For weeks our How-Many-Midgets-in-Connecticut Department has been studying papers. Newspapers—not just things to write on.

It notes that 209 papers now list WOR programs DAILY, compared with the once-good total of 135 papers back in 1939. And, it adds, 103 of these 209 papers are OUTSIDE the area in which WOR guarantees to spread your sound for cash!

This gives you the general idea.

It also gives you 103 proofs that people listen DAILY to WOR in 131 cities, in 14 states, that we don’t even say we cover. States like Florida, Kansas, the Carolinas and Georgia—with Canada to boot. If these people didn’t listen, you can bet whatever the taxes leave you that the editors of these papers wouldn’t be scissoring their columns to make room for WOR programs.

Our advertising people (ever on the lookout for a loose nickel) would like to find some way of charging extra for this extra. We won’t let them. We’ll just go on keeping the excitement up near the top of the tube, and listeners will keep on asking their editors to make sure to let them know what’s on WOR—daily, in Kansas.
MANY already know it—everybody seems to be learning it: WLS GETS RESULTS! It's no secret that we've a pretty responsive audience out our way.

For instance—to be brief and to the point—52,085 letters have been received from his WLS campaign the past 21 weeks by a cough remedy advertiser, and 700 to 800 a day are still rolling in. There are other stories like it.

But from this one story, it's obvious: the WLS audience listens, they respond, and they BUY! They'll buy YOUR product if you'll tell them about it. We'd like you to know more about our audience and how they buy. Just ask us . . . or any John Blair man.
WHEN you use the 19 loyally-listened-to, locally-effective New England stations of the Yankee Network, you are accepted because you are present company!

This is more important than any other factor concerning your radio investment. The most persuasively worded announcements that advertising ability can create, or a show with the finest features available, can't produce results unless they're heard regularly on a station whose programs are cordially welcomed.

The preference for Yankee Network stations has been built by years of service and by "good neighbor" cooperation with community activities.

Follow the example of leading advertisers, who have found that there is no substitute for the Yankee Network's complete, intensive coverage of all key markets in New England.

THE YANKEE NETWORK

21 BROOKLINE AVENUE, BOSTON, MASS.

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

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport
New Haven
WCSH Portland
WLLH Lowell
Lawrence
WSAR Fall River
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLBN Laconia
WRDO Augusta
WCOS Lewiston
Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven
For better results, in quicker time, seven services are better than one, any day. But most barber shops—or radio stations—don’t use seven.

But KOIL—ah-h-h! There you’ll find actual demonstration and proof of the power-house results attained for advertisers through KOIL’S SEVEN OR MORE very definite merchandising helps. KOIL 7-POINT PLUS MERCHANDISING assures the advertiser of SEVEN OR MORE merchandising projects, definitely promised—faithfully carried through, with actual proof-of-performance sent to both advertiser and agency.

We’d like to send you full information on this unique and result-getting merchandising plan. We’d like to tell you about the window poster displays, taxicab signs, special letters, promotional announcements, and all the other services we use to give your radio campaign dominance in Omaha.

KOIL 7-POINT PLUS MERCHANDISING is just another reason why THE RADIO PICTURE IN OMAHA HAS CHANGED!

P. S. We’ll also include letters from national advertisers and agencies who have put KOIL 7-POINT PLUS MERCHANDISING to the test!

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### ENTER YOUR SUBSCRIPTION NOW FOR—
- 52 issues of BROADCASTING WEEKLY
- including New 1941 YEARBOOK Number
- and revised 33” x 22” Radio Outline Map

- [ ] Check for $5 is enclosed
- [ ] Please send bill

Name

<table>
<thead>
<tr>
<th>Firm</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Address

City      State

Add $1 per year for Foreign or Canadian Subscriptions.
"1941
Good 5KW Year!"
says Chief Engineer

Western Electric

In Canada and Newfoundland, Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.
Announcing...

A New Method of Determining
"EFFECTIVE COVERAGE AREAS"

of NBC Networks

1 The first to be based on a nationwide All-County Survey of station listening habits and preferences.

2 The first to measure all stations on a uniform standard.

3 The first to use as its standard the network effectiveness in the cities where advertisers' national program ratings are made.
ADVERTISERS have long desired a method of determining the effective coverage of their networks throughout the entire country as well as in the cities where the regular national program ratings are made. These program-survey points represent only 25% of the nation’s radio families—and without network “effective coverage” data for the whole country, adequate merchandising could not be efficiently planned on a national basis.

Now, after several years of intensive study, the National Broadcasting Company announces a new formula by which it will be possible to map network “effective coverage areas,” on a basis comparable to those standards already accepted by advertisers for one-quarter of the nation.

These new measurements will provide coverage maps which will enable an advertiser to concentrate his merchandising and sales promotion activities in those areas where his radio advertising makes its most effective bid for listener attention.

On or after March fifteenth, both networks of the National Broadcasting Company will provide their clients with exclusive effective coverage area maps of their particular networks.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service
Though none of us here at Free & Peters is old enough to sport a long white beard, we were one of the very first firms of radio station representatives who ever roped and tied a contract for spot broadcasting. Which automatically means that we've corralled a passel of knowledge about markets, stations and programs, about your prospective customers’ listening and buying habits, and how to turn those habits into a roundup of sales.

Maybe that explains — in part, at least — why more and more agencies and advertisers are laying their radio problems on our doorstep these days.

Our fourteen top-hands roam the range out of six different offices across the country — and they'd like nothing better than the job of riding herd on any radio problem you may have! So how about making us prove we know the ropes — for you?
ASCAP Expected to Offer New Contract
But Industry Is Planning to Take Its Time, Following Society’s Signing of a Modified Consent Decree

By SOL TAISSOFF

HAVING settled its current troubles with the Government through capitation to a Department of Justice consent decree, ASCAP shortly is expected to make new overtures to the broadcasting industry for return of its music to the air. Current indications, however, are that weeks or even months will elapse before a method acceptable to all segments of the industry is evolved with ASCAP publishing houses and writers.

There is no chance whatever, according to industry sources, for a moratorium under which ASCAP music would be promptly returned to the air, pending negotiation of new contracts. ASCAP already has hinted, even in advance of the signing of the decree, that it proposes to offer both blanket and “pay-as-you-use” contracts to stations and networks. And Gene Buck, ASCAP president, has rolled out the red carpet, inviting the NAB to initiate discussions.

Revision of ASCAP

With BMI and associated non-ASCAP music sources adequately supplying radio’s needs, it is apparent the broadcasting industry will be in no great hurry to plunge into a deal.

Entering of the consent decree will force drastic revision of ASCAP’s operating structure, despite eleventh-hour concessions made by Anti-Trust Division attorneys. The formal event is expected to occur in New York on Monday. ASCAP’s board announced final approval of the decree last Wednesday, and membership approval—a mere formality—came Thursday night.

Under the decree terms, ASCAP will continue to function as the collection agency for its membership, though provision is made for negotiation individually with users of music by the copyright owners. With the funds going into the ASCAP pool, however, the prevailing system of classification and royalty distribution, originally under vigorous attack by the Government, can be continued in some modified form.

Although Government attorneys insist the decree terms will inject competition in music where monopo-

Song published, instead of five; and otherwise alter its operating struct-

ure. But with ASCAP remaining as the collection agency and with the provision that no ASCAP mem-

bers can function through any other agency in selling its performing rights, broadcast observers feel that the tightly controlled music pool will continue pretty much as in the past.

Radio News, through NAB President Miller, BMI Vice-President and General Counsel Sydney M. Kaye, and BMI Special Counsel Godfrey Goldman, vigorously protested the revision of the decree last Monday but got nowhere. The Anti-Trust Division attorneys, after a fortnight of discussion with ASCAP’s special counsel, Charles Peletti, New York Lieutenant Governor, and his associate Milton Diamond, finally acceded to the plea that without a modification of the non-exclusive licensing provision, ASCAP would be forced to discontinue.

A Federal notice came to the Depart-

ment that the ASCAP board had given its approval to the decree, and plans were made for prompt filing of a new civil suit in the Federal District Court for the Southern District of New York, along with the proposed decree. This was to be accomplished Monday or Tuesday. Actual entering of the decree, however, is not expected for several days, or after the formality of a court hearing.

May Dismiss Suit

Consummation of the decree will open the way for dismissal of the Government’s criminal suit (No. 449-Q) filed Feb. 5 in Milwaukee. It is expected ASCAP will make a plea of nolo contendere, which would constitute neither an admission of guilt nor innocence to the Government’s charges of violation of the Sherman anti-trust laws. Dismissal by this process probably would mean the levying of a fine against ASCAP totaling $24,000. Of this $5,000 would be against the Society itself, and $1,000 against each of the 19 publishing houses also cited in the criminal information [Broadcasting, Feb. 10].

With Broadcast Music, Inc., and other suppliers providing the industry with adequate music, broad-

casters probably will be in no great hurry to deal with ASCAP. It goes without saying that nothing approaching the guaranteed-percent-

age plan proffered the industry before the break last year will be acceptable to stations or networks. It is logical to expect that once the decree is entered, ASCAP and a newly-designated industry conference committee will meet in New York. This may come this week or next. Before any tangible steps can be taken the NAB board must be called into session, not only to instruct its negotiating committee, but also to devise a plan for reorganization of BMI. Under the consent decree signed by BMI last month, its organization must be changed to conform with the decree terms within 90 days after ASCAP is forced to yield to “similar restrictions.”

Concession Worry

Because of the transgressive importance of the whole issue, the NAB board might conclude that action of the membership is essential before it can proceed with conversations for return of ASCAP music to the air. This might come in the form of a special convention, or even await the annual NAB convention, scheduled for St. Louis May 12-15.

A routine meeting of the BMI board was held in New York last Tuesday, and was followed Wednesday by a joint meeting of the NAB Executive Committee of seven, and of members of the board of directors of Independent Radio Network Affiliates. While highly elated over the success of non-ASCAP operation, the group had misgivings aplenty over the deep concessions made by the Anti-Trust division in modifying the mooted Section 1. They were not inclined to concur in the views of the Government attorneys that the revision was relatively unimportant, and that it introduced horizontal competition in the music field.

The Department of Justice decision to modify Section 1 and make it “non-exclusive” insofar as ASCAP licensing functions are involved, came after the stirring plea to Government counsel by Messrs. Peletti and Diamond, who were retained as special counsel for a $50,000 fee. Conferences were held.
HAS THE Government ing and other applied only mulcting operations of the past. The ASCAP proximately will have passed out of the form of music present, its reorganization will have become obvious a more potent "monopoly" than the Society. The ASCAP decree, like BMI's "pay-as-you-use" method, is arbitrary, and the ASCAP reorganization fails to accommodate the "per program" basis proffered.

Diversified BMI

EXAMINATION of 50 recent BMI tunes, representing the publication and performance transcriptions pouring in at the rate of 1,000 per day, indicates an interesting diversity of authorship, according to a BMI analysis. Among the recent tunes are compositions of nine professional musicians, among them Bandleader Horace Himej; one newspaperman, p.d.; and a military training; Edgar A. Guest, America's household poet, who has written, according to BMI, "I Am Low in collaboration with Maurice Wetzel, Chicago radio program director. A Pennsylvania post-office clerk; a Midwest bookkeeper.

ASCAP's Decree Action Ratified by Membership

MEMBERSHIP meeting of ASCAP, held at the Hotel Astor, New York, last Thursday night and attended by some 700 members, unanimously approved the action of the board in accepting the consent decree. It was announced at the board meeting held Feb. 19 every publisher member of ASCAP had reaffirmed his 10-year contract with the Society and that the composer members at the meeting unanimously reaffirmed their 10-year "At 101 ASCAP meetings, automaticallyicode to small rights written into the decree. Milton R. Weinberger and William Klein, New York attorneys, conferred with Department of Justice attorneys last week regarding their claims. They sought to have provisions introduced which would permit producers of musical comedies, holding grand rights, to negotiate with ASCAP on distribution of royalties recognizing their rights.

In New York last Thursday, Mr. Klein and Weinberger advised that the League plans to object to acceptance of the ASCAP decree by the Federal District Court in New York, for the reasons set forth in the hearing. Under customary procedure, the court will set a hearing date following the filing of the proposed decree, which was filed on Feb. 4. The hearing date probably will come within a week.

BDMI has contracted for the licensing to music the Society of Jewish Composers, Publishers & Songwriters and the performance rights to the band music catalog of Jean Misudd of Salem, and has also contracted for the catalog of Majestic Music Corp.
Music Shift Fails to Affect Audience

Slight Gain for Drama
And Loss for Music
Noted by Hooper

ANSWERING questions of advertisers and agencies about the effect of the withdrawal of ASCAP music from network program schedules, Arthur Hooper has analyzed the listening index for December, 1940, and February, 1941, as revealed by the Hooper Radio Reports for those two months.

The general conclusion is that no significant change has occurred in the size of the radio audience or its listening pattern as a result of the music situation, except for a slight decrease in listening to musical programs and a slight increase in the listening to dramatic shows.

Five questions are posed and answered in the Hooper study.

1. Is radio in general losing its audience? Is answered by a sets-in-use showing that 2.2% is average.

2. The average change in sets-in-use from December to February is an increase of 2.2%, approximately the normal seasonal change, which over the past five years has averaged 2.5%. Hooper’s conclusion is that “nothing has arisen between December, 1940, and February, 1941, to cause any abnormal increase or a decrease in the audience of radio in general.”

Similarly tabulating the ratings for network programs:

**EVENING SETS-IN-USE**

<table>
<thead>
<tr>
<th>Day</th>
<th>Dec. 1940</th>
<th>Feb. 1941</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>39.0</td>
<td>39.1</td>
<td>+0.1</td>
</tr>
<tr>
<td>Mon</td>
<td>36.1</td>
<td>35.8</td>
<td>-0.3</td>
</tr>
<tr>
<td>Tues</td>
<td>34.0</td>
<td>35.0</td>
<td>+1.0</td>
</tr>
<tr>
<td>Wed</td>
<td>34.5</td>
<td>34.9</td>
<td>+0.4</td>
</tr>
<tr>
<td>Thurs</td>
<td>33.1</td>
<td>36.0</td>
<td>+2.9</td>
</tr>
<tr>
<td>Fri</td>
<td>36.1</td>
<td>37.7</td>
<td>+1.6</td>
</tr>
<tr>
<td>Sat</td>
<td>35.2</td>
<td>35.4</td>
<td>+0.2</td>
</tr>
</tbody>
</table>

The average change in sets-in-use from December to February is an increase of 2.2%, approximately the normal seasonal change, which over the past five years has averaged 2.5%. Hooper’s conclusion is that “nothing has arisen between December, 1940, and February, 1941, to cause any abnormal increase or a decrease in the audience of radio in general.”

Similarly tabulating the ratings for network programs:

**EVENING AVERAGE RATINGS—DEC-FEB**

<table>
<thead>
<tr>
<th>Day</th>
<th>Dec. 1940</th>
<th>Feb. 1941</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>18.2</td>
<td>18.6</td>
<td>+0.4</td>
</tr>
<tr>
<td>Mon</td>
<td>10.8</td>
<td>10.8</td>
<td>0.0</td>
</tr>
<tr>
<td>Tues</td>
<td>12.0</td>
<td>12.8</td>
<td>+0.8</td>
</tr>
<tr>
<td>Wed</td>
<td>12.1</td>
<td>12.4</td>
<td>+0.3</td>
</tr>
<tr>
<td>Thurs</td>
<td>13.9</td>
<td>13.9</td>
<td>0.0</td>
</tr>
<tr>
<td>Fri</td>
<td>12.5</td>
<td>12.7</td>
<td>+0.2</td>
</tr>
<tr>
<td>Sat</td>
<td>11.1</td>
<td>11.5</td>
<td>+0.4</td>
</tr>
</tbody>
</table>

and finding an average of 0.7%, the study concludes that network ratings have not fallen off. Furthermore, the percent of listeners to evening programs also increased slightly, by 0.2%, showing that the networks are losing listeners to independent stations. The “percent of listeners” breakdown by evenings follows:

<table>
<thead>
<tr>
<th>% OF LISTENERS TO EVENING PROGRAMS</th>
<th>Dec. 1940</th>
<th>Feb. 1941</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>31.8</td>
<td>32.4</td>
<td>+0.6</td>
</tr>
<tr>
<td>Mon</td>
<td>27.0</td>
<td>27.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Tues</td>
<td>30.2</td>
<td>30.2</td>
<td>0.0</td>
</tr>
<tr>
<td>Wed</td>
<td>29.0</td>
<td>29.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Thurs</td>
<td>31.2</td>
<td>31.2</td>
<td>0.0</td>
</tr>
<tr>
<td>Fri</td>
<td>28.1</td>
<td>27.7</td>
<td>-0.4</td>
</tr>
<tr>
<td>Sat</td>
<td>27.7</td>
<td>27.6</td>
<td>-0.1</td>
</tr>
</tbody>
</table>

Pointing out that on Saturday, and only on that day, all three measurements are down, Hooper says that this variation may not be “entirely statistical,” since there are only seven sponsored network programs on Saturday evening; the quarter-hour continuity and news programs which build early evening audiences Monday through Friday are not on the air on Saturday; neither NBC-Blue nor MBS has any sponsored shows on Saturday evening, and the sponsored shows on the Red and CBS are chiefly musical after 9 p.m. EST. Therefore, any shift away from musical shows, no matter how slight, would cause some loss for Saturday evening.

Has there been such a loss? Are music and variety programs losing their audiences to other types of programs? The answer is found in a popularity index table, based on percent of listeners to various types of programs:

<table>
<thead>
<tr>
<th>Type</th>
<th>Index for Dec. 1940</th>
<th>Index for Feb. 1941</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dramas</td>
<td>27.5</td>
<td>27.0</td>
<td>-0.5</td>
</tr>
<tr>
<td>Plays</td>
<td>23.3</td>
<td>24.4</td>
<td>+1.1</td>
</tr>
<tr>
<td>Music, Popular</td>
<td>34.6</td>
<td>35.0</td>
<td>+0.4</td>
</tr>
<tr>
<td>Variety</td>
<td>31.0</td>
<td>30.4</td>
<td>-0.6</td>
</tr>
<tr>
<td>Quiz</td>
<td>28.0</td>
<td>28.0</td>
<td>0.0</td>
</tr>
<tr>
<td>News</td>
<td>28.0</td>
<td>27.1</td>
<td>-0.9</td>
</tr>
<tr>
<td>Daytime</td>
<td>27.1</td>
<td>27.9</td>
<td>+0.8</td>
</tr>
</tbody>
</table>

Contrasting the latest CAB ratings with the previous report (182 programs are then comparable) shows a 96 increase, 67 decreases and 19 remaining unchanged. Breakdown shows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music, Popular</td>
<td>+1.1</td>
</tr>
<tr>
<td>Variety</td>
<td>-0.6</td>
</tr>
<tr>
<td>News</td>
<td>-0.9</td>
</tr>
</tbody>
</table>

A COMPLETE program of BMI music will be presented at Town Hall, New York, March 13, by Otto Cenzer and his orchestra.

**PROGRAMS ACHIEVE INCREASED RATINGS**

REPORT of the Cooperative Analysis of Broadcasting for the period ending Feb. 11 shows increased ratings for all types of programs. Comparing ratings of 170 network programs for periods ending Dec. 23 through Feb. 11 reveals that 87 have gained listeners, 74 lost audiences and 9 remained unchanged. Tabulation shows for period ending:

<table>
<thead>
<tr>
<th>Day</th>
<th>70 Day 100 Evening All Programs Program Progr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>6.2</td>
</tr>
<tr>
<td>Feb.</td>
<td>6.1</td>
</tr>
</tbody>
</table>

By JAMES MONTAGNES

WHILE Canadian broadcasters will not know until the end of February what copyright fees they will pay in 1941, they are attending the Copyright Appeal Board hearings at Ottawa Feb. 12-15 that there will be the present 8.7% rate to 4% on the strength of this showing.

A Graded Scale?

The surveys were complicated to a certain degree because some BMI tunes are contained in the CPRS catalogue, including such hits as “Frenesi.” Because of this complication, Canadian broadcasters must continue with CPRS for the present and cannot readily drop contracts to take over the BMI catalogue.

The board chairman discussed possibilities of a system whereby stations would pay a graded scale on the number of tunes they used, instead of the entire catalogue as at present.

**MOVIE PROMOTION**

AS A SUBSTITUTE for radio plugs on its musical films, norex has learned that because of the ASCAP-radio controversy, 20th Century-Fox has evolved a stage show called “Tobacco Road” which will be sent to theatres where live talent still forms part of the program. First tests will be made with exploitation of “That Night in Rio.” The special stage trailer, which provides fresh glimpses of material in the picture, will be presented at Roxy Theatre, New York, during the screen run of “Tobacco Road,” which opens Feb. 12. The Hollywood film studio in mid-February sent stage shows, totaling 90 pounds and valued at $10,000, to the Roxy for the trailer show. In addition, the film studio will rely upon ASCAP licensed stations, recordings and individual orchestrations in lieu of the usual network plugs.

IN PLACE OF ASCAP ON PARADE, the hour program of ASCAP music will be monthly discontinued on four New York stations (Broadcasting Feb. 17). WMCA, one of the stations involved, is presenting a two-hour recorded dance program, "Juke Dance," under sponsorship of Music Corp. New York, through Arthur Rosenberg Co., New York.
Industry Already Taking Steps Toward Voluntary Censorship

Neville Miller Assures Cooperation as President Tells of Dangers Involved in News Leaks

RESPONIND to a trial balloon that was held by President Roosevelt at his press conference last Friday, NAB President Neville Miller has advised Broadcasting the radio industry should now consider exercising self-imposed regulation to avoid alleged excesses by all new media in handling and reporting news bearing on national defense.

President Roosevelt's observations on the revelation of U.S. military plans in news stories published Feb. 21 included no direct mention of censorship. It was felt in Washington newspaper circles, however, that his 30-minute dis- course on moral, ethical and patri- otic factors involved in publishing confidential defense news might eventually extend farther than the voluntary control of news he men- tioned.

An Active Question

Commenting on the President's observations, Mr. Miller stated that steps had been taken by the broad- casting industry as far back as the beginning of World War I to guard against what then were described as avoidance of "uneu- char act," but that with the pervading whole scene of American news reporting. The subject is one being constantly considered, he said.

The hullabalo from the publication of ostensibly secret testi- mony given Feb. 20 by Gen. George C. Marshall, Chief of Staff of the War Department, at the executive session of the Senate Military Affairs Com- mittee. President Roosevelt condemned that the publication of such comments or opinions, as well as newspapers, raises an inter- esting question of duty on the part of publishers. Although em- phasizing that he was not suggesting any remedy, he indicated the respon- sibility lay with publishers, rather than news reporters or persons responsible in any way at least that it was a matter for them to cope with. Also it was a question the American people should be think- ing about, he stated.

Noting two steps involved in publishing such reports—first, revelation of confidential information by some persons, second, actual publication of the news ac- count—the President indicated that primary responsibility lay with the man behind the desk, as a second reason for non- disclosure publication depends thus. The problem rests squarely on the shoulders of the publishers, it was indicated.

For some time reports have circu- lated in Washington that in the face of a mounting crisis President Roosevelt might set up a Federal clearing house and "information" bureau for news. This organization, similar to the one headed by George Creel during World War I, prob- ably would be supervised by Powell Mellett, one of the "passion for anonymity" assistants to the Pres- ident, according to these reports. Virtually since the present crisis began, it is known, networks have admonished their own newsmen and commentators to avoid "acts" which might in any way supply aid and comfort to belligerents. This has been particularly true of ship movement reports.

Further Steps Seen

It is likely that as an outgrowth of the current tense situation, fur- ther steps will be taken promptly to invoke some sort of a code govern- ing handling of national defense news. The Government's participa- tion, it is indicated, will be on an affirmative basis, or to get the proper sort of news to the people, but via the press and radio. As long as this country is a non-belligerent, it has been made clear, no steps will be taken toward direct censor- ship.

While radio performs an original reporting function these days, it is dependent for the bulk of its domes- tic news upon the press associa- tions serving radio. The major prob- lem of self-regulation, it is pointed out, therefore devolves upon the news-gathering organizations.

Martin Campbell Depicts

ASCAP's Tune Tactics

A PREDICTION that the BMI-ASCAP controversy will be solved soon was voiced by Martin B. Campbell, managing director of WFAA, WWA, and WFAW, in a speech Feb. 18 before the Dallas Advertising League. Mr. Campbell said complaints by the AFA that the public is being denied real music through a boycott by the radio, and that songs allowed on the air are being performed, are taken very lightly by BMI. ASCAP charges that their song writing members are going to get nothing and that the public is going to starve musically. Yet changing the tempo of old songs, giving them new names and getting them plugged on the air were the secrets back of many ASCAP hits," Mr. Camp- bell illustrated his point by having Craig Barton, WFAA-KGKO staff pianist, play classical melodies and their current derivatives.

CRC Co-Op Plans

COLUMBIA RECORDING Corp., Bridgetone, has doubled its 1941 appropriation for cooperative advertising but has placed re- strictions on its use, according to Patric Dolan, advertising man- ager. The budget will cover cooperative spot announcements placed by dealers on stations not included in a list of accepted sta- tions. The salesmen will coordinate spots announcements placed by dealers on stations not included in a list of accepted sta- tions. The salesmen will coordinate spot announcements placed by dealers on stations not included in a list of accepted sta- tions. The salesmen will coordinate spot announcements placed by dealers on stations not included in a list of accepted sta-

News in Portland

Myers Claims KOIN Program Leads the Field

The Five Star News program heard on KOIN, Portland, Ore., at the same time as the Rich- field Reporter, "consistently and considerably out-rates Richfield accord- ing to Facts Consolidated," as- serts C. W. Myers, KOIN president.

Mr. Myers's statement was made in response to an article in the Jan. 27 BROADCASTING titled "The News That Moves Richfield Oil!" written by Robert M. Hixson, head of Hixson-O'Donnell Advertising Inc., Los Angeles advertising agency.

Pettito Presents Guild Ultimatum

Declares Soloists Must Join Ranks of AFM by March 1

INSTRUMENTALI musicans who are now members of the American Federation of Musicians have been given until March 1 to withdraw from that organization and join the American Federation of Musicians in an agreement signed by James C. Pettito, AFM president.

Notice sent to broadcasters, con- cern bureaus and manufacturers of transcription and phonograph records by Mr. Pettito states that: "With a view to protecting the in- terests of the American Federation of Musicians, members of the AFM will not, after March 1, 1941, play as instrumental musicians with any instrumental musician who is not a member of AFM."

Soloists Affected

Move comes after a court battle with AFM last August when its similar letter from Mr. Pettito, setting Labor Day, 1940, as the deadline, was followed by AFM action and obtaining a temporary restraining order which was dis- missed by New York Supreme Court Justice Aaron Steuer in a decision which was up- held by the Appellate Division of the New York Supreme Court [BROADCASTING, Feb. 3, reviews the case].

AGMA has carried its case to the New York Court of Appeals. It is not considered likely that it can be heard in time to stop AFM's action on March 1.

AFM edict is tantamount to bar- ring recordings by "Americanized" performers, including such well-known performers as Heitzt, Elman, Hoffman, Horowitz and Spalding, from employment in this country. It is not considered likely that it can be heard in time to stop AFM's action on March 1.

Soloists must be played on radio to be eliminated the appearances of these soloists on broadcasts of symphony concerts. Only commercial pro- grams are affected, and these are counted as Ford Sunday Evening Hour, which frequently uses AFM members as soloists, and Coca-Cola's "Pause That Means a Song." AFM employs Albell Spalding both as violinist and m.c. The New York office of D'Arcy Adv. Co., agency in charge of Coca-Cola advertising, said no decision has been made regarding any change in its program.
Tobacco's Road to Successful Selling

TO BROWN & WILLIAMSON Tobacco Corp., of Louisville, radio advertising and success have been synonymous.

It was nearly 11 years ago—in 1930—that B & W first employed radio as an advertising experiment. Convincing evidence that the experiment succeeded is reflected in the company's sales records of the intervening decade, and of the position B & W now holds among the nation's advertisers. B & W officials have left no doubt of their complete faith in radio as the most effective advertising medium, for since 1930 they have increased their radio advertising appropriations each year.

From Little to Big

Today the firm is one of America's largest radio advertisers. If further proof is needed, witness the sales gains of B & W. In 1930, the company was still comparatively small, independent concern and ranked far down in the list of national advertisers; now B & W is one of the foremost tobacco companies in the country and is among the nation's 10 leading advertisers.

What is the story behind this successful story of radio advertising?

Although B & W officials first ventured into radio in 1930, it was six years later that they began concentrating on radio as a principal advertising medium.

In 1936 the tobacco company sponsored a program featuring Tommy Dorsey's orchestra on an NBC network to promote Kool and Raleigh Cigarettes. Sufficient to say of the success of this program that it remained on the air for three years. During these years, B & W expanded its radio campaign and increased by manyfold its radio appropriation. And with each new boost in the radio allotment came a greater sale of B & W products. The company officials concluded that in radio they had found a medium by which, perhaps, they also could inject a promotional-hypodermic into their cigarette show, the program offers a Piper Cub plane each week. Disguising from the final script changes before Wings of Destiny, NBC-Red network feature heard on 85 stations, goes on the air each Friday in each of NBC's 90 network stations. Featuring is 10 to 12 minutes of radio excitement, each program offers a half-hour of the Renfro Valley Barn Dance. Freeman Keys is host of the program.

About this time Freeman Keys, president of the Russel M. Seeds Co., Chicago, was hunting a sponsor for one-half hour of the Renfro Valley Barn Dance. Keys and John Lair, who were identified with many WLS, Chicago, shows, had built and were presenting the barn dance over WLP, Minneapolis, with Pinek and Keystone, two seasonal advertisers, each sponsoring a half-rise of the program. However, in March, 1937, these two sponsors discontinued for the season. All of them immediately picked up a half-hour of the Renfro Valley Barn Dance, and the other half-hour was available. This spot was offered to B & W officials and they took it to advertise their Bugler Tobacco, calling the show Plantation Party.

Quick Action

That program cost B & W but a few hundred dollars per week and its success was immediate, for Bugler sales began booming hours after the debut program was over. As a matter of fact, a survey showed that a large number of dealers reported sales inquiries 10 minutes after the show had left the air. Since then, the Plantation Party has been greatly enlarged and now is broadcast over a 90-station NBC-Red network. The Westerners, Tom, Dick & Harry, the Doring Sisters, the Duke of Puduch and Michael Stewart. The show features such well-known bands as the Charleston Chasers, the Blue Yodelers, and others, and is broadcast each Sunday.

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HAD YOU button-holed the first advertising man to pass by about 11 years ago; and had you popped this question—"Who is Brown & Williamson"?—you might or might not have received an answer. Try the same thing now and you'll find yourself in a lively conversation. You'll match tales of miracles of salesmanship that have brought B & W right up to the top flight in the tobacco kingdom. You'll swap rumors about factories working right up to the hilt. And before the talkfest is over you'll realize that one medium has brought most of this fairy-tale prosperity to an advertiser. The medium used? That's right! You guessed it the first time! It's broadcasting, of course!
Progress and Problems of FM Considered at Ohio Meeting

Coverage Problems Considered; High-Fidelity and Antenna Features Discussed by Engineers

WITH FM continuing as a major discussion topic, and more than 250 radio engineers from all over the country attending, the fourth annual Broadcast Engineering Conference at Ohio State U, Columbus, was in its final days of a two-day session as BROADCASTING went to press. FM, along with television and reallocation problems, has highli- ghted sessions throughout the meeting. The conference started Feb. 10 under direction of Dr. W. L. Everitt, of the OSU engineering department [BROADCASTING, Feb. 17].

During a two-session discussion of "Loudspeakers" Feb. 14-15, H. F. Olson, of RCA, outlined and analyzed the factors involved in building loudspeakers with a satisfactorily low distortion. On the same days a roundtable session on receivers was conducted by L. J. Kelly Johnson, of Hazeltine Corp., E. B. Passow, of Zenith Radio Corp., and W. L. Dunn, of Belmont Radio Corp.

Proper Coverage

Leading off the FM discussions, which featured the second week of the conference, Maj. Edwin H. Armstrong, inventor of the Arm- strong wide-swing FM system, spoke on "17 on the crisis in stereo FM of operations and development. Following Maj. Armstrong, Stuart Bailey, Washington consulting engineer, discussed FM allocations and coverage, outlining FCC procedure for determining coverage of UHF stations under various conditions. He pointed out that sometimes it is necessary to modify an FM application several times before proper coverage can be attained.

Another speaker, "The Determining Factor for High-Fidelity," Harvey Fletcher, of Bell Telephone Labs., discussed the tone and rumble components of certain music and outlined the limits of a perfect system. He estimated that the hearing of more than 2 million persons was affected at the Golden Gate Exposition and the New World's Fair during 1939 and 1940. Mr. Fletcher also demonstrated how ideal conditions could be compromised to meet practical considerations and still render a high fidelity service to the listener. He discussed binaural transmission and described a series of tests which included both binaural and diotic transmission, emphasizing the need for more extensive tests on this subject.

On Feb. 18 M. L. Law, Stromberg-Carlson, outlined the various design features involved in producing FM receivers. On Feb. 18 and 19 Andrew Alford, of Mackay Radio & Telegraph Co., spoke on "UHF Antennas and Transmission Lines," discussing particularly the Brown turnstile antenna and his own like antenna. He observed that a coaxial transmission line could be unbalanced as much as 3 to 1 without introducing serious additional losses provided the line was efficient. He also pointed out that open transmission lines have much lower loss for the same amount of copper used, provided the lines are balanced.

Discussing "FM Field Tests" Feb. 19, Raymond F. Guy, of NBC, described NBC tests comparing modulo-wide and wide-swing FM with a deviation of 15 kc. and wide-swing FM with a 75 kc. deviation, illustrating with a series of test recordings. Kenneth A. Norton, of the FCC technical information department, spoke also on "UHF Transmission," explaining how atmosphere and ground conditions affect radio transmission, particularly on the UHF spectrum.

WAGE, WIBC to Join Mutual Network in April

A NEW LOCAL station in Har- lingen, Tex., to operate on 1240 kc. with 500 watts unlimited, was authorized last Tuesday by the FCC. The grant was to Harbenito Broadcasting Co., of which D. L. (Ted) Taylor, general manager of KGNC, Amarillo, is 50% stockholder. McHenry Tichener and Genevieve Tichener are president and vice-president respectively, holding 25% each. They are both from Harlingen. Mr. Taylor also is stockholder and general supervisor of the companies operating KTSA, San Antonio; KGRV, Weslaco, and KFYO, Lubbock.

Harlingen, Tex., Local

JEWEL TEA Seris

JEWEL TEA Co., Harrington, Ill. (grocery products), is testing one spot commercial, daily on WAVE, Louisville. Distribution of company's products is confined to the central and southern States, and more stations will be added in these areas if test is successful, according to Schwaab & Arney, New York, agency in charge.

Hudson May Add

EASTERN Dealers of Hudson Mo- tors Cars, Detroit, have renewed contracts for spot announcements four times daily on WONY, New- burg; WATE, Waterbury; WICC, Bridgeport; WNEW and WHN, New York. More stations may be added later on to Brennalan Co., New York, the agency.

TECHNICAL tricks kept the nation's radio engineers busy at the Fourth Annual Broadcast Engineering Conference, held at Columbus [BROADCASTING, Feb. 17]. Here are Dr. W. L. Everitt, director of the conference; E. L. Gove, WHK-WCLE, Cleveland; John Morrison, Bell Laboratories.

23 Stations Added To NAB's Roster

Executive Committee Meets; BMM Problems Discussed

THE NAB executive committee met in New York last Wednesday and approved membership applications of 23 standard broadcast sta- tions and two FM stations, as well as the applications of nine companies for associate memberships.

Also attended the NAB meeting with similar committees of the In- dependent Radio Network Affiliates and Broadcast Music Inc. for general discussion of industry problems as the ASCAP situation, the recent move of the American Federation of Musicians to force instrumentalists now belonging to the American Guild of Musical Arti- lists either into the AFM or off the air, the proposed legislative attack on radio by the Allied Printing Trades, and similar matters, no action was taken.

BMM Board Meeting

The BMM board, meeting in New York, Feb. 18, for a "routine business session," similarly reported discussion of its problems, but no offers.

Members of the NAB executive committee present were: Neville Miller, NAB president and chairman of the committee; John Elmer, WCBS; Herbert Hollis- ter, KANS, Wichita, Kans.; Paul W. Morency, WTC, Hartford; Don Searle, KOIL, Omaha. Also attending the meeting were: Walter J. Damms, WTMJ, Milwaukee; Ed- ward Klauber, CBS; Fred Weber, Theodore C. Streibert, MBS; Frank Muller, Mark H. Hollings, Frank Rus- sell, NBC; Sydney Kaye, E. B. Tompkins, BMM; Samuel R. Rosen- baum, WFL, Philadelphia; George W. Nash, Jr., WJW, Louisville; I. R. Lounsberry, WGR, Buffalo; Harold A. Lafount, American Broadcasting Co., New York; C. E. Arms.

Stations accepted into NAB mem- bership include:

- WATW, Ashland, Wis.; WBJL, Dalton, Ga.; WBOO, WBOC, WBOO, Ft. Wain- cola, Fla.; WOYV, Montgomery, Ala.; WTVL, St. Jenna, Ia.; WFLA, Tampa, Fla.; WHDR, Houghton, Mich.; WSKO, Kokomo, Ind.; WLAV, Grand Rapids, Mich.; WRCX, Topeka, Ga.; KBIZ, Ottum- wa, Ia.; WNBA, Akron, Ohio; WWIV, San Diego, Cal.; KGBU, Ketchikan, Alaska; Adv. Agency, Syracuse, is execu- tive vice-president and general manager, acting also as commer- cial manager. Jack Curren is pro- gram director and Charles Brannen chief engineer. WIBC will join CBS upon completion of its new transmitter, when the station also goes into fulltime operation, 6,000 watts daytime, 1,000 watts night power on 1070 kc., probably about April 15.

Shady}

Singin' Sam Series

HARRY FRANKEL, radio's Singin' Sam, who recently appeared on WNYC, Feb. 10 against James Crawford, Philadelphia, a popular singer who had been using the "Sing- ing Sam" billings. The latter was held in $1,500 ball for further bearing by Magistrate Nathan Beifel in Philadelphia, and offered an additional $500 cash bond never again to sing in the United States under the name of Singin Sam.
127 Advertisers Came Back...  
WITH RENEWALS AND REPEATS IN 1940!

The best evidence of advertising merit always is reflected in renewals and repeat orders. During 1940, there were 127 spot and local customers of KOA who came back with renewals and repeats.

No stronger proof of value and productivity can be given. Every one of these 127 users had tried KOA repeatedly and found it good. Steadily 40 of them have used this great station for 5 to 10 years each. Scores of others come in the 2 to 5 year group. And, already, the 1941 renewals are coming through—giving us our most highly prized accolades of approval.

Such powerful evidence of profitable results is your best assurance when considering radio in Denver. You can rely on KOA for better results from your programs. Call or wire any NBC Spot Sales Office or write us direct.
They All Know the Wilf Brothers

In Philadelphia, and Heed Broadcast Messages

By PHILIP KLEIN
President, Philip Klein Adv. Agency
Philadelphia

ONE MORNING a year ago we had a call from Alex Wilf, one of the five Wilf Brothers, who have been selling floor coverings and venetian blinds to Philadelphians for 25 years. He told me to bring down that radio contact we'd been telling him about. In about two minutes flat I was handing a pen to Mr. Wilf, who, without further questioning, signed for the first time a 13-week radio contract for a local WFIL news broadcast, every weekday 8:45-9:00 a.m.

Not a Wilf in Sight

 Asked about supplying copy themes, he told me he would work up some ideas before his first program the next day. On Saturday WFIL called us, pleading for copy. We could only say that Alex Wilf would come through on time. On Monday morning, exactly five minutes before air-time, Roy LaPlante, the WFIL announcer, was telephoning freely. He had no Wilf commercial copy. Suddenly in walked Mr. Wilf with two pieces of paper. These he said, were his own commercials. Moreover, he was going to deliver them.

The program started. About 8:53, announcer LaPlante stopped at the end of a newspaper article and pointed white-faced Alex Wilf. Shaking like a venetian blind before an open window, Alex Wilf began:

...Perhaps you are wondering why the advertiser himself is taking part in these broadcasts. I am doing that because I want you to know that ours is not an absentee ownership. All five of the Wilf Brothers are personally and directly interested in the growth of our business and we want to talk directly to our customers and tell you about our storrs, our service, and our real values. For example, we are now featuring... etc.

That was the first Wilf Brothers' commercial. The second was in the same, friendly tone. And so was the third and every succeeding one of the 300 odd messages Alex Wilf had broadcast himself over WFIL.

The station had frankly never heard such language in selling copy. Veteran broadcasters turned white with a sheet when Alex Wilf said: "You need not rush down to the Wilf Brothers for fear our price is a bargain. Our prices are as low today as they were yesterday—and as they will be tomorrow." Or, "Let Wilf Brothers estimate your job absolutely free. Then, we invite you to visit other stores and compare prices. We are confident that you will come back to us."

An Odd Package

WFIL kept reminding us, in a nice way but with significance, that our offer was real. It was non-cancelable. We ourselves wondered how the public would react to this type of commercial. Then, near the end of February, we heard from Alex Wilf again. He had decided to throw out his commercial on Washington's Birthday in favor of a short message on the meaning of the holiday. And so he did, without an iota of commercialism.

That was the first of a whole series which has our copy department scanning every newspaper and magazine editorial page whenever we approach any holiday. Memorial Day, Fourth of July, Labor Day, Draft Day, Columbus Day, Thank (first and Second) Day—all had their turn. Even the Jewish holidays, such as Rosh Hashana and Yom Kippur, which Alex Wilf turned over to Roy LaPlante for the inspired readings.

This news show is quite an odd package. The same people listen to it every day—either at home or driving downtown to work. So newspaper; Philadelphia knows that there's news on WFIL every weekday morning from 8:45 to 9. Moreover, they know that one of the Wilf Brothers is on the program.

If you continue to beat a person's ear with the same down-to-earth story for a long enough time, you're bound to make an impression. Mr. Wilf soon began to report several leads in the Wilf Brothers' three stores, asking for "the Alex Wilf who is on the radio." We ourselves poked our head far enough out of our hardheaded shell to see which way the wind was blowing. I went down to the main store, at 196 Market St., and saw people come in asking for Alex Wilf—"the one who broadcasts." I heard Mr. Wilf answer telephone conversations with "...why, yes, I'm the one..."

Then, we started feeding him ideas.

"Mr. Wilf," I said, "take the letters of your name, W-I-L-F. Take the letters of your radio station, W-F-I-L. Same letters, same outstanding leadership in their respective fields." He used that for a while, WFIL for radio and Wilf for floor coverings.

PHILIP KLEIN

WILF for floor coverings.

Then, he changed it around thusly: "Take the 'W' from 'Window Blinds,' 'I' and 'L' from 'Inland Linoleum,' and 'F' from 'Floor Coverings,' and you have Wilf, spelled WILF, etc."

Roy Succumbs

This was only opening up the bag of tricks. The next to pop out was designed to improve relationships (and business) with the many builders to whom Wilf Brothers supply linoleum and blinds. Mr. Wilf began to devote his Saturday commercial to different projects of his builders. Now he invited the builders down to the studio to speak for themselves, the dialogue running between the builder, Mr. Wilf and sometimes the announcer.

The latest stunt was framing the story that LaPlante was buying a rug for his own home. Roy, naive-like, kept up conversation with "a rug expert, Mr. Wilf", for two minutes. The station was asked, and every Idea supplied listeners with some professional advice—all in a more interesting manner than a plain, dry commercial.

Everybody at the station began ribbing LaPlante and several listeners even wrote in asking whether he was really buying the rug.

The pay-off came two weeks later after the stunt had ended. LaPlante's wife convinced him that their living room needed a new broadloom. Alex Wilf made the sale.

Has all this, his first try at radio, increased sales? Definitely yes, says Alex Wilf, ordinarily a very conservative person. His venetian blind business has increased by 76% since they started radio. And half of the leads from which these sales resulted came directly from radio. As proof, Mr. Wilf points to the Market Street store with its exclusively transient trade. The venetian blind sales in that store alone went up 30% in the 1940 radio year over 1939.

Floor coverings have enjoyed a 30% increase, again half of which is due to WFIL, but unquestionably effective method of "low-pressure" salesmanship.

Not so long ago Alex Wilf decided never to lose a minute of his sleep in the morning. He left LaPlante give the commercials for a week. But people began asking for him—they missed his uncommercial voice. They missed the personal touch and they missed the patriotic messages at every holiday. Mr. Wilf went back Monday.

On his last day, at 8:33 a.m., points to Alex Wilf across the table in WFIL studio B and says: "And everybody's happy from our sponsor, Mr. Alex Wilf."

...FCC to Consider...

MONOPOLY REPORT

HELD UP because of influenza attacks suffered by FCC General Counsel Telford Taylor and his chief assistant, L. Rauh has been placed on the Network Monopoly Report. Held over for full FCC consideration during the two week 'flu break, originally the report was to have been placed before the FCC in final draft form on Feb. 17.

A Law Department committee—Mears. Taylor and Rauh; Robert Cooper, special assistant to the general counsel; and Seymour Krieger, broadcast attorney—has been working on the final draft for several weeks...[BROADCASTING, Feb. 17]. Industry observers expect to see a "radical" report supported perhaps by Alex Wilf, with a minority report opposing FCC invasion of business aspects of broadcasting supported by Commissioners Craven and Case.

FCC Chairman James Lawrence Fly said at a press conference last week that the report already had been discussed by the Commission in a general way. He observed that "the Commission knows what it is going to get." To insure that the job is done right, he declared the FCC proposes to give the report "thoroughgoing consideration."

It is known that a projected minority report, taking issue with any effort to regulate business and contracts between radio stations, is already being drafted by Commissioner Craven.

THEY WERE IN THE MARINE CORPS THEN
One of a Series

THEY DIDN'T GET ACROSS but they served in some famous outfits during World War I. If you can't recognize them, turn to page 22 and see what they look like today.
TAYLOR-HOWE-SNOWDEN GROUP

Announces

THE OPENING OF ITS

CENTRAL SALES OFFICE

FEBRUARY 1, 1941

805-6 Tower Petroleum Building, Dallas, Texas
Telephone Riverside 5663
TWX Dls 297

Ken L. Sibson, General Sales Mgr.

KGNC KFYO KTSA KRGV
AMARILLO LUBBOCK SAN ANTONIO WESLACO
Coverage Method Perfected by NBC

Uniform Standard Developed For All of Net's Stations

A NEW SYSTEM of measuring the "effective coverage" areas of networks and stations has been announced by NBC, which a bout March 15 will issue "effective coverage" maps of its Red and Blue networks and will also allow the public to check on the network as of May 1. The system, which is said to be the first application to coverage of the data gathered by NBC in its "all-county" survey of station listening habits and was made last year and is also said to be the first time network coverage has been measured on a uniform standard for all stations.

CAB System Applies NBC Measured Data from Surveys and Maps. The "effective coverage" system applies the "stations listened to regularly" returns of the postcard survey, using the 25 cities which are included in both the CAB and Hooper audience surveys as a base. A weighted average, showing the percentage of all sex-owning families in these 25 cities listening to each network, gives the network average coverage, he said. All additional areas throughout the country, where the number of families listening regularly to stations of the network equal or exceed 75% of broadcast coverage, are considered as "effective coverage" areas, Mr. Greene stated. Secondary coverage is dropped in the new method, with any extra listeners outside the effective areas considered as home audience.

Under the system of coverage measurements previously used, coverage of each station was measured independently, using mail returns in its home county as a base and rating other areas as primary or secondary coverage areas on the percentage of their returns to those of the home county. This meant that there was no separation of the network as a whole, Mr. Greene explained, a defect which the new method has remedied.

New Coverage Maps

"With these new effective coverage maps," he continued, "we can show the network advertiser the coverage he is getting in the 25 cities which he has accepted as satisfactory for determining the audience rating of his program. We can also show him the areas outside these 25 base cities where the network-carrying his program has average at least 75% as great as in those cities. This does not mean, of course, that he can project his program rating to these other areas. Many of them are rural, where listeners may have a different set of program preferences than those of city dwellers. But it does show what his program is listening to as easily as they can be in the base cities and where, if the program appeals and is properly merchandised, it can be used with equal effectiveness."

A SOAKING for all concerned was the result of the canceiltion contest in the tank of Giant's Central Park's Trout Swim, when Al Joseph (straw hat), assistant to Dave Driscoll, director of special features and news of WOR, New York, tipped over Driscoll (long cigar) and his paddler Bill Card, formerly in the radio department of the New York World's Fair. Five seconds later Josephy and his pilot Ed Fitzgerald (brown fedora), WOR program conductor, also went under, resulting in the above wet photograph.

Possible Clear-Channel Break Is Noted In Oral Argument Over WHDH Boost

CONFLICTING views on what might follow a "crack in the dike" were presented during the oral argument in the United States broadcast spectrum, particularly as it might affect the service of clear-channel stations in rural areas, were voiced Feb. 20 during oral arguments before the FCC on the proposed grant of an application of WHDH, Boston, to operate fulltime with 5,000 watts on 830 kc.

During the two-hour oral argument, attended by all the FCC members, except Commissioners J. P. I. Thompson, appearances were made on behalf of WHDH; WEEU, Reading, Pa., like WHDH operating nighttime on 830 kc.; KOA, Denver, which holds the 830 kc. clear-channel assignment, and a group of 14 other clear-channel licensees.

Dangers of Break

Arguing that the proposed grant to WHDH would constitute the improper exercise of a legislative function in a judicial proceeding, Louis G. Caldwell, representing the Clear-Channel Group, pointed to the danger of clear-channel stations in rural areas getting satisfactory daytime service, Mr. Caldwell called figures indicating that during daytime 40% of the country's area does not get the minimum satisfactory signal for rural service. Responding directly to a query by Chairman Fly as to what would constitute a "break in the "crack in the dike," Mr. Caldwell said he saw superpower operation of certain clear-channel stations as the solution.

Painting the rural coverage picture, he listed 1938 figures showing that only 60% of the country's area getting satisfactory daytime service, 23% gets a satisfactory signal from only one station, 13% from two stations, 25% from three or more stations. He also stated that only 18% of the area of the country is served by local and regional stations, while the remaining 82% depends on clear-channel service, with 60% of this area depending on secondary clear-channel service. This means that some 50,000,000 persons depend upon clear-channel service, he stated, although only half of these presently enjoy primary service.

Mr. Caldwell also emphasized that starting a precedent in breaking down clear-channel operations might jeopardize the position of United States stations with stations in Canada, Mexico, and in North American Regional Broadcast Agreement. "Once a wedge is made in the dike, the flood flows through," he declared, stating that the real issue was the rural listener against the demands of advertisers for additional broadcast service in cities where it will pay.

Stating the case for WHDH, Counsel W. T. Piersen declared that the grant of fulltime facilities to WHDH would neither harm WEEU nor create clear-channel service to rural listeners. He maintained the FCC should not be bound by Rule 3.25 so long as WHDH could show that radio station or station would be served by the grant of increased facilities, pointing out that the Commission has always pursued the same flexible approach to its rules, using them only as guides.

As for KOA, he observed, the grant to WHDH would result in no objectionable interference with the Denver station at any point where it does not already have adjacent channel interference. He stated that KOA, in its geographical location, is able to do a clear-channel job in the West, but not in the East.

Rural Coverage Factor

Agreeing with the "generic argument" of Mr. Caldwell, Philip F. Hennessey, Jr., representing NBC and KOA, declared that KOA should be protected to allow it to do a broadcasting job for a large number of rural areas."Nothing will prevent KOA's development on its service for their radio entertainment. He contended that the WHDH grant would lose all of KOA's advantage east of the Mississippi River because of resulting interference.

Representing WEEU, George O. Sutton voiced objection to the proposed WHDH grant, but noted that the FCC should require WHDH to use a directional antenna. He held that if the 830 kc. frequency is properly used, WEEU also can operate fulltime without causing objectionable interference.

The WHDH application originally was filed in 1938 and was considered at a hearing before an examiner Jan. 29-30, 1940, after several continuances. On Dec. 5, 1940, the FCC released its proposed findings and conclusions recommending grant of the application.

Albert E. Heiser Called To Naval Reserve Duty

ALBERT E. HEISER, chief engineer of Tri-City Stations in Virginia, and a lieutenant in the Naval Reserve, was ordered to report Dec. 14 to the inspector of radio material, Baltimore, for active service. Mr. Heiser has been a radio engineer 20 years and is married to the Allen brothers in Virginia.

Mr. Heiser also was called to active duty in 1938 when he headed installation of WLVA, Lynchburg, WBTM, Danville, and WLSL, Roanoke, the Tri-City-Channel 4 TV Station.

Prior to 1930 he was with RCA Victor in Camden for three years. In 1936 he was named to the NAB engineering committee and in 1939, to the executive engineering board.

Page 18 • February 24, 1941  BROADCASTING • Broadcast Advertising
Cover SOUTHERN COLORADO from WITHIN with the full force of the intimate, intensive service of this area’s home station

KVOR CBS Affiliate
COLORADO SPRINGS
1000 Watts—Day and Night

Owned and Operated by The Oklahoma Publishing Company
The Daily Oklahoman and Times * The Farmer-Stockman
WKY, Oklahoma City * KLZ, Denver (Affiliated Management)
Represented Nationally by The Katz Agency, Inc.
Fifty Trailers A Day
ARMY LETS $4,465,040
CONTRACT TO K. C.
COMPANY

$15,000,000 ARMS PLANT HERE
PAYROLL OF 12,000

A $50,000,000
ARMY ORDER
Advance Contracts with Kansas
City Small-Arms Plant
Reach Vast Sum

ARMY SUPPLY
BASE HERE
Quartermaster Depot
as Center for Huge
Midwest Area

All this and
KMBC too!

KMBC has never thought it necessary to
remind you that Kansas City is one of
America's major key markets. Possibly,
though, you've overlooked the astro-
nomical National Defense expenditures
now multiplying Kansas City's impor-
tance.

This year, more than $30,000,000 will
be spent building and equipping new
aircraft and munitions plants, to handle
upwards of $75,000,000 in defense or-
ders — more than 30,000 new steady
jobs will open. Kansas City's weekly
spendable income will go up $800,000
or more.

Meantime, private payrolls are bulging
as local firms try to dig out more than
$20,000,000 in orders already placed.
And this is in Greater Kansas City alone
— only a part of the great Missouri-
Kansas area that KMBC serves better
than any other station.

A word to the wise and all that...

KMBC of Kansas City
CBS Basic Free & Peters, Inc.

TO KANSAS CITY
FIRMS, $22,000,000
LOCAL COMPANIES STAGGER UNDER
LOAD OF PRESENT DEFENSE ORDERS

Greater Kansas City
Airport Plans For A
Master Defense Unit
10,000 Workers

Train 21,500 Men
Aircraft Plant to Furnish
Instructors for Future
Defense Workers

Huge Bomber Plant for K. C.
To Hire 12,000 Men
$941,554 Army
Order for
Refueling Tanks
The Radio Butchers

RADIO talent right in the home of Harry C. Butcher, CBS Washington vice-president, went undiscovered until WXR, 800,000-watt station gave a tryout on a program by 10 pupils from the Sidwell Friends School. In the group was Beverly Bupther, 10-year-old daughter of the CBS executive. She performed on a psaltery, ancient stringed instrument resembling a zither.

roads on the printing trades by radio; granting of purported "monopolistic license" to stations; allegedly enormous profits ranging to 400% on investments in stations, and other flagrant charges were made, conforming with statements made in the past by Mearse, Hagerty and Flynn. Mr. Haggerty, however, officially has kept himself in the background.

Mr. Haggerty's announcement in Miami during the mid-winter meeting of the Executive Council of the APL, conformed in almost all particulars with his statement, follow ing the convention of the printing trades groups in New Orleans four months ago (Broadcasting, Dec. 15). At that time it was disclosed that a petition was being drafted by New York attorneys for presentation to the Ways & Means Committee when it begins consideration of new tax legislation at this session. At present, Treasury Department and Ways & Means Committee executives are drafting plans for the new tax legislation. Whether any special radio tax will be proposed is doubtful, since it is felt such a tax would be discriminatory.

In his Miami announcement to the press, Mr. Haggerty alleged that radio, through its inroads on the advertising dollar, has thrown 25,000 members of the printing trades out of jobs. His proposed gross income tax, he said, would be designed to defray costs of radio administration and at the same time have the effect of curtailing radio's development, particularly with the advent of FM, which would offer direct competition to small publishers in purely local markets.

Mr. Haggerty cited profits figures of the networks and of radio generally, to support his campaign. He then announced that the members of allied printing trades who would participate in the nationwide campaign. Asserting that in 1929 only two dimes of advertising dollar went to radio, the union chief declared that radio is now getting 35 cents of the dollar and that it could well be objected to and its tax payment. He said an FCC survey indicated that stations make an average profit of 63% on investment.

The plan is understood to call for appointment of anti-radio committees by locals of the various printing trades, including compositors, engravers, pressmen and other union activity identified with printing. The lobbying of members of Congress, if the plan, would be carried on through various locals. The committee on radio to direct the campaign comprises President Haggerty; former Senator George W. Smathers, and Edward J. Vois, president of the Photo-Engravers Union.

The "Big Push"

Elaborating on previous statements, Mr. Haggerty said that the printing unions would ask for 1,800 local unions and councils and some 15,000 publishers of newspapers and magazines, plus local pressmen and pressmen and pressmen, to support them in the legislative drive. The appeal also would go to manufacturers making plates and accessories for the printing industry. He charged that the gain radio has made was ascribable to the diversion of advertising from the printed page and that those in the printing crafts and associated enterprises should support the drive.

He charged that advertising agencies were diverted business from the printed page to radio because they purportedly collect commissions not only from the sponsors, but also from program participants. (Editor's note: Among the media it is elementary that advertising agencies collect commissions in a medium and that insofar as radio is concerned, they collect nothing from talent.)

Mr. Haggerty quoted liberally from FCC statistical reports regarding the deteriorating radio incomes. He said CBS, with an initial investment of $1,600,000, paid dividends of more than $3,000,000 per year for five years. NBC, he charged, with an original investment of $5,000,000, has paid back to RCA more than $22,000,000.

The printing trade association is made up of the International Typographical Union, the International Printing Pressmen & Assistants Union of the U.S. and Canada, the International Photoengravers Union, the International Stereotypers and Electrotypers Union of North America, and the International Brotherhood of Bookbinders.

BOWLERS of NBC Chicago, representing the Blue Network bowling team, obtained special shirts recently, marched into the office of Paul McCluer, Central Division NBC-Red sales manager, and turned their grievances to Mr. McCluer. The team, having won no bowling shirts. Back row (1 to r) Rud Neubauer, H. D. Crissey, Robert McCormick, M. R. Schoenfeld; front row, W. W. Hubbard, Floyd Van Zeten, W. J. McEdwards and John Wehrmeir.

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Radio Impartiality
In News Defended
Weber, Fitzpatrick Reply to Wheeler's Request for Data

AFFIRMING radio's impartiality in reporting the news, Fred Weber, general manager of MBS, has pledged full cooperation to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, in supplying scripts used by MBS news commentators as well as a list of news sponsors on the network.

Senator Wheeler, who recently charged that radio commentators showed bias in picking the news, particularly war news, had asked all three national networks for names of network news sponsors, along with copies of the actual news scripts broadcast. CBS and NBC already had agreed to supply this data [Broadcasting, Feb. 17].

Fitzpatrick's Reply
Also responding to Senator Wheeler's charges, which extended to newspapers and movies as well as radio, Leo J. Fitzpatrick, vice-president and manager of WJR, Detroit, in a February letter to Senator Wheeler concurred "in your attitude regarding the use of the news medium...affirms as its basic policy the need for unbiased news in its...news service to the interaction in the war effort of the public...especially to the news agency services that dispatches for propaganda. We are not cognizant of violations of this rule by others, but we assure you that WJR will cling tenaciously to the public policy."

In a Feb. 14 letter to Senator Wheeler, Mr. Weber wrote:

"I am confident that, on investigation, you will find that the stations of the Mutual network have consistently adhered to the policy stated in your letter, and that there was no case known to our stations originating the programs in question..."

"The list of commentators and information about their sponsors requested by you is being prepared, and will be sent immediately. Because of Mutual's form of organization and method of operation, I do not have in my possession the scripts you request, and must obtain them from the stations originating the programs. You are probably familiar with the fact that the programs of this type carried by Mutual originate with a number of different stations in different parts of the country, including New York, Washington, Chicago, Cincinnati, Hartford, Rochester and San Francisco. This method of operation affords listeners the advantage of receiving news analyses from various parts of the United States.

"In view of the fact that you have asked for scripts covering a period of a year, we do not have time to obtain and coordinate the material you have requested, but I assure you that we shall make every effort to furnish it at the earliest possible date."

Army Trains Many Engineers
Huge Program Under Way as Signal Corps Plans 100,000 Communications Specialists

MORE than 100,000 men of the new Army of 1,500,000 — now being trained will be called to duty, calling of the National Guard and an accelerated voluntary enlistment program will be communications specialists, a survey revealed last week.

Under the Signal Corps program, superintended by the Army's chief signal officer, Gen. Mauborgne, major, and General Joseph O. Mauborgne, 6,000 enlisted men are being trained every three months at the Fort Monmouth (N. J.) Signal School. Part of the Signal Corps goal in such period is 1,200 radio operators and 300 radio electricians.

Rapid Expansion
By July 1, it is estimated, every Signal Corps reserve officer in the lower classifications—captains and lieutenants—will be called to duty. Inasmuch as many broadcast engineers are holders of reserve commissions, the calling of these men will have an effect on the industry as a whole. It is impossible to estimate the number of officers who will actually be called from stations.

However, ordinary peacetime requirements of the Signal Corps call for 350 commissioned officers whereas under the present plan of expansion there will be over 2,500 commissioned officers. Naturally, not all of these officers will be radio branches of the communications industry.

Whether commissioned or in the enlisted personnel, men from the communications industry with specialized technical experience will be given speedy instruction at the Fort Monmouth School. The War Department is planning, it was announced recently, to give qualified Selective Service enrollees opportunities to enter officer training schools. The Signal Corps, of course, will participate in that program.

It is pointed out that opportunities are good in the Signal Corps for promotion of commissioned officers during the period. In order to qualify for a commission the applicant must be either an electrical or radio engineer or have the equivalent practical experience.

The Fort Monmouth School is the keystone of the Army's communications training activities, inasmuch as the Signal Corps coordinates the communications services for the entire Army. It either conducts the instruction activities or trains officers and non-commissioned personnel of other branches of the Army to carry training programs. In addition to Fort Monmouth, communications training is given at other Signal Corps posts for personnel of the Infantry, Artillery, and Armored divisions. The Air Corps, however, has its own communications training program and schools which are manned by Air Corps communications officers. But throughout the Army the Signal Corps operates methods and procedure are the same for all training activities.

MAJ. LEONARD NASON, military expert of WOR, New York, since the early days of the war, has been called to active duty with the Army. Major Nason left for Fort Bragg, N. C., where he will serve with a mechanized division.

NOW THEY LOOK LIKE THIS

PHOTOGRAPHS ON PAGE 16 in same order (1 to r) show R. H. (Rudy) Alber, president of the Los Angeles oxygen bearing his name, who enlisted in the Marines in March, 1917, served with the 36th Company, 9th Regiment, at Mare Island, San Diego and Guantanamo Bay, and was mustered out a sergeant at Quantico in 1919; Harold E. Fellers, manager of WEI, Boston, who says he spent most of his time as a Marine in 1918 in and around Charlestown Navy Yard and Harvard Stadium qualifying day of World War II, Nov. 11, 1918; Herb Hollister, president of KANS, Wichita, who served from April, 1918 to May, 1919 as a rifle coach at Paris Island and as gun instructor at the Savage Arms Co. plant in Utica, N. Y.

NEW FIRM GRANTED WQDM FACILITIES
FOLLOWING a novel procedure in the handling of what amounts to a transfer case, the FCC last Tuesday granted the application of Vermont Radio Corporation for a construction permit to operate a daytime station in St. Albans, taking over WQDM.

The latter station had been cited for hearing on renewal because of alleged improper transfer of its facilities.

WQDM did not oppose the application for its facilities and is understood to have consummated arrangements under which the new company will assume all obligations and act as the licensee of the station, said to approximate $7,000. Simultaneously, the FCC ordered dismissal of the renewal proceedings against WQDM.

Owners of the new station are Lloyd E. Squier of Waterbury, Vt., half owner of WQDM in that city, and William G. Ricker, likewise a half-owner of the Waterbury station, who also acts as commercial manager, who holds 10% out of 22 shares in the company, with 1 share held by Ernest G. Perron, president.

The license to WQDM heretofore has been issued to E. J. Regan and F. Arthur Bostwick. Complications arising from the fact that Glenn D. Gillet, consulting engineer, had participated in the franchise proceedings. The FCC order of last Tuesday disposes of the entire case.

Maland Elected
J. O. MALAND, vice-president and general manager of KOIO, Las Vegas, has been elected president of WHO Radio Enterprises, Inc., affiliated with Central Broadcasting Co., which operates the 50,000-watt Des Moines outlet. Woody Rogers, public relations director of KHBC, has been named vice-president and manager at the annual meeting of stockholders.

Three members of the board of directors re-elected were J. B. Palmer; his son, D. D. Palmer, and William N. Brandeis, Dun & Bradstreet's representative and all officers of Central Broadcasting Co.

Sells WKNY Stock
RESIGNING as general manager of WKNY, Kingston, N. Y., John R. McKenna has relinquished his 33 1/3% holdings. Morris S. Novik, director of WNYC, New York City's municipal station, and Louis J. Furman, operator of a periodical agency in Long Island, each already holding 33 1/3%, have purchased the McKenna interests. The purchase price was not disclosed. Mr. McKenna, a radio engineer, had been with WKNY since its inception in 1939.

New Hawaiian Grant
HAWAIIAN BROADCASTING System, operating KGMB, Honolulu, and KHBC, Hilo, last Tuesday was granted a construction permit for a new station to operate on 1310 kc. with 250 watts unlimited. The frequency will become 1340 kc. under the reallocation pursuant to an order of Mar. 29. J. Howard Worrall is head of the operating company and Webley Edwards, general manager.
Rate Allegations Denied by AT&T

Telephone Group Replies to Charges Made by Transradio

AmERICAN TELEPHONE & TELEGRAPH Co. and 21 subsidiary and affiliated companies denied this week that charges for press-private line teletypewriter service were "unjust, unreasonable or unlawful." The denial was contained in an answer to a three-count complaint filed with the FCC by Transradio Press Service Inc. [Broadcasting Jan. 20].

Transradio had alleged in its complaint that the level of interstate rates for press-private line teletypewriter service is unreasonably high, that the ratio between charges for 60-word service and 40-word service is unreasonably high and that the ratio between charges for duplex (two-way) and simplex service is unreasonably high.

Charges Denied

AT&T, through Attorneys John T. Quisenberry and S. Whitney Landon, in answering the first of three Transradio complaints which held that present rates for teletypewriter service were established in 1916 and that the only reduction since then has resulted from a change in the manner of computing mileage, said: "... the present interexchange channel rates for press private line service were first published in 1917; that the only reductions in charges for such interexchange channels since that date have resulted in changes in the manner of computing mileage; and that such reductions were small and in many cases negligible; and except as so alleged deny the allegations contained" (in first count of Transradio complaint).

AT&T held in its answer that it is "without knowledge or information sufficient to form a belief" to Transradio's contention that a lowering of the rate would expand its service. The telephone companies also denied that "many organs engaged in the dissemination of news are unable to furnish their listeners or readers with a complete and adequate national and international coverage of news" because of the "unreasonably high communications charges".

Transradio held that cost of providing 60-speed service is substantially less than 10% more than the cost of providing 40-speed service, both of which the news service employs. AT&T denied this contention and also that Transradio is prevented from using duplex circuits because of "excessive and unreasonable charges". AT&T asked the FCC to dismiss the Transradio complaint.

Curtis Mitchell Resigns

Curtis Mitchell, editor of Movie p Radio Guide, has resigned his position with Annenberg Publications, New York, to start a new type of publication in the entertainment field.

First C. E. Hooper Report on Twin City listening shows WCCO leads

Last Fall, the five leading Twin City radio stations arranged to have C. E. Hooper Inc. make a month by month, year-around survey in Minneapolis and St. Paul. Both the telephone coincidental and immediate recall methods are used.

And the first report has just come through. It is based on the results of 28,707 telephone calls in the Twin Cities during October, November, and December, 1940. It shows that:

- WCCO's audience is largest in 116 of the 190 weekly quarter-hours checked, as compared with 62 for Station B. An 87% lead for WCCO.
- WCCO's audience is largest in 37 of the 63 weekly evening half-hours checked (6:00 p.m. to 10:30 p.m.), as compared with 22 for Station B. A 68% lead for WCCO.
- WCCO's audience is largest in 26 of the 40 weekly daytime quarter-hours checked (8:00 a.m. to 6:00 p.m.), as compared with 14 for Station B. An 86% lead for WCCO.

This is the most extensive investigation of radio listening made in the Twin Cities since the special Crossley investigation of April, 1938. And it furnishes even more conclusive proof of WCCO's leadership in the Minneapolis-St. Paul market. It shows what happens when a station consistently carries a full schedule of CBS programs and consistently airs local programs of network calibre.

(Call us or your nearest Radio Sales Representative for further details on this survey)
A SHINY white button, with the call letters, WGN, in red, graces the lapel of every salesman of the P. J. Rubey Co., Chicago, midwest distributor for Harvester Cigars. Reason behind the decoration, according to Charles A. Rubey, president of the company and originator of the idea, is to make customers ask salesman why they are wearing the emblem and thus the salesmen have an opportunity to talk about Alan Scott’s commentary, the Harvester program on the Chicago station. Above (1 to r) are Alan Scott, conductor of the four-week quarter-hour news commentary; Mr. Rubey, and Frank Schreiber, station coordinator of WGN.

**Merchandising Drive in Armour Series Typhifies Promotion Efforts of Stations**

BREAKDOWN of results of station cooperation and merchandising in connection with the Armour & Co., Chicago, Your Treat program and mink coat contest was released Feb. 17 by Clair B. Heyer, radio department head of the sponsoring company. Cumulative results offer a fairly complete picture of what is being done by stations throughout the country for national spot accounts.

Three bronze plaques, suitably engraved, and 10 certificates of honorable mention were offered to stations doing the “most effective, thorough and intelligent merchandising job” on the mink coat contest, a five-week affair which started Oct. 7, 1940, during which five coats valued at $1,000 each, and 250 cash prizes of $5 each were given away for rhyming jingles sent in by listeners. One coat and 50 cash prizes were awarded each week. Fifty-five stations released the programs.

In mid-December the winning stations were announced [Broadcasting, Dec. 15]. It was necessary, because of the duplicate award in case of ties, to award four bronze plaques, instead of the originally planned three.

Winners were W.L., Cincinnati; KMOX, St. Louis; KTUL, Tulsa; and WJNY, New York, certificates were awarded to KGNC, Amarillo; KTH, Houston; KTS, San Antonio; KLZ, Denver; KDAL, Dallas; WMBF, Richmond; WIRE, Indianapolis; WSYR, Syracuse; WSCS, Charleston, S. C.

**Special Promotion**

The program, a three-weekly transcribed series featuring Buddy Clark with Johnny Duffy at the organ, John Weigel as announcer, and the Treat Time orchestra under the direction of Frank Kittinger, was released as national spot on 65 stations.

According to Mr. Heyer, 40 stations made special efforts to cooperate on the contest; 10 gave some cooperation but did not try for the awards; 2 failed to respond, and definitely refused. A cumulative report from the 65 stations (including those which refused to cooperate) revealed:

1. All but five stations gave courtesy announcements. The larger stations gave the smallest number of announcements. The average number of announcements (for five weeks) was 55 per station.
2. Additional plugs on "program previews" were given by 21 stations, while 17 had promotional publicity on other special broadcasts, which included interviews with Armour salesmen and district managers, prize winners and special sustaining programs with news regarding the contest.
3. Program title, Your Treat, was listed in newspaper radio logs at practically all points.
4. Publicity was secured in local newspapers, usually radio pages, by 22 stations. Stories were brief and often consisted of mere mentions. It was impossible to check directly the number of copies, as many of the larger stations sent releases to a number of papers and all clippings were not available.
5. Display ads in local newspapers were placed by 22 stations. Ads averaged 100 lines per insertion and 8 insertions per station.
6. In some cases where it was not possible to get copies, or where there were no copies available, special announcements were made on the air.
7. Dealer publications were issued by 22 stations, all cooperated in the campaign.
8. Special mimeographed letters to local dealers were sent by 22 stations.
9. Special mimeographed bulletins to dealers were prepared and mailed by 22 stations.
10. Radio-grams and telegrams to dealers were sent by 23 stations.
11. Special cards with half-tone illustrations were printed and mailed to dealers by 23 stations.
12. Special cards with half-tone illustrations were printed and mailed to dealers by 23 stations.
13. Printed matter was distributed to the public by 23 stations. There were districts distributed by such methods as handouts to people in store windows and counter, to people in stores and direct mail to lists of previous contest entrants.
14. Representatives of Armour salesmen spoke at Armour branch sales meetings. Special mentions for Armour salesmen and salesmen were held by 23 stations, consisting of advertising the program, explaining the campaign, and giving ideas by radio artists, dinners, luncheons, etc.

One station (KMOX) promoted a supper and mink...
15. Merchandising men of 14 stations installed large window displays. Special tie-ins with local for dealers for window space and set up display material was obtained by 7 stations. For window cards and displays, some using "pictorial news photo services," was done by 8 stations. Special displays in studios and reception rooms were shown by 7 stations.

16. Miscellaneous: One station had a large 24-hour billboard; used an electric sign a-la-Times Square; 4 stations ran motion picture trailers; 2 placed taxi-auto signs; 1 prepared bus cards. One held a "Tweet Day" with costumed folk in sandwich boards handing out contact en- trance blanks to calling at store dealers.

Need for Merchandising

"There is a definite need for station merchandising," according to Mr. Heyer, "because it is produc- tive to the client. Many phases of merchandising can be handled only by the station and the manager who does not realize this is being unfair to his client and his medium. For example the client can mer- chandise his general radio campaign to his sales organization but he is usually limited by having to administer the campaign from one office to hundreds and thou- sands of salesmen all over the country. True, the client can handle most all phases of publicizing the campaign to the consumer, but the local station is the only party which can sell the client's local salesmen and the local dealers on local fa- cilities, services, coverage, and other benefits of that particular station.

"This is particularly true so long as there is no exact method of measuring radio circulation and coverage. It will always be true of radio itself because the advantages and effectiveness of a station are dependent on so many characteris- tics which cannot be measured or presented in black or white. Then the local, personal merchandising services of the station will be nec- essary because only through personal contact can satisfactorily explain and present the commercial advantages of radio. The advertiser cannot have an experienced radio man can satisfactorily explain and present the commercial advantages of radio. The advertiser cannot have an experienced radio promotion man in each district where he is using a local station.

"We have been more than gratified by the response offered by the 55 stations who were our representa- tives."

Lord & Thomas, Chicago, is agency on the Armour account.

Fire at WCAU

FIRE, caused by igniting of a can of paint remover, demolished the offices of Dr. Leon Levy, president of WCAU, Philadelphia, Feb. 17. Dr. Levy is away on vacation and painters were redecorating the of- fices. All the woodwork and furni- shings of Dr. Levy's offices were destroyed, with damage estimated at several thousand dollars. Broad- casts were not interrupted.

Minit-Rub News

BRISTOL-MYERS Co., New York, is sponsoring three quarter-hour news programs weekly on 8 NBC Red Pacific coast stations. Series, which started Feb. 17, will be heard in the interest of Minit-Rub. Young & Rubicam, New York, is agency.

A FREE COUNTRY!

Not at All, Says Operator of
Mountain Station

IT'S A FREE country, a hillbilly, some 40 miles from Charleston, W. Va., decided recently as he un- packed a shiny new 100-watt mail- order transmitter and installed it in his living room, according to offi- cials of WCFS, Charleston. He then wire up the church, high school gymnasium and a couple of other buildings and is alleged to have started operating just for the hell of it.

The intrepid mountaineer clipped the papers and presented two written pens to The Newsgroup Daily who had filled out himself. In red letters it said "OK United States Government".

A resident of Hubbal, W. Va., was held Feb. 17 for trial in the May term of court at Huntington, W. Va., according to E. K. Jett, chief engineer of the FCC. He is under $500 bail for allegedly operating an illegal station with the call WBRQ.

Two More for Hecht

THE HECHT Co., one of Washing- ton's largest department stores has contracted for two more pro- grams on WRC-WMAL, Washing- ton. One program features Mary Mason, director of women's activ- ities, who each night interviews a resident of a department which the type of goods his department is stocking and selling. In addition, the store has purchased a Sunday United Press news shows on WMLA. Hecht Co. is already sponsoring Western Talking daily on WRC. Bill Crago announces the shows, which are handled by Seidel Adv. of Washington.

Fleer Places Drama

FRANK H. FLEER Co., Philadel- phia (Dubble Bubble gum), after a successful test with Don Winslow of the Navy on WJZ, New York, will sponsor the hour-long tradi- tion of children's drama five days a week on six stations. Programme, fashioned after the comic strip of the same name, will start Feb. 24 on KSTP, Minneapolis; WJZ, Bos- ton; WBZA, Springfield; WDL, New Orleans; KPRC, Houston, and WPL, Philadelphia. N. W. Ayer & Son, New York, is agency.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), early in Janu- ary started a varying schedule of one-minute live announcements on about 85 stations. Contracts are for 13 weeks. Agency is McCann-Erick- son, Minneapolis.
The Pros and Cons of Merchandising

**Reaction of Industry to Editorial Indicates Diverse Views**

In an editorial published in **Broadcasting** Feb. 17, under the title "Don't Give It Away," it was suggested that rigid limits be placed on the type of merchandising which stations promote. Adoption of a limit to the commercial section of the NAB code was proposed. Among letters and con, received were these:

**EDITOR, Broadcasting:** Yes sir, I'm glad you mentioned it!

That editorial on "Merchandising Services" was a honey! First, they really wanted assistance and the requests were reasonable. Now we're plagued with such a multitude of requests that it frequently makes the business unprofitable.

We realize as well as anyone that when a program is merchandised it becomes more valuable and more productive. But when a national advertiser places his spots in promotional announcements—as one did with us recently—has he a right to expect free letters to the trade, free newspaper advertising, 100 free personal visits on the trade and free promotional announcements as well. When we received the letter, we came back with the old gag, "We may want to use a large campaign some day and what you do now may guide us in the future."

Radio's success has been built on the aggressive sales methods which it employs. I don't think, however, that these methods now call for using the same type of 24-hour a day, 7 days a week, 365 days a year merchandising that clothing merchant used when he tossed in a hat, tie and shirt in order to sell the suit.

In all this, the station manager gets left at St. Louis. Let's put that ceiling on merchandising. And let's do it before it's too late.

Howard Chernoff
Managing Director, Feb. 19
WCHS, Charleston. * * *

**EDITOR, Broadcasting:**

Congratulations on your editorial in the Feb. 17 issue of **Broadcasting** (I borrowed a copy) on "Don't Give It Away." We have been thinking about this for some little time and believe or believe not we started to take it up at the last NAB convention. I am glad that there is something being done to stimulate interest in this direction.

Albert E. Gibson
Feb. 17
WSM, Nashville. * * *

**EDITOR, Broadcasting:**

In my many years as promotion manager of the Milwaukee Journal (merchandising service was part of the department), I went through the experience of calling on advertisers who could not see the light of day and are now suffering the pangs of "more-more-more".

As you may, merchandising is not included in the rate. It is plain rate-
cutting, and like open face rate-cutting is born of competition. It's usually started to give a little something extra, but like the commercial snowball and Topsy, just grows.

You are absolutely right, too, that some stations use these spots with stations (to get free merchandising) in soliciting business away from each other. A sound merchandising program helps the medium as much as it helps the advertiser.

Yes, we have a code! But there are always some who find another way.

Walter J. Damm
WTMJ, Milwaukee
Feb. 19

**Merchantize & Promotion**

Cakes and Interviews—Texas Cooking—Seeds for Gardeners—Sportscaster at Sports Show

**Babbits Seeds**

B. T. Babbits Inc., New York (Bab-O), a heavy user of national spot radio, and also sponsor of the five-week, hour-long morning musical program, David Hamilton, on nine NBC Radio Red stations, is currently offering upon evidence of purchase, six packages of 8,252 seeds for a Hollywood "garden of the stars." Offer also includes four garden plans by nurseryman Gibbs Adams, Hollywood garden expert.

At Sports Show

Charles (Gabby) Streeter, baseball broadcaster of KXOK and former big leaguer, conducted a baseball show at the St. Louis Annual Sportsman's Show on behalf of Hyde Park beer. KXOK originated a number of programs from the scene, with Cy Casper at the mike.

Radio Wardrobe

PRINT dresses "inspired by your favorite radio performers" are being advertised in New York newspapers by Lord & Taylor's, New York department store, as a feature of its Budget Shop. Called "Saturday Star prints," the dresses are named "Seven Delicious Flavors" (Jello-O), "Banjo Eyes" (Eddie Cantor), etc.

Home with the Bacon

POSTAL cards with mimeographed message are sent by KOB, Albuquerque, N. M., instead of letters. A typical card covers Swift & Co. sponsorship of The Breakfast Club on NBC-Blue, with illustration of pig bringing home the bacon.

**Match Plug**

**BOOK MATCHES** are being distributed by Phillips, Philadelphia, calling attention to the weekly program sponsored by the Yellow Cab Company. A new "cover boy" calls attention of the listener to Norman Jay's period on the station for the cab company.

TO AS1ST high school and college students studying French, as well as radio workers wishing to bolster up on the language, WBNX, New York, is carrying a series of weekly educational programs.

**Fletcher Named to Manage WRL**

REVAMPing its personnel on a wholesale scale, WRL, Raleigh, N. C., has announced the appointment of Stanley A. E. Reed as station manager. Mr. Fletcher, son of A. J. Fletcher, president of the station, will direct the station for two years. Other changes find Frank M. Stearns, formerly manager of the displayed program, WRL, Salisbury, as commercial manager, succeeding Gillespie B. Murray, resigned. Miss Helen Townsend, an employee at WBT, Charlotte, is now assistant director; Larry Roller from WHK-WCLE, Cleveland, announced yesterday as general manager, and a new sales manager, auditor to succeed Willis Thompson, resigned.

In line with a new sales policy Howard H. Wilson Co. has been appointed national representative and the station has issued a new 28-page brochure on the Raleigh market coverage by WRL. Personnel and policy reorganization has been under the supervision of Robert E. Bausman, temporarily engaged by the station until March 1.

**USING** newspaper space in eight different newspapers in six cities to highlight outstanding programs, WRYA, Richmond, Va., is including specific of the promotion, the sponsored product and sponsor. Sponsor mention is woven into regular copy describing the program.

**Brochures**

NBC-Red—four page red-and-black brochure "The Ears They Didn't Count," giving the ten major improvements made since Jan. 1 increasing the Red network audience.

WFIL, Philadelphia—Pack of five brochures, each covering a different show, in the "Roll of Honor," is being sent with explanatory memo to prospects.

NBC PACIFIC-Blue network—Rate sheet, edge folded, Feb. 1, 1941, incorporating Filed Rate Board coverage maps.

WDR, Hartford—Blue and yellow brochure citing WDRG as No. 1 test station in the No. 1 test market.
Behrman Is Named To Direct WISH
Bausman Commercial Head Of Indianapolis Outlet

APPOINTMENT of William H. Behrman, for nine years vice-president and general manager of WBOW, Terre Haute, as general manager of the new WISH, Indianapolis, was announced last Tuesday by C. Bruce McConnell, president. The station is expected to begin operation about May 1, with 5,000 watts day and 1,000 night, on 1310 kc.

Mr. McConnell, sales manager of Merchandise Brokers Inc., tobacco and candy wholesale company, owns 35% of the new station. Edward W. Harris, president of Merchandise Brokers, also holds 33%. Alvin R. Jones, auto dealer, is a 14% holder, with the remaining four stockholders holding 5% each.

Inauguration of operation, according to Mr. McConnell, while tentatively set for early May, depends upon delivery of equipment. An RCA 5,000-watt transmitter and International Stacy towers have been ordered. The bulk of the transmitting equipment will be RCA.

Mr. Behrman plans to leave Terre Haute for his new post about March 31. Prior to taking over management of WISH, he was manager of WGBF, Evansville.

NEW transcribed serial, titled Imperial Leader, and based on the life story of Winston Churchill, is being offered for sponsorship by Howard C. Brown Co., Hollywood. Consisting of more than 104 quarter-hour episodes, the serial was produced and cut in Melbourne, Australia, with an all-English cast.

Jergens Music
ANDREW JERGENS Co., Cincinnati, which sponsors Walter Winchell and the Woodbury Playhouse on NBC in the interests of Jergen's lotion and Woodbury cosmetics and creams, on March 1 will take over seven weeks sponsorship of Just Music, nightly program of light melody presented on WQXR, New York, from 11 p.m. to 12 midnight. Agency is Lennen & Mitchell, New York.

Airport Gifts
AIRPORT reporters of WSB, Atlanta, are recipients of frequent gifts from those whom they interview. Latest gift is a box of canned goods from a food executive. They have received hats, candy, cakes, beverages, pins and photos. Recently the airport employees bought a giant birthday cake for their first anniversary.

WWJ to Increase
WWJ, Detroit, authorized by the FCC to operate unlimited time on 5,000 watts using a directional antenna at night, has started installing a new 550-foot Blaw-Knox vertical radiator which is expected to be ready for operation by April 1, according to Chief Engineer Walter Hoffman. The new antenna will be tied in with the present Western Electric transmitter. It is located on a recently acquired plot adjacent to the present transmitter site at 8 Mile and Meyers Road.
Gunning thru the skies with five-fold power, the new KXOK gains mastery over an area ten times greater than ever before. Concentrating its fire thru the rich Mid-Mississippi Valley Market, it is a powerful persuasive located in the heart of a primary area containing 3,531,701 people ... people who spend 826,490,000 good American dollars every year. For stepped up sales and greater profits let the new KXOI pilot your product over this wealthy radius penetrating four states in its primary area alone.

KXOK

NBC BASIC BLUE NETWORK—ST. LOUIS, MO

630 KC 5000 WATTS DAY AND NIGHT

Affiliated With KFRU, Columbia, Mo.
Represented by Weed and Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIME!
fly upward
Other Axes

HEADLINE stuff has been emanating from sessions of some of labor's bigwigs in Miami during the last few days—all about a big crusade against commercial radio. In so many words, John B. Haggerty, president of the Allied Printing Trades Assn., representing the unions identified with the printed page, announced a colossal lobby to shake radio with special franchise taxes; limit advertising to 25% of radio time; ban multiple ownership of standard stations or of standard stations and FM or television transmitters. He estimates the graduated franchise tax alone would yield $12,000,000 for Uncle Sam.

Broadcasters have seen this crusade coming up for some time. A year ago it became evident that action was in the wind. As the same people on the fringe of organized labor who promoted several past anti-radio campaigns are identified with this latest foray. Past efforts flopped, although they caused radio no little trouble.

To those familiar with the facts, the whole basis of the campaign is ridiculous. Franchise taxes have been injected before, but invariably were discarded as discriminatory. Broadcasting constitutes only one phase of the FCC's work. Besides, broadcast stations are paying Federal corporate taxes, State income taxes and all other prevailing imposts. The railroads should defray the cost of ICC operations, and the farmers the cost of Agriculture Department functions, if the "defraying of costs" theory is evolved logically.

Mr. Haggerty makes rather amazing deductions in concluding that radio should be throttled because of its inroads on the printed page. His theory that advertising agencies throw business to radio because they collect dual commissions (he avers from client and program talent) reveals abject lack of knowledge of the facts.

The unions making up the Allied Printing Trades Assn. are all chartered by American Federation of Labor. There are several other AFL unions, however, that owe their allegiance to broadcasting. We can see a pretty intra-union dispute coming up, with the printing crafts fighting to undermine radio while the radio unions (such as American Federation of Musicians, American Federation of Radio Artists, and International Brotherhood of Electrical Workers) earn ever-improving livelihoods from radio.

It seems to us that President Green and perhaps the executive council of AFL might well look behind the new anti-radio campaign and learn its whys and wherefores. We predict the discovery will be made that it evolved, not from any spontaneous move on the part of the printing craftsmen, but from other interests with axes to grind.

Opportunity for Willie

TIME was when Willie went to college that Pa would be mighty proud if he was named (by dint of a little campus politics) editor-in-chief of the Daily Squawk. But times have changed.

For where one Pa could be proud before, there's chance for two now. And all because of radio. A number of big universities now have their own private "gas pipe"—real honest-to-gosh miniatures of the big stations. American college youth with a scientific bent no longer need be the campus oddity but a real campus figure, applying his knowledge and ideas to a practical effort in the field of radio.

Similarly, the fellow who went to college with starry-eyed dreams of being Hogarth's or Ben Johnson, Mark Twain, or Horace Greeley now can turn his writing talents from the eye to the ear. First, on his critical collegiate comrades; later, if he makes the grade, on the public.

Up to now those "gas pipe" affairs have been looked at tolerantly by professional radio people. But reversion to the college editor allusion, might it not be a good idea for commercial radio to look toward the colleges for new blood, just as many forward looking newspapers and press associations have been doing for years?

A young man of college age with enough ambition to use his spare time and spending money to take part in a campus radio venture is bound to have the enthusiasm necessary for success.

COMMERCIALIZED entertainment, ranging from movies to pool, during 1939 drew a colossal billion from American pleasure-seekers, according to a new survey of the Bureau of the Census. This amount to almost a 50% jump in receipts over 1935 with more than two-thirds of this entertainment dollar going to motion picture and vaudeville theatres. During these five years radio also has progressed by leaps and bounds as an entertainment medium. The fact that theatre during this period increased their boxoffice collections from $508,196,000 to $805,000 should give indication enough that there's still plenty of room for everybody's better business.

The RADIO BOOK SHELF

TWO books on radio, edited by Dr. Paul F. Lazarsfeld, director of the office of radio research of Columbia U., will be published May 22 by Duell, Sloan & Pierce, New York, publishers of "Radio and The Printed Page" by the same author. "Radio Research" and "Living Research" are the names of the new books.

GENERAL survey of radio as an engineering career, covering necessary training, employment opportunities and salaries, is supplied in Radio as a Career by E. F. Hornung [Funk & Wagnalls Co., N. Y., $1.50]. Simulating a personal tour of the various branches of the radio industry, the author outlines in general terms the component factors of a radio career from the technical standpoint. Mr. Hornung emphasizes the importance of amateur operations and academic training in forming a sound basis for development of the individual in the commercial broadcast and communications field.

DESIGNED for radio servicemen, John F. Rider has published two new technical manuals, The Meter at Work and FM, An Introduction to Frequency Modulation [John F. Rider Publisher Inc., N. Y.]. The first volume, in which technical illustrations are bound separately from the text, outlines the functioning principles of various types of meters used by servicemen in radio and allied electronic arts. The second provides a general review and discussion, from a technical standpoint, of the development and operation of FM broadcasting.

The STORY of the Ohio School of the Air is told in Radio Trailblazing by Ben H. Drew, its originator, who later became educational director of WBEN, Buffalo. It traces educational broadcasting from the early 1920's to its relative maturity in 1940. It is published by Roycroft Shops, East Aurora, N. Y. at $1.50.

Trends?

TRENDS, we have been admonished since our cub-days, are the things to watch. Get the story behind the story, and you'll surely know the shape of things.

We have tried diligently to apply this formula to trends in radio regulation. For example, the FCC in a recent decision involved multiple ownership of stations in the same city, painstakingly pointed out that it had this problem under study, and that it looked askance upon it. Then last week it granted a second station in a city to an existing licensee, without hearing.

Newspaper ownership, it has been evident for some time, is under scrutiny. It tends toward local monopoly in public opinion, according to one FCC faction. Yet the records show that they are granted almost weekly, without hearing or written opinion.

In FM, the FCC meticulously drafted regulations designed to assure horizontal competition in each community—same service area and same opportunity to develop. It was a grand idea, except that we seem to be developing that way. The outlook, unless we miss our guess, is for a new set of rules, with grants on a catch-as-catch-can basis.

Trends, to be sure, are indicative of something. But in radio, they seem to be moving in all directions at the same time.
Hugh Berkley Terry

IT'S TRUE that Hugh Berkley Terry, new manager of KLZ, Denver, is one of the youngest executives in the radio industry. Less than nine years after the November day in 1932 when Hugh Terry came to work as advertising salesman on the Oklahoma Publishing Co.'s WKY, in Oklahoma City, he was elevated to one of the top jobs in the company, manager of the Denver outlet.

Born Nov. 29, 1908, in Alexandria, Neb., Hugh Terry graduated from the local high school and then went to the University of Missouri. Journalism was his goal, and in four years he's been graduated with the school's famous B.J. (bachelor of journalism) degree.

During his college years, Terry played saxophone in dance bands and went to Europe with one of them. When he hit foreign shores, however, he decided it was time for some sightseeing instead of spent the remainder of the summer in a leisurely tour of continental high spots. Back at Columbia, he became president of his social fraternity, Sigma Nu, and president of the School of Journalism's Senior class.

Upon graduation he joined C. H. Trapp Adv. Agency, St. Louis. As a member of the production department he got a background that has stood him in good stead in radio. The next stop was Chicago. There he copied a writer with Russell T. Gray inc. Less than a year with this company, and he had a chance to take a job in the medium he thought he'd like best—radio. So when WKY offered him a job on its sales staff, he left Chicago and went to Oklahoma City. That was in 1932.

For four years Terry sold advertising on WKY and learned about radio, poking its insatiable nose into all branches of the industry. He knew modern music and was always interested in band setups, remote production, and production. He wrote copy and had a good idea of how the copy he should be written. He was instructor in advertising at Oklahoma City University's downtown night school and a director of the Oklahoma City Advertising Club.

When Outwest Broadcasting Co. was formed and bought KVOR, CBS outlet in Colorado Springs, E. K. Gaylord & Associates named Hugh Terry as manager.

Terry came to Colorado Springs unheralded and unknown to the town. The station was remodelled, a new transmitter erected. New faces appeared on the staff. New salesmen, new to radio, were hired.

The four-year management at KVOR brought a lot of experience. And the years at WKY, extra hours spent learning how departments other than sales operated, started paying big dividends. The station's business started climbing, radio advertising started appealing to the town's largest firms, program standards were raised. Colorado Springs' leading citizens started taking an interest in 'the station.'

All the time Terry's personal popularity was growing. He was named general chairman of the Community Chest, vice-president and director of the Rotary Club, director of the Chamber of Commerce, director of the YMCA.

In 1937 KVOR put on a promotion campaign, The Road to Fame, that brought it national recognition. Literally thousands of persons were auditioned for a series of eight Sunday broadcasts. Colorado towns in KVOR's territory were saluted. Mayors joined in the fun. The publicity was overwhelming and when the final broadcast was held, the City Auditorium was so jammed with thousands of fans that the fire department finally called a halt and refused to admit about 3,000 fans who were standing patiently in a pouring rain.

June 15, 1940, Hugh Terry was named commercial manager of KLZ. Everybody knew this job was merely a training stop for the top job, as F. W. Meyer, KLZ manager, had been granted his application for KMY, a 100-watter in Denver.

So from June 15 to Jan. 1, 1941, Terry rebuilt and reorganized the sales department of KLZ. Word came from Edgar T. Bell, secretary-treasurer and assistant general manager of the Oklahoma Publishing Co. and its various interesting, on Jan. 1, 1941, that Hugh B. Terry was manager of KLZ.

In February Terry was made general manager of KLZ. Everybody knew this job was merely a training stop for the top job and learned he is highly talented. He says, he likes trout and feels as a golfer should. His favorite sport. His golf isn't colossal, but he loves it. He rides some, having taken to heart the Chamber of Commerce blurb that bowling is a definite asset in the business. His hobbies are bowling and handball at the Denver Athletic Club. At times he's been called to the mike to announce all sorts of things. Basketball, football, rodeos and golf. His speaking ability, and his mischievous good humor and good sense, has brought him to good stead and he's completely at ease in front of a mike. He knows sports thoroughly, follows them closely, but would rather watch than announce.

One of Hugh Terry's strongest beliefs concerning radio is that the medium and the industry are one. Since last June he has developed it to a fine point at KLZ, and the station has had national recognition from many national and local advertisers. Terry has a good sense of humor, too, believing that employer-employee relations work on the same basis.

Mrs. Peter J. Fick

MRS. PETER J. FICK, 28, "Marge" of the radio team of Myrt & Merle, is in Chicago (N. J.) Hospital a few minutes after the birth of a son, Donald. Mrs. Fick, known professionally by her married name of Donna Damereal, had broadcast with her mother since November, 1932, the program thru which her backache and the troubles of a theatrical family currently heard on CBS under sponsorship of Colgate-Palmolive-Peet Co. for Supernaps. "Marge" had been written out of the scripts for a three-week period. No decision on the continuation of the program will be announced until the end of that time. Mrs. Damereal as "Myrt" is continuing the serial.

Jack Keasler, formerly with KOKO and WBAP-WFAA, Dallas-Fort Worth, has joined WOAI, San Antonio, to handle local and regional sales contacts.

F. W. MEYER, formerly manager of KLZ, Denver, upon assuming new duties as the owner of the new KMYR, Denver, was presented with a watch-and-clock desk set by members of the KLZ staff.

Hermin Zwibean, a graduate of Illinois Wesleyan, has joined the sales department of WIND, Gary, Ill.

Jack Von Tilzer of the program division of ASCAP has resigned because of pressure of outside duties. Von Tilzer has been active in ASCAP since 1928.

Ellsworth Goling, of the continuity department of WLYA, Lynchburg, Va., has been promoted to the sales department.

Leo Cohen, manager of the Artists Bureau of WHN, New York, has written a book, "In the Market," to be published in collaboration with Abner Silver. Song has been published by ASCAP.

Ray Heinen, Features and Farm Editor of WSIU, Iowa City, has joined the division of information of the Department of Agriculture of the Agricultural Adjustment Administration. Presently he is stationed in Des Moines.

Donald Charles Coutts

DONALD CHARLES COUTTS, 70 western manager of McCourt Eastman & Co., died in Winnipeg early this month, aged 70. Winnipeg native, his company was in this city 30 years. One of his sons, Donald M. Coutts is account executive with the Toronto office of the agency.
POPPULAR

The BASIC TEST

The best yardstick measuring our worth as radio station representatives is the steady progress in the national field of every station we represent.

During 1939 we showed an average increase of 17% over 1938. During 1940 our increase was 42% over 1939.

KDYL showmanship wins popularity — and that's what builds sales in the Intermountain Market

BEHIND the MIKE

TED GATES, formerly of KMPC, Hollywood, has joined KROD, El Paso, Tex., as program director.

D. H. MacGOWAN, formerly of WCHS, Charleston, W. Va., has joined the announcing staff of WCOS, Columbia, S. C.

MADELINN CHACE, former free lance artist, has joined WSB, Atlanta, as director of publicity.

ED COUTURE, chief announcer of the new WOCB, West Yarmouth, Mass., has returned to WFBG, Altoona, Pa.

WARREN CHAMPLAIN, announcer of WKRC, Cincinnati, is the father of a girl born Feb. 2.

JESSE THOMPSON, formerly copy chief of WAXE, Philadelphia, has joined the announcing staff of WOCB, West Yarmouth, Mass., and CFOS, Columbus, O.

GORDON HORNOR, former announcer for WAXE, Sioux City, and Nick Barry, of WOCB, Port Huron, Mich., have joined the announcing staff of WOCB, West Yarmouth, Mass.

RALPH HANSEN, a graduate of the NBC Chicago announcing school, has joined the announcing staff of KWWI, Mobile, Ala.

JACK GARRISON, formerly of WLR, Detroit, and WKKI, St. Louis, has joined the announcing staff of WOR, New York.

JOHN C SKINNER, formerly associated with the publicity departments of KRC and WSB, has been named publicity director of the Hotel of Times Square, New York.

FRANCES SWING, cousin of Raymond Gram Swing, MBS commentator, is writing the scripts for Edith Adams' "Future," originating at WKRC, Cincinnati, as one of the four new daytime serials starting Feb. 24 on MBS.

RICHARD BROOKS, Hollywood writer-Castar of the weekly NBC "Sidewalk Vignettes," has written a new stage play, "Wooden Nickels," which is currently under consideration for Broadway production.

DUWARD KIRBY, announcer of NBC Chicago, and Mary Paxton, who conducts the "Faith in America" program on WGN, Chicago, have announced their engagement.

ED ALLEN, announcer of WGN, Chicago, on Feb. 14 became the father of his second child, Kathleen Michelle.

WILLIAM NELSON, formerly of WDWS, St. Paul, Minn., has joined the continuity department of WCAO, New York, N. Y.

GLENN CONDON, formerly managing editor of the "Twins World" and publisher of "Twinsville News," is conducting two daily quarter-hours of news on KTLU, Tulsa, Okla.

CHARLES BATTERS, formerly of WBRR, New Haven, has joined the announcing staff of WPBL, Syracuse.

LEONARD SLATER,侄女 of Michigan graduate, has joined WCAR, Pontiac, Mich., as news editor.

HAL PROCTOR, formerly of WKBH, Cleveland, Wis., and WPHI, Terre Haute, Ind., has joined the announcing staff of WMAO, Baltimore.

JOHN ROGERS, of the announcing staff of KRMA, Oklahoma City, has been drafted into the field artillery reserve, stationed at Fort Bliss, Tex.

JOSEPH A. GRADY has been added to the announcing staff of WXYZ, Philadelphia, filling the vacancy left by Sam Bercoff, who went to WIP, Philadelphia, as production director. Serota is ill.

BOB LAYWOOD, of the announcing staff of WDRC, Hartford, left Feb. 22 to join the Army.

SHEELAH CARVER, sister of Bonnie Carter, as well as secretary, will substitute for the MBS news analyst on his regular quarter-hour newscast March 1, while brother Bobbi fulfills a lecture engagement at Corpus Christi, Tex.

TOM MOORE, announcer of WIBG, Greenside, Pa., has been named assistant to Repe Weiling, head of the promotion department.

MELVILLE W. SELLERS, former Lt. Col., Rainbow Division, has rejoined the Army.

STAN CORLEY, formerly announcer of WIND, Gary, Ind., has joined KBIZ, Ottumwa, la., as program director.

DEANE FLETCHER, publicity director and announcer of KFBB, Great Falls, Mont., was to leave Feb. 24 to join the Army. Jack Hulbert, formerly of WATW, Ashland, Wis., has joined the KFBB staff as continuity writer and announcer. John Alexander, program director, is the father of a boy, his first child.

LOUIS BLIZZARD, formerly at WMAL, Decatur, Ala., has rejoined the station. He also will work in the commercial department.

MARY LEWIS, of KGNL, Amarillo, Tex., has received her private pilot's license.

LORIN MYERS, merchandising director of WJY, Atlanta, on Feb. 15 married Mauna Boswell, of Greenboro, Ga.

ALEEN DEXTER has joined WFTV, Fredericksburg, Va., as junior announcer.

PEGGY PERELES, journalism graduate of Missouri U, has joined the program staff of WJY, Washington.

CHARLOTTE EDWARDS

A LITTLE bit of everything spices the life of Charlotte Edwards, contin- uity and women's feature director of the WOR Network. She runs the daily Woman's Corner, has a Saturday quiz, called Children's Recite, writes dramas, pens fairy tales and turns out the usual sponsor programs. Her spare time is devoted to free-lance writing in conjunction with her photographing husband. Likes sports such as skiing, tennis, swimming and pic- nics.

WYTHE MESERANDI, secretary for the last three years to Dave Driscoll, manager of the special features department of WOR, New York, has been placed in charge of talks and features pertaining to women's activities on the WOR special features and news staff.

LEW LONDON, music librarian of WPEN, Philadelphia, has been placed in charge of the station's program department, substituting for Program Director Tommy Schreiber, who left for Indiantown Gap, Pa., for a year's military training.

DAVE GARDINOWAY, announcer of NBC, Chicago, on Feb. 15 married Adele Dwyer, Henry Cooke, NBC announcer, on Feb. 19 married Mary Fickes.

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WKNY Staff Changes

CHARLES J. STAHL, president of WKNY, Kingston, N. Y., has announced that three former associates in the Philadelphia area will join the staff Feb. 24 in executive capacities. Dave Rolons, salesman of WCAM, Camden, N. J., where Mr. Stahl was general manager until taking over the operation of the Kingston station earlier this month, joins WKNY as sales manager. Mr. Rolons was at one time part-owner of WCAU, Philadelphia, with Stan Lee Broza until it was acquired by the Levy brothers. Marvin Seimes, chief engineer of WCAU, goes to WKNY in a similar capacity, and Joe Dillon, veteran radio announcer at WPEN, leaves to join the Kingston station as program director.

ELROY MCGAW, general manager of KELO, Centralia, Wash., and holder of a student pilot's flying license, was forced down by motor trouble on a farm 21 miles from the Centralia airport, but escaped without injury.

RUTH ECOFF, formerly secretary to program director Rhaine Cornwell, has been named traffic manager of KNOK, St. Louis. Edith Alpeiser has taken Miss Ecoff's former job.

SPEED VEAL, announcer of WJIP, Jacksonville, Fla., has been promoted to program director.

GLENN RAYTON has been named program and production manager of WFTL, Fort Lauderdale, Fla.

ROBIN KINKEAD, freelance writer and former foreign correspondent in the Philippines, has joined the magazine division of the CBS publicity department.

JOHN MELBOURNE, a member of the talent staff of WKNY, Springfield, Ill., is the father of a boy born recently.

JOHN BRADFORD, formerly announcer of WHDL, Omar, N. Y., announced his duties as program director of WERQ, Erie, Pa., on Feb. 14.

BARCLAY ALLEN, staff pianist of KLZ, Denver, has had two tunes accepted by BMI, "Injun Clerk" and "A Loaf of Bread, a Jug of Wine and Thou".

GEORGE LEE LAYTON, commentator, formerly with stations in the Northwest, has joined KPO-KGO, San Francisco.

DAN CUBBERLY, announcer of KOY, Phoenix, is the father of an 8 pound girl.

MEREDITH WILLSON, Hollywood musical director of the NBC Maxwell House Coffee Time, sponsored by General Foods Corp., has written two new compositions, "American Calling" and "Jervis Bay".

Choice Spots in Baltimore Radio Still Available for National Advertisers

WITH, Baltimore's newest radio station—covering Baltimore from a "Baltimore" angle—will open Saturday, March first.

But already 52 big local advertisers have endorsed this different kind of coverage by contracting for time over WITH. Real local coverage means sales—and no one knows this better than local business people.

If you are a national advertiser—or if you are connected with a national advertiser—and you agree that something is missing in Baltimore radio, better look INTO WITH!

Choice spots still remain for national advertisers, and reservations are now being accepted on pre-opening rate card—with rate protection for one year. For full particulars, write:

TOM TINSLEY, President

Baltimore, Maryland

SELL THE HOUSEWIFE AND YOU SELL ALL


FOR SALE

YOU CAN BUY HER EAR FOR

.000073 CENTS!

That's the lowest quotation "per ear" you can get in the Cleveland Market! WTAM, with its primary coverage of over a million and a quarter radio homes, not only can reach more ears than any other Cleveland station but, day in and day out, actually does reach more of them.

Just compare WTAM on this basis: Take the 15 minute daytime rate of each Cleveland station. Divide by the number of radio homes each claims in its primary area. But don't stop there because that will only give you reachable ears.

Go one step farther. Take a survey... any survey... and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads. WTAM delivers more listeners, more regular listeners. That's why WTAM is the "lowest-cost-per-ear-station" in Cleveland, the biggest advertising value, the most consistent choice of local, spot and Red network advertisers.
Youth Answers

HIGH SCHOOL students answer questions on their academic subjects in the new Youth Wants to Know feature of WPFFP, Raleigh. Conducted in cooperation with the University of North Carolina at Chapel Hill, the series features students from Chapel Hill High School answering questions on curricular subjects such as astrology, science, religion, and politics of interest to the average teenage child. Students themselves prepare the answers and solicit questions for future broadcasts.

Kids in Court

SLANTED to young folks, KGKO, Fort Worth, has started an idea in radio safety education with a weekly broadcast from Corporation Court in Dallas. Heard on the program are boys and girls called before Judge Joe Hill on Saturday mornings because of minor traffic infractions. Judge Hill conducts a quiz on safety while Announcer Hall Thompson picks up responses from the kids and also interviews parents on the penalty to be paid by the child at home—the only fine required by the court.

Daily Biographies

BIOGRAPHIES of names in the headlines of the day make up the daily five-minute What You Will Remember on KYW, Philadelphia. William Lang, staff announcer, presents comments and interesting facts in the life of some prominent individual. The program is sponsored by the Federal News of 2001 Park, new building in Philadelphia, and placed thru Vernick Adv., Philadelphia.

Surprisingly Slick

PIANO impressions and popular songs are featured on the new Slick's Surprise sponsored on WCL, Fort Wayne, Ind., by Slick's Family Washing & Ironing Co. Highlighting entertainment by Martha Warren, and Norm Carroll, the program also includes a telephone prize contest. The sponsor merchandises the show with special package inserts. Suedhoff & Co., Fort Wayne, handles the account.

BROADCASTING • Broadcast Advertising
Contracts Signed By Writers Guild
Net Pacts Cover Only Staff Members in New York City
RADIO WRITERS GUILD and representatives of NBC and CBS have signed new three-year contracts covering staff continuity and dramatic writers following several weeks negotiations and drafting of terms by lawyers of both parties [BROADCASTING, Feb. 10]. Still pending is the contract for staff news writers at CBS which is now in the hands of attorneys.
Contracts are retroactive to Feb. 17 and cover only staff writers in the New York headquarters of both networks. No salary minimums are stipulated, but the terms call for a "Guild shop" and a 10% salary increase for all writers now earning less than $400 per month.

Outside Sales
If a staff writer sells his script to a film company, he receives 75% of the proceeds, the network receiving 25%; if scripts are sold for book or dramatic rights, the authors receive 90% and the networks 10%, while in the case of "merchandising" rights, the sharing arrangement is on a 50-50 basis. In all these instances, the scripts are to have been written on the writer's own time.

If material is turned out on the network's time, all radio rights are the company's. If such material is sold elsewhere for sustaining broadcast only, the writer and the network share the proceeds; if for commercial broadcast, the arrangement is 90% for the network and 10% for the writer.

Final agreement on the contract between the Guild and the American Assn. of Advertising Agencies is still under consideration.

DEANE S. LONG, formerly of WSAL, Salisbury, has been named Program director of WAKR, Akron, O. William Egger, formerly of the Times-Press, has joined WAKR as news and continuity editor, also handling promotion and publicity. Among other WAKR staff members with the Times-Press are Kenneth F. Colchin, news manager; Margarette Petran, traffic manager, and Bill Weiler and Art Kohli, salesmen.

HOT FROM CAPITOL
WGR Transcribes Answers by
Ohio Congressmen
DESIGNED to stimulate interest in democratic government, WGR, Cleveland, on Feb. 25 started a new transcribed series of Ohio Congressmen's answers to constituents' questions on topics of the day. Listeners are asked to send to the station questions facing Congress they believe the most important of the week. The letters are analyzed and the question most frequently asked is wired to m.c.'s from the Greater Cleveland area. Three-minute statements or answers are recorded in the House Office Bldg. in Washington and air-expressed to the station Friday afternoon.
The continuity department ties the separate takes into a half-hour program sounding like a symposium by the Congressmen broadcast Friday night, 10:10-10:30 p.m. Tuesday midnignt is the deadline for listeners' questions. Participants in the series include Senators Taft and Burton and Representatives Sweeney, Young, Bolton, Crosser, Bender and Harter.

WXOZ to 5 KW. Night
WXOZ, Detroit, key station of the Michigan Radio Network, Feb. 5 increased its power to 5,000 watts at night under an authorization from the FCC last fall. George W. Trendle, president of the King-Trendle Broadcasting Corp., owners of the station, directed a promotion campaign utilizing all media.
Highlight of the campaign was a special half-hour dedicatory program, Feb. 21 consisting of brief sketches from the station's most famous dramatic shows, The Lone Ranger, The Green Hornet, and Ned Jordan, Secret Agent. Station bought space in trade journals, and daily newspapers in the Detroit metropolitan area to advertise the increase in power.

At the same time it was announced that the station's new rate card, originally scheduled to go into effect Feb. 1, will not take effect until March 1. New rate is $500 an hour for nighttime, less discounts.

TWO members of the staff of WXOZ, Troy, N. Y., have completed their GAC primary training course and have received their pilots' licenses. Those making the grade were Al Chismark, chief engineer, and Cecil Walker, announcer and publicity man.

WITH About Ready
BALTIMORE'S fifth station will begin operation March 1, when the new WTH goes on the air with a special four-hour inaugural program. The station was authorized last Oct. 29 to the Maryland Broadcasting Co., with 250 watts on 1210 kc. Thomas G. Tinsley Jr., formerly a radio salesman, heads the new local as president and general manager, holding a 1% interest. His mother, Louise McClure Tinsley, with 97% of the stock, is secretary-treasurer, and W. Warren Corkran, of Baltimore, has the remaining 2%. Policy of the station will be to present programs with a local flavor, stressing community activities.

Wisconsin Broadcasters Elect Kyler President
JAMES KYLER, manager of WCGO, Janesville, was elected president of the Wisconsin League of Broadcasters, who met Feb. 18 for a special election of officers at the Monterey Hotel, Janesville. WCLO was host to the assembly.
Other electees and their offices are Father James A. Wagner, of WTAQ, Green Bay, vice-president; Hiram Born, of WHBL, Sheboygan, treasurer; Ed Cunniff, manager of WKEL, La Crosse, secretary. Directors elected include George Frechette, manager of WFHR, Wisconsin Rapids, H. J. Newcomb, station manager of WRJN, Racine, William C. Forrest, manager of WIBU, Poyette.

Busting records is old stuff to Reuben and his pals! F'r instance: North Dakota's farm income for the first half of 1940 was up 39% over the same period in 1939; refrigerator sales were up 25%; passenger car sales were up 33%! And the Red River Valley contributed far more than its share to this impressive State showing.

If you'd like to bust a few records in this prosperous, free-spending area, give your sales message to WDAY, the only station reaching the whole Valley!
Bass Co. Devises Tubular Radiator

A NEW TYPE of vertical radiator built of tubular steel, available for both standard and FM transmission, was announced last week by Bass Construction Co. of Cleveland, distributors and erectors for the Union Metal Mfg. Co., pioneer Canton, O., concern. M. F. Rubin, former owner of WCLE, Cleveland and a stockholder in United Broadcasting Co., owning WHK and WCLE, is president of the Bass Co. Sales manager is J. W. Moorhead.

The monotube radiators are constructed of a series of gaged, double-tapered hollow steel tubes guaranteed to withstand wind velocities of 100 miles per hour, a half-inch ice load and a temperature change of plus or minus 50 degrees Fahrenheit. The construction makes these radiators ideal units for directional systems, according to the Bass Co.

The Bass Co., Mr. Rubin said, has erected steel on a number of projects, including the Union Station and Terminal developments in Cleveland, the Union Station in Cincinnati, the Interstate Commerce Commission and Labor Buildings in Washington, and the Daily News Bldg. in Chicago. The Bass Co. at present is handling the Elwood Ordnance Plant, Joliet, Ill., one of the large defense projects.

G. J. CARTER, vice-president of Exclusive Radio Features Ltd., Toronto, is on an extensive tour of western Canadian stations. Exclusive recently obtained Canadian rights to the Adventures of Pinocchio.

Station and Equipment Firms Proceed With Plans for March 29 Switchover

ALTHOUGH neither Mexico nor Cuba yet has approved revised standard broadcast allocations pursuant to the Havana Treaty, no complications are foreseen by the FCC on the Continent-wide reallocation scheduled for March 29.

Reports from stations as well as equipment manufacturers indicate that the bulk of the 795 domestic stations slated to shift from 10 to 12 kilocycles next month will be in a position to meet the deadline.

While the FCC broadcast engineering staff is operating under extreme pressure in composing minor technical problems, nothing serious has developed. The FCC last Thursday issued a notice to all standard broadcast stations, slightly revising test requirements and suggesting other means of effecting the changeover with minimum difficulty.

Crystals Available

Meanwhile, reports were expected from Mexico and Cuba on their precise allocations prior to the March 1 publication date. If official releases are not made in Mexico City and Havana by that date, the terms of the agreement reached at the conference in Washington Jan. 14-30 specify they shall be published automatically. In that fashion, all stations will be in a position to know precisely what facilities are to be used in given locations in those countries and make their plans accordingly. It is expected there will be an immediate influx of applications for modifications or for new facilities, fitting into the pattern made possible by the Mexican and Cuban allocations.

Whereas some difficulty originally had been anticipated in the manufacture of new transmitter and monitor crystals ground to the frequencies to which stations must shift, reports to the FCC indicate that a minimum of trouble is being encountered. Suggesting the FCC also have reported progress in revising directional antenna patterns and in otherwise altering equipment in accord with the new assignments. Few important revisions from the allocation lists are expected at the January sessions are indicated, according to information available here.

At the engineering symposium at the Fourth Annual Broadcast Engineering Convention in Columbus Feb. 10-21, which was attended by FCC Assistant Chief Engineer A. D. King, a number of procedural suggestions were suggested, some of which were approved in the new notice to broadcast licensees. The notice follows in full:

Supplementing the Commission's release No. 41822 concerning the North American Radio Conference, all standard broadcast stations are permitted to test between 12 midnight and 7 a.m., local standard time, provided the operation between 12 midnight and 1 a.m. is restricted to unmodulated carrier only and precursors are taken to avoid interference situations not involving a regular schedule during the period from 12 midnight to 1 a.m., local standard time.

It is hoped that all broadcast licensees will cooperate in enabling adjustments to be made properly on the new frequencies. In cases where interference may be caused to regular operation, but program schedule has no particular or unusual significance, it is requested that such licensees cooperate in making the test periods.

All testing should be done on a dummy antenna when feasible. Where no dummy antenna is available, the low power stage should be tuned completely before the last power stage is tuned.

It has been suggested that stations on local channels could check their frequencies by observing the heterodyne note between their station and other stations on the channels at the outskirts of the service area. If it is found that the heterodyne note is in the order of few cycles with the majority of the signals on the channels, it is reasonable to believe that the station is within the required tolerance of the assigned frequency. This method of checking should be used only for preliminary checking.

The monitoring schedule from March 15 to 25 has been cancelled. Monitoring schedule for the month of April should be observed at the same time specified.

Any broadcast licensee experiencing any particular difficulty which the Commission is unable to assist in resolving should advise the Commission of the facts promptly.

WEVD Gets Boost

AN INCREASE in power from 1,000 to 5,000 watts of 1.5 Mc. was granted WEVD, New York, by the FCC at its meeting last Tuesday. The station, which shares time, was authorized to move its transmitter 1,000 feet and to install new equipment and a directional antenna.

H. V. MICHENER, Los Angeles manager of the Western Electric Co., recently was appointed general manager of the Pacific Coast operations with offices in San Francisco.

CAPTAIN CLAUDE SNIDER, former engineer-in-charge of CKX, Brazoria, Tex., is now "somewhere in England" with the Royal Canadian Artillery.

HERMAN GOLDSTINE, of the WNBC, New Jersey, news engineer, and Rebecca Lotzker, of the office staff, have announced their engagement.

JOE L. STEWART, formerly chief engineer of WJMO, Brunswick, Ga., and Sid Thompson and Roger Skelton, also of the WSAV engineering staff, have been called to active duty in the Naval Reserve. Bill Beben and Edward Quartersman have been added to the staff of chief Engineer Meredith E. Thompson.

LEE BLODGETT, engineer of WSUI, both of the exclusive Radio Features Ltd., Toronto, is on an extensive tour of western Canadian stations. Exclusive recently obtained Canadian rights to the Adventures of Pinocchio.

IBEW in Chicago

AT THE REGULAR February meeting of the Chicago Associated Broadcast Technicians Unit of IBEW, International Representatives Walter Reed of IBEW presented a new charter to the member of the unit. The Chicago local will be known as Local 1220 of the ABTU of IBEW. Membership includes 160 technicians in the Chicago area from WBBM WCFL WIND WJJD WHIP WJOB WWJ WRCA WGES WBSC WCBD WEDC.

Applicant for Regional

PRINCIPAL stockholders in the Quaker Broadcasting Co. applicant for a regional outlet in New York City with 1,000 watts on 610 kc. has Joseph B. Mariani, expert, and manufacturer of pharmaceutical products, advertising consultant and realtor, with 75% and his wife, Ophelia, also of New York, holding 25%.

(U.P.)

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

UNITED PRESS
A MIDGET IN SIZE—A GIANT IN OUTPUT

To Get the Most from Your Tube Dollar
Be Sure to Specify GL-880's

GL-880 is the largest of the G-E developed tubes for high-frequency (FM and television) services. Its background is more than 28 years of G-E tube experience.

GL-880's ingenious "folded" anode reduces internal lead lengths by 10 inches without sacrificing cooling surface. High efficiency is obtained even at high frequencies.

Dual grid leads for separation of excitation and neutralization minimize neutralizing problems.

Easy to Drive
With only 1500 watts driving power at the grids, two GL-880's will deliver an easy 50 kw of FM at 50 mc.

Here's Real Versatility
Primarily for FM and Television, yes, but GL-880's have unusual efficiency at international and standard broadcast frequencies, and as modulators. A pair will give a 50-kw plate-modulated carrier at 25 mc!

Be sure to ask your nearby G-E representative for full information on the complete line of G-E transmitting tubes for all services. There are G-E offices in 80 principal cities. General Electric, Schenectady, New York.
New Regulations
In Army Pickups
Signal Corps to Cooperate in Providing Needed Facilities

FURTHER clarifying Army regulations covering broadcasts from military reservations [BROADCASTING, Feb. 17], the War Department has outlined cooperative functions of the Army Signal Corps in helping set up commercial broadcasts.

According to a memorandum issued recently to all Army posts, the War Department has authorized use of fixed Signal Corps communications systems in making broadcast pickups on the reservations, along with installation of temporary wireline extensions by Signal Corps personnel, utilizing Signal Corps material.

The memorandum also provides, where Signal Corps facilities are not adequate or Signal Corps personnel and material are not available, that the broadcaster may install temporary facilities, if installation and dismantling cause no expense to the Government and are done under supervision of the post commander.

Test of Regulations
The War Department memorandum stated:

1. War Department authority is granted Commanding Officers of camps and stations to permit fixed Signal Corps communication systems to be used for radio broadcasting pickup circuits when authorized broadcasts originate on military reservations.

2. Where the terminal of the radio broadcasting pickup station is located at a point on the military reservation considerably remote from the nearest point of connection with the Signal Corps communication systems, or when, for other reasons, it is necessary to install wire facilities, such temporary installation will ordinarily be made by Signal Corps personnel, utilizing Signal Corps material.

3. In cases where existing Signal Corps facilities are not available or are not suitable for use as radio broadcasting pickup circuits, and the post commander determines that Signal Corps personnel and material are not available for the establishment of temporary facilities, the temporary installation of commercial facilities is authorized, such installations and dismantling to be done in a manner satisfactory to, and under the supervision of, the post commander and at no expense to the Government.

Local for Tennessee
CLARKSVILLE, Tenn., acquired a new local outlet last Wednesday, when the FCC reconsidered a previous action and granted the application of William D. Hudson, mayor of the city, and his wife, Violet Hutton Hudson, for a new station on 1370 kc. with 250 watts unlimited time. Previously, the FCC had scheduled the case for hearing because of a competitive application. It granted a petition for reconsideration in taking the affirmative action.

State Directors Are Selected by NAB
In Drive to Promote Radio Movin’ Day

WITH preparations for Radio Movin’ Day, March 29, shaping up swiftly the NAB on Feb. 19 announced appointment of a governors’ proclamation committee with members in every State and U. S. territories. Members of the committee, appointed through the NAB board of directors, have been delegated to secure from the governors of their individual states an official proclamation designating March 29 as Radio Movin’ Day.

Official proclamations by various governors, as well as mayors of cities, will form an important part of the industry-wide promotion designed to aid the listening public in relocating their favorite stations when their receiver dials. Apart from this campaign to help educate listeners to the advantages accruing from the North American reallocations, the NAB-sponsored Movin’ Day promotion also is aimed at radio servicemen, who will handle the bulk of the receiver aligning and push-button setting resulting from the shifts.

Leaflets and Broadsides
Specific suggestions for promotions in individual cities and communities were advanced by the NAB in a large broadcast distributed to all United States stations last week [BROADCASTING, Feb. 17]. In addition, the NAB also has available for purchase at low cost two-color leaflets to be used as door-to-door handbills or envelope stuffers.

According to Arthur Stringer, of NAB Washington headquarters, the first statewide proclamations of Radio Movin’ Day were assured by Governors Matthew M. Neely, of West Virginia; Homer M. Atkins, of Arkansas; Payne Ratner, of Kansas.

Huge Shortwave Station
Is Being Erected at Rio

RCA MFG. Co. has announced that it is erecting one of the largest shortwave stations in the world for the Brazilian government at Rio de Janeiro. The new 50,000-watt station will have eight antennas, two beam on the United States, two on Europe, one on Asia, and three nondirectional antennas for South American coverage.

RCA will also furnish equipment for three large studios and several smaller ones. The station is to be turned over to the Brazilian Government in operating condition by January, 1942.

The studio and transmitting equipment is being designed and built in the Camden, Harrison, N. J., and Indianapolis factories of RCA. RCA engineers are scheduled to travel to Brazil to make the installation.
FETED at a luncheon was Kay Kyser, musical director of the NBC College of Musical Knowledge, sponsored by American Tobacco Co., when he returned to Hollywood. Fraternizing at the luncheon are (l to r) Lew Frost, assistant to Don E. Gilman, NBC western division vice-president; Kyser; Jack Runyon, newly appointed New York radio director of Ted Bates Inc.; John Swallow, NBC western program manager.

**Representatives**

WAAT, Jersey City, has appointed the William Kammler Co. as its national representative.

CKNC, New Carlisle, Que., and CKNB, Campbellton, N. B., have appointed All-Canada Radio Facilities Ltd., as exclusive representatives for Montreal, Toronto, Winnipeg and Vancouver.

CKMO, Vancouver, has appointed Radio Centre Ltd., Toronto, as exclusive representatives.

McCLUNG Radio Stations have established an office at 580 Market St., in San Francisco, to represent the four McClung operated stations, KVOY, KHRM, KMTC and KYOS. W. S. Grant, newspaper office in San Francisco, is in charge for the past 12 years is in charge. Telephone is Garfield 7700.

WCNW, Brooklyn, has appointed Associated Radio Sales as its national representative.

GEORGE A. KENNEDY has been transferred from the Montreal to the Toronto office of Elliott-Baynes, market research organization. He will be in charge of all statistical operations.

NEIL Le ROY, formerly with CJRC, Winnipeg, and CJRM, Regina, as sales executive for the company, has joined Radio Representatives Ltd., at Toronto.

**American Home Shift**

AMERICAN HOME PRODUCTS Corp., Jersey City, after March 11 will present the quarter-hour programs Easy Aces (Anacin) and Mr. Ken, Tracker of Lost Persons (Bi-no-do) as a simultaneous coast-to-coast broadcast 7:30 p.m. on NBC-Blue. Programs are currently heard on 38 Eastern Blue stations at that time with 11 Pacific Blue stations carrying the half-hour period five times weekly as a rebroadcast. Agency is Blackett-Sample-Hummer, New York.

**STOVIN ORGANIZES TORONTO BUSINESS**

A NEW station representative organization has been formed in Canada by Horace N. Stovin, previously operating his own representative company in Toronto, and C. W. Wright, formerly manager of the Toronto office of Joseph Hershey McGilvra. New firm, as yet unnamed, will act for the stations formerly handled by Stovin alone as well as for most of the Canadian list of the McGilvra company, which is withdrawing from Canada, although it will continue to represent these stations in the United States.

The Stovin-Wright organization, which took over Feb. 15, represents 16 stations, making it the second largest representative in the Dominion. Offices are located in the Victory Bldg., Toronto, with branches in Montreal and Winnipeg. In general, personnel of the existing McGilvra organization will be retained under the new setup. Lovell Mickles, formerly of the McGilvra office in Montreal and more recently with the Stovin firm, will manage the Montreal branch of Stovin-Wright.

Before opening his own representative company last October, Mr. Stovin was supervisor of station relations for station Broadcasting Corp. The Stovin-Wright list includes: CKY, Winnipeg; CKX, Brandon; CFAR, Flin Flon, and CKRN, Rouyn, formerly handled by Stovin, and from the McGilvra list: CHSJ, St. John; CKCW, Moncton; CJBR, Rimouski; CHGB, Ste. Anne de la Pocatiere; CKCO, Ottawa; CFLC, Prescott; CKAC, Montreal; CKLW, Windsor; CKCL, Toronto; CFTT, London; CFOS, Owen Sound; CJOR, Vancouver.

EDGAR R. WILDE, formerly Chicago manager of the Tom Fidale public relations concern, has been appointed advertising manager of the Phillips-Jones Corp., New York, maker of Van Heusen men's wear.

**New Spring Sponsor**

B. MANISCHWITZ Co., Jersey City, starting its Passover holiday campaign on behalf of Manischwitz matzohs, is sponsoring one-minute spot announcements three times weekly on WDAF WHAT WHDH WORL WNBC WIND WMBC WCBM KXTR KVQ KXOK WSAY. Company is also sponsoring weekly quarter-hour programs on WEVD and WHN, New York. About 15 more stations in larger cities will be added before April, according to A. B. Landau Inc., New York, the agency.

**TIDALWAVE (Ky.) WON'T SWAMP YOU WITH SALES!**

It sorta stands to reason: Towns which ain't long on legal tender—like Tidalwave, Tinker and Tub (Ky.)—ain't exactly the places to look for big business! That's why WAVE bases its rates entirely on the rich, responsive Louisville Trading Area—where defense activities have boosted the normal weekly payroll of approximately $2,000,000 to more than $3,000,000! Want a share of this wealth? WAVE, alone, can help you get it, at a cost that's surprisingly low. Why not look us up now, in "Radio Rates"?
New WWNY's Plans

ANNOUNCEMENT of a tentative March 31 starting date has been made by the new WWNY, Watertown, N. Y., daytime local granted last July 15 to the Brockway Co., headed by Harold B. Johnson, publisher of the Watertown Daily Times. Under the treaty reallocations, effective that day, WWNY will operate with 500 watts on 1300 kc. Chief engineer will be Paul H. Lee. Complete personnel for the station has not yet been chosen. Transmitter, located on Holcomb St. at the city line, will be RCA-equipped throughout and a 205-foot Lehigh tower has been erected. Studios are to be in the Woodruff Hotel.

Drake's Cake Spots

DRAKE BAKERIES Co., New York, has started its Spring campaign for Drake's Cakes with transcribed one-minute programs on WOR, New York; WHC, Hartford; WORC, Worcester; WJAR, Providence; and WNAC, Boston. Transcriptions feature "Ducky Drake" and his musical cake counter, songs by Rene Terri, and imitation duck noises by Bradley Barker with Dan Seymour announcing. Young & Rubicam, New York, is agency.

PLAY NO FAVORITES

St. Louis Sports Announcers

Neatly Scrambled

WHO works for which in St. Louis is a perfectly legitimate question in view of the following facts written, checked and verified by Bruce Barrington, publicity director of KXOK:

To start with, Frances Laux, chief announcer of KMOX, the CBS outlet, will do play-by-play baseball on KXOK, the Star-Times radio station and NBC-Blue station. "Gabby" Street, former big league manager, will also do play by play for KXOK, but this does not prevent him from appearing on KSD, the Post-Dispatch radio station, KMOX, and WIL and WEEW. Cy Casper, a regular KXOK sports announcer left KMOX to join KXOK, but now he appears regularly on KMOX, as well as on KXOK. J. Roy Stockton and Jim Gould, Post-Dispatch sportswriters also work for KXOK, while Maurice Shevlin, sports editor of the Globe-Democrat has appeared on the Star-Times radio station KXOK.

If this is not confusing enough, Street has also appeared on 13 local stations in Missouri and Illinois, all within St. Louis listening areas. The answer to the mystery is that Hyde Park, local brewery, sponsor the sport shows on four St. Louis stations and utilizes the sportswriters on the broadcasts.

Skelly on Barn Dances

SKELLY OIL Co., Kansas City (Skelpas) on Feb. 22 started a weekly half-hour Iowa Barn Dance Frolic on WHO, Des Moines. Contract is for 13 weeks. On same date firm started a weekly half-hour program on WLS National Barn Dance. Agency is Henri, Hurst & McDonald, Chicago.
Wings of Destiny, a stirring dramatic program on which B & W makes its only premium sale—of a Piper Cub airplane given away each week through a promotional tie-up with the Piper Aircraft Corp.

But even then the Seeds agency attempts to bring out any B & W products on the networks as possible. Mr. Keyes says that spots have played an important part in stimulating sales in specific territories. This combination, spot and network campaign, apparently has proved highly successful if B & W sales during the past decade serve as a criterion of the effectiveness of the company's radio campaign.

Several fundamental principles have motivated B & W and Russel M. Seeds Co. officials in mapping and constantly enlarging this radio program. As Mr. Keyes explains, these principles of program-building merit thoughtful scrutiny.

Effective Copy

"First," says Harry Maus, copy chief of the agency, "we have employed effective copy. Since B & W's radio product employs more than 50% of the citizens of the United States did not finish high school, we always use language in our commercials that everyone can understand." "We have made it a point," he explains further, "to find a strong story in connection with each product that we represent. But even this is not enough if not coupled with a sincere, authoritative, courteous and enthusiastic delivery by the announcer."

Listed as second in B & W campaign principles is alertness in time buying. Further, the agency asserts, most of copy and programs have been built with appeal for the "man on Main Street" rather than Park Avenue. And although these programs could have become sure-hits, by starting them off with big, easily identified copy, to attract an audience quickly, Radio Director Tom Wallace says that in the B & W radio campaigns, "We have preferred to do it the hard way by supporting good solid, proved talent with comparative unknowns, many of whom have been built to stardom."

Thus has the Brown & Williamson Tobacco Corp. attained a top-flight ranking in the tobacco industry by constructing solid radio campaigns on a sturdy foundation.

Dunhill Test

PHILIP MORRIS & Co., New York, is sponsoring as a test for Dunhill cigarettes, three quarter-hour late evening news periods weekly, on WIP, New York City. Series, which started Feb. 20, was placed through Biow Co., New York, the agency in charge.

Kirby Katz, former copywriter in the radio department of the agency, has joined the firm of H. W. Kaster & Sons, Chicago.

J. C. Cornelius, BBDO vice-president in charge of the Minneapolis office, has been named vice-president in charge of the agency's western office in Chicago, Minneapolis, San Francisco, and Hollywood. He will continue to make his headquarters in Minneapolis.


Arthur Holland, owner and account executive of Malcolm-Howard Advertising Agency, Chicago, is in the Illinois Central Hospital, Chicago, where he underwent an emergency appendectomy.

Peter Finnery, for the last two years in charge of sales promotion with Reader's Digest, Pleasantville, N. Y., has joined the copy staff of Leo Burnett Co. Inc., Chicago. F. Strother Cary, formerly of the contact and service department of the agency, has been transferred to the copy department.

Burton G. Feldman & Assoc., Chicago, on Feb. 1 formed a public relations department conducted by three former newspaper men, James L. McGuinn, who has charge of the department, Austin O'Malley and William Fitzgerald.

Chet Peterson Adv., Los Angeles, recently established, has been discontinued.

R. L. Rust and Howard Emery, formerly associated with Allied Adv. Agencies, Los Angeles, have re-joined the firm as account executives. Jack Saylor, junior member, has resigned to join the Army.

Agency Song Gratis

STEEL ADV. Agency, Houston, Tex., owner of the song and performance rights, on Feb. 12 authorized free presentation of "Admiration's Happiness Melody", a theme song of a Steele advertising campaign for Admirations Coffee. The song was written and copyrighted by Milton Page and Jean Elwins, from whom the agency purchased it, and will not be placed on the market for profit, according to the agency. The only specified restriction on performance is the requirement that performance include an introduction of the song by its full title.

WHEELING: A Fort Industry Market

If you were to slip into the parlors, boudoirs and kitchens of 523,310 homes in Eastern Ohio, Western Pennsylvania and Northern West Virginia, the thrilling Steel and Coal Belt of the Nation, and deliver a forceful sales message on your product or service, you realize that at 15 minutes per stop it would take you 45 years working 8 hours a day, 7 days a week to complete the job! At the minimum Wagner Labor wage of 30c per hour the cost would be $39,248.10!

Compare this cost and exertion to the simplicity of the possibility of reaching these very same homes through WWVA at the basic daytime 15-minute rate of $42.00. And in addition you must include the force of 1½ million more homes in WWVA's secondary area! That's Sales Economy, PLUS!!

C. B. S. BLAIR Represents Us

5,000 WATTS

WWVA

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nash Rep. - The Katz Agency Inc.

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

WJHP

NEW ORLEANS

M.R. WELLS, JR., General Manager

Represented by

H. PERRY ASSOCIATES

Wn. K. Dorman, Mgr., 222 West 390 St., N. Y. C. City

CHICAGO DETROIT ATLANTA PHILADELPHIA

Broadcasting • Broadcast Advertising

February 24, 1941 • Page 41
"I’m the WSAS Winged Plug ... and how I do love the Song of the Sales! When my time sponsors hear me ring the cash register ... they put me ... feed me sugar ... use me again and again. Would that be why 77.7% of them are currently on renewals?"

KDKA, Pittsburgh

Bristol-Myers Co., New York (Sal Hepatica), 6 as weekly, thru Young & Rubicam, N. Y.


W. L. Knouse, Spring, Mass. (Rubine), 28 as thru Chas. W. Hort Co., N. Y.


Martin Gillett Co., Baltimore (tea), 116 as thru Gillett & Gillett, N. Y.

Wilson & Co., Chicago, (ideal dog food), thru Crown, N. Y.

Peter Paul Inc., Nashvill, Conn., thru Franks & Fores, N. Y.

Little Crow Millering Co., Warsaw, Ind. (Coco-Wheels), 8 as weekly, thru Rogers & Smith, Chicago.


WINS, New York
Commerce Insurance Agency, New York, 6 as weekly, 12 weeks, thru Lew King Agency, N. Y.


Hvne Hat Stores, New York, 28 as, 9 days, thru Chase.

Marchand Co., New York (hair wash), 70 as weekly, 52 weeks, thru M. H. Hackett, N. Y.

Pepsi-Cola Co., Long Island City (soft drinks), 4 weeks, thru New-Emmett Co., N. Y.

PM Newspaper, New York, 2 as weekly, thru Compton Adv., N. Y.


Brain & Brown, New York (magazine), weekly, 13 weeks, thru.

Stricker’s, New York (women’s clothes), 24 as, weekly, thru Goede Adv. Agency, N. Y.

KCCL, Toronto
Scarf & Co., Brantford, Ont. (paint), 5 as weekly, thru.

Dr. Burns’ Animal Food Products, Toronto, 2 as weekly, thru Tandy Adv. Agency, Toronto.

Lavoline Co., Toronto (cleaner), 4 as weekly, thru P. F. Hayhurst, Toronto.

Lida E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 as weekly, thru Erwin, Wasey & Smith, Chicago.


P. H. Wehrly & Associates, Toronto (proprietary), 5 as weekly, thru.

WGY, Schenectady, N. Y.

P. Larrillard Co., New York (Union Leader tobacco), 6 as weekly, 13 weeks thru Lennen & Mitchell, N. Y.

Red, Murdoch & Co., Chicago (Monarch druggists), 6 as weekly, thru Rogers & Smith, Chicago.


Lever Bros., Cambridge, Mass. (Spry), 5 as weekly, thru Ruthrauff & Ryan, N. Y.


KFI, Los Angeles
Vick Chemical Co., Greenbrae, N. C. (Veterinary Inhales), 6 as weekly, thru More International, N. Y.


Chemicals Inc., San Francisco (San Fran specials), 5 as weekly, thru Balfour, Constantin & Gardner, San Francisco.


KJH, Los Angeles
Lida E. Pinkham Medicine Co., Lynn, Mass, 10 as weekly, thru Erwin Wasey & Co., N. Y.

White Labs., New York (Choco), 4 as weekly, thru H. W. Kasten & Sons, Chicago.

KNX, Hollywood
Beech-Nut Packing Co., Canahokia, N. Y. (confectionery, gum), 7 as weekly, thru New-Emmett Co., N. Y.

Beech-Nut Packing Co., Canahokia, N. Y. (proprietors), thru Ruthrauff & Ryan, N. Y.

Frazers Pack., Kansas City, 12 as weekly, thru Ferry-Hanly, Kansas City.

Pine Oil, Warren, Pa. (cough syrup), 5 as weekly, thru Lake-Sprir-Surman, Minneapolis.

White Lake, Newark (cheese), 4 as weekly, thru R. H. Also Co., Chicago.

Olson Rug Co., Chicago, (rugs), 6 as weekly, thru F. Buenna & Fless, Chicago.

Rocky Mountain Bean Dealers Assoc., Trinidad, Colo. (beans), 2 as weekly, thru Ball & Davidson, Denver.


KOA, Denver
North American Accident Insurance Co., Newark, 3 as weekly, thru Franklin & Curn, N. Y.

Beech-Nut Packing Co., Canahokia, N. Y. (proprietors), thru Ruthrauff & Ryan, N. Y.

Flashek Sales Co., Kansas City, thru Ferry-Hanly, Kansas City.

Pinkus, Warren, Pa. thru Probes & Fless, Chicago.


Gospel Broadcasters, Los Angeles, thru.

Nash Coffee Co., Minneapolis, 5 as weekly, thru.


WFRJ, Wisconsin Rapids

Gospel Broadcasters, Los Angeles, thru.

Nash Coffee Co., Minneapolis, 5 as weekly, thru.


WROK, Rockford, Ill.
Omar Inc., Omaha (four), thru.


Roth & Koch, Chicago, 26 as thru Rogers & Smith, Chicago.

Pioneer Hi-Bred Corn Co., Des Moines (seed), 26 as thru J. R. Potts & Co., Kansas City.

HORLICK'S Malted Milk Corp., Racine, Wis. (Boost, chocolate-flavored malted milk powder), on March 3 started a 26-week test campaign of three-weekly quarter-hour transistorized Superman programs on WGN, Chicago. Accompanying WGN, WLS, Cincinnati. Agency is Erwin, Wasey & Co., Chicago. (Broadcasting Feb. 10 reported this show on WENR, Chicago.)

PEPSODENT Co. of Canada, Toronto, started on Feb. 14 Le Theâtre de Chez Nous on CKCR, Montreal, as a test for a weekly half-hour show and plans to expand it later in the year. Account was placed by Lord & Thomas of Canada, Toronto.

BULOVA WATCH Co., Toronto, is using 34 Canadian stations in its 1941 campaign. Announcements are daily inserted for the Canadian War Saving Stamp and Certificate campaign. Account is handled by MacLaren Adv., Toronto.

WILLIAM STONE SONS, Ingersoll, Ont. (feed, has started weekly quarter-hour programs George Wade & His Barn Raisers on six Ontario stations. Account was placed by Ardell Adv. Agency, Toronto.


REVEN PRODUCTS Co., Wilmington, Del., in advertising automotive products, to Allied Adv. Agencies, Los Angeles. On March 1 starts for 13 weeks five-weekly quarter-hour news cast on KFWB, Hollywood. Other radio planned as contracts are established for Revex, a liquid solvent used in conjunction with motor tuning. R. L. Rust is agency account executive.

BLUE MOON FOODS Inc., Thorpe, Wis. (food products), placed direct, March 1, started for 13 weeks participation three times weekly in June Baker's Home Management program The Denver Post, Denver, Colo. Jointly sponsored also are Revex Products, Chicago (chow mein dinners), thru Martin A. Pokzner, Chicago, on Feb. 24 contracted for three weeks participation, using six weekly half-hour programs Cleaners & Dryers Co., Cleveland (Wall vet), using daily participations in this program for eight weeks effective March 3, same program. Agency is Campbell-Sanford Adv. Co., Cleveland.

GOLDBERG CREDIT STORES, Chicago (men's and women's apparel), on March 3 starts six-weekly half-hour recorded programs on WGN, Chicago. Goal is for 52 weeks. Agency is George H. Hartman Co., Chicago.

JOHN PUHL PRODUCTS Co., Chicago (Fleecy White bleach), on March 3 starts a 13-week test interviewings, featuring Don Norman, from three to five-weekly quarter-hour programs on WGN, Chicago. Agency is Cecil & Preshey, Chicago.

THE CHINA Chinese press, America's only Chinese language Chinese newspaper, published in San Francisco, has purchased a weekly period on KSAN, San Francisco, during the Chinese Hour, 10-11 p.m. nightly. Editor Charles Leong and his associates, Lim P. Lee and William Hoy, hold an editorial conference on highlights on Chinese news.

WARREN PRODUCTS Co., Wilming- ton, Del., in advertising automotive products, to Allied Adv. Agencies, Los Angeles. On March 1 starts for 13 weeks five-weekly quarter-hour newscast on KFWB, Hollywood. Other radio planned as contracts are established for Revex, a liquid solvent used in conjunction with motor tuning. R. L. Rust is agency account executive.

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FIRST NATIONAL TRUST & VARIOUS Bancs, Santa Barbara, Calif., seasonal user of spot announcements, on a 52-week contract, started sponsoring in mid-February a six-weekly quarter-hour program, First National News, on KORC, that city. Lou Kroetz is commentator, with Ken Peters, station program director, supplementing the news reports from Washington.

This is the first time the institution has included radio as a major advertising media.

ATLASS IMPORT & EXPORT Co., Philadelphia (wines), has started a radio campaign in the Pennsylvania markets for its Bou Togn and Fruit Bowl wines. A total of 50 live spot announcements will be used each month on WFIL, Philadelphia, and WVON, Pittsburgh. Agency is Philip Klein, Philadelphia.

ROMA WINE Co., Fresno, Cal. (wines), on Feb. 17 started six-weekly five-minute news periods and a weekly half-hour recorded program Gay Nine- nies on WCLF, Chicago. Firm, on Feb. 5, started a series of 312 spot announcements on WIND, Gary, Ind. Agency is Robert Kahn & Assoc., Chicago.

EDWARDS TABLETS, Chicago (proprietary), on Feb. 11 started a 52-week schedule of quarter-hour participation in Support Time program on WJJD, Chicago. Agency is United Agencies Inc., Chicago. Sandra Motor Co., on Feb. 16 started a weekly quarter-hour program on WJJD for 13 weeks. Placed by agency.

GARRETT & Co., Brooklyn (Virginia Dare wine). In Feb. 20 started a weekly quarter-hour program, The Scene Over the Wine Glass featuring Heather Twed on WCFL, Chicago. The 13-week series presents original plays based upon known facts in the romance of wine in America, setting the scene in historic early American places. Agency is Sterling Beeson Inc., Toledo.

HIRSCH CLOTHING Co., Chicago (men's and women's apparel), on Feb. 23 started a 52-week schedule of weekly half-hour. We Predict forum shows on WGN, Chicago. During the broadcast, experts in the world of sports, stage and national and local affairs make predictions about the trend of future events. Agency is Schwimmer & Scott, Chicago.

AURORA LABS, Chicago (Clear- Again Tablets), on Feb. 7 started a five-weekly quarter-hour broadcast and six weekly quarter-hour participation programs in Make Believe Danceland on WCFL, Chicago. On the same date firm started 50 spot announce- ments weekly on WJJD, that city. Contracts run through March 31, Agency is Arthur Meyerhoff & Co., Chicago.

KASS CLOTHIERS, Chicago (men and women's apparel), on Jan. 31 started a 52-week schedule of three-weekly quarter-hour programs on WIND, Gary, Ind. Service, Speedway Gasoline Corp., Chicago, on March 3 renews for 52 weeks its six-weekly quarter-hour programs on WIND. Both accounts were placed direct.

ONE MARKET ... rich, comparatively unexploited. ONE MEDIC... completely blanketing this vital market. Can you assemble a combination like this? The North Central States are the market. Here, in this well-defined market entity, there are over 4 million people with more than 2 billion dollars to spend. And here there is a prosperous balance between the nation's richest agricultural region and wealthy industrial areas. The North Central Broadcasting System is the only medium which completely blankets this rich market. No other medium or combination of media can give you COVERAGE in this market as inexpensively and as effectively as does N.C.B.S. Through N.C.B.S. you can buy six local stations affiliated with the Mutual "Coast to Coast" Network for less than the cost of one 50,000 watt station—and get more intensive coverage, too, of N.C.B.S. SERVICE.

1. Eleven local stations with outstanding local and national (M.B.S.) network programs.
2. Eight full time merchandising men servicing your advertising in 1.600 retail outlets every month.
3. H. B. I. (Houseswives Bureau of Information). Houseswives test all products advertised over N.C.B.S. Their testimonials are available for your advertising.
4. Weather and Road Condition Report—a public service feature which has the greatest audience of any radio program in the Northwest.
5. An official market report broadcast direct from South St. Paul (The second largest livestock market in the U.S.,) Approximately 100,000 farmers depend upon this broadcast for current livestock reports. (Sponsored by P. Lorillard for Union Leader tobacco.)

DAKOTA Group

KVOX FARGO

MOORHEAD

KRMC JAMESTOWN

KDLR DEVILS LAKE

KLPM MINOT

KGCU BISMARCK

MANDAN

KABR ABERDEEN

MINNESOTA Group

WLOL MINNEAPOLIS

ST. PAUL

WDSM DULUTH

SUPERIOR

KATE AUSTIN

ALBERT LEA

KWNO WINONA

KODF FERGUS FALLS

KVOX FARGO

MOORHEAD

NORTH CENTRAL BROADCASTING SYSTEM

COMMODORE HOTEL

THE LARGEST MIDWEST REGIONAL NETWORK

ST. PAUL, MINNESOTA

BROADCASTING • Broadcast Advertising

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**Studio Notes**

WJJD, Chicago, on Feb. 24 started Federal Food Reports, a series of broadcasts aimed at advising housewives and shoppers on the status of food prices, housing prices, clothing prices, and other vital information that complicates a successful program in current defense activities. Program has been arranged by the U.S. Department of Agriculture Marketing Service, National Defense Ad- visory Committee, and is directed and managed by Lance G. Hooks, WJJD transmitter, was transferred to Chicago from San Antonio Market News Office for the purpose of presenting the consumer broadcasts.

