"The fine cooperation of KLZ and its staff will never be forgotten."

Bob Hawk for Eversharp

“That we are pleased with the cooperation you are extending is putting it mildly.”

Bowey’s, Inc.

“The splendid promotional help KLZ has put behind the program has contributed to the success of the Doran Coffee program.”

Betts-Koeber, Inc.

“Congratulations on an outstanding job.”

Ward-Wheelock Co., Inc.
HAS NO PEER IN AMERICA AMONG
5000 watt
Regional Radio Stations
Write for Proof to
WMMN
FAIRMONT, WEST VIRGINIA

CBS affiliate

Repre sented by
JOHN BLAIR
HERE'S THE Denver PICTURE

From 12,050 coincidental calls in the Denver City 5c phone area by "Hooper Station Listening Index," the following KOA nighttime audience rating is shown:

The result-records of many advertisers, confirming this powerful leadership, are at your command. Let us serve you in the great Denver market.

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
When you think of

New Orleans
you think of:

The Birthplace of "Swing"

and

WWL

NEW ORLEANS
50,000 WATTS
The greatest selling POWER in the South's greatest city

CBS Affiliate  Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING
The Weekly News Magazine of Radio
Broadcast Advertising

July 21, 1941

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BUSINESS OPPORTUNITIES:
Big, responsive agricultural market open for progressive advertisers. Good returns on your investment.

KFAB
LINCOLN, NEBR
ATTENTION
the Indian Rope Trick
gets it!

But It Takes RADIO ATTENTION To Sell RADIO TIME!

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

BROADCASTING BLANKETS TIME BUYERS!

they're Radio-Minded when they read BROADCASTING
THINGS ARE BOOMING IN CHARLESTON, S. C.!

Almost without exception, authorities on sales trends agree that now is the time for intensive cultivation of the South Atlantic States. Defense and Shipping are not the only reasons for the boom—there’s a real resurgence of general industry, too. Coastal South Carolina is at the center of all three booms—and Charleston is at the center of that!

Bringing the best of CBS and the best of local features to the Charleston area, Station WCSC is today more than ever the sure way to reach 350,000 primary listeners in this increasingly important market. Because—

WCSC, always the oldest and best-liked station in the territory, is also a live station that is more than keeping pace with the times. If you want to catch Coastal South Carolina and a real boom market, “ask your Agency to ask the Colonel” about Charleston!

WCSC
Charleston, S. C.
“Serving Coastal South Carolina”

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Ill-Will Prevails as Press Hearing Looms

‘Token’ Start Seen; FCC’s Authority Challenged; Delay Doubtful

IN AN ATMOSPHERE of undisguised ill-feeling, the FCC’s inquiry into the propriety of newspaper ownership of broadcast stations is scheduled to get under way this Wednesday on a “token” basis, but with a pending motion to quash the proceedings to be cleared prior to the opening gavel.

Principal participants already have challenged the FCC’s jurisdiction to “discriminate” against newspapers as station owners, and the American Newspaper Publishers Assn., in behalf of the nation’s press, has petitioned the Commission to postpone the proceedings until the question of jurisdiction is settled.

Other primary participants, including the Newspaper-Radio Committee and FM Broadcasters Inc., likewise strongly oppose any action that would forestall newspaper ownership either of standard or FM stations. The Newspaper-Radio Committee did not file an appearance as such, and it reserved its legal rights on jurisdiction in its petition. Only others filing appearances up to Friday night were WGN of the Chicago Tribune and WLAW of the Lawrence (Mass.) Eagle and Tribune.

Remote Chance of Delay

There is the possibility, though remote, that the Commission will postpone the opening date, on the ANPA motion filed by Elisha Hanson, the association’s general counsel. This was doubted, however, since the Commission held at the time it issued its investigation order last March that it was endowed with the power to conduct the legislative proceedings. Two members—Commissioners Craven and Case—dissented.

It had been more or less inferred that neither side—the FCC nor the industry—is prepared for the full-dress investigation encompassed in Order 79, but the recently issued 79-A. Because the Newspaper-Radio Committee formally did not press for another postponement, none was granted up to last Friday.

On the other hand, FCC Chairman James Lawrence Fly indicated at his press conference Monday, July 14, that he expected the hearings to run a week or so and then be adjourned to give the Commission time to “read the record” and frame further questions. This was interpreted as meaning that the hearings simply would be opened on a token basis and that the actual inquiry would not get under way until fall, to avoid the hot Washington summer and also to give the Commission additional time.

There was also the possibility of litigation to forestall the taking of testimony. It was considered likely that before the proceedings actually get under way, the motions on jurisdiction will be pressed.

Several Possibilities

As things stood last Friday, however, the Commission had not acted on the strongly-worded motion of ANPA to stay the proceedings and hear arguments on the jurisdictional question. The Commission holds its regular meeting Tuesday (July 22) and might dispose of the motion then. Or it might decide to await the convening of the inquiry Wednesday morning in the National Archives Bldg., before making known its ruling.

There are several possible ways of disposing of it. The Commission might ignore it entirely because of the unorthodox nature of the proceeding, or it might rule that it had already decided the question of jurisdiction in its own favor when it instituted the proceedings March 20. Then, there is the possibility that it will hear arguments authorize filing of briefs and postpone the hearing date until after it has reconsidered the jurisdictional question.

Meanwhile, a substantial segment of the nation’s press, as well as newspaper-owned stations, reached a new crescendo in indignation over the Commission’s investigative tactics. The Inquiry Divi- sion still had some 12 or 18 “investigators” in the field, swooping down on newspaper-owned stations, networks and press associations to obtain evidence for the inquiry.

Subpoenas Ready

It was ascertained that Broadcasting, July 7 issue, had been sworn by the Commission, but as Broadcasting went to press no confirmation of service had been received. In its defense the Commission contended that it was little likelihood of service, since the Commission did not wish to discommodate station operations, but that it was determined to procure the necessary data. So far as known, this marks the first time the Commission has ever used this method to gather preliminary data.

It was evident also that the FCC itself was split on procedure in the newspaper inquiry. In what amounted to a test vote held by the Commission, scheduled July 23, it was reported, the Commission split three to three, with Chairman Fly and Commissioners Walker and Payne voting for the hearing as scheduled and Commissioners Craven, Case and Wakefield registering against. Because of the tie vote (the seventh post is vacant since the expiration of the term of Commissioner Frederick I. Thompson June 30), the hearings still stand, according to this report.

A battle of legal lights is expected to launch the proceedings. Chairman Fly, a lawyer in his own right, is expected to take control with the opening gavel, as he has at other proceedings during his two-year tenure.

Mr. Hanson pointed out in his appearance that he had filed simultaneously his motion to have the Commission vacate its order, on behalf of ANPA, which he said represented more than 425 publishers whose newspapers amounted in excess of 80% of the total daily and Sunday circulation of newspapers published in the United States. Many of the members of ANPA,
Press-Radio Committee Petition Filed With FCC

Following is the full text of the petition for the newspaper-divorce hearing filed with the FCC July 15 by the Newspaper-Radio Committee:

The petition of Harold Hough, as chairman of and on behalf of the Newspaper-Radio Committee, respectfully shows:
1. In accordance with the provisions of the "procedure for hearings under Order No. 79," dated July 14, 1941, the Newspaper-Radio Committee hereby makes written request for the right to be heard at the investigation under Order No. 79.
2. The Newspaper-Radio Committee, as set forth in its petition, verified June 13, 1941, was formed by a group of persons interested in both newspaper and radio broadcasting for the purpose of presenting to the Commission the general contentions of this group and is not authorized to represent any specific licensee, applicant for a license or prospective applicant for a broadcasting license upon any question not affecting the interests of the group as a whole. Approximately 100 such persons have affiliated themselves with and are supporting the Newspaper-Radio Committee.
3. The Newspaper-Radio Committee desires to present to the Commission, at the opening of the hearings, a statement by its counsel regarding the statutory authority of the Commission and the limitations of such authority with respect to matters referred to in Order No. 79 and specifically setting forth argument to establish

A—That the FCC has not been authorized by the Congress to apply to applicants for licenses who are connected with newspaper publication any rules or regulations which are different than those generally promulgated by the FCC with respect to the right to apply for, hold and obtain, renewals and transfers of licenses in the various fields of broadcasting by any other persons.

Counsel for ANPA

Mr. Hanson filed both his motion to vacate the inquiry order and his appearance set forth that the Commission should not be in a position to make an affirmative presentation of "any evidence" at the opening of the hearing and that it would not be in a position to make any affirmative presentation of evidence or information it might desire to produce.

The committee contended that the FCC, which will be gathered by it, will tend to prejudice the operation of stations by newspaper interests has fully met the statutory test and that there is no legal basis for "any administrative discrimination".

Finally, it reserved all legal rights with respect to the power of the Commission and said that its purposes should be deemed "an appearance or submission to jurisdiction on behalf of any member or supporter of the Newspaper-Radio Committee".

Text of Hanson Motion

FOLLOWING is the full text of the motion filed with the FCC July 23 by Elisha Hanson, general counsel of American Newspaper Publishers Assn. asking the FCC to vacate its proposed proceeding under and terminate the proceedings:

COMES now the American Newspaper Publishers Assn., by Elisha Hanson, its general counsel, and respectfully requests of the Commission that it vacate its Orders No. 79 and No. 79A and terminate the proceeding instituted thereunder.

In support of said motion, said association respectfully points out:
1. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has ordered pursuant to Order No. 79 or to take any evidence thereon.
2. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has ordered pursuant to Order No. 79 or to take any evidence thereon.
3. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has ordered pursuant to Order No. 79 or to take any evidence thereon.
4. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has ordered pursuant to Order No. 79 or to take any evidence thereon.
5. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has ordered pursuant to Order No. 79 or to take any evidence thereon.

(Continued on page 51)
Nets Gloomy but Rules Delay Is Seen

Little Progress Gained In Conferences With Chairman Fly

ANYTHING but optimism prevailed among the major networks last Friday. Executive officials had conferred three successive days with FCC Chairman James Lawrence Fly on modification of the radical network monopoly rules still scheduled to become effective Aug. 2.

When the secret informal conferences recessed Friday forenoon, to be convened again Monday (July 21), only one topic—time options—had been discussed, and no solution was in sight even on that issue.

Possible Solution

Though Chairman Fly steadfastly has declined to recede from the "principles" enunciated in the eight rules, several of which have longer in controversy, it nevertheless was expected that before the Aug. 2 deadline something would be worked out. Chairman Wheeler of the Senate Commerce Committee, who instigated the conference method, has not participated in the sessions but has been sitting on the sidelines, keeping posted on every development.

NBC and CBS representatives appeared pessimistic because of the slow progress. At the ABC conferences, apparently supporting the rules in toto, were represented as just as well satisfied to see them go into effect as written.

Chairman Fly himself has presided over the sessions, which were begun Wednesday afternoon at a three-hour session; continued Thursday afternoon and Tuesday night for two-hour sessions, and then resumed at 9:30 a.m. Friday for two hours.

At the initial meeting his Commission collaborator was General Counsel Donald Telford, of the latter's absence from the city Thursday and Friday, Thomas E. Harris, senior assistant general counsel, sat in.

Participants for NBC throughout the sessions were Niles Trammell, president; Frank E. Mullen, vice-president and general manager, and F. M. Russell, Washington vice-president. The CBS committee consisted of William S. Paley, president; Edward Klauber, executive vice-president, Russell C. Butcher, Washington vice-president. For MBS, the representatives were Fred Weber, general manager, and Louis G. Caldwel, general counsel—the only outside attorney to participate.

With the clock ticking on, restiveness in the industry over the failure to procure a postponement or reach an accord was becoming increasingly evident. It is understood that a substantial number of affiliates already have notified NBC and CBS that existing contracts will be canceled as of midnight Aug. 1, pursuant to the rules as now written, and that operation thereafter must be on a catch-as-catch-can basis, within the limitations of the "principles."---

On the other hand, it was clear that many affiliates—perhaps the majority of them—would seek to work with the networks on an "gentleman's agreement" basis, clearing time as usual until the whole subject of the regulations is clarified, either by Commission edict, court decree or legislative action.

Still Hope for Relief

Few stations propose to "pull the plug" on the networks, it is indicated. But the consensus appears to be that something should be done in advance of Aug. 2, one way or the other, so that stations which find it necessary to discontinue network service, particularly NBC operation, will be in a position to fill in.

Despite the seeming unwillingness of Chairman Fly to recede from his stand, implying White House support, it was felt that something would be done before the August 2 deadline. For example, Chairman Fly, in his testimony before the Senate Committee, committed the Commission to postponement of the forced sale of the Blue Network, as well as of managed stations, but he wants this accomplished now on formal petition.

Unquestionably, that will be done. It is rumored that Aug. 2, relieving those stations now on NBC from the necessity of discontinuing service altogether because of the dual network operation ban is the same matter.

No participant in the sessions would discuss the precise ground covered, evidently because of the understanding that the conferences should be regarded as executive. But it was clear that they were not sanguine over the ultimate outcome.

If, with the resumption of sessions July 21, little progress is made, there is likelihood that both of the networks, and possibly even on. The "principles" enunciated by the FCC from making its rules effective in proceedings brought either in New York or Washington, or perhaps some records, would have to be enjoined. The solution would be challenged, along with the claim that invoking of the rules would result in irreparable injury not only to themselves, but to the listening public.

While there are eight rules to be considered in the proposals, all of the time thus far has been devoted to the time option issue. The MBS position was represented as being that no full-time primary networks in those cities having four outlets or more, but of wide-open competition for outlets in cities with less than four full-time outlets. Cities in point are New York, Los Angeles, Chicago, Houston and Birmingham which, it is understood, have been cited by MBS as markets where they are now frozen out of a full-schedule basis.

Apparently, Chairman Fly is not in accord with such a proposal, because of his contention before the Senate, that networks can be on the White Resolution that five or possibly six nationwide networks could be accommodated. Engineering studies by the FCC, it is understood, undertakings at Chairman Fly's behest, have failed to yield the possibility, within the framework of the domestic broadcasting situation, of other than comprehensive national networks.

The question of postponement of the regulations evidently has not been discussed in the conference method. Chairman Fly wants to clear the more important issues in connection with the rules before touching upon it, meanwhile keeping the entire issue in a state of aggravated jitters.

Promises Plenty of Time

At his press conference last Monday [July 14], which preceded the Wheeler-inspired conferences by two days, Chairman Fly said he had heard nothing further from the Senate. Commission of the White House, however, was on the record that June 20 subject to the call of the chair. But he said he was "making every effort to reach agreement with the network presidents, having conferred previously with Mr. Trammell and Mr. Paley on separate occasions."

When he was asked about FCC consideration of postponement sale of the Blue, he said he had heard of no formal move to reconsider the Commission's order, but that the matter had been mentioned by NBC in its conversations. He said he had repeatedly stated that ample time would be provided so that an orderly development could take place, and that it had never been assumed that the network should be disposed of under pressure. As long as the FCC had time, he said, time would be allowed.

Indicating that the FCC did not propose to move except on formal pleading, he said there had been no extraordinary moves and that the Commission would not postpone any of the rules on its own motion. He reiterated that he expected compliance in principle with the rules as written, and that there might be some modifications in the rules but no change in principle.

Meanwhile, no word whatever was forthcoming from the White (Continued on Page 48)
Defense Committee Seeks Solution to Technician Dearth
Change in Union Rules Among Measures Recommended
WITH AN IMPENDING shortage of radio technicians having, be-
cause of national defense require-
ments, steps are being taken by the
recently created National Defense
Committee of the NAB to assist in
devoting a total of 42,000 radio techni-
cians for both Gov-
ernment and industry.

This disclosure was made last
week at a two-day meeting of the
committee, headed by John Shepard 3d, Yankee
Network president. The effect of en-
litment may also be to active duty of broad-
cast technicians already has been felt in the industry
and is likely to become even more severe, it was learned.

The Army Signal Corps, for instance, now has
only about 10,000 radio technicians in training, with its estimated re-
quirements about 42,000.

Women Next?
In a conference last Tuesday with Maj. Gen. Joseph O. Mau-
berg, Chief of the International Broth-
le of Electrical Workers, parent AFL
union, and possibly other unions, about revisions of union re-
quirements, which would make possible use of apprentice operators and engineers for stations. Also dis-
cussed was the possibility of de-
veloping women as broadcast operators.

At its two-day meeting the com-
mittee, created earlier this month by NAB President Neville Miller under authority from the NAB convention at St. Louis, last week, also reaffirmed the industry’s pledge to
give priority to Government pro-
grams dealing with the essentials of national defense. A “priorities”
resolution was adopted for guid-
ance of the industry.

The committee brought out that it was necessary to point out that many so many requests for time on the air that many stations were finding it impossible to accede to and at the same time preserve a bal-
anced program service. It was pointed out that balanced service is essential if large listening audiences are to be attracted, without which Government programs and advertisements are meaningless.

The committee recommended that all stations give priority to
Government programs in this order: (1) Enlistment of manpower for both Government and civilian use; (2) defense financing, such as the sale of defense bonds; (3) morale building; (4) activities of Govern-
ment agencies not primarily con-
ected with national defense.

The committee approved the reso-
lution adopted Monday by the NAB Executive Committee recom-
mitting the “industry’s desire to continue
its present practice of making its facilities available at no cost
for Government agencies engaged in
promoting the national defense pro-
gram”.

The NAB pointed out that radio is playing around the country in
national defense giving unap-
siringly of its time to the nation. It stressed the leading part that had been taken in recruiting sol-
licits and in making selec-
tive service successful.

Members of the committee, which held its organization meeting in
Washington last week, in addition to Chairman Shepard, are H. Ver-
non Anderson, WBCL, Baton
Rouge; Leo J. Fitzpatrick, WJR, Detroit; A. J. Heilmann, WAB, Raleigh; Ben Ludy, WIBW, To-
peka; F. M. Russell, NBC, and
Harry C. Butcher, CBS. All were
present but Mr. Fitzpatrick, de-
tained in Detroit because of the death of a friend.

NAB DEFENSE GROUP RESOLUTION

FOLLOWING is the text of the resolution adopted by the NAB National Defense Committee at its sessions in Washington July 15-16:

 Whereas, in accordance with its traditional policy of public service, the radio broadcasting industry is assisting the national defense programs of our country; and

Whereas a large number of Governmental agencies are increasingly requesting time on the stations of the nation to broadcast programs and announcements; and

Whereas so many requests in fact have been made that many stations are finding it impossible to grant all of said requests and at the same time maintain balanced program service to the listening public; and

Whereas the NAB National Defense Committee recognizes that each station desires to carry as many programs and announcements from Governmental agencies as possible, consistent with the imperative obligation of each station to continue in every manner possible the development of service that will continue to attract and hold large listening audiences, without which governmental programs and announcements would be of little use and effect;

Therefore it appears to be desirable to recommend to the stations a general classification indicating which Government programs and announcements should be given priority.

Now therefore it is resolved, that the NAB National Defense Committee recommends to the various stations throughout the country that in accordance with Governmental agencies be given priority substantially in the follow-
ing order, to wit:

A—Military:
1. enlistment in armed forces—Army, Navy, Marine
2. civilian employment in national defense agencies
3. civilian training for national defense jobs in private industry
4. employment or en-
litment in Government agencies such as Maritime Service.

B—Defense Financing
C—Morale
D—Activities of Government agencies not primarily connected with military

It is recognized that broadcast discussions of public questions are essential to the proper functioning of the democratic process. 

Whereas it is the opinion of this committee that should be construed as modifying in any manner the industry policy as set out in the Code of the NAB to fairly present both sides of controversial subjects.

Resolved further, that this resolution be brought to the attention of all Governmental agencies which publicize Governmental activities and that the NAB, through its engineering and Governmental agencies to accomplish the most effective use of radio for national defense;

Resolved further, that this committee recognizes that authority to accept or renege on Government program allocations in such a manner the com-
mitment will be exercised in the interest of the broadest and most effective co-
operation for the public welfare.

Commentator’s Offer

DOROTHY THOMPSON, column-
ist, radio, and newspaper report-
ered her services to NBC for a series of broadcasts from London, where she is visiting for four to six weeks. Thompson expressed interest in the offer, but had not decided definitely to carry the series when Broad-
casting went to press.

ROBERTO STIGLICH, MBS South
American representative who has been in this country since February, has turned to Lima, Peru, to establish Mutual offices at Santa Teresa, 587, that city.

Data on Priorities For Radio Ample

OPACS Not to Call Meeting Of the Entire Industry

OFFICE of Price Administration and Civilian Supply has decided it is unnecessary to call a conference for the entire radio industry, sim-
ilar conference was held in refrigerator, and household equip-
ment industry conferences [see page 22], the Radio Manufacturer
Assn. priorities committee an-
nounced last week.

OPAC officials have assured the RMA that radio is considered an “essential” industry and that there will be preference given to maintenance supplies of radio repair and maintenance parts to keep in operation receiving sets now in the hands of the public. [Broadcasting July 14]

Ample Data on Hand

Reason for the OPACS decision not to hold a radio industry con-
ference, according to RMA, is that the trade group through its pri-
orities committee, has already sub-
ihitted extensive briefs, memos, and statistics on radio require-
ments for civilian use. RMA has also held conferences with many OPACS officials in presenting the industry’s problems growing out of the scarcity of material because of the defense program.

OPACS conferences with other industries, is said by RMA, have for one of their principal aims the appointment of committees similar to one named several months ago by RMA. It was said that RMA is regarded as well as advance of other industries in making known its civilian needs to OPACS. In addition, further conferences have been arranged by the RMA priorities committee, with OPACS officials and additional radio industry data will be submitted by the RMA materiel bureau.

Writers, AAAA Adopt Statement of Practices

FOLLOWING a series of confer-
ences between representatives of the industry and radio writers, a “statement of practices” was finally approved last week by the Radio Writers Guild and the American Assn of Advertising Agencies. The statement is not binding in that support of it by agents and writers is purely vol-
untary and is “dictated solely by a mutual desire on the part of both parties to fulfill their responsibilities.”

The statement emphasizes chiefly that agreements between writers and agencies be in writing, that contracts form and should be specific to elim-
inute mistakes and controversies. It involves allocations which “industry groups should not vol-
untarily adopt,” and is aimed at “pro-
moting sound relations between radio writers and public at-
chers without sacrificing their free-
dom to negotiate according to in-
dividual needs.”

