IN THIS ISSUE: SELLING FOR DEFENSE

BROADCASTING
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Broadcast Advertising

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MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
...and we can prove it!

FROM the very day back in 1922 when we pioneered radio for the people of this area, WHAS has never ceased to be the dominant station in its market.

A survey made public over a year ago satisfied us and you that, for listeners out in our rich Bluegrass counties, WHAS still is, as always, the No. 1 favorite.

Now we have a new survey of metropolitan Louisville which is startling in its emphasis on WHAS as the far-and-away top-ranking station of this area.

FOR ONE OUTSTANDING THING . . . IT REVEALS THAT DURING 119 BROADCAST HOURS CHECKED IN A SINGLE WEEK FROM 6 A.M. to 11 P.M., WHAS HAD THE TOP AUDIENCE IN 83. THE NEAREST OTHER STATION HAD ONLY 28, THE REST WERE THINLY SCATTERED.

Wherever dollars are waiting to be spent in this market, WHAS is, emphatically, all you need.

And don't overlook that this normal Primary Area of 5,100,000 population and two-and-a-half-billion spending power now affords you the "plus" of Louisville's new $125,000,000.00 defense progress, creating 35,000 new jobs and a new 1941 defense payroll of $7,500,000.00 per month.

Ask us to tell you more about this market and the new survey.

WHAS LOUISVILLE

Basic C.B.S. • 50,000 Watts
Represented by Edw. Petry & Co.
Shooting the Works on Name Bands...

...may be a little tough on our production budget but it makes a happy February for Standard stations. Following right on the heels of our sensational Duke Ellington release, comes now another top-flight recording orchestra. Our newest band is none other than Freddy Martin, whose popularity is tops all over the country.

Add to this more dance material by two of Standard's best liked orchestras, Marvin Dale and Jimmy Walsh, and season it with popular novelties by Frankie ("Sunrise Serenade") Carle and Ronnie ("Cecilia") Kemper of the Horace Heidt aggregation and the result is just what the sponsor ordered!

Looking into our palms we see the future looming up plenty bright. Recording sessions now on schedule call for more Henry Busse, Alvino Rey and then another new band—the MacFarland Twins.

All this has to do only with our pop releases; our concert and standard units go on as usual to make up that big package of a hundred tunes a month. No wonder the "Welcome" list below continues to grow faster than any other. Standard's various plans of tax-free libraries, Standard's Spot-Ads, and Standard Super Sound Effects are truly an unbeatable combination.

Write for information.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL
LEADERSHIP in any field carries with it the obligation to maintain that leadership for the benefit of those who depend on it. For us, this means building into every transcription in the Standard Radio Library Service the highest possible degree of Showmanship, Technical Perfection and Salability. That we succeed is best shown by letters of praise from our subscribers, members of that growing family of stations who answer "Yes!" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio
HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 570 National Press Building, Washington, D. C. Entered as second class matter March 17, 1929 at the Post Office at Washington, D. C.
When you think of New Orleans you think of:

Carnival Balls . . .

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
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February 17, 1941

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5000 WATTS DAY AND NIGHT

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

National Sales Representative • PAUL H. RAYMER CO.
“FARGO” means the RED RIVER VALLEY!

Fargo, N. D. is a little city which, with its immediate environs, accounts for only some 71,855 souls. But walk down Main Street with any native son, and you’ll find that he knows perhaps only one of every hundred people you pass. That’s because Fargo is the only trading center for the rich Red River Valley—the only larger shopping center for over 1,000,000 better-than-average consumers. These people drive in from a radius of nearly 100 miles to buy in Fargo—and do 46% of all the retail purchasing done in North Dakota, South Dakota and Minnesota (exclusive of the counties containing Minneapolis and St. Paul).

This really big market is well-served by one, and only one, radio outlet—Station WDAY (940 KC—5000 watts) . . . With almost nineteen years of broadcasting experience, WDAY is doing some amazing things for its advertisers—and at surprisingly low cost. Ask your Agency to ask the Colonel—WDAY’s exclusive representative since 1933.

WDAY
Fargo, N. D.
N.B.C. 5000 WATTS, FULL TIME

Exclusive National Representatives:

WGR-WKBW . . . . . . BUFFALO
WCKY . . . . . . . . . CINCINNATI
WDAY . . . . . . . . FARGO
KMBC . . . . . . . . KANSAS CITY
WAVE . . . . . . . LOUISVILLE
WTCN . . . . MINNEAPOLIS—ST. PAUL
WMBD . . . . PEORIA
KSD . . . . ST. LOUIS
WFBL . . . . SYRACUSE

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WIS . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

SOUTHWEST . .
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Vandike 0169
ATLANTA: 322 Palmer Bldg.
Main 5667
FCC May Act Quickly on Monopoly Report

Sweeping Majority Action Against Networks Is Expected, With Minority Likely to Challenge Jurisdiction

By SOL TAISHOFF

HAVING disposed of the standard broadcast reallocation providing for the wholesale shifting of stations next March 29, the FCC has set its sights for swift handling of the network-monopoly case as its immediate order of business. Consideration of the final report is slated to get under way this week.

In executive session last Monday (Feb. 19), the FCC approved an outline of the report as drafted by its Law Department. The final draft, by Commission request, is to be placed before the FCC in the end of this week—probably Wednesday. Since every phase of the two-year-old inquiry has been beset with delays, there can be no assurance that the consideration will be as expeditious as proponents of a "radical" report would like.

How Far?

The degree to which the Government proposes to go in regulating business aspects of broadcasting constitutes the crux of the network-monopoly issue. If past events can be accepted as the criterion, there will be two reports—a majority finding attacking "ecolidism" and a minority report projecting "economic bondage" for the industry, and a minority report contesting the FCC's jurisdiction over broadcasting as a business. On these broad precepts, the majority is expected to constitute Chairman Fly and Commissioners Walker, Thompson and Payne. A minority report will be filed by Commissioners Craven and Case, unless all signs fail.

The FCC majority is anxious to get the report out of the way, whatever the repercussions, because of the repeated threats from Congress to investigate the whole radio regulatory scene. Congress now is so engrossed in national defense matters that few observers see any immediate chance for a full-scale inquiry, having as its goal a redefinition of the Communications Act of 1934. This in effect, would take the regulatory ball away from the FCC until a new law is enacted.

Three members of the FCC already are committed to an extreme report by past expressions. Commissioners Walker and Thompson were members of the Network-Monopoly Committee which drafted the proposed report recommending FCC regulation of network-affiliate contracts, and control over programs, transmissions, talent, rates, and compensation to affiliates, and other phases of broadcast operation. Dual network operation, such as was viewed by real concern, makes maintenance of the Red and Blue, was deprecated as resulting in suppression of competition. Clear channels, an indirect approach, were attacked.

Chairman Fly has not had occasion to express himself on the Committee's findings. While he is believed to be inclined toward a more conciliatory course, and probably will favor a toning down process, his representation is being favorable to more stringent regulation and to licensing of the networks.

On the other hand, Commissioners Case and Craven are disposed to concur in the views of the majority of the respondents at the inquiry that the FCC does not have jurisdiction over business aspects of broadcasting in the manner proposed by the Committee. That will be the thesis of their minority finding, should one be made.

The fact that the FCC at present has a membership of only six, the vacancy existing since last June when Col. Thad Brown retired, will put an end to establishment of Commission's final conclusions. If a new member is appointed prior to final action, he hardly would be disposed to vote on the report. The docket was closed Jan. 2 with the filing of final briefs.

The FCC majority would like to clean up the final report by the end of March. Whether it can meet that deadline is problematical. Once the report hits the full Commission, a lively encounter is inevitable. Every time the report has been mentioned in meetings during the last few months, verbal pyrotechnics have been set off. Commissioner Thompson, ardent advocate of an all-out crack-down, intermixed with implied approval of Government ownership, has found himself pitted against Commissioner Craven, the staunch advocate of Radio by the American Plan, and a minimum of interference with the status quo.

Seek Careful Study

Delay may be occasioned in final consideration because of absences. Commissioner Thompson has been ill, and Payne has been vacationing. There could be no decisive vote with two members absent.

It is a foregone certainty, too, that Commissioners Craven and Case will desire to pursue a fine-tooth-comb process of justification of the majority's conclusion. The ponderous volume of the hearing, which ran from Nov. 14, 1938 through May 11, 1939, and the 1,300-page report submitted last June 15 by the Network-Monopoly Committee may be read and reread before the FCC concludes its deliberations.

Working under the direction of Telford Taylor, FCC general counsel, two FCC attorneys are devoting practically full time to the preparation of the proposed majority report. They are Robert Cooper, (Continued on page 40)

Subsidy for Rural Service Is Seen in New FCC Study

AN ENGINEERING study, without regard to economic laws, designed to disclose how service can be provided to the "cows country", was ordered last week by FCC Chairman James Lawrence Fly, and caused immediate consternation within the FCC.

Its purpose was to ascertain whether national and state systems would be feasible to provide "critical service" areas, with the revenues derived from the major markets "paying the freight", the embryonic project was explained last week by officials concerned. It was regarded as tie-in with the project to break down clear channels, as well as a means of forcing networks to diversify profits for station operations, which, in effect, would be non-profit making.

While no formal comment came from the FCC, it was understood that Chairman Fly, at a meeting last Tuesday, asked the engineering department to undertake such an exploratory study. In essence, he asked that a coverage pattern be drafted, indicating placement of stations of substantial power in rural areas otherwise not afforded primary service. This would take in substantial geographical areas west of the Mississippi. The Department was instructed to give no consideration to economic laws as such and to make its study purely on the basis of technical coverage considerations.

Purely Technical

This move, though purely preliminary, is viewed as significant since it constitutes a marked departure from the established FCC procedures. Current rules require that applicants advance proof that a station in a given location will be economically feasible. In order to insure sufficient revenues to supply adequate program service. Any departure from that policy would involve a subsidy whether by the networks or other established private broadcasting interests, or by the Government itself.

Clear channels are drawn into this development since these stations provide virtually the only secondary service available to listeners residing on farms and in other localities remote from centers of population. They were originally set up in the 1928 broadcast allocations for such service, particularly at night, when the channels so assigned are given only one station. Under the 1928 allocations, 40 such channels were set aside. This number has been whittled down to 26 under the allocations slated to become effective March 29. Whether Chairman Fly's request for a survey ties into theories advanced by other Commission members for a high-power Government network is debatable. Some months ago it was suggested the Government should operate international broadcast stations, largely because of national defense aspects. Within the last three years, other Government officials have advocated setting up of a standard broadcast network by the Government and also a television network. These projects died aborning, however.
Video Committee To Be Continued

Will Carry on More Studies Prior to March 20 Hearing

CONTINUATION of the National Television System Committee, enabling it to participate in the March 20 television hearing scheduled by the FCC and to carry on its study of visual broadcasting standards, was authorized Feb. 12 by the executive committee of Radio Manufacturers Assn., at a meeting in New York. NTSC, organized under RMA auspices in cooperation with the FCC, on Jan. 27 presented 22 recommendations for commercial television standards which are to be considered at the March 20 hearing.

NTSC Chairman W. R. G. Baker, of General Electric Co., made a complete report of the committee's work to James S. Knowlson, RMA president, and the executive committee at the meeting. In addition to preparing for participation in the hearing, the NTSC will study further its proposals for television standards concerning particularly synchronization and the 441-line image.

Possible Changes

Additional study may bring amendments in these recommendations, it was stated. Subscriptions for the complete reports of NTSC and its nine panels, whose chairmen will participate in the March 20 proceeding, also were authorized at the meeting.

Wide activity by radio manufacturers in the national defense program is indicated by preliminary returns received in the RMA survey of the industry's productive facilities. Questionnaires for the survey, recently authorized by the RMA board of directors, were distributed Feb. 5 to member companies. Preliminary replies indicate that while 20 companies are at peak production on national defense work, a large number are in position to expand their plants and personnel to meet future needs of the Government.

WTRY Joins Blue

WTRY, Troy, N. Y., recently authorized to operate fulltime with 1,000 watts, has signed on and joins WBC's Basic Blue network, making a total of 228 NBC affiliates. Station rate for WTRY will be R.A.S. with 10 percent discount. WBC replaces WABY, Albany, as an NBC station in that area, WABY on the same date becoming a full-time Mutual outlet. The Albany station operates on 1370 kc., 250 watts.

WEEL Names Garland

DAVID S. GARLAND has been named sales promotion manager of WEEL, Boston, by manager Harold E. Fellows. Mr. Garland, a native New Yorker, has served on newspapers, trade papers, and in advertising agencies there and at one time operated his own agency.

TO THE CHAMP went a water-glass toast recently at WGAR, Cleveland, as members of the WGAR sales staff feted John Garfield (seated), new member of the department, who came through the Airline System Committee, including WMBG, Richmond, to begin doing four outstanding new half-hour series of weekly sales and radio programs.

Book Firm's Discs

WILLIAM H. WISE & Co., New York (book publishers) is testing five-minute transcribed, straight commercial messages six times weekly on WCPO, Boston; WIBC, Indianapolis; KMA, Shenandoah, Ia.; KMPC, Los Angeles, in the interest of Garfield Encyclopedia; and on WELI, New Haven; WIBG, Glenside, Pa.; KEFC, San Francis- cisco, for Modern art. More stations will be added, according to Hubert Hoge & Sons, New York, the agency.

Split Periods on WOR

IN AN EXPERIMENT in Saturday morning programming, WOR, New York, has divided the 45-minute period from 8:15 to 9 a.m. into seven individually produced programs of five-and-one-half minutes each, and five of five-minutes. Designed for the advertiser with a limited budget who wants more than spot announcements, the programs include housefinished, film, chutter, popular music, and poetry.

Cigar Firm Adding

CONSOLIDATED CIGAR Corp., New York, is using spot announcements four times weekly for WOR, Washington; and Harvester cigars on WDAY, Fargo; WNAX, Yankton; KIRO, Seattle; WTC, Hartford; WORC, Worcester; WBBE and WBAX, Wilkes-Barre. More stations will be added, according to Erwin, Wasey & Co., New York, the agency.

Nursery Spots

BOYD NURSERIES, McMinnville, Tenn., on Feb. 3 started a varying schedule of two to six weekly announcements. Contracts are for undetermined lengths of time. WMBG, Tuscola, Ill.; WWVA, Wheeling; WMV, Palmont, W Va.; WBM, Nashville; KTHS, Hot Springs. Agency is Albert Kircher Co., Chicago.

Divorce of Radio And Press Urged

Conflict of Opinion Needed, Ernst Tells Liberty Group

RADIO should get a "divorce" from the press, Morris Ernst, New York attorney, told a group discussion of "Censorship" following a Lincoln Day luncheon of the American Civil Liberties Union at Hotel Commodore.

Taking part in the discussion, which followed a speech by Fred W. Winans, publisher of the New York Times, were Mr. Ernst, Harvey Fly (see page 24), were Quincy Howe, newspaperman and author; Joseph Miller, NAB director of labor relations, who heads CBS day news editor; Telford Taylor, general counsel of the FCC; James Boyd, author; John Sullivan, of the sometime department of PM, and Mr. Ernst.

Sees Flexibility

Speaking on "Radio and the National Emergency," Mr. Taylor said that with television, facsimile and PM all in the development stage, radio will be much more "flexible" in the future and can render the public greatly improved service. Disagreeing with Mr. Taylor to a large extent, Mr. Ernst brought out that some 300 of the over 850 stations in this country were owned outright by newspapers or controlled by newspaper interests. Essentially competitive media, radio and the press are so boosting each other today that America is losing out on the "conflict of opinion" so necessary to preserve democracy, he declared. The powers of radio are so consolidated in the hands of the major networks, Mr. Ernst contended, that the local station, as well as the local newspaper, is practically overlooked.

Sharp Buys KXO

ACQUISITION of KXO, El Centro, Cal., local, by Tom Sharp, owner of KICKI, was announced. For $25,000 was approved Feb. 11 by the FCC. The assignor was F. M. Bowles, also engaged in the radio retail business. The balance, $3,000, was disposed of to Mr. Sharp at the same time for approximately $3,000. Mr. Sharp is president of Vairadio, Inc., the publishing company, and is listed as 21-2% stockholder, with Airfan Radio Corp., licensee of KFSD, listed as holding the balance of the stock. KXO is licensed for 500 watts, with 100 watts unlimited time.

Starkist Texas Series

STARKIST Co., San Antonio (Starkist Flotation toothpaste), is using amateur programs for 15 weeks on six stations, KMAC, San Antonio; KNOW, Austin; KTEM, Temple; KTB, Brownsville; KBST, Corpus Christi; WPJR, Greenville, Miss. Programs, a half-hour in length, are heard Sunday afternoon, augmenting after-sales service of Starkist products. Starkist also is using announcements on more than 20 other stations.
Realigning Radio Selling for Defense

Changes in Work Hours and Increase In Wages Opens Opportunities

By JOSEPH CREAMER
Promotion Director, WOR, New York

IT BEGAN with a postcard. It read, "I don't make a habit of writing to radio stations, but I think WOR deserves a word of thanks for rebroadcasting Churchill's speech the other day. I missed the first program because, after being out of work, I got a job in a factory here working on Army stuff. I leave the house about 4 in the afternoon and don't come back until midnight. This doesn't give me much chance to hear the programs I used to listen to before. Thank you." This postcard came from New England, but it is not only typical of New England. It is a reminder that national defense investment and preparation is gradually changing the listening, living and buying habits of thousands of people in manufacturing and industrial towns and cities from coast to coast. New money is on the move and breakfast is being eaten in the afternoon.

The change has been slow, but it's gathering speed. You don't see it from the top floor of a New York, Chicago, Baltimore or Seattle office building. You see it in the sparsely populated areas of the South and West; in the smaller cities of the Midwest; in the sparsely populated stretches of New England; in the deeper glow over Scranton and Wilkes-Barre and York. You see it in the small chains of retail shops at Burbank and Farmingdale and in the lighted factory windows of Fall River and Evanston and a dozen thousand others. And now it's beginning to pop up in station mail.

A Look at York, Pa.

So far, the most colorful and informative check to be made on what happens to the living and buying habits of a typical defense-effected American community appeared in the January 16th issue of the New York Times.

Here are some indicative quotes from the Times story:

"A lot of York girls who a few months back had to be satisfied with $2 and $3 dresses have jumped to the top of the class. Their local banks report that there is a 20% more Christmas savings accounts (by value) were started this year than last . . . . Over the holidays York's three State liquor stores sold one-third more bottled goods than they did a year ago. And it goes on around here . . . ."

"Station selling must align itself to meet these changes which are occurring throughout the country. How will stations do it? What will stations do? What are the dividends the whole thing presents?"

"Some of the most important problems for the station promotion man, fact-gatherer, advertising director or whatever he calls himself. Agencies and advertisers are sold on facts, not figures."

"Let him first determine the value by manufacturers in the cities and towns within the area his station serves. Balance this against permanent contracts, either pending or received. Check bank clearings and deposits and changes, if any, in retail and city welfare bureaus. Schools, colleges, beauty parlors, liquor shops, stationary stores, theaters, automobile agencies, department stores, the personnel managers of plants, factories and business firms all have their individual stories to tell."

"This, then, is the basis. No attempt has been made here to suggest a method either for the gathering or presentation of the material. Individual stations and their needs will determine the quantity and arrangement of the facts. The promotion man's own ingenuity will direct the force and sincerity of the inducement which the station's salesman offer."

What About Audience?

There's no doubt that station listening audiences in heavy manufacturing and industrial towns and cities will be affected. Listeners who once followed the "Carolina Song Spinners" at 6 p.m., will be turning in late at that time within a month or six months from now.

Exaggerating a little? Not exactly. Let's consider a theoretical, but perfectly reasonable situation.

Let's say a manufacturer of shaving cream is placing spot broadcasts on eight or ten Pennsylvania stations. Assuming — something which is becoming increasingly unnecessary—that several, or all, of the towns and cities covered by the stations carrying his broadcasts have manufacturing plants which will devote all or part of their production to defense material, how is it that this change the manufacturer's listening audience?

Considering one typical city, we find that a plant ordinarily producing 2 million dollars worth of consumer goods and spending considerable on defense requirements, stepped-up production to 8 million dollars worth of material annually.

Doing this is a matter of—1. Adding labor, skilled and unskilled, in varied shifts. 2. Plant expansion, if present equipment and property don't meet contract requirements. 3. Extending the normal working day. These, plus points, then, immediately affect the sponsor of the shaving cream broadcasts and the station's sales staff; i.e., more people working at varied hours, more money available, a change in listening habits.

What about this change in listening habits? Well, if 500 people (a modest figure!) in each of the nine towns and cities covered by the sponsor's broadcasts have had the habit of listening to his program at 6 p.m., and a high or low percentage of these people are employed or their hours shifted, it may mean a loss of 40,000 regular listeners and potential shaving cream purchasers. It also means that these 40,000 people may be wooed away from the shaving cream they're using, or about to buy, because of exposure to a competitor's message at a new listening time.

Some Problems

This automatically poses two problems for the station, agency and sponsor—1. To retain and continue to sell the audience during the regular broadcast period, which, theoretically, has been reduced. 2. To recapture all, or a portion of, the old audience and additional prospects at another time of the day . . . with a rebroadcast or plus-program.

The rebroadcast and plus-programs are comparatively new. Casually considered, it would seem that there are different terms for the same programming technique. Actually, they're not.

The term rebroadcast explains itself; i.e., the same or a different program, live or transcribed, broadcast over a station at a different time of the day, or at a different period of the week, to interest new listeners, or a different kind of listener, or a listener not available at the time of the original broadcast.

The plus-program, on the other hand, is a term growing out of an increasing tendency* on the part of heavy radio users, to broadcast more than one program on different stations in such large and diversified markets as Chicago, San Francisco and New York.

Now, let's see how these two programming techniques can be used profitably to retain old listeners and create new ones in manufacturing and industrial towns and cities affected by rearmament and defense production.

Turning back to our theoretical shaving cream manufacturer for a moment, let's suppose that he has been broadcasting a show five times each week at 6 p.m. and a study of working conditions in the industrial and manufacturing towns and cities which are covered by the stations carrying his commercials indicates that a total of 2,000 to 7,500 men have been employed by plants for new working shifts. These shifts, we'll say, are concentrated between 4 and 11 p.m.

Our shaving cream manufacturer retains his original broadcast at the 6 o'clock time to take care of his old but, theoretically reduced audience, and then spots a series of weekly rebroadcasts between 2 and 4 p.m.

