"CAN'T YOU FORGET THAT IOWA STATION?"

- Having been in the radio business for seventeen years, we're not so ingenious as to think that "distance fans" are very important to any station. But WHO gets so many letters from regular listeners in far-off spots that we're almost inclined to draw some conclusions!

For instance, referring to our late-evening newscast, a family in Caredo, West Virginia, writes "We hope ... WHO ... will continue to be our lullaby every night as long as we both live." A couple in Saskatchewan, Canada, says "we usually make it our bed-time story" ... Every week, we receive letters from almost every State in the Union.

What this proves, to our minds, is that since WHO gives you the power to climb distant mountains, it certainly gives you the power to romp in high gear over the hills and dales of Iowa Plus!

Write us for a recent mail map—or just ask Free & Peters!

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
FOUR LETTERS
To Remember if you want MAIL RESPONSE!

Pity the WMMN mailman! Each month his load gets heavier!
Oct., 1940... 25,760 pieces!
Nov., 1940... 27,545 pieces!
Dec., 1940... 33,399 pieces!
Jan., 1941... 50,680 pieces!
And most of these letters contained proof of purchase!

"Ask a John Blair Man"

CBS Affiliate FAIRMONT, W. Va.
5000 watts day • 1000 watts night
The Ideas of March

...are nothing to beware of; in fact, they’re pretty much something to be proud of, so far as Standard library releases are concerned.

As one idea, try listening to the twenty latest recordings of Henry Busse and Alvino Rey, which make up part of the first-of-the-month package to Standard subscribers. And the balance of the package contains some of the finest popular symphonic material ever done by our augmented concert orchestra.

Thanks for the tremendous appreciation you program workers have given to Freddie Martin’s fine band, the MacFarland Twins solid orchestra and the new vocals by Dyana Gale released to you the middle of last month as per our promise. More of Martin and the MacFarlands in a hurry.

For those who like statistics, the Standard basic library now contains 2246 non-ASCAP selections; and a hundred new ones come up like thunder each and every month. Another group of numerals full of significance is that three digit item at the end of this column, which indicates that more stations use Standard transcriptions than any other.


PROOF OF LEADERSHIP... IN OUR DAILY MAIL

SHOWMANSHIP, Technical Perfection and Salability... and the greatest of these is Salability! Built into every Standard Radio Library Service is the commercial touch... the inherent ability to please the listening public and sell the prospective sponsor. The secret? Simply a dash of inspiration in production, a careful balancing of program material and talent, and a determination to maintain that standard of excellence which is winning the approval of more and more subscribers, who chorus “Yes!” when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD

CHICAGO
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The preferred advertising choice of more radio stations than all other trade publications combined . . . proved the preferred reading medium of time buyers coast-to-coast in every survey. *

* Ask about these five surveys: Transcription Firm Survey, West Coast Station Survey, Station Representative Survey, Midwest Station Survey, Eastern Stations Survey.
WE HAND YOU ON A PLATTER:

A Billion-Dollar annual retail sales total—a radio population of one million families . . . ALL IN THE PRIMARY COVERAGE OF THE 8 STATIONS OF OUR STATE NETWORK

MICHIGAN RADIO NETWORK

KEY WXYZ STATION
DETROIT

National Sales Representative: PAUL H. RAYMER CO.
bigger than Illinois

...and an old tradition dies easily!

How many sales make a market?

More sales are made in August alone than in all Illinois in a year. More sales are made in any Summer month than in Illinois. Look at it any way you wish—at retail sales, payrolls or production. June, July or August is a bigger market than Illinois. To snub these months, to slow up your sales drive on these markets, is like defaulting California, Texas and Illinois. Summer is bigger than all three!

So an old tradition dies easily. The tradition that it makes sense for an advertiser to fight hard for his share of a big state...and then slack his efforts in a market three times as big: June, July and August.

The tradition has been blasted higher than the summer sky. Blasted by radio, which has changed the face of Summer. Radio has burst the bounds which once tied advertising to time or place. Radio makes it possible to cover every market every week every month; to do this with a frequency and mass coverage no practical budget can buy anywhere else. In Summer as in Winter. That is why Summer Radio is now the swiftest rising curve in all radio.

Do THIS Summer's thinking early!
The best road to the nation's markets...
...is Radio. That's the judgment of advertisers themselves. The volume of network advertising in 1940 broke all records. And, radio again has led all other media in advertising gains.

Summer radio rides the swiftest rising curve. Summer radio in 1940 was again the highest high in history—with a 16% network gain over '39's record-breaking Summer volume.

Of all networks, CBS is first. Advertisers gave CBS a greater volume than any other network in 1940; more than any network has ever had before. CBS leads the Summer parade, too—with a 31% gain in the summer of '40 over '39; and an 85% gain in the summer of '40 over '38.

You will want the BEST road to the nation's market this summer. We'll be happy to discuss specific CBS facilities and programs for your Summer of 1941, now.
DID SOMEONE ASK
ABOUT KANSAS CITY?

As cities in the Middle-West are measured, Greater Kansas City is an enormous community—608,186 people, nourished by the trade of over 2,000,000 people who live within its sphere. . . . The one great metropolis between St. Louis and the Coast, Kansas City is a vital link in any national distribution set-up.

Head and shoulders above all “competition” in this important market stands Station KMBC—the box-office station—the station that gets the big audience and hence the big results.

KMBC is the only Kansas City station with
- Really big-city talent
- Regular network originations (3000 since 1937)
- Complete coverage of local public events
- An exclusive full-time sports commentator
- An exclusive full-time director of farm service
- A full-time food service expert

KMBC is the only Kansas City station that is truly big-time—the only station you need to do a job in the Kansas City market. Ask your Agency to ask the Colonel!

KMBC
CBS Basic • Arthur B. Church, President

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Justice Department Acts to Check Petrillo

Will Start Grand Jury Action Within 10 Days Against AFM President; Artist Booking Agencies Named

By SOL TAISHOFF

TIMING its action to coincide with the threatened March 1 boycott of members of the American Guild of Musicians by the American Federation of Musicians, the Department of Justice announced last Friday that it plans to launch grand jury proceedings against James C. Petrillo, AFM president and virtual dictator of the musicians' realm.

Assistant Attorney General Thurman Arnold, head of the Anti-Trust Division, said the grand jury would be convened "shortly" to investigate complaints relating to practices of booking agencies, concert bureaus, broadcasters and others in their dealings with artists in the musical fields. Emphasis, however, was placed upon AFM and the powers of Petrillo, which were said to be "absolute and subject to no control".

Within Fortnight

While the announcement did not disclose where or when the proceedings would be instituted, it is understood that the Department intends to proceed within ten days. Several places were understood to be under consideration. For the Department regards Milwaukee as a typical American city, with a music-loving populace, it is entirely possible that proceedings would be instituted there.

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP-BMI litigation, which resulted in successful consummation of consent decrees, promptly will be assigned to this case. It is understood he has conducted the preliminary investigations, along with his immediate chief, Holmes Baldridge, chief of the Litigation Section of the Department. Officials and attorneys of AGMA have conferred with Anti-Trust Division attorneys during the last six months.

While the announcement did not touch upon the AFM-broadcasting controversy of past years involving "made work" through the forced retention of fixed quotas of musicians at stations, it is assumed this will be an important aspect of the Government's prosecution.

The "press release" procedure, rather than the actual filing of the action, is similar to Assistant Attorney General Arnold's method employed last December, prior to the rupture in ASCAP-broadcasting industry relations. At that time he announced that criminal proceedings would be instituted against both ASCAP and the AFM, the broadcasting industry. This resulted in the acceptance of a consent decree by BMI in January; institution of criminal proceedings against ASCAP a fortnight later, and the signing of a consent decree by ASCAP last week.

Following a recent court decision upholding the claims of Petrillo that his union, under the American Federation of Labor, had sole jurisdiction over all instrumentalists belonging to AGMA to join AFM or be barred from performing with AFM members. This edict is the equivalent of barring such instrumentalists from radio, motion pictures, recordings and concerts (Broadcasting, Feb. 24).

Cognizant of this, and watching the situation closely, the Department announced its contemplated grand jury proceedings the day before the boycott deadline. The announcement said the investigation would cover "the relationship existing between certain booking agency companies, the broadcasting chains" and Petrillo. The proceedings, it said, "will open with an inquiry into complaints which the Department has received that Petrillo and the booking agencies have combined against the American Guild of Musical Artists, headed by Lawrence Tibbett, and including among its members Jascha Heifetz, Albert Spalding, Jose Iturbi, Lauritz Melchior, Grace Moore, Mischa Elman, Lily Pons, Gladys Swarthout and John McCormick."

Artist Booking

While the Department said that complaints had been made that the networks and booking agencies have "combined to monopolize the business of arranging concert tours and other public performances of interpretive artists who are members of AGMA and to dictate the terms under which such appearances can be made," it was not expected that the inquiry would go into the subject of purported network monopoly, now under scrutiny of the FCC.

The Department, however, already has indicated that it will make an inquiry into this subject to ascertain whether the Sherman anti-trust laws are being violated, and Mr. Waters likewise has been assigned this study.

While no word immediately was forthcoming from the Petrillo headquarters, announcement had been made that All-Broadcasting would be permitted to continue as master of ceremonies and violin soloist on the CBS Sunday afternoon Coca Cola series, despite the March 1 ban. A prominent member of AGMA, Mr. Spalding had refused to accede to AFM demands that he join that union. CBS announced Feb. 26 that Mr. Petrillo had agreed to allow the violin virtuoso to con-

(Continued on Page 48)

WATERs Appointed to Conduct Inquiry Into Purported Net Monopoly Activity

HAVING all but concluded its anti-monopoly action against ASCAP, the Department of Justice has assigned one of its assistant attorneys, Victor O. Waters, to a study of the monopoly situation to ascertain whether Sherman anti-trust law proceedings against networks are warranted.

Mr. Waters, it was learned authoritatively last week, already has been detailed to this work, though he is still engrossed in concluding the Government's copyright proceedings. These are expected to culminate during the ensuing week with the entering of a consent decree in New York and with the dismissal of the criminal suit filed last month in Milwaukee.

The 32-year-old former Oklahoma prosecutor was assigned to the network-monopoly proceedings by Holmes Baldridge, chief of the Trial Section of the Anti-Trust Division and a former special counsel of the FCC on the AT&T investigation. He will function under Mr. Baldridge and Assistant Attorney General Thurman Arnold in charge of the Anti-Trust Division, who initiated the ASCAP-BMI proceedings to which Mr. Waters has devoted almost his entire time for the last year. His assistant will be Warren P. Cunningham, Jr., who has worked with him on the copyright matter.

AFM Situation

Mr. Waters, in fact, has been assigned to all music-radio matters. This includes the American Federation of Musicians operators. The Department announced Friday that it is launching grand jury proceedings against AFM President James C. Petrillo.

Disclosure of the Waters appointment came just as the FCC prepared to dispose of the explosive network-monopoly case which has been before it since 1938. The Commission had planned to begin final consideration of the report last (Continued on Page 48)
Coca Cola Cutting New Disc Series
Stations Not Having Society Licenses Again Get Series

A NEW SET of Singin' Sam transcription discs, which non-ASCAP music exclusively, has been cut by World Broadcasting System for use by Coca-Cola bottlers on stations which do not hold ASCAP licenses, according to D'Arcy Adv. Co., agency for Coca-Cola Co. and producer of the record series.

Defections to RCA include some ASCAP music on the discs after the first of the year [Broadcasting, Jan. 1] programs in the series being dropped by all but some 75 of the 219 stations previously broadcasting them.

Net Series Enlarged

New records are being shipped to all stations requested by bottlers, approximately 125 in addition to the 167 stations who were defected to series without interruption, the agency stated. The 75 will be sent ASCAP discs and 125 will get non-ASCAP discs, it was said at least until the ASCAP programs have all been broadcast after which time it is probable that all stations will receive the series.

The Sunday afternoon network program on CBS, sponsored by Coca-Cola Co. itself, will be eliminated from a half-hour to 15-minute broadcast on April 6. Sponsor was nearly caught in the middle of another dispute on this program when a noon and 2:30 p.m. Albert Spalding, violinist member of AGMA, declined to join AFM and that union threatened to withdraw its members from the program. That threat was withdrawn, however, when CBS notified the union that it had contracted to supply Mr. Spalding's services for the series.

Emerson Revision

EMERSON DRUG Co., Baltimore (Bromo Seltzer), has changed the quiet format of the Ben Bernie program, heard Tuesdays on WBC- at 8:30 p.m. Musique is replaced with New Army Game in which each contestant, called a "drafter," gets successive rating of Buck Private, Sergeant, Lieutenant, Captain, and Colonel. If questions are answered correctly. Questions pay $1, $2, $5, $10, and $20 each for entries and a contestant has the best chance to become a General which pays $100. Ruthrauff & Ryan, New York, is agency.

Chrysler CBS News

CHRYSLER SALES DIVISION of Chrysler Corp. announced on March 3 will start a campaign for its fluid-drive automobile using Elmer Davis in the News on 100 CBS stations, Mondays, Wednesdays, and Saturdays, 8:55-9 p.m. Davis is sponsored the other two week- days by Associated Features at Saucerizer, Bazor Corp. Agency handling the Chrysler Sales account is Lee Anderson Adv. Co., Detroit.

Defense Drive to Use Radio; Treasury May Name Callahan

NATIONWIDE educational campaign thought to be the most comprehensive ever undertaken and designed to acquaint the public with the new defense bond series, including extensive use of local and network facilities, is being mapped by the Treasury Department.

Secretary Morgenthau announced at his press conference last Thurs- day that the Treasury is seeking a $5,000,000 appropriation from Congress to pay for expenses of the new securities, ad- ministration and promotion. BROAD- CASTING is informed that contrary to previous Treasury bond cam- paigns, radio time may be purchased—or perhaps on a spot basis. In the past there has been consider- able criticism over the appar- ent neglect of radio when adver- tising was placed for the bond drives. Whereas there was exten- sive radio, there was a slight price for en- gine advertising, radio donated a large amount of time.

Callahan Likely Choice

While Treasury officials stressed that no actual appointments had been made, as plans for the educa- tional campaign are still in the for- mative stage, it was learned that Vincent F. Callahan, former manager of WWL, New Orleans, WZB, Des Moines, and sales manager, WMAL, Washington, has been retained in an advisory capacity and will no doubt be named the director of radio for the campaign. Mr. Cal- lahan has been sitting at Treasury conferences dealing with prelimi- nary details.

Gayle Johnston, of St. Louis, re- gional manager of the Metropolitan Life Insurance Co. has been named principal advisor to Secre- tary Morgenthau on the drive. Har- tenberger, formerly an editor of Colliers and shortly with BBDO, is acting as advisor on promotion.

If present plans work out, offer- ings of the new securities probably will begin in a month or two. In- cluded besides the usual "baby bond" will be an issue of defense savings stamps starting as low as $2.5 cents and ranging up to $5 certificates. The Treasury plans to release the bonds and stamps through 250,000 outlets, including 51,000 drugstores.

Inasmuch as the campaign is still in the planning stage, officials were reluctant to discuss any radio plans. However, it is assumed that radio will be a major medium, with heavy use of motion picture magazines, and newspapers as well as direct mail.

Treasury officials emphasized that the campaign to "educate" the public would in no way parallel the Liberty Loan or other anti-Nazi drives. War room. The present plan is merely to call the attention of not only the investing public but the man in the street to the opportunity of purchasing gilt-edged Govern- ment securities in small amounts. Use of radio would not be limited to "hitch hike" announcements on network from stations but would be aimed particularly at localizing the drive. It is thought regional and city contacts would be named to handle the catalogs in the respective areas. These would work under Washington direction in lining up various local programs. Networks would be used primarily, while the stations would be utilized for follow-up work, which is ex- pected to put the campaign over.

Several leading advertising a- gencies have submitted proposed cam- paigns to the Treasury Department for consideration. At least one or more agencies will be named to handle the drive.

Sayman Products Plans Extensive Disc Series

T. M. SAYMAN PRODUCTS Co., St. Louis (Vegetable Wonder soap and salve), which has appointed Kelly, Stuthman & Zahndt, St. Louis, as its agency, March 31 starts a 39-week thrice-weekly transcribed quarter-hour series on 12 stations. Featured in the program will be Kathryn Turney Garten, book re- viewer and speaker.

Stations selected for the initial campaign, which may be extended if the results prove favorable, are WNEW WCFL WHK WIRE KWPW KFRC WHB WRLT WMST WBA WB QST KXO. In addition, sponsor is currently running six weekly quarter-hour news panels on WSM, New York, with another panel running since last April but is now handled by the new agency. A three-weekly quarter-hour variety show featuring Wiley & Gene is one on XEAW, Reynosa, Mexico. Sponsor plans include an extensive maga- zine campaign, a transcribed quarter-hour series and a newspaper campaign to supplement radio.

Big Morrell Week

JOHN MORRELL & Co., Outtumwa, Ia. (Red Heart Dog Food), consist- ent user of radio, on March 3 started an intensive one-week announcement campaign on 74 sta- tions. Contracts call for 13 an- nouncements on each station for the week. Selected are KTBW WFAA WTAM WLS WFBM KSOX WBZ WOR WJSV KMOX KSFO KDLK WCAU WOW WSM KBST WPIL WGN WMC WMAY WJSF WKNF KMBC WBFM WTIC KSTP WGN.

Penn Renewes

FOR THE second year Penn To- bacco Co., Wilkes-Barre, Pa., is renewing in mid-March its sponsorship of the "At the Twirig Is Bent" in the program on WHOM, Jersey City, Thursdays 1:30-5 p.m. WHOM picks up the program from WPA, New York, in the interests of Kentucky Club tobacco and Julep cigarettes. Agen- cy is Ruthrauff & Ryan, New York.

John's Squawk

JOHN BROWN, WLS, Chi- cago, staff pianist, became a little annoyed recently. For the third day in a row a trans-cribed announcement was intro- duced following a short piano interlude by Brown. The first time on the platter was a woman's voice saying, "John, will you please stop that awful noise? Brown protested to the program department and the noise was quickly remedied. The transcribed spot was for Kellogg's All- Bran.

General Mills Booking Big 'Lone Ranger' Net

GENERAL MILLS, Minneapolis, is currently setting a deal for the Lone Ranger, thrice-weekly half- hour feature series planned for Corn Kix, breakfast food. Show will continue to originate at WXYZ, Detroit. It is expected that the series will be featured on approximately 32 stations—16 basic and 16 sup- plementary outlets.

Preceding deal was for an expansion to more than 80 stations shortly after its inception on the new network. Merchandising plans of any kind are still worked out. Company, until Feb, 25, sponsored Beat the Band on the NBC network. Agency is Blackett-Sample-Hummert, Chi- cago.

Tax Book Discs

SIMON & SCHUSTER, New York (tax instruction book) recently started a radio campaign on 63 sta- tions in the United States, Alaska, Canada and Mexico using transcribed daily 5 or 15-minute pro- grams. Agency is Northwest Radio Adv., Co., Seattle. The station list: KBAA KEAP KCLW WBVA KWFT KMFC KFRC WHB KOO KEO WDEL KEF KFPG KINO WPFO WELW WKO WHB WQFX WYJ WAJO WKBW WWSY WJW KYA WBBK KFRW WJIN KPO KIN CYW WMUI WMENTS KNX WDN WCNW WUTA WTV KULT WOT KTC WACO WYAY WLEF WZAP WRNR WILK WHJ WFTW WLEW WMEX WVSX WINP WSM WBS WTIC KSTP WGN.

General Foods Discs

GENERAL FOODS Corp., New York, will sponsor At the Twirig Is Bent, a transcribed quarter-hour daytime serial, five times weekly on about 55 stations. Series will start in mid-March and go into West Post's 40% Bran Flakes and Grape Nuts. Story material is built around the life of a school teacher, and transcriptions are being produced by Transamerican Broadcasting & Television Corp., New York. Young & Rubicam, New York, is agency.

Pond's Spot

LAMONT, CORLISS & Co., New York, is creaming the West Post's Pond's Sponser Announcement for March 3 will start one-minute spot announcements 20 times weekly on WSB, Atlanta; KMCB, Kansas City; WHAM, Rochester; WPBO, Providence; and WRVA, Richmond. J. Walter Thompson Co., New York, is agency.
When Radio Supports the Staff of Life

WE RECENTLY began the fourth year of radio advertising, using the same program over substantially the same group of midwestern stations that we started with when we started. As a result of our experience during the past three years, I am convinced that a well-established and tried and true program can challenge any other medium in the field of quick response to direct-action - new-product-selling.

With only one announcement on our program, we sold on direct specific orders (no consignments) $842,216 in fruit cakes at $1.35 each. Hundreds of orders had to be re-issued and adjustments made when the stock was completely exhausted.

With only one week of specific commercials on a very specialized dark bread, we sold 28,000 loaves of bread in competition with our already-established dark bread and those of our competitors.

Our established Wednesday and Friday special raisin bread sales zoomed upward to an increase of 18,000 loaves after one week of special commercials.

Just Plain Comedy

The program we have used to produce these results is a five-plex humorous script show broadcast 11:15-11:30 a.m. It is known to its thousands of listeners as Toby's Cornettus News, or more familiarly as just Toby & Susie. The two leading characters, Toby and Susie, operate a small-town newspaper. Toby is the well-meaning editor while Susie is his assistant. The two are very much in love. The show is a sophisticated comedy combining laughs, suspense and pathos.

Toby and Susie are the objects of keen audience sympathy as they constantly try to accomplish great things, frequently failing, but always bouncing back with optimism. Theirs are the problems, mistakes, heartaches and laughs of millions of everyday Americans who comprise the great radio audience.

Toby, in running his newspaper, is constantly frustrated, alternately conceited and humble. His fantastic projects almost invariably backfire and lead to ludicrous results. In the few instances when he meets with temporary success, it's always the result of efforts other than his own and in spite of himself. The joke is always on Toby and the audience loves it.

Toby and Susie is the creation of Neal and Dorothy Schaffner who came to radio after many years on the stage. As a team, the two progressed from small-time, to big-time vaudeville, and when vaudeville died, they organized a traveling tent theatre.

Intimate knowledge of the common human especially Schaffner is convinced, provides the astoundingly pulling power of the program.

Special Hookup

Of course there is nothing strikingly new or original about those principles. They have long been recognized by nearly everyone in radio but probably few have the keen human understanding, coupled with the ability to translate them in terms of "good radio".

The show originates in the studios of WMT, Cedar Rapids, where production is handled by Douglas Grant, WMT program director. From WMT it is fed to a special network including WCAZ, Carthage, Ill.; WHBF, Rock Island, Ill.; WMT, KMA, Shenandoah; and WOW, Omaha. Within the past few weeks we have added another station, KMJJ, Grand Island, Neb., more adequately to cover our expanding sales area. Peter Pan Bakers have bakeries in Omaha, Cedar Rapids and Davenport, with routes radiating many miles in every direction around each one of those plants.

Toby & Susie is also running on transcriptions for various sponsors from coast to coast.

Prior to taking over Toby & Susie we had a pretty unsatisfactory time of it in radio. We made all the mistakes that could be made. We tried many kinds of radio programs, quickly tired of them, discarded them when we were sold something new. But out of those experiences and from our conferences with competent radio advisors, we learned certain principles which have formed the basis of our radio advertising ever since.

In the first place, we learned to select a type of program that would appeal to the specific audience we aimed to reach—the audience that buys the products we sell. In our case that audience had been made up largely of women, for the woman is the purchasing agent for bread—especially in the case of bakery products.

We learned the importance of selecting the right time to reach that audience.

One of the most important principles evolved from our earlier experiences with radio was to avoid a program which cannot continue indefinitely. We firmly believe that to run a show for a while and then drop it, is destroying an investment of time and money by pulling the power of the program.

Through Epidermis

We have developed a thick skin where amateur opinions are concerned. If a business executive or sales manager, or a friend of a friend, tells us they think our show is "lousy", we console ourselves with the contemplation of our sales figures which have shown a consistent upward trend.

In recent years we have clung to the belief that radio should pay for itself in dollars and cents. Therefore we test our program frequently. In every instance it has come through with flying colors. Each test shows an increasingly large audience, an audience which continues to increase even after three years.

The first real test of program popularity was made after it had run 13 weeks. We offered without proof of sale a copy of The Cornettus News, supposedly printed by Toby and Susie. Listeners were required only to send their name and address on a ten-cent postcard. The offer was made once on each program for three weeks. We received 6,000 requests from that offer.

Still More

One year later the same offer was made in connection with the second edition of the paper. This time we received 33,091 replies. But the real test of a radio program or any other method of advertising is its effect on sales. For competitive reasons we do not feel at liberty to release actual figures on sales by the Peter Pan Bakers on white bread sales. They are very satisfactory, however. Frequently we use the program to stimulate sales on special products. Our most recent experience along this line has been with Vitamin B-1 wheat bread. Our established program was put out in a new wrapper and with Vitamin B-1 added. After a three-week campaign during which it was advertised exclusively on our radio program, our wheat bread sales showed an increase of 86%.

Long and Short

No small amount of credit for our success in radio is due our advertising agency, Allen & Reynolds of Des Moines, Iowa, our representative in the commercials. We use a fairly long commercial at the start of the program, preceded by a bit of advertising. Our theme, incidentally, is a catchy little tune composed especially for the program by Frank Voelker, a member of the radio staff.

Our closing commercial is usually considerably shorter than the opening. Occasionally, Toby himself steps in at the close with a brief commercial done in character.

Don't talk bread alone; we tell the listener what the product will do for the family, health, and savors of tastier meals. We have found that by selling tastier meals and the fact that Peter Pan Bread makes tastier meals, we sell Peter Pan Bread.

The announcer is introduced by name, giving him character and interest. The fact that each reflects favorably on our commercials and contrasts with the nonsense of the show itself.

The most prevalent single comment we get from Toby & Susie fans is, "How delightfully refreshing to hear a program of clear, wholesome, unassuming, good humor, after all the highly emotional dramas and war news bulletins which fill the air today."

When Radio Supports the Staff of Life

BROADCASTING • Broadcast Advertising

Peter Pan Bakeries Finds Program Effective in Selling Bread

By MILTON PETERSEN

General Manager, Peter Pan Bakeries

THE company also sponsored the Kids Wizards program on WHN, New York, Tuesdays, 9-9:30 p.m. in the lineup of New Vitamized Yeastfoam tablets. The company also sponsors on WHN nine-quarter-hour United Press news programs weekly and six times participation on the Cinderella recorded musical program from 11:15-11:45 p.m. Agency is Benson & Dallas, Chicago.

KSO-KRNT, Des Moines, has been added to the Life Insurance plan of the Des Moines Register Tribune, held by Metropolitan Life Insurance Company. The insurance pays for surgical care and hospital expenses.

March 3, 1941 • Page 11

YEASTFOAM SERIES

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, on Feb. 25 started two-week sponsorship of the Kid Wizards program on WHN, New York, Tuesdays, 9-9:30 p.m. in the lineup of New Vitamized Yeastfoam tablets. The company also sponsors on WHN nine-quarter-hour United Press news programs weekly and six times participation on the Cinderella recorded musical program from 11:15-11:45 p.m. Agency is Benson & Dallas, Chicago.
P & G Considers Program Changes

Sponsor Is Expected to Act Soon on Proposed Shifts

PROCTER & GAMBLE Co., Cincinnati, leading buyer of radio time, is understood to be considering "program-inventory" of its radio schedule. Definite action during the first week of March is predicted.

Possibility that P & G's network spots would be cancelled and that several others were on the doubtful list aroused considerable speculation as to what course the realignment would follow. The status of the P & G spot schedule also was involved.

One reason advanced for the proposed change was that P & G, heavy user of five-week series, is said to feel it is devoting too large a share of its funds to certain products to the neglect of other items in its extensive line of soaps and allied products. It was further suggested that increased network rates in some cases might be a factor.

Other Media?

Whether P & G would transfer funds from its radio budget to other media was another prospect that aroused speculation. It was further suggested that P & G might merely juggie networks to secure block rates.

Last year Procter & Gamble spent $8,759,452 on NBC and $2,228,964 on CBS, according to trade estimates. These billings, which do not include split-spot, comprised those of any other single sponsor.

P & G is understood to be planning an extensive ivory promotion campaign for a new Ivory soap to be placed in nationwide distribution. The soap is said to have been placed in some markets. The point was raised that some of the P & G budget might be diverted to the new Ivory.

