A new CLEAR CHANNEL TO NEW YORK

50,000 Watts
1050 KILOCYCLES
UNDER CONSTRUCTION

The new beacon to spot advertisers, who now will have every advantage of MAXIMUM POWER... CLEAR CHANNEL COVERAGE... GOOD PRO.
GRAMMING and GUARANTEED TIME AVAILABILITIES heretofore offered only by network stations.

Get the facts now about the changing radio picture in New York... about the WHN that is to be.
We're for CONVOYING!

It's a long and off-time perilous journey from factory to consumer, and many is the "advertising convoy" that the old Battlewagon WWVA has safely guided to the homes of 1,356,400 folks living in our 21-county primary area in Eastern Ohio, Western Pennsylvania and Northern West Virginia; also to many of our 39-county secondary area homes populated by 4,537,100 persons.

Check the WWVA low-cost Convoy System results for your product.
A Tempest in a “Teagarden...”

...has been created by the addition of another big name to the roster of Standard Radio Program Library popular orchestras. This time it’s Jack Teagarden, long famed as featured trombonist with Paul Whiteman, now heading his own great band. He has selected the best of the musicians with whom he has played in the past, and if we do say so ourselves, you oughta hear them! First Teagarden selections were released May 15, and the reaction was instantaneous and phenomenal.

Speaking of reactions, the first uninterrupted symphonic music by Swedrofsky and the American Philharmonic, released on May 1, brought many a bouquet in our mail. This Standard “first” was quickly recognized as a major musical achievement, and received with enthusiasm everywhere.

Back to the Standard fold comes the King’s Men Quartet! Pleasantly remembered for their previous Standard recordings, the King’s Men have since become a musical high spot of the Fibber McGee shows. The first of a new group of rhythmic harmonies by this grand quartet will be released June 1.

Well, we promised you dynamite—did we deliver? Standard’s leadership has always been based on the ability to enhance its Service with an unbroken chain of achievements. Write for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

PROOF OF LEADERSHIP ... IN OUR DAILY MAIL

There is a definite connection between “program variety” and “commercial excellence.” By furnishing subscribers with a vast variety in every musical classification, we supply them with the basic material for many commercial shows. Enthusiastic letters tell of the ease with which the Standard Program Library is turned into an almost infinite variety of salable programs. It is because the Standard Library is so rich in commercial possibilities, that a growing number of stations—the largest list of active subscribers—answer “Yes” when asked:

“Are Your Transcriptions Up to Standard?”

Standard Radio
Hollywood

When you think of

New Orleans

you think of:

Natchez and the Robert E. Lee

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

FOR SALE: A few choice spots still open on the schedule of Nebraska's most powerful radio station.
Talk about transmission quality! 
... The Western Electric 1126A Amplifier has a controlling circuit with an attack time of approximately 1/10,000th of a second to peaks in program input.

And 5db increase in average signal level.

Get the full details from Graybar.

Enlarged oscillogram of a 5000 cycle tone input, applied at a level 10db above the knee of the load curve.

Western Electric
ASK YOUR ENGINEER
GET YOUR PLUS FROM "IOWA PLUS"!

Almost everybody who puts much effort into sales, in Iowa, soon gets the impression that here is a land "flowing with milk and honey"—a fertile land of tremendous business productivity. And that impression is right!

Vastly important in this picture is the fact that Iowa, almost alone in America, offers one powerful, all-covering advertising medium that reaches and influences the entire State—PLUS—at one low cost.

This great medium is of course Radio Station WHO. With far more power than all other Iowa stations combined, WHO is "listened-to-most" by 55.4% of all Iowa radio families—is "heard regularly" by 79.3% (daytime figures) . . . Such an audience is enough to guarantee the success of any meritorious product offered in Iowa Plus. Let us give you some actual examples. "Ask your Agency to ask the Colonel."

WHO for IOWA PLUS
1040 K.C. · DES MOINES · 50,000 WATTS
J. O. MALAND, Manager

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Plan to Probe FCC Meets Rising Favor

May Defer Order; Anti-Trust Suit Considered

By SOL TAI SHOFF

IN THE WAKE of steadily mounting opposition to the FCC's new monopoly regulations, sentiment appears to be crystallizing in Congress in favor of the White Resolution to restrain the Commission from invoking the drastic rules to revolutionize commercial broadcasting. This action is possible shortly after preliminary hearings commence May 31 or June 2 before the Senate Interstate Commerce Committee.

The prevailing view, particularly among Senators on the committee, appeared to be that Congress should have an opportunity to look into the whole matter of broadcast regulation, since such dire results, harmful to the listening public, are predicted from many quarters, within and outside the broadcast industry.

May Be Deferred

In some informed quarters, it was expected the FCC, of its own volition, might postpone the present effective date of the far-reaching rules from Aug. 2 and then seek to modify provisions viewed as too extreme, until further scrutiny.

Although the White Resolution calls for an inquiry into the whole radio regulatory picture, with a view to writing a new statute, few observers believe an investigation of that extent will be authorized immediately. The pressure of defense and tax legislation, it was thought, might mitigate against such a development at this session of Congress.

Moreover, it is felt that should the committee preponderantly express itself in favor of the clause in the White Resolution for a stay of mandate on the new rules, Chairman Wheeler (D-Mont.) would be disposed to ask the FCC to postpone indefinitely the effective date of the rules, until there is a further expression from the Senate or from Congress.

Meanwhile, a somewhat jittery broadcasting industry was expecting an explosion on monopoly from another potent governmental quarter—the Department of Justice Anti-Trust Division.

Anti-Trust Action

While no official comment was forthcoming, it was reported reliably that FCC Chairman James Lawrence Fly, still highly indignant over the extraordinary developments at the NAB convention in St. Louis May 12-15 in which he was the central figure, conferred with Anti-Trust Division attorneys about an imminent all-inclusive Sherman Act suit against the major networks and possibly other industry elements.

Mr. Fly, it was reported, conferred with Assistant Attorney General Thurman Arnold, Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of radio-music matters. This same triumvirate handled the anti-trust actions on ASCAP and BMI, which culminated in consent decrees, and Mr. Waters already has been assigned for several weeks to the monopoly matter.

Speculation centered upon possible issuance of a "press release" by the Attorney General or Assistant Attorney General Arnold, proclaiming that the Government planned to bring sweeping anti-trust actions against NBC, CBS, possibly the NAB, and other industry groups, in light of disclosures in the monopoly report.

This procedure was employed by the Department in both the ASCAP and BMI matters, as well as in several other cases. Moreover, the Department several months ago announced that it proposed to bring anti-trust proceedings against James C. Petrillo, music czar, but has never followed through.

Fly to Appear

It is assumed the Department was waiting for the outcome of the monopoly study by the FCC before taking action, probably having in mind inclusion of the Petrillo-American Federation of Musicians group.

Senator Wheeler announced the May 31 hearing call on the White Resolution following appeals from industry sources that the Senate act promptly. Chairman Fly, it was reported, requested the opportunity to appear and will be the first witness. Later, it developed that several Senators desired that the hearings begin Monday, June 2, rather than on a Saturday following a legal holiday. As Broadcasting went to press, no final determination had been reached on the opening date, though June 2 appeared to be the likely selection.

The hearings will be tantamount to a preliminary injunction quest against the FCC regulations and they will not constitute the actual investigation encompassed in the White Resolution [Broadcasting, May 19]. Following the Fly presentation, in stout defense of the regulations as helpful rather than harmful to the public, industry spokesmen will present a preview of their intended case at the actual investigation.

Those who already have requested time include NBC, CBS and MBS, along with NAB President Neville Miller. Whether the heads of the respective networks will appear is not certain. It is known Alfred J. McCook, MBS board chairman, proposes to appear. Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, spent several days in Washington to discuss preliminaries and it is possible they will appear as spokesmen for their respective networks.

Spokesmen for Public

It is presumed that several organizations representing public groups, such as the American Legion, American Red Cross, General Federation of Women's Clubs, Federal Council of Churches of Christ in America, and other organizations which have applauded radio's contribution to the public
WACKY TALE OF A WACKEROO

NBC Executive Denies Honor of Having Sent Safety-Valve Missile to Mr. Fly

This is the story of the Wandering Wackeroo.

Wackeroo, a futuristic looking gadget made of clay, painted in a pastoral shade and serving as an element of purpose in the life of busy executives who, when things get to the point where they can't get any worse, pick up the Wackeroo and hurl it against the nearest object whereupon the Wackeroo shatters and the executive feels better.

Several business executives who need such an out, The Kibitzers, early morning entertainers on NBC's Blue outlet, WMAL, have been giving Wackeroos away as a promotion stunt. Some anonymous person—who missed fame by a hair's breadth—called WMAL and asked that this "art object" be mailed members of the FCC who are out of town, saying that they are being watched by this FCC assistant "with a passion for anonymity" why this agency should be so selected.

One for the Chairman

Among those receiving the Wackeroo was Chairman James McCosker, FCC. Asked if he had taken his Wackeroo to St. Louis, the Chairman as always, spent some time before the monopoly report had been issued. One reporter (for.Broadcasting, of course) suggested that perhaps the Wackeroo could have been put to use in the Missouri City.

The Chairman explained the "art object" had been sent him and that he was not accepting the present. The letter to Frank M. Russell, NBC vice-president in Washington:

Dear Mr. Russell: I'm not exactly sure to whom I should express my thanks for the art object I received in this moving mail. I can see where it might have interesting possibilities. Sure you wouldn't like it back? Kindest regards,

which Mr. Russell replied in part:

Upon receiving your note of May 8th I was puzzled and after an inquiry I can assure you of great personal embarrassment. Of all things to send you a Wackeroo . . . I greatly appreciate your offer but I can assure you that it will not become a part of my life. If I may, I should like to return it to you. Why don't you consider it a gift and let it go to anyone it may help.

The FCC's new famous network measure began on Monday afternoon. A vote for last Saturday, May 3 and Mr. Fly got his Wackeroo the Monday following.

In the FCC itself, things have been relatively quiet on the monopoly issue. Several of Chairman Fly's colleagues have private his being placed in the FCC in a bad light. Moreover, the generally bad "press" given the monopoly regulations and the St. Louis pyrotechnics has not helped the blood-pressure of the FCC majority which voted the regulations.

Rumors Abound

Since President Roosevelt's repudiation of any knowledge of the monopoly regulations prior to their issuance, rumor has spread that he did not get involved in the new FCC regulation. Some speculation has been on the possibility of a new face on the FCC, to succeed Mr. Fly. William G. Thompson, whose term expires June 30, in advance of any reorganization.

And in some quarters, it was reported the new appointee might be named in lieu of Mr. Fly. But this did not appear to have much to back it up.

During hearings last week before the Senate Interstate Commerce Committee on the Western Union-Telephone merger, there were indications by high Army and Navy officials that the military establishment does not see eye-to-eye with the ambitions of the FCC to become the dominating coordinating agency for the Government in all phases of communications activity. Despite repeated denials, opinion is that a movement of those regarded as too severe.

The hearings are expected to run through Wednesday, June 4. Senator Wheeler is scheduled to deliver an address in Pittsburgh on Monday afternoon, with the vote be held before the close of the hearings. It is generally expected the committee will act with the Montana Senator.

NAB President Miller, in his testimony, tried to reverse the trend in the St. Louis episode, among other things. He will reflect the industry's viewpoint, which is preponderantly against the FCC's jurisdiction and long-range effect, totally aside from its immediate effect of disrupting normal broadcast operations during times of national emergency.

Mr. McCosker, for MBS, is expected to support the FCC regulations in all particulars. He did this immediately after the report and rejected the charge that the FCCs apology to the difficulty of the hearings. There was talk, for a while, of appointing a national committee probably comprising one outstanding communications expert from each State but this apparently was completely dropped. Broadcasters, wherever they are located, will be called upon for particular assignments in event the FCC continues.

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The FTC report, just received, covers the calendar year 1940. The figures show that 8,485 or 16.6% of network commercial continuities were marked “questionable” by the Division and set aside for further scrutiny. Of the non-network continuities 13,152 or 1.87% were marked questionable; of 13 regional networks 11.1% of the continuities were marked questionable and 9.5% of transcription continuities were set aside.

**Improvement Noted**

While the higher percentage of network continuities in the questionable status arises from several facts, first, network submit continuities on a continuous weekly basis whereas other types of continuities are received with far less frequency. Further, the FTC deplores more careful scrutiny to network continuities because it feels the chain programs are heard by larger audiences and therefore are more important from the FTC’s viewpoint than continuities reaching only a local audience.

The “questionable” designation, it was explained, is in no way a determination that a station is contrary to FTC standards but merely means that it possesses suspicious symptoms and is to be further examined.

In its annual report for the 1940 fiscal year the FTC said last January that it believed its checking of radio and periodical advertising had contributed substantially to the improvement “that has been evident in recent years in the character of all advertising.”

The recently completed tabulation shows the effect of population groupings usually followed in census reports whose commercial continuities were included in the advertising surveys during the 1940 calendar year. Commercial continuities (non-network) as to origin by population groupings were analyzed as follows:

<table>
<thead>
<tr>
<th>Stations Examined</th>
<th>Stations Marked</th>
<th>% Marked</th>
</tr>
</thead>
<tbody>
<tr>
<td>701,197</td>
<td>115,304</td>
<td>16.4</td>
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</table>

AN OLD TUBE gives a functional aspect to the entrance to the transmitter building of KTSK, El Paso. The ornamental effect was secured by etching 863 tube and air few other old parts that were gathering dust in the storerooms.

**Monopoly Report Analyzed by MBS**

Network Replies to Alleged Misstatements of Others

MBS last Saturday issued to its stockholders and affiliates “Mutuals White Paper,” a 16-page printed booklet “analyzing the causes and effects of the FCC report on chain broadcasting and the Mutual-ASCAP agreement.”

**Commercing:** “Because of misrepresentations currently being disseminated by other groups in the radio industry, we are writing to provide you with accurate information as to the position taken by MBS,” the paper points out that the Commission’s order does not go as far as other interests (particularly NBC, CBS and the NAB) would have the rest of the industry, Congress and the public believe.

“It does not abolish network broadcasting . . . it does not do away with the American System of Broadcasting, unless the American System has somehow become identified with entrenched monopoly . . . It will not bring chaos into the industry, unless we look upon competition as chaos . . . It does not paralyze freedom of the air but preserves it from private domination by a few individuals . . . It does not in any respect threaten the continuance of the network program service now received by the public, but on the contrary will stimulate an ever-increasing improvement in the service.

Others ‘Do Nots’

“The new regulations do not prevent reasonable and continuing business relationships between a network and its affiliates . . . A station is not prevented from hav-
BMI Additions of Publishers Bring Its Affiliate List to 190

New Stations Acquired, Total Now Reaching 690; ASCAP Drafting Yankee-Colonial Proposal

TOGETHER with a statement on policy assuring a continuation toward the goal of supplying enough music to ASCAP stations to operate without any other music, BMI last week announced it has secured the performance rights for most charts. ASCAP through contracts signed with seven publishing companies, bringing the number of affiliated publishers to 190. At the same time BMI announced the signing of four new stations, bringing its station list to 690.


Operative Changes

The full statement on policy reads: "BMI is making no operative changes which relate to the extent or quality of its service. It has, made, and will continue, to make operative changes which are in accordance with the fact, namely, that BMI has built up on a substantial backlog of material so that the enormous pressure upon it to maintain a time schedule of production has considerably alleviated."

"With this change in situation will come a greater emphasis on quality and exploitation. In no way has there been a slackening of BMI's progress and effort to provide in a full and complete music service to permit the broadcast of any programming or other place of entertainment without any music catalogs whatsoever."

Meanwhile, ASCAP stated that 237 stations are now operating with ASCAP licenses, exclusive of the Mutual outlets, of whom more than 100 have informally agreed to accept contracts for local as well as network ASCAP programs as soon as formal contract blanks are sent to them.

Society officials also reported that following conferences with John Shepard 2d, president of the Yankee and Colonial networks, contracts were being prepared designed to bring up these stations back into the ASCAP fold. Mr. Shepard was the sole MBS director opposing the network’s deal with ASCAP and led the battle against its ratification by MBS affiliates, but dropped his opposition after the majority had approved the contract.

Following the ASCAP salute program May 18, MBS began an intensive campaign to let every radio listener know that Mutual is the only national network providing ASCAP music.

Two sustaining musical programs are almost entirely ASCAP, and while the selection of numbers on remote dance band pickups is left up to the leaders, announcements are made on some of them calling attention to the return of ASCAP tunes. This emphasis on ASCAP music is only temporary, it was stated, and following this initial promotion the network’s sustaining will use both BMI and ASCAP tunes impartially.

'Lullaby Lane'

WOR, MBS key in New York, has likewise begun a two-week drive on ASCAP music. A new program, titled "All Time Hits and Featuring Irving Kaufman as "Musical Mac", consists chiefly of recordings of familiar ASCAP selections.

Broadcast six mornings weekly 8:45-9 a.m., the program is available for participating sponsorship and on May 21, two days after the first broadcast, WOR announced that two sponsors had already been signed, Penick & Ford (My-T-Fine dessert) and Sussex County Boosters Conference sponsors.

The sustaining programs of Morton Gould, Elinor Sherry and John Duggan are being composed exclusively of ASCAP numbers during the two-week period and Ramona’s broadcasts, now nightly instead of Sunday only, will also feature ASCAP tunes. Like the network, WOR will continue the use of non-ASCAP music after the conclusion of its educational campaign, it was stated.

"No promises of the return of ASCAP music to WOR, BMI gleefully reports that the first tune on the first ASCAP program on this station was "Number Ten Lullaby Lane," a BMI-licensed song.

Coincident with the advent of ASCAP on MBS, Accurate Reporting Service, which checks the broadcasts of popular tunes on the New York network outlets, dropped its reports on the performances on WCE and WZL, NBC stations, and on WABC, CBS, and added WOR, which had not previously been checked.

Move was made at the request of the ASCAP publishers who comprise the large majority of the service’s subscribers. As this eliminates the checking service on BMI numbers on NBC and CBS, BMI is now preparing to supply its own checking service to interested organizations.

Soups’ on WTMG

PHENIX FOOD SALES Corp., Chicago (Dainty Noodle Soup), is currently running a daily participation in Heitman & His Grenadiers program on WTMJ, Milwaukee. Agency is Needham, Louis & Rovira, Chicago.

ASCAP Meeting Scheduled June 2

Changes in Election Method For Board Membership

A GENERAL meeting of the ASCAP membership has been called for June 2, in the Hotel Astor, New York, to approve amendments to the Society’s articles of association proposed by the by-laws committee to conform to the requirements of the Government consent decree.

The 30-page booklet sent to members with the notices of the meeting contains 25 amendments, four by-laws, and three resolutions that the others designed to improve the operations of ASCAP. All have already been approved by the board of directors.

Change in Election

Chicoree change in the election of board members, previously elected by the board itself but now required to be elected by the membership. Proposed amendment receives no opposition, with 12 publishers and 12 writers.

In the first election, to be held by mail following the ratification of the amendment by the members, five vacancies six writers and six publishers, with four of each elected for three years, one for two years and one for one year. In all subsequent elections, members for writers and publishers will be elected, all for three-year terms.

Members’ votes are weighted in accordance with their rankings by the Society, each composer-author member holding one vote for each $20 received during the preceding year as participation in the ASCAP distribution of domestic royalties. Each publisher member holding one vote for each $500 so received. No ASCAP member, however, shall have less than one vote. Writer members for writers and publishers for directors from this class.

Other amendments required by the consent decree remove the assignment of “exclusive” performing rights to ASCAP, change the method of classifying members for distribution of funds from consideration of the prestige of the member to consideration of the size of his work, and change the requirement for writer membership from one work to "one work per five years.”

Writer-directors whose terms have expired are Fred Ahlert, Irving Caesar, Raymond Hubbell, Jerome Kern, Edgar Leslie and Gratia French. Publisher members whose terms have expired are Jack Bregman, George Fischer, Walter Fischer, Jack Robbins, Gust Schirmer and Will Von Titter.