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BROADCASTING • Broadcast Advertising
“THIS SURVEY IS UNIQUE!”

- The new 1941 Iowa Radio Audience Survey,* just off the press, gives promotion-minded people an entirely new “measuring stick” for the evaluation of competitive radio stations—a new measurement which we believe will become recognized as an outstanding contribution to the art of time-buying.

Very briefly, the Survey proves the comparative listening-time that is given to “favorite” stations, and to “heard-regularly” stations. It proves that the average Iowa radio listener gives 61.3% of his listening time to the one station named as “listened-to-most”, and only 32.0% of his time to the several stations named as “heard regularly”.

In other words, every dollar spent with Iowa’s “favorite” station is more than twice as effective as a dollar spent with the “also-heard” stations.

This is only one of the many valuable revelations in the 1941 Survey. It gives you the whole picture of radio in Iowa—identifies stations in order of the audience’s preference—tells all, conceals nothing.

If you haven’t already written for your copy, do it now. No obligation, of course.

* By H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
This advertisement first appeared in the pages of "Broadcasting" approximately 16 months ago. We still feel that it most accurately mirrors WOR’s uniqueness as a station and a place for people with products hard to sell. For these reasons we have run it again.
The skeptics said, "Now, really!"
The agency said, "Well, can't we . . ."
Please read carefully. It's the most amazing thing—
The pianos sold for $295 and up—mostly up, and WOR evening-time was used to sell them.
Did they use an orchestra? Name stars? Lush?
No, Edgar. They used a piano; a piano which a little lady played and asked quietly would you maybe want a booklet describing the piano.
The announcer suggested that anybody who was interested might—hold everything—might BUY A PIANO! Such tact!
Well, that program stayed on WOR once each week. And in seven months this happened . . .
During the first month on WOR sales jumped 20% in Metropolitan New York.
At the end of two months sales had hiked themselves 47%.
And four months later the gain stood at 70%.
Inquiries poured in from Memphis, Nova Scotia and even—even New York!
And sales were made in Memphis and Nova Scotia and even New York.
This incident is not told to stir you to crash into WOR with a lady at the piano. It is told because so costly and hard-to-sell a product as a piano sold just as easily on WOR as dresses and lipstick and insurance and overalls.
Our address is 1440 Broadway, in New York.
SEVENTEEN YEARS ago a young advertising executive from Ruthrauff & Ryan—full of enthusiasm and with a confidant air—walked up the white steps of a Baltimore brownstone converted into a factory and office on Oriole City's N. Lafayette St. to solicit a new account. Inside, he introduced himself to a young gentleman in the front room made over into an office. Thus started a relationship between client and agency unique in the annals of advertising.

Dr. G. A. Bunting, president of the Noxzema Co., was convinced he had the successful chemical formula for a greaseless sunburn cream which he had originated in his corner drug store on Charles St. a few years before and which was widely used in and around Baltimore.

Ruthrauff & Ryan was confident that it could supply the successful advertising formula.

Factory in Dining Room

In 1923, the year before R & R took over the account, sales were $65,000, which in those days was a sizable appropriation. Besides Dr. Bunting, the staff consisted of his office assistant, one salesman and a truck driver who lived on the second floor. The proposition was mixed in the dining room. This year Nox- zema's sales in the United States and Canada will be over $2,000,000, an appropriation approximately $600,000, two-thirds of which is being spent on radio.

Administration of the Noxzema account under Ruthrauff & Ryan's direction is unusual in this respect—the agency decides how much shall be appropriated and how it shall be spent. It is Dr. Bunting's theory that those responsible for a company's advertising should assume full responsibility for the size of the budget. He doesn't believe in tying the hands of his agency in matters of appropriation. He doesn't even O.K. his ads. That, he believes, is the agency's responsibility.

In Ruthrauff & Ryan's office are duplicate ledgers of the company which are sent to Baltimore once a week to be posted. This means that the agency might step out and constantly increase the appropriation to increase its own commission.

Thus has meant is that the agency has carefully planned the appropriation, increasing some years, retrenching others. A glance at the record shows the result: In the 1923 year, sales of Noxzema have been with R & R, sales have shown an increase every year with the exception of two.

The ability to make quick decisions and effectively to enact those decisions has been in great part responsible for the successful management of the account.

"Such a decision was made in 1938," said Ray Sullivan, vice-president of Ruthrauff & Ryan, New York (left), and Dr. G. A. Bunting, president of the Noxzema Co., Baltimore. Sales of the sunburn cream were $65,000 in 1923, the year before R & R took over the account, and this year will be over $2,000,000 in U. S. and Canada.

SUCCESSFUL SMILES at Noxzema sales light up the faces of Ray Sullivan, vice-president of Ruthrauff & Ryan, New York (left), and Dr. G. A. Bunting, president of the Noxzema Co., Baltimore. Sales of the sunburn cream were $65,000 in 1923, the year before R & R took over the account, and this year will be over $2,000,000 in U. S. and Canada.

So Noxzema Turned to the Airwaves, Quickly Solving Sales Crisis

In 1938, the account was being managed by Noxzema's advertising manager of the account.

"We tested Quiz of Two Cities for Noxzema last fall. This program, first heard in Baltimore-Washington-Detroit in November, 1938, under sponsorship of another Ruthrauff & Ryan client with local distribution, immediately caught on. The Noxzema sales have increased since success [BROADCASTING, Aug. 15, 1940], are more than being fulfilled. The Noxzema sales curve has zoomed right off the graph in markets where the weekly afternoon quiz is heard. In Minneapolis-St. Paul sales have doubled, in Buffalo-Rochester sales are up 40%. Out on the Coast, the program has the highest rating on the Don Lee Network."

At present the Quiz of Two Cities is heard in Minneapolis-St. Paul, WCCO; Boston-Providence, WNAC-WEAN; Hartford-Springfield, WTIC; Los Angeles-San Francisco, KJZ-KFRC; Detroit-Cleveland, WJR-WTIC; Dallas Fort Worth, WPAA-WBAP; Buf- falo-Rochester, WBN-WHAM; Seattle-Portland, KOMO-KGW. In the San Francisco area a program is called Battle of Bureaucrats on WABC; in Chicago, Northside vs. Southside Brain Battle on WBBM. The Quiz of Two Cities has all the necessary elements for successful radio promotion and it is an excellent example how a national advertiser can use a local program to produce results—it capitalizes on civic pride and competitive spirit, it offers numerous merchandising opportunities. Even the commercials are localized—local names, places and happenings are mentioned in the copy.

"We hope to expand the quiz to include additional markets this fall," Mr. Sullivan said.

A Wide Appeal

"For the advertiser, radio has a flexibility not present in other media. Thus, it is possible in a radio promotion, to appeal to both men and women—to divide the sales message, and to concentrate the sales appeal in a number of directions. In the same program we have been able to bring out the message Noxzema as a shaving aid for men, as a medicated cosmetic for women and as a relief from sunburn and other skin trouble for all the family. This multiple sales appeal can be effectively made in radio."

Successful management of the Noxzema account is in no small part due to the inspiration of Dr. Bunting, whose foresightedness and flexibility is an example of American ingenuity and ability. Here was an individual, past 50, who entered a new field confident he had an answer. Time vindicated that confidence, and today, past 70, Dr. Bunting is as active as ever and still the inspiration behind the Noxzema Co.
Look what's happened to Rectifiers

Tube-hour cost slashed 80–90% in 10 years!

**SAVINGS FOR 5 KW TRANSMITTERS**

1931: Ten years ago 5 KW transmitters used three 222A high vacuum, water cooled Rectifier tubes—at a cost of $220 each—$660 for a set.

1941: Today's 5 KW's use six 315A mercury vapor tubes in a three phase, full wave Rectifier—at a cost of $35 apiece—or $210 for a set of six.

The old 222A's averaged approximately eight to nine months operation. The 315A's average life is from 3 to 4 years—an increase of about 500%.

In 1931, Rectifier tube cost for a 5 KW transmitter was around $1000 per year. Today, with 315A's, the average cost is from $50 to $70 a year. Over 90% saving!

**SAVINGS FOR 50 KW TRANSMITTERS**

1931: Six 237A high vacuum, water cooled Rectifiers did the job in the old 50 KW's. They cost $435 apiece—more than $2600 for a set.

1941: Today's 50 KW's use six 255B mercury vapor Rectifiers. Costing only $125 apiece, the entire set means an outlay of but $750.

237A's had an average life of about nine months. Compare that with low-cost 255B mercury vapor Rectifiers' life of about a year and a half.

Yes, Rectifiers have changed! A decade ago, cost per year was near $3500... today—using 255B's—it's about $900. That's a cut in tube-hour cost of over 80%.

In only 10 years Rectifier tube-hour costs have been cut as much as 90%... and Western Electric has been a leader all the way.

And now you can use Western Electric Mercury Vapor Rectifiers without costly socket changes.

Get your copy of bulletin described on left. Write: Graybar Electric Company, Graybar Bldg., New York, N. Y.

Western Electric
Ask your Engineer!
Independent Group Started by Craney

Urges NAB Abolition; Claims Domination By Networks

A MOVEMENT for abolition of the NAB and for the creation of a new trade association of independent station owners, with its network or network-owned station entitled to membership, was launched last week by Ed Craney, operator of KGIR, Butte, and the Z-Burn Network. He pledged it a slashing attack upon the NAB because “it can’t represent us as independent broadcasters at the White House, in the Capitol, before the FCC, or with the Department of Justice.”

In a letter prepared for circulation to independently-owned stations, the Montana, a recognized leader among the independents, attested that he described as “industry boon-doggling” and ascribed to the networks domination of the NAB. In parallel columns he gave his version of events: an attitude of one devoted to copyright and the other to regulatory problems under the NAB dating back to the “good old days before 1932.”

O’Brien Interested

Mr. Craney’s outburst followed his own resignation from the NAB several weeks ago as a result of the St. Louis NAB convention episode, which has seen the resignation of nearly a score of stations from the trade group. MBS, which has broken off with NAB and its president, Neville Miller, is understood to be fostering a reorganization, and a half-dozen of its most important stations are among those that have resigned. In addition at least two other station owners are reported to be promoting what amounts to a complete resignation [Broadcasting, July 7-14].

After reviewing the early history of both the copyright fight and the network affiliation theme, Mr. Craney attacked that of 1938 the NAB was reorganized, at which time he asserted that a “do a trouble shooting job and keep us out of hot water down Washington way”. He pointed out that he was a member of the reorganization committee and was one of the “misguiled souls”, but he is not an agree to keep the networks should belong to the NAB and had repeatedly tried to get them out. Now, he observed “they appoint their own directors to its board”.

“If the networks didn’t dominate NAB and if someone who knew his way around Washington had been put in to head NAB, the results might have been different”, he declared. “However, it does not appear possible to insulate a man against being ‘taken over’ by the net.”

Taking up the 1939-40 era, Mr. Craney referred to the work of Senator Wheeler (D-Mont.) in prodood the Department of Justice to keep alive the Government suit against ASCAP. The new NAB, he observed did not ask, as it was instructed, for a “use method of payment from ASCAP” but sought a “lump sum”. He charged that Edward Klauber, executive vice-president of CBS, “was running NAB” during the copyright conversations, both as to BMI and ASCAP.

Adverting to BMI in 1941, he said that today BMI is being viewed in not too complimentary a manner by the Department of Justice”. He said that perhaps the broadcasters would be “better off to sell (or even give) BMI to E. B. Marks and then secure a license from Marks on those works—if BMI was created to fill the permanent need of a separate source of music”. He said he had his doubts about the latter.

Why a Blanket Fee?

If BMI was created as a separate source of music to compete with “ASCAP, the monopoly”, Mr. Craney asked why MBS had accepted a blanket contract, and why CBS and NBC had offered to take blanket contracts. All these contracts or proposals provide for payment on gross income, he declared, and if that holds he asked “what is the incentive to keep another source of music alive?”. He charged that BMI had been created “as a trading instrument only”. They were now “up to the point where they were in 1938 when they walked you on and made their own deal. The nets put up only a small amount of the money they have already saved. You have and will pay the bill.”

After insisting that it is entirely possible to keep the new bands of musical performances, Mr. Craney said that to add “insult to injury”, the networks “want you to help pay ASCAP copyright, plus a specified percentage of your income from the sale of gross network time, regardless of what music is used or even if no music is used.” He inquired what “they will want you to do about BMI SESAC and others”. He observed the Dept. of Justice “must have something to say about this procedure, and added that he would not pay NBC, with which his station is affiliate, “a percentage of gross for any purpose”. NBC, he said, could “negotiate” or “sell” if they may not pay as much (it can’t be much less though) as they do now, but we won’t do business on a percent of gross basis. Now, then, make up your own mind—where is BMI, and what about your investment? Who is sitting in the driver’s seat and running the show?”

Mr. Craney and 1941

On the other side of the ledger, in dealing with NAB’s operations, Mr. Craney recounted his version of the 1941 events and the NAB convention episodes. He pointed out the FCC had just brought out its new rules. By the time of the convention he declared “very few broadcasters had even read the rules”, and many of them had been “exposed to a barrage of propaganda against them”. Asserting he had read and re-read the rules and argued and reaffirmed them, Mr. Craney commented that not all are good, but that “certainly not all of them are bad”. If broadcasters had the “new rules”, some of them would probably be better and others added”.

Anti-Noise Drive

ANTI-NOISE ORDINANCE passed in Camden, N. J., July 10, restricts the use of radio receiving sets during the late evening hours. Sponsors by Commissioner E. George, and passed unanimously on final reading, the ordinance provides a fine of $25 or 10 days in jail for operation of a radio, musical instrument or phonograph louder than is necessary, for personal or voluntary listeners’ ears, and from 11 p.m. to 7 a.m., should not be heard at a distance of more than 100 feet.

O’Daniels, Pat and Mike, Seek Station in Dallas

ALL-AMERICAN Firms of W. Lee O’Daniel’s, Pat and Mike, are disclosed as stockholders in Park Cities Broadcasting Corp., whose application for a new 5,000-watt station on 710 kc, in Dallas has been designated for hearing by the FCC: President and Vice-President, Mike is vice-president of the W. Lee O’Daniel Flour Co., of Fort Worth. The 710 kc. frequency is now occupied by the 56,000-watt WOR, New York, and KIRO, Seattle, and the 5,000-watt KMFP, Beverly Hills, Cal.

Officers of the company are E. B. Germany, president, chair- man and treasurer, the Park State Bank, Dallas; Thomas A. Carpenter, vice-president, chairman of the board of City National Life Insurance Co.; Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Andrew Y. Allison, secretary-treasurer, secretary of the City National Life Insurance Co. Others are Harry J. Collins, vice-president of Vent-A- Hood Mfg. Co., Dallas, and Karl B. Smith, president of the Fidelity Union Life Ins., Co., Dallas, and also of the Mart National Bank, Fort, Tex.

First-hand Facts about the Cleveland market were acquired by members of the Paul H. Raymer Company staff, who spent two days in the city following appointment of the Raymer firm as rep for WHK. Standing behind WHK-WCLE Sales Manager K. K. Hackathorn are (1 to r) Charles A. Stevens, Paul Tiemer, W. Word Dorrell, Fred C. Brokaw, Paul H. Raymer, Walter I. Tenney.
LAYING DOWN A "CAN'T MISS" SIGNAL
OVER THE SOUTH
WITH
50,000 WATTS

That’s the pretty picture for time buyers when WLAC boosts its power in the fall of 1941!
NAB Executive Group Silent Due to Bleak Capital Outlook

Reviews Monopoly Situation, ‘Rump Movement’, Decides All Defense Time Should Be Free

The rather bleak outlook for radio from the regulatory standpoint was indicated by the NAB Executive Committee at a special meeting in Washington last Monday, with no definite action taken on policy, as it was in view of generally unsettled conditions.

The status of the chain-monopoly rules, slated to become effective Aug. 2, was outlined to the committee by network representatives. Because there has been no final conclusion of conferences between network executives and FCC Chairman Fly, and because no action had yet been taken on the White Resolution for a full-dress investigation of the FCC as of July 14, this phase of the committee's discussion resulted only in a general appraisal of current conditions.

If the regulations are not postponed by the commission, as seems likely, clear, many stations affiliated with networks may "pull the plug" unless their network contracts are revised in accordance with the requirements of the eight punitive rules.

‘Rump Movement’

NAB President Neville Miller brought to the committee's attention reports that a monoply reorganization is under way to reorganize the NAB because of the present and future threat of the FCC and the industry itself, to reorganize itself if the monopoly situation is not possible. The committee did not issue any statement in connection with these reports, apparently deciding not to dignify the "rump movement", which would indicate lack of industry unity. The situation, however, is being watched with a view toward action if any concerted campaign is undertaken toward wholesale defections from the NAB.

The critics of the Senate Interstate Commerce Committee during White Resolution hearings last month of exorbitant telephone line charges was taken up by the committee. It was decided that this matter should be pursued, both in Congress and possibly in conversations with the AT&T and associated Bell companies. Members of the committee, Chairman Wheeler (D-Mont.), cited the high cost of lines to remote areas, and urged that the FCC and the industry should inquire into this problem, with the objective of reducing costs to those small stations least able to foot the bill.

The move of the American Assn. of Advertising Agencies to procure from the broadcasting industry, substantially, recognition of a 7% cash discount on agency billings, was discussed by the executive committee. The NAB was authorized to pursue consideration of the matter by Frederic R. Gamble, executive secretary of AAAA, and will be invited to confer with the executive committee at its next meeting.

The committee also discussed the national defense outlook and its relationship to the industry, copyright, and the status of the NAB budget.

Defense Publicity

The committee said that it viewed the current trade publicity as a "rump" move being given to the proposed advertising campaign on behalf of the Navy, to be placed through one of the large advertising agencies (BBDO), it felt that the purchase of time by defense agencies "might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency".

The committee added that it wished to "reaffirm the industry's continued present practice of making its facilities available at no cost to Government agencies engaged in promoting the national defense program."

"To inform the public of the industry's position, it is suggested that an announcement that all Government defense programs are being carried without extra charge be used once each day by all cooperating stations."

Present at the meeting, in addition to President Miller, were James D. Shouse, WLW-WSAI, Cincinnati, and Paul W. Morency, WTIC, Hartford, for big stations; John J. Gillin Jr., WOW, Omaha, and Don S. Elias, WWNC, Asheville, for medium stations; and John Elmer, WCBM, Baltimore, and William H. West Jr., WTMV, E. St. Louis, Ill., for small stations. Network representatives present were F. M. Eussel, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, representing Edward Klauber, CBS executive vice-president.

Grove Vitamin

GROVE LABS, St. Louis, will market a vitamin concentrate product this fall. Although details about the product were not divulged, it is known that Russel M. Seeds Co., Chicago, will handle the account, and that radio will be used. The company is also preparing through the same agency, a full scale series of spot announcements for Videx, a new headache remedy for which tests are now being made in a few selected markets.

Radio Census Data Further Delayed

Reports Are Slated to Come From Bureau in September

DELAYS in the U. S. Census Bureau's schedule have again held up the issuance of the 1940 radio census by States and counties which were originally scheduled for issuance, one by one, during the early fall. Inquiry by BROADCASTING has elicited that the radio reports will start in September, one State at a time, but no order of issuance has been decided upon. It is expected that all of the 48 State releases will be ready until early in 1942.

The radio reports will show the number of radio homes for each State for urban and rural areas, for counties and for urban places having a population of 2,600 or more as well as for metropolitan district. This latter is being paralleled by a series of figures, showing number of occupied and vacant dwellings, already issued by States and now available from the Census Bureau in one booklet known as Series H-2: Number of Housing Units for States.

After the State by State radio reports have been issued as press releases, they will be incorporated in a final report titled Second Series: General Characteristics, but this report will not be available until the latter part of the year.

In this report will be included, besides the radio figures, data on all dwelling units, exterior, material, year built, number of rooms, lighting equipment, state of repair and plumbing equipment, value and monthly rent; for all occupied dwelling units, size of household, personal property, own or rent, household equipment, cooking fuel, heating equipment and heating fuel; mortgage status for owner-occupied nonfarm units; and for tenant-occupied nonfarm units, gross monthly rent, etc.

The population figures by States with rural and urban breakdowns, have all been issued and are available upon request from the Census Bureau, Washington.

New Emerson Series

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Aug. 4 will start a new Voo Pop series with Parks & Hally Enterprise in Balti-

worth. The program will be heard each Monday 8-30 p.m., starting on Sept. 29. It will be extended to the Far West on a total of 67 stations and on Nov. 17 adds the entire Florida Group for a network of 70 outlets. The new contract provides for remote picks-up from many of the stations. The format is "man-in-the-street" program. Program was sponsored last year by Penn & Provost (Philadelphia), Rutherford & Ryan, New York, has the account.

WEED & Co. has been named as national representative of WSUN, St. Petersburg, Fla.
For Continuity of Service, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±1000 cycles by instant-acting electronic control so sensitive that even abnormal line-voltage fluctuations or sudden detuning of the oscillator tank can have no effect on center frequency.

The dependability is equal to that of the finest AM broadcast transmitters. FM could ask no more. G-E Design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of every unit.

For Economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.
"THAT'S HIS FAVORITE DREAM—HE'S LOWERING HIS COST OF DISTRIBUTION"
Buy "Blue...

—and watch your cost of distribution DROP!

FROM alarm clocks to zithers, the high cost of distribution is affecting every manufacturer in every industry. Sales may expand, but with rising labor and raw material costs, and retail price ceilings, profit margins are in danger of extinction.

The answer to this "production-price-profit" problem is not higher prices to the consumer, as many manufacturers have learned. The answer is lower distribution costs.

Radio has proved the most economical way to move goods from producer to consumer, and the Blue Network is the natural choice for a manufacturer who wishes to lower his cost of distribution right now.

Why pick the Blue, you ask? For four very good reasons.

1. **You'll be Market-Wise.** The Blue covers the places where you can sell in greatest volume at a profit. The Blue concentrates its coverage in Money Markets, where the nation's buying power is heaviest.

2. **You'll be Power-Wise.** The Blue is thrifty with power. Where some other networks offer a larger number of 50 kw stations, the Blue concentrates its high-power stations in the areas where power is most needed—conserves it elsewhere.

3. **You'll be Budget-Wise.** The Blue's concentrated coverage and its famous "Blue Plate" discount plan combine to give you national coverage at the lowest cost of any medium entering the home. You can now "go national" on a modest budget, which means you have more left to spend for your program.