The Big Market Job

This, generally, takes care of the sponsor who, like our shaving cream manufacturer, is airing his broadcasts in specific manufacturing and industrial areas. But what about the sponsor whose program is being carried in New York, Chicago and other diversified major market combinations? Here major stations not only cover the manufacturing centers, but concentrations of industrial and manufacturing towns and cities in their guaranteed and bonus areas.

Here the plus-program comes to the rescue.

Assuming that a sponsor is using a major New York station, obviously his greatest and most valuable coverage is the thickly populated listening centers of the five boroughs and such cities as Bridgeport, Trenton, Newark and the outlying suburban areas of Westchester, Long Island and New Jersey.

He discovers, however, that his station also covers such manufacturing and industrial centers as Hartford, Providence, Elizabethtown, Bethlehem and Wilkes-Barre, to name but a few.

A study of factory production, concentration of defense workers, (Continued on page 15)

* Twenty-six sponsors used WOR in addition to the above stations during 1939. In 1940, 47 sponsors placed plus-programs on WOR, an increase of 81%.
Rockefeller Group to Boost Interchange Of Products

By BRUCE ROBERTSON

WITH the goal of increasing trade between the United States and the Latin American countries as a means of strengthening the economic defense of the Western Hemisphere, the Rockefeller Foundation is setting up two projects. One is the merchandising advisory service to provide United States exporters and advertisers of each group with up-to-date information on consumer goods and markets in the Latin American countries; the other develops joint advertising and promotion programs in Evangel producer countries in the Western Hemisphere, and the advertisers might be expected to carry out these programs.

Rood Agency

A technical committee will be set up by the AAAA to supervise the technical director appointed to carry out the direction of the work. This committee will consist of representatives of the advertisers and the producers of each group in merchandising their goods to the other.

Advisory Services

These projects, as announced Feb. 8 by Nelson Rockefeller, coordinator, are:

1. To set up in New York a merchandising advisory service to provide United States manufacturers with information and assistance in marketing their products in the United States. This project will be carried out by the Inter-American Development Commission, whose purposes are to develop new products of a non-competitive character and to stimulate trade between the Americas.

2. To inaugurate a series of merchandising studies in Central and South America to provide United States manufacturers with information about the needs, tastes and habits of living of the Latin American neighbors. These studies, which will include intensive surveys of Latin American markets and advertising media, will be made under the direction of the American Assn. of Advertising Agencies. The results will be made available to all American exporters and advertisers through the AAAA and through the Department of Commerce.

James W. Young, veteran advertising man who is chairman of the Committee on Communications of the Office of Coordination, told Broadcast Advertising, "The knowledge of the markets and media of these neighboring countries is considered a fundamental requisite for the increased use of local advertising by American manufacturers, which the Committee is trying to encourage. The cost of collecting the needed information would be prohibitive for any individual advertiser. The agency, he said, but the results should be of sufficient importance to American business generally to warrant the government undertaking the job.

The AAAA was selected to handle the surveys, Mr. Young said, because it is the organization most closely connected with the advertising industry as a whole and because it is experienced in handling work of this type. The Government will underwrite the entire project, the personnel chosen to carry out the work will be engaged by the AAAA, which will also plan and direct the various studies.

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Advisory Services

These projects, as announced Feb. 8 by Nelson Rockefeller, coordinator, are:

1. To set up in New York a merchandising advisory service to provide United States manufacturers with information and assistance in marketing their products in the United States. This project will be carried out by the Inter-American Development Commission, whose purposes are to develop new products of a non-competitive character and to stimulate trade between the Americas.

2. To inaugurate a series of merchandising studies in Central and South America to provide United States manufacturers with information about the needs, tastes and habits of living of the Latin American neighbors. These studies, which will include intensive surveys of Latin American markets and advertising media, will be made under the direction of the American Assn. of Advertising Agencies. The results will be made available to all American exporters and advertisers through the AAAA and through the Department of Commerce.

James W. Young, veteran advertising man who is chairman of the Committee on Communications of the Office of Coordination, told Broadcast Advertising, "The knowledge of the markets and media of these neighboring countries is considered a fundamental requisite for the increased use of local advertising by American manufacturers, which the Committee is trying to encourage. The cost of collecting the needed information would be prohibitive for any individual advertiser. The agency, he said, but the results should be of sufficient importance to American business generally to warrant the government undertaking the job.

The AAAA was selected to handle the surveys, Mr. Young said, because it is the organization most closely connected with the advertising industry as a whole and because it is experienced in handling work of this type. The Government will underwrite the entire project, the personnel chosen to carry out the work will be engaged by the AAAA, which will also plan and direct the various studies.
"GET READY, OLD MAN—SUMMER'S COMING!"

To those not familiar with the radio situation in Iowa, February 17 may seem an odd and amazing time to be talking about summer. Fact is, however that now's the best time, because a little later will be too late!

You see, summer is the time when half of Iowa's vast income is produced. Iowa people don't simply exist through the hot weather, longingly anticipating the winter opera season, or something! Summer is our oyster, and we open it with a bang.

If you manufacture anything that's eaten, worn, or used in the summer-time, write right now—or ask Free & Peters—for the opportunities that WHO can offer you now but not later. Exactly as in 1940, the summer of 1941 is going to be a sell-out. So please don't construe this as high-pressure—and don't say we didn't tell you!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Term Copyrights Urged in Canada
Board Hears Society's Appeal For Increase in Rates

By James Montagnes

Changes in the Canadian Copyright Act to allow long and short-term copyrights for musical compositions were discussed Feb. 12 before the Copyright Appeal Board at Ottawa, during the opening appeal of the Canadian Performing Rights Society for an increase in the percentage to be licensed set, and a 50-50 split with CPRS fees from broadcasting stations by BMI (Canada) Ltd.

The proposal was put down to amending the copyright law in regard to musical composition, Justice A. K. McLean, chairman of the board stated. The Canadian copyright law was passed this situation was never anticipated. I think the time will come when the Copyright Act will have to formulate some classification of music. For one grade of music we could have a copyright for one year, for another two years, for two years and so on. I suppose that for some grades the author should have a copyright for life.

The hearings were originally set on Jan. 6 and postponed to Feb. 12 because of the United States copyright situation. Increased fees asked by the CPRS, increase from 3 to 14 cents per line-casters would pay $178.321.98 in 1941 as against $97,839.45 in 1940.

Sedgwick Appears

Joseph Sedgwick, representing BMI (Canada) Ltd. and counsel for the Canadian Assn. of Broadcasters, told the board BMI wished to enter the Canadian field so that it may encourage authors, composers and publishers who could not get into ASCAP's ring, and there were 400,000 of them.

Brooke Claxton, counsel representing the Canadian Broadcasting Corp., said the CBC opposed and accused the ASCAP of attempting to dominate the industry and believed any allowance made to BMI should come out of the present rate. The CBC welcomed BMI because it provides competition for CPRS and brings a new set of authors and music and because we will no longer be forced to depend on CPRS'. In opposing the proposed CPRS increase he cited a steady trend in music's loss of popularity on the air.

Sedgwick said his view was that "CPRS has had an important in the broadcasting industry, and I think to itself. Ability of United States networks to dominate the ASCAP music market, while the strength to this view. Sidney Kaye, of BMI, New York, was present as a witness. Hearings were continued Feb. 13.

Chairman James Lawrence is president of the Communications Board, and Mrs. Fly Pausen, President and Mrs. Roosevelt at JFK, the daughter of her Highness, the Grand Duchess of Luxembourg.

ASCAP Attempts Split in Industry
Latest Trick is Designed to Bring Intramural Strive

ASCAP appears to have reverted to its old tactics of "divide and destroy" by urging the networks against the independent stations in an open letter to radio station owners appearing over the signature of Jim Pratico, ASCAP manager, in a new propaganda piece, "Chords and Discords."

Stating that the music controversy was nothing but a fight to decide whether the three chains shall have a complete monopoly of the air, and whether you individual station operators can continue to pay the entire cost of music while the chains continue to pay nothing," Mr. Payne charges BMI with failure to provide music programmers.

The Other Side

"Even the radio station owners are beginning to wake up," he declares. "They are beginning to ask: 'When will we be promanised our money'? They they want that the ASCAPs can't play BMI propaganda booklets. So, as many station owners are refusing to meet further assessments for the financing of BMI.

This last statement BMI denies wholeheartedly and in rebuttal stated Feb. 10 that in all BMI has made six calls for money on its membership, the last on Jan. 15 and that 92.3% of all money called for has come in. Of the remaining 7.7% more than half or 3.9% of the total was put in the Federal courts.

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ASCAP Thought Ready to Toss in Sponge

Fires Its Publicity Staff; ‘Parade’ Dropped

LOSING an estimated $100,000 a week by virtue of the almost total withdrawal of its music from the air, ASCAP appears about ready to throw in the sponge in its battle with both the broadcasting industry and Uncle Sam.

Since the filing Feb. 2 of criminal information [Case No. 449-Q] in the Federal District Court in Milwaukee, ASCAP’s new counsel have been in almost daily conference with Anti-Trust Division attorneys, looking toward agreement on a consent decree. The ASCAP Board has been meeting almost daily, but no actual compromise on the terms of the decree yet has been reached.

Exclusive Clause

The only remaining bone of contention is Section 1 of the proposed decree, which would enjoin ASCAP from exercising exclusive rights as agent for copyright owners. As CAP attorneys Lieut. Gov. Charles Poletti, of New York, and Milton Diamond, have insisted that the Society would be utterly destroyed if this proviso is retained intact. There is a possibility of revision, though no agreement was reached during the conversations last week.

Messrs. Diamond and Poletti held their final conference with the week with Assistant Attorney General Thurman Armstrong; Associate Attorney General Daniel Balridge, chief of the Litigation Section, Anti-Trust Division; Victor O. Waters, hard-hitting Special Assistant Attorney General, and Lieut. Gov. Charles Poletti. At the end of the meeting the group announced that a consent decree as it was proposed by ASCAP’s officers, its 24 board members and 19 of the more important publishing houses, the defendants are scheduled for arraignment before Federal Judge F. Ryan Duffy in Milwaukee on March 5. If a decree is agreed to prior to that time, however, it is presumed a new civil suit will be filed, as was done in the case of Broadcast Music Inc. last month, when it assented to a stipulated settlement.

Decree Rumors

While all sorts of stories emanated from ASCAP Board meetings about acceptance of a decree, no confirmation could be procured in Washington. What did seem to be a real possibility was that perhaps a majority of the board would be disposed to take a decree at any cost, but that all efforts to remove the sensitive licensing provision will be exhausted before a decree is accepted. ASCAP members apparently are reconciled to a top-to-bottom reorganization, whatever the nature of the decree.

It is clear, too, that the Department is not disposed to await ASCAP’s answer, if there is any indication of an interest in negotiating. ASCAP itself, however, probably is desirous of settling by decree as soon as possible because of the heavy loss of revenue which itsues unquestionably has been under-estimated since filing of the criminal information.

Clearcut indication that ASCAP anticipates a consent agreement was reflected in discontinuance of the ASCAP on Parade series after only three broadcasts. It is dismissal of its entire publicity staff of nine persons, headed by A. P. Waxman. Both moves were regarded as indicative of a reorganization ahead.

$100,000 Weekly Loss

The estimated loss of $100,000 a week for ASCAP from BMI. It pointed out that in 1940 ASCAP got $100,000 less from BMI. ASCAP estimates that the cost of the elaborate transcription checking system set up to detect infringements plus the expense involved in the ASCAP on Parade series, and the legal fees, brought the total up to at least $100,000 weekly.

The ASCAP publicity staff, hired last summer to keep the public and press informed on ASCAP’s side of the controversy, has sent out volume of releases, statements and promotional pieces. It was a new venture for ASCAP, which previously had operated without special public relations personnel. It was this staff that concocted the “Justice for genius” motto, along with other propaganda that in many instances proved a boomerang rather than a benefit. Presumably, it was concluded that with a consent decree in negotiation, and with conversations probably to be reopened with broadcasters once that is accomplished, the propaganda war against broadcasters would be both poor policy and needless expense.

ASCAP on Parade, originally scheduled for 18 weeks, was sponsored by ASCAP on four New York stations—WHN, WMCA, WNEW and WOY—and carried on a sustained basis by more than 100 other stations. New York outlets, and several other stations which received the broadcast by direct wire, broadcast the program.

Debated in School

ASCAP vs. BMI was debated on the school front when the fourth grade students of Rob- inson Intermediate School in Omaha, Neb., conducted a recent debate on the music controversy. The debate was Bill Wiseman, publicity director of WOW, Omaha. After the debate Mr. Wiseman spent answering students’ questions about radio.

They Favor Radio

Philadelphia Poll Discloses Antipathy to ASCAP

PUBLIC SENTIMENT in Philadelphia favors radio in the current ASCAP-radio battle, according to a poll conducted by Dan E. Clark, Jr., and published in his From Door Ballot Box Column in the Evening Public Ledger. Questioning a typical cross-section of Phila- delphia citizens during the course of the dispute he discovered that 32% of the people are unaware of any music controversy going on and that and the people of favoring ASCAP tunes from the air, regardless of whether their listening enjoyment suffered or not. Asking the question, “What did they favor to win?” 82% voted their confidence that radio would eventually win, while only 32% sided with ASCAP. The principal controversy, those who favor radio was that the elimination of ASCAP had enabled the stations to give more time to classical music.

Saturday nights, 8 to 9. The remainder of the list received the program by transcription. Announcement that there would be a broadcast on Feb. 15, their affair was made after Billy Rose, producer, and Oscar Hammerstein Jr., writer, had resigned, pointing out that the preparation of the pro- gram was being taken over by all of their time and that pressure of their private commitments made their carrying on with the program impossible. Rather than attempt to replace them with a new pro- ducer and writer, the ASCAP board decided to drop the series.

In the three programs that were broadcast, ASCAP had appealed to the listener, the advertiser and the broadcasting industry. The poll was made in its February issue. Few stations, according to the publication, reported strong protests against the shift in emphasis, though whether they favored reopening of negotiations with ASCAP, 52% of the broadcasters voted “yes”; 25% “no”; and 21% “no comment.”

Asked whether they believed the ASCAP-BMI differences should be patched up by compromise as soon as possible, 64% responded affirmatively; 17% voted “no”, while 19% had no comment. Many stations reported the change had added extra work, but regarded this as a gain, since it put more attention on program planning.

BMI Hawaiian Catalog

Basic Pattern of the American System To Remain During Defense, Fly Asserts

ALTHOUGH the United States' defense problems may require some sacrifices, they will not require sacrificing the basic pattern of the American system of broadcasting, and no presently conceivable circumstance would require us to take over radio operations in this country. This assurance was emphasized Feb. 12 by Chairman John V. Fly in an address before the American Civil Liberties Union in New York, broadcast by NBC and MBS.

Following up the thesis that "democracy and censorship are incompatible", Chairman Fly stressed the need for freedom of speech on the air, unhampered by Government censorship, commenting that the only limits on this freedom arise from practical considerations, the NAB Code and the FCC's duty to see that licensed stations serve the public interest, convenience and necessity.

Public Service

"Every man can have his day in court, but unfortunately every man cannot have his hour on the air," he observed, noting that these limitations did not amount to censorship, either by station operators or the Government. He cited the radio industry's coverage of the 1940 elections as an accomplishment in impartial public service on which it can pride itself, remarking that "other media for the distribution of ideas and opinions may well envy its record."

The United States has not found it necessary to interfere in any way with regular broadcast programs," Chairman Fly commented. "Nor can I conceive an emergency so grave that it would require taking the vast burden of broadcasting operations out of the hands of the broadcasting industry. If our defensive efforts will make it all the more important that radio broadcasting continue to play its part, under private auspices, in the home life and daily activities of the American listener and public. It is conceivable that our defense problems may require some sacrifice, but they will not require sacrificing the basic pattern of our American system of broadcasting.

"In saying this, I have in mind not merely the activities of the FCC, of foreman to act 'for the purpose of the national defense', but also the activities of the Defense Communications Board. So far as radio broadcasting is concerned, I do not anticipate that the potential effect of the Board's plans will extend beyond purely technical matters of procedure and coordination; or that we will reach such substantive matters as control of program content. "Democracy, which is another name for self-government, can work if and only if citizens have adequate knowledge of the issues which confront them, and make their decisions in the light of that knowledge. If we are cut off from sources of news or from well-rounded discussions of public issues, our ability to govern ourselves is impaired, and we end up by letting others govern us.

Right from Wrong

"The function of distinguishing truth from error and right from wrong resides and should reside, not at the transmitting end of our radio system. It belongs to the millions who listen, not to the few who broadcast.

"Chairman Fly continued. "I do not believe that broadcasting is so hampered by strikes at the very roots of democracy and self-government. Banning free discussion on the air, far from furthering the public interest, results in a mere roundabout, self-defeating method of achieving the same end," he said. "The FCC has made some special efforts to minimize the broadcast, and has assembled information concerning their extent. To discontinue foreign-language broad-
key to wide use of Western Electric 2A Phase Monitor

CHARACTERISTICS:

ELECTRICAL
Frequency Range . . . . 550 to 1600 kilocycles
Phase Angle Range . . 0 to 360°
R. F. Input Impedance ... 65 ohms
Rated Frequency Input Power Min. 1/5 watt
Power Supply 105-125 volts, 60 to 60 cycles
Power Consumption . . . . . 40 watts
Tube Complement
1-283A, 2-259A and 1-274A
Western Electric

MECHANICAL
Height . . . . . . . . . . Approximately 15½"
Width . . . . . . . . . . Approximately 19"
Depth . . . . . . . . . . Approximately 7½"
Weight . . . . . . . . . . Approximately 43 lbs.
Direct Reading . . . . . . . . . . . . . . . . . 360° dial.

Ask your Engineer!

Just what you need! The 2A Phase Monitor is the last word in accuracy for measuring phase and amplitude relations of currents in antenna elements.

It's self-checking, self-calibrating—by simple methods which give you clear indication of the accuracy of initial adjustments. With this monitor, you can rely on the measurement of a particular phase angle within ±3° and can detect a change in phase angle of 1°. You can measure or re-establish all phase angles on the antenna system with an accuracy of 1°.

The Phase Measuring Circuit contained in the 2A Phase Monitor has established a new standard of accuracy for such service.

R. F. Current Meters are hand calibrated throughout their full range. For full details: Graybar Electric.

Western Electric


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WHO Is Granted Super-Power To Test 'Polyphase' System

Will Use 150 kw. in Experiments With Antenna Transmission Said to Over-Ride Fading

NEw SUPER-POWER experiments utilizing "polyphase" transmission, a new technique which appears to provide more effective coverage and overrides fading, will be underway under a grant from the Federal Communications Commission to WHO, Des Moines, under an FCC authorization last week permitting it to use 150,000 watts power, during early morning hours.

For several months WHO has been testing polyphase operation with a 1,000 watt station operating on its regularly assigned frequency of 1,000 kc. The new grant authorizes construction of new equipment and will permit the station to operate with 150,000 watts from midnight to 6 a.m., to ascertain the advantages of the new technique. Maximum authorized power during regular broadcast hours for stations operating on 1,000 kc. broadcast stations is 50,000 watts. A number of stations, including WLW, hold developmental permits for such polyphase power up to 500,000 watts after midnight.

Saving of Power

Paul A. Loyet, technical director of Central Broadcasting Co., which operates WHO, told the Fourth Annual Broadcasting Engineering Conference at Columbus last Thursday of the 1,000-watt experiments with polyphase operation. He explained that the effect of the arrangement is that half of the modulated power is saved. The system consists of the regular tower and four auxiliary towers suspended away from the tower on cables. The central tower transmits the carrier only and the auxiliary towers transmit on side bands. It was indicated that the system probably could not be adapted to directional antenna operation, but appeared to be an economical method of operation for high-power stations of 50,000 watts or more.

Technically, it was stated at WHO that polyphase broadcasting lays down a directional pattern that rotates with modulation. It is said to increase antenna efficiency and makes a definite gain on fading. It is thought that polyphase broadcasting will make possible operation of high-power transmitters at little or no increase in operating cost of a 50,000 plant.

Operation with 150,000 watts for WXO, the experimental call letters gives WHO, will involve a number of changes. There will be extensive alterations in the broadcasting antenna system, with Blaw-Knox towers tentatively selected. The present WHO, 50,000-watt transmitter will be rebuilt and extensive additions made.

At least two engineers will be associated with the operation. One will be Dr. John F. Byrne, of Collins Radio Co., Cedar Rapids. Dr. Byrne is described as the "sire of polyphase broadcasting" and the WHO engineering staff, under Mr. Loyet, as the "wet nurses". Mr. Loyet estimated that the changes and additions would require about six months.

First Nationwide Mile o' Dimes Drive Brings Donations to Almost $200,000

IN ITS FIRST year as a radio project on a national scale, the Mile o' Dimes campaign held in conjunction with the President's birthday, demonstrated the wide scope of polyphase broadcasting contributions in 24 communities where $150,000 was raised, or $200,000, according to a report by Charles C. (Bud) Barry, director of the Mile o' Dimes Committee of the nation's leading stations.

The money, along with other funds raised from the March of Dimes and birthday balls through the national celebration of President Roosevelt's birthday each Jan. 30, goes to support the National Foundation for Infantile Paralysis.

Almost $200,000

Registered totals already have reached $185,269, and late returns and additional contributions are expected to boost the total to about $200,000. Mr. Barry estimated to BROADCASTING. Results of the first national Mile o' Dimes campaign drew hearty praise for radio from both Director Barry and former District Commissioner George E. Allen, chairman of the Mile o' Dimes Committee.

This was the first nationwide Mile o' Dimes campaign to help raise funds to fight infantile paralysis," commented Commissioner Allen. "Using approximately $200,000 raised, in addition to the millions of dimes sent direct to the White House. A large part of this success was the result of cooperation received from the leading radio stations in all parts of the United States. On behalf of the Committee, and particularly on the President's Birthday, I am very happy to express our sincere gratitude to all those who helped to make the Mile o' Dimes such a success.

Describing the results of the campaign as "most gratifying", Mr. Barry stated to BROADCASTING: "Though the organization period was extremely short, the large sum of donations is convincing proof of the vigorous support accorded, and the Polyphase Committee's contribution to the celebrations of the President's birthday."

Following successful development of the Mile o' Dimes idea as a local campaign by WRC-WMAL, NBC Washington keys, during 1939 and 1940, the campaign this year was expanded nationally under direction of Mr. Barry, who this winter made an extensive tour setting up the promotion at various stations.

Hartford Record

Apart from the Washington booth's accomplishment in collecting $27,212.21 this year, an increase of $10,000 over last, several other stations and communities are credited with remarkable records. Rated high among them were those at Hartford, Conn., which accounted for $11,500. Both cities drew special commendation, since their contributions were exceedingly high for their population, compared with larger cities.

According to the report of the Mile o' Dimes Committee, the number of stations, newspapers and magazines and other units that supported the campaign was 500, WHK-WCE and five local papers; Hartford, $17,000, WTIC and Hartford Courant; Detroit, $17,520, WXYZ and Detroit Free Press; Richmond, Arlington, Alexandria, Va., $1,963, WMGB; Shreveport, Baton Rouge and Minden, New Orleans, $15,775, all stations and newspapers; Seattle, $9,155, Seattle Star; Wichita, Kan., $2,700, KANS and Radio Beacon; Washington, $27,212.21, WRC-WMAL and Washington Evening Star; Lincoln, Neb., $200, committee sponsorship; WYED, $1,963; WOWO-WGL, Fort Wayne Journal Gazette and News Sentinel; Jacksonville, Orlando, Sarasota, Fla., $750, committee sponsorship; Philadelphia, $5,000 estimated; Columbus, Ohio, estimated, $32,000, committee sponsorship; WCOL, WBNS, WHK, Ohio State Journal; Tulsa, $2,000 estimated, KTUL; Portland, Ore., $5,000 estimated, committee sponsorship; Columbus, S. C., $800, committee sponsorship; Springfield, Ill., $7,250.

Special Stunts

An additional lump donation, estimated at between $5,000 and $10,000, was contributed by Detroit sponsors by CIO unions there, according to word reaching Washington headquarters. This is cited as an example of the forceful appeal of the drive. In Hartford, it was stated, a parade held in conjunction with the campaign, featuring Elsie the Borden cow, who ambled through the streets carrying coin buckets about her neck, netted $1,200. In New York the two National Keys, WAF and WJZ, carried 107 programs from the Mile o' Dimes stand as well as about 200 spot announcements.

In Florida a unique auction conducted by WKAT, Miami Beach, and WIOD, Miami, netted an additional $1,500 for the infantile paralysis fund. Broadcasting simultaneously from two different parties Jan. 30, a special medal, named for the Duke of Wellington and contributed by the Duke of Windsor, was placed on the auction block. With each party bidding, the proceeds from the Duke radio, the medal finally was sold for $1,500. Don McNeil, NBC Breakfast Club m.c., and Elsa Maxwell acted as auctioneers.

Operation Proves Fatal To Swagar Sherley, 69

SWAGAR SHERLEY, 69, former Chairman of the House Appropriations Committee and elder statesman of Washington radio attorneys for nearly two decades, died in Louisville last Thursday following an operation for a glaucoma ailment. A charter member of the Federal Bar Association, and active in its affairs, Mr. Sherley headed the law firm of Sherley, Wilson & Weaver. He represented a number of leading firms in Washington, including WHAS, Louisville, and Don Lee. A close advisor of President Wilson during the early days of radio, Mr. Sherley had practiced law in Washington since his retirement from Congress in 1919. He is survived by his wife and five grown children.
Farmers Get Market News by Radio

Speedy Air Reports Revise Sales Methods

By ANTHONY J. KOELKER
NBC Farm Editor, Chicago

"Q. S. T. Daily radio market report, Dec. 15. This daily report will give daily market prices. It is prepared by the U. S. Bureau of Markets, and released daily at 5 p. m. from the U. S. Bureau of Standards radio station. Receiving operators will please deliver reports to newspapers, county agricultural agents, farmers' organizations, shippers and others. Estimated livestock receipts at 7 markets. Cattle 34,200, calves . . ."

With these words market news broadcasting was born back in 1920. Actually it was "wireless" and reception depended on amateurs to interpret the "dots and dashes." Science as it was then known. Today we have radio, televisions, and corresponding increase in the quantity of fruits and vegetables arriving by rail and a corresponding increase about 6:30 a.m. Soon after trading begins there is an early flash on the wire to radio stations. Later, a mid-afternoon report gives the trend of the market. Then, about 12:30, a final, complete report on the day's trading is prepared. Throughout the morning every radio is carrying a running story to give the farmer the "feel" of the market.

What has been said of fruits and vegetables and livestock is, in general, typical of market news reporting on a long list of commodities. In fact, every farmer is made aware of major sales of cotton, tobacco, hay, grain, wool, and many others. The reporting is done on all the more important markets, that is, terminal markets such as Atlanta, Boston, New York, Philadelphia, Los Angeles, San Francisco and Portland.

From Shipping Points

Market news also comes from shipping points. For example, during the potato shipping season market newsen are stationed at Presque Isle, Me.; Waupaca, Wis.; and Idaho Falls. With reports from these places available the broadcasters can quickly and accurately inform producers in any part of the country about prices. A typical report was that of potatoes in all parts of the country.

Many market news reporters broadcast one or more times daily from these offices, giving farmers and others information on supplies, demand, and prices while the news still has real value. In other places the market men send their reports to the stations by telephone and messenger. The press associations also provide extensive distribution of these reports direct to radio stations. Through this arrangement stations located at some distance from the nearest market news office are able to present reports comparable to those presented by stations in the market centers.

Twenty years ago most farmers didn't get their reports until the day after they were issued. Now they are getting them a full working day earlier, thanks to radio. Because of this service radio has become a necessity in the day by day business of the farmer. It has placed it in the Everyman's equipment on an equal bargaining basis. Until market news began the only way a farmer had of finding out about the market was through the dealer or other financially interested party.

Now, as Mr. Kitchen pointed out, the importance of having the work done by an unbiased agency is recognized by farmers and dealers alike. As proof, Dick Mack is appointed to direct Seashell Test

DICK MACK has been appointed successor to Ed Gardner, Hollywood, writer-producer of the weekly NBC News on Seashell Test. He is being sponsored by National Dairy Products Corp. (Seashell). Joining the West Coast staff of McKee & Albright, agency servicing the account, he takes over the assignment on Feb. 27.


National Dairy Products Corp., effective Feb. 13 added 6 NBC Pacific Blue stations (KFSD KTMS KGO KEX KJR KGA) to the Rudy Vallee Show. KECA, Los Angeles, Pacific Blue's largest affiliate, marketed its fifteen spots in the weekly CBS Duffy's Tavern which starts March 1 under sponsorship of Magazine Repeating Razor Co.


BROADCASTING • Broadcast Advertising
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Wheeler Charges Slanting of News
Seeks All Scripts Used of Net Commentators in 1940

CHARGING that radio news commentators have been "manipulating the news", particularly war news, Senator Wheeler, chairman of the Senate Interstate Commerce Committee, said recently at a meeting of three national networks to furnish him lists of network commentators and their sponsors, along with a copy of commentators' scripts of the last year.

In a Feb. 12 letter to Fred Weber, MBS general manager, following personal conversations Feb. 10 with Harry C. Butcher and Frank M. Russell, NBC Washington vice-presidents of CBS and NBC, respectively, Senator Wheeler voiced his "editorializing" charge, declaring that "a number of commentators have become so numerous that official notice must be taken of them". Although radio commentators drew primary attention in the letter, Senator Wheeler commented that newspapers, columnists and motion pictures also were guilty. In addition to the list of commentators and their sponsors, Senator Wheeler requested the names of the president and board of directors of sponsoring corporations.

Claims Editorializing

"You will recall that just recently the FCC reprimanded a station East Coast for editorializing the news," Senator Wheeler declared in the letter. "In checking up on your commentators, I find that on the war issue particularly they have been not only editorializing, but in many instances propagandizing. I would like very much to see a copy of the script of your commentators during the past year. Complaints of propaganda by the radio, by some of the newspapers, by many columnists, and, above all, the motion picture industry have become so numerous that official notice must be taken of them."

"When we passed the Communications Act we tried to write into that legislation provisions which would require all broadcasting chains and stations to give equal time to both sides of every public question. When the originating stations of the chain have generally given equal time to individual sponsors on non-importance public issues, I question whether or not their affiliates have done so, and sponsored news commentators on the chain have been able to stand on the great issue that is pending before the country at the present time, namely, the lend-lease bill, and state the question of our own neutrality."

"If we are to preserve democracy in the United States, it is absolutely necessary on fundamental issues, such as granting dictatorial powers to the President, and the question of peace or war, that the people should be fully and impartially advised. The only way that Hitler or Stalin or Mussolini are able to keep their people in subjection is because of controlled press, radio and motion pictures."

Networks Respond

NBC made no formal comment on Senator Wheeler's charge, although indicating that Mr. Russell had supplied the Senator "with all the information he has requested of us".

CBS in a detailed statement declared it has maintained "a strict impartiality" in matters like the controversial lease-lead bill, noting that as of the time of its statement proponents of the lease-lead bill have had more time CBS than proponents. The network statement declared: "CBS has no editorializing of the news by any of its news reporters or news analysts on either sponsored or sustaining programs. It requires of all announcers and news broadcasters a complete objectivity, free from personal bias or editorial slanting of the news. Moreover, as a company CBS maintains no editorial position of its own on any controversial public issues."

In the field of such questions as the lease-lead bill, CBS has maintained a strict impartiality, making time available to numerous spokesmen both for and against the legislation. At the moment our records show that CBS has carried 18 broadcasts on the lease-lead bill and that the opponents of the bill have thus far had somewhat more time on the network than proponents. In this maintaining a fair and open forum of public debate on great national issues, CBS is following its historic policy of assuming the responsibility of keeping its listeners for the proper discharge of its obligation as a broadcasting network. In line with this policy, CBS is presenting both sides of the lease-lead question as effectively and fairly as it did in the Supreme Court controversy, the neutrality fight and innumerable other public issues during the past 10 years. The Chief CBS spokesmen who pioneered in network broadcasting are followed likewise by all eight of the stations which CBS operates. We will be glad to make available to Senator Wheeler the text of any news broadcasts in which he is interested, although to a large degree the material is transcribed from the three great press associations. We feel confident that our news policies and care taken in their application is such that CBS can be considered to be one of the highest purposes which radio can serve in a democracy."

Applications of Stations For Symbols Are Denied

HOLDING that classification of stations under provisions of the FCC rules is a "matter merely of administrative convenience" and that these classifications are not a source of any right in licensees or applicants, the FCC on Feb. 13 denied applications for designation of WGN, Chicago, WJAR, Providence, WFLA, Tampa, KFDU, Miami, Fl., and KFDM, Beaumont, Tex., for classification as III-A, 4,000 watts, 2,000 kilowatts. The FCC noted in the first formal interpretation of the prerequisites of such classification.

The petition of WQAM requested not only III-A classification, but also that action upon its application for an increase from 3,000 to 5,000 watts, top power limit for a III-A station, be deferred until final action by the FCC on the classification matter. WQAM operates on 560 ke., a regional channel. KFDM had requested the FCC to add "Class III-A" to its license, submitting the request as an application for modification of license. In both cases the FCC noted the request as "no provision is made either in the Commission's rules or in the authorization of license for modifying in a permit or license or other authorization any classification such as is here requested".

Windmill Test

DEMPSTER MILL MFG. Co., Bes- trize, Neb. (windmills), Feb. 4 and 7 started a three-month test campaign by five-minute programs on KMA, Shenandoah, IA., and WIBW, Topeka, Kan. Campaign features a letter writing contest promoting the Nebraska Windmill "Windmill Ten" windmills, or water systems, will be awarded for the ten best letters. Agency is Cole's Inc., Des Moines.

My-T-Fine Spots

PENICK & FORD, New York (My-T-Fine desserts) is sponsor of several one-minute spots recorded to announce promotions on various New York radio stations. Agency requests such announcements four times weekly on the following 18 stations: KOMA KTWV, KFOX, KWKW, WCKY, WFBR, WFRA, WGBY, WJAR, WSCB, WBRY, WTIC, WHLC, WAC, COVID. Contracts are for 12 weeks through BBDO, New York.

ROUND and round go the wheels at WCLE, Cleveland when It's a Gift is on the air, sponsored by Rosenblum's store. Carl Mack (right) describes spinning of wheel as Duke Lidyard (second from right) calls off the number selected by member of studio audience.

IT'S A GIFT IN CLEVELAND

Big Clothing Store Uses Prize Program Successfully
And Idea Spreads to Other Communities

Here's the latest in successful programs with a cash give-away. It's called It's A Gift, created by Lustig Adv. Agency, Cleveland, for Rosenblum's, one of the country's largest charge account family dealers, of that city. It's A Gift has been on the air for Rosenblum's over 100 consecutive 15-minute periods at WCLE, Cleveland, 11:45 a.m. on Feb. 17. The program switches to 6:15 p.m. on WHK, Cleveland.

The new feature is a variety program featuring recorded music, a five-minute spot of news of the day and the newest in cash give-away ideas. As the above photograph indicates, three announcers handle the program, along with a sound effect man.

Wheels Three

Three large numbered wheels, placed on a permanent platform, are used to determine the names of the winners. These names are chosen from the City Directory of the town in which the program is broadcast. Commercials or phone is needed to win. In fact, the winners don't even have to hear the program to get the cash award. In Cleveland $20 is given, free, no strings attached, to a winner each day. Another feature of It's A Gift is a means of checking listeners and reaction. For an extra $5 is given if the winner calls the sponsor within a half-hour after the winning name is announced on the program at noon. This is not only for the money is given to the American Red Cross.

So far all but 12 winners out of over 600 applicants to American Red Cross.

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So far all but 12 winners out of over 600 applicants to American Red Cross.
Announces Three Changes Effective February 1st, 1941

- Mr. Ralph Miller, for 15 years Advertising Manager of the Farmer-Stockman, assumes new duties as Commercial Manager of Radio Station WKY.
- Mr. Miller returns to Oklahoma City after a year's leave of absence in New York, where he served as Manager of Basic Newspaper Group, Inc.
- Succeeding Mr. Miller as Advertising Manager of the Farmer-Stockman is Dewey Neal. Mr. Neal, associated with the Farmer-Stockman for more than ten years, has been acting as Advertising Manager during Mr. Miller's absence.
- Mr. Robert Chapman, during the past three years Commercial Manager of WKY, returns to the National Advertising Department of the Oklahoma and Times, to resume his 13-year affiliation with the newspaper field.
- The varied backgrounds and broad experience these men bring to their new assignments assures the continuation and extension of the complete, efficient co-operation advertisers have always received from

THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY

BROADCASTING • Broadcast Advertising
One Blue Suit with plenty of room at the seams!

Enlarged by new stations, bursting with new improvements, broadened by new clients, no wonder the fast-growing BLUE NETWORK out-dated its September Rate Card in five short months!
YES, WE HAVE OUTGROWN OUR OLD CLOTHES, BUT WE LOVE IT

Compared to last September we're not only a bigger Blue, but a better Blue, and a better buy as well. There have been many changes made, changes that are outlined for you in the new Blue Rate Card. More about that later. Now we're going to take you traveling.

Where business is booming and the Blue Network is blooming. Latest move finds Station WSUN keeping its choice frequency, but expanding to full time with 5,000 watts night and day as the official new Tampa-St. Petersburg outlet for the Blue Network. With other progressive Blue Stations in Daytona, Orlando, Ocala and Miami Beach, no wonder that advertisers who “go to Florida” stay on the Blue all year.

Good news too from the Pacific Coast. For advertisers interested in regional campaigns, the Blue Network now announces a tailor-made schedule of Pacific Coast regional volume discounts. starting with 2½% for a gross billing of $350 per week on contracts of 13 weeks or more. (Advertisers using national Blue Network facilities as well, may combine their contracts for all NBC facilities and apply the National dollar volume discounts to their entire billings instead.)

Your new NBC Blue Network rate card issued February 1st, tells you all these facts and more. By now you must have received your copy. Read it carefully. It will give budget-minded advertisers some brand new ideas. It will give agency time buyers more news than their morning newspaper. News about the 31 new stations affiliated with the Blue Network since last September...about power increases and improvements on the Blue...important news that says “Better Buy Blue.”

There are now 97 Blue stations under the provisions of the Blue Network Discount Plan. They are located in the Money Markets, where the nation's buying power is concentrated. Thus more than ever, the bigger, better Blue gives clients with a modest budget national coverage at the lowest cost of any advertising medium...

“Sales thru the air with the greatest of ease.”

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NAB to Promote Drive to Inform Public of Shifts

Educational Activities Are to Include Printed Broadsides

DESIGNED to enable United States radio stations and their listeners to take Havana Treaty frequency reallocations in stride, the NAB last Friday announced a comprehensive national broadcast promotion, "Radio Movin’ Day," to start March 12, 1941, culminating with Radio Moving Day on March 29, when Havana Treaty shifts are scheduled to go into effect. Plans for the educational promotion, developed by Arthur Stringer of the NAB Washington headquarters, were set out in detail in a letter mailed March 10 to member stations, manufacturers and servicemen’s organizations all over the country.

Meanwhile, both the FCC and State Department were awaiting word from Mexico and Cuba regarding approval of the revised allocations as drafted at the engineering conference in Washington. Jan. 14-18, Mexico's approval is expected to be forthcoming shortly, at which time the official list of allocations will be revealed.

Cuba Not Heard From

Thus far, no word has been received from Cuba, although it is expected approval will be received prior to the March 1 release deadline. If, by March 1, neither country formally has announced its allocations, the terms of the agreement will be regarded as having been accepted and lists will be released simultaneously in the signature nations. Optimism still prevails and nothing is expected to happen that will in any way disrupt the March 29 changeover.

The industry-wide effort to minimize the reallocation problem, particularly from the listener's point of view, emphasizes that the reallocation of 795 of the 883 stations in the U.S. is merely another step in the constant improvement being made in broadcasting, which has been carefully planned for a large program to afford better overall program reception.

WTCN, WHB Petitions Set for Joint Hearing

CONFLICTING applications of WTCN, Minneapolis, and WHB, Kansas City, to switch to 710 kc. and increase power were designated Feb. 11 for joint hearing by the FCC. At the same time the FCC granted in part a petition of WTCN and KSOSO, Sioux Falls, S. D., to amend KSOSO's application to shift from its present 1100 kc. to 1120 kc., and continuing to depend upon WTCN's switch from 1250 to 710 kc. No dates have been set for the hearing.

WTCN, which operates with 1,000 watts night and 5,000 watts day on 1250 kc., is seeking a change to 710 kc. with power increased to 10,000 watts, using a directional antenna. WHB, at present on 860 kc. with 1,000 watts daytime only, has been granted a license and a power boost to 5,000 watts unlimited time, using a directional antenna.

29 Stations Eligible for 50 kw.

WHEN THE Havana Treaty allocations become effective March 29, potential 50,000-watt operation will be available to 29 stations which become unlimited time outlets on Class I-B or Class II assignments, according to an analysis of the Treaty assignment roster.

Excluding from this list are a substantial number of daytime stations which, under the Treaty terms and the FCC rules, nominally could procure the maximum power but for economic reasons probably would not find such operation feasible.

Several Applications

Under the FCC regulations and the Treaty terms, any station assigned to Class I-A, I-B or II classifications may apply for 50,000-watt operation assuming it conforms to engineering requirements specified in the Treaty standards and FCC rules. A number of the stations so situated already have filed applications for 50 kw. and in several instances the FCC already has granted the construction permits.

Several limited time or daytime stations may find it economically expedient to file for 50,000 watts. On the other hand, a number of the stations slated for fulltime operation on potential 50,000-watt assignments, may decide not to seek that power because of market, economic or technical considerations.

The list includes as 50,000-watt operation, including those already under construction or for which applications have been filed, as follows:

WLAW, Lawrence; KIRO, Seattle; KFAB, Lincoln; KGO, Oakland; KJR, Seattle; WCFL, Chicago; WINS, New York; WHN, New York; KTHS, Hot Springs; WAPI, Birmingham; WOY, New York; WOW, Fort Wayne; WWVA, Wheeling; KRX, Portland; WLAC, Nashville; KGA, Spokane; WKBW, Buffalo; KOMA, Oklahoma City; KFBK, Sacramento; KFW, Kansas City; KFQX, Davenport; KQV, Dubuque; EQW, San Jose; KGFF, Coffeyville; KVOO, Tulsa; WQXR, New York; KMPC, Los Angeles; KMER, Hammond; WNOX, Knoxville, KGU, Honolulu.

Radio Logs also would be distributed by servicemen, radio dealers and merchants. One plan could combine Radio Movin’ Day promotion with advertising, using them for “door openers”.

Among suggested physical displays are the use of exaggerated dial showing new frequency locations of all stations in the area, to be set up in spots of heavy traffic or business window dressing, such as milk bottle collars; newspaper advertising; handbills; envelope stuffers distributed by local utilities along with regular monthly bills. Station operators also are urged to hold rallies for service men preparatory to the opening of the campaign.

In addition to individual stations, all three national networks are developing plans for special programs tying in with Radio Movin’ Day during the week of March 23. Each network also plans a special evening program to be broadcast just before March 29. Beginning Feb. 21, Dr. O. H. Caldwell, editor of Radio Today, is to devote his weekly NBC-Broad cast discussions to various phases of the frequency shift.

WTCN. Traverse City, Mich., is the latest station to BHM, which, when subscriber stations now total 670, the organization has announced.
Pioneers Receive Awards at Dinner
VWOA Pays Tribute to Work Of the Defense Board

WITH national defense as the keynote of its 16th annual dinner-cruise, held at the Hotel Astor, New York, Feb 11, the Veteran Wireless Operators Assn. honored the work of the Defense Communications Board in keeping communications as "the nation's first line of defense". The VWOA presented to the board the VWOA Marconi Memorial Service Award. William J. McGonigle, president of the VWOA, presented the plaque to James Lawrence Fly, chairman of the DCB, as well as of the FCC.

Marconi Memorial Medals of Service were presented to Major General J. O. Mauborgne, chief signal officer of the Army, and to Rear Admiral Leigh R. Noyes, director of naval communications, both DCB members. George H. Clark, radio aide in the Navy, was awarded a Marconi Memorial Medal for History, for his work in compiling the "History of Radio".

Scroll for Nebel

A Marconi Memorial Scroll of Honor was given to Richard Nebel, radio aide to the signal officer, second corps area. A paralysis victim since the age of three, Mr. Nebel is prominent in the ranks of amateur wireless operators and the award cites him as "a splendid example of how those unable to serve in the active forces in the national defense may serve their country." A similar scroll was presented to David Sharp for outstanding radio service as a ship's operator in 1915.

Arthur A. Isbell, Lieut. Comdr., United States Naval Reserve (retd.), received a Marconi Memorial Wireless Pioneer Medal for his work in radio's early days. This presentation was made at a VWOA dinner in San Francisco, held concurrently with the one in New York, as were similar gatherings in other cities throughout the country. Honorary membership in VWOA were tendered to Chairman Fly, General Mauborgne, Admiral Noyes, Niles Trammell, NBC president, and George Bailey, president, American Radio Relay League.

Awards were made during an NBC broadcast from the dinner and from Washington, D. C., where General Mauborgne and Admiral Noyes, detained on official business, acknowledged their awards. Dr. Lee de Forest, honorary president of VWOA, addressed the group by telephone from Los Angeles.

WWL's Regular 50 kw.

ENDING a special experimental authorization in existence for several years, the FCC Feb. 11 authorized fulltime operation of WWL, New Orleans, on 550 kc. with 50,000 watts. Heretofore, technically, it has been authorized under its regular license to share time with KWKH, Shreveport. KWKH, however, for the past several years has operated fulltime on 1100 kc., clearing the way for WWL fulltime. It also uses 50,000 watts.

"They said it couldn't be done"...but Gates ingenuity and engineering skill have developed the now famous S251 Transmitter — an achievement in economy and operating performance!

COMPLETE PRICE—$1785.00
Including One Set of Tubes
One Crystal and Oven
and Ready to Operate

GATES' MODEL S251--100 and 250 Watt BROADCAST TRANSMITTER

Gates American has provided the answer to stations whose limited budgets and revenues made the installation of first class broadcasting apparatus either impractical or impossible. Many stations who have constructed composite transmitters—will agree that the price of the S251 is lower than the cost paid for parts alone. Today, the S251 Transmitter has won universal acclaim in engineering circles for its fine performance and the fact that it is within the range of the most restricted budgets. A volume production basis and simplified assembly and wiring have enabled us not to "meet a price", but to create a high quality "streamlined" transmitter to compete with any station on the dial.

Interesting is the fact that both network stations and independent stations are using the S251 Transmitter. It comes complete with tubes, crystal and oven, self contained speech amplifier and ready for connection to the 73 ohm transmission line and the 110 or 220 volt power line. Available in 100 or 250 watts, fully approved by the FCC.

The Features At A Glance:

1. A new Low in Transmitter Cost
2. New Mechanical and Electrical Design
3. Modern Low Cost Tube Complement
4. Completely Metered Throughout
5. High Efficiency, 70% or Better
6. Extreme Low Noise and Distortion Content
7. High Fidelity Response
8. Massive Design; Modern Appearance

Write today for the technical bulletin which gives complete data and details on the Gates American S251 Transmitter. Consult us without obligation.

**BROADCASTING** • Broadcast Advertising

February 17, 1941 • Page 23
Traffic Jam Confronts FCC In Allocating FM Facilities

New York Confusion May Be Followed by Similar Situations in Other Major Market Regions

WITH TEN applications pending for the four remaining frequencies for FM stations in the New York metropolitan area, the FCC has met with its first serious problem in this field. Several pending applications have been set for competitive hearing, as will others expected to be filed.

Possibility that similar situations will arise in other major markets, such as Chicago, Los Angeles, Boston and San Francisco, also is foreseen. Having already granted seven FM applications in New York, more or less on a first-come-first-served basis, out of the total of 34 authorized for the country, the FCC may now be facing its whole allocation policy. At the hearings on the pending New York applications, dates for which have already been set, it is entirely possible that additional testimony will be sought to ascertain whether a new allocations policy can be established.

Adjacent Assignments

Under the present allocations structure, 22 channels are set aside for Class B or major metropolitan area service, such as that specified for New York. If stations in this area will be horizontally competitive to coverage, the area specified for New York of approximately 8,500 square miles means that adjacent cities, like Jersey City, Newark and Trenton, all fall within its allocation sphere and block out assignments of Class B facilities in these areas.

The present channeling system specifies allocation of every other frequency, and that the adjacent frequencies, in the same system. Thus, with 22 Class B channels available for New York, only 11 assignments can be set up; leaving 11 slots in the metropolitan area. New York thus far is the only city in which the grants or applications exceed the number of channels available.

If the FCC should decide to re-appraise its allocation policy, consideration may be given to the suggestion, advanced by leading engineers including Major Edwin H. Armstrong, distinguished FM inventor, that adjacent channel allocations be made. This, if adjudged technically feasible, would make possible allotment of additional stations in a given metropolitan area for Class B facilities.

The FCC took formal cognizance of the situation by the opening Feb. 11 when it designated for hearing the FM applications of WBNX, New York, and Bremer Broadcasting Corp., which operates WMAT, Jersey City, but seeks a New York assignment. Also set for hearing was the FM application of the City of New York to operate a non-commercial WNYC, for an FM station. Other pending applications for New York include the New York Daily News and Knickerbocker Broadcasting Co., operating WMCA. It is expected that a number of other applications will be filed. Reports are current that the New York Times intends filing for FM.

The decision to set competitive hearings follows the pattern established early in the advent of regular amplitude modulation broadcasting. The demand for facilities in the late '20s far exceeded the supply. Consequently, hearings were scheduled generally to select the best qualified applicants.

Providence Case

While New York City is the only metropolitan area thus far having more applications than facilities, the FCC on Feb. 11 also designated for hearing the application of Outlet Co., Providence, operating WJAR, for an FM station. Seeking an area of 44,300 square miles, the FCC concluded that the facilities sought were out of line with the trade area specified for Providence.

It is presumed the applicant seeks to set up a New England station, more or less competitive as a Class C outlet with stations already sought for Paxton and Worcester, and which are slated for hearing.

With some two dozen standard stations in the New York-New Jersey metropolitan area, it is concluded that eventually each will seek an FM assignment. Moreover, non-broadcasting interests proposing to enter FM probably will accelerate the competitive pace, since it is now indicated that saturation may be reached quickly in the major markets.

Possible allotment of another of the channels reserved for television for FM service already is being sought. Such a step would rectify the controversy of last year between FM and television. FM acquired the original television channel No. 1, ranging from 44 to 50 mc., as a result of the bitterly fought hearings last year. Moreover in some quarters it is thought that even the allotment of another 6,000 kc. television channel, providing 30 more 200 kc. FM frequencies, might be only a temporary help, since in order to provide free competition of the character proposed, there might be as many as 100 applications for stations in the New York-New Jersey area.

Whether the saturation situation will invade secondary markets, as well as the major ones, is problematical. Under the FM rules, six channels are allotted for Class A service in cities having a population of over 250,000, or for purely local coverage. With an every-frequency allocation and duplication possible at very close separations, it is thought these facilities will be more adequate.

Then, with 22 channels assigned for metropolitan area service, setting aside cities of greater than 25,000, this problem will only be serious in the foremost markets, now having more stations than broadcast facilities, it is thought. In the Class C group, comprising areas including substantial rural territory, several cities might be set aside. Some difficulties already have developed in connection with assignment of these frequencies.

New York Applications

Applications for FM facilities in the New York area pending before the FCC area:

Wodaam Corp. (WNYE) — 46.7 mc., 3,000 Broadcast-Dreaming Corp. (WAAT) — 47.1 mc., 8,500 sq. mi. (designated for hearing); FM Radio Co., 8,500 sq. mi.; WBNX Broadcasting Co., 45.3 mc., 5,500 sq. mi. (designated for hearing); Musak Corp., 44.5 mc., 8,500 sq. mi.; City of New York, 45.9 mc., 8,500 sq. mi.; Broadcasting Co. (WNXJ), 44.7 mc., 8,500 sq. mi. (designated for hearing); Edgewood Broadcasting Co. (WARM), 43.8 mc., 15,010 sq. mi. (Class C); News Syndicate Co. — 44.5 mc., 8,500 sq. mi.; S. News Syndicate Co., 47.9 mc., 8,500 sq. mi.; Mercer Broadcasting Co. (WOFM), 44.5 mc., 5,200 sq. mi.; Knickerbocker Broadcasting Co. (WMCA) — 45.3 mc., 5,500 sq. mi.

The seven commercial FM construction permits already authorized in the New York area are (power is shown in megacycles, coverage in square miles and standard broadcast affiliation designated, if any):

W71NY, Bamberger Broadcasting Service, Inc. (4B) — 45.1 mc., 8,500 sq. mi.; W87NY, Columbia Broadcasting System (WABC) — 48.7 mc., 8,500 sq. mi.; W87NY, 45.1 mc., 8,500 sq. mi.; W97NY, 45.5 mc., 8,500 sq. mi.; WBNY, Frequency Broadcasting Corp., 44.8 mc., 8,500 sq. mi.; W87NY, Marcus Loew Booking Agency (WNYW) — 46.3 mc., 5,500 sq. mi.; W71NY, Metropolitan Television — 47.5 mc., 8,500 sq. mi.; W87NY, National Broadcasting Co. (WF7AYW) — 45.1 mc., 8,500 sq. mi.

Skelly on 'Barn Dance'

SKELLY OIL Co., Kansas City, Mo. (Skelgas), on Feb. 22 starts sponsorship of the last half-hour of the WLS National Barn Dance, Saturdays, 10-11 p.m. (CST). Contract is for 52 weeks. Henry, Hurst & McDonald, Chicago, is agency. The program, now completely sponsored, is heard from 7 to 11 p.m. (CST). Complete list of sponsors and times representation will be furnished on request.

Skelly is the leading Fuels Co. (except remedy) 7-7:30; Keystone Co. (fences) 7:30-8:00; 8:00-8:30; 8:30-9:00; Prairie Farmer (poultry and live stock feeds) 9-9:30; Prairie Farmer (fencing) 9:30-10:00; Morristown Ford (webhers) 10-10:30; Skelly Oil Co. (Skelgas) 10:30-11:00.

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

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

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

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

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

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

* Names furnished on request.

BROADCASTING ...TOPS with TIME BUYERS!
COOKBOOK built on recipes of talent has been assembled and published by WFBZ, Syracuse. The 64-page book contains pictures and biographies of the WFBZ stars and staff, along with recipes. It was developed as part of the promotion drive for the recent power increase to 5,000 watts at night.

Each commercial account of the station was offered a half-page in the book for each program on the station. Each staff member rated a half-page. Cover is a Du Pont Pontico material. Keysed announcements are used to provide distribution. The first 2,500 copies distributed had a return postage paid questionnaire with survey questions.

WFBL is making the collected material available to other CBS stations. Its publicity staff handled all work on the book, which contains 114 recipes, 100 half-pages and numerous small cuts.

Plane Promotion

ESTIMATES BY the Chicago office of MBS indicated that more than 1,000 planes throughout the country participated in a special promotional venture Feb. 8-9 for the Wonder Co. (Ovaltine) serial, Capt. Midnight, heard over 86 stations. Members of Capt. Midnight's radio club, the Secret Squadron, were told to look for signals from the air by planes that would dip their wings twice at intervals as a message from their commander. Only members of the club would know the meaning of the signals; as it had been explained in a secret code message decipherable only by those possessing one of the club's code-o-graphs. WGN, Chicago, was responsible for 127 planes performing the maneuvers. This promotion will be repeated at regular intervals upon order of Capt. Midnight.

Richmond Display

IN THE Sears-Roebuck store, Richmond, Va., WRVA promotional material occupies the center display window. The store is located in the heart of the shopping district. Aside from two prominent maps illustrating WRVA's coverage in and outside of Virginia, the WRVA display material includes photos of network stars heard on the station and shots of CAB WRVA special events staff in action. WRVA service in public education is also highlighted in the window display.

Fruit for Coffee

BUNN CAPITOL Wholesale Grocers, Springfield, Ill. (Golden Age Coffee), is currently sponsoring a three-weekly quarter-hour musical program, Golden Age Caravan, on WCBS, Springfield. Each week the Caravan representative delivers, in person, a pound can of Golden Age Coffee to four housewives. In the event the housewife has a can of this brand coffee on hand, the spon- sor sends her a case of assorted canned fruits. Account was placed direct.

For Smith's Only

AN INVITATION to all listeners of Chicago named Smith to attend the first in a series of broadcasts at WGN, Chicago, Feb. 28, has been issued by Frank P. Schreiber, WGN station coordinator. The occasion will be the premier of Whispering Smith, a serial based on a book of the same title by Frank Spearman, first published in 1906.

Whispering Smith is a legendary character whose name is associated with the stories of the winning of the West. When danger threatened he lost his voice and was able to speak only in a whisper. He was a supermarkman and a friend of presidents and section hands alike. Only those who spell their names S-M-I-L-E will be admitted to the first broadcast, with variations of that spelling excluded. The series directed by Blair Walliser will be heard each Friday, 7:30 p.m. (CST), and photos depicting the episodes of the series will be published in the Graphic section of The Sunday Tribune.

Grab Bag Trio

NO CONTEST, no boxtop is involved in Furniture Grab Bag, sponsored on KWK, St. Louis, by Franklin Furniture Co. Featuring recorded dance music, the program offers a daily piece of furniture as a prize. Three grab bags contain numbered capsules. Those in the first bag correspond to number of pages in telephone directory; in second are four capsules for number of columns per page; in third are 151 capsules, maximum number of listings per column. Grand prize of a suite of furniture is awarded each Friday. consolation prizes are awarded to those not answering when their numbers are called.

Following the Major

RESPONSE to Major Bowes Amatur Hour, sponsored by Chrysler Corp. on CBS, is bigger than ever in the program's seven years on the air, according to the Bowes' office, which reports that in January the Major honored four cities he had honored three years before, with the following increases in telephone calls: Detroit, 1182%; Cleveland, 400%; Philadelphia, 200%; and Baltimore, 200%. The program's schedule for January is up 10% from December and BMI, citing these increases, points that since Jan. 1 only BMI music has been used on the show.

Information Swap

WFTF, Raleigh, has made an arrangement with the local leading theatre to permit interest in the radio show and movie brief "Information Please" Station runs a series of announcements when the picture is having a run at the theatre. In return, the station has had a streamer made which is shown directly after the presentation calling attention to the radio broadcast on WFTF each Friday evening.
LANDING a one-year contract for quarter-hour news periods daily on WWSN, St. Petersburg, Fla., the station's newly-established merchandising division got busy and plastered these eye-compelling placards on the front of the delivery fleet of the sponsoring Bell Bakeries. Here are some of the fleet units.

Radio and Candy
FOR longest list of first names coined from the words "Starkist Flotation Toothpaste", Starkist Co., San Antonio, will give Crosley combination radio-phonograph. Best daily entries get candy. Six daily announcements promote the contest on southwestern stations. A carton must be enclosed with each entry.

Window at Sears
BY AN arrangement with the local Sears, Roebuck & Co. store, promotional material of WRVA, Richmond, is being used as a window display. A huge coverage map of WRVA has been set up as a background upon which photos of WRVA and network talent are shown.

BROCHURES

NBC-Blue—Blue-and-white folder "Rating Ourselves as Advertisers Rate Us", telling client activities since the creation of the Blue sales department last July, together with a letter signed by Edgar Kobak, NBC vice-president, enumerating new Blue "improvements".

WFIL, Philadelphia—Mailing piece, employing the "hitch your wagon to a star" theme, giving statistical information about the Quaker Network, regional, originating with WFIL.

WCAR, Pontiac, Mich.—"Financial Statement" folder giving mail results for various sponsored programs on the station, incorporating coverage and market figures and testimonials.


WGN Concert—Twelve-page blue folder picturing talent available through the bureau's New York, Chicago and Hollywood offices.

CBS—Booklet in olive and white listing CBS and WABC national accounts with an insert of recent trade paper advertisement citing network coverage.

KYPR, Bismarck, N. D.—Blue and white folder charting the renewal records of the station's national accounts.

WQXR—New York—A new coverage map, based on the station's increase to 5,000 watts.

writes Ken R. Dyke, NBC's director of national sales promotion: "The adaptability of the Novachord to the varied demands of radio program production is obvious when you glance at some of the NBC programs on which we use the instrument."

Yes, the Hammond Novachord is versatile—amazingly so! Whether a station is large or small... whether the broadcast is local "fill-in" or coast-to-coast network... whether the requirement is a fanfare, signature, incidental background, or rich, colorful music that can carry the full weight of entertainment—the Novachord's marvellous resources make it ideally suited to radio. Right there at the artist's fingertips is a thrilling array of enchanting instrumental effects—flute, violin, English horn, clarinet, trumpet, saxophone, and many more! Easy to play... conveniently movable... and unmatched in the wide scope of its usefulness, the Novachord has proved in countless instances to be one of the most practical and profitable musical investments a radio station or a network can make. That's why NBC has three Novachords in its Radio City studios alone!

Give your programs the added element of enjoyment the Novachord can supply. Investigate this marvelous new instrument... hear it...play it YOURSELF and see how EASY it is! Find your nearest Hammond dealer in the classified telephone directory. Or, for the portfolio of Novachord Experience in Radio, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

Play the Novachord as you'd play a piano, for mellow piano-like tones. Then turn the Tone Selectors and bring in delightful effects of violin, trumpet, guitar, flute, English horn, and many others!

The NEW Idea in music—by the Makers of the Hammond Organ!

See... Hear... Play

THE HAMMOND

$1445

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

BROADCASTING • Broadcast Advertising

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3 metal cubicles make up this one attractive unit

The exciter, radio frequency power amplifier, and modulator cubicles are attractively designed to form a single unit when assembled. Finish is two-tone lustre gray with chromium trim.

OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Low operating costs.
- Except for the rectifier supplying power to the amplifier and the class "B" modulator, metal rectifiers are employed throughout.
- Inductive neutralization is employed in all radio frequency stages requiring neutralization.
- Equalized feedback.
- Compressed gas condenser.
- Complete fuseless overload protection.
- Simplified circuit adjustments.
- Automatic control is realized.
- Conservative operation of all tubes.
- Current and voltage indicators are provided in all circuits where such instruments are normally desired.
- Split second switching to 1 kw reduced power.
Two NBC stations go to 5,000 watts with the new Westinghouse 5 kw transmitter

With increased power WPEN and WNBC will now give advertisers a new opportunity to reach ALL of the great Philadelphia and Hartford markets. The typical Westinghouse 5-HV transmitter is illustrated at the left. The transmitters installed by these two NBC stations will each consist of three cubicles with two additional racks holding the measuring and antenna phasing equipment.

After looking over the entire field of equipment available for 5 kw operation WPEN and WNBC selected Westinghouse 5-HV transmitters. The distinctive operating advantages of this equipment are a natural result of radio station operating experience since the earliest days of radio broadcasting.

When the rear door of the modulator cubicle is opened all component parts are within easy reach. The two 891-R air-cooled modulator tubes have convenient handles for lifting them from air jackets.
Don't Give It Away

IT WAS ONLY natural for radio to follow the course of least resistance when it took its first faltering steps as an advertising medium some 20 years ago. It borrowed generously from its distinguished contemporary, the newspaper, by adopting many of the sales and promotional practices, mainly because radio's early personnel came principally from the city rooms and businesses of yesterday.

In one respect, however, it is now evident that broadcasters erred in their aping of newspapers. "Merchandising," born of an unhealthy competitive yen to outdo the other fellow whatever the cost, is the Frankenstein. Newspapers, both in advertising and circulation, have gone to almost ludicrous lengths. And now radio may be in for the same thing.

If the present trend continues in that all-encompassing field which "merchandising" appears to cover, it is conceivable that it will be to radio what the "double feature" is to the cinema. Fundamentally, the problems are not dissimilar. "Merchandising" really isn't anything more than getting something for nothing. You buy a program and you may get free spot announcements, letters to the trade, personal calls on dealers and distributors, and space in other media spotlighting the radio campaign. Then, you may get window displays, calls on prospective retailers, "point-of-purchase" exhibits, and the full distribution of your product, if you (His Exalted Honor, the Advertiser) hoiw loud enough.

All this is so because the account or the agency can furnish written proof that the competitive station offered to do it, or that it is being done by competitive media. The station doesn't want to lose business, and it won't compromise. The upshot is that the station in effect is rebating to the advertiser, because much of that "merchandising" service is out-of-pocket expense.

The broadcaster quotes on his rate card only one commodity—time,—just as the publication should sell only white space.

There should be rigid limits on the type of "merchandising" offered, and so far as possible it should be uniform. Perhaps there should be teaser announcements on a new program, but they should be limited. There also should be a limit on the number of letters sent to distributors, and other sales aids. Anything over the maximums specified should be billed at cost, and uniformly throughout the industry.

An NAB convention is coming up in St. Louis May 12-15. We think the Sales Managers' Committee should bring in a definite proposal, projected as an amendment to the commercial section of the FCC rules, or in providing both floor and ceiling on merchandising helps. Such a proposal should be voluntarily invoked before the situation gets out of hand.

FM Saturation?

IF THERE are any lingering doubts about FM being viewed as radio's newest bonanza one has only to scan the New York scene. Saturation is evident even before the new commercial medium gets under way.

The FCC collided with this sudden realization last week. It found that on its first-comer-first-serve basis, it had already granted seven of the eleven assignments available for the nation's radio hub. And already on hand awaiting action were ten applications for the four remaining channels. At least a dozen others are known to be in preparation. The answer was the designation for hearing of the applications ready for action, with others slated for consideration at a later date.

Under the allocations structure provided by the FCC after months of consideration, eleven stations constitute the maximum for any metropolitan area. There are some two dozen standard broadcast stations in the New York metropolitan area, falling within the "sphere of economic influence" prescribed in the FCC FM rules. All of these can be accommodated, and the FCC's expressed desire of infusing new blood into FM correspondingly is limited.

What exists today in New York is destined to happen perhaps in a dozen major markets. Thus, it is evident that the supply will not equal the demand even before FM has been accorded a real trial. Present AM broadcasters feel they must get into FM for their future economic salvation. And the glamour of radio has attracted outside capital.

What the answer will be must await future developments. It may be found technically feasible to assign FM stations on adjacent channels, rather than on an ever-widening-channel system, as now prescribed. But there are those who feel even that would be only a temporary expedient.

Those in radio have learned long ago that the word "impossible" is not in the radio lexicon. Both the technical and economic answers will be found when it becomes essential. "Saturation" was reached in standard broadcasting a dozen years ago, but for better or for worse, the number of standard broadcast stations has doubled since then.

(Continued on page 87)
GLENNY FRANKLIN BANNERMAN

FROM Canada’s national advertisers steps chubby 44-year-old Glenn Bannerman to head the Canadian Assn. of Broadcasters as its first-time full paid president-general manager. No newcomer to radio, Glenn Bannerman has seen many phases of the industry in the last eight years, but always as the representative of one or another Canadian advertisers.

Latter he has been closely in touch with the industry and its problems, as for president of the Assn. of Canadian advertising and as the official representative of the Canadian Daily Newspaper Assn. had requested from the Government as a wartime measure.

A Logical Choice

His close association with the broadcasting industry, his battle with the radio committee of the CAB and as president of the ACA, brought him in contact with broadcasting and station owners. He attended each of the past four national CAB conventions. Thus it was not strange that, when the CAB at its convention in Montreal last January 20 decided to have a paid president-general manager, the name of Glenn Bannerman was most voiced by individual broadcasters as the logical man for the job if he could be wooed from his post as advertising and merchandising manager of the Hudson Motors of Canada Ltd. In mid-February he officially moved into his new position, severing many years in the advertising field to take on the leadership of advertising’s most rapidly growing medium.

His work on the newest cast of characters in the last year provided him with his second important contribution to the Canadian broadcasting industry. It was in 1935, when he became assistant sales manager of the Canadian division of the Hudson Motors Co., that his first major contribution was made. At that time the parent company in Detroit was broadcasting a network program which went to two NBC outlets in Canada, CF CF, Montreal, and former CRCT, Toronto. Bannerman wanted to bring this program to other Canadian cities and had completed all plans when his request for a network was turned down by the then ruling body, the Canadian Radio Broadcasting Commission. As a result he brought the program to the ACA, was made chairman of a newly formed radio committee and presented a brief before the Parliamentary Committee investigating radio broadcasting in Canada early in 1936. This had an important bearing on the scrapping of the Canadian Radio Broadcasting Commission and the formation of the present government owned Canadian Broadcasting Corp., which has brought many national advertisers as network sponsors from Canada to the United States.

Born in West Gwillimbury, some 45 miles north of Toronto, Dec. 9, 1896, Glenn Bannerman first came to Toronto in 1913. With the outbreak of World War I, he enlisted with the 2nd University Company and went overseas, where he served from 1915 with the Princess Patricia Light Infantry, the famous Princess Pats. He was awarded the Medal of the British Empire. He left the Pats in 1917 to accept a commission with the South Staffordshire Regiment and was promoted to acting captain on the field. On returning to Canada he completed his course at University of Toronto, was business manager of the university’s daily newspaper, The Varsity, and in the summer of 1923 became a short time secretary to Vincent Massey, now Canadian High Commissioner to Great Britain, first Canadian Minister to Washington. In the summer of 1927 he joined the Toronto office of Advertising Service, now Cockfield Brown & Co., to learn the advertising business. Convinced after some time that advertising was not his forte, he resigned, and the following month, Dec. 8, 1928, to be exact, married Jean Elizabeth MacKay of Hamilton.

One of his services in the out of advertising, he was nevertheless persuaded to join the mail order catalogue division of the Ronalds Advertising Co., a -chain department store organization. After two years with the Simpson organization he resigned and joined the Ronalds Advertising Agency Toronto.

With this agency he made his first radio contacts, directing the production of dramatic programs for L. O. Grothe, Montreal cigarette manufacturer. Here he met and worked with Edgar Stone, now of the commercial department of the Canadian Broadcasting Corp., asked to handle the Hudson Motors account. Under the supervision of the general manager of the Canadian Broadcasting Corp. an account with the automobile company, he did such a good job that when the Hudson people set up a Canadian organization they hired him to run the agency to represent them as their sales manager in charge of advertising for Canada.

As president-general manager of the ACA, Glenn Bannerman plans to put into operation his tried plan of informal round-table conferences to thrash out any problems which may arise.  (Continued on page 8)

MRS. DOROTHY LEWIS, vice-chairman, Radio Council on Children’s Programs, who recently completed a national tour of duty in the United States, will present on the March 5 Quiz Kids program, sponsored by Miles Laboratories on NBC-Blue.

FRED W. BORTON, general manager of WQAM, Minneapolis, Minn., left Feb. 12 for a trip to Xelico City, and will return March 4.

M. AUDREY KING, well known in Chicago broadcasting and advertising, and formerly editor of Radiohome, a Los Angeles Daily News weekly supplement, has been appointed manager of the newly created client service department of KFAX, San Bernardino, Cal.

CHARLEY CALEY, commercial manager of WMBU, Peoria, Ill., has been named general chairman of the 1941 Peoria Community Fund, drive, for which a quota of $520,000 has been set.

JOHN T. PARSONS, of the sales staff of WNBC, New Britain, Conn., on March 1 is to join WBBK, Pittsfield, Mass., as commercial manager, succeeding Bruff W. Olin.

GEORGE B. STORER, chief owner of WWV, Wheeling; WPBD, Toledo, and other stations, and Mrs. Storer are spending February and March at their winter quarters on Surfride Ave., Miami Beach, Fla.

AL PETERSON has joined the sales staff of WHBF, Rock Island, Ill.

H. STANLEY CRICK, Lord Davenport, has been elected a director of the Macquarie Trust Co., New York, N. Y.

JOHN H. FIELD, Jr., sales manager of WPTF, Raleigh, N. C., has been named 1941 chairman of the sales association of the 4th District of the NAB.

WALLACE DUNN, formerly advertising manager of WMBG, Des Moines, Ia., has joined the sales staff of KOY, Oklahoma City.

GEORGE T. SHAFER joined the sales staff of WNOT, Abilene, Tex.

ROCCO L. TITO, sales manager of WHDI, Olean, N. Y., resigned recently to join WOR, Erie, Pa., as commercial manager.

F. J. HEALY, a director of Hygrade Syriana Corp., has been elected a co-president and co-vice-president, to manage the lamp division with headquarters in Chicago.

MILO R. ROBERTS has joined the sales staff of WING, Dayton, O.

RAY TYRRE, has been appointed sales manager of WHAQ, Brooklyn, N. Y. He succeeds the late E. B. Pickard who died suddenly Feb. 1. (BROADCAST Feb. 4). Mr. Tyrre has been connected with WDNS, Durham, N. C., D. F. SCHMIT, with RCA Mfg. Co., for 15 years, in various important engineering positions and most recently with the new production divisions, which has been added to the KRBC announcing staff.

ROGER W. CLIPP, general manager of WGMW, Kenosha, Wis., and a member of the Quaker Network, Feb. 10 was named executive and owner of the 11th Infantry, Pennsylvania National Guard. The appointment was made at the 50th reunion of the Club. The 111th issued its first honorary colonelship to Benjamin Franklin in 1749.
UNIQUE TRIVIA

JOE NOVENSSEN, formerly part time announcer of WPEN, Philadelphia, rejoins the station in a similar capacity after a spell at WIP, Philadelphia.

LAWRENCE MENKEN, radio director, has been appointed director of the Radio Workshop of the National Youth Administration, New York.

NELSON CASE, CBS announcer, recently broke his leg during a skiing trip to Stowe, Vt., but is continuing his announcing of the Rate Hopkins program, sponsored on CBS by General Foods Corp., from a wheelchair. His Ask-It-Basket program, sponsored by Colgate-Palmolive-Peet Co., has been taken over by CBS announcer Matt Crowley.

WARREN GERZ of the NBC press department, New York, recently became the father of a baby boy, Warren Allen, Jr.

ROBERT LOCKWOOD, announcer of WELI, New Haven, leaves Feb. 23 to serve a year in the National Guard.

ROBERT JOHNSTON, announcer of WOR, New York, Feb. 4, received the annual award of the New Jersey Broadcasters Assn.

MILDRED MASON recently announced her return to WOR, New York, after a vacation in Florida.

JOHN GATEDLY, new to radio, has joined the announcing staff of WCBV, Springfield, I11.

WILLIAM B. BRASIL, formerly of KFIZ, Fort Worth, has joined the announcing staff of KRRA, Lubbock, Texas, succeeding Josiah Lincoln, who left Jan. 10 for military training in Oklahoma. Joseph Kinser, new to radio, has joined the staff.

ESTHER SIPPLING, head of the continuity department of KSO-KRNT, Des Moines, Iowa, is convalescing from an appendectomy.

CHARLES TIGNER, for the last year on the announcing staff of KWKH, Shreveport, La., on Feb. 16 left radio to become manager of a theatre in College Station, Tex.

DOROTHY DOERNBACHER, formerly program director of KVI, Tacoma, Wash., plans to enter the U of Southern California to work for a master's degree in international relations.

TOM MCKEE formerly of WJTN, Jamestown, N.Y., has joined the announcing staff of WJX, New York.

JACK FOGARTY, former high school teacher, has joined the reorganized continuity department of WJOC, Cincinatti, Ohio.

The news staff also includes Tom McCarthv and Tim Elliott.

RUTH KEATOR formerly of WGY, Schenectady; WIBX, Utica; and more recently with KPO-KGO, San Francisco, has been named as the traffic director of KFY San Francisco, as home economist and is known on the air as Kathrynn Allen.

GEORGE FISHER, commentator on the weekly quarter-hour MBS Hollywood, sponsored by Marrow's Inc., has been signed by Hollywood Features Syndicate to write a column similar to his radio program. It will be released to 62 newspapers.

GEORGE MATHIEUW of KOA, Denver, general office staff, has resigned to join the Army. His successor is Betty Jordan, formerly of a local advertising agency.

LEONARD FINCH of CBS Hollywood publicity staff and Nancy Foggwell, production manager of John E. Hidro Co., Los Angeles agency were married in the latter city on Feb. 7.

HELEN HERIC secretary to David Young, KKH, Los Angeles, continuity director, who has been added to the continuity department.

TOM COURTNEY, formerly of WKEY, Kingsport, Tenn., has been appointed the announcing staff of WHTY, Troy, N. Y.

ERBERT DALL has been placed in charge of news at WHTM, Danville, Va. He replaces Earl Hoteling who has been appointed news director of WBTI, Roanoke, Va.

H. V. KALTENBORN, NBC New York commentator, now on a lecture tour of the South, has been appointed to the NBC network program from Hollywood, Feb. 25 to March 16, inclusive.

JOE FORD, formerly of WSGN, Birmingham, WMBC, Detroit, and KTBS, Shreveport, has joined the announcing staff of WTOP, Miami, Fla., as C. R. Collins, prominent in parents-teachers and educational work in Miami, has been appointed WIOD educational director.

AROLD AZINE, for the last three years of the WLCY, Los Angeles, continuity department, on Feb. 17 joined WBAL, Baltimore, in a similar capacity. Joe left the Chicago station he was presented with a traveling case and wallet.

CHARLES CURTIS, formerly of KVFD, Fort Dodge, la., is the latest addition to the announcing staff of WVOX, Mankato, Minn.

ANTON LEADER program director of Roger White Productions, New York, and previously vice president and director of WMCA, New York, has joined the NBC producing staff.


"Which Southern California radio station is doing the biggest job of moving grocery items off your shelves?"

We put the question to Gilber Carrasco of the G & M Super-Market in Santa Barbara, 85 miles north of Los Angeles, and like most men on the Southern California retail sales front, Mr. Carrasco answers "KNX!"

"When things are advertised on KNX we feel it here in the store. Customers begin asking about them," he said.

Southern California retailers recognize KNX as their most powerful sales-building factor. Naturally, the tune-in choice of most Southern Californians is the choice of retailers for its power to move merchandise.

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

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

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BROADCASTING • Broadcast Advertising

MINNEAPOLIS - ST. PAUL'S best buy!

FREE & PETERS, Inc., National Representatives

5000 Watts Day

1000 Watts Night
WALTER COMPTON and Ted Dunlap, announcers of WOL, Washington, have been incapacitated by illness while Steve McCormick, Robert Diehl and Carl Hess, also of the announcing staff, are convalescing.

DON FAUST, formerly of WEBC, Cincinnati, has replaced Robert Brodka, arm-jrafter, on the announcing staff of WOL, Washington.

ART PAGE, farm program director of WLS, Chicago, during the month of February is scheduled to speak before a Father's Day banquet at Yorkville, Ill. Adult Agricultural group at Marengo, Ill., and a Farmer's Rotary banquet at Fairbury, Ill.

JACK HOLBROOK, newscaster of WDGY, Minneapolis, has resigned. Al Spence, announcer, and Kay Smith, staff vocalist, have left for military training at Indiantown Gap, Pa., as volunteers.

Norman Reed Is Named WWDC Program Chief

RESIGNATION of Norman Reed, for the last year manager of WBAB, Atlantic City, to join the new WWDC, Washington, as program director, was announced Feb. 8 coincident with the appointment of John L. McClay, WBAB staff announcer, as his successor.

Mr. Reed in his new capacity will rejoin Edwin M. Spence, manager and part owner of the new Washington local, which expects to begin operation in mid-March. Mr. Spence was the original manager of WPG, Atlantic City, and Mr. Reed was program director of the station and became its general manager when Mr. Spence joined the Hearst Radio organization as head of WBAL, Baltimore.

Mr. McClay has spent his entire radio career under Mr. Reed. He joined the WPG staff in 1938 as a student announcer and shifted to WBAB, along with Mr. Reed, when WPG was deleted a year ago.

Hillybilly Fame

SONS OF THE MOUNTAINEERS, hillybilly trio of WWNC, Asheville, N. C., get the thrill of their lives Feb. 17 in Washington. They have been invited to sing at the White House before Mrs. Eleanor Roosevelt, wife of the President, and guests in a presentation called "American Folk Songs". Trio consists of Wade Mainor, Tiny Dodson, and Jack Shelton.

Finance Spots in West

PERSONAL FINANCE Co., Hollywood, through Anderson, Davis & Platte, that city, with local office tie-in, on Feb. 3 started a daily quarter-hour public service program, Auction Block, on KTRB, Modesto, Cal. Firm is also using an average of 40 spot announcements weekly on KERN, Bakersfield, and KTMS, Santa Barbara. In addition a daily quarter-hour news cast is sponsored on KTUC, Tucson, with a three-weekly 15-minute musical program featuring Ruthie Reece, on KOY, Phoenix.

Single Station Coverage

AIRLINE FROM FORT WAYNE
Chicago . . . . 142 M.
Detroit . . . . 160 M.
Cincinnati . . . . 151 M.

of a Solid Block of the Midwest

More than 2 1/4 million prosperous city and farm folk live and spend their earnings in these 62 rich counties of Indiana, Ohio and Michigan. WOWO is the only single station in a geographical position to reach effectively this solid block of the Mid-West.

They Have Our Number

In all this territory, twirling to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. Proof? Try...

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

EL PASO
A "natural monopoly" 4116, 706,000 market is best reached by

COLUMBIA OUTLET
serving the REAL SOUTHWEST
HUNDREDS of gallons of gasoline are given away weekly on the new Texaco Tele-Quiz program heard twice-weekly on WGBR, Goldsboro, N. C. Would-be contestants must register with a local Texaco dealer. Names are selected at random and the persons called by telephone, with the two-way conversation picked up for broadcast. The contest is given 30 second to answer a question. Top award is 50 gallons of gas free, with the award dropping each five seconds to 35, 25, 26, 15, 10 gallons. A clock ticks in background and a gong sounds each five seconds. The program was originated by Harry Bright, WGBR production manager, who presides as The Old Fire Chief on the quiz.

Chinese on Air

PART the Chinese have played in California since the beginning of the State is being told on Tales of the California Chinese presented weekly on KSAN, San Francisco. The series is prepared by the California Chinese Historical Society. William Hoy, research editor of the Society, appears at the microphone. This feature is a part of the KSAN Chinese Hour, released nightly 10-11.

High School Quiz

A NEW weekly half-hour quiz show, Acre's High School Aces, designed to stimulate interest in American history, started Feb. 8 on WGN, Chicago. The program is broadcast before a studio audience of 100 high school boys, with a group of four, one from each of four different high schools in Chicago, taking part in the broadcast. The questions are prepared under the direction of L. Hubbard Shutuck, director of the Chicago Historical Society. Cash awards in the amount of $10 first prize, second $5, third $3, fourth $2 are given to boys partaking in the broadcast. Listeners are requested to send in questions and for each question used submitter receives $10, as does the person answering correctly the number of questions.

Minor Omission

PERPLEXED and annoyed was Fletcher Wiley, Hollywood ad-lib commentator on his five-weekly quarter-hour CBS program sponsored by Campbell Soup Co., recently, when a masterly discussion of matrimony, he had to be almost forcibly reminded to sign-off. Then, to his dismay, he realized he had converted a coast-to-coast commercial into a simple sustaining program by never once mentioning his sponsor. Five minutes later, a long distance telephone call from New York revealed that Campbell Soup Co. was also aware of the omission.

Faculty Meeting

CONDUCTED on the order of a town meeting, a new weekly half-hour series has been launched by KSFO, San Francisco, in cooperation with the international relations committee of the Faculty Club of the U of California. The broadcasts are conducted by a group of professors. Two professors open the program, one taking each side of a proposed question, expounding thesis and antithesis for the first half of the program. The last half comes from the floor of the Faculty Club meeting room.

Flying Adventure

FANTASTIC adventure series, Latitude Zero, has started on NBC-Pacifie Red network. Quarter-hour weekly series is written and directed by J. Sherdemann and presents the exploits of five men who roam the seas in an epic flight for their ideals. Featured are Fred Shields, Jimmie Eagles, Vin Hahwold, Lou Merrill and Edwin Max.

And Now, Bub

OZARK philosophy is highlighted in a new program Time to Burn, on KYW, Philadelphia. Bub Burns, brother of radio's Bob Burns, offers folklore and songs of the Ozark mountain folk.

Out of the urban houses in Peoria, come 362,116 people to buy-out of the rural homes come 362,863 people to buy! They represent an almost 50-50 balance between thriving industry and rich agriculture—spending $71,960 every single day. And the only radio station in Peoria, which completely balances this prosperous region, is WMDB! Put your message on WMDB! See who it's ideal for testing any radio sales campaign effectively.

SKIPPER AND CREW look mighty happy with their trophies emblematic of first place in the initial Winter Penguin Regatta, sponsored by Gen. C. B. Blethen, publisher of the Seattle Times. They are Paul Morris, announcer-engineer of KRSC, and Marge McMicken, who deals out general information at KIRO, Seattle. The pair early in February toppled a stiff field, piling up a total of 51% points to their nearest competitor's 35, in Morris' Penguin Mike Wright.

Hangar Quiz

ORIGINATING in an airplane hangar at the Army Air Corps Technical School at Lowry Field, the new quiz program, Test Flight, started Feb. 14 on KLZ, Denver, under a six-month sponsorship by Adolph Coors Co., large brewing concern making its radio debut. The weekly program, written by Derby Sproull, KLZ production manager, pits Lowry soldiers against one another for cash prizes running as high as $1,000, a portable radio, and gag gifts. An audience of three to four thousand soldiers is expected at each show, with Bud Thorpe as m.c. and Bob Harris as announcer. W. W. MacGruder & Co., Denver, handles the account.

Eye Dramas

LIVING DRAMAS in the science of vision, Learning to See, written by Philip Van Slyck, are being released Sundays on KROW, Oakland, Cal. The series is sponsored by two local optometrists.

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Dinner Quiz

RECENTLY started on KROD, El Paso, Tex., Dyal's Dinner Quiz is sponsored by Dyal's Inn, El Paso outdoor dining establishment, to bolster dinner business. Starting at 6 p.m. each evening, an m.c. passes among guests parked in their cars eating dinner, posing questions. Correct replies win free meals. Production is handled by Ted Gates.

4-H Activities

REPORTS of 4-H Club activities are now incorporated in the Farm Journal program on KSPO, San Francisco, Mondays, at 6 a.m. (FST). Henry Schacht of the University of California, describes the accomplishments of the various units and reports interesting events at their meetings. The Farm Journal is conducted by Bill Adams.

Prize Verse

POETRY'S relation to everyday activities is the theme of Human Side of Poetry, morning quarter-hour featuring Jessica Thompson on WTRY, Troy, N. Y. The program includes verse sent in by listeners, poems selected by Miss Thompson and some homey chatter. A weekly prize is awarded for the best verse.

Anti-Fifth Column

MICHIGAN State Police have started a new five-minute program five days weekly on WKBY, Muskegon, Mich., designed to keep the public informed on fifth column activities. A representative from the State Police post in Rockford, Mich., comes to Muskegon each day for the five-minute talk.

Scavengers Wanted

A RADIO scavenger hunt has been started on KYW, Philadelphia. Each weekday at 6:45 p.m. objects to be collected are announced, and listeners are invited to find them. Articles remain the property of the contestents. Each Friday evening at 10:30 the articles are brought to the studios for judging. The person who has found the most is interviewed on how it was done on the half-hour Name It—Find It program. Weekly prizes include a wrist watch, trip to Atlantic City, an RCA personal radio, and 10 prices of two tickets to a downtown movie. Also cash prizes are given for the best list of articles for succeeding contests. The program is sponsored by the Public Service Transportation Co. of New Jersey, which has a swap arrangement with the station.

Soldiers Speak

ALONG with a daily five-minute news period covering the activities of 94 local boys in training with the Pennsylvania National Guard at Camp Shelby, Miss., WKST, New Castle, Pa., is carrying weekly recorded programs transcribed at the camp. The news is received daily by telegraph from the public relations department of the camp. When the boys left New Castle, the sponsoring Chamber Motor Co. sent along a portable recorder for use at the camp and to let them tell of their experiences. Under the plan, the voices of all the boys will be brought regularly to their friends and families over WKST, sometimes just telling of their activities and other times asking for articles they forgot to take along.

Ralph Miller Is Named
As Commercial Manager Of WKY, Oklahoma City

RALPH MILLER, for the last year manager of Basic Newspaper Group Inc., newspaper representatives in New York, returned to Oklahoma City on Feb. 1 as commercial manager of WKY, owned by the Oklahoma Publishing Co. He succeeds Robert Chapman, who has returned to the national advertising department of the Oklahoma & Times.

Mr. Miller for 15 years was advertising manager of the Former-Stockman, Oklahoma Publishing Co. property. He was given a leave of absence last year to form the Basic Newspaper Group, retaining his position as Former-Stockman advertising manager. Succeeding him on the Former-Stockman is his long-time assistant, Dewey Neal, for 10 years a member of the paper's advertising department and acting manager during the year of Mr. Miller's absence.

Mr. Chapman, who returns to the newspaper, was drafted to fill the post of commercial manager of WKY three years ago. He resumes his 13-year affiliation with the daily field. All three men are widely known in national advertising circles.
ARMY SEeks DATA TO AID PROGRAMS

TO ASSIST radio stations in preparing their program material and reservations in the Second Corps Area as well as to obviate any last-minute difficulties arising at the broadcasting time, an announcement has been made by the Army Information Service, New York, has mailed a letter and questionnaires to all stations in the area requesting their cooperation.

Signed by Lieut. Col. F. J. Pearson, officer in charge of the Radio Section of the Service, the letter states that "there have been cases in the past where the entire program schedule for the week has failed to materialize due to faulty arrangements with unauthorized parties and certain mistakes in the radio plan." The Radio Section has been set up therefore, to coordinate programs, advise on script material so that Army information included will be clear, and generally assist the broadcasting companies.

Essential data required in the questionnaire includes date, schedule and length of time of program, whether the program will be commerical or non-commercial, and brief outline of type of show. If Army talent is to be used, the station must indicate the type and nature. Location of microphones in what building of the Army post, and where the script or script material will be used are also required. If the program is to be transcribed, the Service asks whether the station will rate the information from other stations at a later date.

Speakers are Selected for Broadcast Studies

EUGENE S. THOMAS, sales manager of WOR, Newark, is director of the radio production clinic, one of six being held by the advertising and selling section of the Advertising Club of New York, from Feb. 10-27. It is held at The Air, directed by T. O. Colwell, of New York, and the subject of the program will be "The Radio Writing Program."


Town Hall Ventures

GROWING out of its successful radio programs on military reservations in the Second Corps Area, New York, are two new ventures, recently announced by Town Hall, New York, both of which will be under the direction of Dr. and Mrs. Harry A. Overstreet, co-authors of "Town Meeting of the Air." The first is the Town Hall Conference, "First of the Plans is the First National Town Hall Conference, to be held May 7-9 at the Garden theater, and the other is the National Town Hall Convention, May 12-20, both of which will offer a three-week course in the techniques of adult education.
Guestitorial

(Continued from page 30)

employer face to face. When he must judge mainly by your voice alone.

Now to sum up: Carefully prepare, rehearse and time your audition. Get the best transcription you can find. See that everything follows in logical order with no embarrassing pauses while you struggle for words. It should be the best broadcast you ever made.

Carrying out these simple suggestions will give you an even break with other announcers submitting transcriptions, and a much better break than those who are careless and shiftless and who ask that either their transcription or letter be excused for its poor quality for some vague reason. Such carelessness merely warns a prospective employer that a man who would be that careless in an audition, would probably be careless when he got to the station, too!

Advice is cheap. You can take it or leave it!

HEARD SUNDAY A. M.

Grady Cole Draws Audience,
Signs a Sponsor

Broadcast Advertising

RADIO has an audience for the sponsor any hour of the day, any day of the week. So proved Grady Cole, conductor of the popular early morning feature, the Grady Cole Farm Club on WBT, Charlotte, from 5 to 7 a.m. During the 2 1/2 years this daily feature has been on the air, listeners have deluged Cole with requests for a similar Sunday morning club. One morning he asked his listeners for their reactions to the idea and what the format of such a program should be.

The avalanche of replies resulted in a two-hour show on Sunday mornings, 7-9, with every feature completely requested. The Grady Cole Sunday Farm Club now includes, farm news, weather and market reports, 4-H Club news, hymns, popular music, guest talent, etc. Impressed by the regular fan mail of the club's 5,000 members, the local Leonard Hatcher signed for 15 minutes of the program.

Mickey's Missing

A MUCH-PUBLICIZED pre- miere of a symphonic suite, "Melodante", by film star Mickey Rooney, failed to come off Feb. 9 over the Ford Sunday Evening Hour when the actor and CBS were unable to agree on release terms. The broadcasting chain wanted Rooney to sign a release of the kind required of all composers of unpublished works played over the air. Rooney and his attorneys refused to do this. As a result the program of the Ford Symphony was changed at the last minute and the heralded first playing of the suite did not materialize.

In case of emergency or a possible line failure between its new 5,000 watt transmitter at Carlstadt, N. Y., and its New York studios, WBNX, has equipped its transmitter with microphones, turntables, and complete transcription and recording libraries.

RCA Latin Programs

RCA MFG. Co., Camden, is sponsoring eight separate shortwave programs to Latin America, broadcast on the NBC shortwave stations WRCA and WNRB and advertising RCA products. The individual programs, according to Ovid Riso, advertising manager of RCA international division, include Hollywood gossip, recorded dance music, classical recordings and woman's features. Programs are merchandised in Latin America by newspaper publicity, store posters, RCA advertisements. The account is handled directly.

Quiz Kids Get Revenge

TABLES WLLI, BB turned when six parents of the Quiz Kids, NBC-Blue network feature, sponsored by Miles Laboratories Inc. (Albu-Selterz) will complete with each other on WLS, Chicago, Feb. 21, 7-7:30 p.m. (CST). In answering the same questions their sons and daughters tackle Juvenile star of the network show, Gerard Dar- raw, will act as m.c. and the questions used on the program will be submitted by the Quiz Kids themselves.

STATION KTSJ SAN ANTONIO

ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR & COMPANY

AS NATIONAL REPRESENTATIVES

EFFECTIVE MARCH 1, 1941

With 5000-1000 watts power at 550 KC . . . with an outstanding record for local showmanship, plus a strong schedule of Columbia features . . . KTSJ is the top radio-buy, dollar for dollar, in the rapidly growing San Antonio market. For further details, consult the nearest John Blair office:

CHICAGO 520 N. Michigan Ave. 341 Madison Ave. New Center Bldg. 549 Paul Brown Bldg. 3rd Street Bldg. Chicago 569

NEW YORK SUPrior 8659 Murray Hill 9-6064 Madison 7889 Chestnut 5688

DETROIT

ST. LOUIS

LOS ANGELES

SAN FRANCISCO

5688

KHJ

Covers this Vital Market plus the Value of Information is Measured by its Reliability

BROADCASTING • Broadcast Advertising February 17, 1941 • Page 37
Several Canada Stations Order New Equipment

A NUMBER of Canadian stations, because of Havanna great power increases, have ordered new equipment and have bought sites for new transmitter buildings. Included are CBM and CHML, which have ordered new transmitters. CBM has been purchased by the Western States Broadcasting Corp., operates in the Northwest of Toronto. A directional antenna will be used.

CHML, Hamilton, Ont., has ordered an RCA 1-kw. transmitter for use on its new frequency of 900 kc. A new site of 500 kw. has been purchased near Hamilton. Just off the Queen Elizabeth express highway, and a new transmitter house is to be built, with directional antenna. New speech input equipment will be purchased. CHML expects to spend upwards of $30,000.

CHAB, Moose Jaw, has purchased a Canadian Marconi 1-kw. transmitter for use on its new frequency of 1290 kc. Delivery was to be made during February.

Glenny F. Bannerman

(Continued from page 31)

lean heavily on the CAB directors at first, he plans to familiarize himself with all the CAB's problems, to meet the members on their home grounds, to learn about station relations problems from NBC and CBS, to study methods used by the NAB in working out industrial problems from Maj. Gladstone Murray and Dr. Augustin Frigon, general manager and assistant general manager of the CBC respectively, that the CBC doors are open for cooperative solution of the industry's problems.

Glenn Bannerman is a member of Phi Kappa Sigma and Sigma Delta Chi, professional journalistic fraternity. He is active in the affairs of the Advertising & Sales Club of Toronto. He plays a good game of golf and has made the study of the international scene his hobby for many years. What spare time he has after all other activities he devotes to his 8½-year-old son Glenn Alexander, oftener called Sandy.

Only WWNC serves ALL of
Western North Carolina...

- The average family income here is nearly DOUBLE that of the average for the south.

- That means... WWNC is a Best Buy on CBS's Southeastern Group and a Must for National Spot.

M RS. FRANKLIN D. ROOSEVELT will be the featured speaker on the Feb. 11 broadcast of the Friendship Bridge program presented thirteen weekly on WMCA, New York, under the auspices of the British-American Ambulance Corps, and shortwave abroad on WMUL, Boston.

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FLOSSY entry in the National Radio Station Auditorium Sweepstakes is this neon-decorated edifice of WCHS, Charleston, W. Va., with 17,000 feet of floor space. Ice shows, sporting events and dances are staged, along with the WCHS Friday night Old Farm Hour. This is the third response following a recent editorial in Broadcasting.

WWL, New Orleans, has been granted permission by the city to construct a soundproof booth along the route of the annual Mardi Gras parade, thereby eliminating the danger of ASCAP licenses being picked up from the parading bands.

CLASSES is more than 100 San Francisco public schools subjected in the past year. 10-50: 4 a.m. to 10:30: 10:45-4:30 a.m. February 11 to hear a special program on KPO in observance of Abraham Lincoln's birthday. A similar broadcast will be made February 21 when KPO honors George Washington. The programs were prepared by Jennings Pierce, director of Education for NBC's Western Division and will be a part of the station's,* special broadcast for the occasion.

NEW studio described as second to none in Canada in modern equipment and beauty of design are being constructed by CKXW-CKFX in Vancouver. The studios and offices of both the long-wave and short-wave stations will occupy the entire top floor of the building, with four studios, two control rooms and a stage and auditorium seating 250 persons. Top floor space will be around 3,000 square feet.
special assistant to Mr. Taylor, and Seymour Krieger, both former Anti-Trust Division attorneys of the Department of Justice. Economic help has come from the Accounting Department through De-Quincy V. Sutton, who participated in the protracted hearings as accountant-expert.

There may be another reason why the present FCC majority wants to get the network monopoly report out of the way with greatest possible dispatch. That is a strong undercutting against maintenance of clear channels. The issue cannot be attacked until the March 29 reallocations become fully effective. If any clear channels were to be broken down prior to that time, this country would lose its priority on them, under the Havana Treaty terms. The whole fabric of the allocation thereby might be imperiled.

It is an open secret that Messrs. Walker, Thompson and Payne regard clear channels as monopolistic. It is likewise known they favor duplication on East-West Coast clearers, possibly with three stations per channel. Similarly, it has been said that several members of the FCC have not been enthusiastic over the Havana Treaty allocations, feeling that it was devised largely to satisfy commercial broadcasters, and more particularly the clear-channel occupants.

Sensing this impending clear-channel threat, independent clear-channel stations, numbering approximately a dozen, have established the Clear Channel Broadcasting Service as an information office in Washington. Naming Victor A. Shott as former public relations chief of the Department of Commerce as its director, this group will combat inroads on the remaining 26 clear channels as a means of preserving broadcast service to rural and remote areas.

May Be Resurrected

In the Network-Monopoly Committee's report of June 12, there were no clear-cut recommendations on clear channels. Though the Committee concluded that competition could be enhanced by a "revaluation" of the clear-channel policy.

It said "the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them." This was interpreted as a direct recommendation for breakdowns.

Despite this back-door recommendation, the clear-channel issue did not again arise in subsequent deliberations relating to the Network-Monopoly report. It was taken for granted it would be dangerous, in the light of Havana Treaty requirements. But the anti-clear-channel segment apparently is only awaiting the March 29 allocation deadline to resurrect it.

The first test is slated to come in deciding the so-called 830 kc. case. KOA, Denver, licensed to NBC, but owned by General Electric Co., is the dominant station on this channel. WHDH, Boston, now a daytime station on the channel, seeks fulltime with 5,000 watts. Oral arguments are set for Feb. 20.

Clear-channel stations, through the Clear Channel Group, are ready for the case. The 830 kc. channel is that involving the 810 kc. channel, on which WCCO, Minneapolis, CBS-owned outlet, is the dominant station, and on which WNYC, New York municipally-owned station, seeks fulltime. New York's Mayor LaGuardia is in the thick of this project.

The jurisdictional question may provide the turning point on the extent to which the FCC program go in its regulation of the business of broadcasting. NBC, CBS, Independent Radio Network Affiliates, and other industry groups contend the FCC is limited to regulation of the physical aspect of broadcasting. FCC General Counsel Taylor and Assistant General Counsel Joseph L. Rauh Jr., contended the FCC had ample authority to act without new authority from Congress under existing law. MBS, among the networks, supported the view of FCC legal counsel.

It long has been apparent that the FCC majority is disposed to draft new rules without seeking additional legislative instruction from Congress. Should this eventuate, with stringent contractual regulation all down the line, the networks can be expected to seek redress in the courts, and probably would be joined by affiliated stations on the ground that the economic salvation of the industry would be at stake, with rate regulation the inevitable result.

If, on the other hand, the FCC majority does confine its projected regulatory scope to such issues as dual network operation, and the talent and transcription exclusion phases, there probably would not be a full-scale offensive by the industry, aside from MBS. Instead, the burden probably would be NBC's primarily, particularly on the dual-network issue. The undercurrent here, however, is that the FCC majority is not of a mind to pull its punches and that an all-out industry-versus-Commission legal snarl is in the offing—unless Congress decides to interfere and stay the Commission's hand.

Film Commentator Poll

IN A NATIONWIDE poll of film commentators conducted by the National Radio Film Commentators Circle, New York, it was found that of 170 respondents, 32% were sponsored. Of the sponsored group, 87% were on the air for film exhibitors, while the remaining 13% were sponsored by women's wear houses, furniture dealers, jewelers, newspapers, restaurants, cosmetics, and wine dealers. Of time on the air, 51% replied they broadcast in the after-noon, 39% in the morning, and 10% in the evening. The survey was conducted under the direction of David Lowe, president of the group and film commentators for WNEW, New York.

FOURTH consecutive year of Man on the Street was started recently on KROW, Oakland, by Davidson & Lieht, pioneer wholesale and retail jewelry firm. Hank R. W. Rinehart (left), advertising manager, looks over the new contract with Philip C. Leaky, KROW manager. Scott Weakley (center), announcer, watches. The program has a forum aspect, covering ques-tions of the day.

Video Structure Entirely Shielded

Don Lee Moves Rapidly; Hughes' $2,000,000 Fund

SYMBOLIC of Hollywood's future is a television station, the first building in the United States to be erected exclusively for telecasting advanced electron tube television, 1700-foot Mt. Lee. Overlooking Hollywood, the two-story structure to house W6XAO is being erected by Don Lee Broadcasting System at a cost of more than $100,000. It will be the last word in modern architecture, telecasting equipment and facilities, according to Thomas S. Lee, president.

Highest Video Antenna

A 300-foot self-supporting gallium-oxygen iron tower is now being erected adjacent to the studio building by International Concrete Co., Los Angeles, Cal., under supervision of Harry B. Lubeke, television director for Don Lee Broadcasting System. It will be the highest television antenna in the world, enabling video-sound signals to reach prairie acres of the desert in California, according to Mr. Lubeke.

Having received authority from the FCC to erect television stations in the Los Angeles and San Francisco areas, Howard Hughes, millionaire.flyer and sportsman, has set his sights on financing his entry into the field of television. Hughes has already spent more than $150,000 for preliminary examinations, as he has been carrying on for the past year. Television permits were given to Hughes in the name of Hughes Productions, division of Hughes Tool Co., his motion picture producing unit.

Seeks N. Y. Regional

APPLICATION for a new Class III-B station in New York City, to operate on 620 kc. with 1 kw., has been filed with the FCC by Yankee Broadcasting. Principal owner is Jonathan B. Merriani, exporter and manufacturer of pharmaceutical products, advertising 75% of the stock. His wife, Ophelia, consultant and realtor, who owns has the remaining 25%.

Broadcasting • Broadcast Advertising

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RADIO IMPARTIAL, SAYS ROSENBAUM

DECLARING that no class of business

is more aware of public service obligations than owners and
operators of network affiliated stations, Samuel M. Rosenbaum, chair-
man of Independent Radio Network Affiliates, on Feb. 14 took issue with
charges advanced by Senator Burton K. Wheeler, chairman of the
Senate Interstate Commerce Committee, that radio news commen-
tators "editorialized" and spread war propaganda (see story on page 18).

"Senator Wheeler is quoted as saying that he questioned whether the affiliated stations have been as careful as the networks' originating stations to give equal time to both sides of every public question, particularly on the lend-lease bill and American neutrality," Mr. Rosenbaum commented to Broad-
casting. "Speaking for the affiliates, I am quite positive Senator Wheeler is not correctly informed. There is no class of businessmen in the country more aware of pub-
lic service obligations than the owners and operators of the affiliated stations. We are at all times eager to bring to our listen-
ers views on a wide range of current controversial questions.

"We have no editorial policies. We do not color our news. It may be
that the present public interest in current affairs may color our public opinion running one way or another, but we do not color
it. It is a prerequisite to the maintenance of free speech in our
radio, which we firmly believe to be something more than merely
the present-day wish to be entertained.

Camels Drop Games

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., which
sponsored Yankee and Giants games on WABC, New York, in
1940, will not sponsor the games this year, according to William
Esty & Co., the agency. Inability to get time on major network stations is the reason given by the agency.

Lance Candy on Blue

LANCE Inc., Charlotte, N. C., on
March 3 started a two-month promo-
tions TIME for peanut candy on 16 NBC
-blue stations, Monday and Wednesday at 7:45 a.m. and

You Can Dominate the Omaha Great Plains Market

ON THE RED NETWORK
590 KC — 5000 WATTS DAY & NIGHT
W. J. OLLIN, JR.
John Blair & Co. Representatives

NOT AT ALL DEAD

Station Raises Fund to Get Body — and Returns It

WTW, Traverse City, Mich., had a little nightmare all its own last week. In response to an appeal by a local group, the $177 port
the body of a local boy back to Traverse City from Dallas, the
station put a special program on the air. The boy was expected
burned to death in a Dallas fire. Listeners donated the required $177
within 25 minutes. Twenty days later the sum had grown to more
than $300, with offerings still coming.

At that moment who should walk into the studio but the supposedly
dead boy! The station explained the embarrassing situation and told
listeners all donations would be re-
turned upon request. The lad had run away from home last Novem-
ber and had secretly come back to the broad-
cast.

Dr. Durrett Named

DR. JAMES J. DURRETT, since
1936 chief of the drug division
and principal technical advisor
of the Food & Drug Administration,
has been appointed director of the Medical Advisory Division of the Federal Trade Commission, accor-
ding to a Feb. 7 announcement by the FTC. Dr. Durrett, a gradu-
ate of Harvard Medical School,
has served as a public health ad-
ministrator from 1916 to 1927. In
1928 he became chief of the drug division of the FDA, resigning in
1931 to become director of profes-
sional relations for E. R. Squibb &
Sons. He returned to the FDA in
1936.

Pacific ASCAP Suit

SUIT charging violation of the
Sherman anti-trust act is being pre-
pared by Albert J. Law, general
ounsel of the Pacific coast Con-
federation of Independent Theatre
Owners against ASCAP, he an-
nounced in early February. Action is
to be filed shortly in U. S. Dis-
trict Court at Los Angeles. It is the
first legal step to be taken by
independent theatre exhibitors to
fight payment of the ASCAP tax.
Under the anti-trust laws two avenues are open. One is for in-
justices relief. The other is for
recovery of damages which may be trebled un-
der the act, it was pointed out. The
contemplated suit, according to
Law, will be for benefit of all in-
dependent exhibitors on the Pacific
Coast within jurisdiction of the
FCCITo.

I. R. Baker Marries

IRVING R. BAKER, chief of
transmitter sales of RCA and re-
garded as one of radio's most
eligible bachelors, last Thursday
married somewhere in New Jersy" Miss Eleanor Oland, school
teacher at Ewan, N. J. They left
immediately for the South.

N. C. Town Applies

SLATED to become an MBS outlet from the start, a new station is sought for Burlington, N. C. in an application filed last week by Al-
amance Broadcasting Co. The com-
pany seeks 1,000 watts during the
weekends at 890 kc. Ownership would repose in 24 leading citizens of the city of
12,000, serving an area popula-
ately 200,000, with no one indi-
vidual holding more than one-fifth
of the stock. Paid in capital totals
$10,000, with another $9,000 mar-
subscribed. President is V. Wilton
Lane, proprietor of a dry cleaning
company, with R. R. Isenhour, man-
ger of the local Penny Store, as
vice-president, and Ben V. May, hos-
elry manufacturer as treasurer.
Secretary and counsel is Thomas D.
Cooper, city attorney.

© ASCAP College Drive

RESOLVED to carry the ASCAP radio controversy to colleges and
churches throughout the country, "standard" works composers at a
recent Hollywood meeting sur-
iously voted united stand. Group
headed by Charles Wakefield Cad-
aman, appointed Mary Carr Moore, professor of music, Chapman Col-
lege, and Dr. Ernest Toch, board
member of the U. of Southern Cali-
ifornia, to hold the college, to
me. Vigorously denying alleged
charges that members were being expelled by ASCAP, the group
passed a resolution voicing con-
tinued confidence in the Society and its president, Gene Bucky.

WATTS RED DAY
SUNDAY, MARCH 14, 1943
THE TIMES SUPPLEMENT TO THE PRESS

"LET'S HELP YOU KEEP HOUSE" Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

A N O T H E R F I R S T
A 64% increase for the 1935-40 period placed Shreveport as the leading city in Louisiana and Ark-
las-Tex in wholesale sales. The num-
ber of wholesale establishments increased 45%. Shreveport is the capital city of the rich Ark-La-
Tex trade area.

50,000 Watts

KWRH

Shreveport Louisiana

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE
COVERAGE

UNITED PRESS

February 17, 1941 • Page 41
Horace Hagedorn Plans To Leave Howard Wilson

Horace Hagedorn, general manager of the New York office of Howard H. Wilson Co., station representative, will resign April 1 and will announce his plans in the near future. John F. Johns of the company's Chicago office succeeds him. Mr. Hagedorn, formerly owner of his own radio sales representative company and previously was eastern sales manager of the Virginia Broadcasting System, also was one of the organizers of the Broadcasters' Bull Session, weekly luncheon meeting of New York radio executives, formed two years ago. Mr. Wilson was in New York last week in connection with the re-organization.

Costly to California

Because of the ASCAP-radio controversy, California is losing money. When Charles Loveland, composer of "The One Rose," died without heirs, California inherited copyright to the ASCAP-controlled song. With radio stations refusing to play ASCAP music, royalty on the song has dropped from $51.08 to $34.88, or 36%.

NEW 1940 BLUE BOOK of the Association of Canadian Advertisers listing data on all Canadian advertising media, carries detailed listings of all Canadian radio stations, and gives a detailed analysis of distribution of radio receivers, of population and households.

Radio Advertisers

CARDINET CANDY Co., San Francisco (candy bar), a sponsor of Night Editor, dramatic series by Hal Burwick since 1935 for the Pacific Coast Red Network, has renewed its contract for 52 weeks. Program is released Sundays, 8-10 p.m. (PST) on KPO.

O'CONNOR, MOFFATT Co., San Francisco (department store) sponsors a musical program with the Daily newspaper's Phil Stearns on KFRC, San Francisco. Agency is Rothbaum & Ryan, San Francisco.

SWELL PRODUCTS Co., Oakland, Cal. (soap), recently concluded an intensified, brief spot announcement campaign on KPO, KJBS and KLX. Agency is Lord & Thomas, San Francisco.

A. B. CAMPBELL Carpet Cleaning Co., New York, is planning spot announcements four times daily on two or three New York city stations, as yet not chosen. Account is handled by Schell & Ripin, New York.