Cocomalt Campaign

R. B. DAVIS Co., Hoboken, has named Murray Breece Associates, New York, for the national promotion of Cocomalt. Spot announcements in test markets are planned.
Whatever you're doing, drop it and write or wire right now for the 1941 Iowa Radio Audience Survey!

Designed especially for people who have the responsibility of planning, approving or merchandising any sort of advertising effort in the Mid-West, the Survey will be of incalculable help to all advertising and sales executives, agency account executives, and plan and media departments.

Authoritative and accurate, the 1941 Survey is based on more than 9,000 personal interviews made according to the most approved sampling methods, under the direction of Professor H. B. Summers, Kansas State College, and Dr. F. L. Whan of the University of Wichita.

IT TELLS virtually everything you could want to know about Iowa radio listeners' habits and preferences of all sorts—furnishes a means by which you can scientifically check almost all your advertising plans and hopes in this section.

Your copy will soon be off the press, waiting for you. WRITE FOR IT. No cost and no obligation.

Address:

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Television's apparent demand for films has interested agency motion picture departments, the majority of whom feel they will eventually be called upon to produce special television films. "We all realize the possibilities of commercial television," said Jack Pegler, head of the motion picture department of Lord & Thomas, "but in the same manner that radio developed AM, audio, tele- \[...\]

Movies Interested

"Commercial television will represent the wedding of the motion picture and radio arts," commented Fred Fiddler, head of the motion picture department of J. Walter Thompson Co. "In my opinion," Mr. Fiddler continued, "films will become the counterpart in television of the radio transcription. There are certain restrictions in the films made expressly for television that the Hollywood cameraman does not encounter. For example, in our motion pictures for telecasting, we have to deal with closeups and medium closeups rather than long shots because the television screen is so small that in long shots the characters are lost. At our agency, the radio and motion picture department are collaborating in their television efforts. Every alert advertiser has or is thinking seriously of television." From the advertiser's point of view, television pivots around the problem of circulation. "With small number of sets in use (estimated at about 3,600 in New York), will the time and production costs warrant getting into the new medium now in exchange for future advantage?" Will the circulation of sets steadily increase or will defense priorities make it impossible to produce video receivers and thereby stifle the entire television industry? These are the questions advertisers are asking.

NEW YORK THEATRE WILL START VIDEO

Rialto, Motion Picture House, To Use Scophony Method

RIALTO THEATRE, New York motion picture house, will shortly become one of an American theatre to offer large-screen television as well as motion pictures. Contracts signed May 20 with Scophony Television Laboratories, Inc., calls for immediate installation of Scophony optical-rear projection television receiver in the theatre. It is estimated the installation will be completed in about two weeks.

Before the outbreak of the European war, Scophony receiving apparatus was installed in the Odeon and Monsigneur theatres in London, where enthusiastic audiences witnessed BBC telecasts of the Derby and other outstanding sports events. It was reported. A similar installation is planned for the Rialto, with a screen approximately 10 x 12 feet, since the theatre is small.

Copyright Problem

Although most previous discussions of the television industry have been premised on a special program service which would be piped from studio to theatre via coaxial cable and so be an exclusive theatre presentation, the Rialto management is planning to take its programs from the air, arranging the routine device of movie exhibition to end a picture at the start of a scheduled telecast.

For the present, the theatre will probably pick up all the sporting events on NBC's current schedule, about two or three a week. After July 1, however, it is expected there will be three television stations in New York, each operating up to 15 hours a week, which would give the theatre a chance to select its television programs. The theatre plans to base its decision of admission when a television feature is added to its regular bill, with the amount of the increase determined by the nature of the telecast program.

The question of copyrights will arise almost immediately if the theatres charging admission for their shows are to use telecast material, according to radio attorneys, who said the subject would have to be studied before any definite statements could be made. They agreed such a plan would rightly constitute performance for profit and would be subject to the copyright laws.
ASCAP is back on WOR ... and WOR brings you the first commercial ASCAP buy ... "Musical Mac" a 15-minute all-ASCAP musical hit 8:45 to 9:00 A.M., price—$480 per week for 6-day a week participation

Call, wire or write—SALES OFFICE, WOR,
1440 Broadway, N. Y. C. Phone PE 6-8000
**Newspaper Policy Not Yet Pressed**

FCC Indicates Main Interest In FM at Present Time

INDICATIONS that the FCC may not force the newspaper divorce issue under its recent inquiry order, to the point of immediately affecting standard broadcast stations but will concentrate its energies on FM stations, owners of broadcast stations not of FM stations, have been gleaned by Washington observers from current FCC actions.

Whereas newspaper applications for FM stations are being transferred, for the most part, to the pending files until the policy issue is settled, standard broadcast applications are not being treated in that fashion. Whether any formal amendment of the procedure will be undertaken is not yet clearly indicated, though it is known that, for strategic reasons, the FCC majority would prefer not to meet the newspaper issue while the monopoly regulations are in controversy.

**Progress Claimed**

Following a meeting last Monday with attorneys representing the newspaper stations, FCC Chairman Fly said that "some considerable progress was made." The issues, however, have not yet been specified, though it was indicated the hearings might take place the last week in June. Normally, at least 30 days' notice on the issue is given.

Concurring with Chairman Fly were former Judge Thomas D. Thacher, chief counsel for the newspaper group, and his associates, Sydney M. Kaye, who is also BMI counsel and CBS copyright counsel, and Abe Herman, of Fort Worth, personal attorney for Harold V. Hough, WBAP-KGKO executive and chairman of the newspaper group.

Another straw in the wind on the newspaper situation came last Thursday. Although the FCC announced it had adopted and sent to the Grain National final its proposed decision granting a new 250-watt daytime station in Jackson- sonville, Ill., to non-newspaper applicants, two tapes are transcribed, a window was opened to consideration of a partnership which had a newspaper affiliation.

The grant was to Hubert Stephenson, Milton Edgerly, and Earl Kersmeyer, over the competitive application of the partnership of Helen L. Walton, and Walter Bel- jati, Mrs. Walton, who owns 48% interest in the Jacksonville Journal Courier Co., publishing the only two newspapers in the city.

In its proposed grant last March, FCC stated that it felt the granting of the Stephenson application would better serve public interest "in that there will be added to the Jacksonville area a medium for the distribution of news and information to the public which will be independent of and afford a degree of competition to other such media in that area." This was interpreted as selection of

**SMILING APPROVAL of the new 50-kw. transmitter for W45D, FM station of the Detroit Evening News, is given by Frank Gunther, vice-president of Radio Engineering Labs., Long Island City, N. Y., who super- vised the installation of the transmitter; William J. Scripps, general manager of WWJ, the News standard broadcasting station, and Carl Weiser, chief engineer of W45D.**

**FM, Shortwave Scales For Musicians Debated**

NEGOTIATIONS for a new scale of wages for union musicians employed on FM and shortwave broad- casts are in progress between exec- utives of NBC, CBS and WOR and officials of Local 602 of the Ameri- can Federation of Musicians.

To date the practice has been to use staff musicians on musical shows shortwave to Europe or Latin America, but now that a number of musical programs have been sold commercial to networks in America for transmission to Latin America the networks have come to realize that there is something wrong in paying network scale for musicians when the charges for time are comparable to those of a local 100-watt station.

The same situation is applicable to FM broadcasts, especially in the case of W2ONY, WOR's FM affili- ate, which is now operating commerci- ally. Therefore the broadcast- ers asked the union to set up a spe- cial scale for such broadcasts, pointing out that if the union does not, it will be competitive with the economic status of FM and shortwave international stations these stations will be in a position to employ house orchestra, thus giving em- ployment to additional union mem- bers.

**KTBC, Austin, Tex., has appointed as its local representative the Walker Co., an independent applicant over one affiliated with a newspaper.**

In announcing adoption of the final order of May 22, however, the FCC altered its findings to make priority the principal reason for the grant. It said the Stephenson group for some years had endeavor- ed to obtain a license for a station and had taken the initiative, had filed an application two months prior to that of the Walton partnership seeking the same fa- cilities. This was not covered in the original proposed finding. Then the Commission, in its final grant, al- lowed to the availability of an addi- tional medium for dissemination of news and information.

**AFRA Threatens A Strike at WKRC Impasse Reached on Problem Of Open Shop Contract**

STRIKE AGAINST WKRC, Cin- cinnati, may be called at any time by the American Federation of Radio Artists. Negotiations be- tween station and union, which have continued for months, have reached an impasse on the question of AFRA shop. Union, which has been able to get this provision in- cluded in most of its contracts to date, refuses to forego it in this in- stance. While the station management is equally insistent that it will not accept any contract in- cluding that clause.

A two-day conference last week between Hubert Taft Jr., general manager of WKRC, and Emily Holt, national executive secretary of AFRA, failed to effect a compro- mise on this issue, although on her return from Cincinnati Mrs. Holt reported substantial agreement be- tween station and union on matters of wages and working conditions.

**West Coast Pacts**

AFRA local in Cincinnati was given assurance the time ago by the national board to call a strike at its own discretion but the national office in New York refused to give such authorization. What might occur, except to state that the Cincinnati local will pick whatever time seems best.

AFRA has signed two contracts with AFRA stations, a 15-month contract with KSAN, San Francisco, and one with KPAC, Los Angeles, running until Nov. 1, 1945. This is also the expiration date of the union's national network and transcription contracts. Both are standard AFRA contracts, contain- ing the AFRA shop, arbitration and other standard clauses and providing for wage increases for employees of both stations, it was reported.

**New Cigarette**

BRENNING'S OWN, New York, is marketing in the New York area a new 20-cent cigarette called Bren- ning's Own. Company will select an advertising agency within the next few weeks to handle the account.

**'Pot' Dropped**

LEWIS H. HOWE Co., St. Louis (Tums) on June 5 dis- continues the Pot o' Gold pro- gram heard Thursdays 8- 8:30 over NBC's coast- line stations. The program, which caused considerable comment be- cause of the different-giveaway- basis, has been on the air continuously since Sept. 26, 1939. Whether the program will return when the face has not been decided by the sponsor, according to the agency, the Reliable Adv- Co., Chicago. The local New York Pot o' Gold program will carry weekly cash prize of $500 broadcast simultane- ously on WHN, WMCA and WNEW will continue.
KLZ
560 Kc. CBS Affiliate
STANDOUT STATION IN A STANDOUT SUMMER MARKET
DENVER
DENVER

Management Affiliated with The Oklahoma Publishing Company and WKY, Oklahoma City—Represented by The Katz Agency, Inc.
CBS Says FCC Would Cripple Industry

Network Replies to Charges, Points To Errors

ANALYSIS of the FCC’s network monopoly report, issued May 3, is provided by CBS in a 33-page booklet, carrying out the promise of CBS President William S. Paley, immediately after the report was released. At the time Mr. Paley characterized the FCC’s action as “the first paralyzing blow to the freedom of the air” and said a factual analysis was being prepared.

The analysis, said to have been approved by NBC, was sent to 100,000 newspaper editors, leaders of civic and educational bodies, and others. It takes up, point by point, the Commission’s charges and gives Columbia’s answer in each case.

A condensed version of the analysis follows:

Sometimes you have to take a thing away from people to get them to realize what it means to lose it.

That is the reason for the fear of radio broadcasting as we know it in America unless people understand what is happening and do something about it.

The FCC has adopted eight new “regulations.” Most people will never see them or read them. They are wrapped up in a thick Government report. It is one pill, they are sugar-coated with nice words and high-sounding phrases about the public interest. Then, to make the deception complete, they are handed out with a press release that would make people think the Commission is protecting what it is actually wrecking. Like calling a blitzkrieg a rescue party.

Unsubstantiated Use Of Epithets by FCC

In its report, and in subsequent utterances, the Chairman, the Commission bolster an attack on the networks by the loose, unsubstantiated use of such words as “monopoly,” “domination,” and “control.”

CBS here states and demonstrates that, instead of benefiting the public, instead of promoting sound competition, instead of improving radio broadcasting, what the Commission proposes to do will have these effects:

1. It will threaten the very existence of present network broadcasting services, bring confusion to radio listeners, to radio stations, and to the users of radio, and deprive business of an orderly and stable method of presenting sponsored programs to the people.

2. It will threaten the continuance to radio listeners of their favorite sustaining programs sent out by the networks, such as the New York Philharmonic, symphony broadcasts, educational and religious programs, world news service.

We do not see how, under these “regulations,” Columbia or anyone else can afford to, or has any real inducement to, produce and broadcast programs of this kind and to maintain and improve the character of its public service.

3. It will establish radio monopolies in many sections of the country which are now served by competing stations and competing networks and deprive hundreds of radio stations of an important source of revenue, besides seriously affecting their opportunity to build up their local audiences through network programs.

4. In weakening the ability of the radio industry to give the kind of broadcasting service that people have come to demand, it may, in the end, encourage the government to take over broadcasting altogether. Meantime it opens the door to complete domination of radio by whatever government happens to be in power.

5. It will cripple, if it does not paralyze, broadcasting as a national service at a time when it should be encouraged to continue and enlarge its contribution to national unity and morale.

FCC Assumes Powers Beyond the Law

Two things about American broadcasting are fundamental:

First, network broadcasting depends on advertising.

Second, advertisers buy network broadcasting because the networks can guarantee them a nation-wide audience.

The Commission through its new “regulations” undermines these foundations of network broadcasting and does this by assuming powers beyond the law and the obvious intent of Congress, although the Commission has never asserted such powers before.

When radio broadcasting began to develop in this country, Congress by law wisely laid down a sound policy for broadcasting in America—a policy which plainly meant to protect the basic right of freedom of the air as an essential part of freedom of speech.

Under that law, Congress gave the Federal Government, through the FCC, the power to license broadcasters, assigning to each a definite wave length on which to operate in the public interest, convenience or necessity. That was necessary, just as traffic rules are necessary on crowded streets, just as our highways are marked off for the safety of vehicles.

In its new “regulations,” the Commission says “no license shall be granted” unless the station bows to the Commission’s arbitrary will. It says the station must comply with whatever it lays down. Do this—or we will put you off the air.

We come now to detailed consideration of these “regulations” and their meaning.

Under Rules 1 and 2 the Commission denies the right of an individual radio station to make any exclusive contract with a network.

Rule No. 1 says in effect: The Commission will take away the license of any station if it agrees to broadcast network programs from only one network even though the station does not want and cannot find time for programs from more than one network.

Rule No. 2 says in effect: The Commission will take away the license of any station if the station makes a contract which withholds from competitors the benefits of its network affiliation.

Here are the principal reasons why in this knocking out the present contracts between stations and networks the Commission destroys the whole basis of the kind of network broadcasting the people of this country enjoy:

CBS and its affiliated stations now have a common-sense arrangement which provides that Columbia will not furnish programs to any station in a city other than its affiliated station (except in case of public emergency), and that the affiliated station will not carry programs of any other national network.

Because of its contracts with affiliated stations—without which it could not sell substantial amounts of time to national advertisers—CBS in the year 1940 was able to spend millions of dollars for non-advertising programming, a fact which local stations cannot do for itself.

Because CBS is able to deliver guaranteed outlets for advertising programs, it is able to book a station for 16 hours a day, 365 days in a year, leased telephone lines linking these outlets throughout America, giving the entire nation constant access to network programs; to maintain its studio facilities, engineering equipment, foreign representatives, representatives in the nation’s capi- tal, a highly organized news staff and all the other things that make network broadcasting possible.

The network advertiser wants the biggest possible nationwide circulation (audience) that he can get. He wants it at a reasonable price, and he wants to be assured that he can keep it so long as he gives the public the kind of programs it wants to hear.

It would be utterly impossible for Columbia or any other network to do this if it did not know from day to day what circulation it could deliver, what stations it could call on, what time on those stations was available, and what time was lost to other networks. If this took time on the stations affiliated with us, our schedule of available time across the country would become a jigsaw puzzle. Under the Commission’s “regulations,” CBS would not know whether it could deliver a good outfit, or any outfit at all, and the advertiser would not know upon what kind of circulation he could count.

It is the nationwide audience that we have built—because up to now we have had proper incentives to build it—which makes network broadcasting so useful to educational, religious and cultural groups who desire to reach a nationwide audience, as well as to the officials of Government when they wish to reach all of the people simultaneously. This, too, is what makes broadcasting so effective an instrument of democracy, enlightening the people, helping to sustain their morale in times of stress.

Fly-by-Night Brokers Would Be Encouraged

So far as present station competition is concerned, the lowest power station may sometimes have as good a program as its highest power competitor, if not better. But not under the new “regulations”. If the Commission outlaw exclusive arrangements between stations and networks the kind of competition what will happen? Naturally, the advertiser will prefer the 50,000-watt high-power station, which will be free to pick and choose the best programs on the air. Stations 3, 4, and 5 will not get the over-all program service they have been getting, but merely the left-overs after Station No. 1—the 50,000-watt network—has had its pick. One scarcely needs to spell out the effect on the lower power stations. Yet the Commission would have people believe that its new “regulations” will shake the channels of competition and equalize opportunities so as to stimulate better radio service.

In seeking to evade the obvious (Continued on page 33)
NOW on the air with 50,000 WATTS

NOW MORE THAN EVER NORTH CAROLINA'S NO. 1 SALESMAN!

WPTF
RALEIGH, N. C.

680 KC • NBC Red

FREE & PETERS, INC. National Representatives
HEARST MAGAZINES Inc., of which Good Housekeeping is a subsidiary, was ordered last Friday by the Federal Trade Commission to cease alleged misrepresentations in connection with the use of emblems purporting to guarantee the quality of various advertised products or to indicate the nature and extent of Good Housekeeping’s testing of such products.

The Commission held that use of various seals was confusing to the average reader of the magazines and had the tendency to mislead purchasers into believing the respondent’s product had been thoroughly tested and approved and was guaranteed by the respondent without actually testing or guaranteeing a product. The seal failed to satisfy the standard of the Commission that the seal carried no guarantee or proved that the product had been adequately tested.

Provisions of Order

The order provides:

Good Housekeeping seals of approval cannot be used on foods, drugs, cosmetics or related items until the product concerning which such representation (of tests or approval) is made has, in fact, been adequately and thoroughly tested in such a manner as to assure, at the time such product is sold to the consuming public, the quality, nature and properties of such products in relation to the intended usage thereof and the fulfillment of the claims made therefor in connection with the use of such insignia or representation.

Good Housekeeping cannot represent that any product advertised in the magazine, or using the seal, is guaranteed “unless such guarantee is without limitation, if it limited unless all limitations upon such guarantees are clearly, conspicuously and explicitly stated in immediate conjunction with all such representations of guarantee.”

The same holds true for use of the guaranty-statement or seals in connection with advertisements in other Hearst publications.

Good Housekeeping cannot represent that all claims or representations made for any product advertised in the magazine are true “when any presentation or claim contained in such advertisement is not in fact true.”

The complaint was issued in August, 1939, and hearings were conducted over a period of more than a year. In the course of the complaint, a blast against FTC on the part of officials of Hearst Magazines, Inc., who charged the Commission was out to ruin advertising, was answered by a “holly war” on the part of advertisers against FTC.

Among the findings were the following points:

1. - The magazine’s guaranty system is misleading because it makes readers believe “that the guaranty of the respondent is an unlimited guaranty.” This is particularly true; the findings continued, inasmuch of the fact that the general guaranty is extensively publicized while the “true nature of the guaranty” is “more or less inconspicuously” placed on one page in Good Housekeeping.

The former reason, the said findings also make use of the guaranty statements in advertisements in other publications misleading.

2. - Use of seals combining the words “tested and approved” were misleading, the findings stated, because, while tests were made, the “tests of foods, drugs and cosmetics generally were not sufficient to assure the fulfillment of the claims made for such products.” The findings pointed out that only “recommended” seals were granted to meet products.

3. - The use of various designs for shields, seals, etc. by different products, the findings said, are misleading because clear lines of demarcation are not made between various kinds of seals and the background they represent.

4. - Representations made by the magazine to the effect that all advertising claims and representations appearing therein are misleading, the findings said, because testimony shows that many of the advertisements appearing in Good Housekeeping magazine contain false, deceptive and misleading statements and representations with reference to the adequacy of value of medicinal preparations, the properties and effectiveness of cosmetic preparations and the purity of food products.