4. **You'll be Program-Wise.** First, because the Blue's editorial policy stresses the finest schedule of news, sports and public service programs on the air. Second, because Blue commercials (as proved by their evening CAB average of 10) have built an audience as loyal as it is large, and cost their sponsors 44% less per quarter hour than their major network competition.

Thus, in a nutshell (or two): On the Blue you get effective coverage of productive markets at profitably low cost. Buy Blue and you take that first major step toward lower distribution costs—and more "sales thru the air with the greatest of ease."

National Broadcasting Company • A Radio Corporation of America Service

**THE SHOW "BUY" OF THE MONTH—"SPIN AND WIN WITH JIMMY FLYNN"...** A fast-moving quiz program in a carnival atmosphere... Fun, music, prizes, everything but the popcorn... Now touring the army camps, this popular show is heard via the BLUE NETWORK Saturday 9:00-9:30 P. M. (NYT)

THE BLUE NETWORK OF NBC

Sales thru the air with the greatest of ease.
Action to Provide Parts for Service Is Taken by OPA

MAINTENANCE BUSINESS SEEN AS AID TO LOCAL BUSINESS

IN AN EFFORT to assure adequate supplies of repair and maintenance parts for automobiles, trucks, tractors, household refrigerators, stoves, ranges and water heaters, the Civilian Supply Allocation Division, of the Office of Price Administration and Civilian Supply has announced an allocation program giving such material a preference over other civilian needs.

The program, administered by the Office of Production Management, is expected to reduce to a minimum the inconvenience to the public caused by the diversion of raw materials to defense needs resulting from the curtailment of consumer durable goods production. Through this program, it is thought, these goods now in existence can be kept in operation.

Repair Business

It is pointed out that increasing requirements of the defense program will, in the near future, make it difficult to expand or even keep constant the supply of new consumer durable goods.

In radio and advertising circles the announcement was interpreted as adding impetus to a growing stress on repair and maintenance activities of many accounts selling durable consumer goods now on the air.

These same circles point out that while the continuation of this trend might adversely affect network radio, it might also result in increased local business by dealers handling durable consumer goods, promoting their repair and maintenance services.

Other defense news which affected radio and advertising last week included a report of the committee of the National Academy of Sciences to the OPM, and a series of meetings of eight consumer durable goods industries with the Civilian Supply Allocation Division of OPACS.

The Academy of Science Committee told the OPM that silver may be substituted extensively for tin in solder to conserve tin and hasten accumulation of adequate resources of the latter. Tin is used in manufacture of radio sets and transmitters especially as shields for tubes as well as other uses.

Representatives of such durable goods industries as automobiles, air conditioning equipment, heating equipment and miscellaneous household equipment met with officials to furnish information regarding raw materials now substituted for other materials.

The information will be used in working out allocations of scarce materials among civilian users.

KDAL IS AWARDED REGIONAL STATUS

KDAL, Duluth, was jumped in status from a local to a regional by the FCC in a decision announced last Wednesday. The station was shifted from 1490 to 610 kc., with an increase in power from 250 watts to 1,000 watts, with a directional antenna for day and night use.

KLRA, Little Rock, was authorized to shift from 1420 to 1010 kc., with 5,000 watts fulltime as a Class II-A station.

KHSI, Chico, Cal., was granted a construction permit to increase power from 300 watts at night to 1,000 fulltime with a directional antenna for day and night use, on 1290 kc. The station is one of the few Spanish speaking stations; however, was with the condition that it was without prejudice to any action the Commission might take regarding duplicate station ownership.

KFIO, Spokane, was granted a construction permit for a new transmitter and vertical radiator, with an increase in power from 100 watts to 1,500 fulltime, plus a shift in frequency from 1160 kc. to 1230 kc.

Seeks WSAU Control

CONTROL OF WSAU, Wausau, Wis., is being awaited by W. T. Walker if the FCC authorizes the transfer of five shares held by M. F. Chapin, who has been gradually disposing of his interest in the station. Mr. Walker would hold 85 of the 160 issued shares, the remaining 75 being held by R. D. Burt. Mr. Chapin proposes to devote all of his time to the operation of WMA in the future, and he is one of the owners. Mr. Walker also has an interest in WMA but devotes all of his time to the management of WSAU.

Florida Citrus Spots

FLORIDA CITRUS COMMISSION, Lakeland, on July 7 began a campaign of transcribed spot announcements and participation on 41 stations throughout the country for its canned fruits, to run through the middle of August. Account was handled by Arthur Rudner Inc., New York. Black- ett Associates, that city, due to take over the Citrus account Sept. 1.

New Kraft Spots

KRAFT CHEESE Co., Chicago, early in September will start a half-hour program for National电台, which will be in addition to Kraft Music Hall, which will continue on the Thursday 9-10 p.m. period on 78 Red stations. Format has not yet been decided. It will be heard Sundays 3-4 p.m. Agency is J. Walter Thompson Co., Chicago.

Spots for Seasoning

HEALTH BRAND PRODUCTS, New York, has appointed the Brenallen Co., that city, to handle all advertising. Agency is preparing an advertising campaign, in English and foreign languages to promote Tip and Roberts, garlic extracts used in seasoning. No stations have yet been selected.
It's 6 of DON LEE and a half dozen of the other

AMONG THE TOP 14 HOOPER RATED PACIFIC COAST EVENING SHOWS DON LEE TIES FOR FIRST PLACE

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<tr>
<th>DON LEE</th>
<th>COLUMBIA</th>
<th>NBC RED</th>
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<td>9.8</td>
<td>Lone Ranger</td>
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<tr>
<td>9.2</td>
<td>Quiz of Two Cities</td>
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<td>7.8</td>
<td>9 p.m. News</td>
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<td>7.0</td>
<td>News &amp; Views</td>
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<td>5.7</td>
<td>Linkletter in Hollywood</td>
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<td>J. B. Hughes</td>
<td>Hollywood Show Case</td>
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The above figures are for the metropolitan areas of Los Angeles, San Francisco, Seattle and Portland and do not take into consideration the 28 additional markets where Don Lee has practically exclusive coverage. This is another good reason why those "Free to Choose" buy Don Lee for the most complete, effective coverage of the Pacific Coast.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
JOHN BLAIR & CO., National Representatives
Hearings Likely to Start Soon
On Daylight Saving Measures

President Asks Right to Impose Fast Time as
Need Arises in Various Parts of Country

HEARINGS before the House Interstate & Foreign Commerce committee on legislation which would authorize President Roosevelt to order daylight saving time either on a national or regional basis as he sees fit are expected to begin this week. The legislation is of far-reaching importance to the broadcasting industry because of its relationship to both network and spot programming, a subject agitated since DST has been observed in various areas.

Congressional leaders said after the President had sent a letter to Speaker Sam Rayburn and Vice President Henry Wallace [Broadcasting, July 7] that they felt Mr. Roosevelt's proposal would be speedily approved by Congress because of its national defense aspects.

Needed in Southeast

In his letter the President told Congress he has been advised by the Department of Interior, Office of Production Management and the Federal Power Commission there is a need for immediate extension of daylight time to the Southeastern States and that these agencies felt there is a need for year-round "fast" time for parts, if not all of the country.

Mr. Roosevelt also sent a letter to the Governors of Alabama, Virginia, Tennessee, South Carolina, North Carolina, Georgia, Mississippi, and Florida asking them, if legally possible, to order daylight time for their States immediately. Gov. Dixon of Alabama was the first to take action after receiving the President's request, proclaiming daylight time beginning Sunday July 20 at midnight. The PFC conducted a survey to determine if savings in power which would accrue from daylight time and a digest of its findings was incorporated in the President's letter to Congress. The findings show that possible reductions of electricity vary from region to region and would depend upon the proportion and nature of industrial, residential and commercial loads and to some extent upon the habits of the consuming public.

The President pointed out in his letter that some utilities with small industrial loads, particularly municipally-owned systems, reported that daylight time saving time might seriously cut their revenues and jeopardize the interest and amortization payments on their bonded indebtedness. Thus, the President told Congress, while it is important that additional electricity for national defense be made available through daylight time, it is also important that such a program have sufficient flexibility to meet varying regional conditions.

No 'Double' Time

This prompted Mr. Roosevelt to ask that imposition of daylight time be left discretionary with him.

At his press conference Tuesday the President set at rest fears that his request to proclaim daylight time throughout the country would result in "double daylight time" in those localities in the West and Midwest and an "overfast" time. Reporters pointed out that adding another hour of daylight time would impose hardships but the President indicated he had no intention of adding another hour to localities now operating under daylight time.

Although there seemed to be no question that the measure as outlined by the President would be passed, several Congressmen from farming districts announced their opposition to the proposal. Chairman Palmer (D-S.C.) of the House Agriculture Committee termed the idea a "joke." He said farmers would pay no attention to it and scouted the idea that any appre-

Radio Subsidiary Formed in Canada

Press News Ltd. To Sell News With Sponsorship Allowed

FOLLOWING in the footsteps of the Associated Press, the Canadian equivalent, Canadian Press, yesterday announced that it has formed a subsidiary company, Press News Ltd., with offices in the Metropolis Building, Toronto, to sell teletype news for sponsorship to Canadian broadcasting stations.


Also Supplies CBC

While the Canadian Press will continue to supply the Canadian Broadcasting Corporation with frequent daily bulletins free of charge, as both British United Press, and which the CBC distributes on its networks, there is nothing in the Canadian Press contract with CBC to hinder its sale of the station's news service to other companies, even though the stations are receiving the CBC non-sponsored news service.

Press News is entirely separate as a corporate entity from Canadian Press and capitalized at $50,000 with 10,000 shares at 50 per share.

No information is available on the number of stations already using or contracted to use FN news.

Carey Salt Spots

CAREY SALT Co., Hutchinson, Kan., has started one-minute spot announcements 6 to 12 times weekly on the following 18 stations: KOA KLZ KZNC KMK WKR EMA KFAB KMOM KXK KXDM KJOK KRCB KZBX KGFP RADA WDAD WNWX WIBC. Announcements will run through the summer. Source is McFunkin Adv., Chicago.

Douglas Oil Test

DOUGLAS OIL & REFINING Co., Los Angeles, new subsidiary of Douglas Aircraft Co., in a ten-week Southern California test campaign which started July 14 is using 12 spot announcements per week on KNX KFI KMPC KPAC KFXM KXOL. Firm plans to expand schedule to include other Pacific Coast stations in accordance with progress of product's distribution. Placement is through H. W. Kastor & Sons, Chicago.

GET THE MIKE IN!

EDITOR, BROADCASTING: You've seen the microphone in that picture when the studio boss screwed on his license plate down in the street.

You've seen it in the sales office where no self-respecting mike ought to be—when the sales chief signed a new contract with Dooper's Droopy Drawers.

You've seen it practically in bed with the leading lady of the daily script show.

Well, if you're disgusted with this practice of dragging the mike into pictures by the heels, please have a look!

JORE MEYERS, KSTP, St. Paul.

"And the Villain Still Pursued Her—With a Traveling Mike", is the way THP Director Meyers labels this photo to end photos where a microphone is dragged in. The models for the mellodrammer were obtained from the Showboat Dixie Queen which played the Twin Cities during the Aquatennial.

Cumbersome amount of electricity would be saved through the plan.

At present there are several daylight saving bills pending in both the House and Senate but none of them give the President the power he requests and consequently are expected to die in committee.

Radio officials were generally pleased at the President's action, seeing in it a possible solution to the confusion which yearly greets the industry when the networks go on daylight time, with complete dislocation of programs. However, it was pointed out that application of regional daylight time would work hardships in communities where it was not observed. In this regard, it was generally agreed the program confusion could be confined to a few areas here-totofore if fast time is imposed in some regions and not in others.
The Connecticut granite selected as an enduring foundation for the Statue of Liberty is typical of the strength and dependability which we have come to expect of Southern New England and its people. These Yankee qualities perhaps explain why Connecticut and the rest of Southern New England have been entrusted with such huge defense orders—the building of vital products to be used in protecting that heritage that the Statue of Liberty symbolizes.

Defense orders which mean more jobs and a greater source of spendable income come to us naturally because of our inherited skill; but industry built on a solid foundation and not subject to the fluctuation of any one type of business is always uppermost when we invite you to use WTIC. Backed by its 50,000 Watts and more than 16 years as Southern New England's foremost and favorite radio station, WTIC will produce sales and good will that will last long after the present emergency is over.
Maj. Armstrong Warns 65,000 Dealers Of Danger From Inferior FM Receivers

ACTING to insure high-quality FM reception living up to public claims of its high-fidelity, noise-free characteristics, Major Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system, has blanketed 65,000 radio dealers of the country with letters calling attention to the ultimate damage to public confidence resulting from sale of low-priced “inferior” FM receivers not capable of first-class program reception and reproduction.

Although no names were mentioned in the Armstrong letter, it was evident the blast was leveled at manufacturers producing FM receivers without an Armstrong license and employing circuits of their own design for the low-price field.

Facts for Dealers

Outlining “some facts about FM which every dealer in this country ought to know”, Maj. Armstrong declared:

“I have had a part in a number of revolutions in radio in the past and I know from long experience what happens when a fundamental idea takes hold and a large public demand is about to occur. It is at that time that the imitators and high pressure sellers who have done nothing to further the advances in the art then present themselves to the public as the exponents of new ideas and new ‘fundamental’ systems.

“These ideas and systems seldom have anything new about them except the advertising slogans which are invented for them, and their exponents are more often than not people who are attempting to take advantage of pioneer work by selling to the public cheap imitations of what the public really wants.

“This is about to happen, apparently, with FM. I want to do what I can to prevent it from happening, and the only way in which that can be done is with the help of well-informed dealers who will tell the public the facts and prevent a waste of the public’s money on inferior apparatus. The sale of sets which do not give full FM performance that measures up to what has been repeatedly demonstrated and what the public has been led to understand FM will do, will not only have a bad effect on the industry generally, but it will reflect on those pioneer manufacturers who have honestly tried to give the public its money’s worth and to open up a new market for the dealer.”


Up A Tree About the Best Way To Reach the Buying Power of the Red River Valley? You’ll Find the Answer On

WDAY FARGO, N. D. 5000 WATTS-NBC AFFILIATED WITH THE FARGO FORUM FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Bingham to Capital For Liaison Work

WHAS Owner to Serve Naval Newspaper, Radio Groups

TRANSFER of Lieut. Barry Bingham, president and publisher of the Courier-Journal and Times and owner of WHAS, Louisville, now on leave of absence, from the Great Lakes Naval Training Station to Navy Department headquarters in Washington, was announced last week at the Department.

Lt. Bingham for the last two months has been at the Great Lakes station as assistant public relations officer of the 9th Naval District. His new temporary assignment in Washington is in the public relations office, radio branch, now being reorganized under the direction of Frank E. Mason, vice-president of NBC, who holds the status of civilian chief and special assistant to Secretary of the Navy Knox.

Liaison Function

Because of his experience both in the newspaper and radio fields,Lt. Bingham is expected to function in a liaison capacity between the two branches of the public relations department.

Lt. Bingham has been on leave of absence from the newspaper-radio properties in Louisville since his call to active duty several months ago. Mark Ethridge, vice-president and general manager of the newspapers and station, is actively in charge of the operation during Lt. Bingham’s indefinite leave.

M & M Candy to Add

M & M CANDY Co., Newark, periodically adding stations for its 26-week schedule of station break announcements, now has the following list: WMGB WCAO WDRC WJSY WEEI KYW WGY WARM WBAX WTAM KDKA WHIS WRAK WDBJ. Others will be added later. Agency is Lord & Thomas, New York.

MRS. CHARLOTTE NELSON, S2, mother of Al Nelson, general manager of CGO-KGO, San Francisco, died July 11 at her home in Chicago.
ADAM HAT FIRST FIGHT TELEVISOR

BECOMING the first sponsor of televised sports contests, Adam Hat Stores, New York, last Monday signed a contract with NBC to sponsor television broadcasts of boxing matches held at Ebbets Field under promotion of the Brooklyn Boxing Assn., headed by Chick Meehan, former football coach.

The first televised fight under the new Adam Hat contract is scheduled for July 22, the Red Burman-Mello Bettina heavyweight match, and will be carried on WNBT, New York NBC television station, at 9:30 p.m. (EDST).

The July 22 fight also will be sponsored for regular broadcast on NBC Blue by the company, which in addition will sponsor a series of 10 other bouts on NBC Blue, from Shibe Park and the Philadelphia Auditorium under promotion of Herman Taylor, Philadelphia fight impresario.

Jack Fraser has been assigned to handle the commentary for the televised version of the Burman-Bettina fight, with Sam Taub and Bill Stern, NBC fight announcing team, presiding over the Blue broadcast. NBC holds exclusive broadcast and television rights to all bouts at Ebbets Field, home of the Brooklyn Dodgers, as well as exclusive broadcast rights for Taylor's Philadelphia fights.

WGAA, Cedartown, Ga., Slated to Begin Aug. 1

ALTHOUGH uncertain of the starting date due to delays in receiving equipment, the new WGAA, Cedartown, Ga., is scheduled to go into operation Aug. 1, according to R. W. Rounsaville, vice-president and general manager of the station. Construction permit was authorized May 8 to Northwest Georgia Broadcasting Co. [Broadcasting, May 12] of which O. C. Lam, Rome theater operator and farm owner, is president-treasurer and 82.5% stockholder. Mr. Rounsaville, a dancing school owner, holds 15.7% with Joe W. Lam having a qualifying share. Station will operate on 1340 kc. with 250 watts.

Program director will be Tom Phillips, and chief engineer, Dendy Pulley, with the personnel to be chosen. Studios and transmitter will be equipped with a Gates-American transmitter, Gates console and Presto turntables and a Wincharger tower is being erected.

More for Lydia

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), on August 1 will add 21 stations to its schedule of one-minute transcribed announcements, making a total of 85 stations now used. Contracts are for one month. List includes: KGU WOKO WWNC WBTM KMJ KXYZ WJAC KHJ WLVA WMAZ WSFA KOIL WPRO WEEU WSAV KTOC WGBI KTVK WSPD KVOA WRAM. Agency is Erwin, Wasy & Co., New York.

C. S. Kelley, druggist in Santa Ana, California, has watched a lot of things happen to the retail drug business. He has served Santa Ana for 52 (yes, fifty-two) years. He has seen many branded drug products come and go—and knows the power of KNX to keep the leaders out in front today.

"When things are advertised on KNX," says Mr. Kelley, "Folks start asking for them...and I have to stock them."

Retailers who ring up the dollars Southern California spends for drug items know the demand that KNX builds. That's why they point to KNX as radio's most potent force in the West's richest market.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES with offices located in New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco.

BROADCASTING • Broadcast Advertising

July 21, 1941 • Page 27
IN A SERIES of six Sunday broadcasts, NBC-Red is presenting concerts by the Chautauqua (N. Y.) Symphony Orchestra under the direction of Albert Stoezel from the 68th annual summer festival held at Chautauqua.

Bennett Urges Broadcasters To Continue Copyright Drive

 Warns That Inertia Will Dissipate Benefits of Recent Legal Actions; Belittles Suit Threats

A WARNING to broadcasters that they reappraise the current copyright situation lest they become victimized by the same kind of inertia that culminated in the crises of 1932 and 1936, after deals had been made with ASCAP, was sounded last Tuesday by Andrew W. Bennett, general counsel of National Independent Broadcasters and former special assistant to the Attorney General, in charge of copyright litigation.

In a thorough analysis of the current copyright situation, embodied in a letter to Harold A. Lafount, president of NIB, Mr. Bennett debunked ASCAP's threat of $20,000,000 treble damage suits against the industry as simply another "fear complex". The truth about treble damages, he said, is that every music user whose continued existence depended upon the obtaining of a license from ASCAP prior to December, 1940 "has a valid and enforceable suit for treble damages against ASCAP and all of its members". He contended that "the shoe really is on the other foot".

Not Yet Solved

Asserting that the true ASCAP situation has been "clouded by rumors, threats and self-serving statements to such an extent that many stations have become more confused than ever", Mr. Bennett declared a serious condition prevails in radio despite the advances during the last year toward solution of the copyright problem. Because of the improved condition, he said, many broadcasters believe either that the problem has been solved or that it will be solved for them by others. This, the attorney asserted, is "the same type of inertia which commenced in January, 1936 when ASCAP's five-year extension of then existing contracts was forced upon all stations by ASCAP after the networks set the pace in June of 1935 by entering into such licenses. The direct result of that inertia created by the 'five-year breathing spell' was the condition which developed last year and history is in danger of repeating itself."

In addition to the advances made through the formation of BMI, which he said had performed a "stupendous task" and has given an opportunity to new composers, authors and publishers in a field heretofore closed to them, Mr. Bennett cited two legal advances. He enumerated these as follows:

Supreme Court Ruling

"We now have (1) the limited benefits obtained from ASCAP's consent decree entered last March in the Government's suit brought in the U. S. District Court at New York, and (2) the unanimous opinion of the U. S. Supreme Court in the so-called Florida-ASCAP case upholding the constitutional right of State legislatures to enact both prohibitive and regulatory legislation against monopolies and restraints by combinations of copyright owners (Watson, Atty. Gen. Florida v. Buck, Pres. ASCAP).

Only two provisions of the consent decree afford material benefits:

"(a) ASCAP must clear at the source all network programs (both commercial and sustaining). No provision of the decree authorizes a network to pass on this charge to the affiliates. Nor is there any provision which prohibits it. In Florida and Nebraska the State laws now on the statute books prohibit such charge back.

"(b) ASCAP must make available to all stations, including networks, a license whereby payment of license fees is based on use. This license, at ASCAP's option, may be either on a 'per-program' payment basis or on a 'per-piece' basis. By 'per-piece' I mean a payment for each individual ASCAP number performed. By 'per-program' is meant a payment on each program in which one or more ASCAP numbers are performed.

"A station, at its option, may request and accept a blanket license similar to ASCAP's past demands, but in this event the decrees require that the license fees of the blanket payment license and the per-use payment license shall bear a relationship * * * justifiable by applicable business factors'. This means that the cost of the 'per-use' license must not be so excessive in relation to the blanket payment basis as economically to force stations to take the blanket license.”

