stations across Canada. Account was placed by McConnell Eastman & Co., Montreal.

Cellophone in Canada CANADIAN INDUSTRIES Ltd. Montreal (Cellophone), has started five-minute transcribed Saturday evening programs Glimpses Into the Lives of the Great on 11 stations across Canada. Account was placed by McConnell Eastman & Co., Montreal.

Clothier to Expand FOREMAN & CLARK, Los Angeles (chain clothiers), has started a six-weekly quarter-hour news cast on KFI, that city. Contract is for 16 weeks, having started, Feb. 2. Other stations nationally will be added. Agency is Milton Weinberg Co., Los Angeles.

Winch, New York—34-page sales brochure on the Red Wizard replete with description of the program, photos, quotes from the press, and mail response.

WPIL, Philadelphia—Mailing piece. Night and Day, in picture program fashion, giving statistical information about station and a list of 1940 clients.

NAB—Booklet titled "Radio's Contribution to American Democracy 1920-1940" showing the major role radio has played in presidential elections during the past 20 years.

HIDDEN GENIUS of W. B. McGill, are promotion manager of KDRA, Pittsburgh, came to light the other day after his return from a belated honeymoon in New York. He captivated this inspired work: "That must be where they broadcast the soap operas."

Stations Should Act (Continued from page 10) in the monitor at that time. The manufacturers will schedule the work and notify each station when to send their monitor in. In this way each station can use its monitor on the old frequency as long as possible. The FCC has authorized operation without a monitor for the required period if the monitor is returned on schedule from the manufacturers.

During the period the station is without a monitor frequent checks should be made by the station's monitoring service. A check at least once a week is suggested. A station's good standing will not be jeopardized if due precautions have been taken and good faith has been shown if they accidently are found off frequency during the period. Stations should ask their monitor manufacturers for a reallocation schedule without delay.

The equipment necessary to change frequency only requires so further authority from the FCC but any change of tower location and antenna system changes requires a CP in the regular order. The requirements to obtain a CP are not affected by change of requirements due to the reallocation order and must be filed in the usual manner. Stations are not required to make these required filings unless there is a change of antenna system provided that if a directional antenna is in use the pattern on the new frequency is the same as on the old and further provided that the physical aspects of the antenna system are not to be changed.

In cases where CP's are required in connection with the reallocation, the FCC is prepared to handle them promptly. A note should be appended to the application stating that it is in connection with and in accordance with the reallocation order. If an application is in such form as not to require detailed study, then the FCC, if so requested, will wire the applicant permission to proceed with the construction.

General Mills Dieses GENERAL MILLS, Minneapolis, in the interest of Rex Flour is sponsoring Betty & Bob, quarter-hour transcribed serial five times reach weekly on six Montana stations: KFBB KGHL KGVO KGIR KPFA KBBM. Program, recorded and syndicated by NBC Radio-Recording Division, was placed by Knox-Heves Adv., Minneapolis.

UNUSUAL stunt was tried recently by WGNY, Newburgh, N. Y. which took full-page newspaper ads to list the names of all individuals and groups presented on the station during 1940.
DECISIONS... FEBRUARY 1

MISCELLANEOUS—WPKO, Toledo, dissolved, with proposed policy and format to be changed to W.KJ.

WPW, Springfield, Ill.—Application for license renewal and dismissal of motion for continuance.

W Teachers.—Amendment of CP to WMCA.

WVOX, New York.—Application for license renewal.

WVOX, New York.—Granted application for license renewal.

WVOX, New York.—Petition for reconsideration.

New Argentine Nets

The possibilty of establishing additional networks in Argentina supplementing the two existing chains, is indicated in a Department of Commerce trade report that the national government of Argentina is proposing to encourage the transfer of some of the broadcast stations now located in Buenos Aires to other points in the country. Of Argentina's 42 television stations, 19 are located in that city. It was pointed out. It is also planned to establish additional stations in various interior cities, the report stated.

Applications

Applications are being filed for the 1964 edition of the List of Broadcast Stations and Ship Stations, which may be obtained for $0.80 each.

Equipment

Gates American Corp., Quincy, Mass., reports the sale of equipment to the following: KPOW, Powell, Wyo.; KTIV, Iowa City, Iowa; KHFA, Atlantic, Iowa; WAKL, Decatur, Ill.; and WJDO, Dubuque, Iowa. Equipment included in the sales: KPIM, Desert Center, Calif.; and KFWS, Grants Pass, Ore.

Presto Recording Corp., New York, N.Y., reports the sale of the following: a second 250-foot Lehigh radiator, RCA phasing unit, console, and additional open wire feed line to the second tower, Hartenstein-Zane Co., New York, N.Y. Aid to actual construction and field tests are being conducted by John Keating, consultant, associated with John Bannor, Washington consulting engineer.

Wینcharger Corp., Sioux City, Iowa, announces the sale of the following equipment: 200-foot tower to KDLY, Bismarck, N. Dak.; 200-foot tower to WKMO, Kokomo, Ind.; three element directional, each 220 feet, to WFCY, S. W.
Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple, minimum charge $1.00. Payable in advance. Cost three words for box address. Forms close one week preceding issue.

Help Wanted
Announcer-Newark—Wanted experienced young man with Southern voice capable of handling calling and audience response and references. Also opening for good advertising salesmen. WSAV, Savannah, Ga.


Announcer—With one or two years commercial broadcasting experience. Write full details including salary expected. WSWY, Des Moines, Ia.

Salesmen and Crew Manager—Experienced and capable managing parade program or other feature production. Submit references. Box 205, Broadcasting.

Openings on the air! For qualified employees—every department—operators, engineers, combinations, transradio press, Ten, and trained talent. National Radio Employment Bureau, Box 864, Denver, Col.

Experienced Salesman—For an immediate opening in regional station, intermountain west. Position to give you voice, experience, sales records and personal references. Salary and commission. Write to Box 206, Broadcasting.

Need Operator-Announcer—With first class phone license in Arkansas, will accept position and experience in programming. Chances to become program director. Want single man experienced at least one year. Box 314, Broadcasting.

Experienced Announcer—Midwest station, one for news, sports, special events; one for farm shows. Must be able to write copy, state articles, carry script, handle news, commercial advertising, and furnish audition record. Box 202, Broadcasting.

Experienced Announcer—Small station man who knows his way around a small station, announces, writes scripts, ad lib, read news, handle transactions and do the required duties of a small station with both to write if you haven’t had the experience. Nominate position and will send resume. Box 209, Mutual and Regional connection, heavy commercial schedule. KDLR, Devils Lake, North Dakota.

Situations Wanted
West Coast Representation—Hollywood-Los Angeles radio man, in field 18 yrs., having own full time affiliation with eastern agency or stations desiring coast representation. Has trained, formerly an announcer, studio director, 10 yrs. radio experience, thorough knowledge of edge transmissions and scripts. Lately exclusively representing stations in foreign countries. Now available, with office facilities, makes beautiful weekly coast to coast for any broadcasting activities. Box 207, Broadcasting.

WREN Gets 5 kw.
OPERATION as a Class I-A station with 5,000 watts day and night was authorized for WREN, Lawrence, Kan. in an FCC Decision Feb. 4. The increase from 1,000 watts night power was made subject to approval of site and transmitter at Lawrence.

Cudahy Shifts Series
CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), since Sept. 28, has moved its 1,100 watt transmitter on 15 CHS stations, on March 24 switches to the NBC Red network, and on March 25 to the CBS (CST), using 35 stations. Program January 10 to Chicago Contrac. for 5 weeks. Agency is Blackett-Sam- Houmnett, Chicago.

Caterpillar Report
EASY and informal outline of the annual report of Caterpillar Tractor Co., Peoria, Ill., was given Feb. 5 on WMBD, Peoria, by B. C. Heacock, Caterpillar’s Western presi- dent. The program, successfully tried a year ago, reached most of Caterpillar’s 13,350 employees and their families, as well as many of the 17,000 stockholders. Mr. Heacock explained details of the annual report, which had been previously placed in the hands of employees and stockholders. Financial matter and defense work were explained, among other features of the report.