Observers of FTC procedure predicted that respondent’s compliance order in the case (in the event the order is not appealed to the courts) will be infinitely more significant than the order itself. As usual in FTC procedure, the order commands respondent to file a written report of compliance with the Commission within 60 days after the order has been served. In many major cases, however, FTC has granted respondents additional time in which to change business practices and file reports.

The FTC earlier had issued a complaint charging O. R. Pieper Co., Milwaukee, with making misleading representation in the sale of coffee. The cease complaint alleges that the respondent’s “Gargoyle” coffee was not greater in strength and flavor than other coffees and did not produce 12 more cups to the pound than did other brands as the Pieper Co. claimed in its radio, newspaper and other forms of advertising.

Regulation Queries Offered in Canada

Answers to Questions About Gladstone Murray Refused

By JAMES MONTAGNES

REFUSED a Parliamentary Committee on Broadcasting this session, individual members have tabled questions about the rumor circulated in Ottawa and radio circles that an executive committee has taken over the duties of Gladstone Murray, general manager of Canadian Broadcasting Corp.

Rumors in the industry include a report that Gladstone Murray is to be transferred to an administrative position in the Royal Canadian Air Force, that he is to be left only programs and public relations and that he being replaced by Dr. Augustin Frigon, assistant general manager.

Ten Questions

Questions tabled in the House of Commons by M. J. Coldwell, leader of the Cooperative Commonwealth Federation (Socialist) party in Parliament, included:

(1) What is the reason for the transfer of the CBC assistant general manager from Montreal to Ottawa? (2) What are Dr. Frigon’s present duties? (3) To whom is Dr. Frigon directly responsible? (4) What are the functions of the CBC general manager? (5) Have any amendments been made to the CBC by-laws or are any contemplated? (6) What changes in the CBC constitution do such amendments, if any, make? (7) Has any new member been appointed to the CBC board of governors? If so, who? (8) What salaries were paid to the CBC general manager and assistant general manager respectively last year? (9) Has any change in their salaries been made recently or is contemplated? If so, what? (10) What is the nature of the change? (10) Were either or both these officials entitled to a stipulated expense allowance last year, in addition to salary, and if so, how much for each individual?

The questions, tabled May 14, have not as yet been answered. Just when Munitions & Supply Minister C. D. Howe, who retains control of radio broadcasting although it comes under the Transport Ministry, will answer, and questions has not yet been announced.

C-B P Vel Plans

COLGATE - PALMOLINE - PEET Co., Jersey City, has appointed Ward Wheelock Co., New York, to handle Vel. Product is a chemical detergent in granulated form used for washing clothes and household work, and is said to have many advantages over soap. Competing product on the market is Dr. Bonner’s. Plans said to include radio are now being formulated.

WORLD SERIES BROADCASTS

HAVING announced consolidated net earnings of $5,006,633, or $2.91 per share, for the 1940 calendar year, according to its annual report issued March 31 (BROADCASTING, April 7), CBS and subsidiary companies on May 14 issued a profit and loss statement for the 53-week period ending March 29 which showed profit for the period of $5,309,672. No first quarter statement for 1941 has yet been issued.

Gross income from the sale of facilities, talent, lines, records etc. for the 53 weeks amounted to $53,722,350, from which was deducted time discounts, agency commissions, record returns, allowances and discounts of $15,818,985; operating expenses and cost of goods sold, $21,384,048; selling, general and administrative expenses, $8,022,366; interest, $73,821; depreciation and amortization, $785,111. Added was net miscellaneous income of $76,005, leaving profit before Federal income and excess profits taxes of $5,017,914.

Federal income taxes amounted to $2,114,911 and excess profits taxes to $593,331. The deduction of the $2,708,242 tax bill left a profit for the period of $5,509,672.

HERMAN RADNER, president of the Walkerville Brewery, Detroit, and chief owner of WIBM, Jackson, Mich., has applied to the FCC for a new 1,000-watt daytime station on 890 kc. in Dearborn, suburb of Detroit.
100 MILLION EXTRA DOLLARS TO SHARE...

... IN AMERICA'S NO. 1 MARKET

In 1939, according to the Bureau of Census of the Department of Commerce, tourist dollars left in Connecticut alone amounted to more than $90,000,000. Last year it was 14% above the figure for 1939 and indications are that 1941 will be an even greater season. These visitors to Southern New England will depend upon WTIC as the best means of keeping abreast of the changing world scene.

So, you'll be missing a bet if you don't make an effort to get your share of this dollar increase in the nation's wealthiest market. And you'll miss a bet, too, if you don't use WTIC—the foremost selling medium in Southern New England.

* 1940 Income Figures of Industrial Economics of the Conference Board.

Photograph courtesy Connecticut Development Commission

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

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Harris Is Successor to Rauh, Hilmer Is Promoted by FCC

Law Department Is Completed With Appointment Of Young Federal Attorneys to Fill Posts

COMPLETION of its law department roster was effected by the FCC May 21 with appointment of Thomas E. Harris, lawyer in the office of Solicitor General Francis B. Biddle's junior assistant general counsel, succeeding Joseph L. Rauh Jr., and the promotion of Lucien A. Hilmer as assistant general counsel in charge of the broadcast division of the law department.

Mr. Rauh, who has been with the FCC for just a year, was primarily responsible for legal drafting of the Telecommunications Act and the administration and served for five months as senior assistant to the FCC's general counsel.

Mr. Hilmer joined the FCC in July, 1938, and was named assistant counsel with appointment of Lucien A. Hilmer as assistant general counsel in charge of the broadcast division of the law department.

Mr. Rauh, who has been with the FCC for just a year, was primarily responsible for legal drafting of the Telecommunications Act and the administration and served for five months as senior assistant to the FCC's general counsel.

Active Career

Mr. Harris, new assistant general counsel, will work directly under General Counsel Telford Taylor and presumably will take over litigation, handled by Mr. Rauh. He was in Little Rock and was reached by telephone May 31. As an assistant to the FCC, he worked on the plaudits of Chairman Fly for his work at the FCC.

Mr. Hilmer

Mr. Harris

Mr. Harris is an honor graduate of Columbia Law School, in the class of 1934. He was appointed law secretary to the Court Justice Harlan Fiske Stone upon graduation and served for a year. From 1936 to 1937 he was with a Washington law firm. From 1937 to 1939 he was employed by the 18th division of the Department of Justice, specializing in appellate work, and was assistant chief of the appellate section for six months.

In 1939 Mr. Harris became a member of the Solicitor General's office, and made numerous appearances before the Federal Circuit Court of Appeals and five appearances before the Supreme Court. He was on a vacation in Mexico at the time his appointment was announced, and expected to report for his new duties May 26.

Mr. Hilmer

Mr. Hilmer joined the FCC in July, 1940 and became chief of the Broadcast Section of the law department under Assistant General Counsel George B. Porter, who resigned last fall. He has been acting head since. A native of New York, Mr. Hilmer is 33 and was graduated from Williams College in 1928, and Harvard Law School in 1931. From 1931 to 1935 Mr. Hilmer engaged in the practice of law in New York City. He was appointed assistant counsel of the Senate Committee on Interstate Commerce during the railroad finance investigation in 1935, and in 1938 was named associate counsel, serving in that capacity until his appointment to the FCC. He has been in charge of the New York office of the Senate Committee under Chairman Wheeler (D-Mont.).

Mr. Rauh, 30, has had a long career as a Government attorney. A native of Cincinnati, he was graduated from Harvard magna cum laude in 1932, and from the law school in 1935 with highest honors. From 1935 to 1938 he served as a member of the legal staff of SEC. In 1936 he became law secretary to Associate Justice Benjamin N. Cardozo, serving until the Justice's death in 1938.

From July, 1938 until January, 1939, he was on the legal staff of the National Power Policy Committee, and then became secretary to Associate Justice Harlan Fiske Stone, who then served as Chairman of the Department of Labor as Assistant General Counsel, and on May 6 was named Assistant General Counsel of the FCC to succeed William C. Koplovitz.

Praise From Fly

On May 17, Mr. Rauh wrote FCC Chairman Fly that he had been anxious to take an active part in the defense program and that the Chairman had tried to help him not stand in his way.

"I have only one real regret in making this move," Mr. Rauh wrote. "Before leaving the Commission, I should have liked to see the chain broadcasting regulations upheld in the forum of public opinion and in the courts, as I feel confident that they shall be. I should have liked to see them become an integral part of the structure of radio broadcasting in this country. The Chain Broadcasting Report and regulations constitute, to my mind, the most forward-looking step toward the safeguarding of freedom of speech that has been taken for many years. The opportunity of participating in the drafting of the Report and regulations as a member of the Commission's staff was one for which I am deeply grateful."

Chairman Fly, in accepting Mr. Rauh's resignation, said "his work has been of the highest order, his energies vast and his loyalty un-failing. All the Commissioners deeply regret the departure of so able a man." General Counsel Taylor commended the outstanding character of Mr. Rauh's work and said he could not "praise his abilities too highly. His energy, devotion to his duties, and unfailing good humor have marked his association with the Commission, and we are all sorry to see him go."

NEW PLANTS BOOST ALUMINUM OUTPUT

AN ADDITIONAL 100,000,000 pounds of aluminum yearly starting about August of this year will be available according to an announcement by R. S. Reynolds, president of the Reynolds Metals Co., for years a leader in the aluminum manufacturing field, that successful production of the metal has been started in Muscle Shoals, the first of a series of new plants built by the company.

The Reynolds company is new in the field of aluminum production—could have been exclusively by the Aluminum Company of America, it was stated. To facilitate mining of bauxite at Lieter, Ala., which will have an annual maximum capacity of 40,000, pounds, and at Longview, Wash., which will produce 60,000 pounds when running at capacity, the company mortgaged 18 of its manufacturing factories to borrow from the RFC for the new venture.

Mr. Reynolds stressed that although Government-owned factories could step up production to 500,000 pounds, or triple the new production capacity of his factories, the total aluminum production in United States would fall far short of the one billion tons the Axis could produce in lands under its domination. Asked for an estimate of the amount now produced by the Aluminum Company of America, Mr. Reynolds said about 412,000,000 pounds in 1940, "but they are probably producing more than that rate now", and he expressed "alarm" at the overall production, and stressed that it was time for the Government to step in to pro- vide for more productive capacity.

Foreign Tongue Series Of Considerable Value, Chairman Fly Asserts

FCC Chairman James Lawrence Fly believes that foreign language programs are of "considerable value" and should not be discontinued, despite the statement last month in reply to a "national group" which urged that foreign language programs be "cut off in the air without further consideration".

"I believe it would be a serious mistake for either the Government or the broadcasters to take any action at this time to discontinue or curtail them," Mr. Fly wrote. "It seems clear to me that any persons who are bringing pressure on stations to discontinue all foreign language programs are pursuing a shortsighted policy and should not be encouraged."

The Commission in an accompanying statement pointed out that it has been conducting an extensive survey of such broadcasts. Each licensee was asked to state the initial responsibility under the law for the selection of program material and that language broadcasts are subject to the same considerations that govern general broadcasting.

Miles Labs Will Revive 'Lum & Abner' Sketches

MILES LABS, Elkhart, Ind., on May 26 will start Lum & Abner in a quarter-hour comedy sketch four times a week on seven Pacific NBC network stations, heard on Mondays, Tuesdays, Thursdays, and Fridays at 7:15-7:30 p.m.," Our Foes of the Alka-Seltzer and One- A-Day Vitamins. Agency is Wade Adv. Agency, Cicago.

On May 12 Miles started for 52 weeks Alka-Seltzer News featuring Glenn Hardy on 31 Don Lee network stations, seven days weekly 10-10:15 a.m. (PST). Firm formerly sponsored this program twice-weekly plus a five-time quarter-hour program Our Friends of Lum & Abner on network. Additional newscasts were signed upon ending of contract for latter program with former Adv. Agency, Los Angeles, has the account.

Panel on Radio Writing Is Planned in New York

A RADIO WRITERS PANEL will be included in the sessions of the Fourth American Writers Convention June 6 to 8 at the Hotel Commodore, New York, under auspices of the League of American Writers.

Speakers, not yet announced, will discuss the following issues: Current trends in radio; the negro in radio; the music of ASCAP-BMI on the air; programming music in radio; a permanent radio writers committee in the League; progress and problems in radio; the Guild; the Fall River ILGWU program; censorship on the air; during the juveile writers panel on June 8, radio- writing for children.

APPLICATION for a new local in Birmingham, 220 watts on 1360 kc. in name of the station, Inc.; George Johnston Jr., vice-president of Johnson Mfg. Co., and in the investment and loan business.

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BROADCASTING • Broadcast Advertising
"One Thing, However, Remains Unchanged"

The first advertisement for the telephone appeared in May, 1877—a little four-page circular, headed simply and with Yankee brevity: 'The Telephone.' It announced that speech could be transmitted for a distance of twenty miles and then went on to point out, with complete candor and honesty, the shortcomings of those early telephone facilities by saying: 'Conversation can easily be carried on after slight practice and with the occasional repetition of a word or sentence. On first listening to the telephone, though the sound is perfectly audible, articulation seems indistinct, but after a few trials, the ear becomes accustomed to the peculiar sound and finds little difficulty in understanding the words.' It is doubtful if any advertisement ever told, with more complete frankness, the defects of its sponsor's product. Such candor won confidence and friends for the first telephone company. . . .

Today research has improved the quality of speech, eliminated the factor of distance and brought the cost of service lower and lower. And today radio makes it possible for you to hear as well as read your telephone company's advertisements. One thing, however, remains unchanged. Your telephone company is still glad to tell you or show you anything about this business.

Telephone lines carried these words over a national network on The Telephone Hour—a regular program heard each Monday at 8 P. M., E. D. S. T. Ever since the beginning of network transmission, the Bell Telephone System has co-operated with broadcasters to improve network facilities.
Free & Peters Takes NAB Membership For Industry Unity, Protests High Dues

DESPITE opposition in principle to the new associate membership project of NAB, Free & Peters, radio station representatives, has applied for associate membership at $1,000 per year in the interests of "industrial solidarity" in view of existing conditions.

In a letter to NAB President Miller last week, James L. Free, senior partner, referred to lengthy correspondence during the past several months, in which he contended that the present scale of dues for associate membership is "relatively unfair and discriminatory to station representatives". He repeatedly held that a station representative should not be asked to pay twice as much, but rather half as much, as a large equipment manufacturing or transcription company, for example.

Refusal to Change

Mr. Free's complaint had been brought to the attention of the NAB board, which declined to change the scale. He had pointed out that his company did not need nor wanted an official exhibit at the annual NAB convention, which was the principal incentive offered. "No "selling" is done at a convention, he pointed out, since representatives regard stations as their employers—not customers. Neither Mr. Free nor his associate, R. Preston Peters, attended the NAB convention in St. Louis.

"We still feel, as strongly as ever", Mr. Free wrote, "that the present scale of dues is unfair to us. The present plan has largely agreed with our stand.

"However, you have presented our views to the NAB Board, which I understand has declined to change this scale. More strongly than any-

thing else, we feel everyone connected with the broadcasting industry should stand together today in support of the work you are doing in NAB. Therefore, we wish to make application for associate membership in NAB, at $1,000 per year, as our contribution, which really is also an additional contribution from each of our stations, to industry solidarity and to the splendid work you are doing. If you will send me another application blank we will fill it in and return it promptly.

In his previous correspondence, Mr. Free had pointed out that there had been no pressure from any station to apply for associate membership and that the meat of his contention had been that if representatives were asked to pay $1,000 annually for associate membership at the transcription companies and equipment manufacturers, who have wares to sell at conventions to all stations, should pay $2,000 or $3,000 instead of the $500 stipend.

Canada Radio Count

AN ACTUAL COUNT of the number of radio receivers in use in Canada will be made during June when Canada takes its eighth decennial census. In a special questionnaire to find out how Canadians live, detailed questions will be asked about the dwelling. One of these questions will be if there is a radio receiver in the home. This sample to be taken throughout the country is to include rural as well as urban regions and will give an accurate count for the first time of the number of receivers in use in the Dominion.

Other questions on this housing questionnaire deal with home ownership, house construction, use of electrical equipment and appliances, heating, plumbing, garage accommodation, house value and financing arrangements or rent paid, all questions on completion will be of value to radio advertisers, selling commodities for better living.

WBAL Capital Bureau

ITS OWN Washington bureau will be set up by WBAL, Baltimore, with the inaugural next month of its 50,000-watt operation, according to Harold Burke, manager, Gen. Robb, representing the Heart promotion for its report. Washington, and Hardy Burt, newsmen, will maintain the bureau and broadcast a fifteen minute program entitled This is Washington, three times a week, direct from the House Radio Gallery.

APPEAL DATE SET IN BELO DECISION

THE LONG PENDING Belo Corp. case growing out of employment contracts [BROADCASTING, Feb. 10, 17] will be heard May 28 before the U. S. Court of Appeals for the Fifth Circuit in New Orleans. The hearing is the result of an appeal by the Wage & Hour Division of the Department of Labor against the publishing company—owning WFAA, Dallas, and a half-interest in KGGK, Fort Worth, and publishing the Dallas Morning News—aafter its petition for a permanent injunction had been denied by a Federal Court ruling on Feb. 4.

The Belo Co. civil suit involves firms paying wages or salaries equaling or exceeding minimums required under the wage-hour law in residences of genuine employment contracts. A Federal judge held in denying the Government's motion to set aside last March that such firms were complying with the wage-hour act, regardless of methods of payment.

Col. Philip B. Fleming, Federal wage-hour administrator, in appealing the case, maintained that the firm would largely destroy Section 7 or the 40-hour week which has been done to increase employement . . . the Federal Court's opinion inclines one to believe that it regarded our Act as a minimum wage rather than a wage and hour law. It did hold it clear that the newspaper and radio station were in interstate commerce and covered by the Act.

Salute to ASCAP Ignored by WGRG

Cisler Declines Free Time to 'Burdensome Monopoly'

HOLDING that "ASCAP wants more money than is worth", WGRG, New Orleans, on May 13 announced to its audience that it would not carry the MBS salute observing the return of ASCAP music to that network.

ASCAP, the station said, is a business enterprise and makes a charge for its merchandise. "WGRG declines to make a free public service time to advertise its merchandise, while continuing to charge local advertisers for their radio advertising," WGRG is headed by Steve Cisler, acting chairman of the permanent group of MBS affiliates opposed to the ASCAP contract, organized at the NAB convention in St. Louis May 14. This group expressed the belief that no stations should be made of affiliated stations to ascertain whether the "ballot box wasn't stuffed" [BROADCASTING, May 19].

"Not the Solution"

WGRG told its audience that it has not yet accepted the MBS-ASCAP contract in the belief that it was not the solution of the "burdensome music monopoly problem that has beset the broadcasting industry for years. The announcement continued:

"WGRG has no quarrel with ASCAP or the value of its music. We decline to pay more than we think a program source is worth, and WGRG still feels ASCAP wants more for its music than it is worth."

"The only ASCAP music to be heard on WGRG will be through certain Mutual network programs that will be devoid of any promotion or self advertising for the organization ASCAP.

"Through the excellent music copyright sources of Broadcast Music, Associated Music Publishers, and SESAC, WGRG will continue to offer adequate and varied music."

New Bread Program

CONTINENTAL BAKING Co., New York (Wonder Bread) will replace Haven MacQuarrie's Your Marriage Club on 47 CBS stations with a half-hour dramatic program, Maudite's Diary. The former program will be replaced August 21, but on July 3 will be shifted from Saturdays at 8:30 p.m. to Thursdays at 7:30-8 p.m., and Maudite's Diary will go into the latter period. The new dramatic program will be adapted by Albert Miller from the magazine stories by Sarah Grasmere Lorimer. Agency is Ted Bates Inc., New York.

BARCLAY CRAIGHEAD, chairman of the Montana Unemployment Compensation Commission and 50% owner of KEPA, Helena, has an application pending before the FCC for a new Class IV station, 250 watts on 1300 kc, in Butte, Mont.