Unless these advances are car-
Can't Be Cancelled

SOCONY-VACUUM OIL Co., New York, has signed a 52-week non-cancelable contract with WABC, New York, for a news program on WABC, New York, to start Aug. 4, Mondays through Saturdays, 10:45-11 p.m. News commentator has not yet been set. Agency is J. Stirling Getchell, New York.

"In my view," he continued, "the unanimous opinion of the Supreme Court in the Florida-ASCAP case furnishes the means of forever settling the broadcasting industry and other users of copyright music free from the domination of price fixing monopolies. That task of acquiring freedom is far from over. It is the task of some representative organization of the industry which should function for the benefit of the entire industry and not be subjected to the selfish motives of a few. Unless this is done, it is my belief that we will be faced with an assortment of State statutes which lack uniformity, will lead to endless litigation and may become more confusing than beneficial.

Even at the present moment, there seems to be little effort made by the industry to take advantage of the gains made to date. For nine years the industry repeatedly has called for a method of licensing by ASCAP which would require payment only on the ASCAP music actually performed. Under the Government's consent decree, ASCAP not only must clear network programs at the source but must make available to all stations, including networks, a license on a 'per-use' basis which must bear a relationship justifiable by applicable business factors.'

ASCAP Intent

"Up to the present time, it is my opinion that nothing has taken place indicating an intention on the part of ASCAP to license according to the intent of the consent decree or on the basis of normal competitive business methods. On the contrary, the atmosphere is cluttered with threats, self-serving declarations and similar propaganda all tending toward the re-establishment of the ASCAP blanket license with payment to ASCAP of a per cent of gross receipts.

"ASCAP is the seller seeking to establish a market for the product of its members. As the seller, it is up to ASCAP, if it wishes to dispose of its product, to submit to each station individually a proper offer. Then it is up to each station to determine whether the price and terms of the offer are economically desirable to it and whether it wishes to buy. ASCAP material no longer is indispensable to the operation of the station, and ASCAP now must compete with other copyright owners on quality and on price. It is not legally necessary for a station or a network to approach ASCAP with offers to buy.

"Let me suggest that there appears to be much loose thinking regarding the copyright problem, and this is stimulated by the propaganda directed toward a return to the old licensing method with payment to ASCAP based upon gross receipts. Fifth column activities are not limited to dictator nations. We have had the argument dribbled into our ears so long by combinations that the blanket license with a blanket fee is the only workable and practicable method of buying performing rights that many fail to recognize such licensing method as the chief tool for regaining and maintaining domination in the combination. Though we are the dispensers of advertising, we forget the first principle of advertising—that repetition breeds belief.

"Or Else!

"The trend toward an ASCAP license with a percentage of the station's gross income is accelerated by developing a 'fear complex'. This has been one of ASCAP's basic weapons in the past, the 'pay what you're told or else be sued for infringement' demand with which music users became familiar—the prevention of competitive selling or buying in a free and open market and the enforcement of the blanket license under a claim that the Federal copyright laws granted copyright owners a special immunity from the provisions of antitrust laws.

"Now that this claim has been destroyed by the U. S. Supreme Court through its unanimous decisions in the Florida and Nebraska-ASCAP cases, and now that ASCAP has been substantially 'off the air' for six months, the lyric has been changed slightly, but the melody lingers on. The effort to install the same old 'fear complex', the effort to destroy competitive selling and buying in an open market by the blanket license method is in full swing. But this time the threat is not the threat of infringement suits.

"ASCAP's new lyric to recreate the 'fear complex' is the threat of treble damage suits—treble damage suits under the Sherman Anti-Trust Laws for alleged damages of 20 million dollars. Treble damages under the very laws for violation of which ASCAP and its members were prosecuted both civilly and criminally.

(Continued on page 14)
Gestapo Tactics

NEVER in American history has national unity been more essential. President Roosevelt has implored the nation to work together in the interest of security. Party lines and pure political differences have been dropped. Along broad lines Mr. Roosevelt’s plea has been heeded.

But is the Administration itself hewing to the national unity theme—insofar as radio is concerned? Broadcasting, it is true, is an infinitesimal part of the nation’s fabric, but it is an important fraction. If ever an industry cringed in a virtual state of terror, it is broadcasting today under the lash of the FCC.

We now behold radio’s Gestapo, begot by the FCC! It is after the nation’s press, via the radio route. Certainly there can be no help to the cause of national unity if both the press and radio are besieged as they are by a creature of government.

With youthful ineptness, minions of the FCC’s recently created investigation unit are virtually swooping down upon broadcast stations, networks and press associations and figuratively flipping their lapels to reveal shiny badges, then ransacking files, personal and otherwise, to sift out the “dirt.” All this in preparation for a “trial” before the same FCC.

This isn’t censorship. It’s something worse—intimidation. Stations are licensees of the FCC. Their refusal to give open sesame to these “investigators” might figure later in reprisals on application renewals. This may sound ludicrous, but it has happened. Even subpoenas have been signed, but thus far not served. It is doubted whether they will be. It seems to be part of the intimidation process.

The FCC Inquiry Section says it is only seeking data upon which to pursue the inquiry into the question of newspaper-ownership policy, scheduled to start July 23. Yet these investigators, according to reports we have received, in most cases have sought only to ferret out that which might prove of value in building a case against newspaper ownership. It is difficult to reconcile the FCC’s press release of last March, stating that a full and free hearing would be afforded and that the issue had not been prejudged, with the tactics of the FCC’s investigators.

There is a hopeful sign now. The newspapers realize that the issue transcends the mere newspaper ownership of stations. The American Newspaper Publishers Assn. has interceded and is already engaged in a preliminary skirmish with the FCC, challenging its jurisdiction. For if the evident FCC thesis of disqualifying newspapers from station ownership holds, it would mean that a publisher would be dunned with a criminal or an alien who, under the statute, cannot qualify as a licensor.

Realistic thinking is needed. The FCC, if it isn’t acting under orders from higher up, nevertheless is not being deterred by the Administration.

The chain-monopoly regulations, the newspaper-divorcement inquiry, the attack upon multiple ownership, and the blithe though left-handed attempt to crack commercial broadcasting in sanctioning the Musak “subscriber type” service by calling it “broadcasting”—

all reflect a trend toward destruction of the present system of American broadcasting. But what the more ardent New Dealers of the radical fringe (including some of the FCC staff) really want is to dismember not only radio but forcibly to develop a servile press.

Appeasement doesn’t work. One of the failings of businessmen is to forsake principle when dollars can be salvaged through compromise. The tendency is to ride the trend.

It should be crystal clear now that the promise of a fair trial before the FCC on the newspaper issue is little short of mockery. One has only to look at the numerous monopoly proceedings which began in 1938 and ran through last May, when the FCC issued its final report, for the answer. The weight of the evidence was ignored. Only isolated instances of abuse were cited.

If existing FCC processes are followed we feel we can almost predict the conclusions of the FCC’s majority. With its indicated preconceived notions, and totally oblivious of the Constitution, the Communications Act and the courts, all of which guarantee the right of an American citizen to engage in any legitimate enterprise, the FCC will probably find that the “public interest” is not being served through joint newspaper-station ship.

How? A reading of the FCC’s questionnaire to all stations on the newspaper issue provides the clues. They point to a desire to prove unfair competition; coloring of news in favor of sponsors; failure to provide equal time to all sides of controversial issues; denial of program listings and space to competitive nonnewspaper stations; combination restrictions; press association restrictions; making too much money. Just a sentence here and a clause there in some ten-year old contract or letter—that would be ample to justify its conclusions.

There are huddles and conferences on the FCC’s hydra-headed assault on the industry to compromise and appease and narrow issues. But the FCC majority’s goal clearly is unchanged—destruction of commercial broadcasting because it is deemed too powerful; with the jackpot ultimate control of the press through its radio properties.

If it’s to be survival of the fittest, it’s about time for both press and radio to wake up and think along similar wrecking-crow lines.

First Things First

BROADCASTERS know what it is to be blitz-krieged. They are being strafed by the FCC, encircled by ASCAP, sniped at by the American Assn. of Advertising Agencies, dive-bombed by the income tax folks, and conferred with on a negotiated peace in the monopoly regulations. That does not take into account the newspaper-divorcement battle coming up, or the industry dissenion being provoked from other quarters.

It is impossible to bring order overnight out of this sort of chaos. And all of these diverse and confused movements can’t be handled simultaneously. Thus it’s that first things should come first. The most pressing problem, of course, is the Aug. 2 deadline on the chain-monopoly regulations.

With so many things happening on so many fronts, it seems to us a bad time to force decisions on purely industry issues as against the more pressing statutory legislative problems. Copyright falls in that category. So does the AAAAS demand for recognition of the 2% cash discount. In this issue we publish two separate appraisals, from the viewpoint of the independent broadcaster, on the ASCAP-network negotiations. There are serious legal problems involved, in the light of the Department of Justice’s antitrust requirements, and they are as applicable to ASCAP and BMI as to any other network. There is an even more fundamental question of principle involved in the proposal that affiliates pay to the networks a percentage of their income to help defray the network bill.

Many stations feel they can get along without ASCAP, or, inasmuch as it is perfectly obvious that the industry has been engaged in vigorous efforts to increase their ASCAP income since Jan. 1, 1941 that ASCAP music is not indispensable, even though it may be desirable. Stations must do their own thinking on this issue. Food for thought, on one side, is provided in the articles in this issue quoting Ed Craney, who needs no introduction, and A. W. Bennett, NIB counsel, who fought the ASCAP war for Uncle Sam in its earlier stages.

In every industry crisis there is a scapegoat. In this case the NAB is under fire. We do not gainsay that some of the criticism may be justified. But we feel that any full-scale movement for disintegration of the trade association is ill-timed, and would play into the hands of the enemies, real and imagined, Governmental and otherwise. There is no united front, but the NAB is the closest thing to it. Keep it going until there can be calm, cool consideration of a revised or reorganized structure, if that is deemed necessary! Let’s do it the democratic way—by convention ballot!

Broadcasting, if it is to make the most out of the critical situation, must maintain its basic stability. Dissension now could only mean a slide back that might take years to mend. Let’s take these things in their stride and not try to solve everything today.
FOUR years ago Frank Kat- zentine was sitting in the patio of his Miami Beach home minding his own business, listening to the radio and reading a newspaper. Noted as a man of versatile talents, he found this combination too much for him because the music was blaring and frequently interrupted.

Following custom, he decided he ought to do something about it. He did!

Five months later WATG took the air in Miami with 100 watts power. And, of course, a nightly program of “music to read by”.

Now he is manager of a 1,000 watt NBC outlet for the Greater Miami area and is doubling the capacity of the station's studio and transmitter plant located on the Miami Beach edge of Biscayne Bay.

Frank spends most of the day in his law office, but he takes time off at least once a day to discuss programming and sales with his staff. Not being 100% immersed in radio he sometimes comes out with ideas far from the normal industry routine.

Take the famous mystery of the Blue Cats!

That happened more than a year ago, and they're still talking about it in New York and Chicago advertising circles.

All Frank did was round up some litters of white kittens, dip them in blue vegetable dye and ship them where they would do the most good.

Each feline carried a tag with a reminder that “KAT Goes Blue”, and messenger boys carried the pusses to their agency destinations.

Frank Katzentine was born Jan. 16, 1902, in Talladega, Ala. Available records fail to list any startling episodes in his youth until he entered Vanderbilt University. There he played varsity and on the football team representing that famed member of the gridiron elite.
KIM KIMMELL, program director and merchandising manager of WMAZ, Macon, has been named merchandising manager of WMRN, Marion, O.

ROBERT BROWN, formerly with WCAI, Pontiac, Mich., has joined the announcing staff of WMAZ, Macon. WMAZ also announces the addition of its staff to Dorothy Muir, to handle women's features, and Val Sheridan, to handle a Sunday morning comic strip.

CLYDE CLEW, formerly of WISE, Asheville, N. C., and WORD, Spartanburg, S. C., has joined the announcing staff of WBSC, Charlotte, N. C.

EARLE McGILL, CBS producer and casting director, will produce shows at the An Arbor Dramatic Festival at the U of Michigan Aug. 9-11.

WILLIAM NELSON, son of Time- lady Edward Nelson of Wate Adv. Asheville, has joined the staff of WLOS, Chicago.

KEITH McLEOD, formerly production manager of Henry Soo Line Inc., New York, has joined NBC as a member of the production staff under Wilfred Roberts NBC production director. McLeod was with WJZ, New York, in its early days.


BILK KIEWIE, who has been working summers in the special events department of WAAI, Jersey City, has been appointed publicity director of Inter-collegiate Broadcasting System, company representing university and college radio stations.

DORIS LEEDS, formerly of a New York public relations firm, has joined the publicity department of KMBC, Kansas City, replacing Sully Deane who resigned to go to Wichita.

JACK HUBST, graduate of the U of Texas and a newcomer to radio, has joined the announcing staff of KFRO, Los Angeles, Tex.

Hi! BLANCHE and Charles Larkie, announcers of KGVO, Missoula, Mont., have joined the Army.

BOB ANTHONY, formerly announcer of WSPA, Spartanburg, S. C., and previously production manager for WOLF, Syracuse, has joined WOR, N.Y.-Blue outlet in Spartanburg, as announcer-

WILLIAM JENNINGS, from WGY, Schenectady, has joined the announcing staff of WKXJ, Washington.

EDWARD J. SHARP, has been appointed to acting production manager of KFRO, Longview, Tex., replacing Jesse G. Turner who left to join KXRB, Sherman, Tex.

MICHAEL BLAIR, former production chief of WAFS, Philadelphia, has joined the staff of WIP, Philadelphia, to take over the all-night chores of the Paj Boys James Potel for Morris Lawrence, the original program pilot, vacation in Maine.

L.E. VINES, announcer of WIP, Philadelphia, on July 30 became the father of a boy born at St. Luke's Hospital.

LOU HERMAN, freelance script writer, Chicago, is the father of a baby girl born July 12.

WENDELL NOBLE, new to radio, has joined the announcing staff of KOX, Phoenix.

FREDERICK POLLOCK, formerly of WTEL, Philadelphia, has joined the announcing staff of WYPR, Philadephia.

ED AILEN, formerly of WHBC, Altoona, Pa., has joined the announcing staff of WIBG, Glendale, Pa.

FRANCES J. KENNEDY, continuity chief of WIBH, Rock Island, Ill., is the father of a boy, born recently.

CHUCK McDaniel, formerly a pianist with an Omaha orchestra, has joined WNW, Vauanston, S. D.

RUTH JOSEPH, graduate of the Ohio State U School of Journalism, has joined the service department of WHCWC, Cleveland.

MURRAY YOUNG, new commentator of WHK-WCLE, Cleveland, is to marry Louise Roberts soon.

PATRICIA BRANHAM, bookkeeper of KIP, Yakima, Wash., was married July 5 to Frank Coleman, Tacoma.

CAROLYN MONTGOMERY, pianist and vocalist and formerly arranger for George Osborn's orchestra, has joined the staff of WJJD, Chicago, doing the thrice-weekly series Carolyn Sings.

REPRESENTATIVES

NEW YORK

CHICAGO

SAN FRANCISCO


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MURRAY YOUNG, new commentator of WHK-WCLE, Cleveland, is to marry Louise Roberts soon.

PATRICIA BRANHAM, bookkeeper of KIP, Yakima, Wash., was married July 5 to Frank Coleman, Tacoma.

CAROLYN MONTGOMERY, pianist and vocalist and formerly arranger for George Osborn's orchestra, has joined the staff of WJJD, Chicago, doing the thrice-weekly series Carolyn Sings.

A VETERAN OF 2,700 broadcasts on KMOX, Jane Porter, energetic conductor of the KMOX Magic Kitchen Cooking School for seven years, can proudly point to her record of continuous sponsorship by various St. Louis food manufacturers since 1934. During this period Jane has given away more than 600 religious, educational and civic groups in St. Louis and nearby Missouri. In addition she now makes personal appearances daily at grocery stores with her "Magic Kitchen Trailer" for food demonstrations.

Aside from contacting 87,000 persons outside of her broadcasts last year, Jane writes her own material and commercials and as a sideline does a newspaper column.

ROBERT MONK, recipient of a WLW radio scholarship in 1940 and more recently farm program assistant and announcer of WYK, Tuscota, Ill., has been appointed program director of the new KIHO, Harwaeb, Mo., scheduled to go on the air Aug. 1.

CARLTON WARRIN, assistant program director of WOR, New York, on June 25 married Ethel Van Borkirk of Bridgeport, Conn.

MARSHALL DANE, WOR announcer, is the father of a girl, born June 10.

BILL TAYLOR, formerly of WPAY, Portsmouth, O., has joined the announcing staff of WXYW, New York, FM adjunct of WOR.

ARTHUR TURNROSE, formerly of KJW, Globe, Ariz., has announced the announcing staff of KSRO, Santa Rosa.

EUGENE EBANKS, former Hollywood arranger and more recently producer of NBC, Chicago, has joined the radio production firm of Covert Co., Chicago, as producer.

BILL GEILMAN, formerly of KJW, San Francisco, has joined KFIL, Watnowille, Cal., as announcer and news editor.

LUTHER BRAND, formerly of WMAM, Marionette, Wis., has joined the announcing staff of WOOW-WUL, Fort Wayne.

BROADCASTING • Broadcast Advertising
HOW RADIO SELLS FURNITURE

Three-Fourths of Sponsors Get Satisfactory Results, According to Survey

ABOUT three-quarters of the U. S. furniture retailers using radio reported satisfactory results from their broadcast advertising, with half this number reporting "good" results.

This was indicated in a survey conducted among 2,000 furniture retailers throughout the country by the National Retail Furniture Assn., National Furniture Review and Radio Showmanship. Results of the study indicated that 37% of the retailers participating reported good returns on their radio expenditure, with another 37% reporting fair returns.

The survey, which covered retail furniture outlets all over the country with annual volumes ranging from $14,000 to $20,000, indicated that 77% of the participating stores located in cities with radio stations used radio advertising, and that radio-advertised establishments did a greater volume of business per capita than non-radio stores.

Length of Program

The study also indicated that length of the store's program was an important factor in successful results from broadcast advertising, with that quarter-hour program rated the most productive time unit and the five-minute program the least productive.

Consistency of the advertising program also established itself as a major factor in the pulling power of the radio campaign to sell furniture, it was shown. Of the retailers reporting highly productive results, 82% were on the air for 52 consecutive weeks. Of this same group, 37% used radio every day in the week.

Although the time of day when the broadcast is carried was shown to be important, the survey indicated that individual days are not vital factors in insuring radio's effectiveness in this field. According to the study, 61% of the retailers reporting satisfactory results broadcast between 9-11 a.m., 1-5 p.m. and 7-10 p.m.

As between institutional and selling copy, 68% of the merchants reporting good and fair results emphasized institutional copy, while among those reporting poor results only 35% used institutional copy, with the remaining 65% relying on price selling copy.

PERSONNEL changes have just been announced by KPO-KGO, San Francisco, as follows: Niel Shaver and Jack Ulrich from guest relations to sound effects; Don Moulton to the Army; Bill Eversy as supervisor of guest relations succeeding Ulrich; Leonard Gross and Frank Olsson to guest relations; Milton Frank and George Croke are new additions to the messenger mail department.

They wanted to sign a 5 year contract on WRNL!

EARLY this year the Dr. Pepper Bottling Co. (who is goin' to town!) started a three-times-a-week show on WRNL for 13 weeks. Then they increased it to five-times-a-week for 52 weeks. Then two weeks after this contract started, they wanted to sign a FIVE YEAR contract! This client knows what WRNL is doing in the rich Richmond radius for advertisers who know what they are doing... and our renewals prove that lots of 'em do! Yes, WRNL rings the bell on cash registers in Virginia's No. 1 market. Ask Edward Petry & Company for all the facts!

RICHMOND VIRGINIA

BROADCASTING • Broadcast Advertising

July 21, 1941 • Page 33
BOYS AND GIRLS OF WJR, Detroit, wear broad smiles as the judges announce victory over staff of WGAR, Cleveland, in Nozzen's Quiz of Two Cities. Left to right: Bob Clark, WJR organist; Alice Bellamy, receptionist; Dave Bailey, m.c. from WGAR; Ruth Franklin Crane, director of women's activities; Jack Laffer, announcer.

BEHIND THE STROH CURTain
Brewery Sponsors Quality Musical Program and Merchandises It With Vigor

By ARDEN YINKEY
Zimmer-Keller, Detroit

IN MAY 1940 we launched Stroh Brewery Co. of Detroit, upon a campaign of radio advertising, and in addition to the large volume of newspaper, outdoor and other forms of advertising which we place for this client. The company preferred a musical program, and to insure high character and quality we secured the services of W. G. Haensch of New York. Drawing upon the Detroit Symphony, Mr. Haensch organized a 36-piece all-string orchestra, composed of top-notch musicians.

Then we went to New York, and with Mr. Haensch auditioned a number of singers. These we knew only by number, and we made our choice without seeing the singers. For our soprano we chose Margaret Daum, and Thomas L. Thomas for our baritone.

On the Road
To cover adequately, the Stroh distributing territory in Michigan, Ohio, Pennsylvania and Indiana, we chose WJR, Detroit, for a Tuesday evening half-hour, 7:30 to 8, working from 9 to 10 p.m. The advertising fee which we paid, 

000. Tickets to the broadcast are distributed to a sizable audience has filled the hall.

Recently, Mr. Zimmer, president of our agency, conceived the idea of taking the show to some of Michigan's important industrial centers. We found that Flint, Grand Rapids, Saginaw, Lansing and Jackson, besides those with audiences from 2,500 to 5,000. Mr. Zimmer believed the people in these smaller centers—without the opportunity of seeing a big-time broadcast as done in New York, Chicago, Hollywood, and this great show in Detroit—would want to see, hear and meet these artists. They did—to the extent of filling our halls. We gave them a "peek behind the curtain" with the final dress rehearsal and tuning up at 7 o'clock, then the usual WJR broadcast until 8. After that, another half-hour concert just for them.

The broadcasts from these out-state centers were a tremendous success. Each house was taxed, not only as to seating capacity but for standing room. In one, it was necessary to place a loudspeaker outside of the building to take care of an overflow of about a thousand. Mr. Haensch, Miss Daum and Mr. Thomas regularly fly from New York each Monday night, as they did for the series of out-state broadcasts. On the tour, Mr. Zimmer joined them in flying to the point of the next evening's performance, which was put on after full rehearsal lasting from noon until 5 o'clock.