Among programs said to be receiving analysis in the P & G discussions are: 'This is My Town,' 18 NBC-Red and 2 NBC-Blue stations, Mon. thru Fri., 10:10-15 a.m., for Duz on the Red through Compton Adv., and for Chipso on the Blue through Peet & Ryan.

'Lone Journey,' 14 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m., for Duz through Compton Adv.

'Life Can Be Beautiful,' 47 NBC-Red stations, Mon. thru Fri., 5:45-6 p.m., for Ivory through Compton Adv.

'Pepper Young's Family,' 8 NBC-Blue stations, 10:45-11 a.m., for Camay through Pedlar & Ryan.

'Vec & Sade,' 12 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a.m., for Crisco through Compton Adv.

'Story of Mary Martin,' 12 NBC-Blue stations, Mon. thru Fri., 10:30-10:45 a.m., for Ivory through Compton Adv.

'EvergRAM's Theatre,' 64 NBC-Red stations, Fri., 9:30-10 p.m., for Dewadol through Blackett-Sample-Hummert.

Montana ASCAP Law Killed; Craney Ready for Rate Test

State Statute Had Banned Society as Monopoly; Z-Bar Rates Higher for Copyrighted Music

COINCIDENT with the signing of the ASCAP-Department of Justice consent decree, Ed Craney, Montana broadcaster who had urged his network to ClearASCAP music at the source on music, advised ASCAP General Manager John G. Paine Feb. 26 that Gov. Sam C. Ford, of Montana, had signed a bill re-pealing the anti-ASCAP law. Enacted several years ago, this statute was the first to ban ASCAP music on monopoly grounds, and stations in the State have not paid ASCAP since 1937.

"The leaves are now clear for you to deliver to me releases for all Montana radio stations, to complete and audit all Montana stations books, and grant licenses coveringitter license 25% per out of the revenue for February 1, 1940," Mr. Craney said. "This likewise leaves you and me clear to pursue a satisfactory and workable method of use payment for copyrighted selections as per your promise to me and Senator Wheeler."

Payment Test

The Aug. 1 agreement referred to was first revealed at the NAB convention in San Francisco Aug. 5, when Senator Wheeler advised Mr. Craney that an agreement had been reached with ASCAP under which infringement suits pending against stations in the Montana market would be dropped and ASCAP would recognize a clearance-at-the-source method.

Mr. Craney agreed under this arrangement to prepare an ASCAP laboratory for the per-use basis of payment. Senator Wheeler, Mr. Craney and Philip G. Loucks, Mr. Craney's attorney, had made the arrangements for the service which is the former NAB managing director participating as counsel for KFBB in Great Falls. Similar arrangements were later said to have been consummated by Washington broadcasters with AS-

CAP.

With repeal of the Montana statute, Mr. Craney announced a new rate structure for KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, which constitute his Z-Bar of Montana stations. Under this plan, separate rates are established for programs not using music and for programs not using copyrighted music. A lower rate is established for programs cleared at the source than for programs employing ASCAP music. Where copyrighted music is not used or the program is cleared at the source, a saving is specified. The new rate structure was made effective Jan. 1, 1941. In making Mr. Paine, Mr. Craney said he wished to reiterate his oft-repeated statement "that if you had headed ASCAP in the past we could have avoided many of our difficulties". Paying tribute to the ASCAP executive, he said:

"Your understanding of our problems and clear-headedness, if instituted earlier, could have ameliorated and avoided many of our difficulties. After all, we have had nothing but the problems of seller and buyer to solve."

Better Understanding

"While the terms of our agreement, after the date on which ASCAP signs a decree with the U. S. Dept. of Justice, may be different from what we originally contemplated, I feel sure the new arrangement will enable us to come to a settlement in the terms we would have eventually come to reach under our use payment experiment. I am sure the public will greatly contribute to a better understanding between ASCAP and user."

"I hope it will be possible for you to act, as now, in capacity of AS-

CAP's general manager or manager for many years to come, as I feel certain our relationships will be sounder and more friendly because of your efforts. Maybe it is my friendly cooperative feeling toward us. I know we will enjoy purchasing from you the use of many of the splendid numbers you have to sell and I feel certain no one has the individual selling to us. All in all, under your guidance, not only will we become more dependent on and friendly to each other, but the public will be better served."

ASCAP Member Protests Decree

Claims Fee Split Continues; Railroading Is Charged

A VIGOROUS protest against provisions of the ASCAP consent decree that it perpetuates the unfair basis for determining royalty distribution to the ASCAP membership, was sent to Assistant Attorney General Thurman Arnold last Thursday by Joseph M. Davis, president of the Georgia Music Corp. of New York.

Davis billed himself as an ASCAP publisher-member of long standing.

In lengthy telegram Mr. Davis objected particularly to paragraph 9 of the decree, asserting that while it proposes to eliminate the long standing evil of a self-per-

sponsoring ASCAP board, the practi-

cal effect will be to retain the present objectionable royalty dis-

tribution method.

No Improvement

"It becomes at once apparent that the very evil sought to be remedied by this provision, namely unfairness and discrimination in royalty distribution, is inherent in the vague terms specifically used therein to determine the royalty distribution, namely 'number, nature, character, prestige, popularity and of such other factors as their eligibility and indefiniteness, these terms readily lend themselves to the same abuses which have heretofore existed in the payment of ASCAP royalties and are amply demonstrated," he charged.

Mr. Davis said that at the Feb. 20 membership meeting of ASCAP in New York, called to legalize acceptance of the decree, this provision in effect was railroaded. Although a voice vote of the members present was taken, he said, the vote could not represent the considered judgment of the membership, since they were given no opportunity to study the proposed decree in advance of the meeting.

He revealed that after the close of the voting he submitted a question by a writer-member directed to this very subject "was ruled out of order by the chair-

man."

"In view of the foregoing, and in the interests of justice," Mr. Davis concluded, "I respectfully urge that unless a more equitable and specific basis or formula is arrived at for distribution of royalties in lieu of the present proposed solution, no provision with reference to this sub-
ject matter should be included in the decree so that it imposes upon the Society a judicial injunction to distribute royalties in practically the same unfair manner as has been heretofore followed."

KIRO Plant Progress

KIRO, Seattle, reports that its new plant, with Western Electric equipment throughout, is nearing completion and that it expects to begin operations with 50 kw. power about July 1. Station's transmitter will be located on an island in Puget Sound, midway between Seattle and Tacoma, providing a strengthened ground wave into both population centers. Station's evening hour rate is being raised from $225 to $325 as of March 1, although advertisers will not be charged the new rate until the station actually begins operations with 50 kw. Presence of advertising will be protected on the current rate until March 1, 1942.

WENDELL WILLIEK, Republican presidential nominee, on March 11, will speak on a sponsored program on behalf of the candidacy of Joseph Clark Baldwin to fill the Congressional vacancy for the 17th New York district.

Oboler on Tour

ARCH OBOLETT's Everyone's Theatre will tour through Fridays at 9 p.m. on NBC-Red will go on tour during the month of March following the tour of "Great Story of New England" by the Mr. Oboler and "The Three Musketeers Part II" by the Mr. Oboler. The "Great Story of New England" will be presented from Chicago and New York with Broadway and radio stars in lead roles.
ASCAP Decree Ready to Be Entered

No Attempt Is Planned To Upset Compromise Agreement

ALTHOUGH far from happy over the concessions made to ASCAP by the Department of Justice in the consent decree negotiations consummated last week, the broadcasting industry will make no moves to upset the settlement reached by the Government without making known its attitude.

Through the NAB, the industry was to make its formal appearance in the consent decree negotiations in New York Monday, at which time Federal Judge Henry W. Goddard was expected to enter the decree signed with the monopoly.

It was expected the NAB spokesman — possibly President Neville Miller, himself a practicing attorney — would indicate that the broadcasting industry feels that ASCAP’s exclusive hold on composers should have been broken and that the formula being considered in the decree does not actually provide a “per-piece” method, although this was declared to be the Government’s position in line with its effort to break the ASCAP monopoly.

Closely Related

Because the decree accepted by Broadcast Music Inc. last January provides that all terms shall not become effective until 90 days after “similar restraints” are imposed upon ASCAP, the rests in inter-relation-ship exists. BMI, under established procedures, could seek to renounce its decree in the light of the concessions made to ASCAP, but it is said this would only lead to further complications with the Department of Justice. It is felt that the ASCAP consent decree is a measure that accomplishes the objectives of the industry in that it provides for payment only when ASCAP music is used and that the consent decree did not carry through to the extent originally contemplated.

The networks are considering plans for an introduction of “coexistence at the source” which, under the decree, must become effective within a year, or by next March. This does not necessarily involve return of ASCAP music to the air, since all music must be cleared in that manner.

There was no indication that the industry is disposed to move fast in conversations with ASCAP. NAB President Miller declined, following the signing of the decree last Wednesday, that this depended on how soon ASCAP could readjust its whole set-up to conform to the terms of the decree and how soon thereafter it would be in a position to work out a proposal for consideration of the whole industry.

Meanwhile there was no attempt on either side to approach with a proposition which would enable the broadcasting networks to use ASCAP music. One network and the individual stations which have not broadcast an ASCAP tune since Dec. 31, 1940. ASCAP had named a committee to carry on negotiations with the broadcasters, when, and if they get together, but it was stated at ASCAP headquarters that nothing would be made until after the consent decree is signed. The broadcasters on their part maintained they were continuously engaged at home that it was up to ASCAP to present them with a proposal, which they would be glad to consider.

The Old Group

The ASCAP committee is, with one exception, made up of the members of the Society’s old radio committee, which drew up the license that was tendered to the broad-casting industry by ASCAP president, chairman. The other members are: John G. Paine, general manager; E. C. Mills, head of ASCAP executive committee, and four directors: Walter Fischer, Oscar Hammerstein 2d, Herman Starr and John J. O’Connor. Mr. O’Connor is industry member, replacing Irving Caesar.

At the hearing on the consent decree, before Judge Goddard of New York, it was said that the League of New York Theatres also would file a protest, having authorized Milton R. Weinberger of Klein & Weinberger, League attorneys, to appear on its behalf. The League attempted to have a provision introduced into the decree that music used by networks was not accepted by the Department of Justice attorneys [BROADCASTING, Feb. 24].

Despite these objections, however, there is little doubt that the court will enter the decree. The next step will then be the settlement of the Government’s suit against ASCAP, now awaiting action in the Federal Court in Milwaukee.

Victor O. Waters, special assis-tant to the Attorney General in charge of the copyright litigation, planned to be in Milwaukee on Wednesday. He is proceeding to meet the consent decree and, in the event of the dismissal of the criminal suit against ASCAP, Milton Diamond, partner of Lieut. Gov. Charles Poletti of New York, special ASCAP counsel, planned to be in Milwaukee as ASCAP’s representa-tive. It was expected the case would be disposed of in 60 days, without a transcript, with the levy of a $2,000 fine against ASCAP, $5,000 against the Society itself and $1,000 against the 19 publishing houses cited in the criminal information.

Signing of the ASCAP decree on Feb. 28 came after Government attorneys experienced additional difficulty in attempting to perfect the stipulation. ASCAP, it was said, handed out what was described as a “bobbilized” version of the decree to the new members. This caused in requests for discussion from several sources. Mr. Waters declined to accept an ASCAP copy of the decree, and a letter would have been appended to the decree covering changes in language.

Price Problem

Instead, upon insistence of the Government, the ASCAP board has-tily was convened and adopted a resolution authorizing its counsel to execute the final form, with the stipulation that it represents the “sole agreement between the Government and the So-ciety.” This was signed at the Wednesday proceedings, after which the court set the March hearing date.

The Department, in its announce-ment on the signing of the decree, described it as resolving “all objectionable practices indulged in by ASCAP,” and further held that merging for adjustment, it is said, is one of price between ASCAP and the broadcasters was pointed out that the decree brought to an end litigation started by the Government against ASCAP in 1937 in the Southern District Court for the Southern District Court for the Southern District of New York, and that it “paves the way for an immediate settlement of the difficulties between ASCAP and the broadcasters which have resulted in the banning of ASCAP music from the air since Jan. 1, 1941.”

New Measure Introduced in the House Ease Penalty on Innocent Infringers

EASING the burden on “innocent” infringers of copyrighted works, running from music to pictures and architectural drawings, a bill amending the Copyright Act was introduced in the last Congress by Rep. Keogh (D.-N.Y.) which would place a $20,000 limit on damages and relieve “innocent” infringers of the threat of liability of $250 per infringement.

The Keogh proposal (HR-3640) also provides that in cases of “inno-cent” infringement, no injunc-tion shall lie against the completion of a radio or television broadcast where rehearsal has begun before the infringement complaint is made, and that it is unusual for performances by radio broadcasting transmitted simultaneously by two or more connected stations shall be regarded as the act of one infringer”.

Limit on Injunctions

Under the proposal, which covers press and motion pictures as well as music, a radio or television broad-caster can prove “innocent” infringements by showing that he had not been realed only by rehearsals for the program in question had begun or against a continuation or repetition of the program. The proposal is entitled to any profit made by a publisher or broadcaster from his commercial contract with an adver-tiser, although he would not be precluded from seeking remedy against the advertiser, agency or person or corporation responsible for the infringement.

The bill also provides that if a copyright owner permits use of his music for mechanical reproduction, no injunction may lie against operators of machines reproducing the music, although he may prevent any injunctive action to be entitled to recover royalties in lieu of profits and damages.

Among the exemptions under which neither civil nor criminal liability would exist is included “the merely incidental and not reasonably avoidable inclusion of a copy-righted work in a motion picture or broadcast depicting or relating current events”.

Apart from the Keogh proposal, there has been little action in Congress during the last week concerning radio directly. The Senate Appropriations Committee on Feb. 26 passed the independent Federal Communications Appropriation Bill, carrying a $4,289,729 appropriation for the FCC for its fiscal year 1945. Because it is not expected the measure will get Senate consideration at this time.

In the House Subcommittee (D.- N.Y.) introduced a bill (HR-3577) to prohibit transmission of gambling information, particularly race course and pari-mutuel betting, over communica-tions facilities. Persons involved in such operations would draw maximum fines of $2,000 and be liable to two-year imprisonment, or both, under the proposal.

TENNESSEE AREA URGES

BMM PERPETUATION

MEMBERS of the NAB 13th Dis-trict, meeting last Friday in San Antonio, Tex., adopted a straight-from-a-press-conference resolution calling for continuation of a comprehensive music market and perpetuation of BMI, which was praised for its large catalog and “universally ac-cepted” music. NAB members at-tending the meeting also pledged renewal of their contract with BMI.

The resolutions committee included Martin Campbell, WWA, Dallas, and George McLane, WABC, New York. The resolution, as adopted, stated:

“Be it unanimously resolved by the members of the NAB of the 13th district in meeting assembled at San Antonio, Tex., that we hereby pledge our entire allegiance to BMI; that we congratulate it on making possible such a large catalogue of music which has been so thoroughly represented by the radio public as indicated in surveys. We reaffirm our contention that BMI is set up as a standard of program service, it is necessary that a free and competitive market in sponsored radio is free and competitive that the open door policy to oppor-tunity for the creative talent of the men and women of America be maintained and perpetuated by BMI.”

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FCC Paves Way to Commercial Television

Proposed Rules to Be Considered March 20

By LEWIE V. GILPIN

LIFTING the ban on commercial television, and pointing toward full commercial operation of visual broadcasting, was the operation to "limited commercial" authorization received March 23, 1940, the FCC last Thursday announced agenda for the March 20 television hearing. The agenda includes proposed rules and regulations for commercial and experimental television broadcast stations and standard of good engineering practice.

It was emphasized that neither the proposed rules nor the standards have received FCC approval, it was stated that they are advanced solely to direct attention to the various proposals to be covered at the hearing, scheduled for 10 a.m. March 20 in Hearing Room A of the Interstate Commerce Commission Bldg.

Up and Down

The March hearing will climax a full year of ups and downs for television operations. Following action of the FCC last spring, requiring a reconsideration of "limited commercial" operation for television originally set to start Sept. 1, 1940, the National Television Standards Committee was formed by Radio Manufacturers Assn. in cooperation with the FCC. With the television impasse drawing considerable fire in Congress, engineer members of the NTSC began a period of extensive study and discussion of visual broadcast problems, culminating Jan. 27 when NTSC offered 22 recommendations for commercial television standards.

According to the FCC announcement all interested parties at the hearing will have "full opportunity" to propose standards, comment on proposals by others, cross-examine witnesses and be heard upon all pertinent questions of commercialization and standardization of television. In addition to discussions on proposed regulations and standards, other questions to be considered at the proceeding are a starting date for commercial television, whether and when standardization and commercialization will apply to any of the higher television channels—Nos. 8 to 18, inclusive.

Persons planning to appear at the March 20 hearing are requested by the FCC to file on or before March 15 a notice of their desire to be heard, outlining the subject of their testimony, number of witnesses to be heard by each party and estimated time for presenting testimony. If attending parties desire to make proposals for regulations or standards other than those listed in the agenda, these also should be included in the notice. Eighteen copies of the notice, as well as 18 copies of any prepared material, should be submitted.

Under the proposed rules for commercial television operations, stations would be licensed only for unlimited time operation, with a license period of one year expiring at 3 a.m. Feb. 1. On the multiple ownership question, the FCC proposal would limit ownership of five or more commercial television stations and one noncommercial "working control" to a single station in a single area, would allow ownership of more than one station in a single area, where it can be shown to foster competition or provide additional service and not result in concentration of control inconsistent with public interest, convenience or necessity, and would set an ownership limit of three stations.

Facts Required

Qualifications necessary for authorization of a new station or increasing facilities of an existing station; Competition of service area and population to be served in accordance with the standards of good engineering practices of the proposed station, existing stations; evidence that objectionable interference will not be caused to existing stations, or that the need for personnel and engineering facilities does not exist for the service lost through the interference; evidence that the proposed station will not suffer interference to an extent to which it would reduce its service to an unsatisfactory degree; technical equipment and other operation phases complying with regulations and good engineering practice; financial ability to construct and operate the station and compete with existing stations; adequate sources of program material; evidence that the proposed assignment tends to effect a fair, efficient and equitable distribution of radio service to the people and the areas served by it; evidence that the proposed assignment does not cause interference to another station that is not in the public interest, convenience or necessity; and that the proposed assignment will not be served by the proposed operation.

With commercial operations confined to the first seven television channels, the proposed regulations provide that stations serving the same area will not be assigned to adjacent channels and that only one channel will be assigned to a single station.

A commercial station, under the FCC proposals, could conduct technical experiments directed to improving operation and for such purposes may utilize a signal other than the standard television signal so long as it maintains a required number of hours of commercial operation, keeps within its authorized channel and causes no interference to another station. The standard signal, makes satisfactory arrangements to avoid interference in cases where interference may result between the experimental operations of the commercial station and the operation of an experimental station, and makes no charges, either direct or indirect, for the production or transmission of programs during technical experiments.

Minimum Schedule

Regarding operation of the commercial television station, the FCC proposals advocate a minimum daily operating schedule, except Sundays of from five to eight hours, of which two hours are between 2 and 6 p.m. and two hours between 7 and 11 p.m. The actual transmitter would not be allowed to operate separately from the visual transmitter except for experimental or test purposes and for purposes incidental to or connected with the operation of the visual transmitter. The commercial station also would be required to make audio and visual identification, giving call letters and location, at the beginning and ending of each time of operation and the hour during operation, except where the hourly identification may interrupt a single consecutive production, when it would be required at the first interruption.

All broadcasts of motion picture film would be described as such at the beginning of the FCC proposals provide. Detailed program, operating and experimental logs also would be required. The logs would be retained by the license holder for at least two years and longer if required. Visual broadcasting, by candidates for public office would be governed by Sections 3.421 and 3.424 of the rules and regulations governing standard and high-frequency broadcast stations.

Also included in the proposals for commercial operation were technical equipment requirements, along with a procedural outline for antenna and equipment changes.

In advancing recommendations for standards, the FCC offered alternative recommendations in most matters where a divergence of opinion has been previously indicated. Apparently differing with recommendations of the National Television System Committee that standards for color television should be put further to test and experimentation and development, the FCC included color with monochrome in its standard proposals.

For monochrome telecasting scanning specifications ranged from 441 lines, interlaced 2 to 1, to 625 lines or variable between these limits, interlaced 2 to 1, for 343 and 343, interlaced 2 to 1, respectively, or variable between 343 and 625, interlaced 2 to 1.

Types of Signals

Similarly, alternative recommendations for standard frame frequencies ranged from 30 and 60 per second, respectively, to 24-48, 15-30, or 15-30 and 30-60 for monochrome; 30-60 and 60-120 or 45-90 and 90-120 for color; 15-30 and 60-120 or 15-30 and 30-60 and 120-150 variable between 15-60 and variable between 30-120 for monochrome and color. According to the FCC recommendations, a m i l i t u d e modulation would be used for both picture and synchronizing signals, with FM and AM for the sound signal. Alternative recommendations also were noted for horizontally and vertically polarized radiation.

Designed to deal with the possibility of making future changes or modifications in television standards, the FCC proposals included the following statement:

"The Commission will consider the question whether a proposed change or modification of transmission standards adopted for television would be in the public interest; convenience and necessity, upon request being filed by the person proposing such change or modification, setting forth the following:

"(a) The exact character of the change or modification proposed;

"(b) The effect of the proposed change or modification upon all other transmission standards that have been adopted by the Commission for television broadcast stations; and

"(c) The experimentation and field tests that have been made to show that the proposed change or modification accomplishes an improvement."
“and Remember, Detroit is Now in Its 3rd Year of Important Business Gains

In Detroit Everything Is Up——
- Production
- Employment
- Payrolls
- Banking
- Building
- Defense Orders

For 20 Years, WWJ, America's Pioneer Radio Station, has been First in Listener Interest in the Great Detroit Market.
RCA’s Net Profit Up 13% for Year

NBC Accounts for 45 Million Or 35% of Gross Income

WITH its best year since 1929, Radio Corp. of America showed a net profit of $9,115,156 for 1940, an increase of 13% over the previous year, according to the company’s 21st annual report mailed to its 242,000 stockholders and released last Thursday by David Sarnoff, RCA president.

Showing increases in all its operations, the report indicated that NBC’s broadcasting activities accounted for $45,378,307, or more than 56% of the parent company’s 1940 gross income of $128,491,611. The gross from 1940 broadcast operations was 11.5% over the 1939 figure, $40,707,032.

RCA’s 1940 total gross income of $128,491,611, 16.3% over 1939’s $110,494,398, was broken down in the report as follows: Manufacturing (RCA Mfg. Co.), $67,377,641, or 20.2% increase over 1939; broadcasting (NBC), $45,378,307, 11.5% over 1939; RFC, Radio Communications Inc. and Radiomarine Corp. of America, $10,587,856, 17.5% over 1939; all other sources (RCA’s foreign subsidiaries, real estate, etc.), $4,447,804, 9.2% over 1939 [Broadcasting, March 15, 1940].

More Employees

In addition to the increases in gross income and net profits, the report indicated that the number of persons employed by RCA and its wholly-owned subsidiary companies. After payment of all preferred dividends, earnings on common stock amounted to 42.5 cents per share, compared with 35 cents per share for 1939, the report stated. Capital additions and improvements during the year in plant facilities and equipment amounted to $4,762,590. It was stated that the capital additions was due to manufacturing plant expansion in connection with Government and defense orders. The year-end financial statement in the report also indicated that after providing for all dividends and other deductions from the surplus account, the total earned surplus at Dec. 31, 1940, amounted to $23,683,814, an increase of $3,121,676 over the surplus at the end of 1939.

Speaking for the RCA board of directors, Gen. James G. Harbord, chairman, and President Sarnoff emphasized the important position of radio in the national defense scheme, pledging increasing cooperation and activity in research, engineering, communication and manufacturing. Their report on broadcasting notes that NBC programs are available to practically all American radio homes, as well as a great number of foreign listeners through NBC’s international short-wave operations.

Collins, who drew heavy attention in the report for 1939, was described as “now standing on the threshold of a public service which has great potentialities”.

SARNOFF OBSERVES 50TH BIRTHDAY

Associates Honor RCA-NBC Executive at Luncheon; Rose Rapidly From Office-Boy Status

CELEBRATING his 50th birthday, a group of 40 colleagues on Feb. 27 feted David Sarnoff, president of RCA and chairman of the board of NBC, at a luncheon in the Waldorf Astoria Hotel, New York. The luncheon table featured a large cake with 60 candles and the initials “D.S.” in alphabetical letters and telegraph code symbols. Mr. Sarnoff also received a silver cigar box from the group, presented by Col. Manton Davis, RCA vice-president and general counsel.

Born Feb. 27, 1891, in Uzlian, Minsk, Russia, Mr. Sarnoff came to America with his family at the turn of the century. When he was 15 years old, he entered radio as office boy with the Marconi company. Within a year he became a junior telegraph operator and continued in a swift rise from operator to Marconi executive.

Rapid Advance

After RCA had absorbed the Marconi company in 1919, he became RCA’s general manager in 1921. In 1922 he became RCA vice-president and general manager, in 1929, executive vice-president, and in 1930, president. As an operator in 1912, he stayed on duty for a 72-hour stretch handling telegraphic messages from the Titanic and rescue ships when the Titanic struck an iceberg and sank on her maiden voyage. Inscribed on the lid of the box were Mr. Sarnoff’s initials, both in letters and code, and inside were engraved the following signatures under a 50th birthday greeting: Maj. Gen. James G. Harbord, Otto S. Schaefer, Edward F. McGrady, George S. De Sousa, Edward Nally, Henry A. Sullivan, Lewis MacConnach, Frank T. Zinn, Ralph R. Beal, Charles B. Jolliffe, John G. MacKenzy, B. C. Anderson, Harry G. Grover, J. W. Morrison, Orrin E. Dunlap Jr., Horton Heath, Bernard Gardner—all of RCA.


Niles Trammell, Frank E. Mulven, A. J. Ashby, C. L. Eger, George Engles, O. B. Hanson, William S. Hedges, Edgar Kobak, Frank E. Mason, Alfred H. Morton, John F. Royal, Frank M. Russell, Sidney N. Stroitz, Roy C. Witmer, George W. Kelley, James Bowland Angell, Samuel Chotzinoff—all of NBC.


CONSOLIDATED GROSS INCOME OF RCA

WHERE IT CAME FROM

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WHERE IT WENT

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<td>$5,992,009</td>
<td>$(1,766)</td>
</tr>
<tr>
<td>Carried to surplus</td>
<td>$5,122,533</td>
<td>$2,900,802</td>
<td>$2,221,731</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$128,491,611</td>
<td>$110,494,398</td>
<td>$17,997,213</td>
</tr>
</tbody>
</table>

*CPost of raw materials, supplies, sustaining program talent, rent, sales and advertising; payments to associated broadcasting stations: research, administration and other operating expenses. The above figures show the sources and distribution of the consolidated income for 1940, 1939 of Radio Cor. of America and wholly-owned companies.

Caldwell Outlines Radio Employment

Million New Jobs Traced to Radio, He Tells Printers

DISCOUNTING allegations of the International Allied Printing Trades Assn. that the rise of radio as an advertising medium has cost 20,000 jobs, Mr. H. Caldwell, editor of Radio Today and former Federal Radio Commissioner, estimated that radio has created 200,000 new jobs “for every one job dislocated by its revolutionary advances.”

The Caldwell calculations were prompted by a Feb. 16 declaration of John B. Haggerty, chairman of the board of governors of the AFL printing trades group, favoring a franchise tax ranging from 20% on the income of broadcasting stations [Broadcasting, Feb. 24].

A Million Jobs

Calculating that radio, as “a vast creator of new employment,” is responsible for 1,000,000 new jobs which did not exist 20 years ago, Mr. Caldwell estimated that these 200,000 new jobs resulted directly from radio manufacturing, distribution, broadcasting, communications and miscellaneous services. According to Mr. Caldwell, are hundreds of thousands of jobs created in sound motion pictures, long-distance telephony and other industries and sciences based on the vacuum tube. Another 250,000 “supply” jobs were indirectly created by these activities, he stated.

“Radio has brought many blessings to mankind,” he declared. “Into every life it has carried entertainment, information, inspiration and news of the big world. But also, ‘out of empty space,’ it has created property worth many billions, all dedicated to human enjoyment and progress. And it has created new opportunities for a million men and women—20 new and better-paid jobs for every instance where older employment is gone.”