FIRST MEMBERS of the staff of WOR, New York, to win checks from the station's Suggestion Committee for new ideas on how to improve WOR [BROADCASTING, May 8], are shown here receiving their rewards from J. R. Peters, WOR chief engineer. Those whose ideas paid off for the semi-monthly checks of from $5 to $25 are (1 to r): J. Arthur Diaz, station porter; Junumae Fallon of the recording department; Edna Boody and George Allen, both of sales promotion.

Beer Advertising

BEER ADVERTISING on the air since beer was legalized April 17, averaged about $988,000 a year, according to "Beer & Brewing in America," a booklet written by Warren M. Persons and published by the Brewers Industrial Foundation. Estimating that the brewing industry has spent roughly $150,000,000 in the past eight years for advertising, the report shows that the major part of this sum has been about equally divided between twobars, which got 28.5% of the advertising money, point of sale advertising, account for another 28.5%, and outdoor advertising for 18%. Magazines got 7.6%, radio 4.3% and weekly newspapers 3.5%.

JOHN KRACHTYS, Chicago music firm, during May joined SESAC as an affiliated organization.
DISC EMPLOYMENT
STUDY COMPLETED

THE SURVEY of the employment of union musicians by the recording industry, the sums expended for musical talent on electrical transcriptions and phonograph records, and the effect of distribution of these recordings on local employment of live musicians throughout the country has been completed and is ready for presentation to the annual convention of the American Federation of Musicians [Broadcasting, March 17, April 14].

Ben Selvin, vice-president of Associated Music Publishers as well as a musician and an AFM member of long standing, conducted the study at the request of James C. Petrillo, AFM president, and will accompany Mr. Petrillo to the convention, to be held in Seattle the week of June 9, to present the report in person to the delegates.

Designed to give the union an accurate picture of the effects of recorded music on the employment of AFM members, the study is based on replies to questionnaires sent to manufacturers of records and transcriptions, to radio stations and to advertising agencies. The results, according to Mr. Selvin, show that the sums spent by the recording industry for musicians is "in the millions" and that it has increased greatly from year to year.

Revival of 'Chautauqua'
Theme of WLW Series

WELL-KNOWN "names" in the fields of entertainment, government and music have been scheduled for the forthcoming series of Miami Valley Chautauqua programs, on WLW, Cincinnati, for eight successive Sundays during the summer, starting June 29. Among those featured will be the Quiz Kids, who will inaugurate the series, H. V. Kallenborn, Martin Dies and John Charles Thomas.

All broadcasts will originate on the banks of the Ohio river near Franklin, O. Initiated by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting, the series is an attempt by radio to revive the Chautauqua as a source of education and entertainment. First organized at Chautauqua Lake, N. Y., in 1874, the movement known by that name became an American tradition, reaching its peak activity 1905-1915.

Joe A. West

JOE A. WEST, 24, junior announcer of KGO-KPO, San Francisco, died Thursday at the home of his father in San Mateo, Cal. West was a graduate of Washington State U and had been with the NBC stations for two years, starting in the mail messenger service and advancing through guest relations to the announcing staff. He is survived by his parents and his widow, Janet Doe West.

HERMAN RADNER, president of WIBM, Jackson, Mich., since 1933 and president of the Walkerville Brewery Ltd. in Ontario, has applied to the FCC for a daytime regional in Desbord, Mich. 1,000 watts on 880 kc.

100% GATES—MEANS 100% SATISFACTION

YIPPEE!

... lots of PEP for a 250-Watter!

KPOW-Powell, Wyoming, Goes

"The GATES AMERICAN WAY"

to greater coverage and low operating cost with
GATES AMERICAN Studio and Transmitter Equipment

Gates has provided the answer to stations who have limited budgets, yet desire first class equipment. The S251 Transmitter and the new Model 30 Console shown here, are part of the 100% Gates installation. The price of the S251 is lower than the costs you'd expect to pay for parts alone. Yet it is being used by more and more network and independent stations, proving that its performance is exceeding all demands. Operating on 1230 KC, full time, KPOW covers six counties in Wyoming and four counties in neighboring Montana. Says Mr. Albert J. Meyer, owner and manager: "We are actually selling time within a radius of 175 miles and are consistent in this territory. We think this is outstanding for a 250 watt station."

FREE!

The complete looseleaf Gates catalog of radio broadcasting equipment describing transmitters, speech equipment, remote apparatus, antenna tuning equipment, directional phasing equipment, limiting amplifiers and everything for the commercial broadcasting station. Yours for a request on your letterhead.

GATES
QUINCY, ILLINOIS, U.S.A.

BROADCASTING • Broadcast Advertising  May 26, 1941 • Page 23
The same program but... what a difference!

Every Wednesday at 8:30 P.M. if you live in New York you can tune in to the New York Pot O' Gold program sponsored by Tums and placed by Stack-Goble.

The same program, identical in every detail, is aired simultaneously over WMCA and two other independent stations in New York. Listeners have complete freedom of choice. There is no coercion, no special inducement—no difference in program. Did we say no difference? There is a difference, and a very important one: the preference of listeners for a particular station.

56.5% were tuned in to WMCA
7.5% were tuned in to Station B
18.0% were tuned in to Station C
18.0% could not identify the station

Based on three Wednesday night coincidental telephone surveys by C. E. Hooper, Inc.

Remember, the program was identical but more than twice as many were hearing it over WMCA as over the other two combined. It proves again how deeply entrenched the WMCA listening habit is.

Are you taking advantage of it?
America's Leading Independent Station First on New York's Dial... 570

WMCA

The Other Fellow's VIEWPOINT

EDITOR, BROADCASTING:

Before the American radio industry gets too upset over the recent FCC instructions, I would suggest that you, as the editor of a trade paper, investigate the system of radio network broadcasting used by the commercial stations in Australia, and let the American industry have some facts that will help them determine whether the FCC regulations contain a little bit of good with a great deal of evil.

I have had considerable to do with both forms of radio broadcasting and one point in my experience stands out strongly. Under the present American System, a majority of the stations in a network may desire to broadcast a certain type of program but because the executives of the network's New York offices have an established policy which opposes the said type of show, the feature cannot be broadcast.

In Australia, a Sydney station may develop a feature for a certain sponsor. This sponsor may decide to relay the program to some station in Melbourne. The sponsor has the choice of determining the Melbourne station that will carry his program, providing of course, that time is available. Thus, one Sydney station may originate several programs, each of which is relayed to a different station in Melbourne.

In Australia, the competition is between the several stations in that city. However, the Australian Government keeps the competition fair by forcing all stations in each city to broadcast with the same power. Here in Los Angeles, for instance, the power of the stations run from 1,000 watts to 60,000 watts. Certainly a big national advertiser, under the present FCC rule, would select the 60,000-watt station. This would mean that the 50,000-watt station had a great advantage over all other stations. This certainly would be unfair competition.

If, on the other hand, all Los Angeles stations had the same power and approximate coverage, the business would then be obtained by the stations broadcasting programs that were attracting the greatest public interest. On this basis, an advertiser using a network of stations could select stations in each city that he felt were best capable of selling his product, rather than having to take a specified station in each city because of exclusive network contracts.

I am not attempting to suggest or recommend the new FCC regulations. I don’t know enough about them to be qualified as an expert, but I do feel that in a general discussion of the problem, those on both sides would do well to study the Australian commercial system.

From such a study, American radio might get some ideas that would be of value toward solving our own problems.

Cordially yours,


May 9, 1941

WILLIAM WINTER, news analyst, formerly of WPT, Charlotte, N. C., has joined KSFQ, San Francisco.
NEW TWIST to the quiz idea is "Grab Bag," on WBL, Baltimore’s home of the Hippodrome Theatre. Questions are selected before the program and $5 is placed on the program staff. If the sender can show three bottle of sponsor’s product, he gets $10. On the stage is a huge grab-bag from which successful contestants dig for prizes. If the question is missed, $5 is placed in a jackpot which is already $250 in it to be delivered in the form of a money-order to the person whose tag number has been selected from a huge barrel on the stage, which contains every number in Maryland.

Unrecorded History
TO RESCUE stories of historical events which are fading from memory—eyewitness accounts as well as tales told by grandfathers and community patriarchs, NBC-Blue is presenting a series of quarter-hour "Hidden History" dramatizations in cooperation with the Library of Congress. Prominent speakers as H. V. Kaltenborn, NBC news analyst, or Alexander Woollcott introduce the programs and at the close of each dramatization ask listeners to send in any helpful information on the material dramatized.

Tales From Abroad
INTERVIEWS with persons who have just returned from England will be featured on "True Stories From Britain," a 15-week series to start May 26 on WMCA, New York, under auspices of the British War Relief Society. Merrill Denison, author and commentator, is host of the programs, which will feature recordings of war sounds from Britain released by the BBC as authentic on-the-scenes recordings from the English battle front.

Of Draftees and Draft Boards
OFFICIALS of State Selective Service headquarters with vital problems of interest to draftees, their families, local draft board members and workers and all others affected by the administration of the Selective Service System, on WJJD, Chicago. Programs are being transcribed for distribution to other Illinois stations.

The Well-Dressed Alaskan
WHAT THE well-dressed Alaska women are wearing and news of the New York styles feature Polly Goes Shopping conducted on KINY, Juneau, Alaska, by Polly Clark, formerly in Chicago andlight opera productions in New York, now a resident in Alaska.

Styles and Bargains
LATE news of styles and bargains and interviews with average shoppers and ואו the buying habits of department store staff are being released five times weekly in a new series, "Let’s Go Shopping," on KFRC, San Francisco.

Men vs. Women
A QUIZ SHOW with a snapper to it, where teams of men and women are pitted against each other and the men are asked questions, the answers of which are best known to women and vice versa, is "Maybe You Know" on KGW, San Jose, Calif. Participants are from neighboring towns. The series is sponsored by Meyenberg Milk Products Co., San Francisco.

Defense Stem
IN THESE DAYS of national emergency there arose a man in the House and asked leave to speak for one minute. "The speaker asked whether there was any objection to the gentleman from Georgia (Mr. Gibson-D.Ga.)", the Congressional Record reads: "There was no objection."—Then with the solemnity due the place and occasion, Mr. Gibson began in measured tones, "Mr. Speaker, I do not know how many of you have an ear for good music and good quartet singing, but in my hometown there is a quartet that has the honor, or dishonor of having sung me into Congress. They are in Washington today and will sing over WMAA tonight. I invite any of you who like good quartet singing to tune in; and if you do like them, I will pay you for your pleasure.

Sherlock for Groves
GROVE LABS, St. Louis (Bromo-Seltzer), in the dramatic sketch "Sherlock Holmes" on a spilt NBC-Red and Blue network. Contract is for 26 weeks. Program will again feature Basil Rathbone as Sherlock Holmes and Nigel Bruce as Dr. Watson. Tom McKnight will produce and Edith Meiser will write the shows. Origination point will be Hollywood. Stations and broadcast time will be announced in the near future. Agency is Russell M. Seeds Co., Chicago.

‘Claudia’ for Kate
GENERAL FOODS Corp., New York (Grape Nuts), starting June 6 will include the dramatic sketch "Claudia" on the CBS Kate Smith Hour, Fridays, 8:8:55 p.m. On July 4, the latter program will be replaced for the summer by "Claudia" which will be heard at 8:8:30 p.m. Agency is Young & Rubicam, New York.
**Death by the Clock**

THE DEBACLE of St. Louis is over—a snubbed page in radio history. But the radio war has only just begun.

Hearings open May 31 before the Senate Interstate Commerce Committee on the White Resolution to thwart the Sudden Death onslaught of the FCC's majority on its controverted monopoly regulations. Meanwhile, the clock is running out on the 90-day stay of execution given network radio under the May 3 rules.

The White Resolution hearings are important. FCC Chairman James Lawrence Fly, a skillful and disarming advocate, probably will be the first witness. He will paint a pretty picture. In Congress, tomorrow it may be a move toward regulation by Consent Decree.

There will be no tomorrow for Radio by the American Plan if the Fly-directed majority continues its stampede.

And the clock ticks on!

**Legal Shifts**

INVENTIVE hurled at the FCC monopoly regulations has come from practically all industry sources. But not one word of criticism has been directed against the job of physical drafting of the report upon which those regulations were based. On the contrary, all concerned, mostly in private, have admitted it was a superb job of craftsmanship, and one, despite contents of fallacy of fact, that would be difficult to combat legally.

Responsible for that job was Joseph L. Rauh Jr., senior assistant general counsel of the FCC for the last year, who has just resigned to join the Lease-Lend Administration on the defense program. A youth of 30, Joe Rauh was assigned a task and performed it with praiseworthy ability. Though we believe the FCC majority arrogated to itself powers it does not have and that its overall move, if invoked, will do the public a distinct disservice, we concede Joe Rauh's genius as a lawyer.

Two new top legal talents have been made at the FCC under the general counselship of Telford Taylor, a bright and effective attorney in his own right. The FCC majority saw fit to appoint a staff attorney in naming Lucien Hilmer assistant general counsel for broadcasting after more than a year of stewardship during which he has acquitted himself.

Selection of Thomas E. Harris, of the Solicitor General's Office, as Mr. Rauh's successor also falls in the merit category. Though under 30, Mr. Harris has had considerable appellate experience. His selection, while obviously based upon accomplishment, unquestionably was prompted in some measure by FCC visions of litigation to come. be

**The RADIO BOOK SHELF**

A NEW AND REVISED EDITION of the highly successful *Handbook of Broadcasting* by Waldo Abbott, director of broadcasting service and Associate Professor of Speech, University of Michigan, has just come off the press [McGraw-Hill Book Co., New York, $5.50 second edition]. The handbook, which has been used in over 75 universities since it was first published in 1937, is a complete guide of broadcasting not only for students and teachers of speech and broadcasting, but also for those in the radio profession, as well as for listeners.

The book presents instructive material on all phases, except the engineering, of the planning, writing, production and performance of radio programs, and on commercial, educational, vocational and other aspects of radio broadcasting. The book is fundamentally a textbook compiled from material and experiences in 11 years of teaching radio and from problems people have met up with in the field. Withal Prof. Abbott has made the book merely for foundation study and fully realizes that in the final analysis, actual station experience is most essential.

FRED BATE, NBC London correspondent, is the latest of the radio newsmen to write a book. He has agreed to write of his experiences in wartime England for Farrar & Rinehart, under the title *Fred Bate Speaking*, the familiar phrase he uses when coming on the air. Bate returned to England several weeks ago after coming to this country to recuperate from a bombing, and is back on the air.

A VOLUME containing several articles on the general subject, "Radio's Role in Society, and What It Could Contribute to People's Personality and Cultural Level", has been published by Office of Radio Research, New York, in collaboration with the Institute for Social Research. The book is an outgrowth of about 50 factual studies which the OHR had made. It can be obtained by sending $1.25 to Mr. Wm. Sallock, 344 E. 17th St., New York City.

CURRENTLY being issued by the Office of Price Administration and Civilian Supply's Consumer Division is a bi-monthly booklet designed to furnish information about supplies and services of dietetic food, clothing, home furnishings, and other articles of consumer expenditure in order to assist consumers in making the best use of commodities, to enable them to understand the adjustments which are now taking place as a result of the defense effort, and point out types of cooperation which will be necessary in order that the flow of goods to defense industries and to home may go on smoothly.

"For Good or Evil"

THE following is from the New York Times: 

BERLIN, May 17—For the first time the press announced today that a "traitor" had been identified as a "traitor" in a court case, by the U.S. government. The case involves a foreign news broadcast and distributed for the third time in 1941.

The man executed was Rudolf Hess, a member of the Nazi party, who flew to Scotland on May 10. In Nazi Europe they "regulate" listeners, too.
We Pay Our Respects To—

**Personal Notes**

WILLIAM A. SLOCUM JR., CBS Director of special events and sports, headquartered in New York, on May 19 married Ann Gillis, CBS Washington bureau special events editor. The ceremony was performed in Montclair, N. J.

ALFRED J. MCOSKER, president of WOR, New York, and chairman of MBS, was re-elected chairman and treasurer by the Advertising Club of New York at the annual meeting recently.

GERARD C. McDERMOTT, director of the radio division of the National Research Bureau, has been elected vice-president in charge of all radio activities including recordings. Mr. McDermott was formerly commercial manager of WMAQ and WGN, Chicago.

WALKER WALLACE of the statistical department of MBS, last week won the Connecticut Outdoor Fishing Championship.

B. H. JAMES, sales promotion manager of NBC Blue, is back at his desk after a week's illness from a severe cold.

GEN. JAMES G. HARBORD, chairman of the board of RCA, from May 24-26 was guest of honor at the opening exercises at the Kansas State Agricultural College, his alma mater.

MARTIN BLOGG, who operated his own advertising agency in Chicago, on June 1 joins WJJD, Chicago, as local sales manager.

LEO B. TYSON, formerly KMPC, Beverly Hills, general manager, has joined the Mutual sales department under Alex S. Robb.

HALSEY BARRETT, former salesman of WNEW, New York, and previously sales manager of WOR, New York, has been named assistant sales manager of WHB, Newark.

RICHARD F. RICHARDS, president of WJR, WGOA and KMPC is on a three-week trip in Bermuda to Detroit and Cleveland.

WEST W. WILCOX, formerly program continuity director of WHOM, Jersey City, has been appointed to the new post of assistant manager. Succeeding him is Paul Holm, former assistant program manager.

EMMONS G. CARLSON, sales promotion manager of NBC, Chicago, has been appointed a director of the Chicago Federation Advertising Club.

JULIO BARATA, chief of radio broadcasting in Brazil, was feted May 10 by David Sarnoff, executives of NBC and members of the Nelson Rockefeller Committee on National Defense, at New York's St. Regis Hotel.

CARL W. WINTER joined the sales staff of KDON, Moultrie, Ga.

KENT COOPER, general manager of Associated Press, New York, has composed a song called 'Dixie Girl', which had its premiere May 13 in the NBC-Red Cities Service Concert.

RICHARD T. ALLEN, salesman of WBU, Columbia, during the last five years has resigned to become retail sales manager of WTCO, Savannah, Ga.

NEVILLE MILLER, president of the NAB, on Wednesday, May 22, will address the Advertising Club of Baltimore on "Radio and National Defense".

**Guts Navy Post**

LIEUT. PEYTON ANDERSON, president of the Mariner's (Ga.) News and Telegraph, has been appointed public relations officer of the Sixth Naval District stationed at Charleston, S. C. In his new capacity Lieut. Anderson will direct radio stations in the South on Navy news.

J. LEONARD REINISCH, general manager, and Bob Potter, non-account executive, of WSB, Atlanta, have been invited to join Digamma Kappa, honorary international radio fraternity of the U. of Georgia.

G. A. (Dick) RICHARDS, president of WJR, WGOA and KMPC is on a three-week tour in Bermuda to Detroit and Cleveland.

**RICHARD MARVIN**

If Richard Marvin, radio director of William Esty & Co., were to make a guest appearance on Mutual's Where Are You From?, he could give that program's dictation-detector one of his toughest assignments trying to figure out Dick's home territory.

For Marvin Senior was a newspaperman with a traveling disposition and an account of Dick's boyhood would after a year or two be a travelogue than a biography. From the time of his birth, March 18, 1904, in Everett, Wash., Dick was moved from place to place with such frequency that he seldom completed a full year in the same school.

While such a nomadic existence is not what the child guidance expert would recommend, in Dick's case it undoubtedly aided in developing talents that have won him recognition as one of the most astute showmen in radio. To keep from being an outsider with other children who had grown up together, he early developed a knack of making friends quickly and easily, which is probably as good a definition of showmanship as there is.

Dick's first acquaintance with dramatics came normally enough during his high-school days in Denver, when he took part in numerous amateur dramatic programs, finally achieving the title role in Gilbert and Sullivan's "Mikado." He also contributed an uncertain bass to the Glee Club, whose director was Wilberforce J. Whitman, father of the illustrous Paul.

Summers, Dick worked in a music store, learning about public taste in music and musical instruments as well as about the instruments and tunes themselves. Continuing his dramatic-musical interests at Columbia, where he transferred to the Denver U, Dick was co-composer of the Varsity Show and also sold a couple of songs to Jack Mills.

Radio was a made-to-order magnet for young Marvin and when he got his first job in advertising, in 1920, as contact man and copywriter for Frank Presbrey, he spent most of his energy trying unsuccessfully to get the agency to start a radio department.

On the side he ran a radio column in Judge magazine, signing it "Merlin the Second." Finding his efforts unappreciated, Dick left the Presbrey agency and, by making an impassioned plea on radio to J. Walter Thompson Co., went to work there as a copywriter. But before long a "Merlin" column attacking a Chase & Sanborn program reminded his new employers that his main interest was radio.

So they sent him to their Montreal office with the job of creating and selling program ideas and then casting, directing and producing the programs. He put on four coast-to-coast shows out of the West at the same time, and at the same time hundreds of transcriptions for the agency's Canadian accounts, including Swift's meats and Rowntree's Chocolate.

In 1928 he was ordered back to the New York radio department, where he worked on the Chase & Sanborn, Pond's, Fleischmann, White Owl, Shell and Jergens programs. Sent to Chicago to build a broadcast series around Olsen & Johnson for Swift & Co., Marvin scored such a success that he remained in Chicago as radio director of the agency until the fall of 1938 when he returned to New York to take over his present post with William Esty & Co.

Dick's wide understanding of human nature stands him in good stead with his current crop of shows, which vary from the smartly sophisticated Luncheon at the Waldorf to the strictly corny Uncle Ezra. Both of these programs, incidentally, plug the same product, Camel cigarettes, and both do very satisfactory selling jobs. Other programs on the current Marvin production list are Xavier Cugat's Latin American music, the hillbilly chanteuse Miss Opey, the princess Blondie and Meet Mr. Meek, and the audience participation show Double or Nothing.

Marvin, by the way, introduced the audience participation program to the networks. He'd be longing through the South, recuperating from the strain of staging the all-star Nash Christmas party, a two-hour holiday show with talent galore, and presenting for the first time what has since become a radio tradition — the Dickens' Christmas Carol — with Lionel Barrymore as Scrooge.

He arrived in Houston to find the program directors and station managers of a local station out on a street corner with a microphone interviewing passers-by. Vacation forgotten, Dick rushed back to Chicago, with testimonials of the show in his suitcase, sold the idea to John Reber, and that summer (1935) Jerry Belcher and Parks Johnson left Houston to act as summer replacement on the Bakers' Broadcast for Fleischmann Yeast — and to start a national craze that's still going strong.

An avid experimenter, Dick is justly proud of his ability to see a trend in the making and to exploit it for the benefit of a client, such as the recent radio craze for Camels and the current Camel campaign — trying in Camels with the current craze for Latin American music which, as Dick quickly foresaw, was bound to be a part of the "hemisphere solidarity" campaign. But Marvin is different from many novelty-chasers in that he has a Scotch dislike for wasting money, even someone else's money.

With Dick radio is a full-time occupation and when he isn't working at it he's listening to it. His favorite program, which was built by the late Claire Briggs, noted cartoonist, boasts 14 radio and Dick swears that when he enters a room a room there's a radio first the radio and then the light. Married to his high-school sweetheart, Margie Morr, Dick is the father of two children, Dick Jr., 10, and Fred, 9. His chief hobby is his collection of gags, comprising more than 500 volumes of jokes, which he thinks is one of the largest in the world.

Large in person, standing six-feet-two in his stocking feet and tipping the scale at a comfortable 200 pounds plus, Dick is given to gestures in proportion.

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BERNARD C. SCHOFENFELD, chief of the radio section, OPM, has sold to a company a 13,000-line conscripted show entitled Highways for Americans. The program describes the resolution of the American people to defend themselves against anti-democratic forces.

FRANK BLAIR, production director at WNOX, Knoxville, is a licensed pilot with more than 125 hours to his credit, has purchased his first plane, a 1,300-pound Aerocraft Super Chief.

HAL O'DONNELL, formerly of KVOY, Redding, Cal., has joined the announcing staff of KDON, Monterey, Cal.

JACK ELIASSEN has been placed in charge of the Monterey Pier studios of KDON, Monterey, Cal.

ERWIN LEWIS, associate news editor of WIZ, Chicago, on May 9 married Ruth Wilkin of Wilmette, Ill.

WALTER D. CORNING, assistant program director of WSOX, Knoxville, has been appointed station supervisor of patriotic programs.

WOODROW MAGNUSON has been named production manager of WHBP, Rock Island, Ill.; Paul Clark, formerly at Davenport, Iowa, has joined the announcing staff; Millicent Polley has been appointed women's director of WHBP; and Van Patrick, former Texas Christian U. football star, is now sports director broadcasting all Moline Three-Eye League games.

R. MELVIN QUINN, formerly of WREU, Peoria, Ill., has been appointed sports announcer on WREU, Moline.

DOUG HADLEY, staff announcer of WJJD, Chicago, has been appointed local sports announcer for the Hyde Park Brewery, St. Louis.

SANFORD SPILLMAN, announcer of KJFO, San Francisco, will soon enter the Naval air corps.

KAY HALL

NO ONE at WGAN, Cleveland, is quite sure where Kay Hall, Reporting, director, can be found. But there is never any concern, for in 18 months of broadcasting she has never missed a program. Her transcendental personal qualities have made her a popular radio personality, and she is always available for any assignment of WGAN.

BRUCE DENNIS has been appointed announcer of WOJ, Chicago, in addition to his duties as publicity director.

JEAN BARTON, formerly of KJZ, San Francisco, has been appointed the announcing staff of WJJD, Chicago.

RALPH EDDY, formerly of WHIP, Hammond, Ind., has joined the announcing staff of WGAN, Chicago.

LARRY BALENHEIM, former newsletter of WOJ, Chicago, and previously an announcer of WPS, White Plains, N.Y., has joined the announcing staff of WGAN, Chicago.

HENRY GLADSTONE, announcer of WHN, New York, is the father of an eight-pound baby boy, Stephen Clay.

BILL BRUCE, of the NBC Chicago studio, was on May 19 underwent an appendectomy.

FRED KIRBY, formerly of WBT, Charlotte, and WLW, Cincinnati, has joined the talent staff of WJJD, Chicago.

ROD MAYS, of CBS Hollywood production staff, is the father of a girl, born May 10.

LUD GLUSKIN, CBS West Coast musical director, has been signed by Edward Small Productions, Hollywood, to direct and handle music of the film, "International Lady."

MYRON MARKS, announcer-producer of WEED, Rocky Mount, N.C., has organized a radio drama guild to present adaptations of great plays and novels together with original radio plays.

EDDIE GALLACHER, sportscaster of WCCO, Minneapolis, has announced the production staff of Mary Remick, a Minneapolis model.

CLIFF JOHNSON, formerly of KSIO, Sioux Falls, S. D., has joined the production staff of WBBM, Chicago.

ERSKINE JOHNSTON, radio commentator, is the father of a boy born May 11.
AGENCY

Appointments

RED CHIEF INDUSTRIES, Chicago (patron's hat, emblem), to Henry J. Han
delman, Jr. Inc., Chicago. Plans are being made for a test campaign on 10 stations.

LESLIE DELMEGE, with Cleveland and Detroi advertising agencies for several years
and formerly with the sales promotion
department of the Borden Co., New
York, has joined the Charles J. Peterson
Co., Indianapolis, as account executive.

U.S.A. PUBLISHERS. Chicago, to First
United Broadcasters, same city. Will use
radio to promote new monthly magazine.

Our Country.

WHITE KITCHEN CANNING Co., New
Orleans (barbecue sauce), to Bauerlein
Inc., New Orleans. Using radio and
newspapers.

S. W. FINE FOODS Inc., San Francisco,
to Samuel C. Crost Co., N. Y.

WEPH-COLA Co. of Canada, Montreal
(soda drinks), to J. Walter Thompson Co.,
Montreal.

AMERICAN ACADEMY OF ACCOUNT-
ANCY, Chicago (school), to First United
Broadcasters, same city. On May 12 started
a test campaign of five-minute programs on
KFBK, Denver.

UNIVERSAL COCA PRODUCTS Corp.,
Chicago (soup, mix), to H. H.
indefinite at present.

LIME COLA Co. Los Angeles (beverage),
to Ceanna & Assoc., Hollywood. Currently
using a 13-week thrice-weekly quarter-hour
transcribed dramatic serial on 9 Pacific
Coast stations.

PHOTO MASTER Co., Des Moines, Ia.
(Rolls camera), to First United Broadca
sters, Des Moines. Three-week period of May 16
started a test campaign of daily announce
ments on WJRC, Indianapolis, Ind., and
WJAS, Madison, Wis.

Pall Mall Spots

AMERICAN CIGARETTE & CIG-
ARET Co., New York (Pall Mall cig
arettes), a subsidiary of American
Tobacco Co., is concentrating a heavy schedule of one-minute transcribed announcements in three major markets. A total of 550 announce
ments are heard every day on the follo
wing stations, varying in frequency for each station: In New York on WABC, WOR, WINS, WMA, WFN, WNEW; in Chicago on WGN, WBBM, WCP, WAAP, WJID, and WIND (Gary, Ind.); in
Pittsburgh on KDKA, KQV, WJAS, and
WCAE. Announcements are sound reproductions of defense equipment in action, fol
lowed by a "modern design" newsreel.

NILA MACK, producer of the March of
Dimes CBS junior quiz program
broadcast each Sunday, has announced
defense saving stamps instead of cash
will be used as prizes on the program.

MACHINE GUNS for words and
bullets—In modern warfare it's
the war of words as well as bul
lets, and WSM, Nashville, now
airs two regular shows each week
from Army encampments. This picture was taken at Camp Jack
son, Columbus, S. C. Seated be
hind the machine gun mike is Leon
L. Leake, now in the Army, formerly
of NBC, New York. Behind the
machine gun is Jack Stapp. WSM
program director, and in front, di
recting the fire, is Otis Devine, dean of WSM announcers.

Flamm to Testify

Donald Flamm, former owner of
WMCA, New York, and Emile Z.
Weinberg, New York broker, have
been ordered to testify before trial
May 26 in New York Supreme
Court in connection with the suit
($117,500 against Flamm and $21,
200 against Weinberg) brought by
A. J. Jacoby last March. [BROAD
CASTING, March 31]. Plaintiff
claims he was hired by Flamm to
find a purchaser for WMCA while
working as a broker with Wein
berg, that he found a potential
buyer a year later and received
no commission. Also claimed is
that he secured Edward J. Noble, the
actual purchaser, who paid $580,
000 for the station, and that he
should receive half of the $42,500
commission paid Weinberg for that
deal.

Lime Cola Series

LIME COLA Co., Los Angeles (beverage),
every new to radio, has re
cently made complete revision in its
radio plans. Contemplated pro-
gram, "Kids of the Week," which was
scheduled for release on 11 NBC
Pacific-Blue network stations until
format similarity, "Quiz Kids" sponsored by Miles Labs
(Afta Seltzer), caused series to be
canceled. Series is program, 42
quarter-hour features, Captain
Dunger, on 9 Pacific Coast
stations (KGB, RPM, KDM, KMJ,
KPKK, KRW, KALE, KOL, KDG).

Also in the same time
series, "Quiz Kids," is the "Chi
to WIN 50,000 WATTS, 670 K.
CHICAGO, ILLINOIS
IT PAYS

When you wish to reach progressive people

USE

WMAQ

REPRESENTED NATIONALLY BY NBC SPOT OFFICES IN
NEW YORK, CHICAGO, BOSTON, WASHINGTON, CLEVELAND, DENVER, SAN FRANCISCO, AND HOLLYWOOD

Many thanks for
giving us
200% more of
your advertising
than you give to the
next most prominent
Chicago Station.

--☆--

We have
THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

BROADCASTING • Broadcast Advertising
May 26, 1941 • Page 29
OREGON'S BEVERAGES, Toronto (soft drinks), has announced a series of spot and flash announcements six days weekly for the summer on six Ontario stations. Account was placed by A. McKinn Ltd., Toronto.

CANADIAN OIL COMPANIES, Montreal, which has started singing spot announcements on 25 Canadian stations, account was placed by McConnell Eastman & Co., Montreal.

GUTTA PERCHA & RUBBER, Toronto, recently placed in June a series of cooperative dealer spot announcements on OKUB, Timmins, Ont.; CKFB, Dryden, Ont.; CKIN, Rouyn, Que.; and CFCH, North Bay, Ont. Account was placed by A. McKinn Ltd., Toronto.

WEST COAST SOAP Co., Oakland, Cal. (Posow) recently renewed for 13 weeks its participating programs in the Home Forum Tuesday and Thursday on KGO, San Francisco. Agency is Brescher, Davis & Staff, San Francisco.

PAUL F. REICH CANDY Co., Bloominghill, Minn. (White candy bar) on WFTD, Des Moines, Iowa, is a 13-week spot and of six-weekly transmitted announcements on KFRO, Kitsap, Wash. Agency is Berry-Hanley Co., Chicago.

STEEL-WEDELES Co., Chicago (Savoy Coffee) on May 19 renewed for 13 weeks its three-weekly quarter-hour Marriage License Bureau announcements on WGN, same city. Program features remote control interviews direct from the bureau of couples applying for licenses. Agency is Erwin, Wesly & Co., Chicago.

I. MAGNIN & Co., San Francisco (women's wear) recently started a spot campaign, using ten stations in the San Francisco Bay area. Account is Erwin, Wesly & Co., San Francisco.

REGAL AMBER BREWING Co., San Francisco (Regal Pale Beer) is currently sponsoring Royal Ambitions with Jerry Caw, on KPO, in mid-May started an additional six-month announcement campaign on eight Northern and Central California stations. Agency is M. E. Harland Adv., San Francisco. The station list: KPBO, KMJ, KEX, KERN, KSFQ, KIEJ, KQVC, KGW.

W. P. FULLER & Co., San Francisco (purchased) is conducting a chain break campaign May 12-26 on six Western stations on behalf of special airplane paint, a new product. Agency is McCann-Erickson Adv., San Francisco.

KAUFMAN FURS, Los Angeles (retail), new to radio, on May 19 started using for 13 weeks heavy participation in local radio. Campaign includes the five weekly quarter-hour programs, Edith Milhavet, Norma Yarbrough, Happy Homes, and Let's Play Bridge, on KFHJ, Los Angeles, as well as Agnes White's California Kitchen, Merriam's Garden Patch and Art Baker's Notebook on KFJ, in that city. During July and August firm will start sponsoring spot announcements on KNX, KEMP, KFRC, KFMB, and also daily participation in Tom Stoddard's Bridge Club on the latter station. Agency is Dan B. Miner Co., Los Angeles.

CHICAGO MOTOR CLUB on May 19 started five-weekly quarter-hour transportation programs, titled Musical Motocists, on WDF, Chicago. Contract is for 22 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

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DAVID TAYLOR, salesman and special events announcer of WSJS, Win-
ston-Salem, N. C., and before that at WBIG, Greensboro, N. C., has been
appointed assistant to E. J. Sperry, radio director of the W. E.
Long Co., Chicago.

W. M. STANNARD, account executive of J. White Thompson Co., Mon-
treal, has been elected president of the Advertising & Sales Executives Club
of Montreal.

WILLARD B. WYN, formerly in newspaper promotion work, has joined
The Mayers Co., Los Angeles, as account executive.

BURTON BROWNE, manager and account executive of Burton Brown Inc., Chi-
cago, is the father of a daughter

WILLIAM R. BRIGGS, copywriter, formerly of Buchanan & Co., New
York, has joined Weiss & Geller, New
York.

JOHN HOOLEY, formerly in charge of radio publicity for Ruthraff &
Ryan, New York, has joined the
production department of WNEW, New
York.

JOHN P. COHANE, formerly manager of Lord & Thomas, Dayton, has joined
Sherman R. Ellis & Co., Chi-

GLEN JOCelyn, copy director of
Sherman R. Ellis & Co., New
York, has been elected a director and vice-
president in charge of copy. Hubert
Townsend, art director, has been elec-
ted a director of the agency and vice-
president in charge of art. George
Croll has been appointed art director
and Arthur Eaton, copy director.

KIRBY TORRANCE, prominent Northwest advertising executive, has
been placed in charge of the newly-
opened branch office in Seattle of Ross Roy Inc.,
Detroit agency. Alfred
L. Goldblatt also has been named to
the Seattle staff. Offices are in the
White-Henry-Stuart Bldg.

DONALD MYERS, radio engineer, has been added to the engineering staff
of WRIP, Glenside, Pa.

CHET PETERSEN Adv., Los Ange-
les, previously reported as discon-
tinued, was done so in name only and
continues to operate at same address.

Bennet Bates Transfers

BENNET BATES, vice-president of Erwin-Wasey & Co., New York,
on June 1 will join Brown & Thom-
as Adv. Corp. as vice-president.
Mr. Bates was formerly copy exec-
utive at Lord & Thomas and Len-
nen & Mitchell, New York.

County's Campaign

SUSSC COUNTY Boosters Confer-
ence, Newton, N. J., on May 27 starts a
four-week campaign on WOR, New
York, chiefly to promote the county's
attractions as a summer resort al-
though its farm products and indus-
trial sites will also be mentioned. Par-
ticipating time on WOR's All Time
Life program will be used on Tues-
day, Wednesday and Thursday. Busi-
ness was placed direct.

BROADCASTING • Broadcast Advertising

AGENCIES

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the programs of a network for a period longer than 12 months.

Rule No. 3 says in effect: The Commission will take away the license of any station if that station tries to insure its audience and its existence as a network affiliate — or if it tries to insure a network of an outlet in its area — for more than 12 months at a time. The Commission does this even though the station and the network may have two-, three- or five-year commitments for studio, talent, equipment and other broadcasting facilities.

The third of the new regulations lays the whole network business open to being shuffled and scrambled every year because the Commission says it will not license a station that agrees to affiliate itself with a network for more than one year.

This is thoroughly impracticable. Buildings have to be erected for more than one year. Costly studio construction has to be undertaken for more than one year; intricate and costly engineering installations cannot be charged off in a single year; rented space for offices, studios, news departments, and other facilities cannot be advantageously leased on a one-year basis. Outstanding features such as the Philharmonic-Symphony Orchestra must be arranged on other than a year-to-year basis. Organization of this kind can be maintained only on a long-term basis.

Under Rule No. 4, the Commission proposes to curtail the opportunity of an individual radio station to earmark a portion of its time for network programs.

Rule No. 4 says in effect: The Commission will take away the license of any station if that station agrees to give a network a firm option on any part of its broadcasting time, even though this may be the only practicable way in which the network can place nationally sponsored programs on the station.

The fourth of the new regulations would deprive a station of its license if it gives a network any call on its time. This is the arrangement commonly known in the industry as "option time."

Option time is the only method under which network broadcasting is practical. It has enabled the networks to perform the whole miracle of radio.

Under present arrangements, local stations, because of the audience attraction of the network programs, are enabled to sell time to local advertisers much more advantageously than they could otherwise. They are always free to displace a network program with any local sustaining public service program which they believe would be in the interest of their own communities. The networks do not even come near taking all of the time of the local station. It is a combination of nationwide network service supplemented by local service which gives the community its greatest value in radio service as a whole.

Affiliates May Reject Programs

Under Rule No. 5, the Commission would deny a broadcasting license to any radio station which failed to reserve, in its contract with a network, the right to reject a network program.

Rule No. 5 implies: That the individual station does not now have this privilege. The fact is that any network affiliate has the right to reject any network program, if in its opinion the public interest would be served by such rejection.

Under Rule No. 6, the Commission would deny a license to any radio station belonging to a network organization which owns another station in the same area, or if other stations in the same area are not as strong in power or coverage as the network station.

Rule No. 6 says in effect: If there is a single strong radio broadcasting station in a community, able to give better service than smaller stations in the same area, and it belongs to a network, the Commission will cancel its license, unless it is disposed of to other interests. It also states that no network shall own two stations in the same area.

CBS owns seven stations and leases one out of a total of 122 on the Columbia network. It does not own two stations in any single area.

Yet this "regulation" threatens Columbia with the loss of one or more of its owned stations if any of those stations happen to be located in areas where, in the opinion of the Commission, other broadcasting stations are (in the language of the rule) "few" or of "inequitable force."

It is a plain attempt to subordin- rate the public interest for the sake of the programs of a network for a period longer than 12 months.

Consequences of its act, the Commission argues that, by insisting upon high-power stations rendering a public service, it will prevent such concentration of commercial programs. But this it cannot do without boldly invading the field of program censorship and dictating what shall go on the air, thus destroying the freedom of radio. Another bad result of these new "regulations" well may be the formation of fly-by-night organizations which serve merely as brokers, buying connecting studio facilities only for the commercial programs they sell. Such time brokers, having none of the expenses of a real network, could, of course, cut rates to the advertiser and sell the audience of stations which the present networks have helped to build up through the broad and comprehensive service they render. These fly-by-night time brokers, having no permanent relationship with the stations or with the public, need feel no necessity for rendering real service; and, in several one or two or three programs, perhaps for a single year or even a shorter period, they may well be little concerned with the quality and character of the programs they send out.

In the words of the minority report issued by the two members of the Commission who dissented from the adoption of these rules, "the difficulty in clearing time on a national network would become an almost insurmountable task."

This is scarcely a pleasant or wholesome prospect for the country to contemplate, especially at a time like the present. Networks and local stations now can, and frequently do, clear commercial programs off the air to bring to the people discussion of important public issues or to keep the listening nation abreast of swiftly moving events of national or world-wide significance.

Is the Commission majority defying the very administration whose appointees they are, an Administration frequently and publicly committed to the private competitive system of broadcasting?

Annual Scrambling Of Stations Likely

Under Rule No. 3, the Commission would deny a license to any radio station which agrees to take

---

WINSTON CHURCHILL

WINS 447 TO 3 CONFIDENCE VOTE

The Life of This Outstanding Statesman is Vividly Portrayed in . . . "Imperial Leader" . . .

52 Transcribed Episodes for National or Regional Sale

FOR INFORMATION WRITE OR WIRE

Kasper-Gordon Inc., 140 Boylston St., Boston, Mass. . . . New York, 6418 Santa Monica Blvd., Hollywood

BROADCASTING • Broadcast Advertising

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

---

HOLIDAY FEAST! NOT IN THE CENTRAL NEW ENGLAND MARKET!

No sir, this is a typical every day meal in Central New England. Yearly per capita food expenditures in the Market served by WTAG run better than 5% ahead of sections outside of New England. Central New England is a food market of real size, with more than a million people to feed. Many are the advertisers who know by experience that Central New England is reached through a single medium. WTAG.

N.B.C. BASIC RED & YANKEE NETWORKS

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WTAG WORCESTER

May 26, 1941 • Page 33
of discriminating against a network.

Why should ownership of a radio station by a network be bad? A network organization can obviously contribute much to the ability of any radio station to serve the area in which it is located. By its substantial investment in its owned stations and by sharing with these stations, day by day, its network experience, physical facilities, and talent, Columbia is making a constant contribution to their effectiveness in serving the people of their local communities.

The stations owned by CBS have regularly been licensed and relicensed by the FCC through the years. The Commission has thus affirmed year after year the case of each of these stations that it was operating in the public interest.

The networks went out and bought these stations in these particular markets for many reasons, one of which was that they offered a profitable investment. This is the same reason why R. H. Macy & Company and The Chicago Tribune, two dominating factors in the NBS—which has agitated against present orderly network arrangements in the hope of benefiting itself—bought their businesses where they did. Macy's is one of America's dominant department stores. The Chicago Tribune is one of America's richest and most profitable newspapers.

Neither Macy's nor The Chicago Tribune is suggesting that it should be forced to give up something and thus operate less effectively in order to strengthen competition against itself.

In imposing these “regulations,” the Commission also ignores the fact that it is possible for a network to own the only station in a locality and yet for the programs of a competing network to be heard equally well, throughout the area it serves, from other stations not actually in the same locality.

FCC Takes a Hand in Advertising Rates

Under Rule No. 7, the FCC would refuse to license any radio station affiliated with a network organization having more than one network.

Rule No. 7: The seventh of the Commission's new "regulations" would make it impossible for one network to own more than one radio station in any one area.

Rule No. 8: The Commission evidently proposes to meddle with network advertising rates which it considers dangerous to the individual radio stations as it is to the networks.

Rule No. 8 says in effect: The Commission will refuse a license to any station that agrees with a network as to the rates it will charge. CBS does not have any agreement with its network affiliates relating to the rates which they shall charge other users of their time. We point out, however, that private contractual arrangements designed to prevent unfair competition are not necessarily undesirable. Moreover, if the Commission can do this there is no apparent limit to the extent to which it can control the whole financial structure of radio.

Liked the Army

CHARLES BURGMAN, of the production staff of KDON, Montery, Cal., who wrote and produced a series of 26 weekly programs which originated at Fort Ord, Cal., for the Delta network, is now a trainee. When the show went off the air for the summer because of Army maneuvers, Burgman enlisted.

Under the terms of that relationship, the network-affiliated station preserves its freedom to serve its community and greatly increases its ability to do so.

It is under no compulsion to take any non-commercial programs from the network. It chooses such non-commercial programs as it desires from the broad and varied services rendered to it by the network in many fields.

It can refuse to put on a network commercial program, if it has a local sustaining public service program which it believes would be more in the interest of its own community.

It can refuse to put on a network commercial program if it does not regard such a program as suitable for its community.

Pages of testimony presented before the Commission by the broadcasters and others show an unbroken record of wholesome and free cooperation between the networks and their affiliated stations. The record shows constantly improving service to increasing millions of America's listeners.

But what of the threat of Gov.
to exercise -what you that it ments

station radio
torial
time,
We welcome we oppose

are desirable,
new the
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service.

BROADCASTING

Many
through the

The development of

existence.
Many had been affiliated with one or the other of the NBC networks. By enterprise, ingenuity and risk, CBS built up a network which has competed successfully for listeners, for advertisers and for stations with the two networks of NBC.

They, too, in building their networks have carried on a vigorous program of affiliation, with the other networks already affiliated. The powers of the FCC are, however, not sufficient to keep the networks from making the same kind of deal with the advertisers that the station can make with its other listeners.

As one measure of the progress of radio, it is interesting to note the increase of affiliations in the last ten or fifteen years.

Station WCAE in Pittsburgh and station WNWAC in Boston felt it more advantageous to affiliate with Mutual than with the Blue Network of NBC.

When Columbia started in the latter part of the 1920's, most of the high-powered stations were affiliated with NBC. There were, however, stations of lesser technical value available to carry Columbia programs. In planning its future, Columbia built upon the premise that what people listened to were programs, regardless of whether they came from 5,000-watt stations, 50,000-watt stations or 100-watt stations. It built for the stations affiliated with it the best programs which its creative ability and resources could produce. Ultimately, it attracted to itself enough listeners to make it advantageous for its advertisers to buy the privilege of having these lower-powered stations and advantageous for stations of higher power to become affiliated with it. This kind of competition goes on every day of the year between the network organizations. It is keen, honest, aggressive competition—American style.

Nowhere in the Commission's thinking is any responsibility placed on anyone to render a national service.

What all this means to the people themselves is not only a loss of radio entertainment but also a loss of liberty. Radio is now free, popular and profitable. When radio becomes unprofitable to the advertiser, radio will become unprofitable to the networks. When it becomes unprofitable to the networks, radio will no longer be able to afford to create the great entertainment and cultural service which it is now offering.

During the last year or more, radio has become increasingly important in our national defense program. Is this the time to throw communication difficulties in the way of the nation's leaders, when they need to advise and counsel with the people on the daily welfare of our country?

Radio in other lands has been destroyed as an instrumentality of a free people. It has been destroyed by governmental edicts—by bureaucratic fiat. And, wherever a free radio was destroyed, there went other freedoms. That must not happen here.

DEDICATED TO ISMS

But They're Patriotism and
Americanism


dedicated to two "isms", Americanism and patriotism, KGNR, Amarillo, is presenting a series of five-minute programs featuring prominent local citizens who give their views and opinions on current affairs of the nations.

John Ballard, manager of KGNR, spoke on the inaugural broadcast stressing the need of unified citizenship to combat the subversive elements in America today and urging full support of all organizations combating these erroneous principles. Summing up KGNR's policy, Mr. Ballard stated, "We too are 'sold American' and will always be 'sold American'... 100%".
TO GIVE Standard Oil Co., a picture of how the sales promotion department of WDOM, Chattanooga, contacted 61 Easy dealers in the Chattanooga trade area on the "summer changeover" campaign, WDOM has prepared a brochure with snapshots and data on the personal calls made.

Each dealer was asked to sign his name as a "Knight of the String" pledging to see that his customers are urged to take advantage of the changeover, and given free string to tie around a customer's finger as a reminder. Cliff Bowers, WDOM sales promotion manager, made a 1,023-mile tour of the area to call on the dealers whose names appear in the brochure.

Song Contest
IN CONJUNCTION with the Campbell Playhouse sponsored by the Campbell Soup Co., KROD, El Paso, recently conducted a soup-eating contest for children between eight and 12 years of age. Based on the speed in consuming one standard size bowl of soup, cash prizes were awarded the winners. KROD broadcast the event.

WMCA Publicity
FOLLOWING a personal survey trip by Leon Goldstein, publicity director of WMCA, New York, the station is planning a regular public and mat service to local daily and weekly newspapers in the exposed area now covered by WMCA since its increase in power to 5,000 watts.

HAS ANYBODY HERE SEEN KELLY (Ky.)?
Yep—K-E-double L-Y! If you've ever seen this nouncy townsy, you know it's a hardy place to look for big business! In fact, all you need in Kentucky is the Louisville Trading Area—where 1,288,000 people spend twice as much as the rest of Kentucky combined! And all you need to tap this area's bulging pocket-book, is WAVE—the only N.B.C. Basic Red Network Station within 100 miles! Want the whole story?

Merchandising & Promotion
After the String—Soup Rodeo—For Travelers—White Space—Sauce From Arthur

May Party
KSCJ, Sioux City, Iowa, conducted a Miller May Day party for one of its sponsors, Miller Cereal Co. of Omaha. Elaborate ceremonies, attended by huge throngs, were opened by the Sioux City mayor who lit a large pile of empty bottles which has been purchased from customers as part of a program promotion stunt. Charles Sebastian, m.c., interviewed station officials from the company's home office, as well as persons picked at random from the crowd and announced winners of prizes for those who had made the best May basket from empty Miller cereal cartons.

Texas Salad
MAILING PIECES calling attention to its market in the Southwest have been distributed in El Paso. Included in the folder is a map of the station's coverage, a list of outstanding CBS programs and a description of the local plant and staff. The brochure is headed with the word, "Salad", Spanish for "here's how". Ideas are carried out on the next page with the following explanation: "In other words, "Here's How" to reach radio-isolated market effectively economically." Mailing list included all agencies and potential buyers in the country.

Tickets to the Game
SEARS ROEBUCK & Co., Tacoma, is sponsoring a half-hour radio show titled Batter Up on KMO, that city. Questions concerning baseball are submitted by listeners. Those whose queries are accepted receive two tickets to a Tacoma Tiger ball game. Senders of questions which are not chosen by the board of experts receive a $2 merchandise order for the local store. Jerry Gashan, KMO sports announcer, is m.c. Program was placed direct.

WTAG Trailers
TEASER TRAILERS are being used by WTAG, Worcester, in over 20 theaters throughout Central New England to highlight WTAG programs and news. They are flashed on the screen during newsreels and "coming attractions". Theaters using the reels are class A houses in Worcester, Framingham, Fitchburg, Gardner, Uxbridge, Southbridge, Marlborough, Hudson, Ashburnham and Milford—having an estimated audience turnover of 200,000 weekly.

Rodeo Stunt
TO HELP build up a following for the new children's program, Buddy & His Gang, on the WFCI, Pawtucket, R. I., a tie-up was made with a rodeo that was coming to town to donate a pony and a saddle which the station offered to its audience for the best 50-word letter on "Why I Like a Rodeo". The program, conducted by Mr. Paul Oury, general manager of WFCI, has a 14-piece kiddies band and some 35 others participating.

SOME LUCKY listener to Stan Shaw's Milkman's Matinee program on WNEW, New York, will attain fame in the next few weeks, in view of the station's announcement that it will present on the air and entertain royally the person sending in the 250,000th request telegram to the program. The WNEW statistical department counted up Stan's telegrams to date and the total was 249,000 messages, Using the present average of some 136 telegrams per night as a measuring gauge, they figured the 250,000th should arrive in a week or so.

Tips to Tourists
TOURIST INFORMATION has been undertaken in a big way by KGNU, Amarillo. Manager John Ballard has issued thousands of invitation cards to hotels, tourist courts and auto clubs throughout the Panhandle, listing places of interest and inviting them to visit Amarillo. In addition, brief programs are being arranged addressed to motor tourists and passengers on trains passing through the Panhandle, welcoming them to Amarillo.

Space for Station
CAPITALIZING on the purchase of a majority interest in the Minneapolis Morning Tribune by the Minneapolis Star-Journal, KSTP is now running the two-column, ten-inch ad that had been appearing in the Star-Journal in the Tribune also. Space has been devoted plug features and list programs with sponsor mention. The tip-up ad is 7-1/2 inches wide, and an issue of three weeks for the news program is publicized by both papers.

Funds for Prison Piano
ENDEAVORING to raise funds for the purchase of a piano, WBAP, Fort Worth, is cooperating with the Texas State prison at Huntsville, in distributing copies of a souvenir program for the weekly broadcast, Thirty Minutes Behind the Walls, which originates in the prison and features entertainment by the inmates. Book contains pictures of all the entertainers as well as State and WBAP officials.

ATTACHED TO THE REAR of autos driven by 420 Liberty Life Insurance Co. agents are these license-adorners. This one is that belonging to Manager Dick Shafo of WIS, Columbia, S. C., operated by the insurance company.

Cartoons for Cutsup
LISTENERS to Arthur Godfrey on WABC, New York, can receive a book on cartooning in return for two Prize of the Farm cutout labels and 10 cents, as offered by E. Fritchard Inc., New York, one of the nine participating sponsors of Godfrey's daily program. Agency is Wadowco & Walker, N. Y.

Displays at Exhibit
TO BRING listeners in personal contact with radio, KPO-KGO, San Francisco, staged exhibits at the Alameda County Fair Show and the California Spring Garden Show, both held in Oakland.

BROCHURES
NBC—13 by 17-inch brochures, describing the Red Network Good Neighbors series, which started May 22, to give the people of the United States an understanding of American republics.

MBS—First in a series of reprinted changes and shifts in Mutual stations and programs, issued in two-page green and white folders, titled "the move is to Mutual."

WBAB, Atlantic City—Leaflet showing spending per individual in the coverage market and offering the program, Sportsmen Sportsmanship.

WTAR, Norfolk Pictorial Booklet showing station personnel, station coverage, and NBC programs aired through the station.

WDBC, Hartford—Mouthful issue of "Food For Thought" titled "No vacancy for cash registers in Connecticut."

WDEF, Chattanooga—Brochure containing 32 pages of pictures.

WMT, Cedar Rapids-Waterloo—Cover folder with die-cut map.
AS THERE are no telephone wires to Alaska, news must be transmitted by radio. KINY, Juneau, maintains its own receiving station where two on-\"centers\" copy Druskin from New York and California. The Seattle office of KINY gathers West Coast news and transmits it over the Short Wave circuit to Juneau. The entire INS service is available at Seattle. Twice daily the station rebroadcasts summaries of KGEL, GE shortwave station at San Francisco and each afternoon rebroadcasts BBC summaries direct from London. A regular summary is gathered by the KINY news bureau. The Juneau office is under direction of Bob Druskin and the Seattle office, Miriam Warner.

WSP, Atlanta, to help promote Natural First Aid Week, May 18-24 published a special plan May 19, and frequent spot announcements throughout the week. The dramatization, The Carrier of the News, written by Elmo Ellis of the WSB staff and told in an amusing way of the part played by the druggist in providing first aid and preparedness. Additional cooperation was solicited by the station through the Retailers Radio News, monthly publication distributed to druggists and grocers of Georgia.

WFAA, Dallas, has substituted U. S. defense savings stamps for cash awards on the street quiz, Do You Know the News. The new feature of the Dallas Morning News. Quizzer is Hal Thompson assisted by Jim Allderman, former WSB newsman.

WSP, Atlanta, is working with the Georgia Agricultural Extension Service in a campaign to collect thousands of jars for canning purposes to meet a national defense need. The project is supplementing the government's AAA program to collect these containers for a statewide canning program. WSB is distributing mushroom cards to cooperating stores throughout the state urging the contribution of jars.

WPGR, Greenville, Miss., is broadcasting descriptive annual reports of the Greenville Bivocals. Announcer is Bert Ferguson and program is sponsored cooperatively by Greenville merchants.

WGEA and WGEO, General Electric shortwave stations in Schenectady, have added 20 new foreign-language news broadcasts to their weekly schedules, bringing the number of such broadcasts to 43 in four languages. The additions were made within the last two months in response to demands from listeners all over the world who wrote in stating their dependence on the unbiased reports they get from these stations. The largest number of additions is in Portuguese, followed in order by Spanish, French and Greek.

WELL, New Haven, has organized a poll to further the sale of U. S. Defense Bonds among the members of the staff. Each member contributes a dollar a week for 18 weeks, and receive the final week. A number is drawn weekly and the winner gets his bond.

WOR, New York, was named as the official broadcasting station to assist with the test blackout of Newark May 25, as arranged by the Newark Defense Council. WOR sounded the air\"raid\" alarms for the wardens stationed at ares and factory sites in specified sections of the city, and carried a running description of the blackout from 11:30 p.m. to about 12:45 a.m.

KVI, Tacoma, Wash., broadcast a description of the largest military review in the Northwest, a four-hour parade composed of Ninth Army Corps held May 9 at Fort Lewis.

POPULAR in the Jolly Rollers League of St. Louis was the KMOX girls team and two of the Blue and Gray girls were named league officers. In the line are (1 to r) Catherine Ahiert, Mena Brady, Grace McGowan, Dorothy Casey, Celeste Casey, Mrs. Merle S. Jones, Mary Tendone, Clare Leng, Sylvia Carlie, Frances Patterson. This was their first year.

The Constant Hammering Away

From Week to Week Brings Results for Quality

Furniture Store in Hartford

THREE YEARS AGO C. C. Funk & Sons Furniture Store, an institution in Bristol, Conn., for 76 years, decided to try radio advertising on WDRF, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Then only an experiment, the record of sales successes that followed definitely established radio as a permanent part of the Funk advertising budget. Now, except for use of local newspapers, the entire advertising appropriation goes to WDRF.

The original program of lighter classics each Sunday, 12:15-12:30 p.m., has continued with only an occasional interruption throughout the three years. Credits to WDRF were the bringing in of new customers from Thomaston, Wallingford, Meriden, Waterbury and other neighboring localities of Bristol. In two years the Funk & Sons Furniture Store broke all sales records.

Emphasis on Quality

Donald Funk, advertising director of the store, in placing the credit sums it up: "Radio has delivered the goods for us and we're not hesitant about saying so. We have a valued reputation. In our radio programs we have emphasized our membership in the furniture guild, whose membership is by invitation only. Not price, but quality we emphasize in the broadcasts."

Cheered by Arthur LISTENING to the cheery, early-morning ramblings of Arthur Godfrey, currently on WJSV, Washington, and WABC, New York, has been made obligatory to the students of the Court Junior College for Women, Ridgefield, Conn., announced by the college authorities as an effort to discourage the students' listening to news broadcasts before attending classes. Accord to Dean Slack, "the effect of bad news on studies is so marked that we have included in this year's curriculum the daily listening to the cheerful, homey philosophy of a radio entertainer such as Mr. Godfrey."

Magazine's Spots

U. S. A. PUBLISHERS, Chicago, on May 12 started a test campaign of daily programs on WDZ, Tuscola, Ill., promoting a new monthly magazine, Our Country. Front cover of the magazine is red, white and blue, reproduction of the "Our Country Shield." Magazine features articles by Walter Winchell, Grantland Rice, Eleanor Roosevelt and others. Agency is First United Broadcasters, Chicago.

WARREN, O., is the location of a new Class IV station, 250 watts on 1400 kc., sought by Frank T. Nied, a merchant, and Perry H. Stevens, attorney, both of Akron.

We have had many requests for news programs with established audiences. Hereinfore our news periods have been so solidly sponsored that none of these requests could be fulfilled. Now, for the first time in seven years, KGW and KEX have several choice news periods available. Check over the list in the column at the left and then get in touch with your nearest Petry office. It's "first come, first served"—of course.

BROADCASTING • Broadcast Advertising

May 26, 1941 • Page 37
WHDH Delay Asked by NBC To Halt Breakdown of Clears

Petition on Duplication With KOA Filed Same Day FCC Denied Petitions To Reconsider Ruling

TO STELM the FCC majority movement against a breakdown of clear channels, NBC last Wednesday filed with the Commission a petition for a stay in the KOA-WHDH case pending adjudication of an appeal from its decision to the U. S. Court of Appeals of the District of Columbia.

Filed on the same day the FCC announced its denial of three petitions for reconsideration of the decision under which WHDH, Boston, would acquire 5,000 watts fulltime on the 850 kc. clear channel now used by KOA, Denver, the NBC petition recites that it seeks the stay for the same reasons which impelled the FCC on its own motion last month to withhold the effective date of the authorization. Because the case is regarded as the forerunner of a breakdown of clear channels through East-West Coast duplication, it has provoked unusual interest.

Further Appeals

The case originally was decided by a 3-2 vote, with Commissioners Walker, Thompson and Payne sanctioning the breakdown. Commissioners Case and Craven dissented with Chairman Phil and Commissioner Walkfeld did not participate.

The case is earmarked for Supreme Court adjudication, whatever the judgment of the lower court, to which an appeal presumably will be taken during June by NBC, with the so-called Clear Channel injunction interposed.

The WHDH grant has been heralded as the first phase of a general move toward East-West Coast duplication. Under the Havana Treaty, there are 25 Class IA or fully clear nighttime channels assigned in this country. Because of the expressed views of the FCC majority, one can visualize a gradual whittling down of such waves through East-West Coast duplication and possible placement of three stations on each such frequency.

In denying the NBC petition for rehearing, filed on April 25, from the proposed decision granting WHDH fulltime with 5,000 watts as against daytime with 1,000 watts, the FCC issued a 19-page decision, replete with footnotes and legal references. It was apparent the Commission was priming itself for a court fight. Simultaneously, the Commission denied the petition of the Clear Channel Group and of WEEU, Reading, for reconsideration.

Rather pointed indication that clear channel stations can expect no preferential treatment at the hands of the FCC was given in the determination by the Commission to derive,KOA, owned by General Electric but licensed to NBC, was not entitled to intervene in the proceeding on the WHDH application—expected to be a basic point to be raised in the NBC appeal.

"Since petitioner has no legal right to be heard in any event, and did not comply with the Commission's rule providing for intervention, we think the contention that the Commission erred in not permitting petitioner to intervene is without merit," the FCC said.

That the Havana Treaty Class I-A allocations give stations no rights whatever, was abruptly ruled by the FCC majority also. This contention, said the opinion, is based on NBC's "misconception that it is in some manner subverted to the rights of the United States under the Treaty. But the Treaty recognizes rights only in the signatory governments and does not create in any licensee any vested rights in frequencies or service areas. Moreover, the Treaty does not prevent the Commission from considering applications for broadcast facilities in accordance with the statutory standard of public interest."

Emphasis was placed on the existence of two classes of clear channels (I and II) under the regulations. These rules, it said, preclude a fellow class of clear channel stations are designed to render primary and secondary service over an extended area and at relatively long distances. "The amendment," the decision stated, "merely affects a minor shift in one frequency within the established policy."

Colonial Opposes ASCAP Contract

Affiliates Adopt Resolution; Shepard Not Yet Signed

DISAPPROVAL of the ASCAP blanket contract entered into by Mutual was voted last Friday at a meeting of affiliates of the Colonial Network in Boston, under the chairmanship of John Shepard 3d. By majority vote the Colonial affiliates held that a majority of MBS outlets approved the blanket contract, the allowance for a 3% deduction from their payments as a rebate to MBS would be authorized. The affiliates, however, resolved that they would not broadcast any MBS sustaining programs which contained a "plug line" for ASCAP and that no deduction for sustaining programs would be made while the stations are not carrying MBS sustaining musical programs.

No Agreement Yet

Mr. Shepard announced he had not agreed with ASCAP on a form of contract and was not considering further proposals which, if they met his objections, probably would result in consummation of a contract for return of ASCAP music.

Four of the score of Colonial affiliates failed to approve the ASCAP resolution. WFCI, Pawtucket-Providence, said it already is an ASCAP licensee; WFEA, Manchester, N. H., was unable to vote affirmatively because it did not have sustaining fees for the time available; WNLC, New London, voted negatively, and WLIZ, Bangor, was absent.

The text of the resolution follows:

RESOLVED, the following undersigned stations could not and do not approve the ASCAP blanket contract as entered into by the Mutual Broadcasting System.

Be it further resolved that if a majority of the affiliates of Mutual approve, we will allow the Colonial Network to deduct 3% from their payments to us on Mutual commercial programs, Colonial to rebate same to Mutual for payment to ASCAP.

Be it further resolved, we will not broadcast any Mutual sustaining programs which contain a statement similar to the following:

"Remmeber Mutual is the network that now broadcasts all your favorite music."

Be it further resolved that during the time we are not carrying Mutual musical sustaining programs we will not allow any deduction for sustaining programs to be made by the Colonial Network for payment to Mutual.

Be it further resolved, however, that when statements similar to the above are removed from Mutual musical sustaining programs and they are fed to us, we will allow a monthly deduction on Mutual musical sustaining programs to be made by Colonial of three eights of our 1940 sustaining fee, or a lesser amount on sustaining rates, whichever is lower. (In the case of stations doing a business of less than $50,000 per year the deduction is $1 per month.)
JUNE CONVENTION ARRANGED BY IRE

INSTITUTE of RADIO ENGINEERS will hold a summer convention in Detroit, June 23-28, the second get-together of the IRE this year, inaugurating a new procedure. Previously the Institute held only one convention a year, usually during the summer. A recent change has resulted in a policy of two conventions each year, with the annual convention to be held in New York every winter. The June session will headquarter in Detroit’s Hotel Statler.

All phases of engineering and latest technical developments will be discussed by men prominent in the engineering field, in sessions to be held each morning and on Wednesday afternoon. The other two afternoons will be devoted to inspection trips.


Radio Series Arranged By United Service Group

ACTING in cooperation with special committees formed of leading network, station and advertising agency executives, the radio division of the United Service Organizations for National Defense has started a radio campaign to acquaint the public with its objectives of providing recreational and social facilities for the U. S. armed forces.

In addition to the special radio committee headed by Neville Miller, president of [BROADCASTING, May 51, an advertising committee has been named under chairman Frank Hummer of Blackett-Sample-Hummert, and J. R. Bush, vice-president of Ruthrauff & Ryan, including Calvin Swanson, J. Walter Thompson Co.; James Rogers, Bennett & Bowles; Gregory Williamson, Pedlar & Ryan, and Maurice H. Bent, Blackett-Sample-Hummert. Coordination of the programs planned is under the direction of Jesse Butcher, head of the USO radio division.

IF YOU LIKE TO GET MORE AND PAY LESS

WMBG—the Red Network Outlet in Richmond has:

More shows with higher ratings than any other Richmond station.

More locally sponsored shows than any other Richmond station.

More advertising dollars from Richmond merchants and jobbers than the other stations combined.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

Columbia’s Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising

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Allocation Method
Adopted for Nickel
No Preference at This Time, But Future Cut Is Seen

FORMAL allocation plan for the distribution of nickel, an important metal to the radio industry, was announced May 19 by E. R. Stettinius, director of priorities of the Office of Production Management.

The new plan provides mandatory industry-wide control over all supplies of nickel, formalizing the previous mandatory control order of March 15. Because of the shortage of nickel the new procedure does not include a schedule of preference ratings for civilian uses. However, some allocations will be made in certain cases for non-defense uses on a restricted basis to prevent serious dislocations in established manufacturing plants.

Curtailment Ahead
While it will have no immediate effect on the radio industry, manufacturers' representatives say, in a few months it will result in the curtailment of radio's nickel supplies. Unless a new order of priorities is made, the Defense Division will make allocations of the available nickel for defense purposes. All defense orders will take a rating of A-1 unless other ratings have or will be assigned.

During May 15,500,000 pounds of nickel will be available in this country, almost all of which will come from Canada where 85% of the world's nickel output is produced. The demands for the metal total 21,000,000 pounds, which represents a shortage of 5,500,000 pounds. It is estimated by the OPM that approximate shortage for 1941 will be 45,000,000 pounds.

Speaking last Thursday at the 25th annual meeting of the National Industrial Conference Board at the Waldorf-Astoria, New York, Philip D. Reed, chairman of the board of General Electric Co. and for the last three months senior consultant to the Director of Priorities of the OPM, said non-defense industries must plan for "a period not of months but of years" to get along with much less than their requirements in the long list of strategic materials. He further asserted that the sooner non-defense industries resigned themselves to this condition the better they will be able to cooperate in national defense.

Mr. Reed predicted that engineers, chemists and designers will develop new products to help absorb the increased purchasing power, alloy inflationary pressures, support our standard of living and keep the economy going.

In summing up his views for the post-war future, Mr. Reed stated in the future greater emphasis will be placed on production so as to avoid a recurrence of present problems.

New and Newsy
NEWS makes publicity, and when you're a new station public relations director as was Doris Rodgers, of WNAX, Yankton, the nose for news is more acute—to impress the boss. So when a truck slammed to a stop at the WNAX parking lot, Miss Rodgers rushed to the scene, pad in hand to cover her first assignment. Her face grew a little when she learned she had propped the fire, for it was her own car that was blazing.

Stromberg-Carlson FM
WORK done by Stromberg-Carlson Telephone Mfg. Co., Rochester, in popularizing FM through sale of receivers was reviewed by May 21 by Dr. R. H. Manson, vice-president and general manager, at a dealer dinner at the Hotel Roosevelt, New York. For six years the company, utilizing patents of Major Edwin H. Armstrong, had worked through two channels of making and selling the receivers, and with the launching of the third channel will have more Stromberg-Carlson FM sets under-the-counter use than all other makes combined.

WOR's FM Rate Card
WTNY, New York's first commercial FM station, adjacent of WOR, has sent out its rate card to a general mailing list for the first time this week. Originally issued May 1, rates run $50 for an hour between 8 a.m. to 6 p.m.; $30 for an hour during the same time, and $20 for a quarter hour; from 6 p.m. to 11 p.m. these rates run $100, $60, and $40 respectively. The card also includes frequency discounts, announcement rates, service facilities, and regulations and restrictions.

AM and FM Compared
At Engineering Dinner
A DEMONSTRATION of FM and AM was given by Dr. D. L. Chestnut, of GE at the dinner May 21 following the presentation of the Franklin Medal to Maj. Edwin H. Armstrong. Time records were played showing the noise-free reception at Alexandria, Va., 230 miles away, of Maj. Armstrong's FM station, W2XN, at Alpiner, N. J. These records were made by Glenn D. Gillett, Washington consultant and was made at his home in a suburb of Alexandria, using a standard GE dipole antenna and reflector, with the GE-FM translator.

First Commercial FM
Is Granted to Kentucky
GRANTING Kentucky its first commercial FM station, the FCC May 20 issued a construction permit to the American Broadcasting Corp., licensee of WUPA, Lexington, Ky., for an outlet on 45.1 mc. to cover 6,258 square miles. This represents the 43d commercial FM grant of the year.

Simultaneously the Commission ordered issuance of the construction permit for a new FM station in Pittsburgh without prejudice to W4TF, Walker & Downing Radio Corp., operator of WWSW, Pittsburgh. Action is to the determination of the pending newspaper hearing under FCC Order No. 79. Confirmation of the station ownership is the Pittsburgh Post-Gazette.

Coverage by the FCC last week was the application of Debs Memorial Radio Fund Inc., licensee of WYED, New York, requesting an FM outlet in New York on 48.7 mc. to serve a population of 12,300,000 and an area of 8,600 square miles. This brings total pending applications to 60.

CKWX Changes
REORGANIZATION of the staff and management of CKWX, Vancouver, has resulted in almost entirely new executive personnel. Under the new management the company, chairman and owner, has assumed the presidency of the company; Frank M. Squires, formerly manager of CKWX, Stromberg-Carlson, has been made general manager, and Norman Böttcher, formerly assistant manager of CJCA, Edmonton, and since the first of the year with CKWX, is the new assistant manager; CKWX has moved into new studios and offices at 543 Seymour St.
HOW PRESS SEES MONOPOLY RULES

EDITORIAL opinion published in the nation's newspapers is almost unanimously opposed to the FCC majority's network-monopoly regulations as striking a death blow at a free American radio and as a serious threat to the press. Aside from actual editorial-page comments, an analysis of stories and articles published in the news columns tends to show a rising tide of resentment by civic, editorial and other groups against the regulations. Excerpts from newspaper editorials available, follow:

Washington Post

Instead of being condemned for its independent action...the FCC is to be highly commended for following the lead of the White House in interfering with its order.

Washington News

The angles to this dispute are so many as to technical that to tell them would take a book. But to one constructive proposal we think the public will subscribe. It is by Sen. White of Maine for a . . . Congressional airing the FCC and the White House in the Press-Congression dispute, namely, that Congress is the policy-making body w. ch created the FCC we cannot see why Mr. Fly should object to that. President Roosevelt said in 1939, speaking of radio regulation, "I am thoroughly dis- satisfied," and the press has got worse instead of better.

New Haven Journal-Courier

It (the FCC) has proceeded to step beyond the authority which Congress intended to give it and has indicated the belief of a major- ity of its members that their jurisdiction does not depend upon a show that the broadcast- ing companies are violating laws but upon their personal notion of what should constitute the "public in- terest."

Chattanooga News Free Press

Mr. Fly has been an instrument in efforts to place a Government muzzel on the press here already and it is not surprising to see him pursuing the same course against the broadcasting companies. The order indicates clearly something far more dangerous than mere censorship, namely that the broadcast- ing companies must "play ball" with the political masters in the Adminis- tration, or else. It will be necessary to fight the e.rouchment step by step.

Saverton (Pa.) Tribune

The FCC's order smacks of an at- tempt to preserve for itself sole authority over the radio industry. Just as the press of America must be preserved as the great watchdog of public control and censorship, so should radio be free of dictatorship. If there are monopolistic practices in radio the cure-couse proposed by the FCC may be worse than the disease it seeks to end.

Albany (N. Y.) News

The nature of the present changes is so revolutionary that obviously they required specific ap- proval of Congress. As is usually the case with bureaucracies always seeking more power, the Communi- cations Commission forgets that its function is not to make laws but to administer those. By these new laws, the FCC is in the public interest that they shall test them in the courts, as they promise.

Baltimore Sun

There is an amusing quality in the situation, for the right of a supporter of the President (Mark Ethridge) to make a free and unadulterated manner at one of the New Deal pets is not without its sadonic overtones. But there is a serious side too. If the FCC is acting capriciously and is playing politics with a matter as important as radio-regulation and will provoke pub- lic distress, it is the utmost concern.

Atlanta Constitution

The general public, even allowing for possible bias on the part of the broadcasting officials, will be inclined to accept their view.—It is at least strange that the Commis- sion should rush out with its new regulations before the appointee (Ethridge) has had time to perform the task as- signed to him.

Baton Rouge (La.) Times

Those within the WJBO area appre- ciate this extensive service, made possible through the network programs which implement those of local interest... No network would do its listeners a service by submitting tamely to such restric- tions.

Hartford Times

Even more important, however, is the question as to the extent to which the Commission has a right to exert control over radio. Neither Government-controlled broadcast- ing, nor a censorship, nor compulsory programs are wanted. The public will rue it, if either is per- mitted.

Wheeling Intelligencer

It is sincerely to be hoped that this move by the Commission will arouse sufficient public interest to require a searching Congressional inquiry, regulation and will provoke pub- lic discussion of this whole question of radio regulation. For we must be very sure that in polling the use of a public facility, the Government is not permitted to throttle a public right.

Portland (Me.) Press-Herald

This bare majoritv decision of the FCC, likely to render chaotic the broadcasting business of the country, ought to be made subject to some kind of review before it is rammed, like an imperial ukase, down the throats not only of the broadcasters but of the American people who have not been aware that their interests were being over- ridden by any group of air barons or that there has been from the first anything but the healthiest kind of competition in the industry.

Rochester Democrat & Chronicle

If the Commission really has power to make laws of this kind, then it is a dangerous power, the end of which can only be complete domation of the radio industry by Government... As even the major- ity admits that "the network system has brought great benefits" to broadcasting, its drastic order seems to make little sense on the ground of public welfare.

Indianapolis News

The radio industry failed in the beginning to make a fight for freedom of broadcasting and is now paying for its negligence. But this failure does not dissolve its rights. They are protected by the Constitu- tion. The job of the FCC is to take re- spect for them by executive or Congres- sional action.

Youngstown Vindicator

It (the monopoly report) threat- ens non-commercial programs as Town Meeting — etc. etc. — Both Congress and the courts should act to avert such a result.

Wall St. Journal

Perhaps, at this time "the pub- lic," however, in do...bt it may be as to who is right in this particular controversy, might do well to note the nature and extent of the powers assumed by the Commission in dealing with the case. Following on the Commission's action last year concerning television, it is evident that this particular "Caesar" is receiving substantial nourishment as it goes along.

Washington Star

There seems to be no doubt that the Commission's action is designed to replace a system of national broadcasting which has given good service with a vaguely defined new setup which may or may not prove more desirable. Decisions of the present majority of the Supreme Court on the whole have tended to widen the field and broaden the powers of these agen- cies, and if it is shown that the re- sultant extension of their activities is more harmful than beneficial, it seems obvious that the remedy lies with the Congress.

New York Herald-Tribune

That the new regulations would, as Mr. William S. Paley, head of CBS, puts it, "torpedo" the existing broadcasting structure, is hardly to be doubted. Whether or not in the long view, the existing struc- ture ought to be torpedeo, the at- tempt to do it suddenly, by the ad- ministrative fiat of a regulatory body which has never enlisted any great public confidence and whose legal authority to act in such fields is a serious question, seems scarcely wise.
PHOTOGRAPHS ON PAGE 12 in the same (1 to r) order show: (1) George Biggar, president of WLW, Cincinnati, who was in 1918 when he finished officers training camp at Fort Sheridan as a second lieutenant of infantry, then until the Armistice served as military instructor with the S.A.T.C. at the U of California and Utah Agricultural College; (2) Harry H. Stair, of the sales staff of WHK, Cleveland, who served overseas as a lieutenant in the AEF; (3) Verne H. Fribble, manager of WTAM, Cleveland, who enlisted as a private in March, 1917, spent 18 months overseas with the AEF, was wounded in action and won the Order of the Purple Heart and Order of Verduz.

Score of Leading Broadcast Sponsors Cooperate in Treasury Bond Campaign

OVER 20 of the country’s leading radio sponsors are cooperating with the Treasury’s campaign to sell Defense Savings Bonds and Stamps. The time donated varies from one minute to an hour. A total of 100 programs to a full hour for a 13-week period over the air.

Beginning July 2 and continuing for 13 weeks, the hour formerly occupied by Fred Allen’s “Theatre Of Variety” has been given to the Treasury by the Co. for a special variety program to promote the sale of Bonds and Stamps. Procter & Gamble and Lever Bros. are using announcements about the drive on all daytime serials. Also is incorporating material about Defense Savings Bonds and Stamps in seven evening shows—Helen Hayes Theatre, Lux Radio Theatre, Uncle Jemima’s Question Bee, Grand Central Station, Meet Mr. Muck, Big Town, and Hollywood Premiere.

Similar cooperation has been given to the Defense Savings Staff by Procter & Gamble (Bob Hope); Kraft Cheese Co. (Kraft Music Hall); Bristol-Myers (Eddie Cantor); Emerson Drug Co. (Ben Bernie’s Army Game); R. J. Reynolds Tobacco Co. (Ilka Chase’s Luncheon at the Waldorf); Adam Hata (igits); S. C. Johnson & Son (Fibber McGee & Molly); Andrew Jergen’s Co. (Walter Winchell); Mr. Borden’s Children; and Ford Motor Co. (Ford Summer Hour).

Miles Labs, awards Defense Bonds to the Quiz Kids every week, to apply toward their future education. Each Quiz Kid program carries two announcements about the Bond and Stamp Drive. (Luxor) is using announcements at the conclusion of each Wayne King broadcast every Saturday night for an indefinite period.

Through Blackett-Sample-Hum- mert arrangements have been made for the entire Mononkron Merry-Go-Round, sponsored by R. L. Watkins Co., to devoted to Defense Savings Bonds and Stamps. R. L. Watkins Co. will substitute Bond and Stamp announcements for their regular commercials.

Agencies Cooperate

The Bay Co. American Album of Familiar Music, and the Charles E. Phillips Chemical Co. Waltz Time, will give similar broadcasts for Defense Savings Bonds and Stamps during the next 30 days.

Other Blackett-Sample-Humbert clients who will incorporate material about Bonds and Stamps include: Aaacon Co. (Our Gal Sunday, Easy Aces, and Just Plain Bill); Kolphos Co. (Mr. Koon, Tracer of Lost Persons); Edna Wallace Hopper (Romance of Helen Trent); A. S. Boyle Co. (John’s Other Wife); Bayer Co. (Second Husband and Young Widow Brown); R. L. Watkins Co. (Orphans of Divorce and Backstage Wife); and Phillips Co. (Amanda of Honeycomb Hill and Stella Dallas).

Further agency cooperation has been given to the Defense Savings Staff by Marshalls & Pratt, in writing and producing 40 one-minute transcriptions for distribution to more than 800 stations during June. The transcriptions include an original theme song written by Ken Johnson and played by Fred Waring and His Pennsylvanians.

HOW welfare organizations can best use radio time for national or local campaigns was the subject of a roundtable at WOR, New York, May 21.

Lackey Is Granted His Second Station

PIERCE E. LACKEY, operator of WPAD, Paducah, Ky., received his second station May 20 when the FCC granted a construction permit for a new daytime station in Henderson, Ky., to Paducah Broadcasting Co. Inc. station will operate on 860 kc. using 250 watts daytime only. Mr. Lackey controlling 95.5% of the company’s stock is president. Other officers are W. Prevett Lackey, an insurance man, treasurer; and Ezelle Lackey, also in insurance, secretary.

The Commission last Wednesday also proposed to grant the application of the Broadcasting Corp. of America for a regional station in Riverside, Cal., 1,000 watts on 1420 kc., and at the same time proposed to deny the application of the Riverside Broadcasting Co. for a local, 250 watts on 1420 kc., in the same community on the grounds of mutually exclusive interference to the other station. The proposed grants will become final in 30 days unless contested.

Principals in Broadcasting Corp. of America are W. L. Glessen, owner of Progressive Optical Co., and associated with the Miller Adv. Agency, Oakland, 54% stockholder; E. W. Lalanne, with the same optical firm, 20%; John H. Toland, Jr. secretary to his father, Congressman Toland, 20%; John B. Smith, attorney, 2%; Loyd C. Kelley, attorney, 2%; Phil Davies, banker, 2%.

YOU DEPEND ON THE AIRLINES for speed

and the airlines depend on Postal Telegraph

Phone: Postal Telegraph

Postage need not stop traffic - in fact increases it. The Airline service is speed plus dependable service. That’s why — “It Pays To Fly”. And for these same reasons, all major airlines — due to every Amer- ica’s greatest business firms — have found it pays to use Postal Telegraph.

You too can enjoy this same speedy, dependable telegraph service at low cost — at any Postal Tele- graph office. Or —
But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded... every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

they're Radio-Minded when they read BROADCASTING
WBSO. Boston—Granted license move international station, increase to 60 kw, changeoup.

Applications...

MAY 19

WEVD. New York—Modification license to 1250 kw under treaty.

WBTY, Brooklyn—Modification license to 700 kw.

NEW. Outlet Co., Providence, R. I.—CP LM 44.3 mc at 1200 kHz.

KREB. Abilene, Tex.—CP new transmitter, change to 960 kw 1 kw, amended re equipment, antenna, and asking 1470 kw.

KMAC. San Antonio—Modification license to 1240 kw.

KESG. Sioux Falls, S. D.—CP change freq. etc., amended to 1140 to 10 kw unsl., cond return WTCX facilities.

NEW. Western Radio Corp., Pendleton, Ore.—CP 1240 kc 250 w unsl.

MAY 21

WXH. New Scotland, N. Y.—Modification license to 66-72 mc.

NEW. Memorial Radio Fund, New York—CP 48.7 mc 8,000 kw 15,000-20,000 cop.

NEW. McKeeport Radio Co., McKeesport, Pa.—CP 1650 kc 255 w.

NEW. Forward Wheeling Radio Corp., Wheeling—CP 1650 kc 100 w unsl.

NEW. Ashland Broadcasting Co., Ashland Ky.—CP 16.1 mc at 14,000 kw.

WBT. Charlotte—CP directional N. amended to 1110 kw under treaty.

WXCH. Mitchellville, Ia.—Modification license increase power etc., to 100 kw.

KFAB. Lincoln, Neb.—CP new transmitter, antenna, etc., amended to 1110 kw under treaty.

Tentative Calendar...

MAY 27

KMA, Shenandoah, la.—License renewal.

WRGU. Augusta, Ga.—License renewal.

NEW. High Point Broadcasting Co., High Point, N. C.—NEW. Ralph L. Lewis, Greensboro, N. C.—Each asking CP 1370 kc 100 w unsl.

JUNE 2

WTMC. Osaka, Fla.; WDLF, Panama City, Fla.—License revocation.

Network Accounts

All time $5 unless otherwise indicated.

New Business


GENERAL FOODS Corp., New York (Granye Nuts), on July 4 replaces Kate Smith Hour on 91 CBS stations with Claude on 01 CBS stations; Fridays, 9-10:30 p.m. (EDST). Agency: Young & Rubicam, N. Y.

SOUTHERN CAL. General Electric Detectors, Los Angeles, (refrigerators), on May 18, replaces for 15 weeks They Say Today on six Don Lee Southern California and Arizona network stations (KIIJ KGB KKOY KFXM KXQ) Monday and Wednesdays, 1:15-1:30 p.m. (PST), with local rebroadcast 7:15-7:30 p.m. Agency: Don B. Miner, Los Angeles, Calif.

MILES LABS. Toronto (Alka-Seltzer), on May 21, started Public Opinion on CP76 Montreal, and CP70 Toronto, Tuesdays, 8-9:30 p.m. (EDST). Agency: Cockfield Brown & Co., N. Y.

Network Changes


R. B. SENLER Co., New York (Kem腦 hair tonic), on May 2, added a 30 sec. spot (24 localities) making total of 16 MBS stations, Wed. thru Fri., 8-8:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

MARS Inc., Chicago (candy bars), on June 1 shifts Dr. I. J. Junior from Washington to Toledo for six weeks on 29 NBC-Red stations from 6:30-7:30 p.m. Agency: Grant Adv., Chicago.

MARS Inc., Chicago (candy bars), on June 2 shifts Dr. I. J. from Washington, D. C. to Detroit for six weeks on 80 NBC-Red stations from 9-9:30 p.m. Agency: Grant Adv., Chicago.

GRIFEN MPG. Co., Brooklyn (shoot polish) on May 30 shifts Who Knew from Mon., 10:45-10:30 p.m. to Fri., 9-9:30 p.m. on four MBS stations. Agency: Birmingham, Castleman & Pierce, N. Y.

FORD MOTOR Co., Detroit (institutional), on June 24, replaced Studs Thorell with Ford Summer Hour on 57 CBS stations, Sun., 9-10 p.m.; Thursday, thru Mon. Agency: Burrows, Erickson, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on July 1, 1941, made single spot on CBS network; Thurs., 9-9:30 p.m. Agency: Grant Adv., Chicago.


TAYTON Co., Hollywood (cosmetics) on July 11-11, 1941 starts for 13 weeks Tom and Violet, on CBS network, one spot every Monday in 12 CBS network stations. Agency: BBDO, Los Angeles.

Renewal Accounts


AMERICAN TABOCCO Co., New York (Lion cigarettes), on July 2, 1941 news for 13 weeks Key Ryders College of Musical Knowledge on 115 NBC-Red stations, Wed., 10-11 a.m. Agency: Lord & Thomas, N. Y.

ROCTER & GAMBLE Co., Cincinnati, Ohio, on July 14, 1941, will renew for six weeks renewals Truth or Consequences on 25 NBC-Red stations, Sat., 8-8:30 p.m. (EST). Agency: AAAD, Los Angeles.

GENERAL CIGAR Co., New York (White Owl cigars), on June 27, renew for 2 weeks Swinging Swing for 2 weeks on 70 MBS stations, Mon., Fri. 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.
CBS in Latin America

LARGE multi-colored map of the new CBS Latin-American network was displayed by the network at the World Trade Luncheon Monday May 18 at the Hotel Astor, New York, to herald National Foreign Film Week. The map, covered with flags of all Latin American republics, showed how the CBS facilities are divided throughout Latin America and how effectively the CBS international transmitters when completed will blanket the country.

TRANSMITTER WANTED
5 kw transmitter. Must be in good condition. Box 520, BROADCASTING.

CLASSIFIED
Advertisements

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. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Experienced, good personality, good mixer, to work on local Southwestern stations. Salary and commission. Send references. Box 518, BROADCASTING.

Wanted—Announcer, continuity writer, program director, engineer. Combination men preferred. Small station in the South. State salary desired in first letter. Box 506, BROADCASTING.

Two Combination Announcer-Operators—Network affiliated Southern local. Moderate starting salary, excellent opportunity for advancement. Permanent. Announcing must be above average. Send qualifications, data. Box 518, BROADCASTING.

Wanted—An assistant manager for 1000 watt station in Central West, who has a complete radio background, particularly in handling personnel. 25 and qualifications in first letter which will be held in confidence. Box 518, BROADCASTING.

Wanted—Radio operators for the merchant marine must have six months previous marine radio operating experience. Must join union. AFL. Wages, $110.00 to $125.00. Write The Radio Officers Union, 265 West 14th Street, New York, N. Y. Phone Watkins 6-4799.

Situations Wanted

Ambitious Young Operator—New employed, desires change, First class license. Box 518, BROADCASTING.

Production Man... Director—Experienced. Full of building ideas, imagination, thor finally. References. Box 518, BROADCASTING.

Experienced Sales Organization—Will sell time for stations. Results guaranteed. References furnished. Box 518, BROADCASTING.

Operator—Experienced, good announcer. Married, ineligible for draft. References, make offer. Anywhere. Box 506, BROADCASTING.

Operator—Four years Remote Studio and Transmitter, up to five kilowatts. Married, Immediately Permanent. Box 506, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally as singer, actor, writer. Box 518, BROADCASTING.

Buyers Feted

CHICAGO timebuyers, be decked with ten-gallon sombreros, Indian regalia, were guests of KTAZ, Phoenix, and the Arizona Broadcasting Co. at luncheon and movies May 20-21, at the Towers Club, Chicago. This was the first stop for the traveling promotional unit, headed by Dick Lewis, general manager of KTAZ, to acquaint the timebuyers and advertisers with the Arizona market. Previous stops had been made in New York, Detroit and Philadelphia.

Situations Wanted (Continued)

Engineer—Six years broadcast station experience. Excellent references. Qualified as chief engineer or assistant. Box 504, BROADCASTING.

Announcer With License—Young, thoroughly trained and experienced in announcing, programming. Now employed by NBC affiliate desires change. Box 517, BROADCASTING.


Intelligent, Traveled, Secretary-Assistant—To radio writers, young man, thirty, wants position with radio station, any capacity—to learn radio from inside. Adaptable, fluent writer. Draft exempt. Box 519, BROADCASTING.

Station Manager—5 years experience in all departments. At present employed as commercial manager of a large station. Wishes to manage network affiliated station. For details address Box 506, BROADCASTING.

Sales Manager—who can produce programs as well as sell time. Unbroken record of line after gains for small city daily (two years) and metropolitan chain paper (where employed, 13 years) as advertising salesman and department manager. Background experience includes radio writing and production, sales promotion, retail merchandising and office control. University graduate, 29, draft-exempt (dependents). Details by writing Box 506, BROADCASTING.

Wanted to Buy

Interest In Station—Experienced manager, now employed, would like to make change, buying interest. Reliable references. Box 518, BROADCASTING.

Interested In Purchasing—Quality, used transmitter and tower 150 watt or 250 for client. Address Peck National Advertising Agency, Wichita, Kansas.

For Sale

Commercial Transmitter—500 watt phone or CW complete. $325.00. Box 508, BROADCASTING.

Service

SERVICE OF BROADCASTING

National Press Bldg. Wash., D. C.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLET

Consulting Radio Engineer

982 National Press Bldg.,
Washington, D. C.

JOHN BARRON

Consulting Radio Engineer

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C.

Telephone National 7757

CLIFFORD YEWDALL

Empire State Bldg.

NEW YORK CITY

An Accounting Service

Particularly Adapted to Radio

Frequency Measuring

Service

EXACT MEASUREMENTS
ANY HOUR—ANY DAY

R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RAYMOND M. WILMOTTE

Consulting Radio Engineer

Designer of First Directional Antenna Controlling Interference

4201 W. 71st St. Kansas City, Mo.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

McNARY & CHAMBERS

Radio Engineers

National Press Bldg., DI. 1205
Washington, D. C.

PAUL F. GODELY

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS

Consulting Radio Engineer

Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineer

Highland Park Village
Dallas, Texas

Advertise in

BROADCASTING

for Results!
Congress Committee Little Impressed By Printer’s Plea for Franchise Levy

TWENTY percent tax on the gross income of stations and a 75% levy on the transfer of station ownership was advocated last Monday by John B. Haggerty, president of the International Printing Trades Association, before the House Ways and Means Committee which is holding hearings on a bill designed to produce $3,500,000,000 in additional revenue for national defense.

After Mr. Haggerty referred to his statement to the committee, an answer prepared by NAB was put in the committee record by Chairman Doughten (D-N.C.).

Connery’s Plan

The same day that Mr. Haggerty appeared before the Ways and Means committee, Rep. Connery (D-Mass.) introduced a bill in the House calling for a graduated gross tax on station earnings. The Connery bill provides that the Treasury shall collect “an amount not exceeding 20% of the gross income (radio time sales, less agency commission not to exceed 15%), the calendar yearly income of which shall exceed $500,000; an amusement tax of 15% of the gross income (radio time sales, less agency commission not to exceed 15% of radio broadcasting stations, the calendar yearly income of which is more than $250,000 and less than $500,000; and an amusement tax of 10% of the gross income (total radio time sales agency commission, not to exceed 15%) on radio broadcasting stations, the calendar yearly income of which is more than $150,000 and less than $250,000.”

Unfair Competition

“We have come here,” Mr. Haggerty said, “with two objectives. One as Americans to assist you in the enormous task of raising necessary billions for national defense by inducing a new and untaxed source of revenue. The other as tradesmen that you eliminate, as you can, unfair competition that is depriving highly-skilled workers of much needed jobs.”

“You can help us and yourselves by the simple expedient of recommending to Congress that radio broadcasters be taxed on their gross incomes exactly as all other disseminators of entertainment are taxed, and on the enormous profits cashed in on the value of the Government franchise for which the Government receives not a dollar when stations are sold.”

No questions were asked by committee members when Mr. Haggerty finished his prepared statement. The committee is not expected to report out the general tax bill in final form before the end of this week.

The NAB statement was similar to one released several months ago when Mr. Haggerty first advanced his radio tax proposal. It quotes statistics to prove that radio makes jobs, pointing out that for every job dislocated by the radio industry 20 have been created. The statement points out that individual wages in radio are higher than in most other industries, that radio complements rather than competitors with newspaper, and magazines and that 288 radio stations are owned by newspapers.
Mr. Martin (right) converses with his tenant planter. He says his day is incomplete when he misses the morning news reports of Lowell Thomas and radio preferences of Mr. and Mrs. Martin.

"MEE Donald Martin AND Family"

The Donald Martins are representative of many thousands of midwest farm families who daily enjoy the clear channel service of WLW. Radio plays a big part in the lives of the Martins—with WLW in the leading role.

Mr. Martin, a young, progressive farmer, takes an active interest in the Decatur County Farm Bureau, the Indiana Farm Bureau and serves on the Board of Directors of the Indianapolis Producers. He highly compliments the WLW agricultural policies, market reports, weather and news. With his assistants, Mr. Martin cultivates 845 acres of corn and wheat scientifically rotated with other crops.

Mrs. Martin, a lover of flowers and shrubbery, appreciates the horticulture information aired by specialists of the WLW staff. News and entertainment features are, of course, a part of the entire family's regular listening habits.

Each member of the Martin family looks forward to the programs emanating from WLW. One of Melba's favorites is Jack Armstrong. Her chief interest, flowers and shrubbery, has greatly enhanced the beauty of this Indiana farm home.

Mrs. Martin enjoys and profits greatly from such programs as Jane Sheridan's Homemakers' Review and the Consumers' Foundation. Her chief interest, flowers and shrubbery, has greatly enhanced the beauty of this Indiana farm home.

The home of the Donald Martins: R.F.D. No. 6, Greensburg, Indiana—60 miles northwest of Cincinnati.

RCA-815
PUSH-PULL R-F BEAM POWER AMPLIFIER
- Takes 60 watts input (CCS) to 150 Mc.
- Uses less than ½-watt of grid drive.
- Generally requires no neutralization.
- Takes full input with a plate voltage of only 400 volts (CCS).
- New glass-button stem structure provides short leads and low lead inductance.

NET PRICE, ONLY $4.50

...AFTER A YEAR
OF PRACTICAL FIELD SERVICE

After passing every conceivable laboratory and field test in the months since this tube was announced, RCA engineers now have given the "go ahead" signal on the RCA-815. This is consistent with the RCA policy against ever asking the customer to be the subject of experiment. Production facilities are now being expanded in an earnest effort to meet the great demand for this spectacular tube.

Compact, inexpensive and providing push-pull beam power within one tube envelope, the RCA-815 will deliver an output of over 40 watts (class C telegraphy) on all frequencies up to 150 Mc. It requires a plate voltage of only 400 to 500 volts, needs less than one-half watt of grid drive and generally requires no neutralization on any frequency.

Operated at frequencies as high as 150 Mc, a single RCA-815 in push-pull class C telegraph service at CCS Ratings is capable of handling 60 watts with only 0.23 watt of driving power. It operates satisfactorily at reduced input up to 225 Mc. Total maximum plate dissipation is 20 watts.

A new glass button-type stem structure permits compactness of design best illustrated by the tube's overall length of only 4 9/16". The 815 has excellent shielding, close electrode spacing and short leads with consequent assurance of low lead inductance. The large-wafer octal type base with metal-shell has low-loss "Micanol" insulation.

While providing greater efficiency and economy for present day applications, the RCA-815 also is of particular interest to the engineer who buys today with an eye to the more exacting UHF requirements of tomorrow. Ask your RCA Tube and Equipment Distributor for the bulletin on this tube, or write direct to the Commercial Engineering Section, RCA Manufacturing Co., Inc., Harrison, N. J.

Maximum Ratings for class C telegraph service
(All values are for both units)

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RCA BROADCAST EQUIPMENT