Members of the orchestra travel in a huge highboy grand piano, stage platforms, xylophones, chimes, tympana etc., were carried by chartered truck.

Extra Facilities
Two radio engineers, the production manager and the announcer usually traveled in their own cars with their equipment. Three special telephone lines were leased from WJR to broadcast point to WJR, so that residue facilities would be ample in case of need.

The tour was worked out so that in each city we placed 2,500 people in the audience, and we were able to give away free as the plaquards attracted attention, and as customers asked for them. In addition, downtown stores and hotels were supplied with posters and tickets, also central and neighborhood grocery, drug, and music stores.

Personal managers and the heads of union locals in the industrial plants were contacted, both by the director of the agency. Advance letters from the agency notified the local luncheon and service clubs, women's and war veteran's organizations, musicians clubs and other cultural organizations.

For five or six cities prior to the broadcast, the Stroh distributor's trucks carried banners advertising the program. Radio announcements were also made from Detroit preceding the start of the tour and successively from the out-state cities, directed specifically to listeners in the next point to be played. Advertisements were placed in the local newspapers. The result of all these approaches was a full house on each of the five Tuesday evenings on the road, which concluded with the performance in Jackson, July 15.

WALKER Co. has been named national representatives for WJR ('41). Chicago. Call letters of the station will be changed shortly to WAIT.

WDAY for the Red River Valley
FARGO. N. D. 5000 watts NBC
FREE & PETERS, Inc., National Representatives

Page 34 • July 21, 1941
ELTON JOHNSON, vice-president of Clark Leslie, Toronto agency, since its inception in 1925 has been elected a member of the firm, which changes its name to Leslie Johnson & Co. Mr. Johnson is past president of the International Affiliation of Sales & Advertising Clubs, and an ex-president of the Advertising & Sales Club of Toronto.

SHELDON R. COONS, former executive vice-president of Lord & Thomas, has established his own office as general business counsel at 133 W. 57th St., New York.

CLIFFORD J. FITZGERALD, formerly vice-president of Sherman K. Ellis & Co. and manager of the Chicago office, has joined Blackett-Sample-Hummert, Chicago, as vice-president.

SAMUEL LANHALL, formerly of Duaneau & Co., and previously copy director of Wendell P. Colton Co., in New York, has joined the copy staff of J. Mathes Inc., that city.

LILLIAN LOWANS, formerly with McKee & Albright and before that with Young & Rubicam and N. W. Ayer, New York, has been appointed to the copy staff of Franklin Bruck Adv. Corp., that city.

AUGUST J. BRUXIN, Los Angeles, manager of McCann-Erickson, is currently in Chicago and various eastern cities.

SIKRELLY SCHCERBERG, copy director of W. C. Jeffs Co., Los Angeles, recently resigned that post to marry.

MORGAN & DAVIS ADV., Los Angeles, has discontinued business.

JOHN P. REBESE has joined Ivey & Ellington, Philadelphia as merchandising director. He formerly was with H. J. Heinz Co., in its sales, advertising and merchandising departments.

JAMES CLARK, formerly of the art staff of Lemen & Mitchell, New York, has been appointed associate art director of Brown & Thomas Adv. Corp., New York.

IVAN HILL, account executive with Russell M. Weeks Co., Chicago, recently opened his own agency in the Palatine Bldg., that city. Mr. Hill will direct advertising of the Armond Co., Des Moines (cosmetics), the account which he serviced for the Seeds Co. Telephone is Delaware 1852.

RUSTY PIERCE, head of radio publicity of N. W. Ayer & Son, New York, and his wife, June, dialogue writer for Orphans of Draccoe, recently became the parents of a daughter, Priscilla Jane Pierce.

HERE'S ONE of those unsung men behind the man behind the mike. He's Carlo De Angelo, one of radio's busiest producers, whose shows are heard by millions each week but of whom listeners know little, if anything. Associated with the production offices of both Ed Wolf and Henry Souvaine, De Angelo directs Bringing Up Father, Mandrake the Magician, The O'Neill and Your Happy Birthday.

Raid School
ASSIGNED to attend a special air raid warden's school at New Haven, Chief Announcer Ray Barrett of WDRD capitalized on the occasion by broadcasting a special ten-minute program each evening on what he had seen and learned during the day-long classes.

PAUL HOLLMAN, vice-president of J. Sterling Getchell, New York, and Carol Irwin, manager of daytime radio programs in the Hollywood office of Young & Rubicam, New York, were married recently in Nevada. Miss Irwin will continue at the agency.

FRED ALLEN, formerly of KFIR, Wichita, Kan., has joined Raymond M. Morgan Co., Hollywood, as account executive, Anthony Schilling has been added to the copy department.

MORTIMER W. MIGEARS Adv. Agency, Los Angeles, has discontinued operation.

RICHARD PerMAN has served as account executive with Davis & Peterson Adv. Agency, Los Angeles, and joined Costans & Assoc., Hollywood, as account executive, Former agency, headed by Don L. Davis, has moved to 2006 S. Vermont Ave., and will shortly announce its new firm name.

PACIFIC MARKET BUILDERS, Los Angeles, has signed both Ed B. Lauch, Jack B. Kiefer, vice-president, has established an advertising agency under his own name at 672 S. Lafayette Park Place, that city. Telephone is Exposition 4190. Fred G. Swann, president of the former agency, is devoting his full time as general manager of the California Olive Growers & Packers Corp., Los Angeles.


SMITH, HOFFMAN & SMITH, Pittsburgh, has changed its name to Smith, Taylor & Jenkins Inc.

... Kirk to Stack-Goble
El ALTO!  EL 500 service. You can efficient merchandising and ready to give built sive homes. KROD's alone market with west let KROD telling MEANS on PASO, TEXAS Howard M. orran to the National Representative - you KILOCYCLES up a which has increased the bank's auto- loan business 150% in a steady upward climb. With this rise continuing, the bank is now con- templating extension of its radio activities for its Columbia and Spartanburg, S. C., branches. Claiming no spectacular success for its broadcast efforts, Citizen & Southern Bank has discovered, however, that radio brings results. The bank did its first automobile loan business about six years ago, recognizing that loan income from small secured loans in connection with car purchases offered a means of employing the bank's funds at a profit. This business grew under direction of Hugh C. Lane, vice-president of the bank.

When the new venture had estab- lished itself, the board of directors decided to go into automobile financing and the personal loan business in a determined way. Direct mail was used to advise the bank's cus- tomers of the service. Later promo- tion extended to paid newspaper space. About two years ago Citizen & Southern Bank tried radio for the first time, using spot an- nouncements on WCSC. Desiring to reach the maximum audience on the advice of the sta- tion the bank used floating an- nouncements in the early morning, at mid-day and at night. It soon found that the bank's own cus- tomers, who previously had ar- ranged their personal loans and automobile financing through other sources, turned to the bank, com- menting that they were surprised the bank would use radio. The cus- tomers indicated that they were impressed with the fact that the repe- tion, characteristic of radio, of the spot announcement message showed that the bank seriously meant it when it said it wished to finance their loan requirements.

After this satisfactory start, the bank decided to expand its radio program. In March it started spon- soring the transcribed series, The Face of the War by Sam Cuff, twice-weekly on Monday and Thurs- day at 7:45 p.m. on WCSC. The transcribed series was chosen be- cause of current interest in war de- velopments, and because it tied in well with the bank's service angle.

AUTO LOAN BUSINESS UP 150%

WITHIN two years a radio cam- paign of the local Citizen & Southern Bank on WCSC, Charleston, S. C., has increased the bank's auto- mobile loan business 150% in a steady upward climb. With this rise continuing, the bank is now con- templating extension of its radio activities for its Columbia and Spartanburg, S. C., branches. Claiming no spectacular success for its broadcast efforts, Citizen & Southern Bank has discovered, however, that radio brings results. The bank did its first automobile loan business about six years ago, recognizing that loan income from small secured loans in connection with car purchases offered a means of employing the bank's funds at a profit. This business grew under direction of Hugh C. Lane, vice-president of the bank. When the new venture had estab- lished itself, the board of directors decided to go into automobile financing and the personal loan business in a determined way. Direct mail was used to advise the bank's cus- tomers of the service. Later promo- tion extended to paid newspaper space. About two years ago Citizen & Southern Bank tried radio for the first time, using spot an- nouncements on WCSC. Desiring to reach the maximum audience on the advice of the sta- tion the bank used floating an- nouncements in the early morning, at mid-day and at night. It soon found that the bank's own cus- tomers, who previously had ar- ranged their personal loans and automobile financing through other sources, turned to the bank, com- menting that they were surprised the bank would use radio. The cus- tomers indicated that they were impressed with the fact that the repe- tion, characteristic of radio, of the spot announcement message showed that the bank seriously meant it when it said it wished to finance their loan requirements.

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CBS Education Board Plans Oct. 6 Meeting

ANNUAL meeting of the CBS Adult Education Board has been scheduled for Oct. 6 in New York, to according to William S. Paley, CBS president. Invitations to partici- pate in the session have been sent to over 1,000 of the country's leaders in education and public life who make up the board's personnel.

Agenda will include discussions on proposals for new projects and further extension of present pro- grams. Sterling Fisher, CBS di- rector of education and radio talks, will make his annual report. Members of the Adult Education Board are: Lyman Bryson, Teachers College, Columbia, New York; chairman; Dr. Stringfellow Barr, president; St. Johns College, Annapolis; William Benton, vice-president, U. of Chicago; Dr. Harry Woodbury Chase, chancel- ler, New York U.; Rev. Robert I. Gannon, Szab, Fordham U.; Alvin S. Johnson, director, New School for Social Research, New York; Henry R. Luce, chairman of the board of directors, Time Inc.; Geo. B. Miller, director, Workers Educational Bureau of America; Ruth Bryan, Boole, chairman of the board; U. S. Minister to Denmark; T. V. Smith, U. of Chi- cago; William Allen White, publisher of the Emporium (Kans.) Gazette; Dr. Lyman Wilbur, president, Stanford U.; Dr. Joseph H. Willits, Rockefeller Foundation.

NBC Defense Series

PROMOTING the Treasury's de- fense savings drive, NBC will start July 22 a new series of half-hour broadcasts, Tuesdays, 8:30 p.m. (EDT), featuring the music of Dr. Frank Black and a 44-piece or- chestra and chorus with a guest concert star each week. Entitled For America's Song, programs are produced by Frank Hummert in collaboration with Dr. Black, NBC musical director, and will con- tain purely American music, com- posers and artists. Charles J. Gil- chrest is in charge of arrangements for the Treasury. Initial broadcast will offer Dorothy Maynor and Frank Munn, with Helen Jepson, H. Parker & Sons, Robert Weede, Lanny Ross and Gladys Swarthout among others to appear later in the series.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
Royal Leaves on Latin-American Tour To Promote NBC Activities to the South

Scheduled to confer with executives of NBC's Pan American Network regarding NBC's plans for furthering mutual defense activities of the Americas, John F. Royal, NBC vice-president in charge of international relations and new developments, left Miami last Monday for a 20,000-mile air tour of Latin America.

According to Niles Trammell, NBC president, Mr. Royal undertook the "important business mission" in response to urgent requests from station executives and directors of the Pan American network.

Meets With Welles

Before leaving for Miami to fly to Puerto Rico, first stop in the 21-country tour, Mr. Royal met briefly in Washington with Summer Welles, Undersecretary of State, to whom he reported unofficially. Later he is to be joined in South America by Edward Tomlinson, writer and commentator, scheduled to leave New York Aug. 1 for a six-week trip to Argentina, Brazil and Uruguay.

In a series of conferences with Latin American radio executives, Mr. Royal will outline NBC's efforts to keep open two-way broadcast facilities between the Americas. He will also report on response to programs now on NBC networks using Latin American talent and material, among them Good Neighbors and Hemisphere Revue, and develop plans for short-wave other Latin American programs for rebroadcast to United States audiences on NBC-Red and Blue.

From Puerto Rico Mr. Royal goes to Caracas, Venezuela, then to Colombia, Brazil, Uruguay, Paraguay, Argentine, Chile, Bolivia, Peru, Ecuador, Panama, Costa Rica, Nicaragua, El Salvador, Guatemala, Honduras, Mexico, Cuba, Haiti, Dominican Republic.

"In all the Latin American countries there is natural concern over the world situation," Mr. Trammell commented, "and there is equal need for personal discussion of methods to extend and develop inter-American broadcasting fully and quickly to maximum service and efficiency. Mr. Royal has maintained close relations with the member stations of NBC's Pan American Network since it was founded 10 years ago. His present trip is undertaken in a spirit of mutual desire for the most effective and efficient cooperation in any emergency."

"Throughout Central and South America he will study the developments of plans put in operation since his visit last year. He will complete arrangements whereby NBC in the United States will extend and enlarge the programs of news, information and entertainment for short-wave transmission to the Pan American Network all over Central and South America."

"While we shall continue and enlarge this kind of service to the stations of the Pan American network, we are eager to encourage the development by them of original material and talent for rebroadcast here. It is all very well to talk about 'good relations', but it is a philosophy that must work both ways."

"We have discovered an eager interest in the radio listening audience for more Latin American programs of the type of Good Neighbors, and we believe Mr. Royal, with his extensive experience in producing and planning shows, can be of inestimable value to our Pan American affiliates in the development of radio showmanship."
A new defense show titled You Decide. Each episode opens with a dramatization of a crucial decision faced by some prominent American early in life. At the point where he was forced to make his choice, the dramatization breaks off and a panel of four New York high school children discusses the course he should have taken. Then the celebrity himself comes on and tells what he actually did and why. Children are chosen each week by Youthbuilders Inc., collaborating with CBS on the program. At the end of the program a question relating to the subject of the broadcast is put up to the listening audience, with prizes offered for the best responses sent in.

Rod and Gun

FISHING and hunting news is presented each Friday afternoon on the quarter-hour For Angler & Hunter by KGKQ, Fort Worth, in cooperation with the Texas Game, Fish & Oyster Commission. Featured are KGKQ Sports Director Hal Thompson with Allie V. Lewis, State game warden, and Bill McElhanan, of the Dallas Morning News. The show gives a five-minute summary of fishing conditions on WFAA, Dallas.

Bugs and Vitamins

BEST BUYS in Twin City fruit and vegetable markets, particularly Minnesota-grown products, are broadcast by seven stations as a daily reporter scans the market at 5 a.m. The news is supplied by the State extension service and is in charge of Harriet Elliott. Daily five-minute program by Madge Brown, of WLB, Minnesota U station, gives suggestions for vitaminizing the family with fruits and vegetables.

Untried Talent

YOUNG PEOPLE bent on a radio career are given the chance to produce and arrange programs featur- ing other new and untried talent, on Story Shop which started recently on WEVD, New York. Guest stars also appear on the program. The producers are an NBC page, a BMI clerk and an office secretary.

Homey

A NEW PROGRAM aimed at the Sunday househunter in the rapidly expanding Detroit area has been purchased for a 13-week trial by the Currier Lumber Co., of Detroit, and has started on CKLW, Windsor-Detroit. The show, which bears the romantic title Dream House, is a quarter-hour musical and dramatic series. The dramatization, which the listening audience all relate to home, is heard on the air every Saturday night. Commercials highlight exceptional values in new homes, remodeling plans, etc. Program is aired at 9 p.m., a time designed to catch motorists who are looking for homes. CKLW plans to expand show with additional 15-minute periods as other real estate sponsors come on. Frank Burke, CKLW production chief, is m.c.

Thumbs Up for Britain

A NARRATIVE COMMENTARY on England at war, featuring dramatic episodes and guests who have been close to the scenes of fighting and the work behind the lines both here and abroad, is presented on WINS, New York. Titled Britain Can Take it, the weekly show has authentic sound effects as recorded at the actual scene of events, used through the courtesy of BBC.

The FBI at Work

ACTIVITIES of the Federal Bureau of Investigation feature a new weekly broadcast of WOR, Springfield, Ill. The local FBI agent and a station an- nouncer handle the program and tell of the methods of the FBI in ridding the country of all types of crime.

Bankers' Forum

DISCUSSION on the position of the investor in national defense was participated in July 14 on WEL, New Haven, Conn., by five of the nation's outstanding investment bankers, Sylvia Porter, financial editor of the New York Post, acted as moderator.

Lucky Ladies

WITH six participating sponsors contributing a prize each day, WCH, Columbus, Miss., conducts a half-hour program The Woman's Gift Klub in which 'Win-A-Day' Byams attempts to reach six local women by phone during the program to give away the awards.

Health Warnings

A DISCUSSION of poison ivy, goldenrod and ragweed in the weeks that these growths do the most damage has been made a part of the Nature in New England series on wildlife and plant life on WTAG, Worcester.

Among the Comics

AS A BRIEF respite from war news, WIND, Gary, has incorpor- ated into the daily quarter-hour Current News program a two-minute resume of the day's activities of the leading comic strip characters.

What's in a Poll

AN INTERPRETATION of the results of polls taken by various re- search organizations is featured on The People Say on WBYN, Brook- lyn. Program is sponsored by The Brooklyn Chapter of the America First Committee.
Shepard Pays Premiums

YANKEE Network employees who are serving in the nation's military services will continue to receive protection of the company's group insurance policy. It has been announced by John Shepard 3d, president of the network. Arrangements have been completed whereby the network pays the monthly premium of the employee during his military service. The payment will be made with the understanding that the employee return to his job with the network on expiration of military duty. There will be no obligation to repay the sum advanced for the premiums.

APPONTMENT of a radio committee in the St. Louis area to assist in an aluminum collection drive has been announced to include Merle S. Jones, KMON; Edward J. Haulin, WSI; ClarenceCause, WNO; Robert Comer, KWR; Bert Slattery, WIL; H. D. Wells, WTV; E. Knoernschild, KPDO; Nick Pagliar, WLR.

WTAG, Worcester, Mass., cooperating with the police department and the local traffic safety committee recently inaugurated Playground Week with the first of a series of traffic safety programs. Broadcasts originate at city parks and playgrounds with announcer Gil Hodges and guest officials instructing children in safety and instructing them in how to meet traffic and playground emergencies. Loud-speakers carry the programs to all sections of the parks.

WROL, Knoxville, Tenn., on July 20 moved into new studios located on the third floor of the Hamilton National Bank Bldg. Architectural installations were by John Manville Co. and the control room has been equipped with RCA speech input system and Presto recording equipment.

WMOR, Mobile, Ala., originated July 5 the first of a series of broadcasts designed to acquaint the public with the activities of the QRS''s Mobile Army Recreation Service, a local organization to provide entertainment for servicemen. Band music and interviews made on the program which was also fed to WNOK, New Orleans.

SAFETY tips for holiday shoppers were given over the Fourth by KGLO, Mason City, Ia., with reminders broadcast at frequent intervals. No fatalities or serious injuries were reported in the area.

WCKY, Cincinnati, will actively support the move of the Cincinnati Red Cross Chapter to organize an emergency volunteer service. On July 21, Helen Rees will stave an audience broadcast from the Hotel Gibson for business girls and women whose services are wanted by the Red Cross and several other appeal broadcasts will be made on succeeding days including a program from the WCKY Red Cross work room.

New WFBC Quarters

NEW QUARTERS, located in the local Poinsett Hotel and designed by H. B. Clarke, NBC engineer, have been occupied by WFBC, Greenville, S. C. The new setup encompasses two large audience studios and a smaller one as well as complete executive offices. Control room, planned with thought toward future use of PM, has been equipped with new RCA equipment. Station manager is B. T. Whitmire and W. H. Clews is commercial manager.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio programs
- transcription announcements

WLW, Cincinnati
Block Drug Co., Jersey City, 5 a.p., 92 weeks, thru Raymond Speck Inc., N. Y.
Smith Brothers, Poughkeepsie, N. Y., 9 a.p., 52 weeks, thru J. D. Tarcher & Co., N. Y.

WFAA-WAPB, Dallas-Fort Worth

WJZ, New York (tobacco), 78 m., thru Lemieux & Mitchell, N. Y.
Dalton-Pack Worth Brewing Co., Dallas, 156 m., 312 aps, thru Tracy-Locke-Dawson, Dallas.

KYW, Philadelphia
American Cigarettes & Cigars Co., New York (Pall Mall), 24 a.p., thru Rothrauff & Ryan, N. Y.
Shaler Co., Chicago (Risole oil), 7 weeks, thru Kirksgarve-Drew, Chicago.
Commonwealth of Pennsylvania, Harrisburg, 10 m., thru Croghan Adv., Annapolis.
Benjamin E. Du Pont de Nemours & Co., Dallas (Jansone), 33 m. direct.

WAPI, Birmingham
Swift & Co., Chicago (Jewel shortening), weekly ap, thru J. Walter Thompson Co., Chicago.

WHO, Des Moines
Chamberlain Labs., Des Moines (cosmetics), 130 m., thru Cary-Alworths, N. Y.
American Cigarette Co., Long Island City (gum), 78 & 12 f., thru Badger & Stone, New York.
Florida citrus Commission, Lakeland, Fla. (fruit), 3 m., thru Arthur Kinser, Inc., N. Y.

WMJ, New York

WOR, New York
Blue Moon Foods, Thorn, Wis. (Cheese spreads), 3 a.p., thru H. B. Lasko Co., N. Y.

A NETWORK AT THE PRICE OF A SINGLE STATION

You couldn’t afford a better bargain than the NET, ZET.

The network company

15-20-25-30
NET
ZET

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NET
ZET

Cash Response Decides Success of ICS Series

The Business of Broadcasting

Cash Response Decides Success of ICS Series Tested in Philadelphia

CASH RESPONSE from inquiries and orders has determined whether a television series that sold out in the number of inquiries the program draws and the extent to which those inquiries can be converted into enrollees. This method of testing should give us a good yardstick to measure the pulling power of a program and how it applies to our advertising needs.

Agency handling the account is N. W. Ayer & Son, Philadelphia.

False Claims Charged In Engineering Courses

MISREPRESENTATION in the sale of correspondence courses in air conditioning, welding and auto repairs is charged by Federal Trade Commission. A complaint filed July 15 against Utility Engineering Institute, Chicago. The firm's name, the FTC says, implies that it is an organization of engineers. It alleges that in its advertising, including radio, the firm claims opportunities are unlimited in the air conditioning and refrigeration field; that students can qualify as expert welders; that leading manufacturer educators are chaperones on the number of graduates and endorse the courses as well as using them to train employees.