**KPO-KGO, San Francisco**, presented a 30-minute review and dramatization of the last century in San Francisco Feb. 12. The occasion was a dinner of the Committee for Understanding of Free Enterprise of the National Assn. of Manufacturers. Honor guests were employes, executives, and companies which have given 35 or more years of service to the growth of San Francisco.

**WFP, Philadelphia**, will cover spring baseball training directly from the training camps, sending Stoney McInnis, in New York, and directors. Via wire of Feb. 28 to report on the activities of the teams in the nightly sports period sponsored by the station in Philadelphia. Beginning March 5 and continuing for four weeks, the material will be sent back to Philadelphia daily transcribed into a script provided the players along with a wire report. The program is a part of a series of play-by-play nightly program. In addition, an effort is being made to secure a sport reporter to fulfill a similar assignment at the Athletics training camp.

**UNUSUAL experiences of the U. S. postal service and strange events which have been found in the world's postal systems are dramatized weekly in the series of Postal Oddities on WCFI, Chicago.**

**WCBS, Springfield, Ill., recently inaugurated Youth Today at Tomorrow** a weekly quarter-hour roundtable discussion in which various heads of city and county schools discuss current problems of youth and education.

**A WEEKLY SERIES of debate broadcasts for the year between Kent State of Low, Champaign, and midwestern universities has been in- augurated on WLS, Chicago. Debate topics are being chosen from Chicago, Wisconsin, Northwestern, Illinois, Indiana, Minnesota, and the Kent College students on various issues.**

Dr. Fredrickburg, Va., started a new program Feb. 19, *The Play of the Youth*, broadcasting a dramatization of the best half-hour material received by the station for the month. Ronald Dawson is directing the new series.

**PROSPECTS of advertising for 1941 were discussed by Don Gilman vice-president, before the Seattle Guests of W. B. Stuhl, of Totem Broadcasters, (from left), NBC-West reds are Hugh Feltis, commercial manager of the senior advertising club, and Arthur Gerbel Jr., of Totem Broadcasters.**

**KTAI, Phoenix, furnished complete coverage of the 1941 World's Ch-ampionship Rodeo Feb. 13 by broadband- ing a description of the parade on a blimp cruising over the scene. Then, as a followup, Howard Pele gave a de-scription of the opening of the rodeo from the arena at the state fairgrounds.**

**KONY, Phoenix, eliminated the possi- bility of inadvertently picking up re-stricted ASCAP numbers during the World Championship Rodeo Parade Feb. 13 by writing out a prearranged script of the parade and dramatizing it from the studios as the parade passed by.**

**WNBC New Britain, Conn., has sched-uled a series of programs devoted to the Hartford Courant newboys. Once a week, under the auspices of Pro- gram Director Ralph Kanna, the paper carriers will come to the station for a program entirely of their own making.**

**WNAX, Yankton, S. D., as part of its contribution to National Boy Scout Week, conducted a quiz program with eight Boy Scouts competing against their fathers. Questions were on scouting and surprisingly enough, the fathers won the contest. Prizes for further the inquiry, were pedometers con- trived by Jo Joy of Station and Milla, sponsors of Jack Armstrong.**

**A PLAQUE hearing station call let- ters and carried out of a solid piece of basswood has been presented to the KWNQ, Winona, Minn., by a listener.**

**COMMUNITY sings from its area are broadcast on KRON, Redding, Cal., along with facts of interest about each locality. Towns are 50 to 100 miles away.**

**TIE schedule of WMCA, New York, includes 20 news broadcasts a day, filling over five hours. Six of the pro- grams are commentaries. The re- minder is 15-minute periods. News announcers are Bob Carter, Alvin Williams, Sam Brown, Bob Harris, Gene Morgan and Tom Hudson. Commentators are Johannes Schell, Burtens Her- shay, Sydney Moseley, Generieve Ta- bois, William E. Dodd Jr., Dan Gross, Bryce Oliver and Herbert Hadel.**

**WHB**

Kansas City's Favorite Station

"Represented by Rambeau"

WM. G. RAMBEAU COMPANY 

CHICAGO

NEW YORK

INDIANAPOLIS

360 N. Michigan
Chicago Building

ADELIA KENTUCKY 5-4200

**KANSAS CITY**

The Pioneer Voice of Kansas

WICHITA

5000 Watts

1050 Kc.

**THE EYES HAVE IT**

Pennsylvania Optometrists Use Radio Series

USE OR RADIO to "educate" listeners to the ethical standards of professional optometrists in creating community good-will for all optometric societies in Pennsylvania following success of a campaign on WCBA-WSAN, Altoona. The series seeks to curb the practice of price quotations on optometric services and repair of glasses. The feature is being broadcast by the Pennsylvania Optometric Association, said Charles Smith, chairman of the committee.

**The Lehigh Valley Optometric Society's campaign in Allentown also employed newspapers. Radio programs were reported by Charles R. Petrie, of WABX-WSAN. Cash prizes were included, to measure effectiveness of the series. Situations where good vision is important were dramatized.**

**WKRC, Cincinnati, has secured exclusive broadcast rights for the series of two college symphonic concerts to be presented by the Cincinnati Symphony Orchestra under direction of Eugene Goosens, designed particularly for stu- dents. The series of two, are March 11 and 15. One, on WCR, the other on WOSU, Saturday, March 10. WKRC announcer and producer, is commentator on the programs.**

**WGL, Port Wayne, Ind., is carrying play-by-play of Big East basketball games under sponsorship of the Lincoln National Bank & Trust Co. Hilliard Rine and Clarence Garnes, WOW-WOL sportscasters, handle the games.**

**WFDAA, Dallas, recently celebrated the ninth anniversary of Mrs. Tucker's Smile Program on that station. Pro- gram, in 26th week, featured Misses Mary Tucker, pianist, the Tucker Trio and Bill Tucker, was sponsored by Mrs. Tucker's Shortening and Meadola Margarine.**

**WCCO, Minneapolis, has arranged so that listeners will not miss Virginia Saaloff's Column of the Air, broadcast each Saturday morning for Nash Coffee, voice Miss Saaloff is vacation- ing through southern United States and Canada. Transmission of her reports will be sent back to WCCO from the various points of her trip.**

**WCKY, Cincinnati, is sending its students on a trip to Chicago where the Government is planning to clear a 60,000 acre site to make room for an arsenal appropriate with its area. In- stead of old-timers and farmers in the doomed area will be transported and used as a part of WCKY's Hot spot program, an early morning show for farmers.**

**ENLIST!**

For Defense Against Lagging Sales. Recruiting these 50,000 watts for your sales campaign will give you the most effective means of reaching the rich West Central, Kansas and Missouri, and State area of south Arkansas, east Texas and north Louisiana, one of the nation's richest and fastest growing market segments.

50,000 Watts

**WKBH**

Represented by the Chapman Co.

Shreveport - Louisiana

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*For Defense Against Lagging Sales.* Recruiting these 50,000 watts for your sales campaign will give you the most effective means of reaching the rich West Central, Kansas and Missouri, and State area of south Arkansas, east Texas and north Louisiana, one of the nation's richest and fastest growing market segments.
WBS, Columbus, S. C., on Feb. 9 started Highlights of the Week's News in Review, Sunday quarter-hour news review, under sponsorship of Standard Building & Loan Assn.

KROD, El Paso, has started the half-hour weekly Tip Spelling Bee under sponsorship of the local 7-Up Bottling Co. Contests are to include teams from elementary grades of the city schools, competing for cash prizes of $5, $8 and $2. Other participants receive samples of the sponsor's product. Only children under 17 are eligible to participate. Tel. Gates, KROD program director, is in charge of the show.

CBS has announced that its new series of Sunday afternoon half-hour dramatizations, presented by the Free Company to counteract hostile propaganda in this country, is being broadcast to Latin America on WCAB, the network's international station. The programs, titled Free Company Presents, started Feb. 28 on about 100 CBS stations and are produced on the west coast by Irving Reis, and on the east coast by Norman Corwin. Burgess Meredith, actor, serves as narrator.

ARIZONA Network carried a heavy schedule of broadcasting from the annual Tucson Livestock Show Feb. 17-19. The broadcasts, released through NTUC, Tucson, to KOY, Phoenix, and KSUN, Lowell, were handled by Ernest Douglas, editor of the Arizona Farmer, the network's affiliated farm paper. Twice daily at 1:30 p.m. programs were broadcast from the various exhibits.

WSB, Atlanta, has drawn listener response to its Sunday night Chariot Wheels program from 38 states. Broadcast for one-half hour at 10:30 p.m., the news program of 30 voices from various Atlanta Negro churches are presented along with the reading of Biblical passages.

WHOM, Jersey City, as an innovation to its All Night Show has installed telephone extensions running into the studio so listeners requesting musical numbers can be heard by the listening audience. Program, heard nightly from midnight to 6 a.m., is handled by Wendy Hogan and Frank Krueger.

WTAL Tallahassee, Fla., on March 5 plans to turn over its facilities to a state composition choir composed of Florida State College for Women. Staff appointments will be made by the faculty committee to be selected from the school.

Winslow to Glass Firm

RALPH WINSTOCK, formerly assistant advertising manager of Armstrong Cork Co., Lancaster, Pa., has been appointed advertising manager by Henry B. Glass, president of Libby-Owen-Ford Glass Co., Toledo, succeeding Calvin K. Metz, who has resigned to open up private public relations office. Libby-Owens sponsors Drums for Happiness, half-hour Sunday program on CBS.

PLUGS FOR SHIFT
WMAZ Uses Many Tricks to Tip Treaty Change

PLANNING an all-out promotion in connection with its March 29 frequency switch from 1180 kc. to 940 kc., in keeping with the Treaty reallocations, WMAZ, Macon, Ga., has developed a series of transcribed dramatized announcements to be given a big play on the station's schedule. Using the numbers 9-4-0 as a theme, the skits cover an airplane skywriting, smoking out the figures; a baseball game ending with 9 runs, 4 hits and 0 errors for the Macons; a football midway with the quarterback calling Play 940; a crystal ball citing 940 as a lucky number.

Another typical continuity follows:

Ladies and gentlemen, our scene is in the living room of a Georgia family. It is evening, and the date is March 29, 1941. Husband (disgruntled): Confused this radio, I paid over $1000 dollars for this set and I can't get WMAZ. I know I've got the dial set right. It's there. Wife: What's all this commotion about? Husband: For the last 15 minutes I've been trying to tune in WMAZ and this damn thing won't move.

WIBW Night Boost
STARTING at sundown of Feb. 15, WIBW, Topeka, began operating with full power of 5,000 watts, recently authorized by the FCC. Formerly using 5,000 watts and 1,000 night, the station now employs 5,000 watts fulltime. To protect eastern stations on the same frequency, 880 kc., the 250-foot directional antenna has been erected. Construction and performance tests were under the supervision of Chief Engineer Karl Troeglen and General Manager Ben Ludy.

Fizdale Sues Sponsor
BREACH of contract suit for $91,500 has been brought against Air Conditioning Training Corp. by Fizdale Inc., radio press agent in New York Federal Court with trial scheduled for later this spring. Plaintiff claims that, according to terms of a two-year contract signed March, 1940 with Air Conditioning, full payment for publicity services rendered has not been made. A counterclaim also has been filed by Air Conditioning against Fizdale, claiming the agent has failed to secure the best publicity for its training course.

FIRESTONE SERVICE Co., Fargo, N. D., is sponsoring Fulton Lewis Jr., MHS commentator, five times weekly on KVOX, Fargo.

STUDENTS LIKE RADIO
Business College Advertisements on Air After Poll

BECAUSE students at the Herald College of Oakland (business college with branches in four Northern California cities) overwhelmingly voted radio as their preference in advertising media, KROW, Oakland, Calif., has recently got a contract from the school for a tri-weekly program of recorded interviews. The school directors were dubious about radio advertising. They issued a questionnaire regarding advertising media asking the students to mark their choice between newspapers, direct mail, radio, theatre slides, billboards, street-car and bus cards, and bulletins.

The RIGHT BACKGROUND for HIGH FIDELITY...

Studio by JOHNS-MANVILLE

In control room and studios, correct reproduction of broadcast is assured by a J-M Acoustical Treatment. C. R. Jacobs, New York City, Studio Consultant.

JOHNS-MANVILLE Sound-Control Materials and Acoustical-Engineering Service

If you are planning a new studio or remodeling existing quarters, call on the J-M Acoustical Engineering Service. J-M Engineers will show you the lowest cost method of securing the right acoustical background...can help you design your studio for easy adaptation to frequency modulation. For details, write Johns-Manville, 22 East 40th Street, New York, N. Y.
WMUR Plans to Begin Operating During April

THE NEW WMUR, regional granted last fall for Manchester, N. H., will begin operation early in April, according to announcement last Tuesday by former Gov. Francis P. Murphy, of New Hampshire, president and treasurer.

The station will operate on 610 kc. with 5,000 watts local sunset and 1,000 watts night. Gov. Murphy has not yet announced staff appointments. The transmitter is an RCA 5,000-watt. A directional antenna system for day and night use, employing four 300-foot self-supporting towers, is being erected two miles north of Manchester. All equipment in the master control and studios is Western Electric.

Four FM Grants To Westinghouse

WROK, Rockford, Also Gets License for New Station

GRANTING four commercial FM stations to Westinghouse Radio Stations Inc. and one to the Rockford Broadcaster Inc. (WROK) in Rockford, III., the FCC last Wednesday brought the total number of authorizations for FM operation to 39.

The applications holding a construction permit for W7SP, Pittsburgh, PM adjacent of XDKA, Westinghouse was granted the other four in Boston (WBZ) to operate on 45.7 mc., covering 6,700 square miles and a 3,400,000 population; in Fort Wayne (WOWO-WGL) using 44.9 mc., covering 6,100 square miles and a 420,000 population; in Springfield, Mass. (WBZA) employing 48.1 mc., covering 2,500 square miles and a 500,000 population; in Philadelphia (KXYW), the city's fourth grant, to operate with 45.7 mc., covering 9,300 square miles and a 4,500,000 population. The Rockford construction permit was for 47.1 mc., serving a 5,900 square miles area and a population of 270,000.

Two Set for Hearing

In addition the FCC designated for an April 7 joint hearing, the applications of Yankee Network and Worcester Telegram Publishing Co. (WTAG) to provide FM service to substantially identical areas from the same site in Worcester. The Yankee application requests facilities on 44.3 mc., covering 19,530 square miles; the newspaper, a station on 43.1 mc. to cover 20,437 square miles [BROADCASTING, Jan. 13]. Also designated for hearing at the Feb. 19 session of the Commission is the application of CBS for an FM outlet in Boston to operate on 44.1 mc., covering 18,230 square miles.

With receipt during the past week of a new application from Blackburn Service Corp., Philadelphia, to use 46.1 mc. to cover an area of 9,318 square miles and a population of 5,998,605, the number of pending applications before the FCC stands at 52. Resubmitted were the applications of the News Syndicate Co., New York, to make equipment changes; Yankee Network, New York, to request 44.7 mc. instead of 46.7 mc., Echo Park Evangelistic Assn., Los Angeles (KFSG), to make equipment changes; and Metro-Goldwyn-Mayer Studios, Los Angeles, for 45.5 mc., covering 7,600 square miles and a 2,467,178 population.

Danger Signals

ENGINEERS of KSTP, St. Paul, have constructed a novel emergency device to give firm warning in case the station is thrown off the air due to technical failure. On the main studio panel is a clock, a green light and a loud bell. If mechanical failure should knock the station off the air, the cutting of the carrier waves stops the clock, trips a switch which in turn flashes the green light and rings the bell, loud enough to be heard throughout the studios and corridors. The stopped clock gives the exact time, to the second, the station went off.

FM Group Will Meet At Chicago March 25 To Discuss Net Plans

FM RESEARCH GROUP, organized last summer to investigate the possibilities of establishing a cooperative 45-city FM network, will hold a general meeting in Chicago March 25, it was announced Feb. 19 in New York following a preliminary meeting of the group's executive committee. John L. Latham, advertising agency radio executive engaged some months ago to survey the field and map plans for the projected network, reported his findings and recommendations to the committee but no details were divulged.

Members of the executive committee attending the session were: John Shepard 3d, president of Yankee Network; Walter J. Damm, WMJ, Milwaukee; Elsey Roberts, KXOK, St. Louis, KFRA, Columbus; Herbert L. Peetey, WHN, New York; W. J. Scripps, WWJ, Detroit; George McVay, WSJS, Winston-Salem and Harry Stone, WSM, Nashville. Only absent member was William B. Way, KYO, Tulsa.

The full group, made up of owners and executives of some 45 companies operating or planning to operate FM stations in major market cities, will receive the Latham report and plan further at the Chicago session.

Bulletin' Asks FM

ENTRY of the Philadelphia Evening Bulletin, one of the country's foremost newspapers, into radio via the FM route is sought in an application filed last week by Gibraltar Service Corp., 100% subsidiary of the newspaper. The application seeks 46.1 mc., to cover 9,300 square miles, with a population of approximately 45,000. Richards, Slocum, secretary and manager of the Bulletin, filed for the subsidiary, with Harold Vance, former broadcast sales engineer of RCA both in Chicago and Camden, as the consulting engineer.
Magnetic Storms Block Reception

IONSOPHERIC STORMS, or disturbances in the magnetic field 200 miles above the earth, are the cause of poor radio transmission between North America and Europe, according to Dr. J. H. Dellinger, chief of the radio section of the National Bureau of Standards, Washington, speaking Feb. 15 at a symposium of geomagneticians at the American Philosophical Society in Philadelphia.

Despite the fact that signals ride 50 or 60 miles above the ocean, radio engineers have been puzzled for several years by the fact that transmission was so much poorer between Europe and North America than between Europe and South America or between the two Americas, Dr. Dellinger said. Dr. H. E. Halborg, research engineer of RCA Communications, also expounded the theory, blaming it all on an unusual susceptibility of this region to magnetic storms.

Prevalent in North

Outlining the results of experiments conducted in Washington over a period of five years, Dr. Del linger presented measurements which support the theory that general magnetic storms are more prevalent closer to the north magnetic pole than the equator.

Over a three-year average the intensity of radio wave transmission was 25 times greater between South and North America than between Europe and North America, despite the fact that South America is 8,400 kilometers away from the United States and Europe only 5,000, he added. Dr. Dellinger pointed out that during ionospheric storms signals between North America and Europe are halted and messages must be routed through Buenos Aires to Europe.

NEW method of deciding what call letters stand for comes to light in a letter from Mr. Rayman, commercial manager of WSAZ, Huntington, W. Va. The letter as printed in the Huntington Herald-Advertiser follows:

Editor, The Herald-Advertiser:

"In an article published in your paper regarding WSAZ, you made the following comment: "We have been asked frequently what the letters WSAZ mean or stand for. We know of nothing specific; we know only that they were assigned to us -- etc."

"The call letters WSAZ stands for 'Worst Station from A to Z.'

"The story behind it goes something like this: About 17 years ago a fellow by the name of Glen Chase applied to the Secretary of Commerce for a license to operate a small radio station in Pomeroy, O. In the application he stated that 'as he was making most of the equipment himself, it would probably be the worst station from A to Z' and asked that appropriate call letters be assigned. His request was promptly granted and the call letters WSAZ was given to him meaning--Worst station A-Z.'"

KBKR Additions

FRED PELGER, former commercial manager who on Nov. 1 became manager of KBKR, Baker, Ore., has announced the following personnel additions: Charles Harland, new to radio, announcer; Leslie Sterling, formerly of KGVO, Missoula, Mont., announcer; Jackie Womack, new to radio, program department and receptionist; Chris Buckmiller, new to radio, local sales and sports. R. R. Sutton remains as chief engineer and music librarian.

MONOTUBE VERTICAL RADIATORS

Plus F-M. High Gain Arrays

OFFER YOU THESE ADVANTAGES:

- LONGER LIFE
- UNIFORM REACTANCE
- SIMPLE TO DISMANTLE AND MOVE
- GREATER STRENGTH WITH LESS WEIGHT
- 65 TO 100 FEET BETWEEN GUY LEVELS
- EASY DELIVERY AND ERECTION
- LOW MAINTENANCE COSTS
- THE IDEAL UNIFORM CROSS SECTION

- All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transfer of bending moments introduced by wind from section to section, thus placing the point of maximum stress in the center of each isolated section: the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy cable design makes the MONOTUBE RADIA TORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.
Network Accounts
All time EST unless otherwise indicated.

New Business
PIEL BROS., Brooklyn (beers), on March 12 starts Bookie Carter on 10 MBS stations, adding 2 on June 1st, Mon. thru Sat., 8-9:30 a.m., with some stations carrying only one or two broadcasts each week. Agency: Sherman E. Ellis & Co., N. Y.


WOLFE'S NURSERY, Stephensville, Tex., on Feb. 19 started Four Country Boys on 15 Texas State Network stations, Mon. thru Sat., 7:15-7:30 a.m. (CST). Placed direct.

KNOX GELATINE Co., Johnstown, N. Y. (gelatin), on Feb. 18 started for 18 weeks, Bob Garved Reporting, on 3 CBS California stations (KKNX, KARM, KSFQ). Tues., Thurs., 7:30-8 p.m. (PST). Agency: Kenyon & Eckhardt, N. Y.


Agency Transfers
VERNON CHURCHILL, formerly Pacific Northwest manager of McCann-Erickson, has been transferred to Minneapolis as associate manager of the agency's new offices there. Ralph B. Calkins, a San Francisco staff executive, will succeed him. Stanley McKee Thompson, who has been in the Los Angeles office of the agency since 1929, has been appointed account executive on the national Ford account and has left for Detroit where he will headquarter. Bert Cochran, recently an account supervisor in the New York office of Benton and Bowles, will return to the coast as co-manager of the Los Angeles office of the agency.

Renewal Accounts
AMERICAN TOBACCO Co., New York (Lucky Strikes), on Feb. 14 renewed for 13 weeks Information Please on NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.


AMERICAN BEER PRODUCTS, New York (Anhein, Bisco-dol), on March 24 renewed for 52 weeks Just Plain Bill on 64 NBC-Blue stations, Mon. thru Fri., 3:45-4 p.m. Agency: Blackett-Sample-Hummert, N. Y.

MYSTIC LABOR PRODUCTS (candies) and Wyeth Chemical Co., both Jersey City, on March 20 began12 weeks, The Daily World Wife on NBC-Blue, Mon. thru Fri., 8-9:30 a.m. Agency: Blackett-Sample-Hummert, N. Y.

HECKER PRODUCTS, New York (Shisko), on March 15 for seven weeks renewes Lincoln Highway on 61 NBC-Red stations, 10-10:30 a.m. (reb. 12 noon-12:30 p.m.). Agency: Benton & Bowles, N. Y.

AMERICAN ECONOMIC FOUNDATION, Cleveland, on March 5 renewed for 3 weeks Week U America on 33 MBS stations, Mon., 9:15-10 p.m. Placed direct.


Network Changes
GENERAL FOODS Corp., New York (Grape Nuts), shifts Kate Smith Hour, on CBS, Fri., 8:55 p.m., from New York to Hollywood for four broadcasts starting March 21. Agency: Young & Rubicam, N. Y.

Station Is Upheld In Script Demand
Court Rules WCBD Entitled To Require Advance Copy
A RULING that may have a far-reaching effect on radio regard to submitting material in advance of broadcast time was handed down by Circuit Judge B. M. Stahl, of the Federal District Court, Ill., on Feb. 17 when he refused to restrain WCBD, Chicago, from compelling Wilbur Glen Voliva, program director of the Zion, Ill., to submit transcripts of his broadcasts 48 hours before he was to go on the air. The minister had sought a restraining order.

In handing down his decision, Judge Dady said, "It seems fundamental that a radio station itself should not be permitted to broadcast whatever it feels fit over its station, and it seems fundamental that such station cannot delegate or give by contract or otherwise any such power to any other person.

Not Unreasonable
"It is not complained and we do not consider that the requirement that the plaintiff furnish script 48 hours in advance of broadcast is at all unreasonable.

" Plaintiff's contention that the censorship required by defendant is an interference with the right of free speech is disposed of by the case of Trinity Methodist Church vs. the FCC in which it was held that a reasonable censorship was not an impairment of the right of free speech."

Voliva had been conducting religious broadcasts on WCBD for many years. He was one-time owner of the station and had continued his schedule under the outlet's present ownership since 1934.

First difficulty arose Aug. 15, 1939 when Voliva used political material on the Zion city elections in his broadcast. He was arrested at that time that he submit his material 48 hours in advance. According to Gene T. Dyer, owner of the station, Voliva promised that he would do anything reasonable to comply with the regulations and the station refused to permit him to broadcast.

It is claimed that Mr. Voliva violated his pledge July 21, 1940, when he launched an attack on President Roosevelt regarding his third-term candidacy. The order for the advance transcriptions was then reinstated and Voliva countered by asking the court for the restraining incontinent discussion.

Benedict Cottone, FCC attorney, appeared at the Waukegan hearings at the request of Telford Taylor, FCC general counsel. He acted on behalf of the "right of the court" since this case will undoubtedly be referred to if other legal action of this nature occurs in the future.

Hearings started on Feb. 13 with Judge Dady rendering his decision two days later. Mr. Voliva was officially notified by WCBD on Feb. 17 that full scripts would be required in the future with absolutely no deviation allowed.

NBC's Advisory Board
Plans Defense Meeting
RADIO'S place in national defense will be the main topic of discussion at the annual meeting of the NBC Advisory Council, to be held Feb. 28 in New York.

It was announced that the council, which includes leaders in many fields of American activity who offer individual points of view on the relationship of broadcasting to the various interests they represent, including agriculture, education, religion, music, women's activities, labor, industry, science, law, youth, and the arts.

The council is headed by Owen D. Young. Other members are: Dr. Henry Sloan Coffin, president of Union Theological Seminary; Dr. Ada Comstock, president of Radcliffe College; John W. Davis, lawyer; Dr. Francis D. Farrell, president of Kansas State College; William Green, president of the American Federation of Labor; Alfred E. Smith, former governor of New York; Mrs. Agustus Belmont, chairman of the Metropolitan Opera Guild.

Named to Ad Groups
ELECTION of Edwin S. Friendly, business manager of the New York Sun, and Roy E. Larsen, president of Time Inc., to membership on the Committee on Consumer Relations in Advertising was announced Feb. 20 at Committee headquarters in New York. Friendly succeeds Col. Julius Ochs Adler, now in active military service, and Mr. Larsen succeeds Fuller Manatt, former chairman of Curtis Publishing Co.

Rogers Joins AP
C. EDLY ROGERS, general manager of KALB, Alexandria, La, for three years, has resigned to join the New York Desk of the Associated Press, handling of radio and other non-newspaper news operations.
THOU SHALT NOT STEAL
Ancient Admonition Never Repealed, Never Amended, Principles of Fair Competition Apply

The problem of who owns rights to titles is a stickler for courts, counsel, and other interested parties and Albert W. Gray, New York attorney, threw light on the subject in the Oct. 12 Broadcasting. Under the heading “You Can’t Say That!—Without a Suit,” he reviewed court opinions on the matter of titles. After reading some observations elicited by the article, Mr. Gray amplifies it with these further comments:

By ALBERT W. GRAY
Member, New York Bar

THIRTY-FIVE centuries ago there was enacted the statute, “Thou shalt not steal.” It has never been repealed. All the agitation for its amendment has been confined to a rather scattered group of question-able public standing.

A Missouri mule, with neither fame of family nor pride of posterity, may, with impunity, be called, “Man O’War.” No one is injured. No one is the loser. But let the proprietor of this beast sell him as the “Man O’War” who earned a million dollars for her owner, then he takes the fruit of the labor of others that is not his to take.

When a motion picture scenario was named “Test Pilot,” it had nothing in common with stories published under that name. The resemblance was merely in the name. The courts in deciding the case said, “The words ‘Test Pilot’ are merely descriptive; they can no more be appropriated than any other purely descriptive terms.”

Unfair Competition

On the other hand, a few months ago a case occurred in the United States Court in Massachusetts where not only the name of another’s work had been taken but, according to the complainant’s statement, the characters, episodes, and plot had been transferred bodily into a broadcast skit. Here the mule essayed to step from his humble role into the trotting class. Commenting on the case presented by the copyright owner the court said: “If it should appear that in these broadcasts the defendant had appropriated without the plaintiff’s consent the plot and principal characters of the novel and the use being made of her literary production was such as to injure the reputation of the work and of the author and to amount to a deception upon the public, it may well be that relief would be afforded by applying well recognized principles of equity which have been developed in the field known as unfair competition. Nearly half-a-century ago the name, along with the characters and plot of DuMaurier’s novel Trilby were pirated by an unauthorized dramatization. An injunction was sought against the play and also against the use of the name Trilby.

Holding the unauthorized dramatization of the story should be stopped but that the name itself was beyond the purview of the law, the court said: “The application for an injunction against the mere use of the name Trilby, as the title of any dramatic composition which does not present such scenes, incidents, plot or dialogue (of the novel) and simulate a colorable imitation or adaptation thereof, is denied. It is the name in connection with the novel, not the name alone, which the copyright law protects.”

There is no law that prevents one man having the same name as another. But when one man pretends to be another and the pretension extends to the signature of a check, it is not the similarity of names that makes the crime.

So long as the mule represents himself to be bought but mule, the Sixth Commandment of the Decalogue remains inviolate.

Town Meeting Remote

FOR THE FIRST time in its history, the NBC blue program America’s Town Meeting of the Air is originating in cities outside of New York during a cross-country tour of six cities from March 27. Well-known speakers travel to each city for the Thursday evening broadcasts and George V. Denby Jr., continues as moderator. Cities scheduled are Birmingham, Los Angeles, San Francisco, Seattle, St. Paul and Des Moines.

Johnnie O’Hara
ST. LOUIS’ ACE SPORTSCASTER

The program will be handled by Henry Dupre.

AFM-WSIX Pact

WSIX, Nashville, on Feb. 29 signed a contract with American Federation of Musicians, ending a several-day AFM strike in which AFM canceled all remote band pickups of MBS, with which WSIX is affiliated.

Falstaff Spot Events

FALSTAFF BREWING Corp., St. Louis, will sponsor all special events carried on WWL, New Orleans, during the Mardi Gras celebration, according to General Manager W. H. Summerville. The sponsorship includes six half-hour broadcasts of parades on six nights preceding Mardi Gras. On Mardi Gras Day six more broadcasts will aggregate 2 hours 15 minutes. The program will be handled by Henry Dupre.

Baseball on WLOL

WLOL, Minneapolis, will carry exclusively the play-by-play broadcasts of Minneapolis Miller games under sponsorship of General Mills and Socony-Vacuum Oil Co., according to Edwin P. Shurick, general manager. HarryMcTigue will announce.

Masons on CBS

ARRANGED by Don Searle, vice-president and general manager of Central States Broadcasting System, a Masonic program dedicated to George Washington was scheduled over 99 CBS stations on the first President’s birthday Feb. 22. Carried from 10:15 to 10:30 p.m., EST, the program featured an address by Secretary Truman (D-Mo.), Grand Master of Missouri Masons.

THEIR FAME IS YOUR FORTUNE

Hollywood intrigues America! Stella Unger, who knows the stars intimately, tells all about them in “Hollywood Headliners,” an NBC Recorded Program...at bargain cost!

Hollywood stars are news...of absorbing interest. In “Hollywood Headliners,” Stella Unger “Your Hollywood Newsgirl” turns this interest to your profit. She reveals the intimate details of their rise to stardom...has proved the sales formula behind this show in previous programs for big advertisers.

Her program, “Hollywood Headliners,” offers you a remarkable value...a full year’s schedule of 3 five-minute programs a week...156 programs a year...at unbelievably low cost. As part of the promotional material available to all “Hollywood Headliners” subscribers, NBC includes a special series of recorded advance announcements and a sales presentation by sales-minded Stella Unger herself, addressed to commercial prospects.

Now being sponsored in over forty cities. Many leading markets still available. Write—
House Bill Would Grant FTC Power Over Music Copyright

**Proposed Measure Is Outgrowth of ASCAP War; Condemnation Provision Included in Bill**

By LEWIE V. GILPIN

BRINGING music copyright disputes squarely within the jurisdiction of the Federal Trade Commission, a bill introduced in the House Feb. 18 by Rep. Martin J. Kennedy (D-N.Y.) would subject to condemnation proceedings music involved in violation of FTC orders setting "fair and reasonable compensation" for its use. The condemned copyrights would be disposed of by sale to the highest bidder or cancelled, in the discretion of the condemning court, according to provisions of the proposal.

Apart from the Kennedy bill, a direct outgrowth of the BMI-ASCAP controversy, radio legislation has remained quiet during Congressional consideration of the controversial lease-lend bill. Setting the stage for coming action on a proposal to revise administrative procedure, a subcommittee of the Senate Judiciary Committee on Feb. 20 scheduled for March 31 hearings on several proposals along this line introduced at this session.

Exemption for Reporters

Senator Hatch (D-N.M.), chairman of the subcommittee and a leader in the fight last session for the Logan-Walter bill, which died after Presidential veto, has introduced three separate proposals for committee consideration, one each for the majority and minority representation on the Attorney General's Committee on Administrative Procedure and a third covering American Bar Assn. recommendations. Senator Hatch stated that the committee plans to consider all proposals offered and bring out the "best bill possible".

On Feb. 19 Senator Capper (R-Kan.) introduced in the Senate a bill exempting news reporters from testifying in court or before Congressional committee with respect to sources of confidential information. Although the bill as introduced applied only to newspaper reporters and their editors and publishers, Sen. Capper stated to Broadcasting that the proposal would be broadened to include radio reporters and commentators. The bill would provide exemption from revealing the source of any confidential information, except acts of treason, obtained for publication or broadcast.

In view of delayed Senate Appropriations Committee action in approving the Independent Offices Appropriation Bill, which includes $4,269,729 for the FCC, no action is expected on the appropriation measure until probably late this week.

The Kennedy proposal (HR-3456), noting that the charge for license or performance of music is a matter of public interest and subject to Government regulation, provides:

"Whenever two or more persons, owners, assigns, or possessors of a U.S. copyright on any music production combine or come into an association to fix or limit the price charged for the public use or performance of said music, shall refuse to enter into an agreement or contract with any person permitting that person to publicly use said music upon the payment of a fair and reasonable compensation, the Federal Trade Commission shall, upon the application of any interested party, summon before it the persons seeking the use of said copyright music production and the owner, assignee or possessor of such copyright music and after hearing all parties fix a reasonable compensation for use and shall make an order thereon permitting the use of said music upon payment of such fixed compensation.

Any person refusing to comply with the terms of such order shall be guilty of an unfair method of competition within the meaning of the Federal Trade Commission Act." In addition to the condemnation provision, which would go into effect for violation of the FTC order, the bill provides that violation amounts to a misdemeanor, subject to fine of not more than $5,000 or imprisonment of not more than a year, or both.

THE new program folio of WOR, New York, features a weekly cartoon such as this by Leo Barot ... "and this is Mr. Oliver, who composes singles for commercial announcements."
A LIGHTER side to the grimness of the European war was supplied by radio and probably all unwittingly by the German Minister of Propaganda through radio message to Americans to send RCA messages collect to Germany telling what they would like to hear in the way of shortwave broadcasts from the Reich.

CBS picked up the announcement Feb. 14 when it was made by one Jackie Goldsill on the third of a series of English shortwave programs from Germany titled Let's Get Acquainted, regularly broadcast Tuesdays and Fridays, 8:15-8:30 p.m. (EST). "Telegraph and let's get acquainted," said Jackie, addressing his invitation to "every thinking, intelligent American citizen."

And "thinking citizens" responded, perhaps not in the way Jackie or the German Government had expected. Since the announcement RCA has been swamped with insulating cables to Amerado, Berlin -the cable address required. The messages, up to 25 words each, cost Germany $2.19 each on the RCA card rate, with the Nazi in the deferred rate, and the bill owed to RCA mounted rapidly. The offer was withdrawn effective Feb. 22, midnight.

Most of the messages have been definitely on the caustic side, requesting a broadcast of Hitler's funeral, musical programs with "Italian soldiers singing 'Deutschland Uber Alles!'" or the playing of Irving Berlin's new song "When That Man Is Dead and Gone" ...

RCA refuses to divulge how many messages it received and admits that it held up some of the more depreciatory cables, until Germany wired to send on even the most 'objectionable' messages. The newspaper PM offered New Yorkers a chance to have their messages publicized giving $1 for every one printed in its columns.

AFRA Claims Advance In Its Disc Negotiations

AMERICAN Federation of Radio Artists will push its proposed code covering actors, singers, announcers and sound effects men employed in the making of transmissions as rapidly as possible, according to Emily Holt, executive secretary of the talent union. Code is currently in process of revision and a progress report was given the AFRA board at its regular meeting Feb. 20. Barring an unexpected interruption, the revision should be completed within the next two or three weeks, she said.

AFRA has just secured a two-year contract with KWK, St. Louis, which brings that station into parity with the three other major stations in St. Louis who also have AFRA contracts, Mrs. Holt stated.

PICKS KNX

"Inventor" of the Super Market

Morriss Weisslein, above, is credited with inventing the super-market—operates 6 giants which would be included in anybody's list of California's 12 greatest.

Regarded as the biggest independent grocery buyer in the West, Morriss Weisslein answered "KNX," when asked which radio station he considered to be of greatest power in influencing brand preference in all Southern California.

Southern California retailers know what Southern California consumers demand—or, too, that KNX is the West's strongest single influence in building consumer demand for branded merchandise. 50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

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

BROADCASTING • Broadcast Advertising
February 24, 1941 • Page 51
**CBS SUIT DEFENSE DENIES INFRINGING**

DEFENSE of CBS against the infringement suit filed by Robbins Music Corp. Jan. 30 in the Federal Court of the Southern District of New York (Brooklyn) will be based on claims of a prior license from the author, it is learned. The suit is captioned "the first court action in the ASCAP radio chain war", the suit charged WEEI, Boston station operating without permission a number titled "Don't Be That Way". Benny Goodman, Edgar Sampson and Mitchell Parish were listed as the writers and Robbins as the publisher of the tune.

Defendants will deny that the song was in question was broadcast on WEEI but will point out that the ASCAP material registration which the station had received from World Broadcasting System, which had obtained the rights in question under license agreement, was not renewed by Robbins until March 1938, at which time Benny Goodman's name was added.

**AN AMERICAN flag was presented to WSYR by the Women's Auxiliary of Syracuse Post 41, American Legion, in appreciation of seven years of Legion broadcasting.**

If you sold them through the agree ofMrs. George Elliott, president of the Auxiliary, and it was accepted by่าวerry C. Wilder, president of Central New York Broadcasting Corp., operating WSYR.

**Some Script Tips**

**AILEY GIVES LESSONS IN**

**Writing for Radio**

**POINTING OUT that the writer's style is something at the microphone, they merely confuse the listener. And, if possible, avoid having more than four characters at the microphone at once.**

**Don't start out with an idea that you can't finish.**

Avoid scenes where the action depends for its effectiveness on being novel. In other words, a surprise may be swell, but it's a bore, or it's awfully hard to do on the mike.

**Other Tips**

Stay away from impossible sound effects. The sound effects men are versatile lads indeed, but there's a limit to genius such as the problem of figuring out what kind of noise a pterodactyl would make.

**Don't let the show move too slowly.**

If you start with a given scene, contrast it immediately with a high pitch scene. Don't waste lines. Make every line contribute to the plot or to one of the essential characterizations in the play.

**Tentative Calendar**

**TENTATIVE CALENDAR**

**FEBRUARY 25**

**FOF, Longview, Tex.—Modification to 1340 mc 5 kw directional N.**

WNYM, Newburgh, N. Y. and NEW, N.Y., Vanderbilt, Stamford, Conn.—CPs 1370 kw 250 w directional.

**MARCH 28**

RGNO, Dodge City, Kan.—Modification to 1340 mc 500 w 1 kw directional.


**NEW, Worcester Telegram Network; Boston—CP 44.8 kw FM station.**
WALKER TO DIRECT FLORIDA HEARINGS

Pursuant to orders proposing revocation of licenses of WMTC, Ocala, Fla., and WDLP, Panama City, Fla., on grounds of "concentration of ownership," the FCC last Wednesday designated Commissioner Paul A. Walker to preside at hearings to be held in a Florida city to be designated.

The FCC charged, following an investigation, that the actual operator of both stations is John H. Perry, publisher of the Pensacola News-Journal, which operates WCOA; Jacksonville Journal, affiliated with WJHP; Panama City News-Register, and other newspapers [Broadcasting, Jan. 27].

The revocation orders alleged that Mr. Perry had been the real party in interest from the outset and that his interest had not been divulged. WMTC operates with 100 watts on 1500 kc. and WDLP with 250 watts day and 100 night on 1200 kc.

Not at Home

S Subtle but futile trick was tried by the listeners of cash giveaway programs on WIBB, Glenwood, Pa. Before the particular program goes on the air, listeners called the station, saying they wouldn't be at home during the broadcast. They left their telephone numbers and said that if their number was picked, no call should be put through because they didn't want prospective robbers, who might be listening, to know everyone was out. But actually, they hoped the station would be looking for phone numbers that wouldn't be answered so the giveaway jackpot would be bigger and the announcer would call their numbers first.

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Page & Davis Consulting Radio Engineer Monsey Bldg. District 8456 Washington, D. C.

A. Earl Cullum, Jr. Consulting Radio Engineer Highland Park Village Dallas, Texas

Frequency Measuring Service EXACT MEASUREMENTS ANY HOUR—ANY DAY R.C.A. Communications, Inc. 66 Broad St., New York, N. Y.

Oyster Shell Products Co., New Rochelle, N. Y., has named husband & Thomas its agency, effective March 1, and will continue its spot campaign on 40 stations.
BIG LEAGUE GAMES SHIFTED TO WPEN

WCAU, Philadelphia, in line with the policy formulated by CBS, has deepened its role in the play-by-play descriptions of the major league baseball clubs this coming season and has leased its rights to WPEN for 1941. At a reported figure of $72,000, WCAU purchased the exclusive broadcast rights to the Phillies home games and has four more years of a five-year contract. Rights to the Athletics games are held by Atlantic Refining Co., with two years remaining of a three-year contract.

It was learned the WPEN games will be sponsored by Socony-Vacuum Oil Co. and General Mills. A similar arrangement existed on WCAU last season. It was also learned that Red Barber, WOR announcer who handled the Brooklyn games last season, will come here for the WPEN broadcasts, assisted by Ira Walsh, WPEN sports director.

Atlantic Refining will again permit broadcasting of Athletics games for WPEN. The arrangement permits the Phillies games for the Atlantic-sponsored regional network originating at WPEN, Philadelphia.

The Atlantic regional this season likely will include only four stations in the New York-Philadelphia-Washington-Atlanta Inter-State League, minor baseball league in this territory, banned the broadcasting of major league games in any of its 10 stations except many of which carried Atlantic shows [Broadcasting, Feb. 17].

Moreover, it has been learned that Atlantic Refining will seek a new originating station after the 1941 season. Rights to WPEN's fee first-line contracts with the Athletics will be held by WIP's contract with MBS, it is understood, calls for guaranteed afternoon time to start in 1942.

Piel Starts Carter

PIEL BROS., Brooklyn, will sponsor Boake Carter's new comments on 12 eastern MBS stations for 1941. Carter came to WPEN from Madison. Carter returned to network radio last October, after an absence of two years, and is now affiliated with MBS for United Airlines and since its conclusion he has continued on MBS as a sustaining program. Four MBS series, placed through Sherman K. Ellis & Co., New York, will be broadcast from 8:30 to 8:45 p.m. on the following schedule: Monday-Wednesday and Saturday on WOR, New York; Monday and Wednesday on WIP, Philadelphia; Wednesday on WOL, Washington, WKBW, Buffalo, WABY, Albany, WCBM, Cincinnati, WING, Houston, WAGM, WSYR, Syracuse, with Monday to be added after the first 13 weeks to WOL, WKBW, WABY, Monday on WOR, York, WKBX, Harrisburg. On June 11 WILM, Wilmington, and WCAE, Pittsburgh, will be added for the Wednesday broadcasts.

Ballantine on 15

P. BALLANTINE & Sons, Newark (beer), started in mid-February spot announcements four times weekly on 15 New England stations: Connie Mack's weeks and were through J. Walter Thompson Co., New York.

"THE FISHING was swell!" reports this radio trio after a deep-sea cruise on the good ship Ruther King II, out of Key West. Left to right are Bob Allen, of Washington Merry-Go-Round fame, who also does a weekly NBC-Blue program under sponsorship of the Brazilian Government; Walter Brown, vice-president and announcer of WPEN; and WORD, Spartanburg, S. C., and A. B. Taylor, WSPA-WORD president.

BORN TO SWING

A FEW weeks ago, on Jan. 29, Chief Announcer J. B. Clark, of WRAL, Raleigh, N. C., became a father. The attending doctor was an ardent fan of Raymond Gram Swing, MBS. The Clark baby was born at 12:00 p.m., just five minutes after the nightly Swing broadcast. According to Mrs. Clark, the doctor set up a portable radio in the delivery room and listened to Mr. Swing's broadcast while the child was brought into the world. WRAL folk sent a note to Lester Gottlieb, MBS public relations director, who apparently passed it on to Mr. Swing. For in mid-Feb-

Lever Baseball

LOVER BROTHERS Co., Cambridge, will co-sponsor on behalf of Lifebuoy soap 1941 baseball broadcasts on both home and away games of the Brooklyn Dodgers on WOR, New York. Deal represents the first time Lever has sponsored baseball broadcasts. Co-sponsor had not been definitely lined up as Broad-

Macfadden on 50

MACFADDEN Publications, New York, is placing chain break announce-

Alllocks Spots

ALLLOCKS MFG Co., Ossining, N. Y. (porous plasters), is using James Stewart, Paulette Goddard and Horace Heidt's orchestra featured on the Pot o' Gold broad-

Survey Shows Addition Of Many Radio Columns

BBCOPHICAL Columns or sections have been added in the last 18 months by 127 newspapers, according to a survey conducted by the NBC Central Division, Chicago. During that time 81 newspapers have dropped this feature. Thus 46 newspapers have gained this column in that period of time.

According to William Ewing, press chief of network's Chicago office, tearheets were ordered of all daily Newspapers using radio columns, picture spreads and stories about programs or artists. Those merely running program listings were ignored.

It was found at first that 328 newspapers were using extensive material daily or Sunday. These included 40 using this material Sun-

Nehi's Big Drive

NEHI Corp., Columbus, Ga., will launch one of the largest spot cam-

Klear Vu Series

A. L. SIEGEL Co., New York (Klear Vu bowl covers), is sponsoring announcements three times a week on participating home football programs on KDKA, Pittsburgh, and WJR, Detroit. More stations will be added, according to S. R. Leon Inc., New York, the agency.

Three Chicago Stations Pay More for Baseball

As WBBM Drops Out

WITH the dropping of baseball broadcasts by WBBM, the three remaining outlets which will carry the broadcast rights of the sport in the city have agreed to increase their payments for the broadcasts to make up partially the loss of revenue of the baseball clubs. WGN will pay $40,384,61 during 1941, an increase of approximately $10,000 over 1940. Sponsor for the coming season will be the P. Lorillard Co., New York. J. Walter Thompson Co., will handle the WBBM account. Bob Elson will do the play-by-play broadcasts. WCFL and WRAE, pay lower amounts, $14,330. This is an average of approximately $4,000 for WCFL and $5,000 for WJJD.

For the seventh consecutive year The Texas Co., Central Division, will use Hal Totten, veteran sports- caster on WCFL. Sponsor will pro-

Cleveland Baseball

SHERWIN-WILLIAMS Co., Cleveland between Feb. and April 12 is sponsoring quarter-hour pro-

KBI Tunes in Movie


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GROCERS CAPITALIZE ON SALES OPPORTUNITIES OF WLW-ADVERTISED BRANDS

"We find a steady year-round movement on products advertised over WLW, the Nation’s Station. By tying-in with WLW's complete merchandising service we, as well as our customers, are able to capitalize on the sales opportunities offered by these staple brands."

(Signed): Charles Mescher, President
Dixie Wholesale Grocery, Inc.
Covington, Kentucky

The Dixie Wholesale Grocery serves the Northern Kentucky area in which Covington and Newport are located.
Almost an identical "twin" to the original performance is the performance transcribed on the new high-fidelity DeLuxe RCA Recorder Model 73-A! Unmarred by distortion and harshness, your rebroadcast retains all the life and color, all the sparkle and warmth, that makes a broadcast program live!

Extra convenience, too, in this RCA 73-A! Now, without changing lead-screws, you can record outside-in or inside-out, 78 or 33⅓ r.p.m., at any number of lines per inch between 96 and 154. To change the feed, just turn the knob!

Two motors simultaneously rim-drive the extra-heavy turntable, for high torque, excellent regulation, low slippage. Unique mechanism automatically lowers cutting-head slowly onto record—no chance of stylus-breakage at awkward times.

Recording for rebroadcast is becoming more important than ever ... invest in the recorder that offers you the most in quality and performance and adaptability! Over 40 years of recording experience lie behind this RCA recorder, designed by the same engineers who design recorders for RCA Victor Records. Write for complete literature and data.

Use RCA Radio Tubes in your station for finer performance.

* Cutting-Head response flat within 2 db., 50-10,000 cycles
* Double Rubber Shock-Mountings to absorb vibration
* Lathe-Type Precision Construction: Maximum Rigidity
* Oil-Damped Leak-Proof Stabilizer—No "Flutter"
* Suction-Nozzle and Mounting
* Easy, Precise Adjustments for Angle and Cutting-Depth
* High-Quality Microscope—Lamp and Timing-Scales available
* Automatic and Fixed Equalizers

RCA HIGH-FIDELITY DE LUXE RECORDER

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