Meantime various representatives of printers’ unions in different parts of the country are continuing to send their Congressmen “carbon copy” letters advocating the tax on radio stations, advanced by the union organization as a source for defense funds. Among communications deposited with the House Ways & Means Committee were letters from Louis S. Harris, secretary, Minneapolis-St. Paul Photographers Union, through Senator Chippman, W. B. Haggerty, chairman of the Senate, John Petti, New York, secretary, Allied Printing Trades Council, through Rep. Houston (D-Ria.); E. E. Tandy, of the Allied Printing Trades Council, Santa Monica, Cal. through Rep. Ford (D-Cal.).

In addition to the letters, at least one Midwest Senator has received a number of identical printed postcards. The cards, bearing the addressee’s name and address in printing on the front, carry a printed message, with lines for the signature of persons sending them.
Approval by Cuba Speeds Action on Continental Shifts
Only Mexican Action Awaited
On North American Treaty

ANOTHER big step toward consolidation of the continental standard broadcast reallocation, slated to become effective March 29, came last week with the approval of its 87-station shift by the Government of Cuba. Notice of approval of the reallocation decree by President F. Batista, was received in the State Department on Feb. 24, along with the official documents projecting the precise assignments of stations on the island.

Only the approval of Mexico is needed to complete the intercontinental plans for the general reallocation March 29, which will involve some 1,300 stations. Providing a scientific engineering basis for use of the broadcast band ranging from 550 to 1,600 kc, the reallocation, in conformity with the North American Regional Broadcast Agreement, approved in Havana in 1937, for the first time will afford a coordinated technical structure on the continent designed to minimize interference. Mexico’s approval of the engineering changes agreed to at the conference in Washington held from Jan. 14 to Jan. 30, is expected this week.

Station Class Governs

The Cuban allocations, as published in the Official Gazette, conform generally to the agreement reached at the engineering sessions in January. While station classifications remain the same, the powers of a number of stations were reduced, were provided with a proviso that the stations within six months, may apply for the maximum permissible, as designated for the particular classification. In the log published herewith, it was pointed out at the FCC, the station classification, rather than the power specified, should be considered in connection with possible applications for new stations or for modifications of existing facilities.

In a half-dozen instances, the Cuban log specified that new facilities were “reserved” — a status not provided for under the Treaty. It is expected the FCC will clear up such minor discrepancies in normal contacts with the Cuban authorities.

The official decree was signed by First Minister Carlos Saladrigas, and by Minister of Communications Osman Viamonte, as well as President Batista. It specified that a period of six months, which may not be extended, is granted stations holding construction permits to install or increase power of equipment, to complete such installations. The order requires stations to begin operation on their new frequencies on March 29.

Six Month Priority

Stations which may have been assigned channels capable of being used with higher power than that authorized, states the decree, “shall have priority right to request a construction permit to increase their power to the permissible maximum.” This priority, however, shall (Continued on page 54)
CBS LATIN HOOKUP TO START SEPT. 1
CBS plans to switch network broadcasting in 20 Latin American republics by Sept. 1, William S. Paley, head of the network, told President Roosevelt Feb. 26 in a visit to the White House. Mr. Paley reported that the President appeared intensely interested in the project.

With 64 outlets, some in each of 20 republics, CBS will send programs to Latin America to be rebroadcast on normal wavelengths, Mr. Paley said. All countries except Honduras and Haiti are included. He added that investigation showed this method would result in a larger audience than programs beamed directly to listeners via shortwave.

Each of the 64 outlets has agreed to carry for one day of broadcasts from the United States, Mr. Paley said, "which will give us a dominant position in Latin America as compared with any other nation." He observed that Germans have bought radio time by the day, implying that the United States would dominate this arrangement.

Fels Renews Spots
FELS & Co., Philadelphia (Fels Naptha soap) has renewed its current series for an additional 13 weeks. Local live programs and commercials are used in 27 regional networks throughout the country, time varying with each station. Station lines embrace six regional networks, WFIL, Philadelphia, originates for seven stations on Quaker Network, and WNBC, Boston, originates for seven stations on Yankee Network. Remaining stations include KJR WGN WGY WZAP WWL KOIN KXL KGAR KFRC WCPO WPFR KJH WJ IB. Agency is S. E. Robertson Inc., Philadelphia.

Lorillard Baseball
LORILLARD & Co., New York, will sponsor, in the interest of Friend's Tobacco, broadcasts of baseball scores five nights nightly on WJAS, Pittsburgh, starting April 7, and 10 minutes thrice weekly on KYW, Philadelphia, starting April 15. Company has also renewed for Union Leader and Beechnut tobaccos quarter-hour market news programs five times weekly on 11 stations of the North Central Broadcasting System, Lennox & Mitchell, New York, is agency.

McKesson Spots
MCKESSON & ROBBINS, Bridgeport, Conn., through H. W. Kastor & Sons, Chicago, in mid-March will start a schedule of undetermined length using one-minute transcribed announcements on approximately 20 southern stations, for Purinol, a blood tonic. Several announcements weekly will be used in each of the selected markets and stations.

MAX GEISLER BIRD Co., New York (bird food), is testing an early morning quarter-hour program of recorded music six times weekly over 15 stations. More stations may be added, according to Moore & Hamm, New York, the agency.

1941

ONLY FOUR months after his formal retirement from public life to re-enter private practice of law, Thad Brown, former member of the FCC, died in Cleveland Feb. 26 following a brief illness. Though he had suffered from an internal disorder for some time, Col. Brown was not seriously stricken until last Monday. He entered a Cleveland hospital, and apparently was convalescing when the end came suddenly. He was 54 on Jan. 10.

Until his retirement from the FCC last October, when President Roosevelt withdrew his nomination for a new seven-year term, Col. Brown had been the eldest member of the FCC and its predecessor Radio Commission from the standpoint of continuous service. His last term had expired June 30, and his confirmation had been blocked by Senator Tolley, (N.Y.), who conducted a one-man campaign in the Senate Interstate Commerce Committee.

Arlington Burial
Funeral services for Col. Brown were held in his home town of Columbus, last Thursday. Internment was on Friday at Arlington National Cemetery, Washington, with military honors. A veteran of the World War, he was a lieutenant colonel in the Judge Advocate General's branch, Reserve Corps, at the time of his passing.

Funeral services at Columbus were attended by Gov. Bricker and his staff, among other distinguished personages. The honorary pallbearers were all past State commanders of the American Legion.

With Col. Brown when the end came was Mrs. Brown. Engaged in law practice since last October, Col. Brown had gone to Washington to confer on matters for one of his radio clients. He maintained law offices in Washington with the firm of Brewster & Brown, Southern Bldg. While Col. Brown had suffered from a chronic colitis condition for the last year, he had not been seriously ill.

In addition to Mrs. Brown, he is survived by his only son, Thad Jr., 24-year-old law student.

The FCC, at its meeting last Wednesday, adopted a resolution expressing its condolences. The resolution follows:

Whereas, the FCC learned with profound sorrow of the death of Col. Thad H. Brown; and
Whereas, through long association with the communications industry, and in particular with that phase of it devoted to radio transmission, Col. Brown had a sense grown up with broadcasting and was therefore, closely associated with its development and intimately familiar since 1929 with the problems incidental to its regulation; and
Whereas, it was his habit to bring to bear upon the discharge of the duties of his office as a member of this Commission the calm and unhurried judgment of a mind trained in jurisprudence; now therefore be it
Resolved, That in the death of Col. Brown the industry is called upon to

THEY WERE IN THE ARMY THEN

One of a Series

PLENTY OF ACTIVE SERVICE was seen by this trio of radio executives, one of them an agency v.p. in charge of radio. Their identifications and service records, along with photographs of what they look like today, will be found on page 29.

KTSN Names Blair
KTSN, San Antonio, has appointed John Blair & Co., Austin, to handle its advertising account.

KTSN Names Blair
KTSN, San Antonio, has appointed John Blair & Co., as national representative of its advertising account, by G. W. Johnson, general manager. The station is affiliated with CBS and operates on 550 kc. at 5,000 watts local sunset and 1,000 watts night.

Page 18 • March 3, 1941
BROADCASTING • Broadcast Advertising
More persons in Oklahoma City listen to WKY morning, afternoon and night than to all three other stations combined.—Ross-Federal coincidental survey based on 9,460 telephone calls over 7-day period.
RIDE THE Z NET WITH YOUR “TAX FREE” ANNOUNCEMENTS AND PROGRAMS

Save Money While You Make Sales

ON THE Z NET:
- KGIR—Butte (Montana’s only 5000 watt full time station)
- KPFA—Helena (The Capital City Station)
- KRBM—Bozeman & Livingston (The Yellowstone Park Station)

ADVERTISERS WHO DON’T USE MUSIC • ADVERTISERS WHO DON’T USE COPYRIGHTED MUSIC
whether it be on programs or announcements

ARE NOT PENALIZED

GENERAL ADVERTISING Supplemental NBC Red & Blue under North Mountain group.
Programs may originate in Butte, Helena or Bozeman. It is preferred all programs originate in Butte.

PLAN 1 PROGRAMS CLEARED AT SOURCE

Programs or announcements containing no copyrighted material or programs or announcements on which all performing rights for the broadcast over these three stations have been paid and a release is signed covering same by an officer of the Agency or Advertiser; (release forms furnished by Z Bar Net.)

1/2 hour $52.10  1/4 hour $26.05
5 minutes $20.00
1 min., 100 wd., or 30 wd. chain break $11.30

PLAN 2 ASCAP PROGRAMS

Programs or announcements containing copyrighted material controlled by the American Society of Composers, Authors and Publishers not “cleared at the source” and on which no signed release is issued by an officer of the Agency or Advertiser:

1/2 hour $60.00  5 minutes $23.00
1/4 hour $30.00  1 minute $13.00

CLASSIFICATIONS

Any program not coming under one of the above two rates will not be broadcast.
Complete lists of numbers on transcribed programs, showing copyright responsibility must be furnished by Agency or Advertiser. Forms for this purpose will be furnished by Z Bar Net.

Announcements are made only between programs: two or more announcements are never run together; 100 words constitutes a minute; 30 words constitutes a chain break. No announcement participation programs are available.

ELECTRICAL TRANSCRIPTIONS. Regular time charges apply; no time restrictions. Cut-in announcements on NBC programs or on prepared transcribed shows, $5.25 per 15 minute program, maximum total copy allowable 250 words in 15 minutes. If different cut in announcements are to be made at each station this rate applies at each point where cut in announcements must be made.

Above We Print Our Rates

Note that where copyrighted music is used our rates remain the same as they have been.

Note that where copyrighted music is not used or the program is “cleared at the source” there is a saving to the advertiser.

This rate goes into effect March 1, 1941 and all current accounts on the Z Net will be given the benefit of this rate as of the effective date.

For Time Clearance Address Correspondence to Box 1956 Butte, Montana
FOLLOWING is the press release of the Department of Justice issued Feb. 26, announcing signing of the consent decree by ASCAP:

The Department of Justice announced today that ASCAP signed a civil decree in the District Court for the Southern District of New York in which it agreed to cease engaging in active trademark infringement. The Department alleges violations of the Sherman Act. This decree brings to an end litigation started by the Government against ASCAP in 1935 and paves the way for an immediate settlement of the differences between ASCAP and the broadcasters which have resulted in the banning of ASCAP music from the air since Jan. 19, 1941. All the litigation practices have been resolved by the instant decree. The only matter remaining for adjustment is one of payments between ASCAP and the broadcasters.

Effective in 90 Days

The decree, which becomes effective 90 days after entry, provides:

1. That ASCAP members will not license, and the permission rights of copyrighted musical compositions exclusively to ASCAP but are free to license to ASCAP or except Broadcast Music Inc.

2. ASCAP agrees not to discriminate either in price or otherwise against the users of copyrighted music. All ASCAP licensees will be offered, for performance to all users of the same class on equal terms and conditions.

3. ASCAP agrees to license on a pay-per-use basis, to every user of ASCAP music, the same fees as to that user's nearest originating station.

4. ASCAP agrees to require a license from more than one station in connection to the same network broadcast. Licenses will be issued to network originating stations.

5. Manufacturers or users of musical transcriptions, or sponsors, or advertisers, whose work is sung by same authors or transcriptions are made, will, if they so desire, be able to obtain licenses for the use of such transcriptions for broadcast purposes.

6. ASCAP agrees not to engage in any all-or-none policy in licensing its music; that is, motion picture exhibitors, restaurants, hotels, retail stations, and all commercial users of ASCAP music will be able to obtain the right to perform any ASCAP compositions desired with being compelled to take all ASCAP catalogues.

7. ASCAP agrees that it will attempt to restrict the performance rights of its music for the purpose of regulating that use of its music on its electrical transcriptions must be used in broadcasting.

8. ASCAP agrees to abolish and publish its self-perpetuating board of directors and permit election of directors by the membership.

9. ASCAP agrees to modify its membership so as to make eligible any employee who has completed one year's service. Under the existing arrangement, only employees with five years' service are eligible.

This practice of compensating its members so as to make such compensation on the basis of the popularity of the tunes in any given period. Under the present ASCAP distribution, the distribution of compensation is determined by an elaborate formula, including seniority, type of composition, etc.

Disposition of the civil suit by entry of the decree will not dispose of any criminal suit filed against ASCAP from 1939 to 1941 in the State of Wisconsin on Feb. 5, 1941. That case will be disposed of by separate proceedings.

The case was in charge of Victor O. Waters, Special Assistant to the Attorney General, assisted by Warne Cunningham, Special Attorney.

KGF Is Given Grant Of Temporarily Renewal

ANOTHER step in the battle for 690 kc. under the Havana Treaty was taken by the FCC Feb. 25 in the case of KGF, Coffeyville, Kan., a temporary renewal of license to operate on the channel with 1,000 watts day and 500 watts night, commencing March 29, 1941. If the reallocation becomes effective.

Simultaneously, the Commission granted WNAD, Norman, non-commercial station operated by U. of Oklahoma, a permit to change its call letters to KSH from KITF, and to share with KGF, to 640 kc., to clear channel occupied by KFI, Los Angeles, 24 hours a day. The KGF grant is conditional upon final action of its amended application, seeking 5,000 watts.

Among other applicants for 640 kc. are KMBB, Kansas City; Fred Jones Broadcasting Corp., Tulsa, seeking a new station, and KOMA, Oklahoma City, all of which seek 50,000 watts.

BMI Songs in Film

IN A DEAL negotiated by Harry England, Western Coast branch manager of Broadcast Music Inc., will supply the entire musical score of the Republic Pictures Corp. new film "Puddin' Head" which is to feature Judy Canova. All songs are to be written by Jack Owens, Hollywood song writer, who is under exclusive BMI contract. Prior to release, songs will be exploited nationally on the air. It was said BMI songs used in the film "Pot 'o Gold" produced by the James Roosevelt Productions, will be exploited in an extensive campaign now being mapped out. Film stars Jimmy Stewart, Rosalind Russell and Horace Heidt's band.

New BMI Contracts

BMI has signed contracts through March 31, 1944, with D. S. Publishing Co. and the Charlton Publishing Co., both of which have the right to use BMI songs in their productions. The union also contracts with Browning, Inc., for the right to use BMI songs in their productions and with the Zenith Corp., with which it is associated.

BMI has signed a contract with the Motion Picture Directors Association, through which it is expected to realize a substantial increase in the use of BMI music in motion pictures.
Telephone Tactics of Past Recalled in Exciting Book

By WM. R. McAndrew

Abe Schechter is chunky, bland and explosive. As director of news and special events for NBC, he does more telephoneing—long distance, local and inter-office—in one day than most people do in a year. And he meets more mad scientists, zoologists and vice-presidents than any one person should. He gets into continuous arguments with his staff, bosses, people who want to go on the air and people who want passes, as well as everybody else he meets or talks to. But he's got more friends than a newly-elected Congressman.

In the early days of radio news, he covered the world by telephone, shouting and swearing, and when he had been given an office, secretary, and several teletype machines, with 'special events' tacked onto his 'director of news' title, he went to Egypt and arranged a broadcast from the pyramids. Then when the war clouds began to gather in Europe he inherited the biggest radio news story—the Munich crisis and the Hitlerian war. In between he arranged broadcasts featuring sing-alongs, carnaval mice, window washers and prize fighters.

To let the public in on the fun, he has written a book, I Live on Air, in collaboration with an old friend of his, Edward Anthony, of the Crowell-Collier Publishing Co. ($3.75 Frederick Stokes, New York.)

The Story of News

I Live on Air isn't just the stilted, formal, chronicle of radio news and special events of the last decade; it's a vibrant, lusty story of the most exciting type of reporting the story behind the transatlantic broadcasts, the news flash, and the commentator. And it's told in the breezy, humorous style of an ex-reporter who came into radio when carbon melts were a novelty, and an airplane broadcast the height of enterprise. Actually, it's the story of what many consider radio's greatest public service—dissemination of news—from the time it was scornfully ostracised by a short-sighted policy of newspaper publishers until it was recognized and accepted as the "fifth estate".

Abe Schechter—for that's his full name and when many of his fellow workers refer to him as "I Live on Air" he will be the first time they knew he had any other name but "Abe"—opens his book with a chapter on the trials and tribulations of gathering news for Lowell Thomas when the networks were denied the use of wire services. Abe was Lowell's news manager and when he was called to the telephone was the sign of a terrific telephone budget, clippings from London newspapers and a reporter's nose for news, managed to keep Thomas even, and

SATURDAY IS A GOOD RADIO DAY

Morning, Especially, Is a Fine Time, Survey by WOR—Indicates; Friday Biggest Pay Day

SATURDAY morning is one of the best available times for sponsors to schedule their programs, according to a study of that period just released by the sales promotion department of WOR, New York, under the title "Saturday—A Challenge That Is Also an Opportunity.

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 170% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

Among the reasons given as to why Saturday is a "radio opportunity" is the fact that people have more available cash that day, Friday being the biggest payroll day of the week. Purchases are planned for Saturday morning, therefore, with 70% of all that day's shopping done in the afternoon hours.

Backing up this point, the survey points out that 40% of chain store purchases and 30% of independent grocery store sales are made each week on Saturday. With the creation of a five-day week, an "all-family" audience listens to the radio Saturdays, offering the advertiser a "greater range of program choice and greater freedom of copy appeal," as well as the chance to sell more than one member of the family.

The study also states there is less competition from the opposition morning than any other morning of the week, so advertisers can choose programs varying from news to music and drama to variety programs. There are as many and sometimes more sets in use on Saturdays than on any other weekday, the study proves.

Also contained in the 15-page booklet is a Saturday morning survey made by Mr. Hooper in 1940, which shows WOR with the largest audience of any New York station, and an average of twice the audience of the second-ranking station.

A. A. Schechter

The fall of the stratosphere balloon in 1934; the radio saga of the remote Pitcairn Island; hitherto untold stories of the activities of NBC's ace European radio reporter Max Jordan; a satire on radio's so-called "inside stuff!" commentators plus a varied assortment of incidents, attendant to famous broadcasts, are found in the book. In addition to the 454 pages of reading material, 64 full-page photographs depict exciting events in radio history.

But the work has other qualities, too. It honestly represents the trials and triumphs, and also the methods, of the directors of news and special events of any broadcaster. And that should make it required reading for radio's youngsters and students preparing for a career in the industry.

Now Abe Knows

TURN about is fair play A. Schechter, NBC's news and special events director, discovered last week when the boys in the news room took the air away from him during an all day trip to Jordan, that there was a war bulletin that ran more than a minute. The incident, truth be told, was about the book I Live on Air written by Schechter and Edward Anthony, in which he tells about scoring news beats by cutting into regularly scheduled programs.

Heater Changes

MacFadden Publications, New York, on March 15 will discontinue its association with Gabriel Heather, MBS commentator heard Thursday and Saturdays at 9:00-15 p.m. for Liberty magazine. Mr. Heather continues to be sponsored on those nights by R. B. Semler Inc., New York, which now sponsors his show for all three nights and Fridays for Kremel hair tonic, will add the Saturday evening half-hour entertainment program to its Kremel schedule, while the Zonite Products Corp., New York, which sponsors the program for Forhan's toothpaste on Mondays, will assume the Thursday evening spot. Erwin, Wasey & Co., New York is agency for all three accounts.

In Far East for MBS

BECAUSE of increasing tension in the Far East, MBS has added Elizabeth Wayne, an American journalist, to its staff of correspondents as observer at Batavia, Java, Dutch East Indies. At the same time, in view of the Australian reaction to recent Japanese statements, WOR, New York, is scheduling seven minutes of daily news from the government station in Sydney, Australia.

Jordan, Kirker Back

Max Jordan, NBC's middle European representative in Basle, Switzerland, and William Kirker, NBC representative in Berlin, arrived in New York Feb. 27 aboard the SS Sidonia from Lisbon, Portugal.

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BROADCASTING • Broadcast Advertising
Whatever your radio advertising budget, NBC Radio-Recording Division can offer—or will help you build—the show you’ve wanted to put your product on the air. Yes—and at a cost you won’t believe possible until we confirm it!

Specifically, we’ll write, cast, produce your idea from script to finished pressings...complete...or in part. That applies to a special series of one-minute “spots” or a quarter-hour five-a-week program.

If your budget is limited, a sales-tested NBC Syndicated Recorded Program like “The Lone Ranger,” “Betty and Bob,” “Hollywood Headliners” and many others are sure-fire audience and sales builders.

But don’t—please—let anyone tell you that a radio program is beyond your reach. We’re here to prove differently—if you’ll write and outline your problem.

—and remember, your program is recorded NBC ORTHACOUSTIC!*

*Registered Trademark
CLIMAXING a fortnight of technical discussions, the 287 radio engineers from all over the country attending the fourth annual Broadcast Engineering Conference at Ohio State U., Columbus, took their final fling Feb. 20 at a big banquet in Columbus' Fort Hayes Hotel. During dinner, apparently not conversing about anything too technical, are (1 to r) Lynne C. Smey, NAB engineering director; Gerald C. Gross, chief of the FCC international section; A. D. Ring, FCC assistant chief engineer. In center R. V. (Doc) Howard, chief engineer of KSFO, San Francisco, has a momentary misunderstanding with the spirit-casked St. Bernard furnished him by Prof. W. L. Everitt, director of the OSU conference, as a guide during a period of light snowfall on the campus. At right another group of engineers in the usual gathering on their own. (1 to r) J. C. Randall, chief engineer of WTIC, Hartford, Conn.; George Milne, NBC eastern division engineer; C. M. Jansky, Washington consulting engineer; A. J. Eaves, of Graybar Electric Co. The picture of the organizing the conference by James Schults, chief engineer of WCAE, Pittsburgh.

New Circuits of 8,000 Cycles Made Available to Networks

AVAILABILITY of 8,000-cycle network channels providing vastly increased fidelity for transmission of both speech and music was announced last week by AT&T with the filing of new tariffs with the FCC. The new circuit, which compares to the present 5,000-cycle channel now used commercially for inter-city channels, is available at a rate of $9.50 per airline mile per month; rate for the 5,000-cycle facility is $8.50.

The Bell System also announced it has demonstrated transmission of programs over cable circuits extending to 15,000 cycles-apparently in anticipation of PM network demands. This latter high-fidelity circuit employs a carrier system to which has been added special program terminal equipment.

Improved Quality

Stating that with the development of the 8,000-cycle network channel, naturalness of both speech and music is substantially improved, AT&T said that all program facilities installed by it during the last ten years have been designed to be adaptable to the future transmission of frequencies up to 8,000 cycles.

While such high quality networks are not in general use, Bell System cable and open wire lines can be adapted for this purpose. Extensive tests of 8,000-cycle transmission have been made by Bell Laboratories and Long Lines over a Long Lines-owned "Orange" Network, a 2,000-mile circuit used for testing purposes. Yankee Network has been using an 8,000-cycle circuit between New York and Boston since Feb. 10.

Looking further ahead to possible needs of broadcasters for broader band transmission circuits, the Bell System, at the winter convention of the Institute of Electrical Engineers in Philadelphia Jan. 30, demonstrated the transmission of programs over cable circuits about 1,200 miles in length with frequency bands extending to 5,000, 8,000 and 15,000 cycles. Existing FM rules specify transmission of at least 15,000 cycles one hour during daytime and one hour at night.

New 5 KW. Transmitter is Dedicated by KTAR

KTAR, Phoenix, Ariz., on Feb. 21 dedicated its new 5,000-watt transmitter, which has actually been operating since Jan. 1, with a series of special local and network programs. Highlight of the dedication was the unveiling of a plaque on the KTAR transmitter building by Eugene Pulliam, owner and general manager of WIRE, Indianapolis. Other participants in the dedication ceremony included Sam Kahan, KTAR president; Charles Stauffer, of the Arizona Republic and Gazette, and Arthur C. Anderson, KTAR chief engineer.

In addition to local shows, including two specially written half-hours, the station received several testimonials on local network shows. The Republic and Gazette carried a six-page KTAR section.

SHORTWAVE SERIES AIMED AT EUROPE

SHORTWAVE broadcasts to Europe designed to acquaint the peoples of that continent with the benefits and achievements of democracy and to counteract false propaganda disseminated by totalitarian regimes will be started within the next ten days on WRUL, Boston, by United Americans, a national non-partisan organization formed last fall by Orville McPherson, vice-president of KCMO, Kansas City, and publisher of the Kansas City Journal. The broadcasts, to be made in 12 European languages, will be daily half-hour programs featuring quarter-hour discussions by "Uncle Sam" of current topics dealing with the democratic way of life and three-minute news summaries.

Expenses of the broadcasts will be met by popular subscription among various cultural groups, according to Tibor Bartok, director of UA's department of foreign language relations.

Complementing the shortwave programs will be foreign language broadcasts on American stations for listeners of foreign origin and descent. Records and printed transcripts of talks will be prepared for distribution at even wider scope to the programs.

Details on the programs will be handled by the new New York office at 3 Mitchell Place, while national headquarters are in Kansas City.

Lewistown, Pa., Local

LEWISTOWN, located in the heart of central Pennsylvania's industrial region, was granted a local outlet Feb. 25 when the FCC authorized a new station to the Lewistown Broadcasting Co., to operate on 1,500 kc. with 250 watts. Principals in the new station, the tenth granted this year, are Sentinel Co., Inc., publishing the Lewistown Sentinel, with a 33 1-3% interest; William Woods, connected with the Pennsylvania Steel Glass Co., 33 1-3%; Thomas C. Matthews, of the same company, 33 28-6%; James S. Woods, also of the same company, 13 4% percent; and of the enterprise, 0448%. Walter S. Far- not, publisher of the Sentinel, will head the company as president.
There's Only ONE SCRANTON Anthracite Capital of the World

And there's ONLY ONE radio station that blankets the Scranton market (17th largest in U.S.A.)

that's WGBI

The Scranton—Wilkes-Barre Market, 17th in the nation, is a must for national advertisers. WGBI, the only regional or clear-channel station serving its 652,000 population, is the economy way to sell this market. That's logic. For WGBI is the only station heard throughout this market. Dr. Starch and Staff reports that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county tune (and stay tuned) to WGBI.

910 Kc. after March 29, 1941

A CBS Affiliate
880 kc - 1000 WATTS DAY
500 WATTS NIGHT

WGBI SCRANTON, PA.

JOHN BLAIR & COMPANY
National Representatives

Frank Megargee, Pres.

SCRANTON BROADCASTERS, Inc.

National Representatives

Broadcast Advertising March 3, 1941 - Page 25
PROGRAMS from Cuba and nine South American countries are scheduled during March and April in the series of weekly international goodwill broadcasts presented by Rotary International on WBSN Sundays at 3 p.m. The first program of The Americas Speaks series was heard March 2 with Henry A. Wallace, Vice-President of the United States, exchanging greetings from Washington with Miguel Aleman, Mexico's Minister of the Interior, speaking from Mexico City.

Barracks News

TO HELP listeners follow the program of the Army training program, KMOX, St. Louis, at least once each month for its weekly half-hour Young Answers the Call will visit one of four Midwest Army training camps to relate progress being made in training at each camp. Jerry Hoekstra, KMOX public affairs director, Announcer Bob Dungan, and Engineer Gordon Sherman transcribe the programs each week at the camps—Camp Robinson, near Little Rock, Ark., Fort Leonard Wood, near Rolla, Mo., Jefferson Barracks, outside St. Louis, and Scott Field, Belvidere, III. Upon each return to the camps improvement noted since the last visit is to be noted.