The complaint charges that a representative number of leading manufacturers and dealers do not endorse the courses and opportunities for employment are misrepresented.

Blue Ribbon Hatcheries Corp., also trading as Brockenbyst's Blue Ribbon Farms, Sabetha, Kan., is charged with misrepresenting its breeder broiler and the performance of hens grown from its chicks.

Page 40 • July 21, 1941

Broadcast Advertising

NBC Women Honored

BOARD OF TRUSTEES of the American Merchant Marine Library Association, as a result of the NBC's programs conducted on its behalf, has passed resolutions honoring the three members of the staff of the XHC's women's activities division: Margaret Cath- erine Allis, director; Mrs. Margaret Jyd, her as- sistant, and Alma Kittel, conductor of women's programs.

P. LORILLARD Co., New York (Tobacco), has renewed its 15-minute sports program on KYW, Philadelphia, for at least 13 weeks. Every Boxing handles the New York Agency is Leuten & Mitchell, New York.
PASADENA
Salute various night spots awarded
ducted new Mcl'ÀILEY
BROADCASTING
a-11'ord on KFI.
knia Kitchen
nouncements is
ing I)ee. 31, on
Citizen, and
grams with placement
account.
Davis
rect answer
bright
for the
of Bloomington
starts
K Knox.
2
13
weeks. will also use
Dog
('lob
in
weekly
in
Bloomington,
WJBC
for
the
series.
New
chocolate),
Food), starting
KFWL
and Eddie
Young is
trying to find
was
starting
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city. Piloted
is
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in
the
South,
has the
of Chicago.
WALt:RIII:N
PETER
Bureau
&
Farm
Bureau
is
and answer format, free groceries are
Announcevu'uts.
Williams
in
the 3rd
section
of the
in
the
of Thos. Learning
May, 31, on
Kirk
Newspaper, Los
Angeles, handle the account.
LAAS-HARUCH & Co., Los Angeles
(Iris coffee, tea), under a 32 weeks
contract which started in early July
is using 35 time signal announcements
on KFXL, Hollywood, CA. Firm also
promotes 10 spot announcements
per week on KKL, Los Angeles, Robert
Smith Ad. Agency, Los Angeles, has
the account.
MULTA (CHRIST'S PROJECTS Co.,
Anahiem, Cal., in fresh lemon juice),
in a 30-day campaign ending Aug. 1,
is sponsoring three-weekly participa-
tion in the quarter-hour program, Sally
work, on WHEN, Buffalo, Schedule
is supplemented by magnets and
newspapers. Agency is Charles H.
Mayne Co., Los Angeles.
PAR SOAP Co., Oakland, is sponsor-
ing a three-weekly quarter-hour quiz
Par Housewives Only on KGB, San
Diego, Cal. With a telephone question
and answer format in every free property
to be awarded as prizes. Agency is
Tomsich-Elliott, San Francisco.
WILLIAM HERST EDMO
Corporation, U.S. N, is
conducting a test campaign of transmitted
spot announcements, 24 times weekly
WINN, New York, Agency is J. W.
McShane, Chicago.
WEBSEN Co., Chicago
(drug chain) Sept. 29 starts sponsorship
of 12-weekly 5-minute news periods
on WNR, Chicago. Contract is for 26
weeks, Agency Schwimmer & Scott,
Chicago.

Decatur Deals
ONE of the largest single ac-
counts of WMSL, Decatur,
Ala., was signed recently when
Sterchi Bros., a large
furniture dealer in the South,
contracted for six-weekly
half-hour programs; three
additional half-hours on the
Decatur-Dowd program each
week; and two spot announ-
cements daily, six
times weekly. All contracts are
date: one year to expire
July 1, 1942. Not content with putting
out these programs, Vic Vickrey of
WMSL came back to Decatur in
October with a 16-month con-
tact with State National Bank,
Chairman of 18 banks in Tennessee,
doubling the time
heretofore used by the bank.

THE SHALER Co., Wanapum, Wis.
(Hisline, motor tune-up), on July 13
started six participations on the
Arthur Godfrey program 8:37 a.m.
on WABC, New York, to run until
July 24. The campaign is preceded
by a one-week campaign in May, Kirk-
name/Ad. Agency, Chicago,
handles the account.

HEADS Thos. Leeming
JOHN McSHANE, since 1926
vice-president and advertising
manager of Thos. Leeming & Co.
New York (Ben-Gay, Calmitol and
Chameng's Solution), extensive user
of spot radio, has been elected
president, succeeding the late
Dwight E. Austin. Mr. McShane,
also president of Pacquin Inc.,
New York, continues in that post.

Cigar Series Extended
CONSOLIDATED CIGAR Corp.,
New York, during the next few
weeks will add one new program
and renew three others, each for
a period of 13 weeks, for its
products, El Sido! and Harvester
ara. On July 21 the Alan Scott
News program will add Harvester,
tuesday, wednesday, Thursday and
Sunday, 9-9:16 p.m., on WGN, Chi-
cago, will be renewed as will the
schedule of 50-word transmitted
announcements for the same
product on KIRO, Seattle, Aug. 15.
Similar announcements for El Si-
delo will be renewed Aug. 4 on
KQ, Spokane. The new program,
Allen Franklin & the News is to
start July 25 for Harvester on
WTAQ, Green Bay. WGN, Inc.
agency is Erwin, Wasey & Co., New
York.

HEATRICK'S CREAMERY Co., Chi-
cago, promoting a new product, Chox,
will sponsor the quarter-hour series,
Shopping With the Heatrixes, three
times a week on WGN. Chicago, ad-
vertising Beatrice Salud Dressing the
first 30 days of contract which starts
on Aug. 4. Lord & Thomas, Chicago.
John McShane Co., Ottawa.
Roy (Red Heart Dog Food), in August
also will start sponsorship of the
same program three weekly for
22 weeks, for the Heat, Hurst & McDonald.
Chicago.

THERE IS BUT ONE PERVADING
"ISM" BUT IT IS EXPRESSED
IN MANY TONGUES

In every one of the half score or so foreign
languages spoken regularly over WHOM,
there exists a potent "ism". It is the "ism"
of Americanism. Deep-rooted is their loyalty
to their own American Government.
Overwhelming is their fervent will and desire
to forever defend American Freedom, Ameri-
can Ideals. Such high principles makes these
peoples truly good citizens.

★

THIS IS A LOYAL AUDIENCE OF 5,000,000
PEOPLE THEY ARE ALSO INTERESTED IN BUYING
AMERICA'S PRODUCTS

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

★

AMERICA'S LEADING FOREIGN LANGUAGE STATION

July 21, 1941 • Page 41
Defense Operation
Of FCC Includes
Personnel of 515

Sterling Heads Vast System
Of Monitoring Stations

A STAFF of 515, mostly techni-
cians, has been mustered by the
field division of the FCC's National
Defense Operations Section headed
by George E. Sterling to man the
91 monitoring stations that have
been established throughout the
United States and its territories.

Of the staff, 99 are designated as
monitoring officers, 126 assistant
monitoring officers and 255 as op-
torers.

There are 11 supervisors at as
many primary monitoring stations,
eight of them with assistants. The
monitoring officers, their assistants
and most of the operators are lo-
cated at the secondary stations.

The primary stations are equipped
with long-range, high frequency
direction finders, long-distance
intercept apparatus and machines
for recording propaganda pro-
grams from abroad as well as for-
eign-language programs on United
States stations.

Collaboration Plans

The secondary stations are
covered to local areas, using
monitoring apparatus and mobile
direction finders. They are desig-
nated to collaborate with the FBI
and the military intelligence ser-
vices.

The list of supervisors and as-
sistants at the primary stations and
officers in charge at the sec-
ondary stations follows:

PRIMARY UNITS

Fairbanks, Alaska—Stacy W. Norman,
supervisor.
Santa Ana, Calif.—William E. Dowling,
supervisor; James Mosey, assistant.

SECONDARY UNITS

(With Monitoring Officers in Charge)

Alabama (Montgomery)—Herbert Slaman.
Alaska (Anchorage)—Carl Hoffman.
Arizona (Tucson)—Audio L. Hoke.
Arkansas (Little Rock)—Carl M. Wilson.
California (Los Angeles)—Arthur A. Johnston.
California (San Francisco)—George McLeod.
California (San Diego)—Harry A. Kline.
Colorado (Denver)—O. D. Mitchell.
Delaware (Wilmington)—Wm. F. Schott.
Florida (Miami)—Lee F. Franklin.
Florida (Pensacola)—L. A. Debon.
Florida (St. Augustine)—F. Banks Duncan.

Marlita, Ga.—Frank Krstokal, super-
vior; Adolph Anderson, assistant.
Honolulu, Hawaii—Lee R. Dawson, super-
vior.
Laurel, Md.—Charles A. Ellert, supervisor; George Robbins, assistant.
Mills, Mass.—Charles Manning, supervisor.
Nevada (Las Vegas)—Robert Phillips, assistant.
Allegan, Mich. (Grand Ledge Area)—Irving L. Westen, supervisor; LaMar Newcomb, assistant.
Grand Island, Neb. (Central States)—George L. Jensen, supervisor; Victor Rowe, assistant.
Portland, Ore.—George V. Wiltsie, super-
vior; Robert Landisburg, assistant.
Kingsville, Tenn.—Joe McKinney, supenrvisor; George Llewellyn, assistant.
Sanctuary, Puerto Rico—Roldan Archibald, acting supervisor.

WIRELESS VETS held a reunion in Chicago the other day, and some
of the notables attending were (I to r) Jack Binns, whose first CQP made
history 33 years ago; George Sterling, chief of the FCC National Defense
Operations Section; W. J. Halligan, president of the Hallickers Co.
and chairman of the western division, Veteran Wireless Operators
Assn.; Charles Ellert, supervisor of the FCC primary monitoring station
at Laurel, Md.; T. R. McCloy, world speed championship code operator.

REL

FM'S PIONEER MANUFACTURER

NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs
the NEW Armstrong shift modulator.
Only REL FM broadcast transmitters give you
the advantages of this latest Armstrong
development.

REL FM Transmitters

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

CBS, MGM Given
FM Station CPs

Plan Stations in Los Angeles;
U of Illinois Gets Grant

CBS, HOLLYWOOD, and Metro-Goldwyn-Mayer Studios Inc. were
recipients of construction permits for commercial FM stations when
the FCC July 16 authorized the grants, at the same time issuing a
construction permit for a non-commercial FM station to the U of
Illinois.

The CBS grant for a Class C
outlet proposes to render extended
urban and rural service in the
Hollywood area. An antenna atop
Mount Wilson, Pasadena, subject
to certain engineering and legal
requirements, is planned. Fre-
quency for this purpose will be
43.1 mc.

Movie Firm's Plans

Metro-Goldwyn-Mayer proposes
to locate its station in the Santa
Monica Mountains to cover the
Los Angeles metropolitan district and
adjacent basic trading areas of Los
Angeles, Orange and Ventura
counties, as well as the western
portion of Riverside County. Pend-
ing approval of the application
filed by the Civil Aeronautics
Administration the permittee has
been granted the 46.1 mc. frequency
to cover a 7,000,000 square mile area
and a 2,500,000 population.

The non-commercial grant to the
U of Illinois for an FM station in
South Champaign was for 42.9 mc.
with 250 watts. Antenna atop the
university's standard broadcast
station, WILL, will be used.

A non-profit organization, the
university will utilize FM to pro-
vide supervisory and administra-
tive instruction as well as supple-
mentary education programs for
Champaign and Urbana schools;
supplement teachings in rural
schools in Urbana County; and
augment the education services of the
University High School in the
College of Education. Programs
will be determined by the Dean of
the College of Education cooper-
ating with the supervising head of
the unit within the school to which
the particular program is directed.

Canada Set Sales Up

SALES of radio receiving sets in
Canada during the first quarter of
1941 totaled 77,121 sets valued at
$4,450,882 at factory list prices, as
against 57,335 sets sold during the
same period last year. There were
9,777 sets imported during the
first three months of 1941. Great-
ernor prices were increased by 10cs
in Ontario, with decreases on last
year's sales in Quebec, Manitoba,
Alberta and British Columbia.
The Nazis across the

 Commercial FM Outlet
Opened in Schenectady

Tower Romance

J. WAIDE MOORHEAD, construction engineer of the Bass Co., Cleveland, came to Albany, Ga., to erect twin towers for WALB. He met the native Mary Allen Brown and on July 9 married her in an all-radio wedding, broadcast from the big WALB audience studio where an altar had been erected.

COMMERCIAL television facilities were granted July 16 by the FCC to General Electric Co., Schenectady, to replace its WXXL experimental video station of GE silent since June 30. GE at present is remodeling its present experimental transmitter in the Holdeberg Hills, New Scotland, N. Y. [BROADCASTING, July 7], and proposes to be ready for its commercial debut by Sept. 1. Incidental experimentation with color television is contemplated by GE.

Grant authorized use of television channel No. 3 (65,000-72,000 kc.) and will serve 3,520 square miles in the Albany-Schenectady-Troy area with some 572,000 residents.

RCA MFG. Co., Camden, announces sale of 1-K transmitters to WTMA, Charleston, S. C., and KHWD, Brownwood, Tex., and a 250-K transmitter to WMDP, Greenfield, S. C.

RCA Laboratories has issued an illustrated booklet titled Into Our Brave Wartime RCA Electronic Microscope, telling the story of the development and uses of the device.

RCA continues tests
of Moscow Radiophotos

SUCCESSFUL reception of the first radiophoto from Moscow, RCA Communications Inc., reported it is continuing tests looking to the establishment of a regular commercial radiophoto service to and from Russia. Moscow became the fifth addition to the radiophoto circuits, the others being London, Berlin, Buenos Aires and Tokyo.

Because Berlin was sending over many war pictures while none came from the Soviets, the latter last week decided to open a 4,565-mile circuit to New York. Russian war pictures, flashed over the heads of the Nazis over the battle zone, went to Radio Central on Riverhead, Long Island, thence relayed to RCA radiophoto machines at Broadcasting headquarters and then made available to the American press. Despite magnetic disturbances, the pictures were extremely clear.

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FOR THE INFORMATION OF the sponsor, the agency and the district representative, KROD, El Paso, has just issued a number of brochures for General Mills on behalf of *Hymns of All Churches* and Betty Crocker. Books contain samples of merchandising letters, current announcements, photographs of Tel-Pic signs used as promotional material, tear-sheets of publicity and advertising, pictures of dealers’ party and advertising streamers distributed throughout KROD’s territory.

A Sponsor a Week

TWO-COLOR signs on the backs of all taxis in the Publix cab fleet are being used by KLZ, Denver, to promote a sponsor program. Each client is giving one week of advertising in this manner. Big posters in mass displays have been placed in 142 Safeway Stores throughout Colorado by KLZ, on behalf of Wilson & Co. Ideal Dog Food. Three actual labels from Ideal, part of a requirement of a give-away offer, and a schedule of the broadcasts on KLZ appear.

Food News

KSFO, San Francisco, is cooperating with retail grocers of Northern California and food manufacturers and processors using time on the station by furnishing a 10-page detailed listing of all grocery store products. The quarterly report lists the name of manufacturer, the product, name of the program, and days and times when the program runs.

TO STIMULATE the flow of ideas from the WGAB staff, Manager John F. Patt has set up an idea competition, with a $5 prize for each accepted suggestion. First to garner a bill was Bill Stewart, office boy, who suggested a weekly program of yachting news.

LIKE PRUNES! Well, yes, after giving Miss Prune herself the once over. Henrietta Horak, 29, Czech-born advertising manager of the California Prune Growers Assn., is touring the country on behalf of her 11,000 boxers, who raise prunes in California. She is making a nationwide goodwill tour on behalf of her favorite fruit. Here she talks on WAAB, Boston, with J. J. Hayes, northeastern representative of the cooperative.

Atlanta Displays

CARDBOARD mailing pieces, suitable for window or counter displays, are being distributed to grocers by WSB, Atlanta, to publicize the noon newscast of Planters Peanuts. Printed on the cards are cuts of a WSB mike with Walter Paschall, station news editor, which are done in red, white and blue carrying out the patriotic motif.

Kanaw Gold

A FAN-SHAPED array of real wheat adorns the cover of a promotion piece sent to the trade by WIBW, Topeka. “Yellow gold in Kansas ready for you to mine,” it says. In the center spread is a wheat field panorama, with inset of a harvester at work. A prepaid postcard is inserted in a picture of a row of freight cars.

Tee in Montana

ENCLOSING a packet of golf tees to stress the theme, “Summer time ready to golf with advertising in Montana”, Montana Broadcasters—KGIR, Butte; KPFA, Helena; KRBM, Bozeman—is mailing a solicitation to advertisers calling attention to the 25% increase in population in the State due to summer travel.

BROCHURES

WTMJ, Milwaukee—Booklet promoting new Nancy Grey program aimed at men as well as women.

WSJN, Winston-Salem, N. C.—Folder calling attention to the increased signal resulting from frequency shift.

Columbia’s Station for the SOUTHWEST

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**Kellogg Renews on 35**

KELLOGG Co., Battle Creek, Mich. (Pep.), on July 7 renewed its schedule of 10 a-week one-minute transcribed announcements on 63 stations in various markets to extend through August. Agency is Kenyon & Eckhardt, New York.

**CLASSIFIED Ads**

**Help Wanted**

First Class Operator—Draft deferred except N. Y. State State qualifications fully. Box 702, BROADCASTING.

Two Licensed Operators—At 250 watt NBC affiliate station in Southeast. Write Box 705, BROADCASTING.

Commercial Manager—For Regional Network Station. Complete experience in education, salary desired, position in draft, references and full résumé needed. Box 706, BROADCASTING.

Operator-Transmitter—Must be experienced in and capable of transmitter maintenance. All types stations, Salary $100 weekly. Send references, Permanent position for right man. Box 721, BROADCASTING.

Continuity—Prominent midwestern clear-channel station, network affiliate, requires personal copy writer, experienced on all types commercial and sustaining continuity. Experience in building script shows not required but advantageous. Woman or man. Please send full details including photo and salary expected. Box 724, BROADCASTING.

Radio or Electrical Engineer in His Twenties—D. E. B. or E.E. preferred and should have some active government operator's license or several years' amateur experience. A face for simple understandable written expression would be an advantage. Write freely and fully in strict confidence. Declassifying your qualifications and requirements including salary. Address P. O. Box 8464, Washington, D. C.

**Situations Wanted**

Manager-Commercial Manager—12 years' experience. 32, married. Excellent references. Box 767, BROADCASTING.

Young Man—Single, draft exempt, seven years' experience Orient, newspaper, radio, script. Box 729, BROADCASTING.

Wanted—Wanted staff position. Proven program. References. Qualified for any broadcasting, continue, reception, box 711, BROADCASTING.

Announcer—Program Director—Eight years' experience. Now employed chain station large eastern city, desires change, best references. Box 700, BROADCASTING.

Chief Engineer—Now employed in 5 kW Rocky Mountain district station, desires change to more progressive station 12 years' experience. Box 718, BROADCASTING.

Broadcast Operator—Six years' experience in transmission, control, remote and network assignments; A1 references. 1KW job now. Box 711, BROADCASTING.

Summer or Permanent—Announcer, 18, intelligent ambitious, rich voice, limited experience. E. T. Superher background. References. Box 339, Clark Summit, Pennsylvania.

Announcer—Now program director, network affiliate, considering change. Three years experience announcer, selling, copy-writing, and operating. Married, draft deferred, good voice, reliable. Prefer West, make offer. Box 716, BROADCASTING.

Adam Fight in Brooklyn

FIRST FIGHT to be broadcast exclusively on XRC-Blue in the service managed by the J. L. Simmons. Frank Fish, with Sam Taub and Bill Stern handling the description, is Adrin Hat Studios, New York.

**Classroom Liked**

Clarkroom programs proved the most popular feature of the U of Illinois station at Urbana, WILL, which reports that 2,300 letters were received from listeners during the last year requesting more information on the programs with but 15 of these complaints, though the broadcast dealt with controversial issues.

PA Has 193 Stations

PHERS ASSN., subsidiary of Associated Press to handle news for radio, now has a total of 193 stations subscribing to its service, in addition to the 238 stations already served by AP prior to the organization of the PA, according to William J. McNaught, AP general manager. The addition of these 1063 stations brings the total number of stations receiving AP news to more than 300.

AX EDICT that all news grants, hobby lights, electric fans, etc. at WCLR, Columbus, Miss., be cut out except where absolutely necessary was voiced by the station management in keeping with the power conservation movement.

**PROFESSIONAL DIRECTORY**

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

There is no substitute for experience

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

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

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

PAGE & DAVIS Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, C. 0.

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT
ST. PAUL, MINNESOTA

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

CLIFFORD YEWDALL Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

RING & CLARK Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

**Raymond M. Wilmotte**
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowers Bldg. WASH., D. C. 85-7417

BROADCASTING • Broadcast Advertising
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Bennett
(Continued from page 29)
criminally by the Department of Justice.

"In the civil case, the consent de-
crease was entered. In the crimi-
nal case, fines were assessed totaling $35,000. For several weeks the
trade papers have been full of
ASCAP's proposed suit. ASCAP is
reported to claim treble damage
because they assert they are being
kept off the air through boycott.
Yet have they approached stations
and attempted to sell their product
on a competitive business basis?

You will recall the efforts made
by WFMI in behalf of NIB to discuss
with and obtain from ASCAP a
license which would require pay-
ment for the material used. You
did this both before the expiration
of licenses last year and again when
Gene Buck made his plea over the
air in the first ASCAP on
Parade program. Your effort
must have resulted in disclosing no
sincerity on ASCAP's part to
discuss anything but a continua-
tion of the old blanket license with
its destructive payment of a per-
cent on gross business.

Treble Damages

"The truth about 'treble dam-
ages' is that every music user
whose continued existence depended
upon the obtaining of a license
from ASCAP prior to December,
1946, has a valid and enforceable
suit for treble damages against
ASCAP and all its members.
The shoe really is on the other foot.
"ASCAP and each of its mem-
bers is liable threefold for all sums
wrongfully extracted. ASCAP no
longer can deny the facts stated in
the unanimous opinion of the U. S.
Supreme Court. The opinion states
that ASCAP 'is a combination
which controls the performance
rights of a major part of the avail-
able supply of copyrighted popu-
lar music' and that 'ASCAP comes
squarely within the definition of
the combinations prohibited by Sec-
tion 1 of the 1937 Act'. This sec-
tion of the Florida Anti-Trust Act
is no more extensive than the Federal
Sherman Anti-Trust Act under
which treble damages are awarded.