THE Danish weekly Det Danske Ugebli, strongly anti-Nazi and published in the Twin Cities, is sponsoring the 16-minute musical game Song over KGSP to promote circulation and plug its advertisers.

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

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

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

JOHN BARON
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
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

WILSON M. WILKINSON
Consulting Radio Engineer
WILKINSON-EWELL
1020 S. Michigan Ave., Chicago, Ill.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

频率测量器—服务
EXACT MEASUREMENTS
R.C.A. Communications, Inc. 66 Broad St., New York, N. Y.

RICHARD M. WATSON
Consulting Radio Engineer
RICHARD M. WATSON
124 Jackson Ave., University Park, Md.

BROADCASTING • Broadcast Advertising
February 10, 1941 • Page 57
Three Tests Scheduled
By Old Gold Cigarettes
P. LORILLARD Co., New York
(Old Gold cigarettes) on Feb. 9 started on the Yankee Network a
New England test program titled
Four Corners, U. S. A., Sundays,
3-3:30 p.m. Program is built around
combined sketches of characters
Eben and Noah Crowell, portrayed
by Arthur Allen and Parker Findley,
rural comedians known as the
Steebines Boys. The show will be
produced in New York and piped to
Yankee from WOR.
With the sponsorship of Benny
Goodman's orchestra on WJZ, New
York, 7:30-8 p.m., P. Lorillard is
considering a third regional test on
the West Coast. It is understood
one of the three test programs will be
chosen for the network. J. Walter
Thompson Co., New York, is
agency.

Vest Pok Tests
VEST POK, Lynn, Mass., introduc-
ing a new product, Vest Pok, a non-
electric dry shaver, is testing spot
announcements in one market, Syr-
cuse, with one-minute announce-
ments daily on WSYR, Alfred J.
Silverstein, New York, is the agen-
cy in charge.

Lipton Buys Soup Firm
THOMAS J. LIPTON Inc., Hobo-
ken, a subsidiary of Lever Bros.,
has acquired controlling interest in
Continental Soup Co., that city.
Company manufactures a pow-
dered chicken soup. No plans have
been formulated by Young & Rubic-
cam, New York, Lipton agency.

Showmanship + Prestige + Appeal + Power
TOTALS:
"GREATER PHILADELPHIA COVERAGE"

"Center of the Dial"

IT ALL ADDS UP TO THIS!

Court Rulings Limit Appeals
(Continued from page 32)

"errors of law which the court had
primarily in mind were errors of
law in respect to the action of the
Commission in the public interest".

Rights of Licensees
Justice Stephens said he thought
the true answer to what rights, if
any, licensees have under the Com-
mittee Act, lies between the
extreme position taken by the ap-
ellant in the Sanders case and the
extreme position taken by the FCC
in the current cases. He said it is
obvious that a station license issued
for a definite term, for the conduct
of a broadcasting business requir-
ing substantial investment, "is more
than a mere privilege or gratuity".
Whether or not it may be tech-
ically called a property right, he
argued, it is a thing of value to the
person to whom it is issued and a
business conducted under it may
be the subject of injury.

Contending that the FCC had
erred in failing to give the appel-
ants a hearing, Justice Stephens
said that right to a hearing before
injury by the Government in the
public interest is one of the funda-
mental decencies guaranteed by
democratic institutions. He called it
a safeguard of the Anglo-American
legal system "against arbitrary or
capricious action by public author-
ities".
Further, he argued that to
construe doubtful language of Con-
gress as permitting the impairment
or destruction of such interests
without a hearing, would be to
invalidate its action under the due
process clause of the Fifth Amend-
ment.

Fears of Injury
Again picking up the Supreme
Court's reasoning in the Sanders
case, Justice Stephens said he did
not think the decision was intended
to mean that an existing station
and the investment in it "may be
injured or destroyed by the intro-
duction of competition through a
new licensee or through the ex-
tension or modification of the fa-
cilities of other existing licensees,
without a hearing before the Com-
mission on the question whether
the public interest, convenience and
need shall be served by such injury
or destruction."

In a separate opinion in the
WSAY case, Justice Miller, speak-
ing for the majority, pointed out
that this case differed from the
WCPO and KVI cases only in that
it was based upon fear of injury
from electrical interference, which
might result from the granting of
the Watertown application on the
same frequency and with the same
power as WSAV. Declaring that
"the language used in the Supreme
Court's decision in the Sanders case
suggests the possibility of different
treatment of a licensee thus affected
than would be true of one whose
claim of aggrievement is based
upon economic or financial injury," the
opinion added, however, that
"we are unable to distinguish be-
tween a situation in which a li-
censee is threatened by electrical
interference and one in which he is
threatened by economic or financial
injury".

Sanderson Case
It was apparently the intention
of the Supreme Court in the Sand-
ers case, according to the majority,
to "interpret the two". It was point-
ed out that the highest tri-
unal amended its opinion as origi-
ally published, by inserting the
word "financially" in a sentence
dealing with injury resulting from
the issuance of a license.

"Presumably, injury by electrical
interference would manifest itself
in economic or financial injury," the
majority held. "Any less would be of
no importance to a licensee.
But, in any event, the final con-
clusion is that public interest is
protected in the issuance of a
license. A mere privilege or
gratuity should not be conferred
on one who may be subjected to
injury.
Under such circumstances and be-
ing no private interest which can
be protected on appeal, no purpose
can be served in this case, any
more than in the other two, by
granting a stay order".

Lipper Distinction
Justice Stephens again strongly
dissenting, held that he thought
the WSAV stay order petition
should be granted. He pointed out
that WSAV had demanded a hear-
ing, which the FCC had denied, and
that therefore an appeal, charging
either harm in the denial. Unless
an order is issued staying the order
of the Commission, irreparable
harm to the public interest and to
the private business of WSAV will,
result as a result of the action of the
Commission, be occasioned.

Justice Stephens said that the
case, in his opinion, presented no
questions materially different from
those in the WCPO and KVI cases.
The only distinction is that in the
WSAY case the harm which it is
alleged will come to the station will
proceed from the granting of a new
station license with conflicting fre-
quency, rather than, as in the other
two cases, from the modification of
existing station licenses in such
manner as to extend their facilities,
with consequent economic injury to
the stations and resultant harm to
the public interest. He said this was
a distinction "without a difference"
so far as the legal considerations
are concerned.

LULU BELLE and Scotty, singing
with WCPO's Grand Junction
bo/Set, have signed contracts to ap-
ppear in two motion pictures within
the next six months which will be pro-
duced in Hollywood by Republic Pic-
tures, Inc.
This photograph by D. D. Clarke was "shot at sunrise" on Fourteenth Street in Kansas City, Missouri. At left, foreground, is the Exhibition Hall of the city's new $6,000,000 Municipal Auditorium. In the distance, at left, is the magnificent skyscraper of the Kansas City Power and Light Company, Missouri's tallest building.
Here, insignificant on his scratch pad, are the "doodles" of a radio engineer... "Doodles" that may well be the foundation of a highly significant development when RCA Research and team work have finished with them.

"Doodling" is a habit of thinkers. And that is why the scratch pads of radio engineers are often a pattern of "doodles." These men are ever thinking, probing, studying in their ceaseless efforts to uncover new radio devices and services.

To this end, RCA Research plays an important part. The scores of outstanding developments that have first seen the light of day in the RCA Laboratories are concrete proof of the progress research makes possible.

In conducting research, RCA engineers and scientists have at their disposal the greatest experience in electronics and sound. RCA is the only organization that makes and does everything in radio. Broadcasting problems frequently find solution in the experience of the National Broadcasting Company... Communications problems are more easily solved with the assistance of R. C. A. Communications, Inc.... The answers to manufacturing problems may be secured through consultation with men at the RCA Manufacturing Company... Problems encountered in marine radio development are overcome with the help of the Radiomarine Corporation of America. In short, the aid of the entire organization is extended to those in the RCA Laboratories who look to the future.

So with "doodles" as a start, followed by intensive research and team work, the magic of radio plays an important role in the lives of millions.