Editorial Slants

A NEW type of weekly newscast, News, Editorialy Speaking, has started on CBS-Pacific stations under supervision of Fox Case, the network's West Coast public relations director. Bob Garredd as commentator, devotes the opening five minutes of each program to last minute news flash. Balance of the quarter-hour consists of brief excerpts from the editorial pages of Pacific Coast newspapers.

In the Orient

FEATURING Thurston R. Porter, newspaper correspondent who has spent 14 years in China and the Far East, WBN, New York, has added the new Sunday evening quarter-hour, The Far East. Reporter Thurston reviews latest news events in the Orient during the first minutes of the program, following with a discussion of the facts behind the news.

Smith Goes to Town

HIGHLIGHTED by transcription of entertainment, and in the NBC network from Fort Sill, Okla., Mr. Smith of the Army is heard five days weekly on KVNO, Tulsa. Played by Jimmy Todd, "Mr. Smith" formally elucidates on Army life.

Student Quiz

FEATURING student representatives from four local schools competing for a cash award is to be applied to the winner's college savings, WTXG, Springfield, III., has started the weekly Junior Quiz.

Styles' 'Blessings'

TRUE human interest stories, gleaned from his world travels, are related by Hal Styles, Hollywood commentator, on the three-quarter-hour, Count Your Blessings, recently started on NBC-Pacifie Blue stations. Styles, well known in West Coast radio, for approximately four years conducted the job-finding program, Help Thy Neighbor, on Don Lee Broadcasting System's Los Angeles station. He is credited with supplying employment for 26,709 persons during that time.

Sacred Series

LIFE OF CHRIST is the subject of eight half-hour scripts prepared by the Catholic Script Service at Woodstock College, Md. Based on St. John's Gospel, the scripts are woven around a modern theme. Some of the scripts have been presented on WWL, New Orleans, WJZ, New York, WJMY, St. Petersburg, WCAO, Baltimore. The series is available at cost [$1] by writing Ernest B. Clements, S.J., at the college.

Actors All

NEWEST dramatic production on WBNS, Columbus, O., is We're All Actors, which each week features a local businessman or socialite as guest star. Title of the show is brought out in the introduction to each performance with a brief sketch featuring the guest in his or her profession. The half-hour show is directed and produced by Tom DeVore, WBNS continuity editor.

Little of Everything

VARIATION of the musical clock morning show is the Powers' Daily Calendar of KSTP, St. Paul, Minnesota, sponsored by Powers' Department Store in Minneapolis. Quirks and oddities in the news, weekend sportman's forecasts, tips on where to go in the evenings, etc., are incorporated into this recorded musical show, presented Tuesday through Friday, 8 to 8.30 p.m.

Movin' Theme

AN OFFICIAL theme song is the latest addition to the promotional material advanced by the NAB for Radio Movin' Day. At the request of Arthur Stringer, of the NAB, Washington, 15 quarters, Carl Haverlin, BMI Director of station relations, got the BMI staff to work on an appropriate ditty to be used by stations all over the country as part of their Movin' Day promotion. Phonographed copies of the 16-bar melody, Movin' Day, are to be sent to all U.S. stations by the NAB before March 9, according to Mr. Stringer.
Come In, Kimmel

SPONSORED by two local theatres, The Party Crasher has started on a thrice-weekly basis on KFRA, Amarillo, Tex. Listeners are invited to phone in details of any party to be given, one of which is selected. The person reporting the chosen party receives two theatre passes. At party time, Kim Kimbell, KFRA program director and announcer, takes the mobile unit to the address and crashes the party, interviewing the hostess and guests for 15 minutes. Participants also receive theatre passes.

* * *

On Varied Themes

PRESENTING a wide variety of themes, including the fantastic, weird, impressionistic and philosophical, Drama for Moderns is heard weekly on KSAN, San Francisco. They are written by Justus Edwin Wyman, well-known radio author of such programs as Why Reason and Rhyme, Soldier of Mas Fortune and others. The series is produced by Jack Martin.

* * *

For Farmers' Wives

STYLED to appeal to the needs, requirements and taste of the women of an agricultural area, The Women's Radio Newspaper is heard daily on CJRM, Regina, Regina, Sask. The program features news of all sorts for the women listeners, combining local news of interest to farm women with that of interest to western Canadian urban women.

* * *

A.M. Exercises

SETTING-UP exercises make up a new early morning program on KYW, Philadelphia. The program, Ye GOTTA Get Up, is heard daily at 7 a.m. and is conducted by Elmer Unger, known to nearby resort visitors for the exercise classes he directs on various beaches during the summer.

* * *

Gardening Problems

EVERYDAY problems of the home gardener are discussed by Merrill Thompson, noted southern California agriculturist and horticulturist, during the weekly half-hour public service program, Garden Plots, started recently on KHFJ, Los Angeles.

* * *

News Dramas

NEWS from all corners of the globe is given warm-blooded realism by a cast of actors on the weekly quarter-hour, The World Speaks, sponsored by Guarantee Union Life Insurance Co., Beverly Hills, Calif., on KHFJ, Los Angeles. Jim Doyle does the commentary.

* * *

Hey, Motorists

WMBD, Peoria, Ill., in cooperation with the local police department is conducting a traffic quiz each Friday at 6:45 p.m. Officers stationed in front of WMBD's studios in the Alliance Bldg, hail passing motorists, asking them if they care to participate in this Time Out, Mr. Motorist program. Those consenting are piled with various traffic questions by Hank Fisher, stationed at the curb with a mike. Questions correctly answered win five gallons of gas for the motorists. Those answering incorrectly are presented with theatre passes.

HOW TO GET AN EVENING AUDIENCE AT DAYTIME RATES!

TIMEBUYERS . . . AGENCYMEN . . . ADVERTISERS . . . ANYBODY, ANYWHERE, WHO USES RADIO . . . HERE'S A NEW SPONSOR-TESTED PLAN YOU SHOULD KNOW ABOUT—NOW!

This new WOR study is called, "Saturday—a challenge that is also an opportunity." Agencymen and advertisers to whom it was personally presented in Boston, Chicago and New York said, "Here's something that will start sponsors thinking about a 6-a-week strip." "Nearest radio ever got to point-of-sale merchandising." "Just the thing for that client of mine who thinks there's nothing new in radio."

This New WOR Study Proves:
1. That there are as many—sometimes MORE—sets in use on Saturday as on any other weekday.
2. That the 5-day week has created an ALL-FAMILY, EVENING AUDIENCE on Saturday morning.
3. That 70% of ALL Saturday shopping is PLANNED in the morning. Purchases are made in the afternoon.
4. That there's more available CASH on Saturday than on any other day of the week.
5. That the 3- or 5-aweek strip sponsor should use a Saturday show to remind his listeners BEFORE they shop.
6. Saturday gives you a greater range of program choice and copy appeal.
7. There's less program competition on Saturday morning than on any other morning of the week.

Never before has WOR offered agencymen and advertisers a timebuying plan as sound and elastic as this story of Saturday.

For this is not WOR's idea of what MIGHT be done. It's a sponsor-tested blueprint for buying that has won advertiser and agency approval.

Smart sponsors such as Bristol-Myers, Quaker Oats, American Tobacco and other WOR Saturday users have long been aware of radio's weekend opportunities. Others are rapidly catching on. This is proved by the fact that—175% MORE ADVERTISERS ARE USING WOR SATURDAY TIME TODAY THAN A YEAR AGO!

Another reason is that WOR's Saturday morning audience today is greater than that of any competing station in New York.

WOR sincerely urges all agency executives and advertisers to obtain a copy of "SATURDAY—a challenge that is also an opportunity."

This may be that big new idea for which a client is looking; for which you are looking. Whether or not, "SATURDAY—a challenge that is also an opportunity" will make stimulating, profitable reading.

Write, wire or phone for your copy of WOR's Saturday study NOW . . . NEW YORK: 1440 Broadway, 6-8383; CHICAGO: Tribune Tower; BOSTON: 80 Federal Street; SAN FRANCISCO: Russ Building.

WOR

—that power-full station
New Type of Survey Completed by CBS Shows Data on Network Net Circulation

THE NET circulation of the complete CBS network comprises 91.7% of all United States radio homes during the evening hours and 67.5% of all net-owning families during the daytime, according to a coverage study made last spring, results of which are now being released to the network's affiliate stations.

Dr. Frank Stanton, CBS director of research, in his explanatory letter to station managers, wrote: "Net circulation is a new dimension of a station's audience, indicating the actual number of radio families that listen to the station once a week or oftener, day and night separately, throughout the counties served by the station."

Three Levels

The maps break down the coverage for each station into three levels: Primary for counties in which from 67% to 100% of the radio families reported listening to the station once a week or oftener; secondary for counties in which 33% to 66% reported listening to the station within those time limits; and casual, a category which includes those in which 10% to 32% reported listening to the station within the same time limits.

Each type of data—listening level and net circulation—has separate uses, the letter explains. "The map showing the levels of coverage is essential in any discussion with an advertiser as to where he can best merchandise his program; where he should stock dealers' shelves with the goods he is advertising over the station. It indicates, county-by-county, the areas of strong influence. The net circulation figure shows how many families the station reaches. It is a direct measure of the audience actually served."

Four "firsts" are claimed by Dr. Stanton for the CBS study, which was carried on in May, 1940, by the Industrial Surveys Co., which also tabulated the results.

1. This is the first complete coverage study in radio whose audience data come from not only each county in the United States, but from each city of population center with every county in the United States. A total of 161,019 ballots were mailed to as many radio families in 13,537 population "clusters" in the 3072 U. S. counties.

2. This is the first coverage study based on a proper cross section of the radio audience by income levels. Families were divided into three income levels based on rents in cities and on the size of the farm and the farm income in rural areas.

3. This is the first study of network and station coverage based on the actual weekly circulation each station has in every county; i.e., the percentage of all radio families who report listening to the station once a week or oftener.

4. This is the first complete coverage study based on a complete family report of the station listening habits of the entire family, not merely of the person answering the questions." A year-and-a-half of research and experimenting was taken up in the development of a technique to achieve the dual end of combining the family response which a mail survey can secure with the high percentage of returns usually obtainable only from personal interviews, which, however, only reflects the views of the individual interviewed, Dr. Stanton explained.

The results of this pre-testing was a return of 81.2% to the questionnaire, as compared with 20% which is considered a good return for a mail study. To secure this return, premiums of various types were tried out, the final selection being a set of ploflorn dish covers, which were mailed with the questionnaire. Follow-up letters, sent to those who had not returned their questionnaires, brought the return to this almost unheard-of total.

In addition to the station-listening data, each questionaire also gives the name and address of the respondent, the size of family, ownership of automobile, telephone, etc., and the number of radios in the household.

Employers Casualty Co., Dallas insurance firm, which on Feb. 23 started its seventh year of broadcasting on WFAA, Dallas, and Texas Quality Network, has discovered just how effective radio advertising is in selling insurance. Delivering a special message Feb. 23 on the 315th program, L. W. Groves, president of the company, declared: "During the six years we have been on the air we have made many new friends, have seen our business grow beyond our fondest dreams. Before we started these programs six years ago, our company's annual premium income was around $1,000,000. Last year our premium income was more than $3,000,000. That's right—our premium income for 1940 was more than three times as much as for 1934."

Ira DeJernett Adv. Agency, Dallas, handles the account.

United Drug Discs

UNITED DRUG Co., Boston (Rexall drug products), will sponsor in connection with its nationwide semi-annual one-cent sale three described, quarter-hour shows in length and titled, "Rexall's Parade of Stars." Program, produced in Hollywood with Walter Craig and featuring Rudy Vallee, Ken Murray, and Frances Langford, will be placed on about 200 stations between mid-March and the first of May, during which time the sales take place in various parts of the country. As an aid to dealer promotion letters to Rexall druggists will be sent out notifying them of date program is to be broadcast from local station.

Cannitr Discusses New Latin Board

More Facts on Business and Media to Be Provided

AIMS AND METHODS of the study of markets and media of Latin America to be conducted by the Office for Coordination of Commercial and Cultural Relations Between the United Nations and the American Republics [BROADCASTING, Feb. 17] were explained by Dr. Hadley Cantril, director of the study for the Public Opinion Research Assn., at a meeting at the Midtown House, New York, Feb. 26.

Dr. Cantril, professor of psychology at Princeton U and director of the Public Opinion Research Project at Princeton, Dr. Cantril is taking a leave from his university duties to join the American Assn. of Advertising Agencies as executive vice-president of the export information bureau.

Work Soon to Start

The two chief aims of the study will be to determine, according to Dr. Cantril, a businessman with accurate information about the means of communication in Latin America and about the reaction to the Japanese, he stated. Media will be studied not only as to rates, circulation, and similar details, but also as to ownership, and possibilities, especially in regard cooperation with the United States, and as to the type of advertising which reads the paper or periodical editions to the radio station. The second part of the study will examine population distribution, concentration into urban and rural areas, the tastes and habits of the people, their needs which can be satisfied by American goods and supplies.

Each of the seven headquarters points to be set up will be directed by a citizen of the United States, Dr. Cantril said, but his staff will be engaged locally. Key personnel are now being selected, he said, and work will begin as soon as the contract between the Government, which is financing the study, and the AAAA has been approved.

Results will be sent to the United States for tabulation, he stated, so they will be available here first. Asked how soon results could be expected, he said there would be some "pretty interesting information" from Brazil and Argentina within three or four months.

New Igleslart Serial

IGLEHART BROTHERS Co., Evansville, subsidiary of General Foods Co., New York, March 3 started the Johnson Family, a quarter-hour dramatic series for CBS.SERINIGI, the one-man cast, on 27 MBS midwestern and far western stations. Programs, played in the interest of Swen Foods Sales Corp., New York, Monday, Wednesdays, and Fridays at 4:30-4:45 p.m., and Fridays at 11:30 as a sustaining program. Contract is for 39 weeks and was placed through Young & Rubicam, the agency in charge.

INSURER'S SUCCESS

Texas Firm Enters Seventh Year of Broadcasts

PHOTOGRAPHS ON PAGE 18 in same (1 to r) order as above show: Hay McClinton, vice-president in charge of radio of N. W. Ayer & Son, who was a Sergeant Orienteur in the 82nd Regiment, Coast Artillery, during the last war, serving seven of his years in the Army in France; Maj. Edney Ridge, manager of WBIG, Greensboro, N. C., who was a regular officer in the Army from 1910 to 1919 and who from 1924-31 was the Chief of the Ordnance Dept., who was also stationed with the Mexican border AEF and in the 5d U. S. Cavalry and 17th and 55th U. S. Infantry during the war; Col. Harry C. Wilder, owner of WSYR, Syracuse, and other stations, who joined the out- break, was a major of 78th and 90th Divisions of Field Artillery in France, commanded the 115th Field Artillery, 30th Division, and was cited for bravery in action at San Mihiel and Grand Pre.
ARE YOU SELLING in the nation's 'buyingest' drug market?

The West is a land of free-spenders. And full pocket-books. Millions of people spending millions daily. Buying more drugs per capita — by 33%! — than people in the rest of the U.S.

It's the nation's "buyingest" market — for drugs, or any other product. It is covered completely, yet economically, only by radio. For only radio merges all the West's thousands of widespread, prosperous communities into one easily-sold market. And you'll find Columbia-Pacific does it best!

Advertisers Prefer Columbia-Pacific
Columbia-Pacific carries more hours of business than any other Western network. Last year 46 advertisers of drug-store-sold products invested $1,594,000 on CBS in the West. Bigger, faster sales prove to them, as they will to you, that the Columbia Pacific Network is the way to sell one of the world's greatest marketing places.

*For as little as 19¢ per town
That's all it costs (for time and talent) to give your product "front window" display before 2,587,000 families in more than 3,000 Western cities and towns — with your own Hollywood-produced program over the Columbia Pacific Network... It's the best buy to sell the West.

Columbia-Pacific Network

A division of The Columbia Broadcasting System
Columbia Square, Los Angeles • Palace Hotel, San Francisco

*Presented nationally by radio sales with offices located in New York, Chicago, Detroit, and Charlotte

Broadcasting • Broadcast Advertising

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Defense Is Cited In Hawaii Grant

FCC Recognizes the Military Angle in Approving Outlet

FOLLOWING its Feb. 18 announcement of a construction permit for a new station in Honolulu to Hawaiian Broadcasting System Ltd. [BROADCASTING, Feb. 24], the FCC last Tuesday in a memorandum decision cited national defense as a primary consideration in making the grant.

The new station will operate on 1310 kc. with 250 watts unlimited time, although March 28 the station's frequency will shift to 1340 kc. under the reallocation pursuant to the Havana Treaty.

Military Angle

Noting that Hawaiian Broadcasting System already operates two stations in the Territory of Hawaii—KGMB, Honolulu, and KHBC, Hilo—the FCC stated in its memorandum decision:

"The Commission has been greatly concerned with the problem of the concentration of control of radio facilities and it has been loath to grant new stations with little prospect of result, but it has been decided to grant the application.

"It is true that such foreign language programs as those proposed have been regularly provided for by existing stations, but in view of the sizeable population to be served, the relatively limited service now available, and the relatively new status of a non-network station in Honolulu, it is concluded that this new facility should be authorized in order to provide the community with an additional panel of entertainment, a better overall service to all the diverse groups in this area."

In addition to KHBC and KGMB, two other broadcasting stations presently operate in the Hawaiian Islands—KTOH, Lihue, and KGU, Honolulu. The application for the new station emphasized the need for local service in the Honolulu area, pointing out that large numbers of the populace do not speak English and that the new station planned to emphasize Americanism and democratic principles, giving special attention to programs produced in cooperation with civic societies and the U of Hawaii, in the languages the non-English-speaking listeners would understand.

Martinson May Add

JOSEPH MARTINSON & Co., New York (coffee), is using 13 station break announcements weekly on WQXR, New York, and quarter-hour news program weekly on WOR, New York. More stations may be added, according to Al Paul Leffon Co., New York, agency in charge.

APPLIANCE STORES

CHOOSE AIRWAYS

GAS APPLIANCE SOCIETY of California, San Francisco, will conduct a concentrated campaign over 22 stations in Northern California from March 7-15 to advertise new gas ranges. The copy will stress a 10% trade-in allowance plus the traditional free range of an old range. Approximately 500 spot announcements of 35, 50 and 100-second lengths, as well as 125 five-minute participations in home economics programs will be used.

The tentative list is: KPO KSFQ KSRO KYC KSRO KYMC KHSF KYC KYOS KIOM KIOM KFBR.

In addition to radio the Society is using copy in 200 newspapers, movie slides, and dealer displays.

Previous to the new advertising campaign the Gas Society sent questionnaires to 100 gas range dealers, in which they were asked what type of advertising they preferred. They were given two days to reply and 114 replies were received. Of that number 87 expressed a preference for radio advertising and were sent sample phonograph records of a program suggested more radio than in the past. Many of the retailers indicated that tie-ins with the Society advertising on their local stations, thus making it a direct benefit. Agency is Jean Scott Frickelton Adv. Agency, San Francisco.

WINS, WCFL Boosts

WINS, New York, Hearst-owned station, becomes a full-time 50,000-watt outlet on 1000 kc., and WCFL, Chicago Federation of Labor outlet, picks up 10,000 watts on the same frequency, under actions of the FCC Feb. 26, made possible by the reallocation permits that were issued.

WINS now operates on 1180 kc. as a limited time station, using one 10,000-watt station for 90 days and the second 10,000-watt station, which, under the Havana Treaty, shifts to 1000 kc. The third station on the frequency is KJR, Seattle, Washington, with which WINS is coordinated, which is slated for 10,000-watt operation as a 1-B outlet.

Harlingen Local

PRINCIPAL owner of the new local authorized in Harlingen, Tex., Feb. 11 by the FCC is McHenry Tichenor, retired newspaper publisher, who holds 224 out of 300 shares issued by the Harben التون, authorized for 1500 kc., and 900 shares and Hugh T. Ramsey, 1 share. When originally filed, the application was made by Mrs. Deedie Taylor, general manager of KGNC, Amarillo, as half-owner, but the corporate structure subsequently was changed with the retirement of Mr. Taylor from the enterprise. The construction permit is for 1240 kc. with 250 watts full-time.

Frank Luther, network singer and actor, has been appointed head of a new department of Dem. Records, New York, to handle special child programs, as well as Sacred and American song discs. He will continue as tenor soloist on the R. J. Reynolds Tobacco "Waldorf" program on NBC and vocalist and m.c. of NBC's "Voice of Liberty" series.
ANOTHER GREAT JUMP AHEAD!

...the successor to the famous 110A Amplifier
...now available

NEW Automatic Governor of Program Level

Western Electric's new 1126A Program Amplifier brings you an entirely new level controlling circuit with far faster operation. It gives you complete freedom from overmodulation as well as increased TRANSMISSION EFFICIENCY with better quality! By governing even instantaneous program bursts it is capable of eliminating:

1. Splash or short interval adjacent channel interference due to overmodulation of AM transmitter.
2. Overswing in FM transmission.
3. Instantaneous overload effects in other program transmission systems.

Where the 110A gives 3 dB, the 1126A will give 5 dB increase in average signal level for high quality transmission. The 1126A is mechanically and electrically interchangeable with the 110A.

For information about the many other new features that your operators will appreciate, and which will pay you listener dividends, write or call Graybar.

Western Electric
Do You Shudder... When 'CINDERELLA' Brand is Mentioned?

SCENE: Conference table in YOUR office.

CHARACTERS: You and the other executives, including the Chief.

PRESIDENT: All right, get out your figures. How'd we do the last quarter?

SALES MGR.: Not bad. J. P., not bad. Sales increased 20% on top brand "A".

PRESIDENT: That's pretty good. What about brand "B"?

SALES MGR.: A 13% increase there. And that's good, considering the tough competition.

PRESIDENT: Hmmm... What's next?

SALES MGR.: Well, the rest of the line's just going along. Some up a little... some down.

PRESIDENT: WHAT'S DOWN?

SALES MGR.: Well, Brand "X" is still dragging along. Just doesn't seem to click. You know, that's always been a "Cinderella" brand around here.

PRESIDENT: Cinderella brand—baah! It's a good product. It can be sold. What we need are NEW IDEAS. If WE haven't got them—find somebody who has. But let's do something! We want results.

CURTAIN

Did somebody say Results? That's OUR cue! We get results because we specialize in Results. That's what our clients expect—and get! And we're looking for just ONE more client—one client who needs Results. If YOU have a "Cinderella" Brand in the Dog House, perhaps YOU are the client we're looking for. Why not write or phone and we'll talk it over.
We welcome difficult assignments. Now, don't get the wrong idea. We don't know all the answers! We're not the "wise guys" of the advertising world! But we believe—and we have proved—that if a product is salable, we can help sell it. Our use of radio and our ideas have produced results in some of the most highly competitive fields. We would welcome an opportunity to demonstrate "down-to-earth" selling that will produce results for your "Cinderella" brand.

RUSSEL M. SEEDS COMPANY, Advertising
Palmolive Building
Chicago, Illinois

As our Uncle Walter would say, from his Doghouse program, Tuesday evenings over the NBC Red Network—

"Gent'mens, since the turn of the century we've been working with and for national advertisers. We're the third oldest advertising agency in the Midwest... and two of our three founders are still with us. Since our re-organization in 1936 we've had—what some observers have been kind enough to call—'a phenomenal growth' in the newest medium—Radio. Four years ago we were 117th in national radio billing; In 1938 — 49th; In 1940, we moved up to 8th place. And for this gain we thank these sales-minded clients who have helped us build our present position in Radio."

ARMAND COMPANY
Brisk Shave Cream
Armand Cold Cream
Armand Face Powder

BROWN & WILLIAMSON TOBACCO CORPORATION
Sir Walter Raleigh Tobacco
Raleigh Cigarettes
Wings Cigarettes
Avalon Cigarettes
Bugler Cigarette Tobacco
Big Ben Smoking Tobacco

GENERAL MILLS, INC.
Bisquick

GROVE LABORATORIES
Bromo Quinine Cold Tablets
Pazo Ointment
4-Way Rub
Dr. Porter's Antiseptic Oil

KEYSTONE STEEL & WIRE COMPANY
Keystone Fence
Red Top Posts

PINEX COMPANY
Pinex Cough Syrup

SHEAFFER PEN COMPANY
Fountain Pens, Writing Fluid, Mechanical Pencils, Desk Sets, Mucilage, Para-Lastik
Radio's War Niche

As THE national defense tempo quickens, broadcasters appear more disturbed about the niche they are destined occupy in the transformed national scene. It isn’t the news that has been disquieting, but rather the lack of it.

From highest places the word has come that there is no disposition whatever to disturb the status quo of broadcasting. There has been rumor of censorship, both for the press and for radio; however. A rather severe drain on station personnel has occurred. But the particular function of broadcasting in the national defense planning hasn’t yet been spelled out.

We feel that enough has jelled on the Washington front to sound a reassuring note. The Defense Communications Board and its expert committees, functioning under the President, are blueprinting the position of communications in any contingency. That means plans for actual wartime operation. The very nature of the board’s work, however, is such that publicity is inadvisable, save in the most perfunctory manner, at this stage.

This much seems certain: Broadcasting is pegged as a national defense enterprise. As such, it will not be stripped of key personnel. And it will not be deprived of essential materials, such as transmitters, tower steel, and other physical needs.

Some weeks ago concern was evinced over a possible tower steel bottleneck. It wasn’t necessary to invoke priorities. Ample steel, it appears, will be available for radio’s requirements. The priorities invoked on aluminum a few days ago by the Office of Production Management, immediately threaten one phase of broadcasting because the metal is an essential material for acetate transcription blanks. Steps are being taken to forestall a stoppage, since transcriptions now are an indispensable phase of broadcast station operations. It seems a certainty that the requirements will be recognized.

The drain on broadcast station personnel is apparent. Each issue of this journal carries items about reservists or draftees called to active duty. Chief engineers of stations and station managers probably can be classified as key figures in a national defense enterprise and obtain deferment, particularly if they are reservists. As the pace increases, it may become necessary to procure a blanket ruling from the Government, lest normal operations be imperilled.

We see little reason for concern over programming operations. The industry can adapt itself to meet any likely requirements in the interest of the national welfare. A close check should be kept on personnel, however, to avoid deterioration of operation to the point where a single station in an isolated area might have its service impaired.

... or Not to Give

This thing called merchandising, it seems, is a rather hot topic with people in the business of broadcasting. In the Feb. 17 issue we commented on this subject in an editorial titled “Don’t Give It Away”. We suggested that the NAB Convention in St. Louis, May 12-15, take definite action by providing both floor and ceiling for merchandising assistance, with the advertiser to pay the freight on extras.

Since then we have received reactions by telephone, telegraph, mail and pony express. Most of the comment strongly supports the editorial, though in a couple of instances it was suggested that we didn’t know merchandising from third base.

In view of all the rumpus, we feel impelled to alter the convention suggestion. The NAB Managers Committee of the NAB already is planning to submit the whole subject to the convention and bring in a recommended plan placing limits on merchandising.

But to avoid any charge of railroadng, why not have a seminar on merchandising? Why not schedule a roundtable on the first day of the convention, to be participated in by key men representing radio advertisers, advertising agencies, newspaper business managers and practical broadcasters?

Then on the final day, after the delegates have had ample opportunity to digest the arguments, throw the whole subject out on the convention floor and vote on an amendment to the commercial section of the code.

That’s the democratic way. We like to think of radio as the leading democracy among advertising media.

Scoop or Panic?

As A NEWS medium, radio is shouldering an ever-increasing responsibility. In these days of stress, anti-American propaganda “plants,” ingeniously contrived, already have been uncovered by military intelligence officers. They are likely to become more prevalent as the national defense movement develops.

A recent case in point was what Army intelligence officers call the “Camp Dix incident.” Mothers of draftees at Camp Dix were called by phone and advised that it was too bad about “the epidemic.” The mother was told that her boy was ill and that 20 already had died. The Army quickly caught this sort to spread terror and prevented publication or use on the air simply by proving that it wasn’t so.

The Army, familiar with Fifth Column activity abroad, has geared itself to meet such contingencies. But the real responsibility rests with the news disseminating media. The broadcaster must be even more vigilant than the newspaper editor. A newspaper may print an alarming story and its reflection only on that publication. But with radio, it seems, the error of one small station tends to give the whole industry a black eye.

Dispatches received over press association wires generally can be considered reliable. But a rumor picked up locally or phoned in, having to do with military operations, never should be accepted at face value. The safe and simple course is to call the nearest Army post public relations officer for confirmation. He is under instruction to supply the factual information to accredited newspaper and radio men. It’s far better to miss a scoop than provoke a panic.
MARK ETHRIDGE, general manager of the Coast Times KLO, Oxnard, Calif., which operates WHAS, Louisville, was a participant in the American's Town Meeting of the Air broadcast of Feb. 20 over the NBC network.

FRED DODGE, assistant to Roger Clipp, general manager of WFL, Philadelphia, has resigned as news director of the Philadelphia radio department of Ward Wheelock Advertising Agency.

EARL GAMMONS, general manager of WCOO, Minneapolis, has offered a retainer to the first person appearing at WCOO with evidence that he can provide a good home for a 10-inch all-mumbled commercial. Florida sent the little fellow to Gammons and he decided that he's allowed to migrate.

HAROLD P. DIXPORTHE, manager of WDBO, Orlando, Fla., has been called for active duty as a lieutenant in the Air Force Reserve and as such is stationed in Jacksonville, where he has charge of the Florida Air Radio School.

RUSSELL STRATTON, assistant to Nelson Porter, editor of the St. Petersburg Times and owner of WTSF, has resigned as general manager of WTSF, succeeding Oseki Mizey, now with WDBF, Chattanooga.

W. G. SCOTT, vice-president and general manager of Don Lee Broadcasting System, returns to his Hollywood head- quarters in mid-March, after three weeks in New York and Chicago, where he is contracting agency executive sponsors.

FRED SHIRLEY, former football star of the Green Bay Packers and Cleveland Scout, has been named sales man-ager of the sales staff of WIGA, Cleveland.

EDWARD POWERS, previously with WTMA, Charleston, S. C., has been named general manager of WCOG, Columbus, S. C.

CLARENCE EVANS, salesman of the Southern Bell, has been patching up his deck following a 10-day illness.

J. R. WEATHERSPOON, president of WPIT, Haltzville, N. C., is vacationing at his home in Florida.

JOSEPH A. CHAMBERS, member of the Washington consulting engineering firm of McNamara, Chamber, has been sent on another assignment.

BROADCASTING • Broadcast Advertising

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Tom Larson has joined the sales department of WNYT, Fargo, N. D. He is a licensed pilot.

Frank Everett has been named manager of the new West Point studio of WNYT, Miss. The studio is a unit of the New York studios to be used to originate an hour-long, daily program from West Point. Dedication ceremonies took place Feb. 23.

Merrill J. Rosenblatt, sales manager of KTBG, Utah, is the father of a baby boy.

J. H. Ryan, vice-president and general manager of KZSC, and Frank McIntosh, of the technical staff, are on a tour of inspection of the company's stations KZSC, WWVA, WMNN and WAGA.

Marvin Lang, salesman of KTBG, Los Angeles, is married to Virginia Black, of Los Angeles, March 16.

Robert Stiglich, MBS representative in South America, is in New York for a several weeks visit con- forming with network officials and con- sulting with other stations in the South American radio scene.


James B. Threlkeld

James B. Threlkeld Jr., 48, who with Tom Catton was one of the original owners of KFRC, San Francisco, has been operated by the Don Lee interests, died in San Francisco in late February fol- lowing an operation. He was a part- ner of Dean Witter & Co., invest- ment bankers. Threlkeld and Catton had operated KFRC for several years before selling to Paul Verdiere, owner of The City of Paris, department store. Subsequently it was purchased by Lee. He is survived by his wife and two children.

W. C. Holliday

W. C. (Cap) Holliday, T1, veteran San Francisco newspaperman and general manager of KFPI-KKCA, Los An- geles, died at his home in the latter city on Feb. 22, apparently from a heart attack. Mr. Holliday, former president of the Pacific Press Club, spent 30 years on the San Francisco Call-Bulletin and other newspa- pers in the San Francisco area. Well-known in the Northern California radio, he was also one of the original publishers of the Oakdale (Cal.) Leader.

BROADCASTING • Broadcast Advertising

March 3, 1941 • Page 35
MARVIN MUELLER formerly of KDKO, Sedalia, Mo., and Sherwood Durkin, formerly of KCKN, Kansas City, Mo., have joined the announcing staff of WSOY, Decatur, Ill.

HOWARD L. EMICH, formerly chief announcer of WMAN, Marinette, Wis., has been named program manager of the station. He succeeds Paul F. Skinner, who on March 10 joines KDFH, Dubuque, la., as program manager. Mr. Skinner, known professionally as Sylva Johnson, is to be musical director of KDTH.

ROGER BAKER, baseball commentator of WLW-WSAL, Cincinnati, leaves March 10 to spend three weeks broadcasting from the training camp of the Cincinnati Reds at Tampa, Fla. Baker will make daily transcriptions from the training camp, broadcast the following day on his two sports programs, sponsored on WLW and WSAI by Axtom-Fisher Tobacco Co., Louisville (20 Grand Cigarettes) and Hudepohl Brewing Co.

WILLIAM JOHNS, formerly of KTRH, Houston, has joined WCOU, Columbia, S. C., as production manager.

ROBERT IRVING, now to radio, has been added to the production staff of WNYC, New York.

JOY C. HARRIS, director of NBC, Chicago, is the father of his second child, Betsy Coe.

BARTON YARBOROUGH, of the NBC Chicago talent department, is now completing following an appendectomy.

WALTER WINDSOR, recently conductor of the Four Neighbor series on WJCA, New York, and formerly with WAAQT, Jersey City, and WTLQ, Toledo, on March 4 joins the announcing staff of WSBN, Birmingham.

VIC CLARK, assistant in the KXY, Phoenix, newsroom, has been named as pilot's license under the CAA.

EDGAR JACOBS, formerly production assistant of WTIC, Hartford, and WNED, New York, has joined the staff of WABC, New York, as an assistant in the program department, succeeding Henry Unternehr, who has joined the Army.

ROBERT O'RICK, formerly news editor for KOA, Denver, has been transferred to the NBC staff in Hollywood. He is succeeded as KOA news editor by Don Martin, who will be assisted by Bill Rittigan.

WILLIAM GROSS, staff pianist with CBS since 1933 and featured soloist or accompanist with leading bands that have broadcast on the network, has been appointed CBS dance band conductor.

HARLEY LUCAS, local high school graduate, has joined the announcing department of WSPD, Toledo.

CALBE PAINE, of the production department of WEEI, Boston, has been appointed program director of WCSS, Portland, Me.

ROBERT EVANS, former radio repairman, has joined the staff of KMCO, Dallas, as an engineer.

JAMES ROUTH, of WSB, Atlanta, for the past 10 years has been connected with the Columbia Broadcasting System, and joins the Hollywood office of the station.

JOHN HENRY, of KING, Seattle, has been named program director of KGW, Portland.

W. E. HUDSON, of W cereal, has joined the announcing department of WDNO, New York.

DON ALLEY, of WLS, Chicago, has been named as the announcer for the NBC network's 1940s All-Stars, a group of radio stars, who will broadcast on WBOB, Boardman, Ohio, from March 16 to 20.

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KATHERINE MacKILLOP, secretary in the sales department of WEEI, Boston, has been named assistant to David S. Garland, recently appointed sales promotion manager of the station.

CLARENCE SCHIMMEL of the CBS shortwave division, has been appointed staff associate of the CBS program service department. He will be contact man on the Major Boxes Original Amateur Hour sponsored by Chrysler Corp., Detroit.

RALPH L. MACDOUGALL, NBC scriptwriter, on Feb. 20 became the father of a baby girl.

DAVE SQUIRES, of the NBC Chicago Guest Relations staff, is taking a one year leave of absence for military service. He is a member of the 11th Field Artillery.

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MAYBE you won't actually SEE signs like that when you come to our new Columbia Transcription studios—but if you're in the market for fine transcriptions that's the spirit you'll find.

You see, we started our Transcription Division with just one BIG IDEA—to give you the quickest, most convenient service you've ever known!

When you begin a job at our brand-new studios in New York, Chicago or Hollywood, interruptions are strictly OUT! All the equipment you need—and it's the most modern in the world—is reserved exclusively for your use until you've finished.

Why not try us on your next assignment? We believe you'll like the way this new streamlined Columbia service operates. And whether your needs are for ultra-high quality electrical transcriptions, shellac pressings, or slide-film recordings—we've got a hunch the results you get will really make a hit!
Merchandising & Promotion

Missouri Chance—Listen to George—Seed Swap—Q for I. Q.—Girl and Jam—Listings

FEATURING a tieup with 300 retail druggists in the St. Louis area, a new amateur program titled The Opportunity Hour, sponsored by McKeon & Robbins, is heard on KMOX Saturdays, 11-11:30 a.m. Eight contestants are selected at an audition held each Wednesday night in the KMOX playhouse. Listeners vote on the contestants on ballots obtained at their neighborhood drug stores.

To secure the ballots they must make at least a 10c purchase, and the votes are dependent on the amount of the purchase. A McKeon & Robbins product is worth twice as many votes as other products. A weekly prize of $10 is awarded to the druggist who sends in the most votes for the winner, while the amateur receiving the most votes is awarded $25 and is eligible for a grand prize at the end of the 13-week period. Druggists participating in the campaign are identified by colorful blue and yellow banners on their windows.

George Washington Stunt
WITH THE startling headline “George Washington Broadcasts Tomorrow over WNEW at 8 p.m.” the New York station ran a full-page advertisement Feb. 21 in the New York Times to promote its special dramatization of Washington’s life with Orson Welles playing the title role. Radio editors the same day received copies via messenger and taped the broadcast in an envelope marked “The Unexpected—Which You’ve Come to Expect.”

Because of the program’s importance, WNEW also arranged for recordings of the broadcast to be made available to schools, colleges and for private use at a cost of $2.50. This announcement together with a bulletin that the broadcast was sent to 3,500 schools in Greater New York and New Jersey.

30,000 Dialogs
THE WAY A Dial, a monthly publication of WYRA, Richmond, Va., which high-lights that station’s forthcoming programs and personalizes stars heard over WYRA, will be mailed to 30,000 listeners this month. The publication is mailed only to those WYRA listeners who specifically write in and request their names be added to the mailing list. The list is re-checked periodically to avoid any duplication to one family or any waste. An additional limited number is placed with radio-service and radio retail stores (also on specific request) for general public distribution.

Seeds and Book
WNAX, Yankton, S. D., is promoting garden seed with an offer of General Mills on the Arnold Grimm’s Daughter program by a reciprocal merchandising plan with the House of Gurney, local seed and nursery firm. House of Gurney in all promotions mentions the free garden book offered on the program, and the station mentions the company’s seeds on its spot promotional announcements for the program.

Missouri Q
A BIG cardboard “Q” says that you don’t need a high I. Q. to appreciate, etc. KQFQ, St. Joseph, Mo. March program schedule is on the reverse side.

$18,000,000
In new defense money being spent in TULSA!
One Bomber Plant to cost $10,000,000 will employ 8,000 to 20,000 men, permanently!
More spending money for an already grand market.

Tulsa’s
5000 WATTS—FULL TIME
Free & Peters, Representatives

JAM SESSION at WPID, Petersburg, Va., on Feb. 20 took the form of a Bond bread-eating contest, with the slices draped in cherry preserves. Fourteen youngsters matched gullets, with little Phyllis Thayer scoring a smash victory. Standing are J. E. Perkins (left), General Baking assistant sales manager, and Ben Miller, WPID program director. Phyllis gets a daily loaf of Bond for a month.

Program Listings
NAMES and programs of time on WOR, New York, are listed in 209 daily news papers in the United States and Canada, according to a survey conducted by the WOR sales promotion department, under the direction of Joseph Crenner. Over half of these papers—53% or 111 papers—are located outside of WOR’s guaranteed area, which includes parts of Connecticut, Delaware, New Jersey, New York, Pennsylvania and Rhode Island.

Five Florida dailies list WOR’s shows, the survey revealed, while some of the other states reporting such listings were North and South Carolina, Kansas, Maine, Georgia as well as Canada.

Advertising Advertised
USE OF radio advertising is promoted by WJLS, Beckley, W. Va., under the title The Air Wave Advertiser. The program consists of facts and figures about the WJLS market, cost of time and success stories. A free bicycle is given each week in the area, an attempt to keep the promotion stilt to the contestant with the most votes. At the end of six weeks a motorcycle or pony will be given.

WFBL
SYRACUSE
For the SECOND Consecutive Year!
Bond Clothes selects Central New York’s most popular station AGAIN this year with a half-hour program on WFBL. Station broadcasts daily from 7:30 to 8 a.m. Ex- penditures are expected to result when they use WFBL, and Bond is only one of several advertisers who feel that the earliest promotion program to capture the rich Syracuse market at lowest per dollar cost.

A FEW CHOICE STRIPS AVAILABLE — Wire or write
WFBL
SYRACUSE, N.Y.
or Free & Peters, Inc.
National Representatives

Page 38 • March 3, 1941
Two More Letters Laud Merchandising Editorial

EDITOR, BROADCASTING:

Re: Your editorial of 2/17/41 on merchandising.

You will be interested to know that one of the first jobs cut out for the new director of the Broadcast Advertising Dept. of NAB (when appointed) is a survey of station merchandising, to be followed by recommendations to the convention in St. Louis. Your editorial is very timely and will materially assist us (Sales Managers Committee) in getting stations into line. I'm sure.

G. E. CARR,
Feb. 24. WGR, Cleveland.

EDITOR, BROADCASTING:

You deserve a bouquet or two for your editorial, "Don't Give It Away," and I'm hoping that the radio people will appreciate the commonsense advice that you are giving them.

Merchandising in all of its ramifications is one of the biggest headaches that newspapers and magazines have built up for themselves in the past few years. Most of the important advertisers and agents don't look upon it as an important factor in their sales and advertising activities but insist on getting their full share of the fat because it's something for nothing—the tin whistle in the crackerjack package.

Your straight-from-the-shoulder editorial deals with a matter that ought to make the boys sit up and take notice to avoid the building up of a Frankenstein that will cost them plenty once it gets underway.

More power to you!

A. C. G. HAMM, Pres., Metropolitan Sunday Newspapers, Inc.,

**SUCCESS FOR WAHL**

**WAPI Service Draws Praise**

From Biow Official

THAT pens and pencils can and are being sold on the air is attested by W. A. Tibbals, of the Biow Co., New York, which handles the Wahl Co.'s Take It or Leave Itquiz show on CBS for Eversharp pens and pencils. In a letter to Thad Holt, manager of WAPI, CBS outlet in Birmingham, Ala., Mr. Tibbals noted the "tremendous popularity" of the program in the Birmingham area, judged from the demand for 100,000 pens sold for the Feb. 9 broadcast, when the program originated in Birmingham.

With efficient local merchandising, the program has proved that pens and pencils can be sold on the air. Mr. Tibbals declared in his letter, adding: "I just want to say that if merchandising and cooperation by other stations was as fine as you have shown in Birmingham, then Eversharp's job would be a cinch!"

**WE'LL say the population runs in millions—3,008,959, to be exact. That's the total population in WMC's measured day-time coverage. But the wholesale sales of the Memphis market is over a billion dollars—$1,082,032,870.00.**

Isn't this a pretty dish to set before an advertiser? Why not investigate further this billion dollar market you reach when you advertise over WMC, the pioneer radio station of the Mid-South?

**5,000 Watts**

**Night**

**WMC**

MEMPHIS, TENN.

**THE Billion Dollar Market**

Represented Nationally by THE BRANHAM CO.

**Owned and Operated by**

**THE COMMERCIAL APPEAL**

**MEMBER OF SOUTH CENTRAL QUALITY NETWORK**

**WMC—MEMPHIS**

WJDX—JACKSON, MISS.

WSMB—NEW ORLEANS

**March 3, 1941 • Page 39**

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FM Regulations Amended by FCC

New Provision Is Adopted for Experimental Operation

NEW POLICY affecting experimental FM stations, under which a license to both an experimental FM station and a commercial FM station may operate commercially with commercial call letters under specified conditions, was announced Feb. 26 by the FCC. The pronouncement of policy follows:

1. A person having (1) an experimental FM station and (2) a commercial FM construction permit may be authorized, upon appropriate request, to operate his existing station commercially on the frequency designated in the commercial construction permit, subject to the conditions specified in the commercial construction permit, provided the applicant demonstrates that he has made a bona fide effort to comply with the construction permit. Such showing must include a photostatic copy of acknowledgment of order for transmitter and promised delivery date.

2. A person having (1) an experimental FM station and a commercial FM construction permit may be granted one or more extensions of his present special temporary experimental authorization, on condition that operations thereafter shall be performed only on the experimental frequency and with experimental call letters.

3. A person having an experimental FM station but no commercial construction permit or application pending therefor may be granted one or more extensions of his present special temporary experimental authorization, so long as no commercial FM broadcast service is actually rendered in such service by experimental station. When such commercial service is placed in operation the special temporary experimental authorization will be discontinued.

*No authorization for any class of high frequency broadcast station (whether AM or FM) which expired Jan. 1, 1941, by Order No. 69 and which extension thereafter be renewed, may be reinstated.

Only One FM Petition

ACTIVITY on the commercial FM front at the FCC slackened considerably in the past week with receipt of a lone application for FM facilities from the King-Trendle Broadcasting Corp., Battle Creek, Mich., licensee of WOOD-WASH.

The application, bringing the total number now pending before the FCC to 83, requested 45.6 mc., to cover an area of 4,340 square miles. At its Feb. 25 meeting the Commission designated for joint hearing the applications of the Federated Publication, Inc., asking FM stations in Grand Rapids, Mich., employing 46.1 mc. to cover 5,300 square miles, and in Battle Creek, on the same frequency to cover 4,100 square miles, and in Lansing, on the same frequency to cover 3,820 square miles.

Because of a drastic cut in the full-time personnel of the National Youth Administration, New York, the NYA Radio Workshop has abandoned three programs on WNYC, New York's Municipal station, the NYA Forts, the Talent Shop show and the Tale of a City. Remaining are the Symphony broadcasts, on WNYC Sundays and the NYA Concert Orchestra on Wednesdays. Two new shows are in production, the New York Symphony and the Sunday Night Band Program.

MUSICIANS PRAISE ORCHESTRAS ON FM

FEATURING the Boston Symphony Orchestra, a 45-minute FM demonstration broadcast on WIXX, Westinghouse FM station serving Boston, drew hearty praise from an audience of musicians and educators including Dr. Serge Koussevitzky, conductor of the Boston Symphony. The demonstration was staged last Wednesday by W. C. Swartley, general manager of WBZ-WBZA, Boston - Springfield, in cooperation with the Boston Symphony Orchestra Board of Trustees.

The broadcast originated at Boston Symphony Hall, with Dr. Koussevitzky at the conductors listening at WBZ studios. Several times during the broadcast the famous conductor remarked that the reception was "astounding".

"Never before in a broadcast have I been able to pick out each instrument individually," he declared after the broadcast. "Every instrument sounds so clear - so beautiful in balance. Each instrument keeps just the right color and timbre, particularly the clarinet, which has been a real problem on the air. It is now so clear and has the whole beauty of the instrument.

Dr. Koussevitzky also pointed out that FM broadcasting opens up a new field for engineers, a specialized field for "engineer-conductors" who themselves understand music. Dr. Swartley presided at the studio, as well as a lunch in the studios following the demonstration. The affair was arranged by the Westinghouse broadcasting division headquarters in Philadelphia. Bob White, of WBZ, announced the program.

TO PROMOTE good-will between the American, Rotary International, a group of 6,000 clubs and members in 76 countries, is cooperating with MBS in presenting a weekly series of half-hour programs, featuring orignations from Mexico, Cuba and South America, all broadcasts to be short-waved by WRUL, Boston.
IRV SMALL, of the engineering staff of WELI, New Haven, married Celia Corrigan Feb. 23. Staff of the station teed the couple a party Feb. 21.

STANLEY NEAL, of the engineering staff of KOA, Denver, is the father of a girl born recently. Gene Carpenter has joined the KOA engineering staff.

ALLAN DOYLE, formerly of the Gates American Corp., Quinby, Ill., and Henry Blocher of the Delco-Remy plant at Kokomo, Ind., have joined the engineering staff of WSOY, Decatur, Ill.

ALLEN B. DEMONT Laboratories Inc. Passaic N. J., has appointed the H. E. Rusofford Co., located in the Fulton Bldg., Pittsburgh, Pa., as sales representatives in Western Pennsylvania and West Virginia.

EARL SLOAN, recently with the Illinois State Police and formerly with Bendix Radio Corp., has joined the engineering staff of Gates Radio & Supply Co.

CFOS, Owen Sound, Ont., has received permission to increase to 250 watts. New transmitter site and equipment are being installed.

IF YOU'RE TRYING TO TUNE A DIRECTIONAL ANTENNA ARRAY, YOU'LL BE GRATEFUL FOR THE LAPP CONDENSER'S STABILITY

For solving an interference problem with increased power, or for increasing signal strength over a desired area with no change in power, the modern directional antenna array offers a highly satisfactory solution.

The performance of the array depends, however, on a critically accurate and continuously maintained phase-relationship between various elements of the array.

You're likely to find yourself in water over your head if you try the delicate job of tuning an array with condensers that vary in capacitance as they heat up in operation.

The safe way to proceed is to install Lapp gas-filled condensers in your antenna circuit. For these units offer capacity at a constant value under various temperature conditions. Tuning adjustments are made with full power on. Besides, more power gets to the antenna (its practically zero loss; the only solid dielectric is a porcelain bowl that carries the rotor); with no solid dielectric to puncture, you can operate at full rating for an indefinite time without failure; space requirement is an absolute minimum.

And aren't those the properties that make this condenser the best choice for just about any application?

Write for descriptive literature and list of sizes.

WTAG Increase

WTAG, Worcester, NBC outlet, on Feb. 25 was authorized by the FCC to increase its power from 1,000 watts night, 5,000 watts fulltime, pursuant to Havana Treaty classifications. Operating at 580 kc, the station will install new radiators for a night-time directional array, with different directional patterns day and night.

WCBF, Columbus, Miss., has signed as a member of the new Keystone Transcription network.

CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystals, is now in a position to offer the broadcast and manufacturer attractive prices because of their new equipment for controlling the Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.
B-S-H Names Wylie
MAX WYLIE, for seven years CBS New York director of script and continuity, has been named director of Blackett-Sample-Hum- mert's broadcasting activities in Chicago. He takes up his new duties March 12, according to H. M. Dancer, B-S-H president. Mr. Wylie is author of Radio Writing, textbook, and is considered an authority in his field. He has lectured at the New York U Radio Workshop and elsewhere and is author of many radio scripts and adaptations. Recently he edited The Best Broadcasts of 1939-40, a compendium issued by McGraw-Hill Book Co.

Mr. Wylie

Benton Joins AMP
WILLIAM BENJON, former partner of Benton & Bowles, New York, and currently assistant to Robert Rhumbs, president of Chicago U, has purchased an interest in Associated Music Publishers, New York, and as a director and member of the AMP executive committee will take an active part in the company's operations. AMP also announced that two of its members have been named vice-presidents, Ben Selvin in charge of program recording, and Ernest Voigt in charge of the music publishing division.

Armand S. Deutsch, Hollywood manager of McKee & Altman, relinquishes that post March 7, when he is transferred to the New York office.

William P. PEARRE, formerly Los Angeles manager of The Cables Co., has joined the Hollywood office of Ruttmuff & Ryan, as account executive. He succeeds James W. Staples, who has called to duty in Washington by the Naval Reserve.

Jack Creamer, Hollywood side of Nat Wolf, radio director of A. & S. Lyons Inc., talent agency, reports to Camp Ord, Cal., on March 4 for a year's military training.

Norman Morrell, Hollywood manager of Lord & Thomas has been appointed radio committee chairman of the University Religious Conference. He succeeds Tom McAvity agency vice-president in charge of radio who is now headquartered in New York.

Danny Danger, Hollywood vice-president of J. Walter Thompson Co., is currently in New York for conferences with home office executives.

Guy C. Smith, executive vice-president of Brooks, Smith, French & Dorrance, Detroit, has been named chairman of the program committee for the ABC Day meeting, of the 1941 convention of the American Assn. of Advertising Agencies, to be held at the Homestead, Hot Springs, Va., May 1-3. Mr. Smith is a AAAA vice-president.

Merrill Boyce, for the last four years with the C. E. Erickson Agency Des Moines, on Feb. 24 joined J. Stirling Getchell Inc., Chicago.

A "DESSERT CANARY" is what they call this pint-sized quadruplet presented to Burridge D. Cutter by the staff of KOF, Phoenix, when he observed his 71st birthday Feb. 8. In robust health, "The Chief" spends several months each in Arizona and loves to roam over the desert. The grapevine reports the WLS-KOY proxy named the burro Glenny-Fred after two colleagues.

Bennett Bates, formerly with Lord & Thomas and Lehaven & Mitchell, New York, has joined Erwin, Wasey & Co., New York, as vice-president in charge of copy, succeeding the late O. B. Winters.

Peck Adv. Agency, New York, has moved to new offices at 400 Madison Ave.


W. B. Henri, president of Henri, Hurst & McDonald, Chicago, was in Los Angeles during late February on agency business.

MARGARET CARSON, for the last 15 years with Stack-Goble Adv. Agency, Chicago, on Feb. 24 joined the radio copy department of Lord & Thomas.

T. Jack Henry, formerly radio director of N. W. Ayer & Son of Chicago, has joined the Toronto office of MacLaren Adv. Co. Ltd.

BREWERS SPONSOR CO-OP DISC SERIES

EMIL BRISACHET, president of Brisacher, Davis & Stair, San Francisco, announced organization creation of a special division to handle Barrel of Fun to be cooperatively sponsored by brewers throughout the United States.

The programs are being transcribed and already have been signed for 26 weeks sponsorship with options for continuance over 27 stations covering 26 states. Los Angeles will sponsor on the Coast. The other signed sponsors are Falstaff, Schmidt, B-S-H and Fehr.

The transcribed programs are half-hour variety shows, featuring such stars as Charles Ruggles, Benny Rubin, Lucrene Tuttle, Betty Jane Rhodes, Verne Felton, The Guardians and Dave Rose's Orchestra.

The program is being produced by Van Fleming, who also co-produces "Beau Jangles." The transcriptions are being cut by Radio Recorders Inc., Hollywood, which has built a special theatre, seating 200. Sale of the transcriptions is being handled by C. D. Morris & Associates.

Mr. Brascher stated that additional pending sales indicate that the Barrel of Fun transcriptions will be broadcast on a nationwide basis.

BROADCASTING • Broadcast Advertising


HISHERSY MFG. Co., Chicago, (Vita- brush scalp brush), to Kirksgesser, Chicago. Radio may be used.

SQUIRE DINGEE Co., Chicago, ("Ma Brown" pickles & preserves), to L. W. Ramsay Chicago. L. H. Copeland is account executive. Radio has been used in the past.

KONGA GARRBO Co., New York, to Brennally Co., New York, for the promotion of Konga, new soft drink. A quarter-hour syndicated series, Happiness Alley, will be tested on stations in the New York area, as not yet selected. DIAMOND SPARKLE Co., Chicago (jewelry polish and cleaner), to Frank R. Steel Assoc., Chicago. Radio to be used.

CREST OIL Co., Cincinnati, to Roy N. Durstine Inc., Cincinnati.

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has named BBDO, New York, to service its Grundy Chemicals department. Robert P. Uhl will serve as account executive.
DUNVILLE, SMITH
PROMOTED BY WLW

PROMOTION of Robert E. Dunville, sales manager of WLW, to general sales manager of all associated enterprises in the Broadcasting Division of the Crosley Corp., effective March 15, has been announced by James D. House, vice-president of Crosley in charge of broadcasting.

Mr. Dunville
Mr. Smith
Mr. Shouse also announced appointment of Harry Mason Smith, manager of the New York office of WLW with Transamerican Broadcasting & Television Corp., to succeed Mr. Dunville as sales manager, headquarters in Cincinnati. Warren Jennings, a member of the New York sales organization of WLW for the last three years, succeeds Mr. Smith as New York manager.

Under the new operating organization, Mr. Dunville becomes sales head of WLW, international shortwave station WLWO, WSAI, and the new Street Car Card Division of the Crosley company, operating in several Midwestern States. Department heads who will report directly to Mr. Dunville are J. E. Rudolph, sales service manager; William Oldham, research director; Beulah Strawway, merchandising director, and Chick Allison, sales promotion director.

In announcing the new arrangement, Mr. Shouse said the realignment should result in a clean-out operating service which will make possible greater efficiency.

Invitation to WPTF

WPTF, Raleigh, N. C., recently received an invitation from the Durham Chamber of Commerce to construct supplementary studios in Durham when the station increased its power to 50 kw. Action on the invitation has been postponed until WPTF moves into its new studios in the Durham Life Insurance Bldg., now under construction in Raleigh.

Walko on 26

WALKER REMEDY Co., Water-loo, Ia. (Walko poultry remedy), is starting six-weekly one-minute transcribed announcements on 24 stations. Starting dates vary from March 3 to April 7. Contracts are for 26 times. Stations being used include KDKA, KEX, KGB, KGO, KJR, KMOX, KOA, KWKH, KWTQ, WMT, WOW, WRVA, WBT, WCCO, WCKY, WPAA, WGY, WHO, WHAS, WIBW, WKY, WLS, WSB, WSM. Agency is Weston-Barnett, Waterloo.

Timely

IT COULDN'T have been better if planned that way. For when the Chicago Board of Education's program, Pieces of Eight, was broadcast Feb. 26 by WJJD, the largest downtown fire in ten years broke out opposite the Board of Education studios. Subject of the broadcast, chosen weeks ago, was "Fire Fighting."

Couche Heads Group

C. E. COUCHE, promotion and advertising manager of KOIN-KALE, Portland, Ore., has been elected chairman of the sales managers division of NAB District 17. Mr. Couche entered radio in 1932, when he became promotion manager of KOIN after 17 years of agency and theatrical advertising work. In 1938 he also became head of the station's sales department.

WKBB. Dubuque, Ia., recently celebrated the 1400th consecutive broadcast of its Man On the Street program, conducted by Gleason Kistler.

The Pittsburgh Story

KDKA PITTSBURGH 50,000 WATTS

Up 19%
Up 26%
Up 44%
Up 9%

Business gains ranging from 9 to 44%—1940 over 1939...are shown above...reflecting increased sales in all commodities...from Apples to Zithers! Advertisers should enter...or expand in...the Pittsburgh Market NOW... by scheduling KDKA, The Master Voice in The Master Market.

More Ears Per Dollar

Only ears count in radio. The owners of the thousands of WAIR ears gladly "shell out" for products advertised on—

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

WESTINGHOUSE RADIO STATIONS
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

BROADCASTING • Broadcast Advertising
March 3, 1941 • Page 43
Trimount Clothes Opens Extensive Spot Series

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), promoting its spring line, has started an extensive radio campaign on 46 stations. Company is sponsoring a three-weekly quarter-hour pro-
gram on WEAP, New York, featuring Jack Arthur, novelty vocalist; a 10-minute musical clock program five times weekly on WBZ, Boston; a quarter-hour weekly newscast on WLB, Cincinnati; a quarter-hour weekly newscast and a five minute musical clock program thrice weekly on WGN, Chicago; and a quarter-hour transcribed program on WJB, Detroit.

One-minute transcribed pro-
grams, with Jack Arthur as the character, "Clipper Tim", telling sea yarns in song, were produced by Emil Mogul Co., New York, the agency in charge, and placed on the following stations three to five times weekly:

- WCSH WGAN WTMG WGYR WERB WBN Y WPTF WSGC WSAV WJHP WBB WSGN WWL JXKO WFRM WXGY WPMT WMTN WAXX KOLK WADO KVOC KXKN WDYY KGLN KGHI KXGI KJRP KEX KPOE WGRF WGR.

Kane Drops Plough Suit

SUIT seeking $25,000 damages, injunc-
tion and accountant of profits brought by Albert E. Kane against Plough Inc., Memphis, was discon-
tinued in New York Federal Court Feb. 19. Kane, author and conductor of the former Philharmonic Serenaders, made a motion in its current spot announce-
ment series on WOR, New York, claimed infringement in his series of programs by Plough in its current spot announce-
ment campaign [Broadcasting, Feb. 16].

Derby Food Spots

DERBY FOODS Inc., Chicago (Peter Pan Peanut Butter), during week of Feb. 17 used four one-
minute participation announce-
mements in the June Baker Home Management program on WGN, Chicago. In addition firm ran a varying schedule of spot announce-
mements on approximately 22 stations during weeks of Feb. 17 and 24.


Presto Offers a New 50 Watt Recording Amplifier...

...and the first accurately calibrated recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, com-
bined with the Presto 1-C cutting head, makes recordings identical in response to the finest com-
mercial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthoacoustic or standard lateral settings of your reproducing equipment. A switch on the amplifier selects either of the two recording characteristics.

You'll hear a new quality in your recordings and the finest con-
stitution in its price range. Presto equipment ... a fully modern recording equipment.

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal, P. O.


Kate Smith Shift

GENERAL FOODS Corp., New York (Grape Nuts), will shift the Kate Smith Hour, heard on CBS, Fridays at 8:45 p.m., from New York to Hollywood for four pro-
grams starting March 26, instead of March 21 as originally scheduled. On April 1 Kate Smith will be a guest on the Bob Hope program, sponsored on NBC-Red by the PepsiCola Co., Chicago; and on April 4 Bob Hope will appear on the Kate Smith Hour.

Happy Bakers

FALTERING bread sales in MacKato, Minn., brought nine local bakers to KYSM for aid. Despite an increase in the population of the city, figures revealed that 75% of the bread sold in the area was baked outside of MacKato. KYSM, to meet the falling sales, evolved the Baker's Kiddie Quiz, an audience part-
icipation program with cash prizes for children, held each Saturday morning in a local theatre. As an added induc-
tement a free movie was shown after the broadcast. Price of admission was merely three wrappers from any Mankato-
baked loaf of bread. Over a period of three weeks, the audience had increased to 1,388 children, representing
over 4,000 wrappers, and it has been necessary to acquire the facilities of a second the-
atre. Bread sales are up and the bakers are again happy.

Grant in Midwest Clarified by FCC

Conflict of Missouri, Iowa Stations Is Cleared Up

CLEARING up a situation of con-
flicting applications for local sta-
tions in Iowa and Missouri, the FCC last Tuesday amplified a Feb. 4 order authorizing construction permits for new 250-watt unlimited time outlets in Hannibal, Mo., Clinton, Ia., and Burlington, Ia. [Broadcasting, Feb. 10].

Court - Post Publishing Co., Hannibal, and Clinton Broadcasting Corp., Clinton, were authorized to construct 250-watt stations on 1310 kc. and Burlington Broad-
casting Co., Burlington, a 250-watt outlet on 1490 kc., to start operating before March 29. The Hannibal and Clinton stations' frequencies would become 1340 kc. March 29 under the Havana Treaty reallocation.

Effect of Treaty

Noting that all three applicants have accepted frequencies on 1310 kc. and that simultaneous operation of the three proposed stations would cause severe electrical interference, the FCC noted under Section 1.381 of its rules of practice and pro-
cedure in granting facilities other than those requested in the Burling-
ton application.

The FCC stated in its order, ef-
tective March 5, that after exploring the possibility of assigning fac-
ilities other than the requested 1310 kc., it was determined that after the Havana Treaty realloca-
tion March 29, a local station could be operated in Burlington on 1490 kc. without interfering with the other newly authorized stations. The Burlington order was made contingent upon the filing of an application for modification of construc-
tion permit according to the 1490 kc. authorization.

The FCC also disposed of excep-
tions previously entered by WCAZ, Carthage, Ill., to an examiner's re-
port recommending grant of the Burlington application by citing the Supreme Court decision of March 25, 1940, in the Sanders case, holding that the probability of economic injury to an existing station does not in itself constitute a proper ground for denial of an application.

Hearst Tests

HEARST MAGAZINES, New York, promoting circulation of Cosmopolitan Magazine, are testing 14 one-minute spot announce-
ments on WMBD, Peoria; KWKH, Shreveport; and WJW, Lancaster; and Walter Thompson Co., New York, is agency.

APPROVED CRYSTALS for the new frequencies

$25.00 each

HOLLISTER CRYSTAL COMPANY [H] WICHITA, KANSAS

Wire or phone c/o Hotel Lassen

Page 44 • March 3, 1941

BROADCASTING • Broadcast Advertising
Here's everything you need in an FM broadcast monitor. It's completely self-contained, with built-in voltage-regulated power supply and hermetically sealed precision crystal units. It stole the show at the IRE Convention in New York.

ORDER NOW

. . . through the nearest G-E office or direct from General Electric, Radio and Television Department, Schenectady, N. Y.
Library Prepares New Disc Series
Federal Programs Created by New Rockefeller Project

WITH completion of an elaborate recording studio in the Library of Congress, Archibald MacLeish, Librarian of Congress, on Feb. 23 announced three new series of transcribed educational programs. The programs are the first of several groups of radio features being prepared at the Library by the Radio Research Project, established in January under Rockefeller Foundation grants and headed by Philip Chatton, formerly radio production director of the U. S. Office of Education.

The first of the series, Books & the News, is now available free to radio stations and educational groups requesting the recordings for broadast. According to Librarian MacLeish, each program is complete in itself and discusses and interprets selected book and magazine material against a background of current events. In addition to the program, the Library will furnish a reading list to listeners desiring bibliographical material after hearing the broadcasts. Programs on six different topics now are available.

Folk-Lore Series
Another series, expected to be ready for distribution about March 15, covers American folk lore and folk songs. The 13-part series incorporates on-the-spot recordings of actual folk music with John A. Lomax, professor of folk lore at Texas U, has collected for 30 years. Mr. Lomax, honorary curator of the Archive of American Folk Songs in the Library of Congress, narrates the series. Although no distribution basis has been announced, the series may be made available under a rental plan or sold at cost.

A third series of semi-documentary programs now in preparation are designed to reveal the nature of the idea of American unity as it is exemplified in the history of different regions of the country. In addition to the program, the Radio Research Project provides informational research and a limited radio advisory service to non-commercial stations. The project was originated to investigate possible uses of radio as a medium to make available to the public parts of the record of American culture maintained in the Library of Congress.

Union Restraint Sought
IN AN EFFORT to prevent letters being circulated to advertisers and agencies encouraging accounts advising them of alleged unfair labor practices, KFJF, Los Angeles, has filed a temporary restraining injunction in Superior Court, that city, against Los Angeles Chapter of AFRA, Local 49, H&H and the Central Labor Council. Representatives of the unions are to appear in court March 17 when hearing is to be held. Unions recently filed charges of unfair labor practices against KFJF and KMIT, Hollywood, with the National Labor Relations Board and Wage & Hour Division, Department of Labor (Broadcasting, Feb. 10).
AN OPEN LETTER TO NETWORK EXECUTIVES

BY EDGAR FELIX

Anyone announcing that he is now, for the first time, presenting coverage information measured on a uniform standard disregards well-known and well-established facts. This is why:

For more than four years, Radio Coverage Reports have been the only source of uniform, comparable and authentic information on the coverage of radio stations and networks in all sections of the United States. They are used by many large-volume buyers of radio time, the leading networks and all advertising agencies conscientious in their desire to know where the broadcasting programs they place are adequately and usefully distributed.

Radio Coverage Reports are based on scientific methods of measurement of unchallenged authenticity, reported in a form enabling anyone to visualize just what services listeners have at their disposal in any given community, to determine whether or not any audible service, day or night, network or independent, is of adequate strength and stability to be of entertainment value and competitive with the leading available services.

That is coverage information. The tabulating of mail returns by counties and classifying counties in terms of response ratio to the home county is not coverage but listening area information. Coverage is and has always been measured in terms of millivolts, even prior to the establishment of the first network.

The first coverage map was that made for WEAF in 1922 when I was public relations and sales promotion director of the pioneer commercial broadcasting and network key station of the U.S. From that day on, coverage has been measured in terms of millivolts, for networks, radio stations and the Federal regulatory bodies. "Coverage" is how you cover and has nothing to do with how many get under the blanket. Compilation of listener information produces listening area maps, definition of zones of listener influence, areas of great affection for particular networks, hot areas or anything you want to call them except coverage areas.

Listener studies also enhance physical delivery and program acceptability. No amount of listening statistics, the product of coverage and program value, establishes the magnitude of either quantity alone where both are variables. If the program warrants it, the listener will tolerate severe physical inferiority and coverage insufficiency but he may not regularly use that service for more than one program. The invaluable program barometers are made possible by confining listener questioning to high-level areas so that programs alone govern listener choice. The discrepancies in such barometers arise principally from failure to eliminate coverage influences, due to lack of coverage information.

Listener studies also enhance the information value of coverage determinations by defining coverage influence on listening. The first nationwide listener investigation of any kind was made by me in 1926 and 1927 as Contributing Editor of Radio Broadcast Magazine. The analysis of the returns formed the foundation for the allocation plan, providing for four classes of stations, equitable distribution of facilities and appropriate mileage separation between stations, presented to and substantially accepted by the then newly-formed Federal Radio Commission at its first public hearings. We are now seeking to associate listener investigations with our Radio Coverage Reports work as an aid in gauging the effect of coverage differences on listening.

Cost is the only obstacle to such studies, the authenticity of which is controlled by the size of the sample, for even as little as five families in a city can be analyzed by Radio Coverage Reports. For example, determination of listening areas for all U.S. counties, based on one return for each 170 families in the United States, breaks down as follows: average number of families per county in the U.S., 9,740, or about 57 listener expressions per county; average land area per U.S. county, 968 square miles, which makes each listener response the determinant for 17 square miles of U.S. area. Cost is therefore a very serious problem in any nationwide listener study project.

As a result of years of intensive study of coverage determination, Radio Coverage Reports is prepared to produce an authentic and comparable coverage claim for all stations and networks in the United States which has been tested and accepted by leading advertising agencies. At a cost averaging less than $250 per county this service can be made available for all stations and networks without denying anyone who wishes to make all the listening studies he wants. All railway trackage measurements are made by a single industry - maintained organization; all fire risk data is similarly gathered.

Why not make available to users of broadcasting real coverage information which will help them make the most effective use of the most effective advertising medium, save everyone money and headaches and make network time salesmanship a dignified occupation? The comments of any station, advertising agency representative and network executive will be received with great interest.

Edgar Felix, Director
Radio Coverage Reports
18 East 48th St., N.Y.C.
Waters Named to Net Probe
(Continued from Page 9)
week but illness in its Law Department has delayed submission of the final, recommended draft. It is expected, however, that consideration will begin during the ensuing week though there is no assurance as to final disposition.

A bitter fight is anticipated even though indications have been that the proposed Law Department draft will not be as extreme as the Committee recommendations announced last June which provoked repercussions throughout official Washington and in the industry.

Cooper May Aid
It is likely that Robert Cooper, assistant to General Counsel Tedford Taylor, who has devoted considerable time to the network-monopoly investigation, will assist Mr. Waters in his investigation. While on the FCC rolls, Mr. Cooper still retains status as special assistant to the Attorney General and is the FCC liaison officer with the Anti-Trust Division.

Although a "crackdown" type of monopoly report is hinted, there are indications the draft to be submitted to the Commission will be a different document than the network-monopoly committee's report of last year. The Commission in an executive session early last month approved an outline of the report as drafted by the Law Department. It then instructed completion of the draft.

Contract Jurisdiction
Both General Counsel Taylor and Assistant General Counsel Joseph L. Rauh have suffered influenza attacks since that time and while the drafting has been completed, the Law Department heads have not yet concluded their review.

It is evident the FCC majority will support the Law Department's fundamental contention that it has jurisdiction over contractual relationships between affiliated stations and the networks. Bracketed in this group are Chairman Fly and Commissioners Walker, Thompson and Payne. On the other hand, it appears that Commissioners Case and Craven will dispute the jurisdiction contention and probably file a minority report.

Whereas the Network-Monopoly Committee members (Walker and Thompson) favored a sort of omnibus report, hitting practically every aspect of commercial broadcast operation, it now is probable that the draft will cover only chain broadcasting. Such matters as newspaper ownership and multiple ownership, burning issues for several years, may not even be touched in the draft. Similarly, the Commission may conclude there is no inequity in the dual network operation by NBC of jurisdictional contention that it is clear that perhaps a majority of the Commission members feel that the whole network structure, apart from dual network consideration, results in suppression of competition in radio.

All present signs point to a conclusion that long-term exclusive network affiliation contracts should not be permitted and that optioned time provisions should be considerably relaxed. This strikes at the very heart of the jurisdictional issue, since without a change in all of the respondents, save MBS, was that the FCC had no jurisdiction whatever over business aspects of broadcasting.

Dis-artist Attack
The FCC majority's thesis apparently is that the statute gives the Commission jurisdiction over all broadcast licenses and that this goes to contracts between stations and networks if competition is suppressed in such manner as to interfere with the public interest requirement. There appears to be no disposition on the part of the Commission to conclude that it has the authority under existing law to regulate networks through the back door method, through the license, would be pursued.

It is likely also that the Commission majority will attack network activities in the transcription and artist field, on the grounds of suppression of competition. Both of these operations, it is argued, are regarded as secondary considerations.

Clear Channels
Though a sort of middle ground report from the Law Department is indicated, there is no assurance that final action will be of that complexion. Commissioners Thompson and Walker and probably Payne want a harsh report, if past expressions mean anything. They probably will regard any middle course as too lenient. But since Commissioners Craven and Case disagree with the contention of any FCC jurisdiction over contracts between affiliates and networks, it is predicted that a bitter fight will ensue.

All considerations relating to classification of networks is likely will be left out of the report. Although the FCC majority strongly favors breaking down of all clear channels, the judgment now appears to be that this issue has no place in the network-monopoly investigation and that it should be handled as a separate proceeding that whether that point will prevail likewise remains to be demonstrated. The Network-Monopoly Committee in its June 12 report sought to pull in the FCC's boots, recommending a "revaluation" of clear-channel policy.

Active Career
Mr. Waters, who will tackle the network-monopoly issue as soon as he completes his copyright work—probably by mid-March—is a native of Pawnee, Okla. He practiced law in the district court circuit of Goyder County for four years. In 1938 he was named a special attorney for the Department of Justice and in 1939 was designated a special assistant to the Attorney General in the Anti-Trust Division. In addition to the copyright case, to which he had been assigned in December 1939, Mr. Waters participated actively in the General Motors Acceptance Corp. case and in several other anti-trust proceedings.

He procured a consent decree from BMI on Jan. 27. On Feb. 5 he filed the criminal information against ASCAP in Milwaukee and then procured the consent decree from ASCAP filed on Feb. 26 and expected to be entered on March 3.

Jahncke Called
LEE JAHNCKE, assistant to John H. Norton Jr., manager of the NBC Blue network division of virtual radio relations department, has been called into active duty as a junior grade lieutenant in the Navy. Replacement will be Otto Brandt, a former NBC page boy, now in the station relations department. Jahncke is the son of the

ORANGE, TEXAS
$100,000,000

It staggered the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and their families, you get a picture of tremendous buying power, highly concentrated.

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that can be held of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM will effectively cover this fabulous market.

KFDM, BEAUMONT
560 KC NBC BLUE
1000 WATTS FULL TIME
Represented by HOWARD H. WILSON, COMPANY

WATTS
March 3, 1941

CAROL GAY
-the foremost feminine name in St. Louis radio—exclusive over ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

RADIO AVERTS STRIKE
WMCA Program Is Vehicle for Quick Settlement
A STRIKE involving employees of over 100 New York City drug stores was averted by the radio program, Labor Arbitration, when the disputants agreed to mediate their differences on the program which is regularly broadcast on WMCA, New York, Thursdays at 8:15-9 p.m.

At the invitation of Samuel Zack, industrial relations counselor who conducts the program, representatives of Drug Store Employees Union of Greater New York, Local 1186, AFL, and the New York Pharmacists Assn., along with three mediators agreeable to both parties, appeared on the program with witnesses and presented their arguments.

The union was prepared to strike on the day of the program but agreed to negotiate on the broad- cast of Labor Arbitration on Feb. 20 with the employers on the right of employer to fire an employee without union consent. Decision in favor of union was handed down by the mediators after the program, and was announced on a WMCA newscast that same night at 10:30.
U. S. Cites Petrillo

(Continued from Page 8)
time to perform, pending his study of the contractual situation.

The Anti-Trust Division release stated that according to complaints received by the Department, members of AGMA have never been represented by AFM or by any other collective bargaining agency and, in 1956, in an effort to protect themselves in negotiating contracts with booking agencies and broadcasters, they organized the union group.

The Department announcement continued:

"Now it is charged that Petrillo has entered into a conspiracy with the booking agencies and the broadcasters in an attempt to destroy AGMA and to force the artists either to join his union, the AFM, or to lose the benefits of union protection. Both the AFM and AGMA are affiliated with the AFM.

Boycott Threat

"Information in the Department files shows that James C. Petrillo, president of the AFM, has notified Tibbetts that unless the members of AGMA resign from that organization and join AFM he (Petrillo) will notify all radio interests, picture studios, symphony orchestra management, grand opera companies, recording companies, booking agencies, etc. that members of AGMA will not be recognized by the AFM and the members of AFM will not be permitted to render any services at any function in which AGMA members participate. The notification stated further that the AFM had rightfully not interfered with such artists prior to organization of AGMA since they were not in competition with members of AFM.

"The Constitution and by-laws of the AFM provide for a payment to that union of 10% of the proceeds from every engagement. They provide further for payment of a federal tax of 50% of all proceeds collected in radio engagements by a guest conductor rendering the jurisdiction of a local. The powers of Petrillo are absolute and subject to no control."

Honour for Gould

MORTON GOULD, musical conductor of WOR, New York, on March 8 and 16 will receive a distinction seldom achieved by a contemporary American composer when his "Foster Gallery," a symphonic suite based on the melodies of Stephen Foster, will be presented in Carnegie Hall by the New York Philharmonic Orchestra, under the direction of John Barbirolli.

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest air structural markets; one of the hybrid core industry: 300,000 listeners an hour long in radio hours of the primary area of WJBC.

Test over WJBC (206 K. 318 W).

Nat. Rep.: COX & TANZ

Tour by Mrs. Lewis

MRS. DOROTHY LEWIS, vice-chairman of the Radio Council on Children's Programs, who recently achieved a nationwide tour under the joint auspices of that organization and the NAB to study juvenile shows and to promote the NAB code in all parts of the country (BROADCASTING Feb. 10), left New York March 1 for a shorter trip under the same auspices. On March 4 she will hold a radio conference in Detroit with club and civic leaders; on March 5 she will be a guest on the Quiz Kids program from Chicago; on March 7 she will attend the Ohio Broadcasters Assn. meeting in Columbus, and on March 10 she will hold another radio conference in Rochester, N. Y.

Mrs. Lewis will make about a half dozen broadcasts from various cities during her trip.

KOCY Soldiers

WITH the induction of Leon Bates, one of the sales department, at Fort Sill, Okla., KOCY, Oklahoma City, now has supplied four members of its staff to the service. Earlier Marshall Hickman, continuity writer, had been drafted as a reserve officer to be a second lieutenant in the artillery, and Russell Black and Joe London, of the announcing staff, had entered the Air Corps.

FOUND BY KFVD

Station Discovers Several Missing Items

EVIDENTLY intent on immortalizing itself as a good Samaritan of the cornfields, KFVD, Fort Dodge, Ia., is proud of its coverage in emergencies. Recently a bank in Missouri reported a former Fort Dodge man had walked out, forgetting a $1,600 deposit. After efforts to locate the absent-minded depositor the State was about to appropriate the money when KFVD broadcast the story. The depositor was located within 24 hours.

Then when the Fort Dodge Police reported a woman frantic with worry over her missing husband, KFVD sent out its see-nd-appel. Result was the man reported his safety to the police within two hours after the broadcast. Finally when a farmer lost a $500 tractor wheel somewhere in Fort Dodge, KFVD again rose to the occasion, locating the missing wheel in just three minutes after the story had been aired.

DANIEL C. PARK, salesman of the Penney's store, Fort Meade, Md. He was feted at a "going-away" party by KTV officials on the eve of his departure for one year's training in the Army.

NOW

5000 WATTS

DAY and NIGHT

A 500% increase in nighttime power . . .

on our enviable 580 kc. frequency . . . opens

a huge, unexploited market for WIBW ad-

vertisers.

WIBW'S NEW, ultra-modern transmitter al-

ready has more than 1,238,890 radio homes

within its DAILYTIME half-million volt line . . .

over 532,127 buying listeners in Kansas

and adjoining states.

WIBW'S FRIENDLY programs and neighborly

personalities that have produced such CON-

SISTENT RESULTS in the past are already

making hundreds of thousands of new and

fast friends . . . an "extra dividend" audi-

ence for you. Write at once for availabilities.
WGCW, Cleveland
Vick Chemical Co., New York (proprietary), 7 a.m. thru Morse Universal International, N. Y.
Shaffer Pen Co., Fort Madison, la., 4 a.m. weekly, thru Russel M. Seeds Co., Chicago.
Rockwood & Co., Brooklyn, 3 a.m. weekly, thru Federal Ageny, N. Y.
Rival Printing Co., Chicago (dog food), 3 a.m. weekly, thru Charles Silver & Co., Chicago.
M. J. Breitenbach Co., New York (Gade's Pepto Manganese), 6 a.m. thru, thru Morse Universal International, N. Y.
Foster-Milburn Co., Buffalo (proprietary), 2 a.m. thru, thru Street & Finney, N. Y.
Cozlete-Palmet-Peck Co., Jersey City, 3 a.m. thru, thru Ward Wheelock Co., New York.
Maiville Shoe Corp., New York (Thom McAn shoes), 6 a.m. thru, thru Neff-Rogow, N. Y.
Koger Grocers, Baking Co. of Cleveland, 6 a.m. thru, thru Ralston & Jones, Cincinnati.
WJS, Beckley, W. Va.
Colomn Lamp & Stove Co., Los Angeles, 12 a.m. thru, thru Ferry-Hanly Co., Kansas City.
Grand Island Distributing Co. (ointments), 100 a.m. thru International Advertisers, Niagara Falls, N. Y.
JDP Coffee Co., Knoxville, 3 a.m. thru, thru Beacon International, N. Y.
Atlantic Greyhound Lines, Cleveland, 5 a.m. thru, thru Beamont & Ohio, Cleveland.
FKI, Los Angeles
O'Cedar Corp., Chicago (polish, mope), 5 a.m. thru, thru H. W. Kautor & Sons, Chicago.
Coast Savings & Loan Assn., Los Angeles (investments), 2 a.m. thru, thru Robert F. Dennis Inc., Los Angeles.
KYW, Philadelphia
Parkway Baking Co., Philadelphia (bread), 3 a.m. thru, thru Clements Co., Philadelphla.
WDAY, Fargo, N. D.
Ozon Rug Co., Chicago, 3 p.m. thru, thru Preba, Fellers & Fresco, Chicago.
Consolidated cigar Corp., New York (Har- vester cigars), 4 thru, thru Erwin, Wasey & Co., N. Y.
Lyon-Pinkham Co., Fall River, Mass. 3 a.m. thru, thru Erwin, Wasey & Co., N. Y.
Dr. Salabury's Labs, Charles City, la., 3 a.m. thru, thru Tandy & Co., Chicago, Ill.
Reyes Co., St. Paul (cleaners), 4 a.m. thru, thru McCorr Co., Minneapolis.
Owens-Chemical Co., Des Moines, 3 a.m. thru, thru Cary-Ainsworth Inc., Des Moines.
International Harvester Co., Chicago, 5 a.m. thru, thru Aubrey, Moore & Wal- lace, Chicago.
Vel Co., Chicago, 10 a.m. thru, thru Sherman & Marquette, Chicago.
WRC-WMAL, Washington
Sherwood Bros., Baltimore (oil burners), 9 a.m. thru, thru Dugdale & Co., Baltimore.
Triangle Publications, Philadelphia (Click), 3 a.m. thru, thru Al Paul Lefot, Philadelphia.
O'Cedar Corp., Chicago, (polish), 4 a.m. thru, thru H. W. Kautor & Sons, Chicago.
Globe Brewing Co., Baltimore (Arrow beer), 3 a.m., 1 p.m. thru, thru Joseph Katz, Baltimore.
R. J. Grass Noodle Co., Chicago (soup), 2 a.m. thru, thru Chas. Silver & Co., Chicago.
WKZO, Kalamazoo, Mich.
Staley Mfg. Co., Deatur, Ill. (sun), 10 a.m. thru, thru Blackett-Sample-Hum- mert, Chicago.
National Refining Co., Cleveland, 6 a.m. thru, thru Sherman & Ellis & Co., N. Y.
Household Magazine, Topoka, 6 a.m. thru, thru Preba, Fellers & Fresco. Chicago.
WNWE, New York
Twentieth Century-Fox Film Corp. and Radio Theater, New York (Tobacco Road), 4 a.m. thru Kayton-Siphero, N. Y.
United Shoe Exchange, New York (shoe store), 21 a.m. thru, thru 62 weeks, direct.

Radio Advertisers

HECKER PRODUCTS Corp., New York (Trevo Cake Flour), thru Leo Burnett Co., Chicago. Feb. 24 started a three-week campaign. Sales are up 25%. Sponsoring the show are the Armstrong's, Thomas Advan., and Helen Joyce, Monday thru Friday, 11-11:30 a.m. on WBBM (670) and WBBM (1280). The complete list of sponsors: Canada Dry Gingerale; Dean Milk Co.; Orange Blossom Juice; Western Oil & Sunshad -worth Sales Corp.; Blue Valley Mushrooms; & Hecker Products Corp.

ANDREW JERGENS Co., Cincin-
nati, will sponsor Just Music starting 51, on WEA, New York, seven
nights weekly for 13 weeks, 11 p.m.
to midnight, instead of the seven
weeks period reported in the Feb. 24th
issue of Broadcasting, Lenox &
Mitchell, New York, is agency.

CONSOLIDATED DRUG PROD-
UCTS Co., Chicago (Kolar-Hack),
has renewed for eight weeks its six-
weekly one-hour recorded hillbilly pro-
gram Breakfast Time Frolics on WGN,
Chicago. Agency is Heaston & Dall,
Chicago.

RAINIER BREWING Co., San
Francisco, recently started a six-week
radio campaign in California, using
one-minute dramatized discs and live
spots on nine stations. It consists of
weekly quarter-hour newscasts on KAO,
San Francisco. The series started on
KSFO KFRC KFI KJL KCNA KFXM
KFSF, RIR. Agency is Mitchell.

HOTEL BELLEVUE, New York,
started a test series of 40 one-
minute transcribed announcements on
WLIZ, Bangor; and WGAN, Portland.

FAIRSTAFF BREWING Corp., St.
Louis (Heer), on Feb. 8 started spon-
orship of the first half-hour of Capit-
tal City Barn Dance on WCGS,
Springfield, Ill., Saturdays 7:30-8 p.m.
(CST). Present contract runs up to
the baseball season, at which time firm
will sponsor play-by-play descriptions
of the local Three I League games.

PACIFIC BREWING & MALTING
Co., San Francisco, has renewed its
eight spot announcements on KIRK
KFRC KFOX and KGW, in addi-
tion to a nightly newscast on KQW,
San Jose, Cal. Agency is: Brewer's
Weeks Ad., San Francisco.

SPECKLER SUGAR Co., San
Francisco (House-of-drawn sugar)
on Feb. 18 supplemented its daily new-
casts on 14 Pacific Northwest Mutual
stations, which started Jan. 21
(Broadcasting, Jan. 27) with a se-
ties of 100-word spot announcements
on eight stations, twice daily for eight
weeks. KFPY KMED KHKK KAST
KSLM KOLD KJLR KFRC. The an-
nouncements are promoting a contest
for House of Draw sugar. Agency is J.
Walter Thompson Co., San Francisco.

GRAND CREDIT Co., Wash-
ington (House-of-drawn sugar), has
purchased local sponsorship on WOL,
Washington, of Jimmy Seltzerline's John-
son Family, MBS program broadcast
twice weekly, 4:15 to 5 p.m. Agent is

FRED C. HAWKINS, San Fran-
cisco district manager of General Foods
Sales Co., recently was appointed
western sales manager, succeeding the
late Ralph H. Whitmore. Mr. Hawk-
ins will make his headquarters in
New York.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

When fishing for busi-
ness in any of our markets,
advertisers and agencies
find they can rely on us for
suggestions that help to in-
sure a good "catch." We
know the type of bait each
particular advertiser should
use in each Blair market to
insure maximum sales results.

S. O. Names Miller

J. A. MILLER, assistant advertis-
ing manager of the Standard Oil
Co. of New Jersey and affiliated
Esso Marketers, has been named
advertising and sales promotion
manager of the company, succeed-
ing the late James A. Donan. Mr.
Miller joined So-
cory in 1934 to take charge of
production after eight years of au-
tomotive advertising experience in
three different Detroit advertising
agencies. He will handle all promo-
tion for the four oil companies, including the Esso
Reporter news broadcasts.

NORTH AMERICAN DYE Corp.,
Toronto (Sunset soap dyes), has
started Color Harmonies twice weekly
on CHA, Toronto. Account was placed
by Atherton & Currier, Inc., Toronto.

S. O. Names Miller

Mr. Miller

In MAINE acquired its second full-
time regional station in recent
months with the award of 5,000
watts on 910 kc. to WABI, Bangor,
in an FCC action Feb. 25. The sta-
tion now operates on 1300 kc.
with 250 watts and is a CBS out-
let. Last fall the FCC granted WGAN,
Portland, fulltime on 600 kc. with
5,000 watts, in lieu of a limited time
with 500 watts on 640 kc.

YOU CAN DOMINATE THE OMAHA GREAT PLAINS MARKET WITH

OMAHA, NEBRASKA

On the RKO Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. OLLIN, JR. MGR.
John Blair & Co. Representatives

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
LOS ANGELES
SAN FRANCISCO
NEW Center Bldg.
341 Madison Ave.
341 Madison Ave.
349 Paul Brown Bldg.
5888
5688
608 Russ Building
Superior 8659
Murray Hill 9-6804
Madison 7889
Chesterfield 5688
Douglas 3188

March 3, 1941 • Page 51
ominated and Decreed

1. The court has jurisdiction of the subject-matter set forth in the complaint and of the parties hereto with full power and authority to enter this decree and the complaint states a cause of action against the defendants under the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against unlawful Reclamations and Monopolies" and the Acts amendatory thereof and supplemental thereto.

II. Defendants, Gene Buck, as president of ASCAP; George W. Meyer, secretary; and Gustave Schirmer, treasurer, defendants, civil decree:

This case came on to be heard on this day of 1941, the plaintiff being represented by Thuyman Arnold, Assistant Attorney General, Victor O. Waters, special assistant to the Attorney General and Warren Cunningham J., as special counsel. The defendants in this action were represented by their counsel, their answer to the complaint herein.

The following is a reproduction of the District Court of the United States for the Southern District of New York term 1941, United States of America, plaintiff v. American Society of Composers, Authors & Publishers; Gene Buck, president; George W. Meyer, secretary; and Gustave Schirmer, treasurer, defendants. civil decree. The case came on to be heard on this day of 1941, the plaintiff being represented by Thuyman Arnold, Assistant Attorney General, Victor O. Waters, special assistant to the Attorney General and Warren Cunningham J., as special counsel. The defendants in this action were represented by their counsel, their answer to the complaint herein.

More than ever before - this is a Best Buy. Write today for impressive new data that proves it!
(8) Defendant, ASCAP, shall not assert or exercise any right or power nor shall any of its members exercise any right or power to restrict from public performance for profit by any licensee of said defendant any copyright musical composition in order to exact additional consideration for the performance thereof, or for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of such composition; provided, however, that nothing in this sub-paragraph shall be deemed to restrict the defendant or its members from restricting performances of the musical composition in order reasonably to protect the work against indiscriminate performances or the value of the performance for profit therein or to protect the dramatic performing rights therein or, as may be reasonably necessary in connection with any claim or litigation involving the performing rights in any such composition.

Election of Board

(9) The society shall not elect the members of the board of directors in any manner other than a membership vote in which all author, composer and publisher members shall have the right to vote for their respective representatives to serve on the board of directors. The board of directors shall have the authority to classify the membership of the society in determining the number of votes each shall have for the election of directors. Upon the expiration of the terms of the present directors, the provisions of this section shall apply to the election of their successors. Thereafter, less than one-twelfth of the total membership of the board of directors shall be elected annually.

(10) Defendant, ASCAP, shall provide in its by-laws that the society shall not distribute to its members the monies received by granting the right to perform copyright musical compositions publicly for profit on any basis other than the ulterior character and prestige of the copyrighted musical compositions composed, written or published by each member, the length of time in which the works of the member were a part of the catalog of the society, and popularity and vogue of such works, all to be determined in a fair and non-discriminatory manner.

(11) Defendant, ASCAP, shall require as a condition precedent to eligibility for author or composer membership in the society the regular publication of more than one musical composition or writing by any person who regularly practices the profession of writing music and the text or lyrics of musical works.

Affects Successors

III. The terms of this decree shall be binding upon and shall extend to each and every one of the successors in interest of defendant, ASCAP, and to any and all corporations, partnerships, associations and individuals who may hereafter acquire the ownership or control, directly or indirectly, of all or substantially all of the property, business and assets of defendant, ASCAP, whether by purchase, merger or otherwise. None of the restrictions or requirements herein imposed upon the defendant shall apply to the acquisition of or licensing of the right to perform renewable musical compositions publicly for profit outside the United States of America, its territories and possessions.

IV. For the purpose of securing compliance with this decree, and for no other purpose, the duly authorized representatives of the Department of Justice shall, on the written request of the Attorney General or an Assistant Attorney General and on reasonable notice to defendant, ASCAP, made to the principal office of said defendant, be permitted a reasonable access, during the office hours of said defendant, to all books, records, accounts, correspondence, memora, and other records and documents in the possession or under the control of said defendant, relating to any of the matters contained in this decree;

(b) subject to the reasonable convenience of said defendant and without restraint or interference from it, and subject to any locally relevant privilege, to interview officers or employees of said defendant, who may have custody of any such records or documents, and said defendant, on such request, shall submit such reports in respect of any such matters as may from time to time be reasonably necessary for the purposes of this decree.

VI. Jurisdiction of this cause is retained for the purpose of enabling any party, whether plaintiff or defendant, to apply to this court for a temporary or permanent injunction to restrain, enjoin, or prevent the defendant from committing any act in violation of this decree, or to restrain any party or person other than a duly authorized representative of the Department of Justice, except in the course of legal proceedings in which the United States is a party or is otherwise required by law.

V. This decree shall become effective 90 days after the entry hereof, except that the provisions of subparagraph (6) of paragraph II shall become effective nine (9) months after the effective date of the other provisions of this decree.

Possible Changes

The Society shall not be liable for the performance of the musical compositions in the manner hereinafter described, but shall have the right to perform the musical compositions in such manner as it shall determine, provided, however, that the performance shall be in a manner calculated to prevent the use of the musical compositions for the purpose of commercial exploitation, and shall not be in a manner calculated to interfere with, prevent or restrict the performance of the musical compositions for the purpose of commercial exploitation, and shall not be in a manner calculated to interfere with, prevent or restrict the performance of the musical compositions for the purpose of commercial exploitation, and shall not be in a manner calculated to interfere with, prevent or restrict the performance of the musical compositions for the purpose of commercial exploitation, and shall not be in a manner calculated to interfere with, prevent or restrict the performance of the musical compositions for the purpose of commercial exploitation.
Cuban Reallocation

(Continued from page 17)

lapse six months from Feb. 22, on which date any other petitioner in the same locality shall have the right "to cease and obtain the corresponding construction permit." The decree specified that stations occupying the channels 800, 900, 1050, 1060, 1090, 1110, 1130, 1190 and 1220 kc., which might cause objectionable interference in foreign stations operating on these bands, "must avoid such interference in using their power, using directional antennas or by any other adequate means approved by the Department of Communications."

Where equipment installations for the necessary protection cannot be made in time, the decree requires the station to "diminish temporarily its working power, and likewise shall suspend, if necessary, its transmissions temporally, until the objectionable interference has ceased." Word has been received that the Mexican communications administration tentatively has approved its reallocation plan, developed during the Washington conference. Approvals by President Mexican, however, has not yet been forthcoming, but is regarded as a formality. As agreed at the Washington sessions, the Mexican border stations of such former American broadcasters as Drs. John R. Brinkley, and Norman T. Baker, are deleted.

Chico Croak

HEAVY rains around Chico, Cal., recently brought out myriads of frogs in the lowlands around the KHSI transmitter. At the Voice of Prophecy and his King's Heralds quartet finished their tour to the downtown studios, a transmitter announcer cut in with the station break, called to the man at his side. A minute or so later the telephone rang, with a message saying: "What are you doing with those frogs on the air?" Embarrassed Manager M. F. Woodling, suspecting a crank call directed to the quartet, terminated the conversation abruptly: "I'm sorry, but you'll find that many people will disagree with you." But next day, with the truth out, a memo ordered the staff to close windows and doors during broadcasts.
AMONG 77 glamor girls, Elizabeth Ann Panke, receptionist of WMBD, Peoria, Ill., was named winner of the MGM "Gone With the Wind" anniversary event. Here she hands the first piece of birthday cake to Charles E. Barnum, managing editor of the Peoria Evening Star, while Dick Bradley, m.c., watches.

WSVA, Staunton, Va., is presenting news every two hours of the day. Station has just signed with United Press for a full day report.

WTAX, Springfield, Ill., was awarded a plaque by the National Youth Ad- ministration for "public service extending the N.Y.A. offering radio work experience."

KDRA, Pittsburgh, in honor of Boy Scout Week recently broadcast an original dramatization of the founding of the Scout movement in America. Entitled "The Unknown Scout," it was written by Bill Beal. KDRA continues to sponsor a syndicated column with the collaboration of V. L. Hausberger, executive assistant of the Alleghany Council, Boy Scouts of America.

WHN, New York, on March 3 will pick up from MBS the Monday night "Make Up America" programs for a 15-week period. Programs originate in Cleveland under sponsorship of the American Economic Foundation. Agency is Bayless-Kerr Co., Cleveland.

KYW, Philadelphia, has extended from 10 minutes to a half-hour each morning the RFD 1940, participating farm news show under the direction of John Thorpe.

KSFO San Francisco, sent a special events team to cover the Intercollegiate Ski Championship meet held in Yosemite National Park.

TELEVISION station W9XBE, Chicago, owned and operated by the Bala- tan & Katz Corp., theatre chain, on Feb. 21 made its first experimental telecast from the State Lake theatre building which houses its studios. B&K Channel is No. 2, 60-66 m.c. using 255 line picture, Antenna is vertical. polarized. With equipment manufactured by the DuMont Labs. Passaic, N. J., and B&K engineers, William Eddy is station manager.

WTOJ, Toledo, is presenting a new five-minute program called Death Watch, under the auspices of the To-ledo Police department and is credited with aiding in the reduction of traffic accidents.

WLS, Chicago, is presenting a series on state government activities. War- ren Wright, Illinois State Treasurer, is currently heard in a quarter-hour monthly resume of the state's financial report.

WJJD, Chicago, in conjunction with the Metropolitan Civic Council, has inaugurated a weekly quarter-hour program titled Chicago in 1941, conducted by Alderman Paul H. Douglas. The series deals with discussions of various problems that confront Chi- cago this year.

Your Market Is "in the Army Now!"
—and the Army is in San Antonio... and in Texas! The home addresses of these swiftly mounting thousands of soldiers, civilian workers and their families may still be Wilmington, Washington or Wally Wally—but they spend their money here.

The National Defense program goes forward on such a gigantic scale down here that the figures on the millions that go for pay rolls, supplies and new construction become obsolete from week to week.

Yes, your market is "in the army now!"—and WOAI gives advertisers readiest and surest access to this newly emerging rich South Texas area—a market into which the government and private enterprise are pouring millions of new wealth every month.

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WOAI San Antonio
50,000 WATTS

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

EDWARD PETRY
SAN ANTONIO, TEXAS

MEMBER TQN
Television Hearing (Continued from Page 14) provement and is technically feasible;

"(d) The effect of the proposed change or modification in the adopted standards upon operation and obsolescence of receivers;

"(e) The change in equipment required in existing television broadcast stations for incorporating the proposed change or modification in the adopted standards, and

"(f) The facts and reasons upon which the petitioner bases his conclusion that the proposed change or modification would be in the public interest, convenience and necessity. Experimental Stations

Should a change or modification in the transmission standards be adopted by the Commission, the effective dates thereof will be determined in the light of the considerations mentioned in (d) above.

In addition to sections covering definitions, television transmission standards, and change in definition of standards, the FCC draft included sections on engineering standards of allocation, objectionable interference, transmission characteristics, determination and maintenance of operating power, equipment, and monitors.

Also included in the agenda advanced by the FCC were proposed rules for experimental television stations. These provide that no changes may be made by an experimental licensee for the production or transmission of television programs or visual programs, except for transmission of commercial programs by an experimental relay station for retransmission by a commercial station.

Experimental stations also would be required to make identification announcements similar to commercial stations, along with the addition announcement that "This is a special television broadcast made by authority of the Communications Commission for experimental purposes."

Under the proposed rules no experimental station would be authorized to use more than one Group A channel "except for good cause shown"; no persons could control two or more experimental stations, other than relay stations, unless it be shown that the research program requires more than one station; experimental licenses would be issued only on condition that no interference will result to commercial stations; no mobile or portable station would be licensed to transmit programs to the public directly.

Socony News

SOCONY-VACUUM OIL Co., New York, in line with its policy of buying news programs, on April 28 will start quarter-hour news reports twice daily on WKDR, St. Louis, and WGBF, Evansville, Ind.; once daily on WTAD, Quincy, Ill. Agency is J. Sterling Getchell Inc., N.Y.

With assurances of the agency's director, Lowell Mellett, that no Government interference would be contemplated by the Administration, the House Committee on Expenditures in Executive Departments Wednesday approved a bill authorizing $1,500,000 appropriation for operation of the Office of Government Reports during fiscal year 1942, thus establishing it as a permanent unit of the Executive branch of the Government.

The Administration-sponsored proposal is expected to be brought to the floor of the House, as President Roosevelt noted March 15 that the Senate had passed a measure similar to the one proposed by the House. A half-hour television program will be transmitted by the agency to stations in all sections of the country, with the public expected to view the programs in the living room.

"Censorship Not Planned"

Mr. Mellett, former newspaper editor, told the committee during hearings Wednesday that the Government is not contemplating press or radio censorship, aside from temporary military censorship in case of War. He indicated that the $1,500,000 appropriation, estimated as twice the size of previous funds made available to OGR out of relief appropriations, was necessary because of increased demand for its services as a clearing house for Government information.

Declaring that the Roosevelt Administration has "absolutely no plans" for censorship of press or radio, Mr. Mellett commented, "If any censorship is contemplated by this Administration, I believe our organization would be particularly organized to direct it. If any censorship is contemplated, I ought to be in a position to know it. I do know that no censorship is contemplated."

"This does not mean, in case there should be war, that there would not be a military censorship in certain respects. Such a war always has been, and I presume always will be. Censorship in the sense that I believe we see abroad—actual censorship of newspapers or other publications—is not contemplated."

Saying that the same held for radio, Mr. Mellett commented that any self-imposed censorship by publishers was a different matter. He denied the office was a propaganda agency or a political instrument.

In a letter to Chairman O'Leary urging passage of the proposal, President Roosevelt noted the agen
ty's background, its creation as the National Emergency Council and subsequent constitution as OGR after the Reorganization Act of 1939, and the spending of its funds out of emergency appropriations. The President stated in his letter: "The responsibilities of the Chief Executive have become such that even in normal times there should be an overall staff of the Executive office of the President, an organization sufficiently flexible and independent to meet changing conditions, assist in dealing with special problems, serve as a central clearing house for information concerning Federal activities, and reveal to the public the needs and desires of the citizens. The Office of Government Reports is effectively serving this purpose."

"I feel it is desirable that legislation be enacted at this time to provide permanently these facilities in order that the President may at all times have information concerning the progress of the nation's business, and that the Congress, the departments and agencies of the Executive branch and the public may have a journal through which is available an overview of the Administration's programs and activities. In brief, the Office of Government Reports, operating at modest expense, is an essential part of the Executive office of the President."

WSYR Post to Jeske

REALIGNING the duties of the various department heads, WSYR, Syracuse, has appointed Fred Jeske, station Timekeeper, as national sales manager. E. B. Vadeboncoeur, director of news and special events, has been named head of the merchandising and promotion division. The shifts were caused by the drafting of Arnold F. Schoen Jr., national sales and merchandising manager, for army duty.

COLGATE-PALMOLIVE-PeT Co., Jersey City, which sponsors Myrt & Marje on CBS for Superbowl, has announced that the company will continue the daily program despite the sudden death Feb. 15 of Mrs. Peter J. Fick, who played the role of "Marje." Revisions will be made in the scripts and "Myrt", other member of the noted team, will carry on.
WGBK Night Boost

WMBG, Richmond, Va., on Feb. 26 was granted authority by the FCC to increase night power from 1,000 to 5,000 watts on 1360 kc., providing it files a CP providing for a directional antenna protecting WTPS, St. Petersburg, Fla. The FCC had set for hearing, in an action Nov. 13, the original application to increase night power but granted a Feb. 6 petition for reconsideration and grant without hearing. The order is not to be effective prior to March 29, date of Havana Treaty assignment changes.

GOVERNMENT sanctioned and designed to combat hostile alien propaganda, The Free Company, volunteer group of writers, actors, and radio workers devoted to the ideals of American democracy, on Feb. 23 started a new dramatic series on CBS. Pictured at the initial broadcast in script conference are (1 to r), Charles Vanda, CBS western division program director; Nancy Kelly, actress, and Actor Burgess Meredith, narrator.

New Business

AMERICAN CHICLE Co., Long Island, N. Y., (chewing gum), on March 5 starts for 13 weeks, Bill Henry, commentator, on CHICAGO Chic- canaic coast stations (KXZ, KFJO, KAM, KBEH, KMUR). Week, Wed., Fri., 3:30 a.m. 11:00. Agency: Badger, Browning & Henry.


S. C. JOHNSON & SON, Racine, on April 8 renew for 52 weeks Fisbee, Fisbee & Molly on 90 NBC-Red stations. Tues., 9:30-10 p.m. Needham, Louis & Riviery, Chicago.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury cream and powder), on April 2 renew for 15 weeks Tony Martin From Hollywood and How Did You Meet on 46 NBC-Red stations. Wed., 8:30-9 p.m. Agency: Leuen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on March 30 renew for 15 weeks Tony Martin on network featuring Walter Winchell, on 73 NBC stations. Sun., 9:15-10 p.m. on 53 Blue stations. respent. 12:15-12:30 p.m. on 20 Red stations. Same sponsor (Woodbury coap), on same date renewes Parker Family same stations, Sun. 9:15-9:30 p.m. repsent. 12:15-12:30 p.m. Agency: Leuen & Mitchell.

TUCKETT Ltd., Hamilton, Ont. (to- bacco), on March 5 renewed Les Gage, Learson on CKAC, Montreal; CHRC, Quebec. Mon. thru Fri., 9-4:15 p.m. (EDST), Agency: Tuckett, Whitehall Broadcasting, Montreal.

STANDARD BRANDS, New York (Fleischmann's yeast), on March 31 renewes for 15 weeks Love a Mystery on 39 NBC-Blue stations Mon., 8-8:30 p.m. Agency: Kenyon & Eck- hardt, N. Y.

WM. WRIGHT JR. Co., Toronto (gin), has added CHML, Hamilton, Ont.: CFQY, Charlottetown, P. E. I., to regional network Treasure Trust program, and has renewed Treasure Trust till April 1 on 10 Canadian Broadcasting Co. Prairie Net work stations. Tues., 10-10:30 p.m. (EDST). Agency: Tandy Adv. Agen- cty, Toronto.

Bill Limits Officials

AN UNEXPECTED result of the part played by Charles Poletti, Lieutenant Governor of New York in securing ASCAP's consent de- cree from the Department of Jus- tice was a bill introduced Feb. 25 in the State Legislature in Albany. Measure, proposed by Senator Walter- ter J. Mahoney (R-Buffalo) and Assemblyman Harold K. Buell (Buffalo), would bar future Gover- nors, Lieutenant Governors, At- torney Generals and Controllers from engaging in any business professional enterprise for profit apart from their official duties. Bill was owbly a political ploy at Mr. Poletti for the $50,000 fee he was reported to have been paid by ASCAP. Responding immediately, Mr. Poletti said he had no objection to the bill and stated that it might be extended to apply to all political office-holders in the State. Explaining that he has undertaken no law work "that comes within a mile of affecting any State business," he said that whatever fee will be paid will not be paid to me but to the firm of Diamond, Rabin, Botein & Botein, Sewen lawyers of the firm have given considerable time to the ASCAP matter."

FM Birthday

W2XOR, FM station of WOR, New York, celebrated its first birthday Feb. 28 with a total operating time during the year of 5,422 hours. The station, which went on the air for the first time Feb. 28, 1940, with a trans- mission operating from Carteret, N. J., now operates from Tower 1, with a new Western Electric transmitter atop the skyscraper at 444 Madison Ave. At that time W2XOR increased its operating schedule to 15 hours a day, from 9 a.m. to 12 midnight, using rebroad- casts of WOR and MBS programs as well as special series of broad- casts designed to demonstrate the ful fidelity of FM.

RUS HODGES, sportscaster of WBT, Charlotte, is the father of a baby girl born Feb. 21.

Network Changes

LIGGETT & MYERS Tobacco Co., New York (Velvet tobacco), on March 3 renewed PAUL WASH 705 station for 10 NBC stations from Tues., 9:30-10 p.m. to Thurs., 10:15-11:35 p.m. Agency: Newman-Emmett Co., N. Y.


COCA-COLA Co., Atlanta (soft drinks), on April 6 adds a quarter to Pause That Refreshes the Air on 95 CBS stations. Sun., 4:30- 5:45 p.m. (now 4:30-5:30 p.m.) Agency: Hagan & Pacific, St. Louis.


PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on March 7 only shifts Everything's Thee on 52 NBC-Red stations. Fri., 9:30-10 p.m. (EST), from Hollywood to Chicago; on March 14, to New York for three weeks or- more. Agency: Blackett-Sample-Hum-bert, Chicago.

Boundary Tower

WBEN, Buffalo, claims that its new 5,000-watt transmitter, being erected on Grand Island, in the middle of the Niagara River connecting Lakes Erie and Ontario, is nearer the U. S.-Canadian boundary than any other transmitter in the country. The international boundary runs only a little more than a mile from WBEN's 65-acre transmitter site on Grand Island. The station expects to go on the air with its new RCA 5-D transmitter shortly after the March 29 reallocation. Erection of two 475-foot Blaw-Knox direc- tional towers was completed last week.

ASK THE MAN WHO OWES ONE

If you want to know the difference in rates on Richmond Stations, ask the man who owes a bill on one.

For instance, a minute spot—evening time

—on WMBG— the Red Network outlet in Rich- mond costs only $15.00. A minute on the other leading Richmond Station—evening time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

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

National Representative—John Blair Co.
Pacific Coast Programs Renewed by Langendorf

LANGENDORF United Bakers, San Francisco, has renewed most of its announcements and programs, local and network, including 50 and 100-word spot announcements for Hollywood Bread on KSFO KPO KFRC KFBK Kʨ in three and four weekly. It also renewed its daily announcements for Dr. Penland's Bread on KNX and KPO.

Langendorf is using three daily spot announcements on KSFO for Holsum Bread and sponsors the Homestead Amateur Hour with Benny Walker Mondays 7:30 p.m. (PST) on KGO; News by Hugh McGee on Don Lee-Mutual network on the Coast, Monday through Friday, 10:15 a.m. (PST) and Adventures of Shafter Parker on Don Lee-Mutual network on Coast, Monday through Friday, 8:30-9:00 (PST). Agency is Leon Livingston Adv., San Francisco.

Showerman Decorated

IRVING E. (Chick) SHOWERMAN, eastern sales manager for NBC-Red, was notified by the War Department recently that he has been awarded the Order of the Purple Heart with two Oak Leaf Clusters and the Silver Star Medal for bravery in action during World War II. Wounded three times, Mr. Showerman was a corporal in Battery F, 16th Field Artillery, Second Division.

Krog Service

SIX days a week Announcer Ron Gamble, of WJR, Detroit, extols to listeners the delectable features of Kroger Tenderay Beef on Kroger's newscasts. A hundred miles away, in Battle Creek, a 70-year-old gourmet was carried away by Gamble's mouth-watering description, promptly sent him a letter and check for $5 asking Gamble to mail him "4 steaks, 1 inches thick, flat bone sirloin." Starlighted Announcer Gamble, not knowing just what to do, turned the matter over to E. F. Robertson, Kroger's Detroit manager, who sent the steaks to the Battle Creek listener with the compliments of Kroger's—and returned the check.

Coast Chain's Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), sponsoring a daily quarter-hour early morning newscast on KLAC, will begin on March 3 starts a similar type of program on KSFO, San Francisco, and KJW. Far West Film contemplate adding other spots to its list. Augmenting its present schedule, the concern is planning a one-minute transcribed announcement campaign for the Easter season. Stations in communities where there are Foreman & Clark stores will be utilized. Milton Weinberg Adv. Co., Los Angeles, has the account.

Movin' Day Discs

A SERIES of 13 spot announcements for placement on local stations is included in a 55-piece sales promotion kit now being issued by the RCA tube and equipment division of RCA Mfg. Co., Camden, to its servicemen for use in connection with Radio City's 3rd Annual Day of Dance. Units in the kit together with a full-page advertisement that day in the Saturday Evening Post urge radio owners to have a competent serviceman return their push-button sets and to "retune when you return'.

Characteristics of FM Shown in Special Disc

SPECIALY prepared for its members, as an aid in the promotion of frequency modulation by FM stations all over the country, FM Broadcasters Inc. on Feb. 28 issued a double-faced 16-inch transcription comprising two special 15-minute programs designed to show the full-fidelity capabilities and other advantages of FM.

Included in the two programs, which may be coupled if desired into a full half-hour show, are musical selections, unusual sound effects, the 15-minute "Beach Ball Days" of March 28, which is standard AM broadcasting and FM. The continuity, aimed at outlining each of FM's principal virtues, has been prepared by Dick Dorrance. Recording, using latest methods and equipment, was done by World Broadcasting System. The discs were distributed without charge to members of FM Broadcasters Inc. as part of the organization's service work, and will be aired only over FM stations.

RULING PROTESTED IN BROOKLYN CASE

PROTESTING a proposed FCC decision which would eliminate both WCNW and WMQB, Brooklyn stations, and turn over their operating time on 1500 kc to WWRL, Woodside, L. [BROADCASTING, Feb. 10], Arthur Faske, licensee of WCNW, last Monday filed with the FCC exception to the proposed findings, along with a request for oral argument, a petition for reconsideration, and a statement in support of the request.

The requests are based on "new evidence" now available to the Brooklyn station, which is claimed, which is sought to be introduced in support of WCNW's application for license renewal. The WCNW exceptions and requests were filed by Bernard A. Grossman, the station's counsel. On Feb. 27 Gustave A. Gerber, counsel for WWRL, filed notice that he desired to appear and participate in the oral argument.

Listing 27 exceptions to the proposed decision, WCNW maintained that "when proper due process was observed, the station did not fit the crime—all engineers' deficiencies — and took issue with the commission's findings regarding WCNW's operation under Mr. Faske's financial qualification. Holding in its petition for reconsideration that the public interest, convenience and necessity would not be served by authorizing full-time operation of WWRL, on 1500 kc, WCNW cited newspaper accounts and statements by public officials in support of its charges "on information and belief" regarding German-language broadcasts of WWRL, including alleged un-American activities by a German-language announcer on WWRL. WCNW also charged that WWRL operated a lottery in violation of the Communications Act of 1934.

Hormel Drops

GEORGE A. HORMEL & Co., Austin, has still discontinued sponsorship of Burma & Allen on March 24. Program is currently heard on the NBC-Red, Mondays, 8-9 p.m. No reason was given for the action by BBDQ, New York, the agency in charge, it is understood that an $2,000 increase asked for the renewal, making the package price of the show approximately $14,500, was in large part responsible for the decision. No future radio plans have been divulged by the agency, but is understood the company will not sponsor another network program until next Fall.

WRNL ALWAYS RINGS THE BELL

IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

KEX has done a notable job of building a children's audience. Last year the station received an educational award from Ohio State University.

"Reading Is Fun" is presented by the Portland Junior League and the Library Association of Portland. So great has been the response that, according to Mrs. Marion Herr, head of the library children's department: "It has been necessary to purchase additional copies of all books dramatized in order to meet the demand." For children's audience buy KEX.

CHILDCRER
WHEN THEY LISTEN
-THE FAMILY BUYS!

KEX 290 KC
5000 WATTS DAY • 1000 WATTS NIGHTS
NBC RED

KGW 1180 KC
5000 WATT CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETTY & Co., Inc.

Operated in the Public Interest by
THE OREGONIAN
The Great Newspaper of the West

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BROADCASTING • Broadcast Advertising
Edwin Mullinax Named to Direct New WLAG
THE NEW WLAG, LaGrange, Ga., plans to begin operation April 15, according to Edwin Mullinax, general manager. Mr. Mullinax, who was formerly program director of WHMA, Anniston, Ala., and is one of the youngest executives in radio. He will be assisted last November by the FCC, the station will operate on 1240 kc. with 250 watts. Mr. Mullinax, who has been named chief engineer.

WLAG is licensed to LaGrange Broadcasting by Roy C. Swank, publisher of the LaGrange Daily News; Fuller Calloway, of the Fuller Calloway Foundation in LaGrange, and Arthur Lucas and William Jenkins, theatre owners. Station is at 1500 W S1 X, Nashville. James Hudson, formerly of W S1 X, has been named chief engineer.

Canadian Stations Help Dominion’s War Drives
OVER 4,000 hours of free time in the form of spot announcements was contributed during 1940 by members of the Canadian Assn. of Broadcasters, a preliminary compilation. For the first half of 1940 the 58 members of the CAB contributed 1,500 spot announcements in the total of 3,058 hours, mostly in evening time, worth $165,393.

As more time was contributed in the latter half, the CAB members gave close to $375,000 in time last year to announcements for Canadian war loans, war savings certificates, Red Cross, Canadian Legion, Finnish Relief, Navy League, YMCA, Imperial Order Daughters of the Empire, British War Victims, Better Business Bureau, and to the regular charities. The figures take into account only such time as the broadcasting stations themselves gave. Time contributed by commercial sponsors is not counted in this total.

Across the Border
FIRST INTERNATIONAL military camp interview was staged March 3 at Fort Niagara, Youngstown, N. Y., when Lotta Dempsey, Canadian Broadcasting Corp. commentator, told a CBC national network about life in a U. S. Army Camp. Miss Dempsey was the first woman commentator to visit a Canadian military camp for a network interview, and was picked for this international broadcast. She was guest of the headquarters staff of the camp at Fort Niagara.

DISCS FOR CAMELS SHIPPED TO ORIENT
AN AMERICAN commercial program will be heard in the Philippine Islands April 4 when KZRH, Manila, and KZRC, Cebu, recent affiliates of NBC, broadcast a transcription version of the Feb. 20 NBC-Red program featuring Xavier Cugat and Yvette, sponsored by R. J. Reynolds Tobacco Co., for Camels.

The procedure will be followed thereafter for each of the Cugat programs and the two shortwave affiliates of the Philippine stations will rebroadcast the program to the entire South Pacific area, China, Borneo, Singapore and Indo China. NBC estimates 100,000 licensed radio sets in the Islands alone.

KGO, NBC’s affiliate in Honolulu, Hawaii, also takes the program via transcription, presenting it 20 days after the original program in New York. According to Wm. Esty & Co., New York, 18 NBC-Red stations in the south and southeast United States have been added to the program, making a total of 83 NBC-Red stations.

WISH Joins Blue
WISH, Indianapolis, now under construction and scheduled to start operation May 1, will become a member of NBC Blue on that date. The station will operate on 1080 kc. with a watts day power of 1,000 watts on a directional antenna. Evening hour rate will be $180 for WISH, owned by the Capital Broadcasting Corp., with cut-ins announcements at $15 a day, and $11 Sunday after 9:30 p.m. On May 2, four other stations will join NBC, bringing the NBC-Blue stations to 101, supplementary to 61 and Basic Red to 73, a total for both NBC networks of 255 stations. New Stations are WTRY, Troy, and WQO, Davenport, on March 16; WIZW, Spartanburg, S. C.; and WZTV, Wheeling, West Virginia, on March 29, and WWVA, Wheeling, on May 2.

WCED Additions
ANNOUNCEMENT of additions to the staff of the new WCED, Dubois, Pa., has been made by Robert S. Webster, general manager. The new local, which went on the air Feb. 14, is licensed to Tri-City Broadcasting Corp. headed by H. T. Gray, publisher of the DuBois Courier & Express, and employs 250 watts on 1200 kc. In addition to his present duties, Mr. Webster, formerly of WCAE, Pittsburgh, has also absorbed those of commercial manager. Josephine Andrews, formerly with WCAU, Philadelphia, has been named program director and Clifford Cutler, previously with WMBS, WLJS, WCHS and WSLB, has been appointed chief engineer. Equipment is RCA throughout and a new vertical antenna has been erected. Studios and executive offices are located at 80 Park Place.

10,000 NEW CUSTOMERS FOR A COFFEE BRAND
HUNDREDS OF THOUSANDS OF 50¢ PURCHASES FOR A DRUG CHAIN

THE MODERN WEBSTER DICTIONARY
The Radio Premium of the Year!
The Modern Webster Dictionary has scored one smashing premium success after another! And no wonder! Though it costs you only 10c, it is full library size, bound in flexible Lexide. Its 416 pages define over 40,000 words ... contain 32 pages of full color maps and many valuable supplements! It has everything a practical premium needs—flash, utility, appeal, low cost. A post card will bring you a sample to prove it.

Address Department B-3
THE WORLD PUBLISHING CO.
2931 W. 116 St. Cleveland, O.

KZRH MANILA
“The Voice of the Philippines”
Clear Channel • 710 Kilocycles • 10,000 Watts
and KZRC CEBU CITY
“The Voice of Cebu”
Announce their Affiliation with the NATIONAL BROADCASTING COMPANY
For further and complete information on these modern, American-operated stations and the Philippine Market . . .

Call or write INTERNATIONAL RADIO SALES
Chicago • New York • San Francisco

WBAL means business in Baltimore

BROADCASTING • Broadcast Advertising
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**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**FEBRUARY 24 TO FEBRUARY 28, INCLUSIVE**

**Decisions . . .**

KWTO, Springfield, Mo.—Set for hearing application CP increase hours to unr, directional antenna, 1450 kw, 6 kw D. 

**February 25**

WTAG, Worcester, Mass.—Granted CP for extension to 1500 kw D, new transmitter, directional, 800 kw.

**February 27**

KBK, Kenosha, Wis.—Granted temporary license renewal 1 kw 500 w in starting 9:00 to pending final action on amended application.

WBX, New Bedford, Mass.—Granted CP to move transmitter, change to 640 kw D only, new site.

WBZ, Boston, Mass.—Granted CP transmitter, directional antenna, 1450 kw, to 910 kw after March 28, increase hours to unr.

WCL, Bangor, Me.—Granted CP new transmitter, directional antenna, to change to 1100 kw, 800 kw to 1200 kw under unr, increase hours to unr.

NEW, Lewistown Broadcasting Co., Lewistown, Pa.—Granted CP 1600 kw unr, to 250 w unlicensed.

**Applications . . .**

**February 24**

WFRF, Fonce, P. E.—Modification CP new transmitter antenna, 950 kw, 5 kw D under treaty.

WBR, Pittsburgh, Pa.—Modification CP new transmitter, antenna.

**February 25**

WDEL, Wilmington, Del.—Modification CP increase power etc., amended to 1150 kw, 9 kw D under treaty.

WAPI, Birmingham—CP change to 1870 kw 50 kw unr, directional, under treaty.

NEW, Portland Radio Corp., Portland, Ore.—Modification CP 1500 kw 250 w unr, 1470 kw unr.

NEW, Saginaw, Mich.—Modification CP increase to 1400 kw 250 w N & D under unr.

NEW, Weymouth, Mass.—Modification CP new transmitter antenna.

**February 27**

WJX, Detroit—CP FM 42.3 mc. amended to 45.3 mc. 6,800 kw, change transmission.

WJSN, Milwaukee—Modification CP new transmitter, antenna.

**February 28**

WLA, Los Angeles—Modification CP new television stations to extend commencement date.

WJN, WJKX, WJXT, Los Angeles—Modification CP new television stations.

**Tentative Calendar . . .**

**March 6**

WGNY, Newburgh, N. Y.; NEW, Stephen R. Edison, Standord, Conn.—Each seeks CP 1750 kw 500 w unr.

**March 8**

KGNU, Dodge City, Kan.—Modification CP increase to 1540 kw 500 w 1 kw D unr.

NEW, J. C. Raymond, Ellensburg, Wash.—CP 1310 kw 250 w unr.

**April 3**

W3MC, Atlanta, Ga.—License revocation, to be heard by Con. Walker; WDLP, Panama City, same.

**April 10**

NEW, Granite District Radio Broadcasting Co., Murray, Utah—CP 1500 kw (1490 under treaty) 250 w unr.

**April 11**

NEW, J. Leslie, Done, Bessemer, Ala.—CP 1370 kw 250 w unr.

**KIDDIES at recess hear daily talks by Jim Cooper, newscaster of WBNS, Columbus. Riding in the new police safety car, Cooper talks over a p.a. system about safety. He gets much of the credit for a decline in Columbus traffic accidents.**

**CBS Conference Holds Discussion Of Latin Program Plans for Extension of Its ‘Air School’ Considered**

CLIMAXING the First International Conference of the School of the Air of the Americas, formed in 1940 by CBS as an extension of the 11-year-old American School of the Air of the Americas, was a program given March 1 at the Waldorf-Astoria Hotel, New York.

Broadcast on CBS from the dinner were speeches by W. E. Lewis, CBS vice-president in charge of broadcasts; Dr. Leo S. Rowe, director-general of the Pan-American Union, and N. J. Fisher, coordinator of commercial and cultural relations between the American republics for the National Defense Council.

Leading educators, government officials and broadcasters from all parts of the Western Hemisphere and other’s were invited by CBS to attend the three-day conference which opened Feb. 27 in Atlantic City, coincident with the annual meeting of the American Assn. of School Administrators, and continued Feb. 28 and March 1 in New York.

**Promoting Understanding**

At the first session, Sterling Fisher, CBS director of education and radio talks, described how the School and radio programs were designed "to promote deeper understanding and appreciation of each other's history and culture, needs and achievements, among the peoples of the 22 American nations."

Already broadcast from Spanish and Portuguese scripts in many American nations, and in English in Canada and the United States, the programs will be heard next autumn in 18 Latin American nations by many of the 84 new CBS affiliated stations in those lands.

Also at the first session was a demonstration broadcast from the CBS series "Tales From Far and Near," as produced by Nila Mack, CBS director of radio programs.

The morning session Feb. 28 opened with a demonstration of the CBS "New Horizons" series of the School of the Air for the Americas. Followed were several general addresses including one by Edmund Chester, CBS director of Latin American relations.

Sectional meetings at the Waldorf included a women's meeting with a ten-minute broadcast from Buenos Aires; a survey of the different evaluation experiments now going on in the United States with Dr. Paul F. Lazarfeld, director of radio research at Columbia U, and I. Keith Tyler of Ohio U among the participants; discussion of "Production of Broadcasts" with Earl McGill, CBS director, presiding and a script writing section with Max Wylie, director of the CBS script department, as chairman.

At the March 1 session William F. Childs, manager of the CBS music department, presided over a demonstration of CBS music programs for the School, dealing especially with North American and Latin American folk music. In CBS's studio bulling on E. 52d St, Gilbert Selles, CBS director of television programs, was chairman at a demonstration of color television, after which a final session was held at the Waldorf on Pan American news. Paul W. White, CBS director of news broadcasts, acted as chairman, and William L. Shrier, CBS European reporter now in this country, gave a talk on news broadcasting from Europe.

**WCBI Staff Additions**

WCBL, Columbus, Miss., has augmented its announce and engineering staffs. Joe Byars has been added as chief announcer and Charles Hall, as announce while Paul Cresap has been made program director. James Arrendale has been made chief engineer, succeeding Robert Montgomery, while Vaso Rhodes has been added as an engineer.

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**Page 60 • March 3, 1941**
To Serialize ‘Claudia’

GENERAL FOODS Corp., New York, through its agency, Young & Rubicam, New York, has purchased radio rights to “Claudia,” a series of stories written by Rose Franken, and upon which the current Broadway production of the same name is based. It is understood that starting in the latter part of May, Claudia sketches of about 10 minutes in length will be dramatized on the CBS Kate Smith Hour, sponsored by General Foods for Grape Nuts, much in the same manner that Aldrich Family, now heard on the NBC-Red, started for the same sponsor. Present plan, according to Young & Rubicam, is to expand Claudia to a half-hour dramatic program, inaugurating it as a summer replacement for the Kate Smith Hour, when the latter program leaves the air for two months.

Help Wanted

Announcer - Texas—give all first letter. Experience, salary, age, photo. Box 262, Broadcasting.

Announcer-Engineer—Hundred dollars per month. Send transcription, availability. Box 253, Broadcasting.

Openings on Hand!—for qualified employes—every department—announcers, operators, combinations, transradio press, salesmen, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Promotion Manager—midwestern clear-channel outlet, well known network affiliate. State age, expected salary, married or single, experience. Include photo and samples of work. Box 259, Broadcasting.

Announcer—all around, who can write good advertising copy and sell, must have car. Local independent station southwestern state. Give full information and experience. Enclose snapshot. Salary needed. Box 260, Broadcasting.

Broadcast Engineer—preferably with some college education, peculiar with adjustment of transmission lines and antenna systems, for position with Washington consulting engineer. State details of experience and education; also salary desired. Box 258, Broadcasting.

Salesman—well established MBS affiliate South east offers excellent opportunity to producer. Desires account plus commission. Will consider only experienced aggressive salesman who wants to get ahead. Write full details concerning yourself to Box 246, Broadcasting.

Salesman—chance for right man to become number two man in commercial department of NBC local eastern station. 200,000 in primary; big undeveloped potential; big opportunity for real producer. Must have independent sales experience. Good starting salary or draw. Personal interview necessary. Write full details to Box 247, Broadcasting.

Our organization conducts special promotional radio campaigns—we need a sales executive to contact stations and present our proposition. Must have car and be willing to travel extensively. Must be forceful salesman. Position will pay salary, expenses, plus bonus. Replies will be treated confidential but must contain full information regarding yourself. Box 261, Broadcasting.

Graduate (colleges) Communications Engineers—opening in large broadcasting organization for engineer experienced in broadcast allocation, field intensity survey, antenna design, and license application work. FM knowledge and experience desirable but not essential. Also opening for recent graduate interested in broadcast engineering (not operations). Must have above-average record in required college giving communications (not E. E.) course. Give age, qualifications, references, salary requirements, photo. Box 252, Broadcasting.

Situations Wanted (Continued)

News Editor, Interviewer—(WLS experience) will present HUBBIE STARRS show. Phil LaMar, Box 54, Hammond, Indiana.

Commercial Writer—young woman good at informal, conversational type of commercial. Applicant also desires advertising background—planning, writing. Box 260, Broadcasting.

Program Director—nine years in radio. Also announcing and sales experience. Proven ideas for building local sales. Now employed. Box 256, Broadcasting.


Seventeen Years Behind the Mike—program director employed in major city desires change as busy executive’s assistant. Has wide experience with Q.E.D., NBC, Warner-National, sports, sales, comedy, writing. Box 256, Broadcasting.

Apprentice—script and production. Young, married, Christian, now employed, studying latest technique with C.B.B. director. Years of experience, theatricals, publicity, newspaper, advertising. Will start as apprentice with station or agency. Excellent references. Box 249, Broadcasting.


Commercial Promotion Manager—knows how to sell local and national accounts and keep them sold. Will accept full responsibility for copywriting, publicity, local promotion. National agency background. University trained; 28; married. Interesting proposition for new or established station. Box 254, Broadcasting.

Radio Engineer—three years with top-flight New York advertising agency and six years station experience desires connection outside New York City. Backing embraces all phases of radio: buying and selling time and talent; program supervision, writing and production; general administrative work; publicity, research, etc. Writer believes this thorough knowledge of radio in both station and agency fields would be valuable to progressive local agency or station. Box 258, Broadcasting.

For Sale

250 Watt Station—will sell or part of stock in station one year old in midwestern town. Box 248, Broadcasting.

For Sale—a Lingo type antenna, 188 ft. tall, applicable to the 1500, 1900, and 1400 frequency range. Tower in perfect condition. Address from Ashland, Ky. Address manager WCM.

3 Type 16-B RCA Turntables—umber gray, in good condition. Reasonably priced. Box 264, Broadcasting.
B-S-H Receives Data on Stations
Reps Help in Questionnaire
Soliciting Coverage Facts
ABOUT 10% of the stations queried by Blackett-Sample-Hummer, New York, for data about their coverage and their complete current list of sponsors, including spot announcements and chain breaks as of February 17, have replied to date. February 10, have responded, according to Thomas P. Maguire, media director of the agency, who wrote the
Response was chiefly through the station's New York representatives. he said, although a number of broadcasters answered direct.
Results have provided the agency with a file of station data which can be used without the necessity of calling in station representatives at their own leisure, as wanted, Mr. Maguire explained, and the agency has also been able to secure an overall picture of the spot radio activities of advertisers whose products compete with those advertised by clients of Blackett-Sample-Hummer.

Federal Priority on Aluminum
May Curtail Blanks for Discs
Small Reserve Supply Is Held by Manufacturers; Old Blanks Sought; Federal Discs Affected

A "SERIOUS" shortage of acetate recording blanks may result from the action of the Office of Production Management last Monday placing aluminum in the "much needed" class, giving the defense program first call on customer return, to leading manufacturers of these aluminum-base discs. The blanks are widely used in radio to record network programs off-the-air, or off-the-line for delayed broadcast, for audition, checking and file purposes, and master records for both transcriptions and phonograph records.

Priorities Problem
A New York representative of Aluminum Co. of America stated that under the OPM priorities plan the demands of defense would henceforth be subtracted from the monthly production of the metal with the remainder, which he estimated as about 1/30th or 1/64th of the amount normally required," available for civilian use. The OPM, he said, will tell his company what amounts it can ship and to whom shipments can be made, and if the recording industry is to get the metal it needs it will have to convince the OPM that its needs are greater than those of other users of aluminum. Aluminum Co. executives were studying the situation, however, he said, and by this week they expect to have clearer knowledge of how the metal will be allotted.

Major manufacturers of blanks in New York said they had on hand a supply of aluminum sufficient for periods ranging from "two weeks" to "four months," but all agreed that the situation was serious. Ralph C. Powell of Presto Recording Corp., said his company is requesting delivery for replacement it all used blanks that can be scraped and replated, offering them 15 cents for each 1-inch disc and 5 cents for each 12-inch disc which can be reprocessed.

He urged that broadcasters offer their used records to the companies with which they normally deal, stating that the present shortage is in part due to groups who are buying aluminum for speculative purposes.

Three Programs Off
THREE NBC programs will be discontinued during the week of March 3rd, it was announced at which time their present contracts are set to expire.

To Loveliness, sponsored by Chamberlain Sales Corp., Des Moines, on 20-30, Sundays, and Thursday, 10:30-11 p.m., through L. W. Ramsey Co., Davenport; Adventures of Sherlock Holmes, sponsored by Western Laboratory, Inc., St. Louis, on 47 NBC stations. Sundays, 8:30-9 p.m., through Russel M. Seeds Co., Chicago, and Hidden Stars, sponsored by Consolidated Royalties, Inc., Chicago, on 54 Blue stations, Sundays, 8:30-6 p.m., through Stack-Goble Ad Agency, Chicago.

Gardner Series
GARDNER NURSERY Co., Osage, Mo., a heavy user of spot radio for advertising, is starting its spring campaign and has contracted for 15 and 5-minute transmitted daily broadcasts on 83 stations. By March 17, the station expects to have 200 stations. Agency is North- west Radio Ad. Co., Seattle. The campaign lines are:

WREV WPRO WGR WACB WCBD WCPD WAAT WMN WCFL KMFC WEDW WPSW WJEB WHAI WMMI WACO WFLB WHAS WCAY WHDH WKBQ FBFC KELG KFLY KIRO WIXO KAYA WSGU WBBM WIPG KPRO KOA WIND WHOF WACG WACO WGGG WMMX WHAS WLIT WHFQ WFCG KYA KGB WFPX WSDU WHBM WKHQ WNAD WPGC WELK WPCF WFCN WJOS WACO WYLA WMRR KFKB CKLV KSKC SUNI WCPN KUTA

Joins Free & Peters
WILLIAM A. CHAMBERS, for three years an account executive with Bloo Co., March 3rd joined the New York office of Free & Peters, station representatives. While with Bloo he handled campaigns for Philip Morris and Joe Lovell Corp.
"FASTEST SELLERS"...

"Drug products advertised over Station WLW constitute a good part of our fastest sellers. Retail druggists in our area consider all of them as staples because of their steady, year around movement. Our salesmen are always alert to obtain their share of this desirable business."

(Signed) W. F. Bindley, V. P.
E. H. Bindley & Co.
Terre Haute, Ind.

6 salesmen traveling 25 Indiana Counties.

THE NATION'S most Merchandise-able STATION
BETTER STATION OPERATION
begins with accurate measurements!

RCA Type 68-B Beat-Frequency Oscillator. For equalizing the frequency-response of your remote lines...for checking frequency-response of your station equipment...for measuring distortion...this laboratory-type oscillator is ideal. Output is substantially constant over entire range, 20-17,000 cycles. Calibration accuracy within 1 cycle below 100 cycles; less than 1% deviation above 100 cycles.

RCA Type 69-B Distortion Meter. With the Type 68-B Oscillator, the 69-B permits rapid determination of distortion, hum in amplifiers, noise, and frequency-response characteristics. Harmonic distortion can be measured at any audio frequency—not just at one "check frequency."

RCA Model 89-B Attenuator Panel. Used with the 68-B Oscillator and 69-B Distortion Meter, this attenuator panel will save much valuable time for your technical staff. It permits setting up equipment for measurements with the least effort. Built-in volume indicator, attenuator system, impedance-matching system, jacks. Reads directly input and output levels.

RCA Type 311-AB Frequency Monitor. Meets the new rigid requirements of F.C.C. requiring frequency stability within ±20 cycles. The Crystal Oscillator of the 311-AB is stable to better than 2 parts per million! Double heat-control. Double-range large scale meter is undeflected by modulation.

RCA Model 66-A Modulation Monitor. For rapid checking of percentage modulation. Neon peak flash lamp can be set to any predetermined threshold value. Readings can be made on either positive or negative modulation peaks. Measures also program levels, modulated carrier-shift, and average carrier value during modulation. Equipped with easy-reading meters; the 66-A is simple, accurate, foolproof.

RCA Model 308-A Field Intensity Meter. Direct Reading. No calculations. Quick and accurate to use...light and easy to carry on field-intensity surveys. Covers 120 to 18,000 kc. Reads directly signal-strengths from 20 microvolts per meter to 10 volts per meter. Because it avoids time-wasting calculations for each of the hundreds of individual survey-points, the 308-A quickly pays for itself.

Your station's technical staff can keep your equipment at its peak efficiency only if they have the facts from which to work! That's why accurate measuring equipment is about the best investment any station can make. It assures maximum coverage...helps get that extra margin of audio quality that pleases advertisers and audiences alike. Make a note now to ask your staff if they have all the measuring equipment they really need!

New York: 1270 Sixth Avenue - Chicago: 589 East Illinois Street
Atlanta: 150 Griffin & Southern Bank Blvd. - Dallas, Santa Fe Bldg.

RCA MEASURING EQUIPMENT IS DESCRIBED IN RCA'S NEW BROADCAST EQUIPMENT CATALOG...a copy is probably at your station.

Use RCA Radio Tubes in your station for finer performance.

Better Station Operation
begins with accurate measurements!

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