Yet ASCAP threatens treble suits
against broadcasters.
For years this combination by
mutual agreement pooled in
ASCAP's major part of the avail-
able supply of copyrighted popular
music,' thereby creating in ASCAP
'the power of life and death over
every business' * * * dependent upon
copyrighted musical compositions
for existence' (Mr. Justice Black).
It actually wielded this power by
enforcing its demands for a per-
cent of broadcasters' gross income,
by discriminating contracts with
the newspaper formula and in other
less obvious ways. Are broadcasters
again to acquiesce and pay on
gross income?

Open Competition

"Clear thinking at this point is
doubly essential. In looking for
the immediate dollar saving, we for-

CODE CLASSES FOR DEFENSE are taught by KDKA, Pittsburgh, and
here are two of the instructors during a recent classroom session. They
are (1 to r) T. C. Kenney, assistant supervisor, and Jim Rock, KDKA gen-
eral manager. Dwight Myer, chief engineer, is director of the classes
but was away on a vacation at the time this photo was taken.

Hole in One

ON THE FIRST DAY of his vacation, Kolin Hager, manager of WGY, Schenec-
tady, scored a hole in one on the 185-yard par-three hole at the Mohawk Country
Club, Schenectady. Hager, who is a portsidar, used a brassie against a stiff wind
to ace a tricky par-three hole. Ed Letson, announcer of KDYA Salt Lake City,
recently accomplished a simi-
lar feat on a local course.

get that the only protection against
future exorbitant demands lies
in open competition and that this
open competition can be established
only by maintaining the 'dollar' in-
centive. Blanket licenses with pay-
ment of a per cent of gross income
to ASCAP would enter into with a combina-
tion controlling a dominating portion
of the available material, destroys
the 'dollar' incentive. It then becomes
incumbent upon you to learn the
material used to the product of
the dominating combination.

"The door to protective competi-
tion is closed against those who are
not members of the combination
as effectively as if they had never

States, including Kansas and North
Dakota, they must comply with
laws placing restrictions on mon-
opolistic operations. If there must be
48 different laws in order to cure
permanently monopolistic domina-
tion in the copyright licensing field,
then let us have 48 laws. But an
earnest effort should be made to
keep those laws uniform.

"Instead of a Munich pact,
broadcasters and other users of
copyrighted music must assert
their legal rights and maintain
them. They must not be influenced
by fear and self-serving propa-
ganda. They must not let inertia
gain destroy their freedom to buy
in a competitive market."

Building in Clarksville, Tenn.

BOB THOMPSON, former assistant
chief engineer of WGOV, Valdosta,
tis, is now chief engineer of the new
WKZM, Clarksville, Tenn., now
under construction with RCA equip-
ment and a Winecharger 145-ft. tower.
He is the only member of the staff
thus far engaged, though the station
expects to be on the air early in
August. Operating with 250 watts on
1400 kc., the station was authorized
by the FCC last February and is
owned by William D. Hudson, mayor
of Clarksville, and his wife. Mr. Hud-
son is also a member of the Tennes-
see Railroad & Public Utilities Com-
mission.

1'111. Baker, off the air nearly two
years, has been auditioned by NRC
with his old comedy cast in a new
show, 'Browstone House.'

(W.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE NEWS
COVERAGE
UNITED PRESS

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BROADCASTING • Broadcast Advertising
New 50 kw. Plant Dedicated by KOB

New Type of Transmitter Put In Operation by Station

COMPLETELY equipped with what is claimed to be the first RCA Hi-Level modulated transmitter, KOB, Albuquerque, N. M., formally stepped up its power to 50,000 watts July 9 with special dedicatory festivities.

Transmitter is housed in a new building of Pueblo construction on the banks of the Rio Grande, nine miles north of Albuquerque. The new 450-foot vertical antenna is of uniform cross section construction, erected on 50,000 square feet of ground space over a water-soaked sub-strata that is only four feet below the surface.

Notables Attend

The formal dedication broadcast from the stage of the local Kino theater was attended by Gov. John E. Miles, Mayor Clyde Tingley of Albuquerque and Dr. Hugh Milton, president of New Mexico State College, who spoke during the program. Other special guests present were Don Gilman, NBC vice-president; I. R. Baker, RCA Mfg. Co., Camden; Don Wilson, NBC announcer who acted as master of ceremonies.

PERCEPTIBLY PLEASED with details of their new contract with Union Oil Co. are incident, the president of the nation's pioneer stations, from its inception in 1920 as a 50-watt outlet to its present 50,000 watt status as one of the country's most powerful stations.

AN INCREASE in pay of 10% for all employees of WTRY, Troy, N. Y., has been announced by Commercial Manager William A. Ripple. Effective July 1, the raise is the second in six months.

JAMES McFADDEN, McKee Albright New York vice-president in charge of radio, is currently in Hollywood conferring on plans to switch origination of the weekly NBC Radio Valley Show, sponsored by National Dairy Products Corp. (Beefsteak), from that city to New York, in later August.

WHOM Offers All Aid To Americanize Aliens

AN OFFER of its complete facilities to the U. S. Government to aid in the vast expansion of the Americanization program facilitating naturalization of 5,000,000 aliens has been made by WHOM, Jersey City, through its manager, Joseph Lang. In a letter to Howard D. Hunter, WPA administrator and director of the drive, Mr. Lang said:

"We offer the complete facilities of WHOM in cooperating with your department to further this work. WHOM broadcasts a greater variety of foreign language programs than we think, any other station in the U. S. It is our belief that whatever we can do with you, together with what we are already doing through our own WHOM free naturalization school, will render a good public service to our listeners." President Roosevelt has allocated $14,000,000 of WPA funds for the Government's Americanization instruction program, which will be sponsored by the Department of Justice and co-sponsored by state departments of education.

Bond Bread Spots

GENERAL BAKING Co., New York City. Bond Spots June 30 started sponsorship of Gene & Glen, a live talent show 12:15 p.m. Monday thru Friday on WNAC, Boston; WTIC, Hartford and WTAG, Worcester, the show originating in Hartford. Newell-Bennett Co., New York is agency.

ANOTHER PERSONALITY FIRST

DIZZY DEAN on ST. LOUIS KWK

"The Station with The Personalities"

Johnny O'Hara • Johnny Neblett
Roy Dady • Myron S. Bennett
Carol Gay • Helen Adams
Lon Saxon • Martin Bewin
Al Sari • Rolla Coughlin

Represented by Raymer

KWK—MBS

America's best known baseball hero now on KWK's Play by Play Baseball Broadcasts.
CBS, DuMont Plan Television Service
Plan Commercial Operation
To Start in August

WITH CBS transmitting its first full-scale television program in full color last Thursday evening and DuMont as well as CBS expecting to be ready for commercial operation about Aug. 1, the television picture in New York broadens day by day. The only operator to start commercial video on the July 1 opening date, NBC continues its regular 15-hour weekly program schedule, which includes several sponsored programs, on WNBFT.

Using special apparatus developed in its own laboratories by Dr. Peter Goldmark, CBS chief television engineer, CBS wheeled in color cameras and televised a repeat performance at 9:30 p.m. of its Curley & Company program transmitted in black-and-white from 8:30-9:30 p.m. The full production was televised in color, although only a few of the special color receivers were available for spectators.

DuMont Testing

DuMont's new transmitter and studios, located at 515 Madison Ave., New York, are going through final stages of field testing, according to Mortimer Loewi, head of the DuMont television operations, and a commercial license is expected around Aug. 1. Although DuMont expects to begin commercial operations as early as possible, no definite word on commercial arrangements, such as sponsors and rates, has been announced by Mr. Loewi.

The new "electronic view-finder" will be used on television cameras at the new studios, Mr. Loewi stated, commenting that the novel apparatus should lower the cost of pickup equipment. The new view-finder consists of a 5-inch cathode tube in a shadow-box attached to the side of the camera.

Looking through the eye aperture the operator sees the televised scene on the screen of the tube, just as it is picked up by receivers. In addition to automatic compensating features and the advantage to the operator of seeing the actual transmitted result, the relatively economical apparatus replaces expensive sets of glass lenses, Mr. Loewi explained.

Mrs. FDR Time Sought

PAN-AMERICAN COFFEE BUREAU, through its agency, Bu- shape & Co., New York, is still seeking the best available time for its new network show featuring Mayor Buffalo and Roosevelt, to start sometime in September. The program will stress the Good Neighbor Policy and further cultural relations between the Americas.

The bureau is composed of representatives of seven South American countries and is reported to have an operating budget of over $750,000.

ONE OF THE FIRST places captured during a fictional blitzkrieg at Anderson, S. C., was WAIM. The "defensed cities" were seized without ROYALTY RECORDS OF LITERARY WORKS

U. S. Court Upholds Ruling Allowing Non-Royalty Records of Literary Works

AFFECTING authors of copyrighted poems, stories and works of that nature is the ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles. The decree unanimously upheld a decision of the court that recordings can be made of any literary works and sold for commercial purposes without royalty payment as long as such works are not dramatized.

Decision was rendered in the suit of Austin Corcoran against Montgomery Ward & Co., in which the plaintiff charged the defendant with recording and selling his original copyrighted poem, "Plain Bull," thereby committing an infringement of copyright. His suit was dismissed by Judge Harry A. Hollenbeck. The circuit court, in an opinion by Justice William Healy, affirmed his action, Justices Denman and Mathews concurring.

Promptly following the ruling, reports were current out West that a number of famous poems were being set to music and that the writers or their assigns appeared to be helpless, legally. It was said there might develop a race to grab words from various popular songs and set them to new music, by virtue of the ruling.

Although the court conceded there might appear to be justice in Corcoran's claim, it upheld its position by pointing out that in the 1909 revision of the Copyright Act, composers were given the exclusive right of reproducing the musical compositions and the same right was granted to authors of copyrighted dramatic works. However, Congress did not give like protection to copyrighted poems, stories and similar literary material.

The court further denied Corcoran's accusation that setting the verse to music constituted both dramatization and another version of it, by describing the poem as doggerel verse, "lacking certain qualities of a dramatic work, notably dialogue and a perceptible plot." It further added that, "undoubtedly it could be arranged and dramatized in the form of the animated cartoon so familiar to those who frequent motion picture houses. Most novels and stories and even some news articles may be dramatized, but nobody thinks of them as dramatic works. The various forms of literary composition all have certain features in common, but if the similarities are pushed too far all attempts at classification breaks down and the copyright law is reduced to chaos."

The plaintiff also charged that the defendant had "vended" the copyrighted work, and that in any event his work constituted the lyrics of a musical composition. The court rejected the first contention on the authority of White-Smith Publishing Co. against Apollo Co., decided by the U. S. Supreme Court in 1908, stating the poem as recorded was subject only to acoustical perception. Finally, the court held that the poem, in the form written, did not constitute a musical composition.

Such legal interpretation renders it possible to set a best-selling novel to music and reproduce the product on records and sell such records to the public without payment of royalty.

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Sales Group Plans 'Ear Appeal' Drive

Radio Now Fundamental for Advertisers, Carr Says

A CALL FOR "common sense selling" of broadcasting as the theme for the sales managers' division of the NAB this year was made last Wednesday by Eugene Carr, assistant manager of WGAR, Cleveland, and new chairman of the sales managers' executive committee, following an organization meeting in Washington.

Mr. Carr said it is just as fundamental for an advertiser today to reach out to his customers and prospective customers with an appeal to the ear as to approach them with an appeal to the eye. He said that the division would seek to do a "hard-hitting common sense selling of the fundamentals of radio" as an advertising medium.

Influence Plus

"Radio has built up a tremendous 'circulation' by the use of exactly the same factors as the magazines, newspapers and other media use-news, sports, entertainment, drama-precisely the same appeal to human nature," Mr. Carr asserted. "Add to this circulation the human qualities of the medium itself-the human voice appeal, human emotions in the flesh, the timeliness, the flexibility, the quality of personalizing a message-and you have advertising influence with a plus.

"And don't let anyone tell you that some of our good competition enjoy a certain select group of subscribers who buy and read just for the ads. If that's the case, why are the boys down the street out these days selling a bonus circulation due to the interest in war news.

"So, it's common sense selling-making the calls, hammering fundamentals, following through and leaving something tangible on the prospect's desk for him to buy."

Kelleher Joins WBS

THOMAS M. KELLEHER, for three years with Noes, Rothenberg & Jann, New York, newspaper representative, has joined the sales department of World Broadcasting System to work from the New York studios. Previously, Mr. Kelleher traveled through the East for International News Service, served nine years with the Worcester Telegram & Gazette, and for two years was national advertising director of the Record Newspapers in Troy, New York.

New Wisconsin Network

A NEW six-station regional network has been incorporated in Wisconsin under the name Wisconsin Network Inc., linking WHBY, Appleton; KFIZ, Fond du Lac; WCLQ, Janesville; WHBL, Sheboygan, WLUW, Wausau; WFRH, Wisconsin Rapids. President of the company is Hiram H. Born, WBBM, Chicago. Treasurer, James P. Wagner, St. Norbert's College; Vice President, Mr. Kelleher; Secretary, Father James A. Wagner, St. Norbert's College; operating both WHBY and WTAQ, Green Bay. The network is mutually owned.

Nets Gloomy

(Continued from Page 9)

House regarding either the network rules or the newspaper-divorce proceedings. In some quarters this was interpreted to mean that the President, preoccupied with the war situation, had given no attention to either issue. Chairman Fly, however, apparently has the backing of others at the White House.

As long as the conferences are in progress, it is felt, there can be a radical change at any time. Once some sort of an agreement is reached on time options, which would come only on a compromise basis, the other seven points might be adjusted very quickly, with the Commission agreeing to an over-all postponement. Then it is presumed each issue could be considered individually, with rules adopted pur-
Dispute of AFRA and WKRC Mediated

Preliminary Contract Signed, Winding Up Disagreement

MEDIATION of wages and hours of AFRA employees of WKRC, Cincinnati, began this week following the arrival of Mrs. Lillian L. Poses, representative William R. Davis, chairman of the Defense Mediation board. Mrs. Poses arrived in Cincinnati last Thursday and is to hold joint meetings with representatives of the station and the union, who have already signed a preliminary contract recognizing AFRA as the sole bargaining agent for program employees.

Mrs. Poses, who has practiced law in New York City since 1931, has held responsible posts in various Government social and labor organizations and has functioned as mediator in several labor disputes. At present she is regional attorney for the Social Security Board, New York.

MBS an AFRA announced signing of agreements last Monday, ending the strike and establishing a pattern for arbitration designed to prevent recurrence of similar situations.

Under the agreement, as explained by AFRA and MBS, strikes against programs transmitted by the network to a station involved in a labor dispute with AFRA would be prevented, providing the outlet agrees to arbitration of its local negotiation.

The new pact, combining earlier agreements between MBS originating stations and the union, frees the network from involvement in labor disputes of affiliated stations where arbitration is accepted, with AFRA free to strike in cases where arbitration is refused, according to MBS.

Signed July 9 by W. E. Macfarlane, MBS president, and Mrs. Emily Holt, AFRA national executive secretary, and George Keller, associate secretary of AFRA, the agreement was hailed by both the network and the union as an important forward step in non-labor relations.

With the WKRC strike officially ended at 5 p.m. last Monday, and picket lines called off, Fred Weber, MBS general manager in New York announced that network service to all MBS affiliates continues without interruption.

Non-Strike Clause

The new agreement, which remains in effect until AFRA's code of fair practice expires Nov. 1, 1943, provides:

(a) In the event AFRA is unable to consummate a collective bargaining agreement with any Mutual affiliate after a reasonable period of negotiation, and provided that such affiliate shall agree to arbitrate its differences with AFRA as provided in the next two paragraphs, AFRA will not (because of said inability) refuse to enter into a collective bargaining agreement with AFRA, on behalf of such affiliate's agreement to arbitrate its differences with AFRA, strike against or boycott any commercial or sustaining programs by whatever means, whether or not present at the studies of such affiliate or at the studios of any other Mutual affiliate, or prevent entrance into any commercial or sustaining program by whomever produced from being transmitted to any affiliate. AFRA and its member stations would be free from any obligations under their agreements in effect at the time the arbitrator refuses to submit to arbitration or refuses to obey the terms and conditions of the arbitration award.

(b) The affiliate's willingness to arbitrate shall be evidenced by filing with AFRA, at its main office at 2 West 45th St., New York City, a signed copy of the agreement within five days after notice by AFRA to such affiliate that in its opinion, negotiations have broken down, and such signed copy shall have the force and effect of a submission to arbitration. The arbitration shall be conducted under the rules set forth in the Code, in accordance with any outstanding or pending cases.

(c) The arbitration shall determine all matters arising out of the working conditions, whether AFRA is the exclusive collective bargaining agent for the station, and the arbitrators shall not award an AFRA closed shop unless the station and AFRA find that AFRA is the exclusive collective bargaining agency for a majority of the bargaining unit.

Can Pick Employees

In a joint statement Mrs. Holt and Hubert Taft Jr., manager of the station said the settlement involved an "AFRA shop" for singers, actors and announcers. "Special talent" employees, sportscasters, women's commentators, masters of ceremonies, and man-in-the-street announcers, were exempted from the "AFRA shop" provisions.

Under an "AFRA shop" the station may pick its own employees but they are required to join the union upon being hired. Under the ordinary "closed shop" procedure the union certifies to the employer the names of persons who can be hired.

With the signing of the agreement, the four striking members of the staff went back to work and all non-striking members of the station's staff were declared eligible for admission and reinstatement into AFRA without penalty or discrimination. Radio Artists Assn., independent union, which was disbanded and its petition to the National Labor Relations Board asking to be declared the sole bargaining agent for the station was withdrawn.

The RAA members had agreed to join or rejoin AFRA depending on whether its members had previously been in good standing with AFRA. On its part, AFRA was represented to reinstate all members who had stayed in the station during the strike, simply upon application.

Two members of the station staff, Jimmy Scribner, author and sole actor of the Johnson Family, and Dick Nesbet, sports announcer,

AWARD FOR PATRIOTISM was recently bestowed on WNEW, New York, with Richard O'Dwyer, vice president of the station (right), accepting an American Legion plaque from Victor O. Pearse, radio chairman of the New York County division of the veterans' organization. Inscription read, "In recognition of its continued and outstanding services in furthering the ideals of Americanism, awarded to WNEW by the New York County Organization American Legion, 1941."

had been suspended from AFRA early in the strike.

Monday's settlement solved what might have been a perplexing problem for MBS after the station management had obtained a temporary injunction to prevent the network from discontinuing its service to the station. Under the AFRA-MBS-agency accord, agency-produced commercial shows would have been yanked from WKRC beginning July 12 [Broadcasting July 14]. Because Ohio law provides that a temporary injunction is returnable in three weeks and because of the MBS mechanical setup, the network was faced with the possibility of being unable to feed any agency produced commercial to its entire station list.

The strike, first in AFRA history, started June 20 when four AFRA members of the 17-man announcing staff failed to report for work and started picketing the WKRC studios assisted by other Cincinnati AFRA members. Up until last week negotiations dragged, finally resulting in a special meeting of the MBS board in Chicago out of which came the MBS-AFRA agreement. After the legal pyrotechnics July 11 MBS General Manager Fred Weber, MBS Attorney Emmanuel Dennett and AFRA Attorney George Keller flew to Cincinnati for conferences with station and AFRA officials, paving the way for peace.
Bulova's Stations Signed by ASCAP

WCAE, KOAM and KSAN Are Other New Signatories

SIGNING of the Bulova group of five stations, plus three others, since July 1 was announced last week by ASCAP, as the battle of words continued between the Society and Broadcast Music Inc.

ASCAP announced that WOV, New York; WORL and WOPC, Boston; WPEN, Philadelphia, and WELI, New Haven, all identified with the Bulova group of interests, had negotiated contracts. Other stations signed since July 1, it was stated, are WCAE, Pittsburg, KOAM, Pittsburg, Kansas, and KSAN, San Francisco.

No further word was forthcoming either from ASCAP or NBC or CBS regarding negotiations looking toward return of ASCAP music to these networks, to terminate the break that has existed since Jan. 1, during which time no ASCAP music has been performed.

Confer in Capital

Top officials of NBC and CBS were in Washington virtually during the entire week, in conference with the FCC on the ASCAP-WEBI, Pittsburgh, Kansas, and ASCAP.

Another exchange between BMI and ASCAP over the former's royalty payments to composers developed during the week. After John C. Paine, ASCAP general manager, had echoed "sweatshop" charges against BMI, quoted figures purportedly showing that its writers were being paid miserably, BMI rejoined that ASCAP had made several "critical" and totally uncalled-for attacks on BMI and had presented a list of questions for it to answer. It branded these questions as the "haves, you stopped beating your wife?" variety and said it had no intention of answering them. The ASCAP, release of July 14, BMI stated, quoted the figures in regard to BMI's financial life and it was found that "without exception the figures are inaccurate".

Mr. Paine's July 14 statement, among other things, alleged that of the $1,500,000 invested in BMI by radio (industry figures show only a total of $1,500,000 paid in) "more than $35,100 has been paid to composers and authors up to this date.

Alluding to the $4,000,000 figure, Mr. Paine asked how much of "these millions were spent and still are being spent on legal fees in legal action?" He inquired further "how much money was spent and is still being spent on legal fees for legal action?"

As a result of all this, BMI, Mr. Paine referred to the "dead mackerel in the moonlight" observation of FCC Chairman James Lawrence Fly during the NAB convention in St. Louis.

The ASCAP board Friday announced election of 33 new members, including 26 writers and seven publishers, bringing the society's total to 1,192 writer members and 146 publisher members. New publisher members include Brown & Henderson Inc., Coslow Music Co., Dash, Connelly Inc., Ediscusian Music New York, Ensemble Music Press, Charles E. King, Pan-American Music Co., and ASCAP.

Oil Companies Utilize Radio Programs To Promote Program for Conservation

URGING consumers to make more efficient use of dwindling oil supplies along the East Coast, petroleum companies and marketers serving the seaboard are revamping their traditional radio continuing in cooperation with conservation efforts of Federal Petroleum Coordinator Harold L. Ickes. The move, which several weeks ago, has but gathered speed as the shortage has become increasingly acute.