KILPATRICK BAKING Co., San Francisco (chocolate bars), currently sponsoring The Lone Ranger on Don Lee stations in California, on Feb. 1 augmented its radio campaign with 15 spot announcements weekly on KHSO, Santa Rosa; KDON, Monterey, and KHUB, Watsonville, for 52 weeks. Agency is Emil Reinhardt, Oakland, Cal.

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cakes), on Feb. 15 started a campaign on CFRB, Toronto; CFPL, London, Ont.; CKCO, Otago; CKLW, Windsor, Ont.; CRB, Montreal, Sat. 5:30-6 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

SHIRIFF'S Ltd., Toronto (jams, jellies), starts Feb. 17 Did I Say That on CKAC, Montreal, three-weekly, and Feb. 18 on CFCF, Montreal, twice-weekly; on Feb. 19 Pays weekly on CFRB, Toronto. In addition, newscasts have been started six times weekly on CFRB and a participating program is to be started later in February, four times weekly through Cockfield Brown, Toronto.

LAURA SECORD CANDY SHOPS, Toronto (national chain store), on the continuing quarter-hour spot campaign, You Like to Hear weekly on CHBC, Quebec; CFRB, Kingston, Ont.; CKCO, North Bay, Ont.; CSRO, Sudbury, Ont.; CFPL, London, Ont. Account was placed by Cockfield Brown & Co., Toronto.

CAMPBELL S.O.P. Co., Toronto, will extend subscription of amo's and Andy on March 3 to CPQN, Saskatoon, Sask.; on May 5 to CKT, Winnipeg, bringing total stations carrying the program to nine. Account placed by Cockfield Brown & Co., Toronto.

KFRU

The personality station covering the heart of Interview, 1917 KX. 250 Watts. Affiliated with KXKK, St. Louis, Mo.

BROADCASTING • Broadcast Advertising
BOYS SERIES ON DISC

CLAIMED as the most elaborate coverage given its type of program, the Father Fantagano's Boys Town series, heard Sundays on WLP, Cincinnati, is being transmitted for broadcast on 167 other stations in 27 States. Recordings are made in WLP studios under supervision of Harold Carr, production chief, using the WLP dramatic staff, with John Amori playing the role of Father Fantagano. Actual cases of homeless boys, taken from Boys Town, Kansas, are dramatized. Charles Lammers directs the series.

BOOKHOUSE FOR CHILDREN, Chicago, (My Bookhouse children's series), on Feb. 4 started a test campaign of three-weekly participation in Mrs. Page's Program on WJR, Detroit. Contract is for 12 weeks through Frazes, Frazes & Frazes, Chicago.

S. & G. GUMP, San Francisco, famous importer of art objects, on Feb. 10 started sponsorship of Gallery of Celebrities, conducted by Art Linenon, on KSFQ, San Francisco, Sundays, 5-5:45 p.m. (PST). Famous personalities visiting the city are interviewed on subjects upon which they are best qualified to speak. Account is placed direct.

GAINER & KOELHNER, Chicago (Interstate Furniture Co.), consistent user of local radio, on Jan. 24 assumed sponsorship of The Bureau of Missing Persons, Monday-Friday 11-11:30 a.m. on WJXD, Chicago, because of the request the program was returned to the air Jan. 24 after an absence of two months.

MISSION WATER HEATER CO., Los Angeles, new to radio, in a 10-week campaign started Feb. 10 in sponsoring alternate participation five times weekly in the combined Eddie Albright program and Norman Young's Happy Horses on KIHI, that city. Agency is Robert F. Dennis Inc., 1 A.

THE PARIS, Cincinnati (women's fashions) has named Key Adv. Co., Cincinnati, as agency and plans a spot campaign to start March 1. Lloyd Baldwin is account executive.

EASTERN STEEL PRODUCTS, Providence, R.I., has started local broadcast of two spots weekly on CPFQ, Providence, and spot announcements on six Ontario stations. Account was placed by Lockwood Brown & Co., Toronto.

STEEL-WEDELES Co., Chicago (wholesale grocers), on Feb. 17 started Marriage License Bureauキャンペーン, to promote Savory coffee, on WGN, Chicago, featuring remote control interviews direct from the bureau of couples applying for licenses. Quin Ryan will conduct the programs. Three-weekly quarter-hour shows are heard Monday, Wednesday and Friday at 5:30 p.m. (CST), Agency is Erwin, Wasey & Co., Chicago.

NATIONAL BISCUIT Co., Niagara Falls, Ont., (Shredded Wheat Cakes), on Feb. 20-21 and 22, conducted a spot announcement of half-hour children's quiz show.
WITH new transmitter facilities housed in this ultra-modern structure, KIRO, Seattle, plans to begin operation with its recently authorized 50 kw. within 90 days. Western Electric equipment is being installed and two directional antennas, each 226 feet high, are being constructed. An emergency transmitter, to be powered by a 50 kw. gasoline engine generating plant, will be included. Location is on Vashon Island in Puget Sound.

New Building Planned Following KRRV Fire
KRRV, Sherman-Denison, Texas, has announced plans for a new brick building to house its Sherman station which was damaged by fire Feb. 4. Construction of the new building is already under way. Plans for the new studios call for an auditorium, a main studio 18 x 24 feet, two offices, a control room, a supply room and air conditioning plant.

Fire partially destroyed the studios when a blaze which broke out in a storage closet burned the control room and manager's office. The main studio was damaged by smoke and water. Included in the loss was a new supply of transcription and records as well as furniture and control room equipment. The station was off the air only 45 minutes, resuming operation from Denison.

These are just a few...
- GENERAL FOODS
- GENERAL BAKING
- AMERICAN TOBACCO
- STANDARD BRANDES
- TEXACO
- FELS NAPTHA
- ADAM HATS
- COCA COLA
- RALSTON P URINA
- PHILIP MORRIS
- CITIES SERVICE
- TUMS
- BROWN WILLIAMSON

who know
IT'S THE ONLY WAY TO REALLY SERVICE 300,000 RADIO HOMES

WCBA-WSAN
(Lahigh Valley Broadcasting Co.
ALLENTOWN, PA.

NBC RED AND BLUE GULF NETWORK PENNA. REGIONAL

NEW YORK OFFICE:
30 ROCKEFELLER PLAZA CIRCLE 7-0228

The Other Fellow's VIEWPOINT

Another Side
EDITOR, BROADCASTING,
May I suggest that you put that "Media Trends" editorial, which ran in your Jan. 27, 1941 issue, in the follow-up for a reading five years hence to get the true answer to your gloating about the "39 newspaper that gave up the ghost during 1940".

Maybe newspapers deserve the kind of shelf that you passed out in this editorial but I'm wondering if you've given any thought to the kind of cooperation that radio is receiving from newspaper?

Doesn't radio owe something to newspaper publishers for the space that they contribute for radio listings plus the many publicity stories written by trained writers?

Last, but not least, what about the news service that has developed to such important proportions?

Radio may be "red hot" as an advertising medium but it's not so powerful that it can afford to brag or gloat at the expense of newspapers or, for that matter, any other media.

A. C. G. HAMMERSFAR
Metropolitan Sunday Newspaper Line
New York
Feb. 10

KFEQ's 680 kc.
EDITOR, BROADCASTING,

On Page 49 of your Feb. 3 issue of BROADCASTING, you make the statement, "The FCC made no effort to decide in advance the disputed assignments on 680 and 690 kc. Under the Sept. 10 lists, KFEQ, St. Joseph, Mo., was shifted to 680 kc., a Class II facility. KWK, St. Louis, has applied for this facility and both applications have been designated for hearing."

We wish to inform you that this statement is absolutely incorrect, since Station KFEQ 680 has been shifted or changed from its present 680 kc. assignment in any way. For your information, this station has been operating on this 680 kc. frequency since 1930. KWK, in St. Louis, now on the 1380 kc. frequency and scheduled to go to 1380 kilocycles as of March 29, has filed an application to usurp and appropriate our present assignment on the 680 kc. frequency.

Since we have spent considerable money advertising this station's facilities and its use of the 680 kc. frequency, including space in your own publication, we shall expect to have this correction made in the next issue of your publication.

B. Petry, Manager
KFEQ, St. Joseph, Mo.
Feb. 11, 1941.

EXPORTS OF RADIOS SHOW SLIGHT DROP

EXPORTS of radio and radio equipment from the United States in 1940 were valued at $29,387,234 as compared with $22,180,561 in 1939, according to the Electrical Division, Department of Commerce. These exports amounted to 15.9% of the total electrical equipment exported to all countries.

Radio receiving sets shipped to foreign markets during 1940 were valued at $10,155,446, a decrease of 5.8% from the 1939 total of $10,452,020. Transmitting sets, tubes and parts thereof marketed abroad increased the 1940 export level since this classification has been recorded and were valued at $3,953,201, a gain of 22% over 1939 total of $2,695,790.

Exports of radio tubes in 1940 were smaller than for any year since 1932 and were valued at $2,451,920. This compares with foreign sales of radio receiving tubes in 1939 valued at $4,006,761. Exports of radio receiving sets components had a valuation of $5,166,757 in 1940, an increase of 4% over the 1939 total of $4,965,016. Sales of other receiving sets accessories enjoyed the best year since 1929 with the exception of 1937, exports being valued at $621,947 compared with $492,116 in 1939.

Capt. Redman to Capital
CAPT. JOSEPH H. REDMAN, commanding officer of U.S.S. Hender-

son, has been assigned to duty in Washington as assistant director of the Office of Naval Communications, under Rear Adrlm. Leigh Noyes. He succeeds Capt. E. C. Raguet.

BROADCASTING • Broadcast Advertising
Radio Selling for Defense

(Continued from page 9)

manufacturers' investments, scheduled production and employment convinces him that there has been an accumulative shift of hours among 100,000 skilled and unskilled workers in these towns and cities. The next step is to determine the exact working schedules and place a plus-program to reach these listeners at a new time.

Does It Pull Audience?

A natural question at this point might be, "Does plus-programming pull audiences?"

It does. At least, that has been the experience at WOR.

WOR has aggressively promoted plus-program buying during the past three years and part of the selling used has demanded careful audience checking of plus-programs on the station.

For instance, one WOR plus-program, according to a check made by C. E. Hooper, was averaging 44% of the radio homes in the New York area while on another major station. Within the brief period of approximately nine months on WOR as a plus-program, this show increased its total audience 106%—which was 2% times greater than the percentage increase obtained by the live show on the other major station.

Four months after another major-station sponsor placed a transcribed version of his show on WOR, the WOR plus-program was getting an audience 77% greater than the live show on the other major station.

These and a score of other specific examples definitely prove that plus-programs are a necessity rather than a temporary experiment or indulgence by sponsors using stations in major markets.

The present defense boom certainly makes the need for them more imperative than ever.

Added Values

Besides protecting his listening audience and increasing his sales, the sponsor who steps out to meet the new programming problems created by defense obtains added values.

In the first place, if he places a show different from the one he's using at another time, he naturally increases the merchandising effectiveness of his campaign.

Defense reprogramming and plus-programming offers him a strong selling incentive for his dealers, wholesalers, and others who form a necessary link in his distribution and sales from day to day.

He may, in fact, spot his re-broadcast or plus-program on Saturday morning, preceding the heavy shopping of Saturday afternoon. In this manner he not only obtains the nearly amount to point-of-sale advertising in radio, but, due to the five-day week, reaches the entire family during an evening audience at daytime rates.

The opportunities for the sponsor, agency and station are varied and numerous. The immediate job is to realign selling to meet these present and impending shifts.

26 HOURS PER WEEK

Auto Distributor Signs Big

Contract in Chicago

RADIO has another feather put in its cap on Feb. 12 when Bird-Sivky Chevrolet Co., Chicago, new and used car dealer, signed a 26-week contract with WIND, Gary, Ind., for 26 hours weekly. Sponsor tried radio a few months ago when it purchased 250 Graham-Paige automobiles, the entire lot which remained at the factory when the company stopped the production of automobiles and started defense order production.

When it took less than five weeks to go to sell every car in stock the distributor decided to put the major portion of his budget in air time. The contract with the Gary outlet, one of the largest in point of hours used per week by one sponsor ever signed in Chicago, was negotiated by Earl Fenton, salesman of the station, and Dave Bennett & Assoc., agency representing the account. The program, Night Club, includes transcribed music, news reports and commentary by Riley Jackson, conductor of the series. Broadcast time is midnight to 6 a.m., Saturdays thru Sundays, and midnight to 2 a.m. on Mondays.

CANADA CIRCUITS OF BUP COMBINED

BRITISH United Press announced Feb. 6 it had combined its two eastern Canadian radio news circuits and extended lines to Sault Ste. Marie in the east, Sudbury in the west and north to Timmins, Ont.

With the merger and extension, the new circuit is the longest operating in Canada and the only all-Canadian full-time radio news service existing in the Dominion. The circuit is controlled from Montreal, from which an extended service will be provided to the entire province of Quebec. One outlet is also being operated in the east of the country.

The new circuit operates 21 hours six days a week and 19 hours on Sunday. A second radio news circuit is operated by British United Press out of Winnipeg for Manitoba, Saskatchewan and Alberta stations.

Magazine's Spots

THE GUIDE GROUP Publications, promoting the sale of Click Magazine, is testing spot announcements on three Washington stations, WJSV, WMAL, WRC. Copy of the 12 announcements broadcast around publication date, the 15th of each month, is written around editorial content with Washington locale. If test is successful, the idea will be used extensively in other cities, according to the Al Paul Lefton Agency, Philadelphia.
The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG.  PITTSBURGH, PA.
Offices in Principal Cities

Chicago Agency Adds

BEAUMONT & HOHMAN, Chicago, during January added the following personnel to the Chicago office: Walter B. Martin, formerly of the copy department of Blau- feld & Ryan, Chicago, and before that copywriter of BBDO & J. Walter Thompson, Chicago, has been appointed head of the creative department; Jack Ross, producer, writer and actor, has joined the radio department, and C. O. Puffer, has been transferred from the agency's Kansas City office named vice-president in charge of new business and promotion. Guy Davis remains as Chicago office manager and director of service.

HUGO C. VOGEL, account executive of Rejneh-Ellis Younggreen & Finn Inc., Chicago, has been appointed radio director. Before joining the agency last November, Mr. Vogel was with Beaumont & Hohman Inc., Chicago, for four years as vice-president and radio director.

FRANK F. WIEDER has joined Julian G. Pollock Co., Philadelphia, as account executive. He was formerly vice-president and managing director of A. B. Kirschbaum Co., Philadelphia clothing manufacturer.

JANET WATSON, formerly a copywriter in the advertising department of Leman & Mitchell, New York, has joined the radio staff of Compton Adv., New York, where she will work on Procter & Gamble commercials.

MORSE PETERMAN for the past four years account executive in Los Angeles office of Ralph L. Power Agency, has enlisted in the army. He is stationed with the headquarters battery of the 75th field artillery battalion at Camp Ord, Cal.

KATHERINE RICHARDSON has joined Dan B. Miner Co., Los Angeles, as copywriter. She succeeds Don Menke, who resigned to become production manager of Associated Censors Inc., Phoenix.

WILLIAM O'BRIEN, space buyer of Emery & White Co., Chicago, on Jan. 27 was guest at a dinner and presented with a wrist watch from the office staff in commemoration of his 20th anniversary with the agency.

STANFIELD & BLAIKIE, Montreal agency, has opened a Toronto office with E. V. Hammond as manager.

H. G. LITTLE, former vice-president of Lord & Thomas has been appointed advertising manager of the Nash Motors Division of the Nash-Kelvinator Corp. A. R. Busewitz, assistant to the general sales manager, and former advertising manager of Nash, becomes fleet sales manager.

AVAILBLE FOR SPONSORSHIP
"The Classical Album"
THE WORLD'S MASTERWORKS OF MUSIC
EVERY WEEKDAY EVENING
AT NINE O'CLOCK
WMEX
BOSTON
5000 WATTS FULL TIME

Page 46 • February 17, 1941

BROADCASTING • Broadcast Advertising
BASEBALL, day and night, during the season, including all home games of the Browns and Cardinals except those on Sundays and holidays, will be sponsored on KXOK, St. Louis, by Hyde Park Brewery Ass'n. Gabby Street, former big league manager, begins his second year for KXOK and Hyde Park. France Laux, veteran of 12 years baseball announcing on KXOK and a leading sports announcer, and Cy Casper, regular KXOK sports announcer, will complete the three-man team. At the contract signing were (l to r), front row, Street, Laux and Casper; standing, Oscar Zahnner, of Ruthrauff & Ryan, and Clarence Cosby, of KXOK.

**CUMBERLAND BREWING Co., Cumberland, Md., to McDaniel, Fisher & Spelman Akron.**

**GEPPERT STUDIOS, Des Moines, to Cary-Ainsworth, Des Moines.**

**NORTHERN ILLINOIS CEREAL Co., Lockport, Ill., (Gold Medal Oats and Macaroni), to D. T. Campbell Inc., Chicago.**

**HUB VACUUM STORE, Chicago (national chain selling reconditioned vacuum cleaners), to Lane, Benson & McClure, Chicago. Radio may be used.**

**S. A. SCHONBRUNN & Co., New York (Savarin coffee), to M. H. Hackett Inc., New York.**

**PATHFINDER PETROLEUM Co., Los Angeles, (gasoline), to Theodore R. Gremmer Adv., Los Angeles.**

**JOSEPH BURNETT Co., Boston, to H. B. Humphrey Co., Boston.**

**D. JAYNE & SON, Philadelphia (proprietary) to Carter-Thompson Co., Philadelphia.**

**SCHONBRUNN & Co., New York (Savarin Coffee) to M. H. Hackett Inc., New York.**

Cooperative Rep Firm Is Organized in Canada

A COOPERATIVE station representation firm to be known as Radio Representatives Ltd., has been formed in Canada with headquarters in Toronto. Differing from most representation organizations, this company is operated by the five western Canadian stations it represents, the board of directors consisting entirely of the station operators with the exception of Jack Slatter, formerly its eastern Canadian representative, who becomes managing director. A. A. Murphy, CFQC, Saskatchewan, Sask., is vice-president, and the directors are H. G. Love, CFCN, Calgary, Alta.; G. R. A. Rice, Edmonton, Alta.; Dawson Richardson, CIGX, Yorkton, Sask.; H. Dougall, CKPR, Port William, Ont.

At the same time it was announced in Chicago, that these five stations will in future be represented exclusively in the United States by Howard H. Wilson Co.

Radio Representatives Ltd., will act primarily as representative of these five and any other stations joining the group. Offices at present are located, in addition to Toronto, in Montreal. Production and the sales of transcription will also be undertaken for the group, with the company at present working closely with Dominion Broadcasting Co., Toronto.

**ARThUR FULTON of Fulton Radio Enterprises, Hollywood, has become a stockholder in the Walter Bid- diet Co., Los Angeles station representatives.**

**BUY SEVEN SPOTS FOR THE PRICE OF THREE**

Seven 1 minute spots—night-time rate—on WMBG—the Red Network outlet in Richmond—cost $105.00—or $15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost $105.00—or $35.00 each.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.
TREATY SHIFTS, RECENT ADVANCE IN RADIO STUDIED AT COLUMBUS

Problems of High-Fidelity and FM Considered; Video Standards Explained by Dr. Baker

REALLOCATION, television and telephony, have drawn major attention of 200 technical radio experts during the opening days of the fourth annual Broadcast Engineering Conference being held Feb. 10-21 in Columbus, O., under auspices of the electrical engineering department of Ohio State U. As the conference goes into its second week further comprehensive discussions of FM are prominent on the agenda.

Speaking Feb. 10-11 on "Sound Reproduction From Recordings", F. V. Hunt, of Harvard U, explained the theoretical reasons for the various factors entering into reproduction. He expressed the opinion that if it was desired and an operator was willing to spend the time, reproduction film recordings could be accomplished with satisfactory quality for high-frequency broadcasting, with frequency ranges twice as broad. He commented, however, that development costs likely would be high to attain this standard.

Studio Acoustics

Paul J. Washburn, of Johns-Manville Corp., discussed "Studio Acoustics" described factors involved in treating studios for broadcast purposes. He emphasized the necessity of a statement to FM, pointing out the difficulty of obtaining acoustic materials with uniform absorption over a band of frequencies up to 15,000 cycles.

Television was covered thoroughly by Dr. W. R. G. Baker, chairman of the National Television System Committee, NTSC panel chairmen; Dr. P. C. Goldmark, CBS chief television engineer, and Harry Sadewater, chief engineer RCA. Reviewing the NTSC recommendations for commercial television standards, Dr. Baker explained reasons for NTSC decisions on various proposals. Further discussion on television standards came at an evening session Feb. 10.

Dr. Goldmark illustrated his lecture on color television with slides demonstrating, a "Studio Acoustics" described factors involved in treating studios for broadcast purposes. He emphasized the necessity of a statement to FM, pointing out the difficulty of obtaining acoustic materials with uniform absorption over a band of frequencies up to 15,000 cycles.

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New Evening Schedule
Now in Effect at WOV

NEW EVENING schedule of straight music, except for five-minute news periods between each hour on the hour, at WOV, New York, went into effect Feb. 10 as previously announced by A. B. Bulova, owner of the station, who has recently assumed an active part in its management. [Broadcasting, Feb. 10]

Program has been titled the 1130 Club, named for the frequency which WOV will have following the switch-over on March 29. Alan Courtenay, m.c. of the entire six-hour period, has divided it into quarter-hour units, each featuring an individual style of music. While the program is in three halves, the stage no time is being sold and previous sponsors on the station during the evening hours have had their schedules temporarily discontinued. WOV salesmen are offering evening time to advertisers after March 1.

Berne W. Wilkins, formerly with WMCA and WNEW, New York, and previously a partner in the advertising agency of Weil & Wilkins, has joined the WOV sales force. Ray Linton, former sales manager of WOV, is continuing as a member of the sales staff during the reorganization.

Harold A. Lafount, general manager of Bulova broadcast operations and in charge of WOV until a new general manager has been engaged to succeed Naylor Rogers, flew to Salt Lake City, Feb. 11 after receiving word of the death of his father, Robert A. Lafount. He was expected to be back at the station by Feb. 17.

New Defense Series

TO GIVE the nation a weekly report on the progress of national defense the National Assn. of Manufacturers has arranged with NBC-Red for a Saturday evening half-hour series of 13 broadcasts which originate in the country's key defense production centers, starting Feb. 22. The first program will deal with the nation's plant tool industry at Cleveland, while subsequent programs will report on aviation from California, oil drilling in Oklahoma, tanks from Illinois, shipbuilders from Virginia, automobiles from Detroit, etc.

Phillips Renewal

P H I L L I P S PETROLEUM Co., Bartlesville, Okla., for the third successive year has renewed on KTSP, St. Paul, Tomorrow's Headlines Tonight, quarter-hour nightly news program handled by Brice Henderson and Halsey Hall. Lambert & Feasley, New York, is agency.

Voynow Named

RICHARD VOYNOW, production manager of CBS, has been named radio director of Ward Wheelock Co., New York. He will supervise Wheelock's program production. He formerly was manager of WEAN, Providence, and WICC, Bridgeport.

Skids to WNXA

J ACK CHASE, news editor of WNXA, Yankton, S. D., recently skidded off an icy plane in a hailstorm through a billboard near Sioux City, La., where WNXA maintains studio facilities. He received only slight personal injuries, but his week-old car was completely wrecked. But topping it all, out of the myriad billboards lining the highway, he managed to find one belonging to WNXA.

School Using Discs

NATIONAL SCHOOLS, Los Angeles, California, in technical correspondence courses, is sponsoring transcribed five-minute commercial messages three to six times weekly on KXA WIBC KROY KORE KMPC KUTA KIDO, and two minute commercials six times weekly on WELI New Haven; WNBC, New Britain; KBND, Bend, Ore. Company is also on WJLB, New York, 18 period weekly, comprising five-minute transcribed musicals, two quarter-hour live and eight quarter-hour transcribed musical programs, and three quarter-hour newscasts. Huber Hoge & Sons, New York, is agency.

Americas Extends

W I L L Y S-OVERLAND MOTORS, Toledo (Americas) is sponsoring a daily half-hour recorded program on WCHL, Chicago, as formerly. During the period, a 10-minute news period on WDZ, Tuscola, Ill.; 26 weekly announcements in New York and 12 in Chicago. The schedule was increased Feb. 15 with addition of an hour on WCFL's Make Believe Barnstorm on Saturdays. Agency is in Dave Benet & Assoc., Chicago.

Pacific Cereal Spots

WHEAT-ALONE Co., Vancouver, Wash. (cereal), new to radio, in a six-week campaign ending March 10, is sponsoring three-weekly participation in Norma Young's Haddy Homes, on KHJ, Los Angeles. Firm, owned by Charles B. Hurley, of H. W. Young, LLC, of Kansas City, Missouri, is handling the project. Agency is Charles H. Mayne Co., Los Angeles. Charles Hensley is account executive.

WJLB to Move

WITH changing of call letters of WMBC, Detroit, operated by the John L. Booth Broadcasting Corp., to WJLB, effective Feb. 28, announcement of the moving of the new WJLB to the Eaton Tower in Detroit was made. According to Fred Knorr, program director, offices, three large studios, an audience studio, two client booths and two control rooms will occupy the entire 31st floor and part of the 34th. A special inaugural program, featuring the appearance of Gov. James D. Van Alstyne, Mayor Edward J. Jeffries, Congressmen and various guest stars from other Detroit stations, will be presented March 12.

Armour Test

ARMOUR & Co., Chicago (produce dept.) on Feb. 17 started a six-week test campaign of 15 to 20 one-minute and chain-break announcements promoting a new product in four markets. Stations are WAGA, WGST, Atlanta; WBRE, Wilkes-Barre; W TAG, WORC, Worcester. Agency is Lord & Thomas, Chicago.

J. A. Leethan

J. A. L E E T H A N, in charge of records for the Canadian Broadcasting Corp., Toronto, died suddenly on Feb. 4, at his home in Toronto. He was born at Ingersoll, Ont., 40 years ago, and had been in the Canadian government's Civil Service since leaving school. In 1935 he was transferred from the records branch of the Department of Transport, Radio Branch, to the Canadian Radio Broadcasting Commission, and in 1936 when the CRC took over the CRBC he was transferred to the CBC. In addition to radio circles he was well known in eastern Ontario sporting circles. He leaves his widow and one child.

Party for Guard

A GOING-AWAY party for 200 officers and men and the National Guard unit of Duluth was staged by KDAL. The idea caught quickly and ended in a Farewell Ball at the armory. Proceeds went to the Battery Fund. Window displays were set up all over the downtown area and a parade of military units was staged. KDIH provided two complete floor shows for the party, attended by some 4,000.

WAVE HAS NO SAUCE FOR GANDER (Ky.)!

Even with WAVE's new power of 5,000 watts, we still ain't claimin' Gander, Goody, and all the other back hills and hollows of this yere state! What we are getting with a stronger, clearer signal than ever—is the impres-

LEXINGTON-WORLD
INCORPORATED
5000 WATTS...940 K.C., N.B.C.

WJDX - WMC - WSMN - KARK
KEDY - KBTS

MISSISSIPPI HAS NEW MONEY

Jackson's G.E. fluorescent light plant to open in February. Annual payroll, $150,000, to create over $1,000,000 annually in trade.

New plant to support 2,000 people—25 commercial establishments—$400,000 new market for agricultural products—$10,000,000 for transportation.

An indication of new opportunity for southerners who Invest in JACKSON WJDX-DOMINANT RADIO STATION IN THE SOUTH'S FASTEST GROWING MARKET.

Member of Southcentral Quality Network WJDX - WMC - WSMN - KARK
KEDY - KBTS

BROADCASTING • Broadcast Advertising

February 17, 1941 • Page 49
Philadelphia FM Advances Rapidly

Stations Striving to Be First On Air With New Signals

FM IS TAKING substantial form in Philadelphia, with a general race among the stations to be the first on the air. Benedict Gimbel Jr., president of WIP, upon receiving FCC permission on Feb. 11 to construct an FM station, announced that construction of the transmitter would start as soon as the equipment, already on order, arrives. The transmitter will be installed atop the Gimbel Bldg., which houses the station, an effective height of 588 feet above sea level, and using a three-bay turnstile antenna. It is expected regular operations will start within two or three months.

Following a license grant from the FCC last week, Roger W. Clipp, general manager of WFIL, announced that construction of an FM station will be completed in 90 days, with the station scheduled to take the air by May 1. WCAU, first station in Philadelphia to be licensed for FM, began construction of a station in December.

Plans for Operation

It will be completed by the first of April, according to John H. Leitch, WCAU technical director. KYW already has application filed with the FCC for FM and hopes to have a station in operation before mid-summer. In addition, WPEN has specified intention to file application for an FM permit. WFIL, WCAU and WIP announce their FM transmitters will operate independently with separate studios, programs and offices. At the start all will operate six hours daily, distributed equally before and after 6 p. m. WFIL, Mr. Clipp announced, will operate its station atop the Widner Bldg., which houses the present studios. A 250-foot antenna will be installed, giving an effective height in excess of 500 feet.

WCAU has not divulged its transmitter location. Frequencies assigned and the call letters for the three local stations are WCAU, 46.9 mc.; WFIL, 45.8 mc.; WIP, 44.7 mc.; KYW has applied for 45.6 mc.

Latin Disc Exchange

FORMATION of an organization in Havana to be the clearing source for exchange of American and Latin American programs has been announced by Henri Leiser, president, and F. Perez De La Riva, secretary of the new company. Under the name of ARTIP (Asociacion de Radio-Television y de Interchange Panamericano) the new enterprise will take the cultural and artistic aspects of programs from each country, transcribing them in the language and dialects of the other country. The service will thus enable listeners to hear artistic and educational programs of other American countries without losing the original atmosphere.

Plan New Outlet for Rhode Island

PLANNING to inaugurate operation March 30, the new WFCI, Pawtucket, Providence, has completed formation of its transmitter building in Lonsdale, R. I., and the installation of Western Electric equipment throughout is proceeding. Studios are nearing completion and will be located at 450 Main St., Pawtucket, in the Frank Crook Automobile Bldg.

Two Blaw-Knox vertical radiators, 321 feet in height, are being erected and the ground system will lay in the marshes of the Blackstone River.

While the station will be ready for operation prior to the March 29 Havana Treaty reallocation date, it is planned to withhold the starting date until March 30, so the station may begin operating on 1420 kc., instead of 1390 kc., the present wavelength allotted it.

GE's New FM Monitor

A NEW FM station monitor has been introduced by General Electric Co. as an addition to its line of FM equipment. Designed exclusively for FM work, the new unit performs all the functions of a center-frequency monitor, modulation monitoring, high-fidelity audio monitor and modulation-limit indicator of the flasher type.

Off to Pittsburgh went this 3,000-watt General Electric FM transmitter after a final inspection by C. A. Priest (left), engineer of the GE radio transmitter engineering department, and W. R. David, of the GE transmitter sales department. The complete unit, comprising a 3,000-watt exciter and 3,000-watt amplifier, is being installed by WWSW, Pittsburgh for its new FM adjunct, WHTY. The new station operates on 44.7 mc., covering an area of 8,400 square miles and a potential audience of 2,100,000.

Westinghouse FM

WESTINGHOUSE E. & M. Co. is starting immediate engineering and construction on its new commercial FM station, W75P, recently authorized by the FCC in Pittsburgh, according to a Feb. 12 announcement by Lee H. Wailes, manager of Westinghouse Radio Stations. The construction permit for the new station calls for operation on 47.5 mc., covering an area of 8,400 square miles and a population of 2,100,000.

The station is to be built at Allison Park, Pa., on the present KDRA transmitting site. Westinghouse at present is operating two FM stations experimentally, WIXK, Boston, and WIXSN, Springfield.

KVOD, Denver, has appointed Weed & Co., as its national sales representative.
CONFUSION among radio’s Andy White has been rampant for many years in the Arizona region. Andy White at left is baritone with Waring’s Yankees. Three years ago he left U of Arizona to join Waring, after having built up an enormous following. The same month Andy White at right joined KVOA, Tucson, as program director and sportscaster. Ever since they’ve been getting each other’s fan mail. Recently Andy White at left was featured in a concert lecture series at U of Arizona and he met Andy White at right. The potential spinach on Andy White at right is being nursed along for the annual rodeo in Tucson.

New RCA Microphone Has Adaptable Features

RCA Mfg. Co., Camden, N. J., is marketing a new kenyrophone microphone whose directional characteristics can be altered by a detachable parabolic reflector. The new microphone is bullet shaped with the live end protected by a grill. Attaching the circular dish-shaped baffle with the concave face toward the grill sharpens the directional characteristics and feedback is reduced.

Reversing the baffle so the convex face is toward the grill produces the opposite directional effect. Baffle can be detached altogether and the microphone can be used as a normal pressure microphone. The microphone is especially adaptable for amateur radio telephone transmitter and public address applications and is available at both low impedance (250 ohms) and high impedance (40,000 ohms) equipped with a 50-foot cable.

Westinghouse in S. F.

THE WESTINGHOUSE Electric & Mfg. Co., announces the purchase in San Francisco of 59,000 square feet of land at Eighth and Bryant Streets for a building to house its San Francisco operations. According to Charles A. Dostal, Pacific coast district manager for the company, the investment in land and building will exceed $500,000.

NAME COMMITTEES FOR NAB SESSION

COMPLETION of the convention committee appointments for the 19th annual convention of the NAB in St. Louis, May 12-18, was announced last Tuesday by NAB President Neville Miller, Merle S. Jones, general manager of KMOX, is general chairman, with seven committees named for various convention functions. The complete revised list follows:

General Chairmen—Merle S. Jones, KMOX.

Chairmen—William P. West, WTMV; Robert T. Conway, KWK; John C. Dostal, WKXO; William H. West, WTVY.

Entertainment & Reception—Chairman, William H. West, WTMV; Robert T. Conway, KWK; Nicholas Faglino, WNB; Chester H. Renier, KXOM; Bart Slattery, WTVY.

Exhibits—Chairman, Clarence C. O. Knott, KOKX; L. A. Benson, WNB; Edward W. Hamlin, KSD; Golf—Robert Richardson, Jr., KWK; Robert Storer, KWW.

Housing—Chairman, Ray E. Dady, KWK; Rev. W. J. Park, WNB; Arthur Casey, KMOX; Frank Enchen, KDKY; Dary Roberts, KXOK.

Metal Display & Exhibits—Chairman, Howard O. Peterson, WED; John A. Allison, WTV; Cincinnati; J. Soulard Johnson, KXOK; Robert Smarr, KWW.

Radio Display—Chairman, William P. West, WTMV; Robert T. Conway, KWK; Nicholas Faglino, WNB; Chester H. Renier, KXOM; Bart Slattery, WTVY.

Sponsorship—Chairman, W. H. West, WTVY; Robert T. Conway, KWK; Nicholas Faglino, WNB.

New GE Co-Ops

FOLLOWING the successful series of floor exhibits recorded programs made available to local General Electric Co. dealers for Christmas appliance promotion, G-E is distributing a second series, featuring Alan Kent and Ginger Johnson, Ted Steel and the singing Vass Family, to stations throughout the country to promote "GE on the Farm". Commercials urge the farmer to get to his nearest GE dealer for a catalog of the company's farm catalog, complete with prices.

EDWARD SCOVILL, CBS operations supervisor, has resigned to join David O. White’s television and radio division, Hinesville, Ga. as a captain.

HENRY C. CHEEK, engineer of WAGA, Atlanta, has been called for duty as an ensign in the Naval Reserve to be stationed in Puerto Rico.

CREI Courses in Practical Radio Engineering Are Under Constant Revision to Meet the Ever-New Developments of the Radio Art . . .

There will never be a "completed" CREI home study course. We will never be content to "let well enough alone". That is why our texts are presented in loose-leaf binders for constant addition and revision. New ideas, new equipment, new methods are constantly changing the radio scene and to keep pace with this progress CREI is constantly revising and modernizing its lesson material.

This is a never-ending task for our competent staff of outstanding engineering-instructors, headed by Mr. E. H. Rietzke. Today, Mr. Rietzke is still writing new lessons and revising older ones, assisted by a highly qualified staff of radio engineering specialists. CREI training is built on a sound knowledge of modern radio engineering practice. Behind the scenes, CREI is making a constant effort to improve that which already has been good. This is slow, exacting and arduous work, but the results are far-reaching in effect, as shown by the accomplishments of our students and graduates.

The entire CREI home study course includes 120 complete lessons. Our schedule requires a thorough revision and new printing of all lessons at frequent intervals. Very rarely does a CREI lesson, when issued, show a copyright date older than two years. ONLY by such methods can radio engineers be assured of adequate up-to-date lesson material.

Serving the Radio Industry Since 1927

CAPITOL RADIO Engineering Institute

E. H. Rietzke, Pres.
3124 SIXTEENTH ST., N. W.
WASHINGTON, D. C.
Video in England

England's television services were well under way in London when the war started, but everything was stopped after the outbreak of hostilities. This led to a question in the House of Commons recently why surplus British television receivers should not be sent to the United States. Harcourt Johnson, Secretary for Overseas Trade, replied that they could not be exported because they incorporate certain American patents which British manufacturers are not permitted to exploit in the United States.
BROADCASTING

Salesmen

Experienced Salesman and Crew—Announcers.

Come in. Experience in phone license.

Salary and commission. Write for details.

Central Registry, Orpheum Theatre, Wichita, Kansas.

WANTED

FOR

Wichita, Kansas.

Salary and commission. Write for details.

BROADCASTING.

BROADCASTING.

Salesmen—In cities as full man—ideal for executive in charge of radio station.

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AFRA CITES WIOD ON LABOR CHARGE
AMERICAN FEDERATION of Radio Artists has scored a charges against WIOD, Miami, with the National Labor Relations Board, charging that the station has refused to bargain with two announcers, William Pemnell and John Stinson, for union activities. Petition, filed with the NLRB office in New Orleans, calls for reinstatement with back pay, including fees for commercials. AFRA's negotiations with WKPT and WXZT, as well as with WIOD have been suspended pending a settlement of the case.

Two-year renewals of AFRA contracts with KSD, St. Louis, and WXZT, Detroit, and a one-year renewal of the WIOD contract, are reported to be in effect. The contracts are reported by the union, which also says that negotiations for a contract with KWK, St. Louis are complete and that the signing should occur momentarily. Negotiations are also under way in Dallas, between KLRL and the AFRA local in that city.

Everett Clark has been appointed chairman of the group to draw up constitutional amendments for submission to the next AFRA convention, which will be held August 17 in Detroit. Amendments will provide for changes in the method of selecting board members as suggested at the last national convention of the talent union. Other members of the committee, named by the executive committee, are Ed York: Alex McKee, Ken Roberts, John Brown—Chicago: Ray Jones, Philip Lord, Dan Sutton; Nor- man Barry as alternate; Los An- geles: True Boardman, William Bond, Harold Hux, Frederic Mac- Kaye; Detroit: Gwen de Lancy; Dallas: Dell Gibbs.

WKPT Stock Transfer

Army Adopts New Procedure
For Broadcasts From Camps

Simplified Method Covering Commercial Programs Provides Uniform Method of Application

DESIGNED to simplify clearance of commercial broadcasts from military reservations, a recommended application form for use by stations and networks was announced Feb. 13 by the new Bureau of Public Relations of the War Department.

Under the new system a station or network desiring facilities to broadcast a program from an Army camp would make application in triplicate, the single application containing all information pertinent to the broadcast. With all this in a single application, it was ex- pected that the War Department could act more swiftly and ex- peditiously in clearing the broadcast.

A Ban on Beer
Also it was pointed out that applic- ations must be made by sta- tions or networks directly, rather than by a sponsor. Although ac- ceptable types of sponsor products for these programs have not been specified, it was stated that no beer or alcoholic beverage advertising would be allowed on programs originating at a military reservation.

Data requested in the recom- mended application form includes:

1. Date of program, length time and type of program, name of sponsor and product, general outline of program, type of talent, Army per- sonnel requested to appear on program, technical data on microphone installations, originating building, lines or circuit required and actual time will be in use, trans- mitted or live program and in transcribed on what other stations would program be broadcast.

The application also should in- clude assurance that the program will be produced without expense to the Government or interference with military training, and that the broadcast will include an official disclaimer announcement. Text of the commercial copy to be used on the program also should be in- cluded.

Following is an outline of the proposed application form. Station operators are urged to save the outline for reference, since no ap- plication blanks are to be distrib- uted by the War Department, ac- cording to E. O. Kneale, civilian advisor for the Pictorial & Radio Division of the Bureau.

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Following is an outline of the proposed application form. Station operators are urged to save the outline for reference, since no ap- plication blanks are to be distrib- uted by the War Department, ac- cording to E. O. Kneale, civilian advisor for the Pictorial & Radio Division of the Bureau.

Subject: Request for commercial radio broadcast from a military reservation.

To: The Director, Bureau of Public Relations, War Department, Washing- ton, D. C.

From: [Name and address of station.] MCCU.

This request is submitted in accordance with the provisions of the Board of Governors of the American Federation of Radio Artists, and is made in the name of [station name].

The proposed application form is attached.

Confidential

The undersigned is [name of station owner] of [station name].

Date: [Date]

Spots for Book
DOUBLEDAY, DORAN & Co., New York (books), is promoting Business Encyclopedia with five- minute transcribed announcements six times weekly. A total of about 60 stations will be used, according to Huber Hoge & Sons, New York, handling the account. An- nutrition, the book's theme, is placed on WPNF WIBC WKST WMMN KGER WSNJ KRMK KSBO WGYF WRUF KMA KTRI.

WNYC Has Trouble
Holding Its Announcers
DIFFICULTIES of keeping top- notch announcers at WNYC, New York City municipal station, were related last week at a hearing of the Citizens' Broadcasting Committee investigating the New York Civil Service Commission.

Counsel for the investigating committee charged the Commission had spent $10,000 and two years on an examination that produced only a $1,800 annual pension for the $1,800 announcer's job. The New York Times reports that members of the Citizens' Broadcasting Committee laughed aloud when it was revealed that the examination disqualified Ted Cott, who went to CBS at a salary of $2,000 a week more than the city paid him and Tony Mar- vin, who left the $1,800 year post to receive $15,000 a year with Major Bowes.

A third announcer who, like the other two, had been serving on a provisional basis pending the result of the test, was Russ Johns, who now holds a radio post in Virginia.

Spots for Parker
PARKER BROTHERS Inc., New York, is using two programs on WOR, Newark, to promote "Dig," a new game announced at announce- ments Monday through Friday on Ed Fitzgerald's program and Mon- day through Friday on "Dr. Dog" announce- ments on Henry Morgan's Here's Morgan show. Clements Co., Phila- delphia, is handling the account. Recent new programs are the Here's Morgan program, Tuesdays and Thursdays is Salz Bros, New York, for Strat- for, and the Agency is S. R. Leon Inc., New York.

DIRT FOR DOBBER
CBS Flower Expert Addressed
In Curious Ways—
POSTAL authorities of Nashville, have come to recognize letters with any freak address referring to dirt as likely to contain information of the Old Dirt Dobber, WLAC, Nashville. For seven years on WLAC and for the last eight growing in each Satur- day morning, this expert on home gardening and landscaping has con- ducted his floricultural program under his own identity and known only as the Old Dirt Dobber. It is known that he was formerly a printing executive.

Over the last six months he has received 57,756 fan letters from listeners in every State, Canada and Alaska. Several have borne such unique addresses as "Dear Dobber: "Dirt on the Dollar," "Old Dirt Harbor" and the prize one of all merely design- ated "Old Dirty, Nashville, Tenn."
WLW ADVERTISED ITEMS GO ON GROCERS' "MUST STOCK" LIST

The effectiveness of WLW is proven by the consistent movement into the hands of the consuming trade of the products advertised over this Station. Because of constant turnover, our customers, as well as ourselves, enjoy a splendid volume on these items and place them on our "Must Stock" list.

Charles J. Arrighi
Merchandising Manager
W. D. CREASEY'S SONS
Distributors for
REGAL and BURKE STORES
Cincinnati, Ohio

FOR efficient operation on the new high-frequency services, accurate data is just as important as it is in standard broadcasting practice. On any frequency, better station operation begins with complete knowledge of service area, antenna efficiency, and field-intensity patterns. The RCA 301-A Field Intensity Meter provides this information for television, FM broadcasting, educational and experimental stations operating between 20 and 120 megacycles.

Measurements with the 301-A instrument have been simplified—it’s nearly as easy to use as a standard broadcast field meter, and arranged for recording without additional amplifiers. With the 302-A noise meter attachment, surveys of signal to noise ratio may also be made. Leaders in UHF development and prominent consultants employ the RCA 301-A.

The 301-A operates on the same principle as broadcast instruments. Arranged primarily for amplitude modulation stations, it may be modified for measuring FM stations during program transmission simply by changing a resistor and condenser... or used without change to check unmodulated carrier. Meter measures only 9¼" x 13" x 20¼", weighs 38 lbs. Accessory case contains doublet antenna and supporting tripod.

Write the nearest district office for data

Use RCA Radio Tubes in your station for finer performance.

RCA Broadcasting Equipment

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