Remember our telling you about the unique new Crossley Saturday morning personal interview check made for WOR in four states? In an area of 13,400,000 people? Among all income groups? Remember?

Remember our telling you that WOR ranked as dominant Saturday first among all New York stations? Leading even the highest ranking 50,000 watt competitor by 80%? Remember?

Interesting stuff. Vital, really. But, listen—there's more to it than this...

We asked, "Are there more adults at home on Saturday morning than on any other weekday morning?"

"Yes," replied 37% of the families in the area of Greater-New York.

We asked, "To what radio station do you usually stay tuned the most?"

More people said they stayed tuned more to WOR than to any other station in New York.

These two facts set an interesting precedent. They do more than that. They point two emphatic fingers to the tale of an opportunity we've stressed for months; i.e., SATURDAY TIME ON WOR IS ONE OF THE GREATEST AND MOST ELASTIC SELLING OPPORTUNITIES IN NEW YORK RADIO TODAY!

---that powerhouse station

*On this cover. In which we offered to send a recap of the check mentioned in the ad. You can still get one.
In Over 70 Midwest Cities

People Listen to WLS REGULARLY

Most people in radio and advertising know that WLS has a tremendous farm audience . . . that it's probably the nation's dominant station in that field. Ask any big advertiser or agency man with an agricultural account. But don't overlook this, either: There are 70 cities with over 10,000 population in the WLS Primary Area—and WLS has a tremendous audience in these cities, too!

Last year WLS received a letter from one of every 3.4 families in these 70 cities—definite evidence of "action" listening in these city markets, too. There was a letter from one of every four families in Metropolitan Chicago, half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin, and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area responded in like manner.

People in the cities do listen to WLS and respond. They have confidence in WLS, the kind of confidence, too, that extends to any product associated with the WLS name.
MAKE Our FRIENDS...

...Your FRIENDS

It just means getting acquainted through the right introduction and by the accepted method of continuing the friendship. Operations for accomplishing both of these requirements can be speedily arranged.

Your introduction in the 19 key markets covered by the local stations of The Colonial Network gives your product or service the benefit of loyal and friendly acceptance that years of community service have firmly established.

This spirit of goodwill starts working for you with your very first broadcast, right at the point of sale where you will get the MOST benefit.

"Stranger" stations from afar can't do this for you. Colonial Network local stations can ... and do!

The Colonial Network

21 BROOKLINE AVENUE  ·  BOSTON

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

Memo to ADVERTISERS

During the summer, New England will be host to approximately 3,000,000 vacationists from all over the country. The Colonial Network will make friends for YOU among these people with money to spend.

"Elementary---My dear Watson!"

"Boosting your sales to boom-time levels in the midwest's rural markets is no problem at all.

"For example, conservative state-federal statisticians declare that Nebraska's crop yields (another name for farm income) are mounting to the highest level in ten years.

"Thus, by simple deduction, you have found the best rural and small-town markets.

"Next, the task is to find the radio station which dominates these best markets.

"An easy task, for by such standards as listener response and sales response and sales results, KFAB proves itself to be far and away the most compelling advertising force for Nebraska and her neighbors.

"The next procedure is obvious... Watson... obvious."

...and for the big metropolitan market in the middle west, use that 7-Point Plus Merchandising station in Omaha, Nebraska—

KFAB
LINCOLN

KOIL

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REP'R...
CELEBRATE THEIR FIRST BIRTHDAY

Thanks to Paul, Louanne, Ricky, John Lewellen, Harry Miller, Bernice Cranston, Joseph Bailey, Robey Hickok, Pence James, Sidney James, James Parks and Quiz Master Joe Kelly.

MILES LABORATORIES
WADE ADVERTISING AGENCY
NBC BLUE NETWORK
AT THE FRONTS

EDWARD BEATTIE, Jr.
London
10 years' foreign experience

HENRY GORRELL
Palestine
6 years on foreign news fronts

HAROLD PETERS
Syria
12 years in Europe and Middle East

WALLACE CARROLL
London
12 years in Europe's capitals

HENRY GORRELL
Palestine
6 years on foreign news fronts

HAROLD PETERS
Syria
12 years in Europe and Middle East

WALLACE CARROLL
London
12 years in Europe's capitals

"The World's Best Coverage

of the World's Biggest News"

Copyright, 1941, by United Press Associations

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London
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12 years in Europe and Middle East

WALLACE CARROLL
London
12 years in Europe's capitals

REYNOLDS PACKARD
Rome
15 years on foreign assignments

JOSEPH GRIGG, JR.
Berlin
9 years a foreign correspondent

HARRY PERCY
London
10 years covering England

JAN YINDRICH
Cairo
8 years covering European affairs

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8 years covering European affairs

FREDERICK QECHSNER
Berlin
15 years' European experience

BEN AMES
Istanbul
5 years in Near and Middle East

RICHARD McMILLAN
Alexandria
12 years a reporter in Europe

RALPH HEINZEN
Vichy
16 years covering Western Europe

by UNITED PRESS
Don't look now, but it's

JAMES L. FREE!

As corporate lives go, nine years certainly isn't a long time—but in the business of radio-station representation, Free & Peters' nine years is enough to make us one of the two very earliest pioneers in the world!

Not that we're proud only of being "pioneers". The main point is that nine years in radio—an industry which, as a factor in advertising, is hardly older than ourselves—has given Free & Peters some additional value to you. It means that we automatically throw out a lot of clap-trap that we otherwise might think worthy of your time and money. It means that we more easily recognize the things that are worthy of your consideration. It means that we have more age and experience (and, yes—financial resources, too) with which to serve you.

And those are at least some of the things that must have appealed to you agencies and advertisers, about our group of pioneer radio-station representatives. Or else we couldn't have survived, to continue our pioneering.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
**Accord Is Seen in Network Regulations**

**Move for New Law Grows; Fly May Get Other Post; Thompson Term Ends**

DEVELOPMENTS in the wake of the hearings on the White Resolution to forestall the FCC’s “death sentence” chain-monopoly regulations may result in far-reaching changes in the whole radio regulatory field during the current session of Congress.

Senatorial sentiment in support of a new radio law, as a means of blocking enforcement of the FCC’s chain-monopoly regulations scheduled for Aug. 2, has gained rapid momentum since the hearings were adjourned July 20 to meet at the call of Chairman Wheeler (D-Mont.).

As a matter of fact, there is a possibility that the hearings will not be reopened and that an “across the table” agreement may be reached to alleviate the immediate pressure.

As things stand officially, however, FCC Chairman James Lawrence Fly, leading protagonist of crackdown regulation of the industry, is slated for rebuttal testimony after the July 4 holiday—with the tentative date July 9 or 10.

**Fly May Move**

Expiration of the term of FCC Commissioner Frederick I. Thompson June 30, coupled with rumored promotion of Chairman Fly to the solicitor generalship in the Department of Justice, or to some defense post, may mean thenullification of changes of importance on the FCC itself before Congress may undertake to write a new statute.

While the shift of Chairman Fly could not be regarded as more than speculation, there was little to indicate the President had in mind reappointment of Commissioner Thompson, whose two-year tenure on the FCC has provoked considerable opposition both in official and industry circles.

Chairman Fly’s stewardship has been subjected to even more vigorous condemnation because of his crusade halting commercial television more than a year ago and his recent outbursts against the industry and its leaders. The NAB board of directors, by formal resolution last May, even questioned his fitness for office, because of his strafing attacks upon the industry and the networks in particular.

Despite this, there has been no indication that the Administration was desirous of disciplining Chairman Fly. On the other hand, he is well regarded in New Deal circles and his promotion to an even more important post would not surprise observers.

With the elevation of Attorney General Robert H. Jackson to the Supreme Court, preponderant opinion in Washington is that Solicitor General Francis M. Biddle will be given the Attorney Generalship. In that event the solicitor generalship, which is the equivalent of second in command in the Department of Justice, would be open and it is for this post that Chairman Fly is being mentioned. He formerly was a special assistant to the Attorney General during the Hoover Administration and prior to his appointment to the FCC in 1939 was head of the Whitehead and Holmes firm. He is a member of the firm of Whitehead & Holmes.

**Senate Committee the Key**

While Chairman Fly would not discuss these reports, it is known that his promotion to the solicitor generalship has been urged by a number of influential officials. The Solicitor General supervises all arguments before the Supreme Court.

Meanwhile, all eyes in radio were turned toward the Senate Interstate Commerce Committee. While no one would talk with any degree of certainty, it was clear that members of the committee—possibly a majority of them—were looking for some means of checking the FCC regulatory pace and at the same time forego the necessity of passing the far-reaching White Resolution, which would precipitate a full-dress investigation of radio regulation as one means of blocking enforcement of the eight “punitive” regulations.

After listening to the opposition testimony of industry spokesmen, as well as of FCC Commissioner T. A. M. Craven, preponderant committee sentiment appeared to support a new radio and communications law. But evidently because the Administration has not repudiated the position taken by Chairman Fly, there is no disposition to scuttle completely the chain-monopoly regulations.

**Talking Compromise**

Compromise talk still is prevalent. The best guess is that Chairman Wheeler will seek to have industry representatives meet with him and with Chairman Fly, in the hope of working out a satisfactory procedure, wherein the most drastic regulations (those banning exclusivity, option time and forced sale of the Blue Network and of network-owned stations) would not become effective until there could be a Congressional reappraisal of the situation. The industry, save for MBS, would prefer to see all eight proposals shelved, pending a new Congressional determination.

If such a compromise is evolved, it will be a voluntary agreement, probably jointly sponsored by Chairman Wheeler and Senator White (R-Me.)—may be introduced, rewriting the Communications Act. Presumably quick hearings would be held before a small subcommittee of the Senate Interstate Commerce Committee, clearly defining the functions of the new legislation. Since it is generally felt that an "investigation" already has occurred on the White Resolution, the hearings before the subcommittee would be of a perfunctory legislative character, rather than in the nature of a full-fledged inquiry into broadcasting. It is clear that practically all members of the committee would prefer not to have a "mud-slinging" session.

**Senator White Ready**

Senator White, during the hearings, observed that he could draft a bill as the basis for legislative hearings within 24 hours, get it reported out of committee within 48 hours, and have it passed by the Senate in 10 days. This was viewed as rather optimistic in many quarters, but there is justifiable basis for the view that speedy hearings could be held. The urgency of new legislation is emphasized by the 17 witnesses who testified in favor of the White Resolution and was not discounted in any quarters by Chairman Fly and by officials and counsel of MBS.

Both Chairman Wheeler and Senator White have indicated support of a new regulatory body, under which common carrier and broadcasting functions would be completely divorced. CBS President William S. Paley also advocated such a body. The Wheeler-White measure, if it is introduced, might call for a seven-man Commission, with the chairman as the executive officer and with three commissioners specifically assigned to broadcast and related "private service" functions and the other three to public utility common carrier services in the telephonic and telegraphic fields. The new law also would set out clear-cut appellate rights and would call all the FCC to place its skinny regulations in the White House on the table to ask where government regulation of the radio business should go.
No Fund for Radio In Navy Campaign

Ex-Publisher Knox Allocates Huge Fund to Newspapers

UNDERTAKING to step up Navy recruiting, Secretary of the Navy Frank Knox last Tuesday announced appointment of BBDO, New York, as agency in charge of a huge newspaper advertising campaign for the Navy, to be included on a national scale after tests in small town newspapers in Indiana, Iowa and Missouri.

No radio budget is included for the campaign, according to the Navy Department. Although no dollar figures are available, estimates of its size have run as high as a million dollars.

‘Utilize All Media’

According to plans announced by Secretary Knox, the campaign will be tested in the three Midwest States and later expanded to other States, with small weekly and daily papers accounting for the bulk of the appropriation. Since the campaign is to be so designed as not affected by labor shortages due to the defense program, it is expected the Midwest will come in for a large share of the budget.

Although radio was completely left out of the budget, Secretary Knox indicated that the newspaper drive “is only the start of a general advertising campaign which we will utilize all media for reaching the public”. No further comment on this point was available from the Navy Department.

Explaining the drive, Secretary Knox declared:

“The campaign will stress the reciprocal character of service in the Navy, whereby the Navy not only obtains the volunteered services of the young men of the nation, but in turn trains them in crafts and trades which enable them to obtain their livelihood in naval service, and later to earn their livelihood in civilian life when the term of service is completed”.

Lit Brothers Becomes Sole Owner of WFIL

THE PARTNERSHIP of two big Philadelphia department stores in the ownership of WFIL, the ABC Blue outlet there, was ended June 24 when the FCC authorized Strawbridge & Clothier to dispose of its 50% interest in the station to Lit Brothers, which now becomes the sole owner of WFIL Broadcasting Co.

The purchase price for the half interest was $126,000. The company continues to be headed by Samuel R. Rosenbaum, vice-president and general manager of Strawbridge & Clothier, who operated WFIL and Lit Brothers owned WITL, then sharing time on 660 kc. Mr. Rosenbaum negotiated the merger of the stations into WFIL, operating with 1,000 watts fulltime on 660 kc.

Multiple Ownership Clauses Put in Several FCC Grants

FOLLOWING its recently inaugurated policy of making conditional grants to fit purported situations under scrutiny, the FCC last Tuesday appended notifications to authorizations of improved facilities for three stations, serving notice that they were subject to any future action the Commission may take regarding “the problem of multiple ownership.”

In each instance, however, the station given improved facilities provided what the FCC viewed as an “existing duplicating service” in the particular area. Thus, the notice was confined to stations offering a second service in a city already having a station owned by the same interests or in some manner interlocked with second station ownership.

Boston Grant

WCPB, Boston, operated by the Are de Bulova interests, was granted a modification for approval of a directional antenna for night use on its frequency of 1150 kc., with the conditional grant notice. WORL, Boston, is controlled by Harold A. Lefount, general manager of the Bulova radio interests, and it was presumed the grant was made contingent for that reason.

KGA, Spokane, was given a construction permit to increase power from 5,000 to 10,000 watts day and night on 1510 kc., with the conditional notation. The station is a sister operation of KHQ, Spokane, with both owned by Louis Wasmser.

KROW, Oakland, Cal., was granted a construction permit for an increase in power from 1,000 to 5,000 watts, with a similar condition. This action was taken because Wesley I. Dunn, president and owner of KSFO, San Francisco, also is the largest stockholder in KROW.

The FCC, in its controversial chain monopoly report issued last May 2, did not make any recommendations or issue any rules in connection with multiple ownership or duplicating service in the same area, but said that these matters of common control were being defined in consistent day-to-day actions of the FCC. Heretofore, the Commission has made conditional grants in connection with engineering or other considerations. By adopting the new course, the FCC was felt to make doubly sure that licensees, as well as Washington attorneys, were fully aware there is a question in the mind of the Commission as to multiple ownership in the same market.

WOWO, WWVA GET FULLTIME 30 DAYS

TEMPORARILY clearing up one of the most unusual situations in radio, under which two stations have shared time on different frequencies, the FCC last Wednesday announced that WOWO, Fort Wayne, and WWVA, Wheeling, W. Va., have been granted special temporary authority to operate full-time for 30 days on the 1190 and 1710 kc. frequencies, respectively. Since the Havana Treaty allocations became effective last March 29, the stations have been operating on a time-sharing basis, despite the difference in frequencies.

This unprecedented action grew out of the Havana Treaty allocations, under which six stations formerly sharing time were to have been accorded fulltime. Involved in addition to WOWO and WWVA were KVVO, Tulsa, and WAPI, Birmingham, which were to operate on 1170 kc. with 50,000 watts, KEX, Portland, Ore., and KOB, Albuquerque, all of which are already operating fulltime pending regular grants.

It is understood that policy considerations surrounding WAPI, under lease arrangement in which CBS is interested, have held up the regular grants, with Commissioner T. Thompson, of Alabama, the main figure in the FCC deliberations.

Radio Will Take Part In Intelligence Service Headed by Col. Donovan

WITH THE designation last week of Col. Wm. J. Donovan, of New York, as a Major General to supervise the nation’s first intelligence service to ally it with the British Secret Service, radio will find another important function in the defense set-up.

Though Gen. Donovan’s new duties are shrouded in secrecy that no hint of any plans have been revealed, there are indications he will head a new military agency. His staff will probably include experts from the State, Justice and Treasury Departments, aides from the Army, Navy and Coast Guard, and technicians from such agencies as the FCC.

The probable function of the FCC under the new unit would center around its Foreign Broadcast Monitoring Service headed by Lloyd A. Free with Harold N. Graves serving as administrative assistant.

Radio Will Take Part In Intelligence Service Headed by Col. Donovan

ASPPARETANE COMMENTARY

On 78 Mutual Stations

AMERICAN HOME PRODUCTS Corp., Jersey City (Aspapane), yesterday and Friday, with John B. Hughes on 78 MBS stations, Monday through Friday, 2:12-12:15 p.m. (EDST), with West Coast repeat, 9-9:15 a.m. (PST). Contract is for 52 weeks, with program originating from Hollywood. asbestos, a new product of the former Blackstone Products Co., manufacturers of Aspapane.

Langendorf United Bakers, S.F. California, through Leon Livingston Adv. Agency, that city, is currently sponsoring News & Views with John B. Hughes on 27 Pacific Coast MBS stations, Monday through Friday, 2:30-2:45 p.m. (PST), while HealthAids Inc., Jersey City, is continuing its sponsorship of a sub-program on 6 West Coast Don Lee stations (KJG KBFRC KOL KCOX KGBA KBCG) Monday through Thursday, 6:30-6:45 p.m. (PST), Raymond Specter Co., New York, services the account. MacFadden Publications, New York, is continuing its sponsorship of a program on KJH, Hollywood, once weekly.
Trammell Offers Formula to ASCAP
Proposal of CBS Considered by Society

NILES TRAMMELL, president of Columbia Broadcasting System, also has submitted to ASCAP a proposal for the use of ASCAP music on the NBC networks and the nine NBC M&O stations. Proposal, Mr. Trammell says, represents our best efforts to solve the music problem which has existed since Jan. 1, 1941, when former ASCAP licenses expired. Complete text of the proposal have been sent to all NBC affiliate stations, he added. [See details of proposal in adjoining column.]

Stating that "since NBC now proposes to clear at the source on network programs and cannot bear the entire cost of network commercial licenses itself," NBC stipulated that the blanket licenses, both sustaining and commercial, "shall be conditioned upon substantially all NBC-affiliated stations agreeing to reimburse NBC to the extent of 1% of the compensation paid the station for broadcasting network commercial programs."

Per-Use for Some
While NBC states it is willing to sign ASCAP contracts for its M&O stations on the basis of "many of our affiliates desire a per-use basis," the network statement says, going on to suggest that ASCAP offer NBC affiliates the following pro-plan program which NBC would be willing to recommend:

Commercial contract under which stations would pay ASCAP 15% of its net receipts from sale of time for spot and local programs, less a 15% sales commission, on programs using ASCAP music, except those using only incidental ASCAP music, for which stations would pay 2% of such net receipts.

Sustaining contract under which stations would pay 1% of card rate if time were sold for each sustaining program using ASCAP music.

Other conditions are: All contracts are to expire Dec. 31, 1949; all claims against NBC and its affiliates by ASCAP or ASCAP members shall be dropped; all network licenses to permit ASCAP music on all NBC programs to be broadcast by all NBC affiliates, but no license fees shall be paid in States which have statutes prohibiting ASCAP operation. Likewise, NBC will pay no license fees for stations outside the U. S.

NBC also proposed that ASCAP grant for "nominal fees" blanket licenses for FM, television, shorts, and experimental stations operated by ASCAP licensees, with standard broadcast fees to be applied at such time as these stations have commenced regular service.

Proposal has been endorsed by the IRNA chairman and vice-chairman, Samuel Rosenbaum, WPIL, and Paul Morency, WTTG, respectively, and WBAP and KGKO, NBC reports.

"I am hopeful that this proposal will be accepted by all the parties," Mr. Trammell said. "Under its terms NBC will pay ASCAP something more than it has previously. We are offering to assume the obligation of clearing and paying for all network sustaining and public service programs in order to expedite a final solution. Our offer of a higher payment for a network license, and our proposal that a lower rate be paid by the local stations for local and national spot commercial business, represents a sincere effort on our part to return ASCAP music to the air on a basis equitable to all."

Method for Independents

"The independent stations on the NBC networks remain free to negotiate local licenses with ASCAP if they so desire, and we have suggested four alternative methods for the consideration of the stations and ASCAP. The alternatives suggested permit of great flexibility in negotiating agreements for the use locally of ASCAP music. At the same time they provide for a fair payment to ASCAP for the use of its music."

"The success achieved by Broadcast Music Inc. has been a source of gratification to all broadcasters. The use of BMI music will continue and with the completion of negotiations with ASCAP, the market for music will have been established. That was the real purpose behind the formation of BMI, and I am sure that if our proposal to ASCAP is accepted, the composers, lyricists, publishers and broadcasters throughout the country will find an ever-widening use for their music and receive fair and equitable compensation for it."

NIBC's Proposals to ASCAP

NBC proposed that separate network licenses be executed for the Red and Blue networks and for each M&O station on the following basis:

1. Separate blanket network commercial contract under which NBC would pay ASCAP 2% of its net receipts (defined as net sales, less cost of time (defined as deducting discounts, rebates and advertising agency commissions actually allowed), minus a sales commission of 15% of NBC's net receipts and the actual cost of wire lines between stations.

2. Separate blanket network sustaining contracts under which NBC would pay ASCAP a sustaining license fee of $200 a year for each M&O and affiliate station, such fees to be pro-rated if station is affiliated for only part of the contract year.

3. Separate local station blanket commercial license agreement for each M&O station under which station would pay ASCAP 2% of its net time sales for local and spot programs, less a 15% sales commission.

4. Separate local blanket sustaining license agreements for each M&O station, to pay ASCAP an annual sustaining fee of (a) 12 times the highest half-hour card rate if station has net local and spot income of more than $165,000 a year; or (b) 12 times highest quarter-hour card rate if such station's net receipts are between $100,000 and $165,000; or (c) $12 a year for any station whose annual receipts are below $50,000.

In the Brig

The show went on for WCAU, Philadelphia, even in the face of Army discipline. For its "We've Got the Beat," the programming for this week, the annual soldier show from Indianatown Gap, Pa., last Thursday, the program was broadcast from the headquarters of Private Harry Marks, a former night-club performer now in service. When the WCAU staff arrived at the camp to rehearse the broadcast, it was found that Private Marks had been incarcerated for a minor Army violation. Not desiring to cancel the broadcast, the commanding officer was prevailed upon to permit Private Marks to participate in the show. After the broadcast, he was returned to the brig.

The proposal made last week by CBS to ASCAP has not yet evoked any response from the Society, whose board last Monday referred the proposal to ASCAP's general counsel for consideration. There was no reaction expressed officially, "on advice of counsel," according to an ASCAP spokesman, but it is understood the proposal precipitated a heated argument among the board members, some of whom favored accepting it at its face value or at least as a starting point for further negotiations which might result in a contract with CBS that is more favorable to ASCAP.

Others, however, are reported to regard it as an insulting gesture on the part of CBS, put out with no real idea of having it accepted but merely for the record, so that CBS might absolve itself of any charge of refusing to deal with ASCAP or of conspiring to keep ASCAP music off the air.

Indications, long evident, that a single member of the ASCAP membership, NBC, is anxious for a deal to be completed on any reasonable terms that will get their music back on NBC and CBS, and so restore to them the income that they have been receiving. NBC has supplied the major part of ASCAP's disbursements, were strengthened by action of the board in voting $1,250,000 in dividends to its members for the second quarter of the year.

Needed to Bolster Morale

Proposal to disburse so large an amount, within $100,000 of the sum distributed for the same period of last year, was made by John O'Conner and approved by the board over the objections of several members to "cleaning out the treasury" to such an extent.

The majority feeling was said to be that NBC might well bolster up the morale of members who might be toying with the idea of deserting the ASCAP ranks for other affiliations if they were to get the ASCAP music back on the air and so back into the sheet music and phonograph record market.

Proof that this fear of a general breakup in the sheet music field is no phantasy but a real threat comes with an announcement by BMI that several prominent ASCAP writers have entered into contracts with the business music organization for the publication of their songs. Performance rights on these compositions will be licensed directly by the writers to the broadcasters without payment of any fee, BMI acting only as the publisher and not as the licensing agent. As publisher, BMI will control the publication and mechanical rights to this music.

BMI Explains Move

BMI explained that the move that will make tunes by leading ASCAP writers a part of the broadcasters' repertory is authorized by the contract degree signed by ASCAP with the Government, which states that any ASCAP member is free to license his works directly to the user, but not through BMI. Any revenue from such independent licensing is to be turned over to ASCAP for distribution in its regular manner.

However, the writers are licensing their music to radio without charge, as they feel that by getting their tunes back on the air they will insure their popularity and thus their sale as sheet music and phonograph records, producing enough revenue to overcome the loss of performing rights fees.

In addition to those ASCAP writers already signed, several more are currently negotiating similar contracts with BMI, it was stated, and when these contracts have been completed the names of the writers will be announced. BMI has also (Continued on page 28)

BROADCASTING • Broadcast Advertising

June 30, 1941 • Page 11
New WFAA-KGKO Studios
Introduce Acoustic Advances

Elaborate $200,000 Penthouse Plant Is Dedicated
As Texas and Industry Notables Attend

EMPLOYING a radical departure in acoustical design, new penthouse studios of WFAA-KGKO, Dallas, atop the Santa Fe Bldg., were dedicated June 20 with leaders of the broadcasting industry in attendance. Approximately $200,000, it is understood, was invested in the two-story structure, housing five studios and control rooms and 30 other offices and rooms.

At the opening, a banquet was held for visiting guests, given by G. B. Dealey, chairman of the board; Ted Dealey, president, and their associates of the Dallas News, owner of WFAA and half-owner of KGKO. The studios were formally opened to the public June 23, when all regular broadcasting activities were begun at the penthouse.

A dedicatory broadcast originating in the studio was carried on NBC Blue June 21.

New Acoustic System

Outstanding feature of the entire unit are four studios designed with the new dispersive system of acoustics.

Acting as designing consultant for these studios was Dr. C. P. Bomer of the U of Texas who, with George Dahl, of the architectural firm of LaRoche & Dahl, based his designs on studies by Dr. K. C. Morrical of RCA. Studios of WFAA-KGKO are said to be the first in the world to be constructed on this principle.

The system is based on a combination of curved and inclined surfaces that reflect and scatter sounds originating in the studios—in contrast to the old system of using sound-absorbing walls. The curved walls of the studio project into the room 11 inches, while flat surfaces of the ceiling are inclined, giving the onlooker the feeling that he has suddenly been transported into some mysterious structure on Mars.

Adding mystery to the sensation is the startling manner in which sound travels throughout the studios.

Persons standing at opposite ends of Studio C, the largest having this type of acoustical design, can converse in low tones and yet hear each other distinctly. Tests have revealed that sound is distributed through this type of studio so evenly that artists can perform even with the microphone back of them.

Studio A, largest of the five in the unit, is auditorium styled with theatre-type seats for 250 persons before a stage large enough for a symphony orchestra. All the props necessary for a major stage presentation are included in this studio—electrically operated curtains, spotlights, colored stage lights, public address system and audience applause microphone.

Equipment for the master control room and four auxiliary control rooms was designed by Ray Collins, technical supervisor for the stations and engineering staff of WFAA-KGKO, and was custom-built by RCA. The master control unit, by which ten studios may be dispatched to six outgoing channels, is an elaborate affair operated by 108 knobs, 42 switches and countless signal lights and other controls.

Located on the second floor of the two-story penthouse are the executive offices, news room, recording room, observation booth, mail room, sales department and clients’ rooms. These offices are equipped with special high-fidelity loudspeakers carrying 21 different radio, network, studio and audition channels. A terrace circling the studios has been sodded and landscaped into a beautiful skyway garden.

Opening ceremonies for the penthouse studios were climaxed by WFAA’s 16th birthday June 23. William S. Hedges, NBC vice-president in charge of stations, headed a group of the network’s executives from New York at the banquet, including William A. Clarke manager of technical services, Sheldon B. Hickox Jr., manager of the Red Network Division, and John H. Norton Jr., manager of the Blue Network Division.

Among guests from Washington were Edward M. Kirby, radio chief of the bureau of public relations for the War Department, Philip G. Loucks, Washington counsel for WFAA-KGKO, and Sol Taishoff, editor of Broadcasting.


Oklahoma stations were represented by Edgar T. Bell, of the Oklahoma Publishing Co., owners of WKY, Oklahoma City; William C. Gillespie, KTUL, Tulsa, and William B. Way, KOED, Tulsa; and E. Zimmerman of KARK, Little Rock, attended.

Representatives of Texas stations included Hugh Half, WQAI, San Antonio; George W. Johnson, and William C. Bryan, KTSU, San Antonio; Kern Tips, KPRC, Houston; O. L. Taylor, Plains Radio, and K G N C, Amarillo; C. B. Locke, KFDM, Beaumont; George Cranston and Ed Lally, WBAP-KGKO, Fort Worth; James Pate, Lone Star Chain, Fort Worth.

Paramount Spots

TO STIMULATE summer business, Paramount Theatre, New York, on June 24 broadcast a special half-hour program on WNEW, New York, featuring popular dance tunes and announcements about its new release “Caught in the Draft.” This is a departure from the Para mount policy of buying announcements and if successful, it is understood the company will continue similar programs during the summer with WNEW as a key station. Colonel H. H. Shuman & Co., New York. Also promoting its various pictures is Warner Bros. Co., which is broadcasting 41 announcements on WNEW from June 23 to July 8. Agency is J. Walter Thompson Co.

Fight FCC Rules, Ted Dealey Urges
Texas Executive Points Out Danger of Regulations

A CALL to the nation’s listeners to “get up on your hind legs and fight” the new FCC chain-monopoly regulations that radio service to the public be demoralized, was sounded June 20 by Ted Dealey, president of the Dallas News, at the dedication of the new penthouse studios of WFAA-KGKO.

In an extemporaneous address, Mr. Dealey, one of the country’s militant publishers in safeguarding freedom of the press, declared that the present FCC crusade, led by Chairman James Lawrence Fly, himself a Texan, could not be dissociated from newspaper operation. If the Government can clamp a censorship on radio, it is only the “back door to censorship of the press,” he asserted.

Indirect Approach

Among Mr. Dealey’s listeners at the banquet dedicating the new $200,000 studios were two of Chair man Fly’s brothers, who live in Dallas, as well as his first cousin, who is assistant director of the WFAA-KGKO staff orchestra. In his remarks, Mr. Dealey had referred to the FCC chairman as a native of Segoville, a suburb of Dallas, who, although new to the field of radio, was primarily responsible for the projected new regulatory restrictions.

Challenging the New Deal’s forays against industry but praising its foreign policy, Mr. Dealey charged that the Administration did not have the “nerve” to put a censorship directly on newspapers, but that it is using its licensing power over radio to go through the “kitchen, dining-room and living-room.”

In a formal address commending the Dallas News for its optimism (Continued on page 35)
"With SPOT BROADCASTING, our radio budget is spent in exact proportion to our sales in each market"

... says M. Fred Cartoun for Longines Watches

Spot Broadcasting made success for Longines because it enabled the company to sales-manage its radio advertising. In the Longines business—as, no doubt in yours, too—there are many markets and territories which do not perform "according to the book" ... some where exceptional distribution gets far more than its share of sales ... some where adverse conditions keep volume below normal ... and the familiar problem territories that call loudly for individual treatment. By purchasing radio on a spot basis, your budget and your promotional plans can be precisely fitted to each territory to an extent not possible at all under a predetermined national setup of stations. At the same time your local effectiveness is assured because spot radio gives you unrestricted selection of stations and choice of spots with proved audience.

- Have you considered what Spot Radio could do to bring your advertising and sales into better adjustment? Or how it steps up the effectiveness of local merchandising and promotion in markets needing special attention? Ask a John Blair man.
Impasse Develops In Effort to Halt Strike by AFRA MBS, WKRC and Others Fail To Agree in Chicago

DESPITE an eleventh-hour attempt to untangle the strained relations between WKRC, Cincinnati, and the American Federation of Radio Artists (AFRA) strike order for a strike of AFRA members on all MBS programs led to WKRC management being carried through on July 7. The current AFRA strike against WKRC is the first ever staged against a radio station, and the bargaining move against MBS programs would be the first called against a network.

A special meeting of union, network and station officials, held in Chicago last Friday, was concluded without any agreement reached, and since no further meeting was scheduled, it appeared that the AFRA strike order pertaining to MBS would lose its effective status. Principals in the discussion, including Hubert A. Taft Jr., general manager of WKRC, had no comment to make in answer to questions upon conclusion of the meeting.

Week's Developments

Chicogo meeting was attended by Mr. Taft and his attorney, Leonard Weakley; Fred Weber, general manager of MBS, and Keith Masters, MBS attorney; for AFRA, Eugene Giles, executive secretary, and George Heller, associate executive secretary, and Henry Jaffe, attorney. Joseph L. Miller, NAB labor relations director, was in Chicago to participate.

Session came as a culmination to a week of feverish activity which can be summarized as follows:

On Friday, June 20, AFRA called the first strike in its history against WKRC after more than a year of negotiation failed to produce a contract. Chief points of dispute were union demands for closed shop and for minimum wages of $50 a week for staff announcers, $35 a week for staff actors and singers. Four employees walked out and began picketing WKRC.

The station continued operations with majority of staff talent staying on job. These are members of the recently-organized Radio Artists Ass'n, an independent union which AFRA considers a company union but which was sure enough of its position to petition the NLRB for an election to determine which union should act as collective bargaining agent for station's talent.

On Monday AFRA notified MBS that unless it discontinued its program service to WKRC by Tuesday noon the union would call a general strike against the network. Mutual protested that it would like to cooperate with AFRA but that it had contracted to supply both commercial and sustaining programs to WKRC. A meeting was arranged to be held in Chicago on Wednesday, at which representatives of AFRA, MBS and WKRC could discuss the situation and attempt to arrive at some sort of compromise settlement.

Deadline Set

On Tuesday Mr. Taft said he would be unable to attend the Chicago session, as it would be unfair for him to deal with AFRA as long as there was another union in the picture, whose rights must also be considered. The AFRA board, in special session, set July 7 as the deadline for pulling its members from all Mutual commercial programs which the network sends to WKRC unless such service had already been discontinued.

That night, at an AFRA rally in Cincinnati, Mrs. Holt announced that AFRA had filed a complaint with the NLRB against RAA, asking the Labor Board to declare RAA an "administration dominated organization." She stated that when a strike vote was taken April 10, it had been approved by the majority of WKRC employees, including some of those individuals who had at that time voted to strike, but who were still working at the station as a result of intimidation by the station management.

The next day Mr. Weber offered to go to Cincinnati to meet with officials of the station and of both unions to attempt to mediate the interunion controversy under the auspices of the NLRB, but this offer was rejected by AFRA. AFRA subsequently declined to be a party to an NLRB election at the station, claiming that under present circumstances it would be impossible for a fair election to be held. Andrew J. Meyer, Federal Conciliation Commissioner, likewise failed to make any headway toward a conciliation. Mr. Taft agreed to attend the meeting with MBS and AFRA in Chicago on Friday.

The AFRA board approved a letter to advertising agencies operating under AFRA's code of fair practice, notifying them that as of July 7, "no AFRA member may work on any program going over or transmitted to WKRC."

Effect of Code

The letter also states "this notice does not apply to any program other than a program which uses the facilities of WKRC. You may use any other station in Cincinnati or elsewhere for your Cincinnati coverage, in place of WKRC." Letter was not sent out, however, until after the Friday session in Chicago.

Asked if AFRA, by forcing programs off the station and possibly off the network, were not ignoring the anti-strike clause in its code of fair practice, a union spokesman replied that the code was not signed by either advertisers (on the grounds that such action might upset the labor relations of their own organizations) or by the agencies (who said they were not principals but agents).

Instead, agencies signed letters in which they agreed to abide by the provisions of the code, but which (Continued on page 29)

Rule Against Recording Not Planned by AFM

AMERICAN Federation of Musicians has no immediate plans to cut off the supply of union musicians from the manufacturers of transcriptions and phonograph records. It was stated at AFM headquarters in New York late last week. Union officials also said renewal of the present license for the employment of AFM members for recorded music, which expires June 30, would be possible for another six months, or until Dec. 31, upon request of the licensees.

This news came as a relief to the recording industry, as resolutions introduced at the recent AFM convention [BROADCASTING, June 16, 23] had virtually provided the union's executive board to take action as it sees fit to stop or at least curtail the allegedly adverse effect the use of recorded music had on the air, and in "juke boxes," has had on the employment of live musicians. Fact that December the AFM had issued to the recorders license running only six months, instead of 12, as was the previ- ous practice, plus the further fact that with less than a week to go before the expiration of these licenses, it was found that the licensees, it was learned, had led to some expectations that the AFM might immediately act upon the convention's instructions. Union officials stated, however, that the board will not take any action today but will wait until letter of the message is sent for several weeks and that no action will be taken before the next meeting.

FCC to Request Data On News Commentators

QUESTIONNAIRES asking network and stations whether they have plans to well-rounded and rather than one-sided discussions regarding the role of this country with the world abroad, are to be distributed shortly, probably this week, by the FCC in accordance with a request of the Senate Interstate Committee.

The committee's action was precipitated by Senator C conversions, who, of recent hearings on the White Resolution, obtained the promise of FCC Chairman fry to secure such a questionnaire on the war issue stating that it would be a "good thing" for the committee to have [BROADCASTING, June 9].

The Senator stated that because of the country's influence as an instrument of molding public opinion and disseminating thought on major issues confronting the American people, it was of paramount importance that station managers treat their responsibility with every element of fairness.

The FCC questionnaire will particularly ask the names of speakers who discussed this country's role in the war during the five-month period from Jan. 1 to June 1. Questionnaires must be returned by July 21.

WILLIAM C. WHITEMORE, formerly of Burden & Co. New York, and recently a member of the sales staff of WOR, Inc., joined the New York office of Howard H. Wilson Co. June 30 as an addition to the present personnel announced by J. Frank Johns, New York manager of the station representative firm.
FROM EVERY POINT OF VIEW
...it's a Natural!

Ask your Engineer about this new
250 Watt Transmitter

You can see for yourself that Western Electric's new 451A-1 is compact, accessible, stylish. It's outstanding in performance, too—engineered by Bell Labs for highest signal quality, low power consumption, low tube cost, low maintenance cost.

Features your engineer will like: frequency response flat within 1.5 db from 30 to 10,000 c.p.s.—r.m.s. noise level 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation—Grid Bias Modulation of last RF stage.

Those are just some of the reasons why the 451A-1 has been chosen by the stations listed. For details, ask Graybar for Bulletin T-1752.

Western Electric
Ask your Engineer!
Shirer’s Saga—Six Years in Berlin

Thrilling Narrative of CBS Commentator In Book Form

The Unanimously enthusiastic reviews given to William L. Shirer’s Berlin Diary [Alfred A. Knopf, New York $8] by literary critics and the volume's choice as the July selection of the Book-of-the-Month-Club are amply testimony to the extent of the work for the general reader.

As a foreign correspondent in Berlin from the fall of 1934 to the winter of 1940, representing first Universal Service and, since 1937, CBS, Shirer saw the rise of Hitler and the resulting war from a front-row seat, and in this volume he gives a vivid day-by-day account of what he saw.

A Radio History

For the broadcasting industry, however, the book has a special interest. For it is a history not only of the development of a European war but also of the coincidental development of American radio’s news coverage of Europe.

It was in August 1937 that Shirer, jobless when Universal Service elected him to dinner by Edward R. Murrow, European manager of CBS, Murrow said “he was looking for an experienced foreign correspondent to open a CBS office on the Continent. He could not cover all of Europe from London.” Shirer got the job after a trial broadcast—done seated on a pile of packing boxes because the microphone was stuck at a height of about eight feet—had proved his voice acceptable to CBS executives in New York.

In Vienna early the following March, March, he notes the rising tension and says: “I feel a little empty, being here on the scene but doing no actual reporting. Surious radio doesn’t want a first-hand reporter. But New York hasn’t asked for anything, being chiefly concerned with an educational broadcast. I must do three hours a day in a few days—a chorus of schoolchildren or something!” Ten days later, when the Nazis marched into Austria, no radio facilities were available and Shirer flew to London to broadcast an uncensored eyewitness account of the Anschluss.

European radio round-ups are twice daily affairs today and taken as such a matter of course that it is somewhat startling to read under the dateline, London, March 14, 1938: “At 1 a.m. this morning 8.308, yesterday, Mr. Socig, New York time, we did our first European radio round-up.” Shirer’s description of the difficulties of lining up speakers and shortwave transmitters in London, Berlin, Paris, Vienna and Rome on Sunday evening occupied three pages of text, winding up with: “New York said on the ‘feedback’ that it was a success. They want another one tomorrow night.”

In April 12, Shirer records in his diary: “The [Austrian] crisis has done one thing for us. I think radio talks by Ed and me are now established. Birth of the ‘radio foreign correspondent,’ so to speak.”

And on Sept. 8: “Have almost convinced CBS that they should let me talk five minutes daily—revolutionary in the broadcasting business!”

But by the summer of 1939, Shirer can report a meeting in London of “Paul White and our ‘European staff,’ consisting of flack, Tom Grandin from Paris and myself, conferring on war reporting. We worked out technical matters such as transmission lines and shortwave transmitters and arranged to build up a staff of Americans (The New York Times, for example, has several Englishmen on its foreign staff) as regular staff correspondents, figuring that the American press associations and newspapers will not allow their men to broadcast, once the war starts... We are distressed at the failure of the Poles to rush their new shortwave transmitter to completion as this may leave us in a hole.”

Then Came Censorship

With the war came military censorship, “but fortunately,” Shirer reported Sept. 4, 1939, “the chief censor is a naval officer, an honorary foreign correspondent, someone of whom the war is not likely to be harmful, some warm words with the limit of his job he has been reasonable.”

On Nov. 18, commenting on the expulsions of a newspaper correspondent whose stories did not please the Nazis, he says: “Though the Nazis don’t like me, I suppose I shall never get kicked out of here. The trouble is my radio scripts are censored in advance, so that whatever I say over the air cannot be held against me. The newspaper correspondent can telephone out what they please, subject to the risk of getting what he was looking for an experienced foreign correspondent to open a CBS office on the Continent. He could not cover all of Europe from London.” Shirer got the job after a trial broadcast—done seated on a pile of packing boxes because the microphone was stuck at a height of about eight feet—had proved his voice acceptable to CBS executives in New York.

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Censorship Stiffens

Shirer’s description of a typical broadcast, beginning with a trip from his office to the government broadcasting headquarters during the regular blackout and ending with a dash across an open courtyard—especially exciting during an air raid—to the studio, after an extended battle with the censors over his script, gives a picture of conditions almost unbelievable when compared to broadcasting here.

And the accounts of his broad
casts from the German fleet on Christmas Day, 1938, and from the Forest of Compiegne the following June, to mention only two, are equally accented to the reader who can contrast them with remote broadcasts in this country. Strangest of all, however, to American broadcasters, would be the restrictions of censorship.

By September, 1940, Shirer is citing almost daily instances of unreasonable censorship and on Sept. 20, his diary records: “I ask myself why I stay on here. For the first eight months of the war our censor
ship was fairly reasonable—more so than Sevareid and Grandin had to put up with in Paris. But since the war became grim and serious—since the invasion of Sean
danavia—it has become increasingly—worse.”

“For the last few months I’ve been trying to get by on my wits, such as they are; to indicate a truth or an official lie by the tone and inflection of the voice, by a pause held longer than is natural, by the use of an Americanism which most Germans, who’ve learned their English in England, will not fully grasp, and by draw

(Continued on page 18)

THEY WERE IN THE AIR CORPS THEN

One of a Series

WWRL Is Given 5 kw.; WIZE Also Is Boosted

A CONSTRUCTION permit to increase its power from 100 to 250 watts on 5200 meters fulltime on 1600 kc. was granted June 24 by the FCC to WWRL, New York. The transmitter and vertical radiator will be installed in the Brooklyn area. WIZE, Springfield, O., was granted a modification of license to increase power from 100 to 250 watts on 1400 kc, with fulltime.

TuCUMCARI, N. M., Local

TUCUMCARI, a community in eastern New Mexico with a population of 9200, according to the 1940 census, was awarded a local June 24 when the FCC granted construction permit to Krasin & Krutznzner for a new station on 1400 kc, using 250 watts fulltime. Permit is a partnership of Lester K. Krasin, a radio technician from Las Vegas, N. M., and Otto A. Krutznzner, who has been in the auto body reconstruction business in Las Vegas 14 years.

EDWARD PETRY & Co., station repre
tatives, has moved its St. Louis office to 1221 Locust St.
**IT'S EASY TO UNDERSTAND**

**WHY**

*IT'S WKY 3 TO 1*

with Listeners in Oklahoma City

**WKY carries 12 out of a possible 14 top urban program favorites daytime; 11 out of 16 at night**

- Few stations, indeed, achieve and maintain such pronounced listener popularity in their communities as has WKY in Oklahoma. There are, of course, many reasons for this high listener esteem not the least of which is to be found in the recent study of urban-rural listening habits issued by the Co-operative Analysis of Broadcasting.

  Oklahoma City stations carried 14 of the 20 daytime programs ranking topmost with urban listeners. Twelve of the 14 were on WKY! Sixteen of the 20 top-ranking night time urban programs were on Oklahoma City stations. *WKY had 11 out of the 16!*

  Even a greater percentage of top-ranking rural programs were carried by WKY.

  These and many other programs of high national rank together with dozens of locally produced, live talent programs of even greater local listener interest—news, sports, educational, religious, and special events—combined with still other important local factors have formed for WKY a strong listener-winning alliance.

  Few, to be sure, are the stations which penetrate their markets so deeply and deliver to advertisers such a maximum of their markets’ potential audience so consistently morning, afternoon and night.
Networks, Stations Provide Coverage From Scene of Submarine 0-9 Disaster

ITS ATTENTION shifting suddenly from the European war last week with the tragic sinking of the submarine 0-9, NBC rushed a special crew of men to the Portsmouth Navy Yard to give the only network on-the-spot description of the Navy's futile efforts to rescue the 33 officers and men trapped 440 feet below the ocean's surface.

When the news came in Friday afternoon that the 0-9 was overdue after a practice dive, a field crew under the direction of Arthur Feldman, NBC supervisor of special events, flew to Portsmouth and by Saturday morning, handling four special broadcasts for the network, was ready to go to sea with a floating transmitter. NBC's crew consisted of announcers William Sparrowge and Radcliffe Hall, Engineers C. M. Hutson, Andrew Thompson and George Butler, and Press Representatives Leif Eid and Tommy Weber.

Wartime Conditions

According to Eid, material for NBC's programs included not only descriptions of the actual salvage work, but also question-and-answer sessions with the Navy Yard commandants and submarine commanders as well as a talk by Secretary of the Navy Knox.

Eid also reported that it was one of the first lessons for American radio of covering an event of military importance under what amounted to wartime conditions. Radio men and reporters were stopped at the Yard, and given identification cards and full military escort to the docks, but no censorship of the news was encountered.

Besides a special cruiser with a 250-watt antenna, NBC established a shore station at the transmitter site of WHEB, Portsmouth, which cooperated with the network. This shore transmitter at WIEW, also a 25-watt unit. Once on the scene at the diving grounds 24 miles due east of Portsmouth, the cruiser crew were unable to contact the shore crew, but hit on the solution of tuning in through WHEB and at 2:30 p.m., the exclusive program went on. Only when it became obvious that rescue efforts had failed did the NBC field crew disband.

Other Crews on Scene

CBS covered the event through special crews from its affiliate stations WEEI, Boston, and WLAW, Lawrence, while MBS offered coverage through a tieup with a Colonial Network crew of representatives.

George Lasker, manager of WORL, drove to Portsmouth with members of his staff as well as a special crew from WCOP, Boston, and the two stations jointly provided coverage. The two staffs gathered last-minute developments, reporting back to their studios by telephone.

Radio witnessed the final chapter in this tragic saga of the deep when WBZ-WBZA, Boston and Springfield, set up its microphones on the submarine Trip Tuesday, June 22, when the official burial services were read as 15 rescue vessels stood at attendance. Broadcast by WBZ-WBZA was the tribute of Secretary of Navy Knox and the final prayers of the chaplain. The preceding Friday, WBZ-WBZA flashed the news of that submarine was missing at 2:47 p.m. and sent a crew to the scene.

All facilities used for the Friday and Saturday broadcasts had been torn down and some returned to Boston studios while a needed generator lay in a freight yard in Maine when the station decided at the last minute to give up the burial services. With the cooperation of the Navy, the reassembly was accomplished within five hours.

WHEB Claims First

WHEB, Portsmouth, aired its first broadcast from the scene at 7:04 p.m., Friday, which the station reports as the first broadcast, heating the other stations and networks by several hours. Earlier in the afternoon when the first news of the disaster was flashed the station's new manager, Bert Georges, in New York at the time, arranged with NBC to get the pickup from his station. WHEB Announcers Winn Bittinon and Bill Bradley putting the official Navy information on the network at 4:35 p.m.

Du Pont Seeks Program

E. I. du Pont de Nemours & Co., Wilmington (institutional), through BBDO, New York, is looking over the field for a possible replacement of Cavalcade of America (NBC-Red, Mondays, 7:30 p.m.). Whether Cavalcade will be replaced has not been decided, but it is the yearly policy to investigate outstanding programs available, the agency stated.

Red Star Schedule

RED STAR YEAST & PRODUCTS Co., Milwaukee (yeast), in early June started a varying schedule of five and six-weekly spot announcements on WFBM, Indianapolis; KLZ, Denver; WECB, Dubuque, Agency is Arthur Meyerhoff & Co., Chicago.
Meat for America's Millions! Bread for a Busy Nation! Oil for the Wheels of Industry! The Texas Panhandle is a treasure chest of rich natural resources which are of new and vital importance. The 97% native-born white population of this area is "All Out" for preparedness. The greatest spring cattle round-up in years is just over ... bumper wheat crops are being harvested ... oil production is increasing. Everybody's at work! The result: great prosperity for this market and unprecedented opportunity for advertisers who want to reach it through its dominating NBC outlet ...

GET THE ATTRACTIVE COMBINATION RATE ON THESE FOUR CLOSE-KNIT STATIONS.

KGNC
Amarillo

KFYO
Lubbock

KTSA
San Antonio

KRGV
Weslaco

CENTRAL SALES OFFICE - 805-6 Tower Petroleum Building, Dallas, Texas
Telephone Riverside 5663
Ken L. Sibson, General Sales Manager

TWX Dis. 297
MacMillan Oil Test

MacMILLAN PETROLEUM Corp., Los Angeles, (Ring-Free motor oil), will test spot announcements in a few unselected markets, according to Roy S. Durstine Inc., New York, the newly-appointed agency.

WEELY PUBLICATIONS Inc., New York (Yearbook), on June 26 discontinues Ahead of the Headlines for 12 weeks, resuming the program Sept. 11 on 24 XNC-Blue stations.

WCKY Seeks Transfer To 640 kc. Assignment

AN APPLICATION for assignment on 640 kc. with its present power of 50,000 watts, was filed with the FCC June 25 by WCKY, Cincinnati, CBS outlet. The clear channel now is occupied by KPI, Los Angeles, although Newfoundland has a 10,000-watt station on the frequency.

According to the application, the shift in frequency from 1530 to 640 kc. would result in an increased nighttime service to approximately 850,000 population and during the day to approximately 3,250,000. Directive antennas would be used both day and night.

MacMillan Oil Test

OPM Lends Support to Daylight Saving

ADVANCING a national daylight savings time system definitely into the probability stage, the Office of Production Management last Wednesday was reported to have sent to the White House a request that President Roosevelt call for legislation establishing universal daylight saving time on a year-round basis during the defense emergency. The OPM request followed completion of a year-long survey by the Federal Power Commission, which recommended daylight saving time in several regions of the country.

Although no definite statement was available from OPM or the White House, or from the Federal Power Commission covering its report, it was indicated that OPM favored going beyond FPC recommendations and establishing a universal DST system, in the interest of eliminating confusion that would result from observance of DST in some parts of the country and standard time in other regions.

It has been felt for some time that when and if OPM came out for DST, it would recommend year-round operation during the emergency rather than observe it only during six or seven months a year. This has become increasingly evident, with the current DST season already well-advanced and promising to be almost over by the time the necessary legislation is approved by Congress.

The Power Commission survey is understood to recommend that DST be advanced only in certain areas—in the Southeast, for instance—with the President giving the power to extend DST areas when necessary. The study is reported to indicate that "fast time" on a national basis might do more harm than good at present—power might be saved in some areas to no purpose, and the resulting loss of revenue might jeopardize the outstanding utility bonds, particularly those of municipal plants.

Follows Ickes Approval

The OPM recommendation, which resembles the previously expressed sympathies of Secretary of Interior Ickes, one of the leading DST proponents, calls for a one-hour time advance on a national scale, to be established by legislation rather than executive order.

It was indicated that Congressional action was believed to have a better psychological effect. Both the OPM and Secretary Ickes oppose the regional idea on grounds that a confusing situation would result, particularly regarding railroad schedules, market hours and the like.

From the standpoint of radio, enforcement of DST on a regional basis would do little or nothing to relieve the haphazard situation now prevailing, with "fast time" observed in some areas and standard time in others. Programming difficulties would result, as they do today, and the situation might be aggravated since DST areas probably would become even larger than they now are.

According to an NAB survey, completed in mid-May for which 485 stations answered questionnaires, few broadcasters favor the present part-way observance of DST [BROADCASTING, May 12]. Most of the surveyed stations preferred a universal system of either DST or standard time, with the bulk speaking in favor of national daylight saving time.

All present legal bills to establish daylight saving time on a nationwide basis are pending in the House—all patterned after the DST statute of World War I days—produced by Reps. McNamara (R-Mass.), Keogh (D-N.Y.), Rogers (R-Mass.) and Flannery (D-Pa.). None of these provides a year-round system. No action has been taken on any of these proposals by the House Committee on Interstate & Foreign Commerce, pending some sort of stimulation from the Administration. It is believed, however, that if President Roosevelt calls for and recommends action by Congress, the necessary legislation will go through in short order.

NBC Defers Plan To Buy KOA, KGO

Monopoly Rules Cause Delay In Million Dollar Deal

A PLAN for acquisition of KOA, Denver, and KGO, San Francisco, by NBC from General Electric Co., for a figure in the neighborhood of $1,000,000, has been temporarily dropped because of the network monopoly regulations adopted by the FCC majority, it was learned authoritatively last week.

The stations, both now licensed to NBC under leases held but owned by GE, have been designated for hearing on license renewals by the FCC in view of its crusade against management contracts and leases, which it views as tantamount to transfers of license in violation of Section 310 of the Communications Act. The hearings have been set for July 21.

Channel Broken

KOA has operated with 50,000 watts on 850 kc. as a Class I-A station, but the FCC recently authorized KOA to operate fulltime with 5,000 watts on the frequency, resulting in a breakdown of the channel. This matter now is in litigation since an appeal has been taken by NBC to the U.S. Court of Appeals for the District of Columbia. A petition for a stay order, to prevent WHDH from operating on fulltime until court action on the appeal, also is awaiting court ruling.

KGO, operating on 810 kc. as a Class II station, uses 7,500 watts but is authorized to operate as a Class I-B station with 10,000 watts. It is understood negotiations were begun several months ago for acquisition of the two stations by NBC, and price dickering on the over-all price has ranged between some $850,000 and something more than $1,000,000, sought by GE.

With the issuance May 2 of the chain-monopoly regulations, which would ban network ownership of more than one station in cities other than New York, Chicago and Los Angeles or San Francisco, the conversations became stalemated. Whether they will be reopened, it is presumed, depends upon the final disposition of the FCC's regulations.

WHBF Power Boost

WHBF, Rock Island, Ill., is slated to begin its new 5,000-watt operation with a series of programs June 30 and July 1. Owned and operated by the Rock Island Argus Company, the station has six-and three-quarters 200-watt outlet in the MBS and is represented nationally by Howard H. Wilson Co.
Fly Indicates He Advocates Duplication
For Clear Channel Stations on Coasts

CLEAR-CUT indication that FCC
Chairman James Lawrence—fly-
ings duplition of clear chan-
nels now utilized by stations on
the coasts and borders or else
would espouse their relocation in
the major action of the FCC, for-
malizing the breakdown of the 850
kc. clear channel occupied by KOA,
Denver.

Along with the text of the FCC
decision and order denying the
KOA petition for stay [Broad-
casting, June 16], released re-
cently, the chairman issued a speci-
cally concurring opinion setting
forth his clear-channel viewpoint. He
had voted with Commissioners
Thompson and Walker to deny the
NBC petition, whereby the deci-
sion granting WBDH, Boston, full-
time on the 850 kc. channel with
5,000 watts would have been stayed
pending final determination of an
appeal in the case taken to the
U. S. Court of Appeals for the Dis-
trict of Columbia.

He pointed out that the Commis-
sion previously had decided the
case and that he had not partici-
pated, and he did not want to
understand to be expressing an
opinion on the merits of that
decision by his separate opinion on
a "procedural matter".

Great waste, the chairman said,
results from the fact that clear-
channel-clear stations "whose rais-
on d'etre [reason for existence] is
to serve over great distances and
in vast rural areas of the country"
have to a great extent been con-
centrated along the coasts and bor-
ders of the country. He said the
power "is impacted" into the re-

tative markets of large metropoli-

tan areas which are already fully
serv, if, in fact, not overseen, and
a great portion of the signal
strength of the clear-channel sta-
tion is wasted upon the sea.

"Thus, while listeners in New
York, Chicago, and Los Angeles,
may tune in on a dozen stations,
there are vast rural regions in up-
per New England, in some areas
of the South, and in the great
Mississippi area where the listen-
ing public has difficulty in receiv-
ing programs of even one sta-
tion. The need for a studious,
careful appraisal of this vital pro-
blem is apparent. If the clear-chan-
nel wavelengths are to be further
exploited, the plans for that ex-
plotation ought to be made in the
light of these dominant factors and
as a result of a full study."

VERSATILE VIC HANSON, for-
mer head football coach of Syra-
cuse U and now a member of the
sales staff of WAGE, Syracuse, has
assumed the additional duty of
head of the Atlantic Baseball
School in Central New York.
WAGE has granted him a two-
month leave of absence to teach
baseball to youngsters in Syracuse
and nearby Rome, Watertown and
Oneida. He will return to his
sales duties at WAGE in the fall.

Heard the Bout
AN INCREASE of almost
300% above the usual week-
day gate resulted June 18
when the owners of the Min-
neapolis Kels baseball club,
despite a rather skeptical at-
titude, allowed WLOL, the
local MBS station, to wire
the park to bring returns of the
Louis-Conn heavyweight fray
prize to the scheduled
game night game. A few WLOL
spot announcements on the
added attraction at the ball
game resulted in the 7,812
attendance.

Extensive Aid Is Given
USO by Radio Groups

RADIO portion of the advertising
campaign now in process for the
United Service Organization in-
cludes time on more than 860 sta-
tions throughout the country, the
USO reports, with nearly all the
network programs carrying a men-
tion of the group and some writ-
ging the campaign into their plots.
Stars of stage, radio and screen
are participating in national and
local programs, and one-minute

dramatized appeals for funds are
heard daily between commercial
programs.

Neville Miller, president of the
NAB, is chairman of the USO na-
tional radio committee, which in-
cludes the presidents of the three
major networks, and heads of local
stations and regional groups.
Chairman of the radio advertising
section is Joseph R. Busk, vice-
president of Ruthrauff & Ryan.

WIBC on Fulltime
HAVING switched to fulltime
operation with 5,000 watts on 1070
kc. on June 18, WIBC, Indianapolis,
now operating on a 19-hour schedu-
le daily, 5 a.m. to midnight,
according to C. A. McLaughlin,
vice-president and general man-
ger. WIBC had previously oper-
dated daytime only with 1,000 watts.
A new RCA transmitter at New
Augusta, Ind., and new studios in
the Indianapolis Athletic Club rep-
gresent an outlay of $100,000. Gov.
Schricker of Indiana proclaimed
June 29 as "WIBC Day" for the
State, and the dedication ceremony
that day was to be featured by a
salute from Mutual Network.

A FULLTIME regional in Paducah,
Ky., is asked in the application to
the FCC of Paducah Newspapers Inc.,
publisher of the Paducah Sun-Demo-
crat, for a 1,000-watt outlet on 980 kc.

WIBC's 5000 WATTS
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

LOUISVILLE'S
500 Watts
970 K.C. N. R. Basic Red

June 30, 1941 • Page 21
SHIFTS its origination point from week to week, the SPEBSQSA program will be started July 3 on CBS Thursdays, 8:30 p.m. The name represents initials for "The Society for the Preservation & Encouragement of Barber Shop Quartette Singing in America," whose membership includes celebrities. Charles Vanda, CBS Pacific Coast program director, will handle the production.

Early Morning Listener Quiz
LISTENERS' questions pertaining to driving, traffic and on general subjects are answered during an early morning quiz show, a feature of The Breakfast Roundtable on KGO, San Francisco, at 7:15 a.m. six days a week. Listeners keep their own score and the announcer suggests the loser treat the others to prizes.

Salute to Defense Worker
DEFENSE WORKER who has done the outstanding job of the week is saluted on Proudly We Stand, a program sponsored by the San Francisco Chronicle.

Week-End Vacations
WHAT'S GOING ON in Northern California over the weekends—information on county fairs, exposi- tion shows, rodeos, athletic activities, organization picnics and outings—makes up the new KYA, San Francisco, program Amusement Page of the Air, Fridays and Saturdays.

BEHIND-THE-CAMP SCENES
DESIGNED to show what goes on in Army camps aside from military training, Tempo of the Times, on KWO, Fort Wayne, features speakers familiar with different phases of camp routine, such as the dietitian, the person in charge of recreation facilities, etc. It aims to acquaint people with national defense efforts, to encourage young people to enlist in the army and to arouse those not eligible for actual training to enlist in home defense activities.

All the Sports
ENTIRE sports staff of WBBM, Chicago, is participating in a new weekly, quarter-hour, Saturday program, The Sportsman's Show. Also, visiting celebrities will be interviewed, Jim Crisunberry, veteran sports editor of WBBM, has charge of the series, with Pat Fannigan, John Harrington, Val Sherman, and other sportscasters.

Jobs for Graduates
TO DIRECT young graduates from high school or college who are looking for positions to the proper channels, WEEI, Boston, is sponsoring a series of Job Hunter programs. Expert advice is given by a personal expert.

Fun from Fort Bliss
FROM entertainment centers at Fort Bliss comes a weekly amateur hour on KROD, El Paso, sponsored by Peder Jewelry Co. Cash prizes are given, with Gruen watches for first and second finalists.

WAPO Offers More!
MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area.

MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPO reaches over one half million prospective buyers.

MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar power plant employing 18,000.

MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

CLEARING HOUSE for shut-ins is a program on WNL, New Orleans, in which handicapped persons tell how they succeeded despite physical obstacles. Program is entitled "Behind the Camp Scenes.

Transcribed Quiz
TRANSCRIBED QUIZ is a new twist to the old game, on WFBL, Syracuse, N.Y., the station sends its mobile transcription unit into two towns, where a group of representative citizens face the multifaceted questions the program, known as Caravan Quiz, is transcribed, with the same questions repeated in the two towns. The judges listen to the transcription in WFBL's studios and make their decisions. The recordings are broadcast over the station and the judges' decision is made public.

For the Cause
BREEZY items about wartime charity workers are featured on a new Sunday evening program, Everybody's Doing It, on CFRB, Toronto, for Tisdal's Jewelry Store, Toronto. An "Award of Merit" in the form of a rosebowl is given weekly to the person or group whose contribution to wartime charity work is considered outstanding.

Lucky Tinkle
GIFTS from sponsors, ranging from musical flutes to scalp massages, are given to club members whose names are read in rapid succession during a designated period of ten minutes on For Whom the Bells Tinkle, a feature of Millicent Polley's Listen Ladies heard daily on WHF, Rock Island-Moline-Davenport. The tinkle of a bell ends the time and catches the name of the winner.

BEHIND THE HITS
THE STORY behind one song hit and the song itself are featured on a daily five-minute series on WBEN, Youngstown, O. Titled "Today's Hit" the program gives a dramatic sketch of background of some of the present hits such as "My Sister and I," which reflects the trend of world events.

Job Hunter's Wardrobe
HOW TO dress and how to act when you're looking for a job is offered listeners on the Advice to the Job hunter Saturday series conducted on WBNX, New York, by Josephine Nessler, of Shoppers' Bazaar.

DON LEE BROADCASTING SYST- EM, Hollywood, has added a new custom-built truck to its equipment. Built by Walter Carruthers, KFI engineer.
UNIQUE among many an unusual piece of promotion sent out by broadcasters is the can of "Air-Sparagus" distributed to agencies and clients last week by WWNC, Asheville, N. C. Enclosed in a 4% -inch can bearing a label for all the world like a can of vegetables on the shelf is "A Product of Western North Carolina"—Air! The rear of the can, under "Contents," tells that this is a run-of-the-mountain sample of our top, cool, high air—the extra climateifference to air—sponging atmosphere.

Air—so called because yearly an extra million visitors come to sniff our air and see our scenery. This super-choice ozone is thoroughly permeated around Western North Carolina by that Colossus of the Clouds, that original wave-length waver, that veritable mountain-mover—WWNC." Harman J. Moseley, WWNC promotion chief, who originated and executed the idea, says the Postoffice Department declares this is the first time the postal facilities have been called upon to transport air, and Dale Harrison, the columnist, devoted part of one of his syndicated columns to "Air-Sparagus."

Brooklyn Deal

A MUTUAL PROMOTION DEAL to give better and more thorough news service to Long Island residents has been worked out by WWRL, Woodside, N. Y., and the Brooklyn Eagle. A Sunday program of local news and interviews is conducted by Norman Palmer, Long Island editor of the Eagle, together with announcements during the week. In return, WWRL receives a complete and daily program listing as well as news items and feature stories.

Radio Stars

DESCRIPTIONS of three radio stars from the standpoint of their personality, product and the type of show or story in which they are featured, constitute a new prize program, Name the Stars, on WNAX, Yankton-Sioux City. Earliest corr. postmarked list receives a dollar.

KTSM Ears

WITH THE SLOGAN "we can spare you these because we have all the rest in El Paso", KTSM, that city, has sent out a pair of large balloon ears as promotion pieces. They were sent through the regular mails with a wired tag attached, giving the name and address of the recipient.

Titles for Girls

SEEKING an appropriate name for the group of young ladies who volunteer for dancing and hostess assignments in the Army training camps, WOAL, San Antonio, is cooperating with the National Defense Hostess Corps in promoting a contest for a title.

Merchantizing & Promotion

Shipment of Air—Shipment of Ears—Missouri Space—Wayne in Marble—24 Hours

Tours and Ads

ADVERTISEMENTS in 82 newspapers in the St. Louis area have been placed by KKOK to run for one year. Supplementing this campaign two salutes are being broadcast weekly to different communities in the vicinity. Members of the KKOK staff will make a personal tour of the area.

Wayne King Statuette

STATUETTES of Wayne King in simulated marble by the world renowned sculptor, Julio Kilenyi, are being offered to listeners on the Armour & Co. (Luxor products), CBS show. The miniatures are between three and four inches high and fashioned in Carrara marble.

New York Trade

MARKET AREA of WMCA, New York, based on surveys of its day and nighttime signal made by the Washington Institute of Technology, is being distributed in brochure form as compiled by WMCA's promotion dept. Included are 27 countries in four States. Annual retail sales in the WMCA area under ten classifications are listed.

P. S.: 24 a Day

ALL OUTGOING mail from WOR, New York, during the next several weeks will help promote the new all-night program by carrying a special P. S.: "WOR is now on the air 24 hours a day."

More than ever

The regional station with the clear channel coverage

KFYR

Meyer Broadcasting Company

Bismarck, N. Dakota

Ask any John Blair man

BROADCASTING • Broadcast Advertising

June 30, 1941 • Page 23
Cisler Condemns Free Circus Time

Blames 'Weak-Willed' Stations For Chiseling Practice

PLEDGING the NAB to a follow-through fight against "time grab" campaigns of circuses and other entertainment enterprises, Frank E. Pegler, director of the NAB department of broadcast advertising, last Friday released copies of an exchange of correspondence with Ringling Brothers and Barnum & Bailey Circus. In the exchange, S. A. Cisler, general manager of WGRC, Louisville, told the circus management flatly that he wanted cash, and not free tickets, in payment for broadcast time for circus programs and announcements.

The NAB early in May appealed for a unified industry front as the only effective means of dealing with the problem [Broadcasting, May 6]. Endorsing the NAB appeal, Mr. Cisler, in his June 18 letter to Beverly Kelley, head of the circus radio department, declared that fault in the time-chiseling situation lies with "weak-willed" stations that give away their stock in trade, broadcast time, while the circus spends hundreds of thousands of dollars a year for newspaper advertising.

Not a Public Service

"I can't blame you for asking free time if stations want to give it," Mr. Cisler commented in the letter. "That is good business for you and poor business for those weak-willed stations who give away the only merchandise they have to sell. The fault certainly lies with those giveaway stations. Your circus is a business enterprise, operated not as a public service but to make money. If you use radio to attract customers, you should pay for the time, even though you are using broadcast time to your circus, as a means of making that time productive and interesting."

"I fear for the fate of radio if the sponsors of Jack Benny, Bing Crosby, the various networks, and the like, can take over your circus and your circus must buy its way to our audience."

Explaning his side of the argument to Miss Kelley, Mr. Cisler continued in a June 14 letter to Mr. Cisler: "The way we operate the circus radio department is premised on a strict talent-for-time basis, and is the result of invitations from most of the stations to provide something of interest through which they can tie in with the shows as a special event in the community. We do not feel that we should provide talent and pay for the time, too, any more than a visiting stage attraction should be asked to make one of its stars available for a radio interview gratis and then be asked to pay for the time."

Mr. Cisler on the circus does not have anything to offer newspapers comparable to the kind of platter or live talent programs we provide for radio stations. It seems to me that if our present policy were unfair or unsatisfactory, we would be welcome in most stations instead of receiving a complaint only on very rare occasions."

**SPOTS MOVED THE APPLES**

Washington State Problem in May Solved by Intensive Advertising Drive in Campaign

Apple growers and shippers of Washington State have scheduled 2,329 car-loads of apples to out-of-state markets during May. Under conditions of the advertising drive, the agency says that sales during the first week of June totaled 334 cars or 42.5% of the June 1 storage holdings.

Radio in 15 Cities

The radio campaign covered 15 cities whose combined Washington audience includes approximately one-half the families of the country. The spot content of the campaign emphasized the health and flavor qualities of Washington apples and were supplemented by newspapers and direct telegrams to leading trade factors.

"Statistically, the May results show a dramatic change in the apple-ad market since the Northwest growers," the agency says. "The volume of 2,329 cars tops May, 1944 previous record May of the past decade by 722 cars, and is an increase of 98.5% over shipments during May 1943. May results show a gain of 61%, or 882 car-loads over the average May shipments for the past five years. Sales during May reversed the usual season-end month by month decline in sales volume as May topped April by 22% or 256 cars."

"May had opened with Washington State storage holdings of 3,114 cars, close to a record supply for the time. At the beginning of May the inventory situation was brought about by the loss of leading export markets-European and Scandinavian countries that normally absorb from 20 to 25 per cent of Washington's annual 28,000-car apple crop.

"However, the excellent condition of the Washington-grown wine-essap apples as compared with late season of Washington and New York, the late variety apples, coupled with the intensive advertising program, in which Washington growers invested approximately $1,000 per shipping day during the month, impressed consumers in such an extent that the new late season record was set, and the industry is left with a scant 361 cars unsold as of the end of the first week in June. Each car is figured at 756 boxes."

Washington State apple advertising is conducted on a season-long basis by the Washington State Apple Commission operating under a State law which levies an assessment of 1 cent per box on all commercial apples grown in the State. The Commission is made up of 7 members all of whom are actively engaged in growing and shipping apples."

Third Gillette Fight

THIRD in the series of exclusive MBS fight broadcasts sponsored by Safety First-Orange Crush and the New York Yankees, has been set for Aug. 14 between Abe Simon and Buddy Baer at New York's Polo Grounds. Don Dunphy and Bill Corum will handle the broadcast by-listen description.

Agency is Maxon Inc., New York.

City College Operating Music Logging Service For New York Stations

A NEW DAILY logging service, reporting on the musical compositions broadcast on major New York stations, is being established by John G. Peatman, director of the office of research, Department of Psychology, College of the City of New York. BMI is underwriting the cost. The service replaces that of Accurate Reporting Service.

Several weeks ago, ARS, at the instigation of the ASCAP publicists, WEAF, WJZ and WABC, NBC, and CBS key stations, began reporting from its list and added WOR, MBS (right), which had not previously been checked (Broadcasting, May 26). Move followed the conclusion of the MBS-ASCAP contract and the return of ASCAP music to the network and to WOR.

The new logging service will give a full report of all WEAF broadcast on these three stations, plus WOR, WMCA, WHN, WOV, and WNEW, between 5 p.m. and 1 a.m. It is understood, BMI states, "that the Department of Psychology of CCNY will have full control of the operations of the project, including the hiring of all employees and that BMI shall in no way be responsible. The Department expressly agrees that it shall act independently and not as an agent or representative of BMI."

Overtime Payments

TWENTY-THREE United States radio stations paid overtime restitution aggregating $10,249.65 to their employees during the period from Oct. 24, 1938, when the Fair Labor Standards Act went into operation, to March 27, 1941, according to figures compiled for Broadcasting by the Wage & Hour Division of the Labor Department. Payments, which ran from a top of $4,540.29 to a low of $21.60 among the stations cited, and averaged $383.55 in 23 stations, were ordered by the Wage & Hour Division in cases where it was determined that work was worked overtime without pay, in violation of the Wage-Hour Act.
Two Georgia Peaches
100% Equipped With Gates Studio and Transmitting Equipment

WLAG LaGrange, Georgia
Starting off on the right foot—with complete GATES equipment. Above photos show the 250-A Transmitter and 30 Series Speech Console now in operation at WLAG.

WRLC Toccoa, Georgia
One GATES installation deserves another! Starting on the air the same day, at the same hour, both of these stations use identical equipment. Control room and reception room shown.

GATES IS FIRST CHOICE OF BOTH NEW STATIONS

When you make a Gates installation you are getting the utmost in performance and efficiency, without costly maintenance for repairs and replacements. Year after year, Gates meets the test of time with continued, efficient performance, proving that your profits go UP when the lower cost of Gates equipment is possible without sacrificing quality and performance.

The Gates 250-A Transmitter affords unusually high efficiency of 73% or better, while the maximum operating load is less than 2/3 the power supply rating. The "250-A" is the only transmitter available complete with peak limiting amplifier, spare tubes, extra cabinet and antenna tuning unit without extra charge!

The new Gates 30 Series Speech Input Console is of entirely new design with more features than in any other console. It is available in three smart color selections to match any studio setting.

Judge for yourself the extra features that mean substantially greater values. You owe it to the profit side of your ledger to investigate now.

FREE! The complete loose-leaf 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. This complete catalog is yours for the asking, upon written request on your letterhead.

GATES
QUINCY, ILLINOIS, U.S.A.
Playing State and County Fair
More than One Million People wonder at its Magnificence
ICE STUDIO PLANE

the only one of its kind in the world!

L.B. Wilson

WCKY • CBS
CINCINNATI
FIFTY GRAND IN POWER
ASCAP

(Continued from page 11)

announced the acquisition of broadcasting and television rights in the music of new publishing companies, which are now available to all BMI subscribers.


Suit in Preparation

Proposed suit of ASCAP against the broadcasting industry [Broad- cast Advertising, June 15, 1941] is still in the process of preparation, it is re- ported. BMI's suit against ASCAP to determine whether composer or publisher is performing in popular music, which is expected to come to trial early in the fall, will release more than 10,000 familiar songs for radio perfor- mances if BMI and E. B. Marks, co-plaintiff, are victorious, BMI re- ports. Among these are: "Parade of the Wooden Soldiers", "Glow Worm", "The Bird on Nellie's Hat", "In the Good Old Summer Time", "My Gal Sal", "I Wonder Who's Kissing Her Now" and "Jumpin' Jive".

Irvinger Caesar, president of Songwriters Protective Assn., had denied reports published elsewhere that his organization has decided to intervene in the BMI suit against ASCAP. He said the case is being carefully studied and that SPA will take whatever steps are necessary to protect the rights of its members, but that no decision on participation has been made. Mr. Caesar is also a board member of ASCAP, which has heretofore avoided any court action to settle the performance fee issue since both publishers and writers are ASCAP mem- bers.

Union Oil News

UNION OIL CO., Los Angeles, on July 7 starts a five-weekly quarterly-hourly broadcast, "Nelson's Prang," newsmaster, on 3 CBS California stations (KNX KSFO KARM), Monday through Friday, 7:45-8 a.m. (PST). Contract is for 52 weeks, placed through Lord & Thomas, that city. Union Oil spon- sors the half-hour dramatic serial, "Point Sublime," on 15 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST).

BACK FROM LATIN AMERICA, John Strohm (center) was welcomed by Burridge D. Butler (left), president of WLS, Chicago and operator of KOY. Phoenix. Strohm roamed the nations to the south in a five-month, 20,000-mile air tour, reporting back to Chicago by shortwave. On hand also was Arthur Page, WLS farm program director.

Kornheiser Joins BMI

PHIL KORNHEISER, for 20 years general manager of W. Leo Feist, New York music publishing firm, has joined BMI as consultant to General Manager and Vice- President Merritt E. Topkins. The appointment of Mr. Kornheiser is in connection with BMI's expansion to include all types of popular music.

New Bell Transmitter

For FM Sold to WOR

A NEW 10-kw. FM transmitter, developed by Bell Telephone Laborato- ries and manufactured by Western Electric Co., will be installed at WTNY, FM station of WOR, New York, sometime this summer. Announcement of the installation was made by J. R. Pop- nelle, chief engineer of WOR. June 23, concurrently with presentation of a paper describing the new transmitter at the Summer Conven- tion of the Institute of Radio Engi- neers in Detroit.

A. A. Skene and N. C. Olmstead, radio engineers of the Bell Labs., explained some of the features built into the transmitter to reduce distortion occurring at the high frequencies utilized in FM broadcasting and difficult to avoid with previous techniques, they said. Out- standing among the new improve- ments they cited the grounded-plate amplifier, a circuit recently invented at Bell Labs., which allows the use of simple and efficient air-cooled amplifier tubes without the large losses and the high capaci- ty-to-ground that has handi- capped their previous use, it was explained.

WTNY, only commercial FM station now operating in New York, currently uses a 1-kw Western Electric transmitter, installed a year ago.

PAUL BLOCK, 63, president of Paul Block & Associates, newspaper repre- sentatives and publisher of the Pitts- burgh Post-Gazette and Toledo Blade, died June 22 in New York. He was also owner of WWSW, Pittsburgh, and one of his subsidiaries is an appli- cant for a new 1,000-watt station on 600 kc. in Toledo.

SONG GROUP ASKS

PROBE BY SENATE

URGING a broader investigation of the FCC's new rules on network affiliated station relations, Daru & Winter, counsel for a group of composers and songwriters, on June 21 filed a brief with the Senate Inter- state Commerce Committee asking it to include in the hearings on the White Resolution an investigation of the so-called radio music war and all related matters.

This songwriters group, made up of 14 ASCAP and non-ASCAP members, had filed suit for $1,317, 500 damages in New York Supreme Court last April against the NAB, BMI, NBC, CBS and officers and directors of several music companies. The plaintiffs had charged that the de- fendants conspired unlawfully to acquire control of the songwriting business at the time of the ASCAP-BMI fight, forcing NBC and CBS affiliated stations to buy BMI stock and pay BMI music, and issuing "false and misleading statements" about ASCAP.

In addition, the Daru & Winter brief recommends that the Commit- tee investigate: The truth of the al- legations contained in the charges made by the Government in the Wisconsin suit against BMI, NAB, CBS and NBC; what public benef- fit resulted if any from the consent decree taken against BMI and ASCAP, and finally, the copyright laws in their relationship to public radio performances.

Big Eastern Agency says

"Very pleased with KOA...program has certainly done a fine job in your territory."

WASHINGTON'S OWN STATION

WINX BUILDING • WASHINGTON, D. C.

LOW RATES—COMPLETE COVERAGE

BROADCASTING • Broadcast Advertising
Morgenthau Urges British Stock Sale

SECRETARY of the Treasury Morgenthau told his press conference last Thursday that ultimately the British should be required to sell their holdings in the United States. Mr. Morgenthau was commenting on the announcement of Federal Loan Administrator Jesse Jones, that the RFC is considering a loan to the British government secured by British investments in this country.

He added, however, that he felt the sale should be postponed until a more favorable time for putting the investments on the market. He pointed out that the securities market has been unfavorable for sellers.

Still Feels the Same

Companies affected by the Treasury edict would include Brown & Williamson Tobacco Co., heavy user of radio time, and possibly Shell Oil Co., Lever Bros. Co. and its subsidiary, Thomas J. Lipton Inc. Mr. Morgenthau had told the Senate Finance committee early this year that Lever Bros. would definitely come under this classification. But British Purchasing Commission officials told BROADCASTING Mr. Morgenthau was talking "through his hat".

Later it was learned informally that, after consideration, it had been determined that Lever Bros. in the United States was actually controlled by Dutch interests and therefore not subject to the sale order. Mr. Morgenthau told the press Thursday that he felt as he did in January, when he testified on the Lend-Lease bill, that, in his opinion, the British should sell their American holdings in order to obtain dollar exchange to pay for their war-goods commitments—which at that time he estimated at $1,300,000,000.

The FCC has already made a $40,000,000 loan to Brown & Williamson [BROADCASTING April 21] to forestall a "forced sale." Under the present plan, Britain would post as direct security investments held in the United States and part of the British holdings of marketable American stocks and bonds.

AFRA Impasse

(Continued from page 14)

also contained a 10-day cancellation clause. Since AFRA is giving the agencies a 10-day notice of the strike, it feels that it is not bound to abide by the no-strike clause as it affects advertising agencies.

AFRA is forced to go to the agencies, it was explained, since MBS, with its unique organizational setup, felt itself unable to sign network contracts with AFRA, although such contracts are signed by NBC and CBS, WOR, New York, and other MBS key stations signed station contracts with AFRA, however.

MBS contract for commercial programs contains a clause exempting the network from liability to the client, except for prorata time rebate, when any station cannot be delivered because of mechanical trouble, labor disputes, or other causes beyond the control of the network. Therefore, the chief difficulty faced by MBS would appear to be the restrictions of its contract with WKRC, which is a stockholder-station of the network.

Taft's Statement

WKRC General Manager Taft declared early last week, before the Chicago meeting:

"We have spent many hours negotiating with various representatives of AFRA during the past 15 months. We have sincerely attempted to work out an agreement which would be mutually satisfactory to us, the union, and to all of our microphone employees. We have offered concession after concession, yet AFRA has refused to consider anything short of their full unreasonable demands. It has only recently has been closed to any thought of mediated compromise.

"We regret the recent strike action, particularly because it was taken against the obvious desire of a majority of our regular staff employees. The strike was obviously fomented by the national organization in league with local spot actors and others who had nothing to lose by such action."

Vanderwalker Promoted

GORDON G. VANDERWARKER, of the NBC-Red sales service department, has been appointed assistant to George H. Frey, NBC-Red general sales service manager. An NBC page boy in 1927, Mr. Vanderwalker became a guide and later joined the statistical division. In 1939, he joined sales service. In his new position, he will service all Procter & Gamble Co. accounts.

AMENDMENT of rules governing STL (studio-transmitter link) Broadcast Stations effects immediately was announced by the FCC June 17. Hereafter the abbreviation ST (studio-transmitter) will replace the old STL designation. STL stations operate only between studios and transmitter using a maximum power of 50 watts and employing FM emission.
Booby-Prize Contests

AT THIS MOMENT, nothing much seems to count in radio except the hell-in-a-hack regulatory pace set by the FCC in its monopoly regulations, now undergoing Congressional scrutiny. Yet there may be other eruptions, because trouble usually comes in bunches.

If there has been any single standout program development in recent months, it has been in the plethora of prize contests that have hit local commercials. We would hazard that just about every other new program placed locally has some give-away element.

Broadcasters will recall the FCC onslaught of early last year against the Pot 'o Gold and certain other prize-contest programs that wound up in a Department of Justice pigeon-hole. The FCC called these programs lotteries on the premise that no "skill" was entailed. But the Department did not see fit to prosecute.

Apparently because there has been no Government interference or even criticism in the last 18 months, the prize-award technique, involving spins of the wheel and the random selection of telephone numbers, has spread like wild-fire. Such programs may be legal, but we are inclined to feel that the public is getting an overdose. And lucky prize awards never did constitute good radio.

To us it seems the give-away technique is running away with itself. Advertisers want them, perhaps because they have a means of ascertaining return. But advertisers, particularly the locals, are not interested in radio as a medium, but rather in their cash registers.

If the trend continues, it appears inevitable that there will be another eruption in Washington. Legal trends change. Department of Justice attorneys who a year ago felt there was no basis for successful prosecution of prize contests as lotteries, might have a different notion today. And certainly the FCC, displaying more of a punitive temper than ever before, will not be disposed to stand by indefinitely. We have more than a hunch that the very issue is now being probed.

Before the program structure becomes seriously dislocated, and before Uncle Sam's minions are incited toward new actions, we believe broadcasters would show rare wisdom in seeking henceforth to de-emphasize the many variations of "bingo" now occupying the airwaves.

Naval Tactics

BACK IN APRIL, when the Treasury Department was planning its Defense Bond and War Savings Stamp drive, these columns carried the assurance that radio was ready to step forward and help "free and freely" with all its resources.

There can be no doubt about that now, with the defense bond drive having available full hour of network time weekly donated by a sponsor—The Texas Co.—in addition to literally thousands of spot announcements and special programs on every station.

And while this campaign was going on the nation's radio stations were carrying—gratis, of course—hundreds of announcements urging enlistment in the armed forces, as well as special programs geared to the national defense tempo.

Secretary of the Navy Knox now announces a large advertising budget, estimated at a million dollars or more, to be used solely in small newspapers to promote Navy enlistments. There is no quarrel with that campaign—since newspapers have contributed many columns of space publicizing the Navy and its needs. But broadcasters can't help wondering why small radio stations which likewise have contributed much of their time and talent to defense should not be treated in similar fashion. After all, they, like the country newspapers, constitute the "ill-clothed, ill-fed third" when it comes to national business.

Radio will continue wholeheartedly to devote its services to the Government. But if there is money to be spent it feels entitled to equal consideration. After all, the only fundamental difference between "publication" on newssheet and on sound waves is the printing press versus the microphone.

Pulitzer Misses a Bet

NOW THAT all of the wire services without exception are eagerly serving radio on a par with the press, there seems to be less reason than ever why the Pulitzer Prizes in Journalism should not include one or more awards for achievement in the field of audible journalism. Yet in announcing three new Pulitzer Prizes for next year—one for news photography, one for telegraphic reporting of national affairs and the other for telegraphic reporting of international affairs—the advisory board of the Graduate School of Journalism of Columbia University again failed to realize that radio broadcasting is an integral part of the better journalism school courses of today.

Further proof of radio's journalistic prowess appeared only last week when the year's biggest story broke—Germany's declaration of war on Russia. It was the American radio thanks to the alertness of its shortwave listening posts, that brought the first news not only to the American people but to the German press. Indeed, the press more than often relies on radio for its news. How many times in recent weeks had the reports of NBC Reporters, Martin Agronsky, and CBS Reporter Winston Burdett from Ankara, accurately foretelling the approaching conflict, been reported by the press associations? Such quotes from the radio on the newspaper front pages have multiplied in recent years.

Radio, of course, has its own Peabody Awards and gets less than its merit in many another annual judgment of achievement, but it can hardly be blamed for wanting to be included among the famous Pulitzer grants. It is hard to understand why Joseph Pulitzer the younger, himself so deeply interested in radio and a member of the awards board, did not insist upon the recognition of radio journalism when the new prizes were being selected.

The RADIO BOOK SHELF

REVISED to conform with 1940 U. S. census figures and published for use by sales managers, advertising men and others interested in the marketing of consumer goods, the sixth edition of Population & Its Distribution has been issued by Harper & Bros., New York [$10] as compiled by the J. Walter Thompson Co. Containing 429 large-sized pages, the book carries a list of all incorporated places in the United States with a population over 5,000 listed in descending order in seven size groups; population figures for each State and for counties and towns therein, with occupied dwellings and individual income tax returns for places over 2,500; an alphabetical list of all incorporated places with a population of 500 or over.

The book also contains a series of summary tables useful in setting up sales quotas by States. These show the U. S. totals divided by States for population, occupied dwellings, income tax returns, residential phones, wired homes, radio households, radio in homes, newspapers, magazines, radio audiences and major groupings of 1939 retail sales.

Detailed State maps showing counties and towns are included.

STAFFS of the Franklin Institute, Free Library of Philadelphia and the Philosophical Society's Committee have joined to select nine books out of the many published on radio which, in their opinion, are best suited for the "amateur interested in the scientific background of radio." The list: Earth, Stars & Radio, by Dr. Harland Stetson; Radio Around the World, by Hazlett; Getting Acquainted with Radio, by Alfred Morgan; Fundamentals of Radio, by Prof. Frederick Terman; Radio Physics Course, by Ghiradelli; 200 Meters & Down, by Clinton S. Soto; Making a Living in Radio, by Zeh Bouch; 1941 Radio Amateurs Handbook, by American Radio Relay League; Radio Experiment & Builder.
most men grow away from their childhood nick names as they grow up—because they become too serious about the problems of working and making a living to retain that touch of free and easy personal relations with others. But Harold James (Tubby) Quillian, vice-president and general manager of KIRO, Seattle, is the living proof that the "human touch" can be an important factor in making a success of a personal life and a business.

The fact that this week KIRO steps up its power from 1,000 to 50,000 watts, making it the most powerful station of the Pacific Northwest, isn't going to be cause for anyone to stop calling him Tubby or Tub—he sees in this increased power not just the added duties and responsibilities that must accompany the power increase, but the greatly enlarged opportunity to spread the friendliness and the helpfulness of "The Friendly Station." In no small part “The Friendly Station,” as KIRO has been known during most of the 5½ years of its life, is a reflection of the personality of Tubby Quillian, for he has gathered around himself a small but loyal group of aides—not employees—who understand and are thoroughly in accord with his basic premise that "the business success of a radio station develops in direct proportion to its desire and ability to serve its audience."

Born in Spokane, Dec. 24, 1901, "Tubby" Quillian has spent his entire life in the West. His family lived at various times in Tacoma and Portland, and came to Seattle when he was in high school. Always working at some job before or after school and during summer vacations, Tubby learned a lot about the things people do to make a living. Whether it was working as a railroad section hand in the summer, delivering paper or milk before school hours, or grinding pea on a late night shift in a service station while attending college, he was always trying to discover what interested people.

At the U of Washington, from which he was graduated in business administration in 1926, he tried to play football until the coaches had to ask him to quit. His teammates were always mistaking him for the fullback, and this is remembered as one of the most proficient organizers of "secret societies" and practical jokes ever to infest the campus.

During these years Tubby started capitalizing on his eagerness to know what people wanted. Realizing that Seattle was not much more than a name on the map to many agency men and advertisers in the East, he determined to see if some of them weren't interested in getting available information about people in Seattle and their habits. By circulating his Theta Chi fraternity brothers engaged in the advertising business, he quickly developed the contacts which kept him busy during his last two years in school, making market surveys for everything from breakfast foods to locomotives, including one for RCA, to determine whether the so-called radio dealer of the day, who specialized in selling parts for home-made sets, would take kindly to the idea of a completed factory built receiver.

In 1925, while attending his fraternity's national convention in Pittsburgh, Tubby had his first direct contact with broadcasting. As the delegate who had travelled the farthest to the convention, he was privileged to lead the brothers in a Washington yell during a salute to the fraternity broadcast over KDKA. On his return home, finding the KDKA broadcast had been heard locally, he was struck with the realization that radio offered a new way to talk to a lot of people all over the country at the same time.

After a short but spirited whirl as a test agent in the red-cedar logs business before graduating, Tubby took the opportunity of a red-cedar model home in Seattle, and while investigating the possibilities of using radio as a publicity medium for the model home, he first met Birt Fisher, manager of KOMO. When he found that radio station 1980, WFMJ, wasn't exactly what he had in mind, he didn't know a great deal about how many people had receiving sets, when and how much they listened, or what, he undertook to make a survey for Fisher, and in the past week for X-rays and observation.

We Pay Our Respects To —

HAROLD JAMES QUILLIAN

JUNE COWLES, a director of the Iowa Broadcasting Co. and publisher of the Minneapolis Star Journal, of the class of '21, has been elected one of six vice-presidents by the Harvard Alumni Assn.

THOMPSON (Tub) ROBERTS, formerly of WFLM, Youngstown, has joined the sales staff of WBLK, Clarksburg, W. Va.

CURT CARRE, WGAR assistant manager in charge of sales, has been named chairman of the Sales Managers' Executive Committee of the National Association of Broadcasters.

H. M. BEVILLE, NBC research manager, on June 20 was elected executive committee-man-at-large by the Market Research Council.

ARTHUR SIMON, general manager of WPEN, Philadelphia, was named captain of the radio industry division in the NISO drive.

KEVIN SWEEVEY of CBS Chicago sales promotion department, and Margaret Taylor, Univer- sity of Southern California, have revealed their marriage of March 22.

LINCOLN DELILAR, general manager of KSFQ, San Francisco, has been named chairman of the Pacific Coast Radio Committee for the United Service Organizations.

WILLIAM R. DOLTHARD, formerly timebuyer of Al Paul Leighton Co., Philadelphia, on June 20 joins International Radio Sales as field repre- sentative to Philadelphia, Pitts- buton, Cleveland and Pittsburgh areas.

BILL MILLER, head of the magazine division of NBC promotion depart- ment, has been in New York's Presby- terian Hospital for the past week for X-rays and observation.

JIM LEGATE, general manager of WHIO, Dayton, headed a music festi- val held in connection with the recent Dayton Centennial celebration.

WILLIAM J. HERON, formerly of WPUN, Allentown, and WOR, Mor- gantown, W. Va., has joined the sales staff of WCFI, Pawtucket.

LARRY LOWMAN, CBS vice-presi- dent, on June 21 married Mrs. Eleanor Larry Ryan, the ceremony taking place at Mr. Lowman's country place in Stanhope, Conn. Mrs. Lowman was the second wife of Ailen A. Ryan Jr., grandson of the late Thomas Fortune Ryan, whom she was divorced in Reno last month. Mr. Lowman was divorced in a Cuban court last year from the former Miss Leila Cushing, whom he had married in 1939.

DON C. ROBBINS, commercial man- ager of KARM, Fresno, Cal., has announced his engagement to Miss Leila White.

KENNETH HODGE, of the CBS Hollywood transcription department, has been placed in a personal service contact, with Don Sanford taking over his former post.

H. G. WELLS, general manager of WTHP, Jacksonville, Fla., has been elected a director in the Jacksonville Advertiser Club.

OSCAR H. ROMAGUERA, Cuban journalist and director of foreign pub- licity for shortwave station WLDW, Cincinnati, has been appointed pro- fessor of Spanish of the Night Division of Xavier U., Cincinnati.

C. L. (Chee) THOMAS, general man- ager of KFEL, Columbus, Mo., has been elected president of the Columbia Lions Club.

ED JANSSEN, account executive of KSFQ, San Francisco, has become the father of an 8½-pound daughter.

DAVID WILLIAMSON, formerly Pa- cific Coast promotion manager of the American Rent Institute and prior to that coast manager of Geyer, Cornell & Co., has joined the sales staff of KSFQ, San Francisco.

AL CRAPESEY, sales manager of KOA, Denver, upon completing his job with KOA, has joined the Denver Ad Club, has been named honorary mem- ber of the board of directors of the Denver Board of Commerce, representing the club.

JACK MALOY, program director of WNLV, is the father of a baby girl born recently.

John Reed

JOHN REED, assistant to the presi- dent of Lerus & Bros., Co., owners of WRF, Youngstown, on June 18, after a long illness followed by a heart attack, was made commercial manager of the two stations.

In 1935 Quillian first met Saul Haas and Louis K. Lear, who had recently purchased KPCB, a part-time record station in Seattle. Finding their ideas of public service co- incided that their plans for development of their new station would offer him a greater oppor- tunity for personal contact with people, he joined their newly-named KIRO as station manager.

In 1928 Tubby married Jean Ar- thur of Seattle. They have two chil- dren, John Arthur, who is currently in the 5th grade, and Ann, who is currently in the 5th grade. One of the most unique log cabins in the Puget Sound country is their summer home at Harper, across the Sound from Seattle, designed after the style of those made from the red-cedar logs. He takes a distinct pride in his ability to broil steaks on his own barbecue pit for the visitors who are frequent quests. Once a true devotee of Isaac Walton, he is now a good "fisher- man on horseback," doing all right if allowed to ride into the fishing streams or lakes.
 Accord Seen in Net Regulations  
(Continued from page 9)

ulation of networks. He often has been regarded as advocating Government ownership.

Another report current, but apparently having little substance, was that Secretary of the Interior Ickes desires to get jurisdiction over communications, combining it with emergency control of oil and electric power activities. It was doubted whether Congress or the military establishment, so vitally concerned with communications in national defense, would relish such a move. Chairman Fly also discounted this report last week, observing that if the Secretary of the Interior knew of the trials and tribulations in communications and broadcasting, he wouldn't seek its control.

Possible Successors

A number of names have cropped into the Broadcasting successorship. Among them is G. W. Johnstone Jr., radio director of the Democratic National Committee during the last campaign and now identified with the President's Birthday Ball Committee. Well-known in broadcasting circles, Mr. Johnstone was public relations director of NBC during its first decade, and afterward was public relations and special events director of WOR, MBS New York key station.

Another possibility, according to Washington reports, is Fulton J. Redman, 56-year-old attorney of Portland, Me., and Democratic nominee for the governorship of that State last year. Mr. Redman also was Democratic nominee for the Senate in 1924 and 1926 and has served in the Maine House of Representatives. He has been active in Democratic politics, having been chairman of the Maine delegation to the Democratic National Convention in 1924. Mr. Redman is former president of the Portland Evening News and is a director of the Portland Broadcasting System Inc., which operates WGAN.

Rumored also is the name of Commissioner Leon Jourdelmon Jr., member of the Tennessee Public Service Commission and understood to be a close friend of Chairman Fly. His choice is regarded as doubtful, however, because of criticism from broadcasting industry and Congressional circles of appointment of state commission figures to the FCC. With Commissioners Paul A. Walker and Ray C. Wakefield, both former state commission officials, it is felt that the public utility common carrier concept is made predominant to the detriment of broadcasting regulation.

At the Justice Dept.

Little has been heard from the Department of Justice, to which the entire chain-monopoly report had been referred, since the hearings began June 2 on the White

resolution. Victor O. Waters, special assistant to the Attorney General, in charge of radio-music matters, was a frequent observer during the three weeks of hearings.

Assistant Attorney General E. L. Arnold, in charge of anti-trust matters, it is understood, is undecided on the course the Department will follow. In his judgment, the White Report, the White Resolution hearings amounted to an investigation. On the other hand, the Department feels that it has available an instrument—the grand jury—that would bring out a lot of information that otherwise would not be developed at a legislative hearing or inquiry.

It seems a certainty that the Department will not be disposed to act, if it does at all, until after the Senate has decided what course it will pursue. If the Senate concludes that it will write a new law, then, immediately, there is little likelihood of Department of Justice anti-trust proceedings by grand jury or inquiry.

If the Networks Sue

On the other hand, if litigation is undertaken by the networks and the FCC is held finally to be without jurisdiction to regulate business aspects of broadcasting, then the Department might step in with a series of indictments, probably alleging monopoly by the networks.

As matters were left when the Senate Committee recessed on June 20, Chairman Fly remained the only witness to be called, prepared to offer rebuttal to the testimony of industry witnesses, led by NBC President Niles Trammell and CBS President Paley. It was thought, however, that if Mr. Fly rebutted and raised new issues, then the networks would seek time to "rebut the rebuttal." Moreover, Commissioner Craven also planned to attend the event his anti-report testimony was controverted in any major degree by Chairman Fly.

On the other hand, it was evident that Chairman Wheeler and certain other members of the committee would prefer not to reopen the hearings but settle the matter by agreement on a definite course of legislative action, during which time the more stringent regulations would be held in abeyance. If the hearings are reopened, there is a strong possibility that all members of the Commission will be called.

Five or Six Networks?

Senator Tobey (R-N.H.), self-appointed prosecutor of the committee, apparently desires to call other commissioners to interrogate them on their individual views and on their concept of the effect of the regulations. He also might be inclined to recall other industry witnesses since he was absent during presentation of testimony during the last few days of the hearing.

BREAKING GROUND for its new 610 kc. operation with 1,000 watts was the accomplishment of this pulchritudinous trio of Birmingham debs on behalf of WSGN as work started June 16 on the transmitter house and erection of two 325-foot Truscon towers. At the sod turning ceremonies were (l to r) Josephine Brooks; J. Lawrence Leach, president of the Alabama State Fair, the grounds on which the new equipment will be located; Mytilyne Bowron; Henry F. Johnston, vice-president and general manager of WSGN; and Kitty Estes. WSGN is expected to be using its new facilities by mid-September.

Chairman Fly, it is learned reliably, has the FCC engineering department busily engaged in a technical search to prove his contention that at least "five or six" national networks could be established. But apparently this search has yielded little, since the allocations structure is such that desirable outlets cannot be procured in all major markets. Moreover, transcontinental telephone circuits are not available and the AT&T, besieged with some $250,000,000 of national defense emergency line construction, is said to be disposed to establish new network facilities based on the mere prospect of additional service.

50% Time Options Hinted

Wholly in the realm of conjecture are reports Assistant Chairman Wheeler might be satisfied if the FCC modified its regulations to provide for 50% time options by stations to networks, with something in the nature of regular network affiliations at least on a "first call" basis.

The option time provision might cover a half-hour of each hour of the day, which would be available

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BROADCASTING • Broadcast Advertising

"Carramba! Why did not ze advertising agency buy me a program on WFDF Fleent Meechee-gen? I do not like zees spots!"
to the network, but with the privilege, in the discretion of individual stations, of clearing additional time within a given hour in exchange for other time for local or national spot service. Another suggested departure has been that exclusive affiliations be permitted in cities having at least four full-time outlets, which would guarantee network service for four national chains.

Licensing of Networks

At his press conference last week, Chairman Fly commented on the suggestion of CBS President Paley that networks be licensed in any new communications law that may be passed. Mr. Fly said he believed licensing probably would be the best approach to solving the "monopoly situation" and conditions growing out of it, with the networks subject to "certain definite controls". He added, however, that he did not know just how far the CBS president meant to go in his statements to the committee, indicating that he did not believe CBS has changed its ideas much in "opposing any substantial measure of control".

If the networks do not think the FCC has the power to designate them as "monopolistic," the FCC chairman asserted, "I'd be glad to have them take it to court".

When the Mark Ethridge issue was raised at the conference, Mr. Fly commented that the President "did not go to Ethridge, but Ethridge went to the President". He alluded to the incident surrounding a study of the radio situation by Mr. Ethridge for the President on which it was presumed a new "national policy" for radio would be based. It was after Mr. Ethridge went to the President, according to Chairman Fly's version, that the study was authorized and subsequently dropped.

Knox Discs

KNOX Co., Los Angeles (Cystex), in a 13-week spot test campaign which started June 29, is sponsoring a quarter-hour transcribed version of Voice of Experience, featuring Dr. Marion Skyle Taylor, on 11 stations one and two times per week. List includes: WAPI WGR WDDO WGAN WOOD WBIW WSM KFMS WGNK KFQK. Barton A. Stebbins, A.C., Los Angeles, has the account.

Kerr Glass Spots

KERR GLASS MFG. Co., Los Angeles (reason justifying a 13-week campaign started June 23 is using one minute spot announcements five times weekly on WJB, Detroit, and WBT, Charlotte, N. C. A similar campaign began June 20 on WFAA, Dallas, as well as WBAP, Fort Worth. Firm is using announcements on nine other stations. Agency is Raymond R. Morgan Co., Hollywood.

NBC Gets Phila. Fights

NBC will broadcast prize fights in Philadelphia for Adam Hats as the result to an agreement June 7 negotiated through Promoter Herman Taylor by Roger W. Clipp, general manager of WFIL. Contract calls for sponsorship of ten fights during the year, with approximately 100 stations to carry each fight. First sponsored bout will be July 31, second Aug. 11.

Dried Soup Series

SKINNER & EDDY Corp., New York to expand its distribution of Minute Man soup mixes, is using thrice-weekly participations on Woman Only on WHAM, Rochester; Timekeeper on WSYR, Syracuse; and Yawn Club on WWJ, Detroit. Agency is J. M. Mathes Inc., New York.

NBC Awaits Offers

SALE OF NBC's Artists Service is still in the conversation stage, network officials said the end of last week, adding that definite offers for the talent bureau will probably be forthcoming within the next couple of weeks.

FCC Eyes Vitamins

EVIDENCE that the Federal Trade Commission is casting a careful eye on vitamin-enriched foods, to see that advertising claims do not exceed actual results, appeared June 29 when the FTC announced a stipulation with Rubel Baking Co., Cincinnati, in which the company agreed to cease certain claims for Rubel's High Vitamin B-1 wheat bread, also known as Rubel's High Vitamin Wheat Bread. Questioned claims included representations of the number of international Vitamin B-1 units per serving and vitamin content in the bread and claims that the product will supply the minimum daily nutritional requirement for Vitamin B-1.

Ballantine MBS Quiz

P. BALLANTINE & SONS, Newark (a), a heavy user of transcribed spot musical jingles, on Sept. 12, starts for 52 weeks sponsoring a variety quiz type of show on a group of MBS stations, Friday, 9-9:30 p.m. (EDST) Program, to originate from Hollywood, will feature Milton Berle as host, and includes top radio and film talent along with a name orchestra. Talent and production set-up are being lined up by Danny Danker, Southern California vice-president and radio director of J. Walter Thompson Co., agency servicing the account.

in the bread and claims that the product will supply the minimum daily nutritional requirement for Vitamin B-1.

Increased Sales Thru Added Coverage

When you install a Lingo "Tube" Radiator you expect—and get—better coverage and plus performance. No wonder engineers prefer Lingo for top efficiency and managers are enthused by the increased sales made possible through increased signal strength and coverage. One station owner writes: "The signal locally with only 100 watts power compares favorably with a 5000 watts station in this same city."

The Latest FM Antenna Development

Something new has happened to the Radio industry! It's the new, improved Lingo Turnstile Antenna for FM—the most advanced design now available. This antenna is the result of years of research and development and is already proved for performance and available for erection. Specifications include essential mounting point, turnstile elements, coupling equipment transmission lines, feeding the elements, etc. Climbing steps, lighting equipment and steel walking units are available as optional equipment.

FM with Simplified Circuit Design

GENERAL ELECTRIC

FM

BROADCASTING • Broadcast Advertising

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JAMES McPADDEN, New York vice-president of McKee & Albright, is currently in Hollywood, conferring with Dick Mack, agency producer, on full plans of the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtest).

FELIX SUTTON, formerly of Brown & Thomas and Axton & Sons, N. Y., has joined the staff of the Erwin, Wasey & Co., New York office, handling commercial cpy.

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A UNITY OF IDEALS

We quote Secretary Morgenthau—

“The response from foreign language groups has been especially encouraging. This proves again that whatever their origin, and whatever language they may speak, the overwhelming majority of these people are true Americans, united behind their Government in defense of American Freedom.”

(Taken from a broadcast over a national network in reference to Defense Savings Bonds.)

TO SUCH HIGH IDEALS OF DEMOCRACY
WE HEARTILY SUBSCRIBE

WHOM

1480 Kilocycles
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204

AMERICA’S LEADING FOREIGN LANGUAGE STATION

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BROADCASTING • Broadcast Advertising
Dealey Urges Fight
(Continued from page 12)

and courage in building new studios despite the tempo of the times, William S. Hedges, NBC vice-president for stations, also criticized the FCC's regulations. During the last two decades, he pointed out, the hand of regulation progressively has tightened until now the FCC "has sought to invade the field of regulation of the business affairs of broadcasters." Failure to comply with these regulations "will result in the death sentence to the station," he said, pointing out also that the FCC shortly will embark upon an inquiry into the propriety of newspaper organizations owning and operating stations.

At the Senate Interstate Commerce Committee hearings on the White Resolution, Mr. Hedges declared, it has been demonstrated that a new law governing radio is necessary because if these "arbitrary rules go into effect, radio as you have known it will cease to exist. Chaos and confusion will reign."

In complimenting G. B. Dealey, chairman of the board; President Ted Dealey, Jim Moroney, vice-president and supervisor of radio; and Martin Campbell, general manager of the stations, and their associates, for their contributions to listeners of the Southwest, Mr. Hedges said they have never faltered in their desire to improve public service and that the new studios "are tangible evidence of their courage, optimism and public spiritedness."

Nationwide Spot Drive
In Canada by Eveready
CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), is starting one of the largest radio advertising campaigns conducted in Canada since the start of the war. Daily half-hour studio programs, Mondays through Fridays, designed specifically for the rural audience, start as the first show of the day on 34 Canadian stations. In Manitoba, Saskatchewan and Alberta the shows start July 1, in British Columbia July 14, in Quebec, Nova Scotia and New Brunswick, Aug. 18, in Ontario, Aug. 25.

The program will consist of old songs early in the morning, interspersed with weather and crop reports, except in Quebec province where it will be a noontime quarter-hour. Agency is Clark Locke Ltd., Toronto.

The show will be carried on CKWX, Chilliwack, B.C.; CKOY, Kelowna; CKOT, Trail, B.C.; CFJC, Kamloops, B.C.; CGPB, Prince Rupert, B.C.; CICA, Ed- monton; CFGP, Grande Prairie, Alta.; CFCF, Saguenay, Que.; CHAB, Marystown, Nfld.; CKRL, Cape Breton, N.S.; CKBB, Moose Jaw, Sask.; CKBR, Prince Al- bert, Sask.; CJRM, Regina; CFQG, Saskatoon; CFGC, Yorkton, Sask.; CKK, Brandon, Man.; CFAR, Flin Flon, Man.; CJCR, Winnipeg; CPCO, Chatham, Ont.; CGB, Kingston, Ont.; CKL, Kirkland Lake, Ont.; CKRE, Kenora, Ont.; CKLQ, SUDBURY, Ont.; CENX, Wingham, Ont.; CJU, Chibougame, Que.; CHKL, Mont- real; CHNC, New Carlisle, Que.; CBW, Gloucester; CGBR, Rimouski, Que.; CGBB, Rouyn, Que.; CJGB, St. Anne de la Poix, Que.; CHNS, Hants; CGB, Sydney, N.S.; CFNB, Fredericton, N.B.
GoodHousekeeping Revises Its Labels' Institute Conforms to FTC Order Requiring Changes

STATEMENT covering all references on radio broadcasts to the Good Housekeeping seal of approval and guaranty emblem has been issued by the Good Housekeeping Institute in line with the Federal Trade Commission order May 23 requiring various changes in the granting of the Good Housekeeping seal of approval. The statement reads:

"The essential and most important condition in connection with references to a Good Housekeeping seal of approval on radio broadcasts is that the claims made for the product in the radio commercial be claims for which the product has been specifically approved by Good Housekeeping before being broadcast. This necessarily requires that all commercials for a radio program in which reference is to be made to a Good Housekeeping seal or guaranty be submitted in advance of use for approval by Good Housekeeping."

Standard Wording

"The second condition is that the words of reference used be standard in character. Where reference is made to the seal of approval of Good Housekeeping Institute in connection with household appliances and utensils and household soaps and cleansers, the words words used shall be "tested and approved by Good Housekeeping Institute". Where references are made to the recommended seal of approval of the Good Housekeeping Bureau for Foods, Drugs, and Cosmetics, the words are "recommended by Good Housekeeping Bureau". No reference is made to the seal of approval of Good Housekeeping Institute unless the claim relates to products other than these words fall under the above categories."

"Where reference is made to the Good Housekeeping guaranty which is applicable to all products advertised in Good Housekeeping Magazine, the words to be used are "guaranteed by Good Housekeeping Institute".

"Where reference is made to the approved seal of approval of the Good Housekeeping Bureau for Foods, Drugs, and Cosmetics, the words are "recommended by Good Housekeeping Bureau". No reference is made to the seal of approval of Good Housekeeping Institute unless the claim relates to products other than these words fall under the above categories."
GALE NEWSPAPER

PIONEER BUILDERS, liam Costello, consists Chicago.

Yeast firms BREWING Agency, is Angeles (home

to, is Angeles (home

do; is

KML'C. Agency is

KHJ

spots are released three times daily

dramas

Los Angeles

Hollywood.

SPONSORSHIP

conducts the telephone -inquiry

SP ARK

Agency,

grams,

licipations

started

Francisco

KMPC.

Charles Ruggles and Benny Rubin.

BROADCASTING

three times daily (San

Northern California

for several years, radio for several years,

Barrel

of

California

of

the

con-

and

bar-

KOMISS Co., San

15

July

Cali-

J.

WSUN,

Dance

His Barn

11-25-11:50

p.m.,

11

J.00 p.m.

5000 watts on 1420 kc.

BEVERLY HILLS COUNTRY

CHUBB & SON, New York, marine

 That's really an expansive

powerful approach to the

enlarging business, and

do the same for you—whether you sell

photographs or phonographs,

noodles or

needles.

Ask that old "fotog"

John Blair

FAIRMONT

FAIRMONT, W. VA.

Picture

This

WM MN

RECEIVED

955

orders for photographic

enlargements for

a Grand Rapids, Mich.

client IN ONE WEEK.

Power

available

A SPORTS PROGRAM

with 5-Year Following

with baseball coming up, now's the time to advertise

with this popular

for sports program broadcast in the early evening.

Agency.

Forte Industrial Market

5000 WATTS DAY

1000 WATTS NIGHT

WMMN

June 30, 1941 - Page 37
Bulova, Lever, P&G, Sun Open Video

Will Sponsor Debut of Art July 1 on NBC Outlet

FOUR national advertisers—Bulova Watch Co., Lever Bros. Co., Procter & Gamble Co., and Sun Oil Co.—will share in the inauguration of commercial television July 1 by purchasing time on NBC's New York video transmitter, WNBRT. Each advertiser will utilize his television time for a sight-and-sound version of his current advertising by sound broadcasting.

Bulova will sponsor two time announcements, one to be made at the beginning of the Dodger-Phillies baseball game that will provide WBN'T's opening afternoon program, the other at the end of the evening telecast. Lever Bros. will present a television of Uncle Jim's Question Bee, advertising Spyr; Sun Oil will televise its regular Lowell Thomas news period; then from 9 on, the USO show, an Army program with Ft. Monmouth talent; P & G's Truth or Consequences. All contracts are for July 1 only.

Rate Card Issued

First rate card for television was issued June 27 by NBC to cover costs to advertisers: for time on the air and for studio facilities. Time rates range from $120 per hour for studio facilities. Rates are quoted for Sunday evening time, as television programs are not yet scheduled for that period.

In addition to time costs, charges also are to be made for the use of both studio film and mobile transmitter facilities. These range from $100 per hour for the use of the main studio in Radio City to $75 per hour for the use of small film studios and field pickups. Service spots, for televised programs of news, weather and time are priced at 8 per minute nighttime and $4 per minute daytime.

Production costs for talent, announcers, sound effects crew, musicians, and music and script rights also are billed to sponsors by NBC, as are costumes, properties etc., which must be rented or purchased for any program.

CBS on Friday received authorization from the FCC to continue experimental television transmission for 30 days after July 1 to conduct program tests. CBS stated that a commercial license is expected at the end of the 30-day period that and meanwhile the test transmissions will be of assistance to servicemen who are converting video receivers to receive transmissions on the CBS channel.

To observe the debut of commercial television, delayed for more than a year by Government fiat, the FCC, as Broadcasting went to press, planned to issue a press release on the opportunities to be opened by this new vista of radio. It is expected the FCC will hail the part it has played in launching visual radio as a new public service.

Conversion of the approximately 2,600 RCA television receivers in the New York metropolitan area is beginning immediately, RCA Mfg. Co. said last Thursday, adding that in addition to modernizing the receivers already in the field it is also revamping several hundred sets in stock at its Camden factory, which will be made available for sale to the public as rapidly as possible.

To speed the adjustment of sets in the field, the company has established ten television service depots throughout the metropolitan district, and expects to complete the job within six weeks. Until the adjustments have been made, owners of RCA sets will be able to receive telecasts with "a fair degree of satisfaction" it was said.

Alterations necessary were described as: (1) Deletion of the 44-56 channel, (2) addition of the new 60-66 mc. channel, now assigned to CBS; (2) modifications in receiver circuits to permit synchronization of 525-line images in stead of the 300-line pictures previously transmitted; (3) conversion of the sound channel to accommodate the new requirements of FM sound transmission.

DuMont to Convert

Allen B. Du Mont Labs, are also planning to convert the Du Mont television receivers now in use, having arranged with their dealers to convert to the new standards all sets which the dealers deliver to them. Neither Du Mont nor RCA will make any charge to the set owners for this conversion service.

Du Mont announces it is resuming production of television receivers and has leased a new factory space outside its own plant, which is "crowded with cathode-ray and instrument production as well as national defense contracts", the company reports.

Increased costs of labor and material have resulted in price increases in the receivers, averaging about 10%. Du Mont has opened sales offices on the 17th floor of 515 Madison Ave., New York, building whose top story, the 42d, is occupied by the company's television transmitter. Jack B. Lajoie is in charge of Du Mont receiver sales.

WXYZ's College Farm Reporter

PAUL RITTTS, Michigan State College student, has joined the news staff of WXYZ. Rittts, a senior agricultural and home economics major, will be assigned with WKAR, the college station, as a specialist in agriculture. He brings a broad background of farm reports used on the Farm Farm Market Reporter, broadcast Monday through Friday on WXYZ and Michigan Radio Network.

MORGAN ADDRESSES PACIFIC AD MEETING

COVERING 11 points of major interest to radio and advertising agency executives, Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywood, is to be the principal speaker at the radio departmental meeting of the Pacific Advertising Clubs Assn. convention July 1 when Donal Thorburn, CBS Pacific Coast vice-president, will be chairman.

Mr. Morgan, president of Blackett-lypee-Hummert, also announced as a speaker at the departmental, canceled his appearance. A roundtable discussion is to follow Mr. Morgan's talk. Participants include Mr. Thorburn, representing national networks, with W. C. E. Eckelberg, sales manager of Don Lee Broadcasting System, Hollywood, for regional networks; others taking part will be William B. Ryan, sales manager of KPO-KGO, San Francisco, metropolitan city stations; Charles Stork, manager of KTMS, Santa Barbara, California, local stations; R. L. Philippi, advertising director of United Feature, and Mr. Morgan representing advertising agencies.

The convention, which started June 29, and continues through July 3, is being staged at the Biltmore Hotel, Santa Barbara, California, with 500 Coast radio and agency executives in attendance. [Broadcasting, June 29]

Major Causes of Action Against RCA Dropped

JUSTICE AARON J. LEVY in New York Supreme Court on June 24 dropped all major causes of action in the suit brought against RCA in 1938 by a group of the franchise stations, charging mismanagement by RCA officers and directors. A few issues still remain for trial, it was reported.

The court overruled contentions of the plaintiffs that RCA directors are liable for the previous stockholder actions in order to compel certain acts which would become void through the statute of limitations. All references to acts of the company directors were ordered stricken from the complaint upon motion of counsel.

OMAR SPOTS


DuMont Extends Contest

ALLAN B. DU MONT LABS. has extended its prize contest for another three months, until Sept. 1, in order to provide a stimulus to greater interest in the contest. The prizes are practical information about cathode-ray tubes. Prizes of $100, $50 and $25 are offered, with fees of $10 paid for any papers published in the company's monthly Oscillographer.

Reserve Your Copy of 1941 Iowa Radio Audience Survey

FORT JACKSON'S 40,000 MEN WITHIN 3 MILES

Free & Peters, Inc., NATIONAL RESEARCH CENTERS

COLUMBIA, S.C.
Young for Swartley

CHARLES S. (Cy) YOUNG has been appointed acting manager of Westinghouse stations WBZ and WBZA and the international shortwave station WBOS in Boston, according to Lee B. Wailes, manager of Westinghouse Radio Stations Inc. Mr. Young's appointment comes 24 years, almost to the day, from the time he entered Westinghouse service. He succeeds W. C. Swartley, who relinquished active managernship of the Boston and Springfield stations when he was called to duty in the U. S. Army as a Lieutenant in the Ordinance Department. Swartley went to Boston from Fort Wayne, where he was manager of Westinghouse stations WOWO and WGL.

WMAL Transfer Is Asked by ‘Star’

Newspaper Would Continue to Use NBC Capital Stubs

TRANSFERS of the license of WMAL, Washington, from NBC to the M. A. Leese Broadcasting Co., 100% subsidiary of the Washington Star Newspaper Co., lessor of the property to the network, is sought in an application filed last Friday with the FCC.

Under the contract, NBC would serve only as sales and program agent for the Blue Network outlet. S. H. Kauffmann, treasurer of the Star and president of the Leese Co., will become the directing head of the station.

Originally owned by the late M. A. Leese, of Washington, WMAL was assigned to NBC under lease in 1933. In 1937, the Leese Broadcasting Co. was acquired by the Star, one of the country’s leading newspapers, but the operating arrangement was continued.

Under the transfer, the Star would become the licensee as well as the owner of the physical property of WMAL. The contract carries a 30-day cancellation clause on notice by either party. Existing combined studios of WRC, NBC-owned Red outlet, and WMAL would continue to be used, but with provision made for compensation to the network and for supply of facilities to WMAL at the request of its management. Compensation would be paid WMAL on network programs, in accordance with the network’s established sliding scale.

WMAL operates on 630 kc. with 5,000 watts fulltime. Termination of the lease, it is assumed, is being sought in the light of current regulatory conditions.

The agreement brought out that the Leese Corp. has pending before the FCC an application for an FM station, and that when and if this application is granted the company desires that the operation of WMAL and its FM station be 'co-related and consolidated.' It was brought out that the contract is in the nature of an interim arrangement, and that the Star plans to build its own studios for the two stations, as well as retain necessary personnel and equipment for program sales.

$40,000 RFC Loan Is Granted WRUL

GOVERNMENT Interest Hinted In Counter-Propaganda

REGARDED in some quarters as revealing a concrete Government interest in a counter-propaganda campaign to European countries, the Reconstruction Finance Corp. has authorized a loan of $40,000, in connection with the national defense program, to World Wide Broadcasting Corp., operating international shortwave stations WRUL and V-RUW, Boston.

A bare announcement of the RFC loan was made June 17 by Federal Loan Administrator Jesse Jones, without explanation of its specified use, although the RFC later said it was merely an ordinary business loan for improvement of facilities and indicated that War Nurture from RFC’s business loan philosophy.

Program Grant

Reports that World Wide also had received a $250,000 grant from the Rockefeller Committee for the Coordination of Latin American Commercial & Cultural Relations were denied categorically in Washington at Rockefeller Committee headquarters. However, it was revealed the committee early this year gave World Wide a $10,000 grant, to be used in producing programs for Latin America.

Whether the committee might later make such a grant to the non-commercial broadcasting company, to enable it to expand its educational broadcasting operations on an international scale, was not known, although it was understood an application for such a grant has been made. The House last Wednesday approved the Second Deficiency Appropriation Bill, carrying some $7,000,000 for the Rockefeller Committee, along with $4,000,000 more for contractual authorizations. Presumably such a grant, if made, would come from these funds and could not be made until they are available after Senate approval.

The report of the Rockefeller grant was denied by Walter S. Leman, World Wide director.

Speculation followed announcement of the RFC loan that it was unusual for the Federal loan agency to lend funds to a strictly non-commercial venture whose income is derived from donations rather than business operations. This led to the belief in some quarters that perhaps the Government was helping with expansion of World Wide’s service in anticipation of a concerted counter-propaganda drive, presumably on Europe as well as Latin America.

No similar loan requests were revealed by the RFC from RCA, GE, Westinghouse, Crosley or CBS, all privately operating international shortwave stations. It is thought these private operations would be more likely to ask the Government for financial aid, preferring to bear the entire burden themselves.

START AT ONE HUNDRED SIX MILLION and work down.

WMBG—the Red Network Outlet in Richmond covers the Richmond trading area like a tent. And here is what that trading area offers:

Annual retail sales........... $105,950,000
Annual food sales........... 25,120,000
Annual average payroll —
Camp Lee—Petersburg
6,000,000
Annual drug store sales...4,442,000

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
GERALD WADE, of NBC's international division English staff, has been granted a three-month leave to prepare for examination to enter the diplomatic service.

BETTY G. BROWN, of KOA, Denver, general staff, and Rex Gilland of that city, were married June 14 in Lincoln, Neb.

CARL ERICKSON, formerly of WBBM, Chicago, has joined the announcing staff of WAAF, same city.

MARTIN ROUGHAN, WKY, Oklahoma City, announced was inducted into the service June 30.

HAL TUNIS, announcer of WFTP, Atlantic City, has been appointed publicity director.

JENS OPPENHEIMER, Jack Harvey and Richard Chevalier, Hollywood writers, have joined the writing staff of the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Seashell). They replace Mel Frank and Norman Panama, now working on the Paramount Pictures film, "Showball in Hell."

JOHN RIDER, Hollywood radio producer, and Grace Aitken, CBS receptionist, are to be married in early July.

JOHN C. SCHRAMM, program manager of WGY, New York, previously with WNF and WOR, has been named production manager of WHX, New York.

EDWARD K. KING, of the Yale U Dramatic Club, plans to start the production staff of NBC.

ANNAMAE DORNEY, formerly secretary of the Program Traffic Dept. of NBC, Chicago, has been named secretary to the announcer, Ray Ray, manager of the NBC Central Division News Department. Miss Dorney replaced Agnes Wilson, who has resigned after 12 years of service with NBC. A farewell party was given in Miss Sawyer's honor by NBC Chicagoans in the Sherman hotel.

ERNIE SMITH, formerly of WTAQ, Green Bay, Wis., and program director of WBBM, Chicago, has been resigned to remain station WHG in Greensboro, N.C.

LES (Redbird Red) PAUL, guitarist with Fred Waring's orchestra, on Aug. 1 joins WJJD, Chicago, as musical director. He will replace Bob Banchoff, who is resigning to devote his time to his radio interests. During the early part of June, Paul became the father of a baby boy.

JOHN HESS, writer of WGN, Chicago, has joined the Army.

BILL DAVIDSON, freelance writer, producer and announcer, heard on Pacific Greyhound's Romance of the Highways program on the Coast Mutual network and other commercial programs, resigned from his San Francisco positions to join the production staff of KHI, Los Angeles, effective July 1.

JOHN E. KERR, formerly of WIGA, Ashland, O., has joined KOY, Phoenix, as announcing producer.

DICK JOHNSON, formerly KOY, Phoenix, production director, has resigned to accept an eastern post.

WILBUR HATCH, CBS Hollywood musical conductor, has been assigned to the NBC program A Date With Judy, sponsored by Pedestrian Co. as a summer replacement for the Boi Hope show.

DON HOOVER, new to radio, has joined the announcing staff of KJUP, Durango, Colo. Richard Esa, formerly of WDAK, West Point, Ga., also has joined KJUP as announcer-engineer.

STUART STEVENS, staff vocalist, CBS WHRM, Chicago, inducted into the Army on June 13, has been appointed chairman of the Camp Grant, Illinois, youth committee.

CHARLES HUNTER, announcer of WAK, Akron, Ohio, on June 24 was inducted into the Army.

GEORGE HARRITCK, formerly of WFLA, Cleve. has joined the announcing staff of WXZY, Detroit. George Callion, of the announcing staff, has left the station preparatory to entering military service. Milton Grinnell, 17, known on WXZY's Children's Theatre of the Air, has joined the sound production staff.

HILL, ARTHUR, formerly of WLET, Greenville, N.C., has joined the announcing staff of WBB, Goldsboro, N.C.

DON BRICE, news editor of WKBN, Youngstown, will marry Jeannette Hustedt of KSL, Salina, Kan., early in September.

WILLIAM MURRAY of the William Morris Agency has been named associate director of the Treasury Hour broadcast to be heard on CBS from 9:00-10 p.m. (EDST) beginning July 2.

MEL VENTER, production manager of KFRC, San Francisco, has been chosen director for the latest Bank of America adfilm production, recorded by Photo & Sound, San Francisco.

AUSTIN FENGER, editor of the Farm Journal on KSFQ, San Francisco, has been named to the board of directors of the Northern California Chamber of Commerce Agricultural Committee.

JACK CAIN, radio actor, has joined the announcing staff of KSEQ, Berkeley, Calif.

MORTON RITTNER, Buenos Aires broadcaster and newspaper reporter, has been named NBC correspondent in the Argentine capital, in recognition of the increasing importance of South America as a source of news. Ritter was formerly a staff member of the Buenos Aires Herald and has been heard from the Argentine on the NBC Red Net of the World series.

FRANK LUCAS, June graduate of Penn Christian University, has been added to the announcing staff of WBAF-KGKO, Fort Worth.

MARY RUTH

AN EXTENSIVE theatrical background has made for the ever-growing success of Mary Ruth's Hollywood Sound Stage on WORL, Boston. She has the distinction of having studied under the late Prof. George P. Baker in his famous "Workshop" at Radcliffe College, and has spent several years with New England stock companies as ingénue, three consecutive seasons as leading lady with the Binghamton (N.Y.) players and two seasons with a Shubert musical extravaganza on Broadway. Mary came to WORL in 1938 with a series sponsored by Loew's theatres. From this series sprang her current show, a 15-minute feature of news, gossip, intimate chats and fashion highlights of Hollywood.

DAVID LEEDS, former newsmen of W fileList, Philadelphia, has joined WJFL, Terre Haute, Ind.

FRANK HART, formerly continuity writer of WLW and WSAI, Cincinnati, has joined WKMO, Kokomo, Ind.

NEIL K. SEARLES, formerly of WJHL, Bristol, has joined the announcing staff of WLS, Chicago, replacing Bill Frost, drafted.

RICHARD EATON, commentator of WXYI, Washington, and former war correspondent and publisher of newspapers in France, has joined WOL, Washington, where he will handle a twice-weekly commentary.

SAM B. SCHNEIDER, director of radio for Oklahoma A & M College, has joined the WJU, Cincinnati, for one month to observe how WLY operates its service to the rural areas.
HIGH-WATER BROADCAST was presented by Millard Ireland, news editor of WREH Lawrence, Kan. as the turbulent waters of the Kansas River overflowed June 13 covering thousands of acres of farmlands in the area. WREH special events crew covered the flood from atop the gigantic Bowerosk Mill elevator at the power dam at Lawrence and on one occasion delivered a successful emergency appeal for volunteers when the dam was in danger of disintegration.

**Big Fight Audience**

The Cooperative Bureau of Analysis reported that the radio audience listening to the Louis-Conn fight reached the second highest percentage for a sporting event, the all-time high having been reached June 22, 1938, when 63.5% of the set-owners interviewed reported hearing the Louis-Schmeling fight on both NBC networks. For the Louis-Conn bout, 68.2% of set-owners interviewed heard the broadcast on MBS, CAB reported. Slightly more than 65% of set-owners had their sets in operation during the 10:11-20 p.m. period, thus, about 88% of those listening while the fight was an on-record listening.

**Races on MBS Chicago**

EXCLUSIVE network rights for all races at Chicago's Arlington and Washington Parks, from June 23 through Sept. 6, were secured by MBS. WOR, New York, as an announcer and producer. Ripley was previously with WOR, Hartford, WABC, New York, and WJAC, Roanoke.

WOR, New York, which heretofore has not carried the MBS Year of the Defense Report, program, has now taken it Tuesday evenings for presentation at 11:30 p.m.

**Coverage**

CJOR's 1000 Watts on 600 K.C. are doing a "real job" for our scores of leading national accounts.

**CJOR**

Vancouver, B. C.

National Representatives

J. H. McGillevra (U. S.)
H. N. Slovin (In Canada)

**FCC Appoints Cottone**

Asst. General Counsel, Successor to Kennedy

APPOINTMENT of Benedict F. Cottone, chief of the litigation section of the FCC, to succeed James A. Kennedy, resigned, as assistant general counsel was announced June 25 by that agency.

In his new capacity as head of the common carrier division of the law department, Mr. Cottone will be assisted by Frank B. Warren and Fred Johnson Jr., who won promotions at the same time and who also were considered for the assistant general counselship. The vote on Mr. Cottone's elevation was 4 to 3, with Commissioners Case, Craven and Wakefield supporting the promotion of Mr. Warren. Mr. Warren will have general supervision of telephone matters and Mr. Johnson all matters other than telephone.

Mr. Cottone has had a varied experience in common carrier regulation having participated in legal activities at the FCC, Federal Power Commission anti-trust division of the Department of Justice and Civil Aeronautics Authority. During the last 19 months Mr. Cottone has assisted in FCC cases pending before the Supreme Court and the Court of Appeals.

Born in New York City April 27, 1902, he graduated with honors from Cornell U. in 1930 and from Yale Law School three years later. For a time he was assistant to William O. Douglas, now Associate Justice of the U. S. Supreme Court.
ART OF CONTESTING
WTIC Series Gives Low-Down
On Prize Getting
SUCCESSFUL radio contest
ants, a whole host of them, repre-
senting almost every section of New
England marched into Elizabeth
Park, Hartford, June 18 to frolic
and exchange Munchausen tales
come true. It was the first annual
picnic of the WTIC Contest Club of
the Air which was started a year
ago by Mrs. A. Sherman Hitchcock
of Hartford, herself an outstanding
contest winner who has to her
credit over 100 "blue ribbons" which
represent the winter cruises, cash
prizes amounting to over
$2,000 among others.
To recruit new members for the
club, Mrs. Hitchcock conducts a
program, How to Enter Contests
and Win, calling attention to new
contests starting on WTIC each
week. She gives the name of the
sponsor, the product advertised,
advice on how to prepare entries,
and for their views on the possibili-
ties of moving.
Aasked about the reported possi-
bility of a transfer of the FCC,
Chairman James Lawrence Fly at
his conference last Monday indi-
cated that the FCC in answering
the Budget Bureau's memorandum
"didn't do anything to encourage
the idea" of moving from Washing-
ton. It is generally regarded that
the FCC and Defense Commu-
nications Board's close tieup in the
defense program would be a point
in favor of retaining headquarters
in Washington.
Harry Gilman Named
HARRY GILMAN, formerly New
York talent coach, on May 20 joined
the Chicago office of Edwards &
Co. as radio director. Before
developing his time to teaching and
enlarging his radio staff, Mr. Gilman
was production manager of WGN,
Chicago. Mr. Gilman is a violinist,
having toured Europe. He replaced
Garrett Gilman resigned.
Furniture Chain Spots
SKINNER FURNITURE Stores
(chains in West Georgia and East
Alabama) has signed for six soci-
ety announcements daily on WDAK,
West Point, Ga.; WLAG, La-
Grange, Ga. and WJNO, Opelika,
 Ala.
Columbia’s Station for the
SOUTHWEST
Ronzi Using Radio
RONZONI MACARONI Co., New
York, has started on WOR, New
York as a three-week daily drive
morning series called the Singing
Chef, featuring Happy Jim Persons
(Irving Kaufman). On Tuesday, July
12, the series also started on WOR
participations on Dear Imogene
program. Pied-
Dame, New York, handles the
account.
NAB MEMBERSHIP IS
WITHDRAWN by WOL
CHARGING the NAB with "un-
democratic treatment" in the pub-
lishing of reports dealing with the
chain-monopoly hearings before the
Special Committee, William B. Dolph,
general manager of WOL, Washing-
ton, and a member of the association's
legislative committee, last Thurs-
day announced his resignation from
the trade association.
The station is the fifth affiliate
of MBS to resign since the NAB
committee in a series of meetings
at which the cooperative network
broke completely with NAB both
on the chain-monopoly matter and on
the renewal of the SCAP performing
rights contracts.
Other MBS outlets which have
resigned include WOR, New York;
WBC, Chicago; KHL, Los Ange-
les, key of the Don Louis Group;
and WFB, Baltimore, the latter
now an NBC-Red outlet which will
join MBS in October. In addition,
KGU, Butte, Montana, recently
joined by Ed Craney, and KFPY,
Spokane, operated by T. W. Symons
Jr., associate of Mr. Craney, resigned
shortly after the expiration of his
contract. KSTF, St. Paul, headed by
Stanley Huband, and WTMJ, Milwau-
eek, of which Walter J. Damm is
managing di-
rector, also submitted their
resignations several weeks ago.
Erwin, Wasey Changes
ERWIN, WASEY & Co., New
York, enlarging its radio staff, has
appointed Joe Brattain, formerly a
music director of WLW, Cincin-
atii, and radio announcer of WGN,
Chicago. Mr. Brattain is a violinist,
having toured Europe. He replaced
Garrett Gilman resigned.
Ward to Name Agency
WARD BAKING Co., New York,
will select an agency within the
next two months, according to V. P.
McKinnie, newly appointed ad-
vertising manager. Sherman K.
Ellis Inc., New York, which has
been directing the company's ad-
vertising, has resigned from the
account.
SKGJX, Springfield, Mo., on July 15
will become a basic supplementary
outlet for both the NBC Red and Blue
networks. Currently, SKGJX, on
1260 kc., 5,000 watts, is available as
a supplementary outlet, with the
Red and Blue Southwestern groups.
New Western Link
Of AT&T Granted
Will Complete Cable Designed
To Aid Radio Programs
NEW LONG-LINE facilities which
will assure better network facilities
in Western United States were au-
thorized June 24 by the FCC when
it approved construction of the last
$7,400,000 link in the first trans-
continental telephone cable.
Approval of the joint applica-
tion of the American Telephone &
Telegraph Co., the Pacific Tele-
phone Telegraph Co., and the Bell
Telephone Co. of Nevada will per-
mit a speedy completion of the
$20,000,000 coast-to-coast-project
undertaken to insure a trouble-
proof "speedway." The final unit
will be the installation of twin cables
between Salt Lake City and Sacramen-
to.
Special facilities for network
program transmission will be pro-
vided by two or three adjacent
carrier channels combined to give
a single high-quality program
channel. By employing a "K" type
of carrier system, two 50-pair
channels, with each pair capable of
handling six simultaneous tele-
phone conversations, will have an
ultimate capacity more than twice
as great as one of the 300 pair
channels now in operation.
Unlike the old lines which are
about equally spaced, exposed to the
same elements, the new dual cables
will be "plowed under". When the
new cables go into operation there
will be a few if any program inter-
ruptions due to line-breaks. In addi-
tion better program-reception in,
the West is assured, for the new
cables will utilize an 8,000-cycle
band for programs—the same as
now used in the East.
Since present western facilities
for transcontinental telephone traf-
fic between eastern and western
portions of the country, as well as
intermediate points, are taxed to
the limit, there often are delays in
getting long-line facilities. Pro-
vision has been made to add new
carrier systems to insure maximum
service.

INTENSIVE COVERAGE
of the
SOUTH'S 7TH CITY
among the 100,000 or
more group for per capita
effective buying income

for

KTBS
SHREVEPORT, LA.
1000 WATTS NBC

The Branham Co. — Representatives
PRIVATE CHARLES DAVIDSON, on leave from the engineering staff of WOR, New York, has been assigned by officials at Fort Dix to handle the P-A system and other sound technicalities for the Billy Rose show which will tour various Army camps in the South.

ARTHUR SCHOENFISCH, formerly a CBS engineer and now a private in the Army at Camp Wheeler, Ga., in the public relations office, posted the highest rifle score in the camp this month with a total of 101 out of a possible 200.

EDGAR DISCHER, graduate of Port Arthur Radio College, Port Arthur, Tex., has joined the engineering staff of WCBI, Columbus, Miss.

PHIL GULLEY, formerly of WAPI, Birmingham, WJDX, Jackson and WAML, Laurel, Miss., has joined WGRT, Columbus, Miss., as announcer-artist-writer.

ROB WALKER, formerly of KLS, Oakland, and Jim Brown, formerly of KRE, Berkeley, have been added to the technical staff of KGEI, General Electric shortwave station in San Francisco.

ARTHUR DENISCH, for the last 20 years associated with radio and communication work, has been added to the engineering staff of WBAL, Baltimore.

EARL SORRENSON, NBO Western division maintenance engineer, Hollywood, is the father of twin girls born June 16.

HAL DIEKER, Frank Pittman and Stanley Red Sox, NBC Hollywood sound effects engineers, will appear in a radio sound sequence of the MGM film, "Whistling in the Dark," now in production.

HOWARD ENYARD, formerly stationed at the WLAG, Lawrence, Mass., transmitter in Andover, has been transferred to the studios in Lawrence.

ROBERT TURNER, formerly with the Iowa Radio Corp., has joined the research laboratory of WHO, Des Moines.

THOMAS F. YAN ALSTYNE, formerly of WDCN, Durham, N. C., has joined the engineering staff of WHX, Utica, N. Y.

BARRETT SCHILLO, of the engineering staff of WGN, Chicago, on June 16, reported for duty in the Naval Reserve at the communication school in Indianapolis.

RALPH RUNGREN, of WDMJ, Marquette, Mich., will join the U. S. merchant marine as radio operator.

NOW THEY LOOK LIKE THIS
See page 16

PHOTOGRAPHS ON PAGE 16 in the same (1 to r) order show: 1. John Livingston, Pacific Coast manager of International Radio Sales, who was a pilot with the 90th Aero Squadron on the Meuse and Argonne fronts. 2. Theodore F. Allen, commercial manager of the new WCFI, Pawtucket, R. I., pictured in an old Curtis J-4 while training at Souther Field, Ga. 3. John C. Roberts, manager of KXOK, St. Louis, who drove an ammunition truck in France before the U. S. entered the war, then won a commission as ensign in the U. S. Naval Air Service.

Shirer's Saga
(Continued from page 16)

ing from a word, a phrase, a sentence, a paragraph or their juxtaposition, all the benefit I can.

"But the Nazis are on to me. For some time now my two chief censors from the Propaganda Ministry have been gentlemen who understand American as well as I... And the foreign Office and Propaganda Ministry keep receiving reports from the United States... that I'm getting away with murder and must be sat upon."

He Gives Up

Announcing his decision to return to America in December, his Oct. 15 entry summed the censorship situation as follows:

"I think my usefulness here is about over. Until recently, despite the censorship, I think I've been able to do an honest job of reporting from Germany. But it has become increasingly difficult and at present it has become almost impossible.

"The new instructions of both the military and the political censors are that they cannot allow me to say anything which might create an unfavorable impression for Nazi Germany in the United States. Moreover, the new restrictions about reporting air attacks for you either to give a completely false picture of them or to omit mentioning them altogether.

"I usually do the latter, but it is almost as dishonest as the former. In short, you can no longer report the war or conditions in Germany as they are. You cannot call the Nazis 'Nazis' or an invasion an 'invasion.' You are reduced to re-broadcasting the official communiques, which are lies, and which any automaton can do.

"Even the more intelligent and decent of my censors ask me, in confidence, why I stay. I have not the slightest interest in remaining under these circumstances. With my deep, burning hatred of all that Nazism stands for, I have never been pleasant working and living here. But that was secondary as long as there was a job to do. No one's personal life in Europe counts any more, and I have had none since the war began. But now there is not even a job to do left from here."

TO IMPROVE shortwave transmission to Europe, CBS has dropped the 17830 kc. frequency and substituted one of 15270 kc. for WCHX, New York, 8 a.m. to 1 p.m. The 15270 kc. channel is also used from 1 to 6 p.m. by WCBX, Philadelphia, for its Latin American broadcasts. Other schedules of the two international transmitters remain the same.

EDUCATIONAL FM STATION IS AWARDED SAN DIEGO AUTHORIZATION for a new non-commercial educational broadcast station in San Diego, Calif., was given June 25 when the FCC issued a construction permit to the San Diego Public School District for an outlet on 42.3 mc., employing FM emission with a power of 1,000 watts.

Service to 55 units in the district will be given the San Diego school system through rebroadcasts to specific classes or schools of recorded programs of an educational or historic nature or other activities as presented by classes in the school system. Training in communications will be provided. The cost is estimated at about $9,000. Proposed transmitter location is at 348 W. Market St., San Diego.

WOR'S FM PLANS

A NEW AND ADVANCED type of 10 kw FM transmitter, incorporating the latest development in American broadcast techniques, is being installed this summer at W7NY, FM station of WOR, New York. The new transmitter will reduce the distortion of high frequencies, which is said to have been difficult to avoid with previous FM techniques. Most novel improvement is the grounded-plate amplifier, a circuit recently invented at Bell Labs., which allows simple and efficient air-cooled amplifier tubes to be used without the large losses and the high capacity-to-ground that has handicapped their previous use.

WOR Shelves Facsimile

AN INDEFINITE postponement of facsimile broadcasting by WOR, New York, has become necessary because of the station's new all-night show, but will continue as soon as the FCC grants WOR a new frequency for facsimile operations. If and when the license is granted, the station will operate on 26.3 megacycles with a 100 watt transmitter, located in the same building as WOR's FM station.
WFMJ
Youngstown's Favorite Station
A Hower-Holmes survey shows that WFMI has more listeners than any other station heard in the Youngstown district.

WAIR
Rep. Sacks Blasts refusal to Withdraw Radio Charges
CHARING malice and misstatement of the facts by Rep. Lambertson (R-Kan.), Samuel B. Rosenbaum, president of WFII, Philadelphia, and chairman of IRNA, last Tuesday publicly released the ill of correspondence between himself and Rep. Lambertson in which he repeatedly denied that WFII had refused to give broadcast time for a Philadelphia appearance by Charles A. Lindbergh, non-interventionist leader.

When the Congressman had failed to correct the accusation he made in the Congressional Record several weeks ago, despite recurrent denials by WFII, Mr. Rosenbaum accused Rep. Lambertson of "crawling behind your Congressional immunity."

Sacks Comments
Without mentioning him by name, Rep. Sacks (D-Pa.) on the House floor last Thursday, also excoriated Rep. Lambertson by publishing a letter which he said contained a correction in the Record. Calling attention to the denials of Mr. Rosenbaum and David Leon Levy, president of WCAU, also accused of refusing to deal with the American First Committee, Rep. Sacks declared:

"I charge the responsibility of any member of this House who will not publicly acknowledge the untruth of a libel which he sponsors. Such member is under deep obligation, not only to the individuals I have mentioned but to the country as a whole and to this House, which gives him the privileges under which these statements were made, to acknowledge the false accusations made in his statement of May 27."

The Lindbergh Philadelphia incident for several weeks has been handled about in Congressional circles and the public prints. Rep. Lambertson's original accusation, charging failure to sell time for spot announcements publicizing the America First rally as well as refusing to broadcast the Lindbergh speech from the rally, extended not only to Mr. Rosenbaum and WFII, but to WCAU and Dr. Leon Levy, WCAU president, and KYW (Broadcasting, June 2). The WCAU situation came up for comment during Senate hearings on the White Report, with Dr. Levy explaining in a telegraph the matter from WCAU's point of view.

Declaring that WFII not only had broadcast the Lindbergh speech, but also had given free time to the other side, Mr. Rosenbaum categorically denied the Lindbergh accusation and requested a correction in the Record. Upon Rep. Lambertson's failure to publish the correction, Mr. Rosenbaum emphasized that his main interest was to defend the radio industry from unwarranted attack and unearned abuse.

JOHN B. MORGUE, a vice-president of Blacklet-Sample-Hammett, Chicago, was ordered to active duty as a lieutenant in the Navy, effective June 23, and assigned as assistant public relations officer for the Naval District.

Grisham to Purina
CHARLES GRISHAM, winner of a WLW farm scholarship in 1938, and since that time a member of the WLW agricultural department, took charge of radio advertising of Purina feeds June 25. He is a member of the promotion department of the Ralston-Purina Co., St. Louis, in direct charge of all the radio shows sponsored for Purina feeds. When he won the WLW scholarship, Grisham was graduating from the agricultural college at Alabama Poly. His home is Athens, Ga. Grisham will succeed as assistant farm program director of WLW from Morton Emmert, another 1938 winner from Iowa State College. Emmert has been a member of the WLW continuity department.

DeLaney Heads WTAT
C. GLOVER DELANEY, since September, 1938, commercial manager of WTHT, Hartford, has been named manager of the station. Before joining WTHT, he was commercial manager of WESG, Elmhurst, N. Y., and has had wide experience in radio and practically every phase of station operation, having served in stations in Syracuse and Williamsport in various capacities. Mr. DeLaney was born in Elmira, attended Notre Dame U and was graduated from Hobart College in 1933. He is married and has two daughters.

NBC Furnace Series
HOLLAND FURNACE Col., Hollan- dale, Mich., July 17 starts a half-hour summer variety show, The Housewarming, on a coast-to-coast NBC-Red network network, Thursdays 7-7:30 p.m. (CDST). As broadcasting went to press the exact number of stations to be used had not been determined. The series will present Don McNeil as master of ceremonies, Benny Goodman's orchestra, with guest singing groups and big name stars. Each week's broadcast will be presented to a housewarming party at the home of the guest of the week. The initial broadcast will take place, in fancy, in the home of Dorothy Lamour. Program will originate in the Goodman Theatre, Chicago. Contract is for seven weeks. Representing the agency is Ruthrauff & Ryan, Chicago.

Quin Ryan to Freelance, Resigning From WGN;
Dennis Heads Publicity
QUIN RYAN, for 24 years with the Chicago Tribune, and for the last 17 years manager and chief announcer of WGN, Chicago, on June 23 left the station to open his own office as a freelance. Mr. Ryan joined WGN in 1924 and began experimenting with the broadcasting of special events, some of which were the Illinois-Pennsylvania football game in 1925, the Nebraska-Oklahoma game, the Kentucky Derby, the Indianapolis 500, the World Court debates in the Senate in 1926, and the Dempsey-Tunney fight in 1927. Broadcasting and Ryan made history with these shows.

Appointment of Bruce Dennis, publisher of the Tribune, WGN, Chicago, as special events director of the station was announced last Tuesday by Frank F. Schreiber, WGN manager of operations. He will continue as public relations. Formerly in newspaper work, Dennis joined WGN in September 1940. Numerous new defense and Army broadcasts are planned by the station, among them a new weekly series, Your Army, and Dennis has announced that the WGN mobile unit will be used extensively as the new special events programs develop.

Linton Joins KFBI
RAY LINTON, formerly a station representative in Chicago and New York, has joined KFBI, Wichita, as national sales manager, succeeding Fred Al- len, who left recently for the Pa- cific Coast. Mr. Linton started in radio on WIBO, Chicago, now KFBI, and was with WBWB, Chicago, and was with the various companies. In 1935 he formed his own station representative organization, but disposed of the business in 1938 and took a study of Latin American stations and methods. Upon his re- turn, he entered the talent field in New York, handling national and syndicated programs until recently.
FACTS ABOUT WKRC AND AFRA

Sponsors, Advertising Agencies, Radio Stations and Networks: Do not be misled by misrepresentations and half-truths.

CONSIDER THESE FACTS!

WKRC's Record
1. New management has increased wages, improved working conditions, and increased employment for radio artists. (Contrary to misleading claims of AFRA, only WLW in the Cincinnati area has an AFRA contract.)
2. Recognized rights of its employees to select representatives and offered to have Labor Board elections for this purpose.
3. Offered to arbitrate differences.
4. Offered to permit outcome of NLRB election to determine shop provisions.
5. Offered to accept verbatim terms of contract signed by AFRA with KYW.
6. Offered to accept full AFRA shop for all artists to be effective when competitors sign similar contracts with AFRA.
7. Offered to accept AFRA shop for two of three classifications of artists.

AFRA's Record
1. Forced a strike against the will of the overwhelming majority of staff artists. Only 4 out of 17 on strike.
2. Refused to have labor board elections.
3. Refused to arbitrate.
4. Refused to permit NLRB elections.
5. Refused to sign this contract.
6. Refused this offer although it has but recently made a similar deal with a more powerful station in a larger market.
7. Refused, although AFRA has recently signed a similar type of contract with other stations.

AFRA called this strike against the wishes of the overwhelming majority of the staff artists of WKRC, only four of whom are on strike. AFRA has resorted to threat and intimidation to force out all artists. The NLRB has not made any findings against WKRC. In an effort to defeat an NLRB election of WKRC artists, AFRA recently in desperation filed charges, which disproved, should have been filed weeks ago. WKRC denies these charges and will prove them false.

Again in desperation AFRA now threatens illegal boycotts of advertising agencies producing network shows in New York, Chicago, Los Angeles and elsewhere. This dictatorial, undemocratic and illegal procedure, if successful, will place advertisers, affiliates and employees at the mercy of a few paid AFRA organizers, because by threatening to eliminate chain programs, these organizers can compel the affiliates and their employees to bow to their will even though that will is unfair to the employees, the public and the stations. Consider these facts and then determine who has been unfair and unreasonable.

Since the strike was called, WKRC's billings have increased at the rate of $1,000 per month, new bookings have more than offset the only minor suspensions of accounts.

(Signed) General Manager, WKRC
HULBERT TAFT JR.,
IT WAS LADIES’ DAY at WODD, Chattanooga, June 15. That day, dear children, was Father’s Day, and WODD gave its daddies the day off to sit home relaxed while the women of the staff took over. Preparing an "Easy Reporter broadcast that day is G. L. Glickman (left) and Dorothy Week McCurdy, WODD program director.

EGOLF: RASLER

As President of the Tulsa Ad Club, Willard Egolf, commercial manager of KGVO, was to pass out the $550 in prizes awarded at the club’s recent picnic. Jokingly he remarked to the picnic crowd that perhaps someone present would like to wrestle him for the assignment. Out of the 120 members and guests strode a stranger, about 6 feet 3 and 200 pounds. He wanted to wrestle, just for the fun of it. Egolf, 6 feet 2 himself and weighing 197, arose to the challenge and pinned the stranger—and made the awards after the match. Joke was that the stranger, Ross Crenshaw, Dallas representative of the Texas Co., turned out to be Egolf’s guest, who came with another party at Egolf’s invitation.

NINE MEMBERS of the staff of CJRC, Winnipeg, are on active service with the Canadian army and air force. Latest to go on active service are Lieutenants Jack Thompson of the announcing staff, Harry Harrod of the continuity department, and Claude O’Neil of the sales department. They are in the Royal Canadian Army Service Corps. Five members of the staff are in Canada’s Reserve Army, Capt. P. H. Gayner, Lieut. Don Duncan, Capt. J. H. P. Dutton, Pvt. Jack Kemp and Pvt. Jim McRae.

Keyes, Corpus Christi, Tex., is broadcasting a half-hour quiz show direct from the world’s largest naval air station, 15 miles from the city. Titled “Happy Landings,” the program is sponsored by a local department store, which gives a gift to all participants.

Koy, Phoenix, has built two additional studios to its present layout and has added a new wing to the Koy building for the accommodation of the new production offices.

KMOX, St. Louis, is broadcasting more than four programs weekly featuring top military officials and Army activities in the local area. Headline of the weekly public affairs program, "Youth Ansewers the Call," which is built around activities in training camps throughout the St. Louis area. In addition, the station carries many network military broadcasts.

WBAL, Baltimore, extended its farm service facilities to further serve listeners in the rural districts of the Central Atlantic States. Added to its other farm features, John Zufall, farm program director, will conduct a new series of fifty-five minute broadcasts to be heard daily except Sundays.

WCFL, Chicago, recently presented its "Hour of Opportunity" program from the Great Lakes Naval Station auditorium with the boys in service as solo contestants. One of the features of the program was a 100-voice choral group, which made its only radio appearance in a large scale musical presentation, Rubin’s, Chicago clothing store, eliminated all commercials.

5,000 watt COVERAGE
1,000 watt RATES!

The 1/2 MA area of WHBF on 5,000 watts is a booming defense and rich agricultural market. Check the facts.

<table>
<thead>
<tr>
<th>Population of 1/2 MA area</th>
<th>1,741,443</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$561,410,000</td>
</tr>
<tr>
<td>Per Capita Sales</td>
<td>$222</td>
</tr>
<tr>
<td>Industrial Workers</td>
<td>85,667</td>
</tr>
<tr>
<td>Industrial Payrolls</td>
<td>$98,616,160</td>
</tr>
</tbody>
</table>

AND IN THE TRICTIS (ROCK ISLAND, DAVENPORT AND MOLINE) ALONE...

<table>
<thead>
<tr>
<th>Population</th>
<th>175,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$73,093,000</td>
</tr>
<tr>
<td>Per Capita Sales</td>
<td>$317</td>
</tr>
<tr>
<td>Industrial Workers</td>
<td>35,000</td>
</tr>
<tr>
<td>Industrial Payrolls</td>
<td>$24,102,074</td>
</tr>
</tbody>
</table>

This is a vigorous, growing market! The increase in employment and office space has put the camps over the 100,000 mark. Take advantage of this opportunity to get your message across.

Write for the NEW WHBF FILE FOLDER AND STATISTICAL BROCHURE.
AWARD OF APPRECIATION for the generous cooperation of WRDO, Augusta, Me., with the local American Legion was presented Flag Day during a special broadcast when Jack Atwood, manager of WRDO and Editor of the Flag from Mrs. Ruth Nichols, who made the presentation for the auxiliary.

Kilowatt Crops

HOME GARDENS have been revived by the engineering staff of WDAS, Philadelphia. The engineers have appropriated one acre of the station property at the transmitter and placed it under cultivation, with Marshall Soura in charge. Experimenting with various types of vegetables, he is compiling a material for a daily program on home gardens which will be broadcast direct from the transmitter site.

Code Classes at KDKA To Help Home Defense

CLASSES in radio telegraphic code are being established by KDKA, Pittsburgh, to aid in creating a large reserve of persons able to send and receive radio telegraph messages, vital to communications in time of emergency. While men subject to the draft will be accepted, the chief purpose is to strengthen the home defense front by teaching code to those not likely to be drafted. Women are eligible for instruction.

The classes, which will be free, probably will be held twice a week in one of the station's studios unless the number of applicants compels a change of plans. Teachers will be members of the KDKA engineering staff, under direction of Dwight A. Myer, chief engineer.

CBS Defense Board TO COORDINATE production efforts on defense programs, CBS has set up a Department of National Defense Programs, headed by Brewster Morgan, producer of Report to the Nation and Proudly We Hail. A third defense program, Spirit of '41, heard Mondays at 8-8:30 p.m., and started June 29 under Mr. Morgan's direction, is a weekly dramatization of the history and development of a unit of the armed forces with a live pickup from the unit dramatized.

Four Don Lee Stations, Video, Signed by IBEW DON LEE BROADCASTING SYSTEM, Hollywood, after several weeks of negotiation, has signed a contract with Local 40, IBEW, covering about 45 technicians of KHJ KFRC KGB KDB, and television station W6XAO. Retroactive to June 1, the contract provides wage increases of from $25 to $70 per month. Past calls for closed shop, full seniority rights, the right of review in case of discharge from service, full compensation for loss of time should discharge be unjustifiable. Contract further provides for two-weeks' vacation with full pay, sick leave, overtime pay, double time for national holidays and other required working conditions. All stations in the Los Angeles area, with exception of KFI-KECA and NBC Hollywood studios are organized, according to IBEW officials. Technicians of those stations are members of the NBC Independent Union.

CBS Completes Plans For Annual Air School WITH the start Oct. 6, of the 1941-42 season of the CBS School of the Air of the Americas, the Tuesday portion of the series will be titled "Music of the Americas" instead of "Wellsprings of Music" as last year. Dr. Carleton Sprague Smith, chief of the music division of the New York Public Library, will arrange the programs and act as commentator for the new series which will stress the sociological use of music in the western world.

The Monday occupational guidance and social studies series again will be called "Americans at Work," with programs based on the lives of various American workers and their contribution to defense. Wednesday's geography, history, and science series, "New Horizons," again will be produced in cooperation with the American Museum of Natural History. Stories depicting life and customs of young Americans are to be dramatized on the Thursday literature series, "Tales From Far & Near," while Friday's current events series, "This Living World," again will be broadcast on CBS from the auditorium of a different New York City high school each week.

RESULTS!! The eight million population in CKLW's primary area at 800 kc. means new and greater pulling power for our advertisers. This increased coverage of a great market at no rate increase is a buy you ought to investigate!

IN THE DETROIT AREA-IT'S

5,000 Watts Day and Night CLEAR CHANNEL

Joseph Horshey Mc Gillvra—Representative

Gulf Quiz in Buffalo

GULF OIL Corp., Pittsburgh, has started a quarter-hour quiz program Monday through Friday at 6-6:15 p.m. on WGR, Buffalo. Program features an adult board of experts on radio and television and children on Tuesday and Thursday quizzes by Walter McCanland, Sr. The juvenile and adult winners compete with each other on Friday. Program has been merchandised with dealer posters. Young & Rubicam, New York, is agency.

BROADCASTING • Broadcast Advertising

June 30, 1941 • Page 47
Decisions...

JUNE 24
NEW. Krasin & Krutzn, Taunseeri, N. M.—Granted CP new station 1400 kc 250 w unl.
KICA, Clovis, N. M.—Granted CP change to 1240 kc, increase to 10 kw N 5 k w D directional.
WRL, New York, N. Y.—Granted increase to 5 kw unl., new transmitter, antenna.
WIZE, Springfield, Mass.—Brooklyn, Conn.—Modified license, increase to 250 w unl.
WPI, Pi, Columbus, Ohio.—Granted CP change to 1310 kc, new transmitter, antenna.
HOW, Oakland, Calif.—Granted CP increase to 5 kw unl., new transmitter, antenna.
WELT, Philadelphia, Pa.—License renewal.

JUNE 25
KORN, Fremont, Neb.—License renewal and transfer of control from Clark Standards to C. J. Malmsten, A. C. Sidner, S. S. Sidner and Arthur Baldwin (consolidated hearing).
WCAM, Camden, N. J.—License renewal.
WAP, Ashbury Park, N. J.—License renewal; WTNJ, Trenton, N. J., license renewal and CP change 1390 kc 1 kw unl., directional.
WNAS, Philadelphia, Pa.—License renewal.

JUNE 26
NEW. San Diego Unified School District, San Diego, Calif.—Granted CP new station 42 5 mc 1 kw unl.
RGA, Spokane, Wash.—Granted CP increase to 10 kw unl., directional.

JUNE 27
MISCELLANEOUS—RIAM, Huntington, W. Va.—Appeared, applied for hearing to 10:45-11:45 a.m. (EST).

JUNE 28
MISCELLANEOUS—KBTC, Austin, Tex.—Issued license on 616 kc.
NEW. Northwestern Pennsylvania Broadcasters, Scranton, Pa.—CP new station 1420 kc 250 w unl.
NEW. Nashville Broadcasters, Nashville—CP new station 1410 kc 1 kw unl.
NEW. J. A. Burton, Nashville, Tenn.—CP new station 1410 kc 1 kw unl.
NEW. KNRE Inc., Neaves, La.—CP new station 1420 kc 250 w unl.

SEPTEMBER 3
NEW. WFBZ, Reading, Pa.—CP increase to 1 kw.
WPWR, Pontiac, Ill.—License renewal.
NEW. Nashville Broadcasting System Ltd., Honolulu—CP new station 1430 kc 250 w unl.

SEPTEMBER 4
NEW. Colorado Broadcasting System Inc., New York—CP new television station Channel No. 1 FM.
NEW. WILK, Wilkes-Barre, Pa.—CP new station 1420 kc 250 w unl.
NEW. Northwestern Pennsylvania Broadcasters, Scranton, Pa.—CP new station 1420 kc 250 w unl.
NEW. Central Broadcasting Co., Wilkes-Barre, Pa.—CP new station 1420 kc 250 w unl.
NEW. Northwestern Pennsylvania Broadcasters, Scranton, Pa.—CP new station 1430 kc 250 w unl.

JUNE 26
WFSR, White Plains, N. Y.—Modification of license to change to 1290 kc, increase hours of operation.
WBTV, Danville, Va.—CP new antenna increase to 250 w unl.
NEW. Paducah Newspapers Inc., Paducah, Ky.—CP new station 959 kc 1 kw unl.
KOMA, Oklahoma City—Amend license.
NEW. Lawrence—Application for CP to change to 1440 kc, increase power to 10 kw, new transmitter location.
NEW. Evening News Press Inc., Fort Angeles, Wash.—Amend application for CP new station to increase to 1400 kc 250 w unl.

Tentative Calendar...

JUNE 30
WPAY, Portsmouth, O.—License renewal and transfer of control of corp. from Chester Thompson to Brash-Moore Newspapers.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
JUNE 21 TO JUNE 27 INCLUSIVE

Radio Technicians Flock
To Join British Service

AT THE END of the first week of British recruiting of American radio technicians and mechanics to service radiolocators of enemy aircraft, applications are coming into the British consulate in New York at the rate of 500 a day, it was reported by Squadron Leader E. W. Russell of the RAF who is in charge of the Civilian Technical Corps headquarters.

The first American volunteer accepted into the Corps was Robert Lyles Ames, 20, a night time inspector of aircraft transmitters at General Electric Co., Schenectady. He was trained at Dodge Radio Institute, Valparaiso, and had been a radio operator at WCHS and WGVK, Charleston; WBIX, Utica; and WTRY, Troy, before joining G-E.

The networks have reported that the technician personnel problem is becoming acute.

The convention of the Institute of Radio Engineers in Detroit late in June was told that the radiolocators are now in production in the United States. A. F. Van Dyck, of RCA, reported that the Institute had talked to England with 500 trained technicians besides 300 for the U.S. Army.

SEEKING the facilities vacated by KXYZ, H. C. Cockburn, a Texas real estate and oil man, has applied for a new fulltime regional station in Houston. Tex., 1500 watts on 1470 kc, under the name of the San Jacinto Broadcasting Co.

Network Accounts

All time EDST unuseless otherwise indicated.

New Business


HOLLAND FURNACE Co., Holland, Mich., on July 17 starts Holland Homeassembling on 30 NBC-Red stations. Thurs. 8-8:30 p.m. Agency: Hummert & Ryan, Chicago.

STANDARD OIL Co., of Indiana, on July 18 starts Action Quiz on 42 NBC-blue stations. Fridays, 8-8:30 p.m. Agency: McCann-Erickson, Chicago.


UNION OIL Co., Los Angeles, on July 7 starts for 52 weeks The Story of Best Johnson on 63 NBC-Red stations. Mon. through Thurs., 10-10:15 a.m. Agency: Young & Rubicam, N. Y.


INTERNATIONAL SILVER Co., Meriden, Conn., on Oct. 5 renewes for 13 weeks Silver Theatre on 57 CBS stations, 1-1:15 p.m. (PST). Agency: Young & Rubicam, N. Y.


Network Changes

CITIES SERVICE Co., New York (oil, gas), on July 4 shifts Cities Service on 75 NBC stations in New York to Toronto on 62 NBC-Red stations. Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on June 30 added 8 stations to Knox Manning News, making a total of 16 CBS stations, Mon. thru Fri., 7:30-7:45 a.m. (PST). Agency: Raymond H. Morgan Co., Hollywood.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal. (resort), on June 30 switched CBS Pacific Coast network stations from Mon. thru Fri., 7:30-8:30 a.m. (PST), to Mon. thru Fri., 1:45-2 p.m. (PST). Agency: Arthur Meyerhoff & Co., Los Angeles.
Served Video Theatre
LITTLE CARNEGIE PLAYHOUSE will become the second New York theatre to offer large screen television in addition to motion picture entertainment, according to plans announced by Jack Davis, promoter of the project and former manager of a chain of television network theatres in England. Blackpool Theatre is now installing Scopophony equipment [Broadcasting, May 20]. Mr. Davis, who has signed a 10-year lease, said operation is slated to begin next fall.

WLIR, Worcester, has arranged to broadcast a series of weekly programs entitled Premiere on Parade from factories filling defense orders.

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Advertise in
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June 30, 1941 • Page 49
Consistency Cited As Basis of Radio Financial Institutions Urged To Study Successful Series

ADMONISHING would-be radio advertisers from the financial field, that consistency in the use of the medium is vital to success of the campaign, Craig Lawrence, co-mo- mercial manager of Iowa Broadcasting Co., Des Moines, announced that 240 advertisers reporting using radio during 1939 with an average expenditure of $889 per week.

Successful Methods
He further asserted, averaged were deceptive in this case, the report showing that where the annual expenditure of $4,000 per week, the ratio of satisfied sponsors to disat- isfied users was 3 to 1, whereas those using less than $500 per week did so with unsatisfactory results in the majority of the cases.

A further analysis of the report revealed the average duration of their radio campaign was 32.3 weeks per year, a great argument for consistency, Mr. Lawrence said. He pointed to such radio adver- tisers as General Foods, Procter & Gamble, General Mills and various local advertisers, all utilizing daily broadcasts on a 52-week basis, as outstanding examples of consistency.

Radio listeners habit can be trans- formed into dollar profit if we keep that habit alive and know what to do about it in a selling way after habit is secured, he said.

In the savings and loan field, he disclosed, the most satisfactory unit of time (the twent-five-day) utilized had 30-minute units valued in that order. The ideal frequency for the broadcasted radio schedule is the five-per-week schedule and while most users of radio are on only once a week Mr. Lawrence emphasized successful uses was considerably higher in the five-a-week bracket.

Radio is an elastic medium, he further asserted, and can be utilized to reach the income class desired and by using proper program content the advertisers’ circulation can be controlled.

First a Sustainer
WEEKLY half-hour Auction Quiz programs, to be sponsored on NBC, Blue Network, to offer cash prizes of $1,000 and the ratio of satisfied sponsors to disat- isfied users was 3 to 1, whereas those using less than $500 per week did so with unsatisfactory results in the majority of the cases.

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FOR FARMERS
IN THE CENTRAL ATLANTIC STATES

The new WBAL reaches one of the richest diversified farm areas in the nation. The primary big cash crops are poultry, eggs, dairy products, fruit, vegetables and livestock.

Farmers of the Central Atlantic States market their products all the year 'round. They, therefore, have a steady, constant income which does not fluctuate widely from season to season.

The established programs described below are available for sponsorship in 15 minute units.

"GITTIN' UP TIME"
With Happy Johnny and his "gal" Vonny, music, songs, stories, news, and discussion of some phase of farm life. The "Bulletin Board" presenting the previous day's live stock, poultry, egg, fruit and vegetable reports. Farm news from United Press, International News Service and the Department of Agriculture. Farm events, hints, correspondence and a special weather forecast for farmers in Maryland, Pennsylvania, Delaware, New Jersey, Virginia and West Virginia.

6:00 to 6:45 a.m. daily.

"RADIO ROUND-UP"
An elaborate noon revue with Happy Johnny and his Gang, the Plainsmen and Betty Jay. This program immediately follows the Esso News Reporter with fast moving entertainment, live stock markets direct from the Union Stock Yards, the latest poultry, egg, fruit and vegetable market reports from the Government Marketing Administration, interviews with daily and weekly newspaper editors, and other features.

Programs Produced By Harold Azine, formerly with WLS, Chicago
Direct Reactance-Modulation...Crosby Stabilizing Circuit in this

**RCA 10-KILOWATT FM TRANSMITTER**

Model FM-10A

**Completely air-cooled....stable, simple, rugged!**

PROVED AND IMPROVED through years of research and testing, this RCA 10-kilowatt frequency modulated transmitter is now completely ready for reliable, un-failing commercial operation...with important new advantages in design and construction.

In the RCA direct method of frequency modulation, there are no intervening phase-modulation circuits. No audio-tubes are inserted between the input and the modulator grids. Instead, the oscillator is swung in accordance with modulation by means of two reactance tubes—one acting as an inductance, one as a capacitance—shunting the oscillator tank circuit. Under quiescent conditions, these tubes draw equal and oppositely-phased currents, and the oscillator remains at the resting frequency. The audio signal unbalances this push-pull modulator to produce the effect of increased positive or negative reactance...directly swinging the oscillator-frequency. Circuit-constants are not especially critical. You gain desirable transmission characteristics with a minimum of tubes, circuits, maintenance and attention. Modulator distortion is negligible even on over-modulation swings; in excess of 75 kilocycles.

The resting frequency is maintained within extremely close tolerances by an electronic frequency control circuit without moving parts—a circuit utilizing only three tubes—the exclusive Crosby Stabilizing Unit. The oscillator is continuously tuned, with virtually instantaneous action, if it should tend to wander relative to a comparating crystal oscillator.

Write for the complete story of the RCA Model FM-10A...you'll find it interesting and significant.

Use RCA Radio Tubes in Your Station for Finer Performance

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