Many of these plans have been afoot to eliminate straight selling copy in favor of institutional continuity designed to dramatize the petroleum industry's role in national economy. However, this idea has been dropped to a large extent and oil companies, particularly those whose sales areas are restricted to the East Coast and contiguous territory, are substituting non-selling copy. To date no automobile has curtailed radio expenditure.

Esso Advice

Esso Marketers, sponsoring the "Esso Reporter" newscasts and the first program to preach conservation, is using commercial time on the programs to advise drivers on how to care for their cars to reduce gas consumption, as well as recommending double-up in use of cars for pleasure driving and domestic errands. Socony-Vacuum Oil Co. for about a month has also included similar copy.

Richfield Oil Co., starting July 15 on its MBS program, Confidentially Yours, carries helpful hints to motorists on how to conserve fuel and has published a booklet, "24 Ways to Save Gasoline," to be distributed through local dealers up and down the Atlantic Coast.

No changes have been announced by several of the large national oil companies. Gulf Oil Corp., for example, will continue its Screen Guild Show on CBS Sept. 28, and apparently will not change the selling style of the station. Shell Oil Co. continues it and has switched from selling copy on the CBS News Roundup it sponsors. Esso has dropped over its 9-10 p.m. spot to the Treasury Department this summer, also has no policy change in mind, it was indicated. Shell Oil Co. has virtually nationwide distribution, is continuing its national transcribed spot campaign without change.

Press Hearings (Continued from page 8)

sions, citizens of the United States, for the purpose of disqualifying any person belonging to a particular class of persons from holding radio broadcast licenses or receiving approval of their applications for such licenses or renewals of their licenses, or to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (F3) with which are associated persons so associated with the publications of one or more newspapers or to determine what statement of policy or rules, if any, should be issued concerning the future acquisition of standard broadcast stations by newspapers.

Argument Asked

7. The Commission is without authority to conduct a general inquiry into the newspapers or related to the question of pre-existing and present rulings of the Commission with regard to what constitutes newspapers and what constitutes publications, or whether the present rulings of the Commission with regard to what constitutes newspapers and what constitutes publications, or whether the present are in the public interest. It is further moved that this motion be sustained, with appropriate legal action to be taken to protect such publications as may have been obtained, or obtained in the past, as a result of the order of 1939.

The ASCAP board Friday announced election of 33 new members, including 26 writers and seven publishers, bringing the Society's total to 1,192 writer members and 146 publisher members. New publisher members include Brown & Henderson Inc., Coslow Music Co., Dash, Connelly Inc., Ediscusian Music New York, Ensemble Music Press, Charles E. King, Pan-American Music Co., and ASCAP.

Oil Companies Utilize Radio Programs To Promote Program for Conservation

URGING consumers to make more efficient use of dwindling oil supplies along the East Coast, petroleum companies and marketers serving the seaboard are revamping their traditional radio continuing in cooperation with conservation efforts of Federal Petroleum Coordinator Harold L. Ickes. The move, which several weeks ago, has but gathered speed as the shortage has become increasingly acute.

Many of these plans have been afoot to eliminate straight selling copy in favor of institutional continuity designed to dramatize the petroleum industry's role in national economy. However, this idea has been dropped to a large extent and oil companies, particularly those whose sales areas are restricted to the East Coast and contiguous territory, are substituting non-selling copy. To date no automobile has curtailed radio expenditure.

Esso Advice

Esso Marketers, sponsoring the "Esso Reporter" newscasts and the first program to preach conservation, is using commercial time on the programs to advise drivers on how to care for their cars to reduce gas consumption, as well as recommending double-up in use of cars for pleasure driving and domestic errands. Socony-Vacuum Oil Co. for about a month has also included similar copy.

Richfield Oil Co., starting July 15 on its MBS program, Confidentially Yours, carries helpful hints to motorists on how to conserve fuel and has published a booklet, "24 Ways to Save Gasoline," to be distributed through local dealers up and down the Atlantic Coast.

No changes have been announced by several of the large national oil companies. Gulf Oil Corp., for example, will continue its Screen Guild Show on CBS Sept. 28, and apparently will not change the selling style of the station. Shell Oil Co. continues it and has switched from selling copy on the CBS News Roundup it sponsors. Esso has dropped over its 9-10 p.m. spot to the Treasury Department this summer, also has no policy change in mind, it was indicated. Shell Oil Co. has virtually nationwide distribution, is continuing its national transcribed spot campaign without change.

Press Hearings (Continued from page 8)

sions, citizens of the United States, for the purpose of disqualifying any person belonging to a particular class of persons from holding radio broadcast licenses or receiving approval of their applications for such licenses or renewals of their licenses, or to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (F3) with which are associated persons so associated with the publications of one or more newspapers or to determine what statement of policy or rules, if any, should be issued concerning the future acquisition of standard broadcast stations by newspapers.

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**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**JULY 12 TO JULY 18, INCLUSIVE**

**Decisions...**

**JULY 16**

NEW, Southwest Broadcasters Inc., Las Vegas, N. M.—Granted CP new station 1230 kc 250 w unl. TEL: 250.

NEW, Helena Broadcasting Co., Helena, Ark.—Granted CP new station 1230 kc 250 w unl.


NEW, U. of Illinois, Urbana, Ill.—Granted CP new non-commercial FM station 42.9 mc.

NEW, Metro-Goldwyn-Mayer, Los Angeles—Granted new FM station 96.1 mc 7,000 w unl.

NEW, CBS Hollywood—Granted CP new Class C FM station 41.1 mc.

KDAL, Duluth, Minn.—Granted CP change 610 kc increase 1 kw unl., directional N., move transmitter.

KLJX, Little Rock, Ark.—Granted CP move and install new transmitter, change to 1010 kc.

KFPO, Spokane—Granted CP new transmitter and antenna increase 250 w unl., change antenna 1250 kc.

KHSI, Chico, Cal.—Granted CP increase 1 kw unl., directional, subject to dual ownership hearing.

KBR, Baker, Ore.—Granted consent to voluntarily cease operations with Baker Broadcasting Co. for $12,000.

WIBU, Payette, W. I.—Granted petition cancel hearing and renew license; WCBS, Springfield, Ill., adopts order denying WIBU move to new location in grant new station Jacksonville, Ill.

DSS, N. J.—PAY-LINK—HEARING—NEW. George Johnston Jr., Birmingham, Ala., CP new station 1230 kc 250 w unl. Jointly with applications new stations of WDAM Inc. and Jefferson Broadcasting Corp., seeking new facilities; WCAP, Ashbury Park, N. J., modification license to share time with WCBS; WEJ, New Canaan, N. Y., new modification license to share time with WCAP.

NEW, Ray S. Lewis, Norfolk, Va., CP new station 1230 kc 250 w unl. Jointly with like application of Colonial Broadcasting Corp.; WBRY, Waterbury, Conn., modification license change 500 kc decrease to 1 kw unl., move transmitter.

**JULY 18**

MISCELLANEOUS—NEW. Mid-America Broadcast Inc. — Granted leave amend petition; WRCG, New Albany, Ind., same; WTCF, Hartford, withdrew petition for permission to change in above two cases; NEW, James F. Hopkins Inc., Ann Arbor, Mich.—Licensed experimental station to 65.5 mc 11.301 ku. w unl.; WTFL, Philadelphia, hearing continued to 9-14-41; WTJO, Florida, The Gasparilla Station; WOXO, New Orleans, W. La.—Application 1200 kc 1 kw unl.; WTEL, Philadelphia, hearing continued to 9-14-41; WTVS, Trumbull, Conn., CP new station 1230 kc 250 w unl.; directional, dismissed without prejudice.

NEW, W. L. Light and defiant; W. H. D. Smythe, W. Va. — License to 670 kc 1 kw unl., new transmitter.

NEW, WABY, Albany, N. Y.—Modification license 1230 kc 250 w July 14, 1940.

NEW, Mid-America Broadcasting Corp., Lima, Ky.—CP new station 1500 kc 1 kw N. W. D. directional.

NEW, Northside Broadcasting Co., Louisville, Ky.—CP new station 1500 kc 5 kw directional, new transmitter.

NEW, West Allis Broadcasting Co., West Allis, W. I.—CP new station 1480 kc 250 w D (July 25).

WTEL, Philadelphia, CP 1500 kc 250 w unl. (July 24).

WCAM, Camden, N. J., license renewal and modification license to 1200 kc 1 kw directional, Ashbury Park, N. J., license renewal and modification license to 1200 kc 1 kw directional; WTNJ, Tremont, N. Y., license renewal and modification license 1200 kc 1 kw directional; WDSN, Philadelphia, CP new station 1230 kc 1 kw directional (July 25).

NEW, W. J. Omahay, West Allis, W. I., CP new station 1500 kc 250 w unl.; modification under CP (consolidated hearing Aug. 14).

KWK, St. Louis, CP 680 kc 50 kw unl. directional (Aug. 14).

WIBR, Glenclaire, Pa.—License renewal (Aug. 27).

NCO, San Francisco, license renewal (Sept. 19).

KDOA, Denver, license renewal (Sept. 19).

**Shell Oil Returns**

SHELL OIL Co., San Francisco, out of network radio since 1936, through J. Walter Thompson Co., that city, on Aug. 7 starts sponsoring a weekly half-hour program Shell Goes to a Party, on 7 CBS Pacific Coast stations (KNX KSP O KARM KROY KOKO KFFY), Thursday, 9:15-9:45 p.m. (FST). Contract is for 13 weeks in a West Coast test preliminary to going transcontinental in late fall.

Art Linkletter is to m.e. the weekly program, tentatively planned to originate from the homes and parties of Hollywood celebrities, Paul Reicknenbacker, assistant to Daniel Danker, Southern California vice-president of the agency, is to produce.

**Vick Plans Test**

VICK CHEMICAL Co., New York, on July 28 will start a 13-week test of News for Women with Andre Baruch, broadcast, Sundays and Fridays, 3:30-5:00 p.m. on 14 CBS stations. The program will include weekly pickups from Europe and interviews with prominent women.

**Mazola to Expand**

CORN PRODUCTS Co., New York (Mazola), is sponsoring 20 chain-break announcements weekly on WPRO, Providence, and is planning to expand the campaign into New York State later this month, according to C. L. Miller Co., New York, agency in charge.

**Experimental Rule Discarded by FCC**

Special Authorizations Now Placed on Revised Status

ADOPTING a new procedure to eliminate special experimental authorizations, which were banned last year, the FCC last Wednesday approved issuance of “special service authorizations” to a half-dozen stations holding the experimental grants on a month-to-month basis.

The Commission said the new type of authorizations would expire simultaneously with the regular license until such time as regular authorizations are forthcoming, including KVVO, Tulsa; KFAB, Lincoln; WAPI, Birmingham; WBAL, Baltimore; WBBM, Chicago, and KTHS, Hot Springs.

**CBS FINDS RECORD IN 1940 BILLINGS**

CLAIMING its sixth straight year of attracting a greater share of the nation’s 100 leading advertisers among the networks, CBS Thursday announced that 56 of the 100 had used time on CBS during the last license period with CBS record gross for all network advertising during the year. The 56 advertisers gave CBS during the license period 1940, amounting to $41,025,649, which this 1940 the network’s best year from several angles, according to CBS.

The CBS breakdown showed that 56 of the 100 leading advertisers used CBS, 41 used NBC-Red, 32 NBC-Blue. CBS also achieved a decisive margin among advertisers using only one network, including, with 18 using only CBS, eight using NBC-Red, six using NBC-Blue and three MBS. According to the 1941 Broadcasting Yearbook, these two years, the billings for 1940 amounted to $59,955,322; NBC-Blue $10,707,678; MBS $8,187,678.

Among advertisers using more than one network in 1940, 38 used CBS, 33 used NBC-Red, 26 used NBC-Blue. The CBS figures indicated. For 1939 comparable figures were 39 for CBS, 53 for NBC-Red, 25 for NBC-Blue and 10 for MBS.
New Business

EMERSON DRUG Co., Baltimore (Bronso-Seiler) on Aug. 4 starts its first Pop on 92's in 35 weeks due to the war, on 16 NBC-Pacifie Red stations. (KFI KPO KGW KOMO KHQ KXU) Mon. thru Sat. 8-8:30 a.m. (PST). Agency: Redfield-Johnstone, N. Y.

Renewal Accounts


WIREGLEY STARTS DEALER CAMPAIGN

WILLIAM WIREGLEY JR. Co., Chicago (Sparermint gum), in a nationwide local dealer promotion, is placing a total of 13 transcribed quarter-hour programs on about 600 stations. The programs, to be heard over a period of three weeks on each station starting July 30, will dramatize, through the character of Scottlegood Baines, the service that the local retailers render the community. The programs are timed to coincide with the appearance of the RKO Scottleigh Baines movie at local theatres.

As we are localizing Scottlegood Baines,” explained Wrigley’s advertising manager, Henry L. Webster, “and we want the smaller stations as well have an opportunity to get the business and localize the program. Stations may agree, however, to use merchandising aids furnished them and to broadcast 10 minutes of announcements promoting the program. Arthur Meyerhoff & Co., Chicago, is agency.

Wetzel Succeeds Harris

MAURICE WETZEL has been appointed assistant production manager of the NBC Central Division, succeeding L. G. (Bucky) Harris who recently resigned to join Grant Adv., Chicago. Mr. Wetzel has been in the industry since 1920 when he started a station in Grand Rapids, Mich. He was later connected with WCFL and KYW in Chicago, leaving KYW in 1932 to join the production staff of NBC Chicago as assistant to C. L. Men- ser, production chief. Formerly manager of the NBC Central Di- vision electrical transcription division for several years, and a pioneer in the development and promotion of the NBC Thesaurus, Mr. Wetzel rejoined the NBC Chicago production staff in October, 1940.

I SURRENDER!, exclaimed Jack Rathburn, program director of WJHP, Jacksonville, Fl., after trying to explain why Blitch's copy for 12 noon wasn’t ready until 12:15: “what happened to the four sound effects on Finolstein’s chain break? where were the 25 availabilitys for Jan. 2, 1954? Pointers of accusing fingers are (1 to r) Ira Koger, sales manager; Fred Rabell, Royle P. Powell, salesmen.

Gen. Richardson, Public Relations Head, Named to Command 7th Army Corps

IN A MOVE designed to bring younger and more vigorous officers to major posts in the rapidly expanding Army, the War Department last Wednesday announced that Maj. Gen. Robert C. Richardson, Jr., director of the Bureau of Public Relations, had been named to command the Seventh Army Corps, Birmingham.

Gen. Richardson, who came to Washington last March from Fort Bliss, Tex., where he was com- manded, is directly responsible for an awakened interest in radio on the part of the War Department and the Army. He directed the expansion of the radio branch of the bureau of public relations which he made a separate entity in the public relations setup.

Achieves Cooperation

Radio previously had been grouped with motion pictures. Since Gen. Richardson’s arrival, the War Department has con- stantly turned to radio both in promoting recruiting drives and portraying the work of the Army to the public.

Gen. Richardson, alone with Gen. George Marshall, chief of staff, believes in complete frankness with radio and press. Working together they have established what many Washington observers agree is the best War Department “press and radio” in modern times.

While his departure will be keenly felt in radio circles, it is assumed his successor, yet to be named, will continue the policies and the Army, he directed the moment’s first director of public relations.

General Richardson has been a newspaperman for 20 years, a police reporter, correspondence writer, feature writer, and assistant to the editor of a daily newspaper.

Gen. Richardson’s success is General Bliss, Tex., Washington observer.

“Daddie, who are the diplomatic relations WDFD Flint Michigan talks about?”

“My boy, there are no such people.”
Large Advertisers Favor Networks in Budgets for Year

Medium Enjoys a Lead Over Newspapers, Magazines

AMERICA’S 50 leading advertisers, all spending more than $1,000,000 during 1940 in various media, spent $71,257,820 for network radio, or 37.4% of the $190,555,737 spent for all first-class advertising in the United States. Of this total, $63,216,721, or 32.2%, was for newspapers, and $55,979,144, or 29.4%, for magazines, giving network radio a 15.6% lead over newspapers, and 27.3% lead over magazines.

Other Breakdowns

Of the 50 advertisers, 40 used all three media, spending 27.3% more for network radio than for newspaper space and 51.9% more for network time than for magazine space; the total expenditures in the three media for the 40 advertisers amounted to $174,143,342, of which radio received $71,257,820, newspapers $57,982,022, or 32.2%, and magazines $46,997,320, or 26.9%.

Further breaking down the expenditures of the leading advertisers, 50% of the 40 who used both radio and newspapers, were found to spend more for network time than for space in either newspaper or magazine. The average expenditure per magazine was a total of $52,683,433 on NBC-Red and Blue, CBS and MBS, the four major networks. The analysis shows both NBC networks receiving $31,271,280, or 59.4% of this total; CBS $21,264,787, or 40.3%; Mutual $147,265 or 3%. Both newspaper and magazine figures for this analysis were taken from a recent report of the American Newspaper Publishers Assn.

National Anthem Order Handed Down by Pettrillo

UNDER a modified order sent out last Tuesday to the entire AFM membership by James C. Pettrillo, president of the American Federation of Musicians, bands and orchestras, including those appearing on broadcasts, must play the National Anthem before and after each performance. The Tuesday notification, which authorized local union discretion in enforcing the order, followed the original order sent to AFM locals July 10 flatly requiring the playing of "The Star Spangled Banner." Indicating that orchestra members in some cases may have to play the anthem on their own time, and that they should do so if they have a listening audience, Mr. Pettrillo made it clear that the sponsor of commercial programs still had the right to determine what music is played on his broadcasts. He commented that it was not his intention to insist that the anthem be included on every program, as long as there was a studio audience, the musicians should play the anthem before the program goes on the air and after it is signed off.

> FRENCH FROM BOSTON made its debut June 30 as WBOS, 50,000-watt shortwave adjunct of Westinghouse radio stations took the air with its first beam French broadcast to Europe, while WBZ-WBZA and WBOS officials looked on. Standing (1 to r) F. M. Sloan, WBZ-WBZA plant manager; C. S. Young, acting general manager, WBZ-WBZA-WBOS; F. P. Nelson, Westinghouse director of international broadcasting, and John F. McNamara, program director WBZ-WBZA. Seated, Streeter Stuart, Spanish and French announcer, WBOS, and Nicolas Devyner, French announcer of the international station.

> Both CBS and NBC have canceled all scheduled broadcasts from Rome following action of the Italian Government in establishing a far-reaching rule imposing new and increasingly rigid censorship restrictions.

> Flannery Reinstated

> THE Rome incident occurred at almost the same time the German Government reinstated Harry Flennery, CBS Berlin correspondent, and allowed CBS to resume pickups from the Reich capital. CBS, on July 12, after its First Berlin pickup since June 28, when Berlin authorities ruled CBS off the air because of remarks made by CBS Commentator Elmer Davis during an interview between Flennery and P. G. Wodehouse, British author now held in Berlin.

> CBS’ immediate response to the German action was to announce that Mr. Flannery that under no circumstances was he to compromise the integrity of his reporting to keep the Berlin post on the air.

> Reich authorities later offered to allow a resumption of CBS service if accompanying commentaries were kept free from "tendentious" statements against Germany. CBS answered that its program policy bars such comment anyway, deeming that if it returned Berlin to the air, CBS must be free to administer its program policy itself, without interference from any foreign Government.

> On July 10 the German officials offered to reinstate CBS pickups on condition that opening and closing announcements be handled in Berlin. CBS accepted the offer since it involved no change from established practice, where correspondents introduce themselves and close off at the end of their appearances.

> A third CBS European correspondent, Betty Wason, formerly stationed at Athens, is understood to be in Lisbon awaiting passage to the United States.

> CBS and NBC Cancel Rome Programs; Harry Flannery Reinstated by Berlin

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“MEET THE M. M. TYREES”

The M. M. Tyree’s are typical American farm people who live on their well-kept farm of 100 acres at Cox Landing, near Huntington, West Virginia. Mr. Tyree raises all his own feed for a fine herd of 33 Jersey cows of which he is justly proud.

The Tyree family speaks for thousands of other farm families in the same locality, when they say: “WLW is vital to our interest, Dairying. Every morning, we turn the radio on at 6:30, without fail, to hear the Nation’s Station Market Summaries, agricultural programs, and of course, the News.”

Four of the six children live at home. Every member has completed his 4-H Club Training except Bill, who is engaged in 4-H Club work at Marshall College. Mrs. Tyree, a progressive farm woman, takes a great interest in WLW’s “Consumer’s Foundation.”

ABOVE: Seated on their spacious porch, the Tyrees, are left to right: Mr. Tyree, Bill, Helen, Mrs. Tyree, Thelma, Dennis and Jack. Mr. Tyree praises WLW’s “Everybody’s Farm Hour” and the Cadle Tabernacle program.

LEFT: Meet Dad Tyree’s “right-hand” man ... son Dennis. His hobby, dogs. His listening habits, farm programs that appeal to his special interest, Dairying.

CIRCLE: Bill and his Jersey pal, “Buttercup Daisy,” a 4-H Club project. Likes the hilarious excitement and fun of WLW’s “Boone County Jamboree.”

Dennis assumes duties of brother, Jack, now a 4-H Club Agent for Upshire County, Buchanan, West Virginia.

High Fidelity at Low Cost!

RCA 1,000 Watt Transmitter

MODEL 1-K

- Flat within 1.5 db., 30-10,000 cycles
- High-efficiency Class B Modulation
- Distortion less than 3%, 50-7,500 cycles
- Carrier frequency exact within ±20 cycles
- Less than 5% Carrier Shift

SIMPLICITY and accessibility... extended frequency-response and low distortion... with extremely low overall operating costs... make the RCA Type 1-K Transmitter your logical choice when you go to 1,000 watts!

Excited by the famous RCA 250-K transmitter unit, the 1-K offers unusual flexibility... operating at 1,000 watts, 500 watts, 500/1,000 watts, 250/1,000 watts, and 250/500 watts. Stations already equipped with the 250-K can increase their power to a maximum of 1,000 watts simply by the addition of the amplifying unit (RCA Type 1-K 185) and power unit. Write for complete story, service request.

Use RCA Radio-Tubes in your station for finer performance.

RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal