More people listen to WOR during the late evening than to any other radio station in New York.

This statement is based on a study just completed by Crossley, Inc. of New York radio listening between 10:30 P.M. and 12:00 midnight. A detailed summary of the working method and comparative ranking of all major station programs will be sent to agencies and advertisers who get in touch with WOR at 1440 Broadway, in New York.
35% of the million letters received from WLS listeners in 1940 contained proof of purchase. WLS received 1,058,032 letters; 365,427 of these contained proof of purchase.

35% of our 1940 mail was proof-of-purchase..., which bears out our story:

Mid-Westerners listen to WLS; they respond; and they BUY!

870 Kilocycles 50,000 Watts
NBC Blue Affiliate

THE PRAIRIE FARMER STATION
Burridge D. Butler, President  Glenn Snyder, Manager

National Representatives: JOHN BLAIR & COMPANY
He grew up in the home town... went to school there... worked part time in a local store... then to a college of business administration. Now... with financial assistance by the community bank, he's opening his own store, with sound prospects of success.

More than ever before, these home-town New England buying centers offer profit-making opportunities for retailers, because EVERY area has population density and buying power HIGHER than the national average.

These are the communities which you can cover most effectively, selectively and economically with the 19 locally-accepted, loyally-listened-to stations of The Colonial Network. It's acceptance that's leverage for more sales in New England.

The Colonial Network
21 BROOKLINE AVENUE • BOSTON
EDWARD PETRY & CO., INC., National Sales Representative
Exaggeration?

Not very much. Several times, advertisers have had to call us off, because KFAB’s listener response was too great! (A sell-out).

Example: Recently KFAB ran one-minute announcements five days only, at 6:15 A.M. Nearly 4,000 early birds wrote us, from 30 states, Washington, D. C., and Canada!

Yes, listeners have confidence in KFAB. They respond—they BUY!

Would you like more examples of sales-response?

One thing is certain—you can’t sell Nebraska without KFAB!
RELAX! ... Let WTIC do the Job for Your Product in America's No. 1 Market

No matter what your product may be, WTIC has the power—and the authority—to make your selling job easy and profitable in the rich Southern New England territory.

Within the range of WTIC's powerful voice, man-hours have jumped 30% within a year and per capita retail sales are 52% above the national average. There's money in this Southern New England area—money for whatever you have to sell.

And you can reach it best through WTIC—with its impact of 50,000 Watts and the authority of more than 15 years distinguished service to friendly, prosperous Southern New England.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
HERE'S A PRECISE ANSWER TO THE QUESTION:
“Where’s the best place to get the largest network audiences, against all competition on the air, today?”

Current program ratings give the answer impartially for all networks. And every grouping of them tells the same story.

COLUMBIA IS FIRST—by wide margins!

Take the most tensely competitive of all program hours: 8:00 to 10:00 in the evening.

Current program ratings (in both the standard rating services) show that on week-day evenings:

CBS delivers the largest audience to its sponsors, against all direct competition on the air, five times more often than the second network.

Here's the exact score (by quarter hour periods) from the most widely accepted rating service:

30 “firsts” for CBS . . . 6 “firsts” for Network B . . . 4 “firsts” for Network C.

For the entire week-day evenings (six o’clock through midnight) the score remains better than three to one in Columbia’s favor.

For all seven evenings of the week, the data show:

CBS — 71 quarter-hour “firsts”
Network B — 41 quarter-hour “firsts”
Network C — 15 quarter-hour “firsts”

And CBS maintains its substantial lead in program-firsts through the entire day.

THIS IS NETWORK LEADERSHIP . . .

Each CBS sponsor directly benefits from the strongest program schedule in radio—passing on great audiences from one program to the next, more often than any other network.

You find its obvious reflection in the advertiser’s, as well as the audience’s, preference for CBS.

Most sharply, perhaps, in the fact that the country’s largest advertisers—those with the biggest jobs to do—chose Columbia more often than they chose any other network.

In 1941, as in 1940, 1939, 1938, 1937, 1936, 1935 and 1934.

BROADCASTING SYSTEM  Pace-setter of the Networks
Meet the McCoy —

ARTHUR H. MCCOY!

Every once in a while, the proper combination of genes, hormones, early training, scholastic education and natural gray matter produces a chap who is at once a brilliant scholar, a keen analyst, and a sound business man. When "Mac" McCoy came into our Chicago office a year ago and gave us the facts about his record, we hoped we had found that rare combination. Now we're practically certain!

You see, selling radio time, as we try to practice it here at F&P, is a job for analysts and business men rather than for "salesmen". We feel that if we can help our customers to find the correct answers to their radio problems, the sales will take care of themselves. But the correct answers come out of study, and brains, and sincerity — not out of salesmanship.

That's why each of the fourteen good men here at F&P would rather have an opportunity to work for you than an opportunity to charm you with his pleasing personality(!) ... That's the way we operate in this group of pioneer radio station representatives.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . . . SUFFALO
WCKY . . . . . . . . . . . . CINCINNATI
WDAY . . . . . . . . . . . . . FARGO
WABC . . . . . . . . . . . . . KANSAS CITY
WAYE . . . . . . . . . . . . LOUISVILLE
WTCN . . . . . . . . . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . . . . . . PEORIA
KSD . . . . . . . . . . . . . ST. LOUIS
WFBK . . . . . . . . . SYRACUSE
WHO . . . . . . . . . . . . DES MOINES
WOC . . . . . . . . . . . DAVENPORT
KMA . . . . . . . . . . . SHENANDOAH
WCSG . . . . . . . . . CHARLESTON
WIS . . . . . . . . . . . COLUMBIA
WPFF . . . . . . . . . . . RALEIGH
WDBJ . . . . . . . . . . ROANOKE
WJS . . . . . . . . . . . . . . SOUTHEAST...
WGK . . . . . . . . . . . . . . . . . . . FT. WORTH-DALLAS
KOMA . . . . . . . . . . . OKLAHOMA CITY
KTUL . . . . . . . . . . . TULSA
KCA . . . . . . . . . . . . SOUTHWEST...
KOEI-KALE . . . . . . . . . . . . . . . . . . . . . . PORTLAND
KROW . . . . . . . . . . . . . . . . . . . . . OAARD-SAN FRANCISCO
KIRO . . . . . . . . . . . . . . . . . . . . . . . SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 601 N. Michigan
Franklin 6373

NEW YORK: 437 Park Ave.
Plaza 5-4131

DETROIT: New Center Bldg.
Trinity 2-8444

SAN FRANCISCO: 711 Sutter
Sutter 4353

LOS ANGELES: 610 S. Grand
Vandike 0560

ATLANTA: 222 Palmer Bldg.
Main 1667
Wakefield Named to Fill Vacancy on FCC

Member of California Railroad Commission Backed by the Entire State Delegation; Little Opposition Seen

ENDING a half-year of speculation over the Administration's plans regarding communications regulation, President Roosevelt last Wednesday nominated Ray C. Wakefield, 46, of Fresno, member of the California Railroad Commission since 1937, to fill the Republican vacancy on the FCC created by the withdrawal of the nomination of the late Thad H. Brown.

The appointment, subject to confirmation by the Senate, will give the FCC its full complement of seven Commissioners for the first time since last June 30.

An attorney who has specialized in the public utilities field, Mr. Wakefield is highly regarded in State regulatory circles and had the endorsement of virtually the entire California delegation in Congress.

An Open Mind

"I am tremendously happy over this honor and confidence the President has shown in me", the 46-year-old Californian told Broadcasting. "I knew that I was being considered for the post on the FCC but did not get word of the President's action until this morning. This post will give me a real opportunity of pitching in and doing some hard work."

"I shall enter upon my new task with no preconceived notions regarding the radio industry. In other words, I have a completely open mind as to the industry's various problems and desire to approach them wholly in that spirit. An objective approach to these problems, it seems to me, can be of material assistance in preserving radio's present objective position in American life."

No plans have yet been made by the Senate Interstate Commerce Committee for consideration of the Wakefield nomination. With Chairman Wheeler (D-Mont.) engrossed in the lease-land bill fight, it was thought the committee might not be disposed to consider the nomination until this legislation is out of the way—probably during the current week. It is known that FCC Chairman James Lawrence Fly is anxious to have the confirmation handled speedily, to bring the FCC up to its full strength.

Because Mr. Wakefield was endorsed by virtually the entire California delegation and because Western Senators long have espoused appointment of a Westerner on the Commission, little opposition is indicated. Mr. Wakefield was chosen from a field of a dozen aspirants, several of whom have been identified with broadcasting.

In ordinary times, it was stated in Congressional circles, the appointment might be used as a springboard to inquire into FCC operations generally. Such a move, while still possible, is not expected in view of the urgency of the national defense situation and the willingness of Senators to divert their attentions to other matters.

Named for Seven Years

Mr. Wakefield was prominently mentioned for the Brown vacancy immediately after the late Ohioan, who died Feb. 26 following a brief illness [Broadcasting, March 9], had asked President Roosevelt to withdraw his nomination on Oct. 15. The appointment is for seven years from July 1, 1940, on which date the Brown appointment expired, although he had been nominated prior to that date but was not confirmed by the Senate.

Both Senators Hiram Johnson (Rep.) and Sheridan Downey (Dem.) endorsed Mr. Wakefield's candidacy. As a Republican, Mr. Wakefield is understood to have lowered the progressive wing of that party in his State, headed by Senator Johnson. Senator Downey declared that he had recommended the appointment some two months ago and that Mr. Wakefield was a man of "very high reputation".

Seven-Month Daylight Saving Proposed in House Measure

First Legislative Action Provides for Adoption Of Nationwide Basis to Promote Defense

MARKING the first legislative move to establish daylight saving time on a coast-to-coast basis as a national defense measure, Rep. McLean (R-N. J.) last Tuesday introduced in the House a bill which would apply daylight saving time to the whole country, from the last Sunday in March to the last Sunday in October. The proposal would set the nation on a time basis similar to that of World War I days.

Although no comment was available on Rep. McLean's proposal, networks and stations are known to be studying the possibility of the arrival of daylight saving time on a more extensive basis than at present or operation of radio on a standard basis, like railroads. The proposal appears to be taking more definite shape in view of national defense activities.

Some aspects of the daylight time situation from the point of view of radio time buyers and commercial managers of stations were covered recently in articles by Jack Laemmer, head of the radio department of Lord & Thomas, Chicago, and Willard D. Egolf, commercial manager of KYOO, Tulsa, Okla. [Broadcasting, Feb. 8].

Effect on Contracts

It is understood the networks' stand on extension of daylight saving is predicated principally on the necessity of revising the predominant 82-week network contracts to accommodate the projected time changes, a process claimed to involve much re-negotiation. In ease universal daylight saving time is put into effect, this problem would be relieved, although some re-negotiations would be necessary, it is felt.

The proposal of the Rep. McLean, in providing for daylight saving from late March to late October, would add a month to each end of the present daylight saving season, which runs from the last Sunday in April to the last Sunday in September. Rep. McLean stated his bill was introduced as a national (Continued on page 58)

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FCC Action Against Multiple, Newspaper Ownership Is Seen

Publisher Angle Is Raised in Notice of Hearing; Ownership of Over One Station Questioned

GROUNDWORK for a legal or legislative assault upon both newspaper ownership and multiple ownership of stations in the same community is being sought recently by the FCC in pending applications for broadcast facilities. Although it has been apparent for several years that the FCC, because of production of news by high administration quarters, has been seeking some basis for rejection of newspaper applications for stations, this official has not directly raised the issue until now. On multiple ownership, the FCC in recent opinions has indicated clearly that it looked upon this form of station operation, but has stated that the whole question is currently under study. Local monopoly, as it applies to the molding of public opinion, has been its approach, both as to newspaper ownership and multiple ownership.

Hearing Notice

The latest development is the inclusion of the newspaper-ownership phase in notices for hearing on new applications for transfer applications involving newspapers. For example, in an application filed by the Western Massachusetts Broadcasting, seeking a new station in Pittsfield, Mass., the FCC included this issue:

"To determine the practices and policies which the applicant may be expected to follow in the operation of the proposed station, particularly in view of the interest in and connection of applicant's ownership with the local government, which operates Berkshire Evening Eagle."

In the hearing notice on the proposed transfer of control of WLAK, Lakeland, Fla., from the Tampa Tribune, operating WFLA, Tampa, to a new owner [see story on this page], the FCC included this issue:

"To determine whether the granting of the application would place the ownership or control of the only broadcasting station located in Lakeland, Fla., in a corporation which is licensed to operate another broadcasting station serving in whole or in part the Lakeland area, and which is the publisher of a newspaper circulated in said area, and if so, whether such ownership and/or control would result substantially in a monopoly of the media for general dissemination of intelligence in said area."

Another indication of the FCC trend against "local monopoly" was clearly revealed in a memorandum issued March 1 in connection with a modification granted the South Bend Tribune which has operated WSBT and WFM, part-time stations on different frequencies. The applicant asked that WSBT be assigned to 930 kc., with 500 watts fulltime, and that WFM be retained on 1200 kc., with 100 watts, sharing time. After originally denying the application, the FCC last Oct. 1 announced that it would grant WSBT fulltime, but upon condition that prior to the issuance of the license the newspaper should divest itself of WFM.

Public Interest

The Commission said it concluded that it would be desirable to provide a full-time broadcast service from a single station without interruption, but that "it would not be in the public interest in this case to grant authority which would permit operation of two stations in the same community at the same time by the sole newspaper interests in the community." Operations under such circumstances, said the opinion, "would not conducive to competition."

By including the multiple ownership issue in hearing notices and by otherwise conveying the view that it looks with disfavor upon newspaper-ownership, observers believe the FCC is seeking to lay the foundation for ultimate conclusive action. There are a number of cities in which newspapers own or operate more than one station, and about two dozen cities in which multiple ownership exists.

The FCC is not unanimous on the newspaper-ownership issue. The inspiration originally came from the Administration, which has made no secret of its dislike of newspaper opposition to many New Deal ventures.

Attorneys in radio practice have contended there is no legal basis for discrimination against newspaper ownership, and the U.S. Court of Appeals for the District of Columbia in one case several years ago upheld this contention. FCC attorneys, however, feel that the all-inclusive "public interest" clause of the Communications Act is sufficiently legal basis, and the test later may come on that issue or in proposed new legislation. In any event, the practical practice of frowning upon newspaper ownership is apparently designed to discourage newspaper applications--yet several have been granted since Jan. 1, and many more were granted during 1940.

BANDIED ABOUT were post mortem when this group, representing talent, agency and network, back stage following a recent Hollywood broadcast of the weekly half-hour CBS Big Town, sponsored by Lever Bros. (Rinso). They were (1 to r): Thomas Freebairn-Smith, Ruth cấu & Ryan, assistant producer in that city; Cran- Wilbur, agency producer and script editor; Donald W. Thornburgh, CBS Pacific Coast vice-president; Edward G. Robinson, star of the program; Leith Stevens, musical director; Ken Niles, announcer of the show.

Break Change

REVISED of the station break announcement, under which the requirement for call-letter announcements at half-hour intervals would be waived when they would interfere with a program of one-half hour duration or longer, consisted of a single consecutive speech, pay, religious service, symphony concert, or operatic production," was announced last Wednesday by the FCC. The amendment revises Section 3.406, paragraphs b and c, of the existing rules.

Chiclet News

AMERICAN CHICLET Co., Long Island City, N.Y., on March 6 started a twice-weekly series of news analysis programs by Bill Henry, former CBS correspondent in FIN and now one of the network's commentators on the CBS Pacific network. Programs, heard on behalf of Dentyne gum Wednesdays and Fridays at 6:15 p.m. (PST), feature Mr. Henry's own experiences as well as news on current events. Agency is Badger, Browning & Hersey, New York.

NEWSPAPER SELLS INTEREST IN WLAK

REQUIRED by the FCC to divest itself of ownership of WLAK, Lakeland, Fla., the Tampa Tribune, which recently acquired the new full-timer WSBT, Tampa, on Oct. 18, has sold the nearby local for $16,250 to Russell E. Baker, 29, of Winter Haven, displaced salesman with the Chicago Times. The granting of the new WLFL last fall, relieving the Tribune of its negotiations with WSBT, city-owned station in St. Petersburg, on 620 kc., had been made conditionally. The sale of WLAK, 250 watts on 1310 kc., The Tampa Tribune is published by S. E. Thomason, also publisher of the Times.

The sale of WLAK was immediately placed on the market, but no buyers have been found. Mr. Baker was made with young Baker to take over and pay for it in notes. The station is now linked by land line with WFLA of the Tribune's employment and for regional accounts, which link may be maintained in order to give it a sales and commercial service. The FCC is expected to act shortly on the transfer.

Plans Completed for Louella Parsons To Conduct Filmland Series for Leve

A F T E R negotiations covering weeks, with the deal reported off and then on again, Lever Bros. Co., Cambridge, Mass., (Lifebuoy), through William Esty & Co., New York, has completed plans to sponsor Louella O. Parsons, Hearst columnist, with film guest stars, in a weekly half-hour program on CBS stations, starting March 28, 10-10:30 p.m. (EST).

Program will be similar to her one-time CBS Hollywood Hotel series. Miss Parsons will do an m.c. routine, film star interviews, and preside over radio version preview sets of major current motion picture releases. Cast of players for the first 13 broadcasts is said to be under commitment, with Miss Parsons personally choosing a guest roster. Production cooperation of several major film studies for the series.

Mills to Direct

Marlene Dietrich and Bruce Cabot will be featured in a preview of their co-starring picture, "Flame of New Orleans," on the first program. Felix Mills has been signed as musical director for the series, with Harlow Wilcox assigned to announce. Harry Kromman, who wrote Miss Parsons' scripts for Hollywood Hotel, is said to have been signed for the new series.

Seren Actors Guild, in early February, refused clearance for the series. Members were instructed to refuse to appear on the weekly program unless such a refusal jeopardized their contractual relations with film studios. The SAG contends "free lancing" is such an honor offered by Miss Parsons, tend to depress standards of pay for film actors appearing on radio. A communication, which the SAG board of directors instructed Kenneth Thomson, executive secretary, to (Continued on page 58)
LEVER, Gen. Mills Plan
Split Sponsorship for
Brooklyn Dodgers Games

GENERAL MILLS, Minneapolis (Vice-Präsident), and Lever Brothers, Co., Cambridge (Lifebuoy soap), will co-
sponsor baseball broadcasts of the Brooklyn Dodgers for New
York. Red Barber, assisted by Al Helfer, will handle the announcing.
With experience and knowledge, it is not yet clear how differ-
ence with broadcasts of the Dod-
ergames last year when Lawrence
MaPhail, general manager of the
city, insisted that at the season has
begun, that the station broadcast
the full games, which in many cases
cut into WOR's evening commer-
cial schedule.

To avoid any further misunder-
standing, this year's contract spec-
fically states that the games are to
to be cut off daily at 5:45 p.m. if
there are other commercial com-
mittments at that time, but the Sat-
urdays and Sunday games may be
broadcast until 6:30 p.m. Knox
Reeves Adv., New York, is the
General Mills agency, while Wil-
liam Esty & Co., New York, handles
the Lever Brothers.

In addition to broadcasting the
dodgers games, Red Barber will he-
ave heard five weeks a week on WOR in
quarter-hour early morning sta-
tory for Christian Feig ens p an
BREWING Co., Newark, for P. O. N.
beer. E. H. T. Howard Co., New
York, is agency.

New Sponsor Contracts
Soon to Be Announced

STALEMATED for two weeks, with representatives of the
American Assn. of Advertising Agencies attempting to iron out dif-
frences of opinion over provisions, a revised standard form of
station facilities contract is expected to be
announced next week, according to
Harry C. Wilder, owner and gen-
eral manager of WSYR, Syracuse, and
chairman of the NAB commit-
tee meeting on the new buyers' committee on the proposi-
tion.

The revised form succeeds the
standard form announced Jan. 7 by
the NAB, which subsequently failed
to draw approval of the AAAA groups. [BROADCASTING, Jan. 15, 20, Feb. 3]

Two contract forms have been
developed jointly by the NAB and
AAFA committees, one for use in
dealings between stations and agen-
cies and the other for stations deal-
ing directly with advertisers. Se-
gle weeks ago it was announced
that three forms would be de-
veloped, one for AAAA use by its
agency members and two by the
NAB for use by stations deal-
ing with non-agency, or indepen-
dent, advertisers. It is expected the
new forms will carry the recommenda-
tion of both NAB and AAAA, since
only relatively minor consider-
tions such as phraseology re-
main to be finally agreed upon.

As a result of the difficulties
were discussed last Tuesday in New
York at a meeting of Russell P. Place,
NAB counsel, with Fred Gamble,
AAA general manager, W. R. Farnsworth, and AAAA
attorney. The NAB committee mem-
bers are being polled by mail
and telegram on final revisions of
the new forms.

EXPANDING PROGRAM IDEAS and gags was this group backstage
after a recent NBC Rudy Vallee Show, sponsored by National Dairy
Products Corp. They are (1 to r): Armand Deutsch, of McKee-Albright
agency program producer; Tracy Moore, NBC Western division Blue network
sales manager; Rudy Vallee, star of the show.

P & G Drops Five Programs;
Middle Plugs Annoy Oboler

'Everyman's Theatre' to Cease Despite Crossley
Rating Because of Duplication of Audience

PROCTER & GAMBLE CO., Cincin-
nati, has notified NBC that effec-
tive March 28 the company will
discontinue sponsorship of five pro-
grams, four daytime serials broad-
cast in consecutive quarter-hours on the Blue Network in the hours be-
 tween 10 and 11 a.m. and a half-
hour evening program on the Red
Network.

Evening program, Everyman's
Theatre, was cancelled at the end of
26 weeks, despite an effort, by "mutual agreement" be-
tween the company and Arch
Oboler, author and producer of the series, Mr. Oboler stated fol-
ing a telephone conversation with
William Ramsey, P & G radio di-
rector.

The daytime programs being
dropped from the Blue Network
are: This Small Town, on two sta-
tions, 10:10-15 a.m., advertising
Chips; Vic & Sade, on 12 stations,
10:15-10:30 a.m., for Crossco; Story
of Mary Martin, on 12 stations,
10:30-10:45 a.m., for Ivory Flakes;
Pepper Young's Family, on 8 sta-
tions, 10:45-11 a.m., for Camay
Soap. Programs for Camay and
Chips are placed through Pedlar &
Ryan, New York; Compton Adv.,
New York, handled the advertising for Crossco and Ivory.

Budget Shift
Action, which removes all Proc-
ter & Gamble advertising from the
Blue Network, is the first step in a
"realignment" of the company's ad-
virtualing budget predicted a week
ago [BROADCASTING, March 3]. Also
cancelled by this sponsor is the Red
Network broadcast of This Small
town, on 18 stations for Duz,
placed by Compton Adv., New
York. This program, broadcast at
10:15 a.m., concurrently with the
Blue Network broadcast, goes off
the air April 25. The other three
programs will continue, for the preset at least, on the Red during
the 3-4 p.m. hour.

FCC Considering Monopoly Report
Preliminary Draft Described
As a Bulky Document

FORMAL consideration of the Net-
work Monopoly Report will be
undertaken this week by the FCC, but
when it will be completed is conjectural.
The voluminous
proposed
report, after final revision by the FCC, was submitted March 1 and
members of the Commission have
been told to study it during
the last week.

At his press conference a week ago
Chairman Fly said the Com-
mmission would hold its first meeting
on the report March 10, but that
the early consideration was bound
to be an "expository nature" with
a "thorough job in mind."

Contract Control

The preliminary draft is under-
stood to be about as comprehensive
as the Network Monopoly Commit-
tee Report made public last June,
and based on the investigation
which began in the fall of 1938 and
which was completed a year later.
While the report is largely con-
clusive, it is understood that it
recommends assumption of juris-
diction over contractual relations
between affiliated stations and net-
works. This would be in line with the
recommendations made by the
law department last December in
oral arguments on the report.

With such sense having on the
proposed commercial television sched-
ul for March 20, it is presumed
the FCC majority will seek to
dispose of the monopoly report prior
to that time. On the other hand,
should disagreements of a pro-
nounced nature develop, this is
expected, it may be necessary for the
Commission to hold in abeyance final consideration of the
proceedings until it disposes of the
television rules.

It is evident the Commission is
dividing itself into two groups on
question. Likelihood of a minority
report, subscribed to probably by
Commissioners Craven and Case, is
seen [BROADCASTING, March 5].

Lewie V. Gilpin Leaves
For Service With Army

LEWIE V. GILPIN, for 2 1/2 years a
member of the Washington edi-
torial staff of BROADCASTING, leaves
March 10 to report for duty with the
Army. He will report to Fort
Meade, Md., for induction and
then will be sent to Fort Lee, Va., and
later to Fort Bliss, Tex., for duty with the 260th Coast Artillery
(anti-aircraft). A native of Tracy, Minn., Mr. Gilpin is a graduate of the
University of Minnesota, College of
journalism and attended the Uni-
versity of Minnesota and Harvard University and for the
last year associated with BROAD-
CASTING, has been named to succeed
Mr. Gilpin.

BROADCASTING - Broadcast Advertising
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First NAB-ASCAP Meeting Is Expected in Late March

FIRST FORMAL conversations toward reopening negotiations between ASCAP and NAB are believed to be held within two weeks at a meeting of the NAB board of directors with the recently appointed ASCAP negotiating committee. It was learned following an exchange of letters last week between NAB President Neville Miller and ASCAP President Gene Buck.

While Mr. Miller did not state definitely that such a NAB ASCAP meeting would be called, at the request of Mr. Buck, he plans to explore the possibility of convening the board in New York or Washington before the end of March. Because of the many factors to be taken into account, such a joint meeting would not indicate imminence of a final agreement bringing ASCAP music back to the air for the first time since Jan. 1. This session probably would be of an exploratory nature.

Broadcasting early March 4 of the ASCAP consent decree, Mr. Miller asked ASCAP to make a specific offer or outline proposed formulas for use of its music by radio, in accordance with the consent decree terms, requiring a “pay-as-you-use” basis.

The decree, reply, however, was followed only a meeting with the NAB board. Mr. Miller then indicated that such a meeting is likely.

Formula Sought

In the absence of any formal proposition from ASCAP, it is thought that the NAB board will not be disposed to commit the industry to any plan for return of ASCAP music to the air. NAB consistently has taken the position that ASCAP must submit a revised formula before industry agreement can be sought. More than likely, conclusive action will await the NAB convention to be held in St. Louis May 12-15.

The ASCAP board comprises 26 members, 17 of them representing the districts into which the country is divided, three for the major networks and two each for large, medium and small markets.

The ASCAP negotiating committee is headed by President Buck and is made up of seven publisher-composer members.

Feud in Hollywood

CURRENT ASCAP radio committee took a personal turn when L. Wolfe Gilbert, Hollywood composer and West Coast committee member of the Society and David Marshall, Florentine Gardens orchestra leader, are alleged to have indulged in a flat-out at the night club March 1. L. Gilbert is said to have declared that certain ASCAP music “stolen” from his “African Lament”. Marshall denies the charge and says to C. J. Capo-Le Cuona’s “Canto Karabali”, licensed through BMI.

Action on Criminal Suit Pending Against ASCAP Is Postponed by Court

DISPOSITION of the criminal suit (440-Q) pending against ASCAP since last month has been postponed until March 15 by Federal Judge F. Ryan Duffy, of Milwaukee, upon the request of ASCAP and the 19 co-defendants, publisher-members of the Society. The court originally set March 6 as the date for arraignment. The criminal suit, seeking dissolution of ASCAP as a monopoly in violation of the antitrust laws, is based on charges made by virtuous editor of one of the consent decree a ready to be called by Society and entered last Tuesday in Milwaukee. It is expected the ASCAP will move for dismissal and that the Department of Justice will interpose no objection. Likelihood of assessment of a fine aggregating $24,000 against ASCAP and the 19 individual publishers is foreseen. ASCAP presumably would be fined $5,000 and each publisher $1,000.

TO FACILITATE the review and disposal of the consent decree, ASCAP has established a manuscript control department, under the direction of Miss Pauline Gilder, first assistant to Dana Merriman, BMI office manager.
Turning Point in Music Copyrights

Craney Sees Danger if Any Blanket Fee Is Accepted

No broadcaster has devoted more time and energy to the copyright struggle than has Daniel F. Sullivan. He has been a champion of the independent-station crusade and inspired the State of Nebraska against ASCAP which can (except for minor adjustments) be turned into a net gain for the networks through a blanket fee. In this article, Mr. Sullivan advances his views on the effects of the ASCAP and BMI consent decrees, and networks an immediate course of action. His conclusions, of course, are not based on a blanket opposition in some industry quarters and will win support in others.

By E. B. CRANEY

BECAUSE of inability to secure the right to pay only when copyrights were used, in 1935 broadcasters of the State of Washington, after failures through national endeavors by the NAB, started State action against ASCAP which can be (except for minor adjustments) considered consummated with the signing of the BMI and ASCAP consent decrees. The 1935 start by the Washington Broadcasters under the guidance of Attorney Ken Davis, of Seattle, could never have been successful if Legislatures of Montana, Washington, Nebraska, Florida and other States had not been convinced to correct the unfairness of ASCAP trade practices.

On Court House Steps

It was only through action by the various States, and the continued efforts of Senator Wheeler, Chairman of the Senate Committee on Interstate Commerce, to get active prosecution by the Department of Justice that a consent decree has been obtained to end this activity. Strange though, isn't it, that this matter has been settled "on the court house steps" the same as was the case of the railroads when it is said it should and would be years ago?

Now, let us forget about the water already over the dam. Let us forget about the 1932 "deal" to the Radio Program Foundation; the 1935 "deal," the NAB Bureau of Copyrights. Let us even forget about the unjustness of the present BMI financial set up, which, based on 1937 ASCAP payments made the small income stations put out more dollars than the larger stations in proportion to the number of wigs they sold. Let us forget about the newspaper stations the advantage of their ASCAP differentials over other stations and allowed the networks in the country to cut their affiliations paying the bills.

The nets paid only for their owned and operated stations with some $20,000,000 of billings having no percentage of it being left to have the load, because of this, shifted to the independent broadcasters whether they were network or not. Yes, let us forget all this because it is impossible to have a memory that good to remember it. The NAB big wigs decided they wanted to do the job this way and told the small fry to "get in the swim" so let us go to work with what we have on hand today.

We have as sources of music supply mainly: ASCAP, SESAC, AMP, BMI, Public Domain. We have the BMI consent decree and we have the ASCAP consent decree and we have BMI. Now, no matter whether you like all the various terms of the consent decrees or not, if they have done nothing else, these decrees put the networks in the same boat the independent broadcaster has been in for years because both consent decrees make mandatory clearance at the source.

Removes Third Party

What does this mean? Well, it no longer makes it possible for a network to work out a deal with a copyright owner whereby the network bought, or for a small sum and agreed to broadcast the music of that copyright owner so he can go out and start a suit against each and every station on that network who doesn't take a license from him.

Mills Chides Department of Justice, Claims ASCAP Will Lose $5,000,000

STRIKING a sharp note concerning the Department of Justice anti-trust actions against ASCAP, E. C. Mills, chairman of the society's administrative committee, speaking March 6 before the New York Assn. of Young Advertising Men at the Midtown Hotel, stated that by signing the recent consent decree ASCAP yielded "to a combination of economic and government pressure which the society stands to lose $5,000,000."

"In 1932," Mr. Mills said, "the Department of Justice initiated an investigation into the operations of ASCAP which was a natural result, just about the time a three-year contract with the broadcasters was being negotiated.

Again in 1935

"When that contract was signed, the Government ceased to be interested in the activities. Again, in 1935 when another contract with the broadcasters was under consideration, anti-monopolistic proceedings were brought against ASCAP, and were adjourned in June 1935 on motion of the Government. A five-year contract with the broadcasters was signed."

"Then Mr. Mills continued, "the ASCAP contract with the broadcasters again came up for consideration, and again the Government became greatly concerned about anti-monopolistic practices of the society."

Another coincidence occurred, Mr. Mills said, "when the Department of Justice filed suit against ASCAP in the U. S. Court in Milwaukee presided over by Judge Duffy, an ex-Senator, who, while he was in the Senate, had made a number of public addresses denouncing ASCAP." We were to be tried by a court, obviously prejudiced. We signed the consent decree which gave us a clean bill of health from the Government, but by so doing we paid a substantial price to put us in a position to negotiate with the broadcasters."

Split Avoided

Speaking about the ASCAP terms presented to the broadcasters in 1940, Mr. Mills stated that individual stations had complained to networks of "the unfairness of the contract" which should have to pay for music broadcast on the networks. As a result, a formula was set up for the network whereby the fee payable at the source of music, he said.

This formula met with the approval of the vast majority of independent stations, Mr. Mills said. "We hoped to create a schism in the industry," he continued, "but the broadcasters rallied, and on Jan. 1, 1941, ASCAP music was off the air. When I speak of the roll call of the broadcasting industry, I do not speak of individual stations. I speak of the American Telephone & Telegraph Co. We have the Electro-Westinghouse Mfg. Co., General Electric, Radio Corp. of America; that group which among them controls all the patents and electrical communication in this country. For anyone to believe that the songwriters can impose their will on such a powerful group is not logical."

Commenting on propaganda in the ASCAP-BMI controversy, Mr. Mills said "the broadcasters have done a much better propaganda job than ASCAP." However, he also stated that 17,000,000 column inches appeared about the controversy in 3,700 newspapers, second only to the war news, according to the editorial policy revealed that 80% of the newspapers favored ASCAP, he said.

In regard to negotiations with the broadcasters, Mr. Mills said that "two months ago I was told by the Federal Trade Commission through the press, by writing, by word of mouth, to negotiate, but they won't meet with us."

He ended his address with an olive branch to ASCAP, "Nothing that I have said is in a spirit of hostility. My plea is for a cessation of hostilities. My plea is for negotiation."
Sees... Al-hakk, the swaddled swami sees. He sees BROADCASTING, whose radio station advertisers outnumber those of all other advertising trade publications combined. He sees BROADCASTING, an advertising medium whose client-renewal percentage is truly revealing. He sees BROADCASTING, now with nearly 10,000 circulation. Waka, the swami sees the way to your great promotion success, present and future. ... You'll see, too. Consider—

Transcription Firm Survey: 1,000 national advertisers and agency executives selected at random from McKittrick's. BROADCASTING received nearly as many votes as choices two, three, four, five and six combined.*

West Coast Station Survey: Agency men coast to coast asked which of 12 advertising trade publications are best bets for station promotion. BROADCASTING voted no. 1.*

Station Representative Survey: Agency executives were asked which of three leading advertising trade publications carrying this representative's ads was best read. BROADCASTING tops again.*

Midwest Station Survey: Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you" BROADCASTING led the field.*

Eastern Stations Survey: 160 agency executives asked which publications they would use if they were buying trade paper space for a station. Nine trade magazines listed. BROADCASTING way on top.*

* The swami will tell you more, too.
Government to Act Soon on Petrillo

AGMA Standing Firm, Continuing Fight, Says Tibbett

ALL HAS BEEN quiet on the Government front since the announcement Feb. 28 by Assistant Attorney General Thurman Arnold that grand jury proceedings will soon be started against James C. Petrillo, president of the American Federation of Musicians.

No indication has yet been given as to where or when the Government will institute the new proceedings. All previous developments would suggest the possibility that the grand jury would itself have been a result of the Warner affair and the decision to invoke the antitrust laws against the American Federation of Radio Artists which was announced at that time.

Tibbett Firm

In Washington last week for a concert, Lawrence Tibbett, president of the American Guild of Musical Artists, which is in litigation with AFM over the jurisdictional question precipitated by Mr. Petrillo, asserted that his organization proposed to continue its fight, irrespective of defections of members from its ranks to AFM. Last August Petrillo announced that solo artists would have to join the Federation or be forbidden to perform with any of the 130,000 members of the AFM. Tibbett said he would refuse to grant such concert artists the right to appear on the air, in motion pictures or with symphony orchestras.

While the Department announced it would institute proceedings relating to practices of booking agencies, concert bureaus, broadcasters and related services in their dealings with solo artists, it was evident that its next move would be upon Petrillo and his AFM operations. More than a year ago the Department gathered evidence on the AFM onslavages against radio, requiring hiring of fixed quotas of musicians by all stations, retention of stand-by orchestras, use of unionists to operate transcription turntables, and similar practices originated when Petrillo was head of the Chicago Federation.

Spalding Yields

Meanwhile, things were reasonably quiet on the AFM-AGMA front. The week following March 1, set by Mr. Petrillo as the deadline date for AGMA members to join AFM or be deducted under its new rules, saw a growing movement of members to either remain with their old organization or join the newly formed AFRA. The last-minute rush to join Petrillo's outfit passed without any open conflict or even a minor skirmish. Biggest news of the week broke March 1, when Albert Spalding, noted violinist announced his resignation from AGMA and his application for membership in the musician's union.

This desertion came as a complete surprise to Mr. Petrillo, who had agreed to permit his union's members to perform with Mr. Spalding on the Sunday afternoon Coca-Cola broadcast at the request of CBS, which had informed the musician's chief that the network was contractually bound to supply Mr. Spalding's performances on the radio series, (BROADCASTING, March 3) but in effect assuring that this program would not be the scene of the previously expected AFM crackdown.

In the next few days following Mr. Spalding's transfer of allegiance, AFM officials announced that some 20 noted instrumentalists had applied for AFM membership, including a number of AGMA members, such as Jose Iturbi, pianist and conductor, Efrem Zimbalist, violinist, Mischa Elman, violinist, and Josef Hofmann, pianist, the latter being named an honorary AFM member along with Fritz Kreisler, violinist, and Serge Rachmaninoff, pianist.

AGMA Stands Pat

No comment on these defections was forthcoming from AGMA officials, who stood pat on the statement issued March 4 by Mrs. Blanche Witherspoon, executive secretary of AGMA, that "due to the fact that the litigation of AGMA's case is pending in the New York Court of Appeals and that the intervention of the Federal Government in the case has just been announced by the Department of Justice, the board resolved to make no further public statements at this time."

Spalding's Stand

In a lengthy statement, released through his attorneys, Kelsey, Waldo, Spalding & Parker, New York, Mr. Spalding explained that when he joined AGMA he was told it was a guild of solo singers and instrumentalists, but that he had since solicited membership of accompanists with the result that the instrumental soloists are now only a small fraction of AGMA's total members. He had not thought of AFM, he said, "because I did not believe my professional interests required the kind of protection which a labor union customarily gives or that my engagements were in competition with the members of the union."

"Holding that opinion," he continued, "when the AFM made the instrumentalists join that union, I approved seeking a determination of the courts whether we soloists could lawfully be included within the scope of the 'closed shop' principle. That question having been decided in favor of the AFM by the Appeals Division of the Supreme Court of New York, I accept the decision of the court."

AFRA to Hasten Disc Negotiations

March 12 Meeting Is Sought With Transcription Group

DETERMINED to push its proposed code covering the employment of talent on transcribed programs through to completion and acceptance by the transcription manufacturers at the earliest possible moment, the American Federation of Radio Artists has requested the transcription negotiating committee to meet with AFRA executives as soon as possible, with March 12 set as a tentative date.

Indicative of AFRA's expectations of an early settlement of this problem, which has been a leading item in the union's agenda for more than a year, was last week's announcement that the transcription code would be the major topic for discussion at the upcoming meeting of AFRA's New York local, to be held March 20 at the Hotel Astor.

Calls It Decisive

In announcing the date, George Heller, New York executive secretary, stated: "All AFRA members working in the transcription field should make an especial effort to attend the March 20 meeting. It will be the culmination of all the discussions which have taken place to date. It will be a decisive meeting for the electrical transcription code. The outcome of this meeting will determine the future of the transcription situation."

Announcement also reported plans for the meeting of AFRA executives with transcription producers, continuing that "the results of this meeting will be presented to members of the New York local for final ratification." Transcription code was to have been the subject of discussion during most of last year, with regional groups drawing up recommendations for wage scales and working conditions in their particular areas and with a coordinating committee amalgamating these suggestions into a national code.

Numerous meetings with the transcription producers' committee were held during the spring and summer, when they were interrupted by the negotiations with network advertising agency officials which preceded the renewal of the AFRA network codes covering both sustaining and commercial programs.

Charles Gaines, World Broadcasting System, chairman of the transcription committee, said March 6 he was notifying his committee members of AFRA's request for a conference of the March 12 date would stand. Other members include: John H. MacDonald, NBC Radio-Recording Division; C. M. Pinney, Associated Music Publishers; Leonard Bush, Compton Adv.; L. D. Milligan, Blackett-Sample-Hummett, Air Features; William Spire and Joseph Bonine, McCann-Erickson. BROADCASTING • March 10, 1941
WANTED!

in "AMERICA'S MONEY BELT"

Enough Face Powder to Dull Every Shiny Nose From Djibuti to Hoboken

Note: Noses in the Money Belt Region required an estimated $1,446,120 worth of powder last year. This year it's more noses—more powder.

WILL YOU SELL IT?

If the faces of the folks in America's Money Belt beam like last year's surge, it's from happiness—not lack of cosmetics. The face powder sold in the region last year was sufficient to put a "no glare" finish on every shine... no matter how you spread it. And powder is just a minor part of the $17,000,000 worth of cosmetics sold under the shadow of the towers of The Cowles Stations.

All of which lends added credence to our shout that folks herabouts have money—and spend it—for advertised products. There's no other way to let them know about your products than through the four-way voice of The Cowles Stations. There's no other way to reach the six million persons at one fell swoop.

To learn how to spread the story of your product over the Money Belt region at one low cost write us today. We'll tell you all about the job we can do for you.

The Cowles Stations

WMT * KRNT * KSO * WNAX

Represented Nationally by THE KATZ AGENCY

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Sales in "America's Money Belt"

Dentifrices... $4,601,293
Face Powders... 1,446,120
Talcum Powders... 788,793
Hair Tonics... 657,327
Face Lotions... 1,051,724
Hair Dressings... 786,793
Deodorants... 460,129
Manicure Preparations... 657,327
Shaving Creams... 1,248,922
and Soaps... 2,300,646
Face Creams... 1,117,457
Perfumes... 1,117,457

(Total drug commodity sales—$49,216,000)
The 700th ‘Standard Symphony Hour’

In 13 Years No Plug Has Interrupted Coast Series

THERE aren’t many sponsors of radio in this country who can boast of more than 13 consecutive years as guarantor of a costly program during which no commercial announcement has ever been used.

Just such a position is held on the West Coast by Standard Oil Co. of California, sponsors of two programs weekly on 33 stations of the Pacific Coast Mutual network—Standard Symphony Hour, Thursdays, 6-9 p.m. (PST) and Standard School Broadcast, Thursdays, 11:15-45 a.m. (PST).

On March 13 Standard Symphony Hour will present its 700th consecutive weekly broadcast, believed to be the oldest sponsored radio program in the West.

First Coast Hookup

Back in 1926 Standard Oil made radio history by the unprecedented step of linking KFI, Los Angeles, with KGO, San Francisco, for a series of sponsored concerts by the San Francisco and Los Angeles symphony orchestras. This preceded the launching of the Pacific Coast network of NBC, first big chain on the Coast. From this original two-station “chain” serving a limited number of people in the vicinity of the cities, the program has grown until today it reaches almost every part of California, Oregon and Washington via Mutual-Don Lee.

Inaugurated as a non-commercial, institutional broadcast, the Symphony Hour has never lost its original character, so that today it still serves to give its listeners an hour of quiet relaxation uninterrupted by commercial announcements or non-musical features.

Carefully chosen programs have gone out over the air week after week, so listeners of every degree and level of musical taste could find pleasure and enjoyment not only in hearing old favorites but in discovering new ones to add to their personal library of favorite compositions.

Hundreds of musicians have been assured of year-round employment by the Symphony Hour. Though it originates from San Francisco most of the time, it is regularly broadcast from Los Angeles, Portland, Ore., and Seattle. During each winter season the regular resident orchestras in the four cities are used for the program. Usually the orchestras are conducted by their regular leaders, but frequently they are led by celebrated guest conductors from other parts of the country.

When the major orchestras reach the end of their regular season in late spring, sponsors summon a special Standard Symphony Orchestra to take over the program until the San Francisco Symphony Orchestra is ready to begin its own fall and winter season and resume the broadcasts.

The 700th program March 13 will be conducted by Pierre Monteux, distinguished leader of the San Francisco Symphony Orchestra. The program will consist of requests from radio listeners. Special features in keeping with the importance of the broadcast will be a part of the program, but, as usual, there will be no commercial announcements to break in on the atmosphere of quiet repose that has always characterized the Standard Symphony Hour.

The Standard School Broadcast was started nearly two years after the first Standard Symphony Hour.

Starting in 1928 with a program reaching the pupils of 72 schools in California, the Standard School Broadcast today is heard in more than 5,000 Pacific Coast schools by approximately a half-million students. This program pioneered education by radio. It consists principally of a preview of that night’s program by the Standard Symphony, with musical illustrations. The School broadcast also has a wide adult following besides students who listen as part of their curriculum.

Goodwill That Pays

These institutional, non-commercial broadcasts, however, have built up a volume of good-will that is constantly paying off in dollars and cents. The sponsor, the advertising agency and the stations from which the programs emanate have concrete evidence that appreciative listeners by the thousands purchase Standard Oil products solely because of the radio broadcasts presented by the company.

Continuity and production of the Standard Symphony Hour are handled by Pat Kelly of KFRC, San Francisco.

Washington Counsel for many broadcasting stations are these veterans of the World War, one of them (center) having served as a poilit. See page 28 for photographs of what they look like today.
STANDOUT RESULTS!

"KLZ has the lowest cost-per-inquiry rating on Calavo's list of 15 stations."
—Lord and Thomas—Feb. 4, 1941
Orchids

TO OUR ADVERTISERS!

...to our advertisers, who have again won sweeping victories in the nation's radio popularity polls

The NBC Red Network
THE RED NETWORK salutes its advertisers for again winning the accolades in the annual popularity polls. In placing the finest entertainment on the network with the finest facilities, they have made it possible for the Red to lead the field for the thirteenth consecutive year.

These are the basic reasons for the Red Network's preferred position on the nation's radio dials—a preference so marked that the listeners themselves, in NBC's All-County Census, voted the Red their favorite network by a wide margin. In the daytime, the survey shows, 36.9% more radio families listen most to the NBC Red Network than to any other network, and at night, 41.7% more listen most to the Red.

Day or night, sales blossom faster on America's most popular network—NBC Red!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
**Mexican Treaty Assignments Adopted**

**Preliminary Details of Reallocation Are Cleared**

ALL PRE-REALLOCATION fundamentals preparatory to the March 29 shifts under the Havana Treaty were cleared last week with the publication of the new 871-station Mexican standard broadcast structure agreed to during final engineering sessions held last January.

Eliminating both the Brinkley and Baker border stations, but providing for certain other border assignments, the Mexican log coincides generally with the agreements reached during the engineering conferences in Washington, Jan. 14-30. All told, approximately 1,300 stations in the United States, Canada, Mexico and Cuba will shift to new frequencies as of March 29.

**Interference Problem**

Because a substantial number of the proposed assignments, particularly in Mexico and Cuba, call for directional antennas, it is expected that many of the stations will operate with reduced power until the necessary equipment is installed.

Generally, the effect should be a substantial reduction in interference which now exists by virtue of duplicated operation on channels used in this country by Mexico and Cuba. Heretofore, only Canada has been a party to technical agreements for use of the broadcast band which has a continent-wide interference range. The reallocations cover the range 550-1,900 kc.

At the FCC, it was stated that all protests filed against the final allocations, as approved in January, have been cleared without the need of hearings. A total of 18 licensees filed statements, of whom six sought hearings. Only one definite allocation shift was necessitated—KBOP, Salinas, CA, a verbal agreement, to which the commission agreed.

**Soldier Sponsored**

PRIVATE in the Army is Homer Knowles, well-known Atlanta theatre organist, but he finds time in off-hours to appear on WCOS, Columbia, S.C. Every Sunday afternoon he performs on organ, piano and solovox, sponsored by a local drug store. For five years he had played the work's highest theatre organ in the Fox Theatre, Atlanta. A few weeks ago he was drafted and sent to Fort Jackson, at Columbia.

WBZ, Boston, is the dominant station. The shift, with 50,000 watts for WBZ and 20,000 for the Albuquerque outlet, however, will be made as projected, pending further studies in connection with a possible frequency change.

Little difficulty is being experienced, according to advice to the FCC, in procuring crystals ground to new frequency assignments. A number of stations, however, will be required to operate with lower power temporarily, pending installation of new directional equipment and the required skeleton proof of performance.

Considerable flexibility is indicated in the Mexican allocations, with provision made for movement of certain of the Class I-A, I-B and II stations, provided they are not assigned in closer proximity to the United States border than indicated in the original allocations. The former Baker and Brinkley stations definitely are not accounted for in the assignments as approved, it was pointed out.

**Mexican Shifts**

XEAR, operated by Crazzy Water Crystals Co. executive, at Reynosa, has been shifted to 1570 kc., in Nuevo Leon Province. It probably will be located at Monterrey with reduced status and peak power of 100,000 watts. The 800 kc. I-A channel has been earmarked for Nogales, Sonora, with 150,000 watts, and may be operated by former Mexican President Abelardo Rodriguez, originally understood to have been backed by American interests. In this connection, however, a 50,000-watt assignment for a Class I-B station has been provided at Rosarito, in Lower California, for XERB, present Rodriguez station.

That Mexico plans to use superpower against the 50,000-watt limit now invoked in this country, is reflected in the projected Mexican allocations. On 730 kc., a Mexican I-A frequency, XEDF, Mexico City, is earmarked for 150,000 watts. XEG, in Monterey, is slated for 150,000 watts on 1050 kc., to be operated by Rodolfo Junco de la Vega, Mexican newspaper publisher and owner of the present outlet.

**Others of 50 kw. or More**

Other stations assigned 50,000 watts or more are XEW, Mexico City, 100,000 watts on 900 kc., operated by Emil Azcarraga, president of the Mexican Broadcasters Assn.; XEQ, Mexico City, 50,000 watts on 980 kc.; XEST, Mexico City, 50,000 watts on 1060 kc.; XIDENT, Nuevo Leon, 50,000 watts on 1140 kc.; a new station in Sonora, 50,000 watts on 1190 kc.; XEFW, Tampico, 50,000 watts on 810 kc.; and the Government station, XEB, Mexico City, 100,000 watts on 1220 kc.

Because of the degree of flexibility allowed Mexico, it is possible that a number of shifts will be made by the Mexican authorities, within the engineering standards and technical framework established by the Treaty. A number of border stations, it is presumed, will be continued, but under Mexican auspices and with the objective of serving Mexican rather than American listeners. The present high-power transmitters of XERA, Brinkley station at Villa Acuna, and XEAP, station at Nuevo Laredo, probably will be sold to new licensees.

**Kelly, Biddle Hold Interest in WIBG**

Kelly's Purchase Into WHOM Shows Politicians' Share

PURCHASE by John B. Kelly, Democratic city leader of Philadelphia, of one-third interest in WHOM, Camden, N.J., has been brought to light the fact that Mr. Kelly and Anthony J. Drexel Biddle Jr., former U.S. Ambassador to Poland, have together acquired 49% interest in WIBG, Glenside, Pa. Both stations are controlled by the Paul F. Harron-Joseph Lang interests.

Mr. Kelly has paid $50,000 for his 14% interest in WHOM, which now operates with 500 watts night and 1,000 day on 1450 kc. and is scheduled to become a Class I-A station on 1560 kc. under the March 29 reallocation, opening the way for 800 watts. Mr. Harron and Mr. Lang, formerly 50% owners each, relinquish enough of their stock for the new splitup.

May Move Studios

WIBG has its studios and transmitter in Glenside, a suburb of Philadelphia, and operates with 1,000 watts daytime on 970 kc. It is scheduled to move to 990 kc. on March 29 and to operate fulltime. It is understood that plans are under way to move its studios into Philadelphia proper, possibly in the Philadelphia Hotel, former home of WCAU, and an effort will be made to hold higher power in order to give it wider city coverage.

Mr. Biddle is not involved in the WHOM deal, which is said to be Mr. Kelly's own investment. Mr. Kelly and Mr. Biddle paid $75,000 for their 49% interest in WIBG, each securing 49 shares out of 200 issued. Mr. Harron and Mr. Lang reported to hold higher power in between them, though the exact stockholdings are not disclosed.

It was reported but unconfirmed that Mr. Kelly-Biddle interests are also seeking to raid radio holdings in Pittsburgh and Reading. Rumor has linked this with the forthcoming gubernatorial campaign, for which Mr. Kelly is reported to be grooming Mr. Biddle while Senator Joseph F. Guffey is said to be championing Luther A. Harris, Philadelphia city treasurer, making for a possible split in the city Democratic organization.

C. of C. Campaign

MARVELOUS MARIN Inc., San Rafael, Cal. (county-wide Chamber of Commerce), on March 16 starts a 52-week campaign on most stations in the San Francisco area, periodically during the year. Stations already signed are KPO KPQ KFO KOK KYK KJS, all in San Francisco. One-minute dramatized transcriptions will be used. Newspaper and direct mail also are under consideration. Scheduled Wixam D. Fussnecker, secretary-manager of Marvelous Marin Inc., authorized the campaign and the agency is Theodore H. Segall Adv. Agency, San Francisco.
## Log of Mexican Broadcast Stations Under Havana Treaty

**Frequency List Showing New Assignments Effective March 29, 1941**

**DA—Directional Antenna**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts</th>
<th>City</th>
<th>Power in Watts</th>
<th>City</th>
<th>Power in Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>XERO</td>
<td>Mexico, D. F.</td>
<td>1,000</td>
<td>XEQX</td>
<td>Mexico, D. F.</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>XETM</td>
<td>Naco, Son.</td>
<td>1,000</td>
<td>XETB</td>
<td>Torreon, Coah.</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>XEGW</td>
<td>Guadalajara, Jal.</td>
<td>2,000</td>
<td></td>
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<tr>
<td>XEU</td>
<td>Saltillo, Coah.</td>
<td>1,000</td>
<td></td>
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</tr>
<tr>
<td>XERG</td>
<td>Mexico, D. F.</td>
<td>500</td>
<td></td>
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<tr>
<td>XERK</td>
<td>Chihuahua, Chih.</td>
<td>500</td>
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</tr>
<tr>
<td>XERL</td>
<td>Reynosa, Tams.</td>
<td>500</td>
<td></td>
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</tbody>
</table>

### Class II Assignment with 500 watts in Mexico, D. F., on the clear channel 660 kc, occupied by WEAF, a Class I-A station in the United States, acceptable subject to directional antenna to protect the border of the United States in accordance with the engineering standards set forth in the Treaty. It is recognized, under Part II, Section 3, F. of the North American Radio Broadcasting Agreement, that the engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art and that advances in the art of designing directional antennas permit a reduction of the safety distance of 650 miles provided by Part II, Article 4(b) of the Agreement to 400 miles when the propagation will take place outside of the 300 miles near the stations and will not take place over seawater or along ideal paths between the Class II station and border of the country to which the Class I-A station on the channel is assigned, and when such technical engineering development of antenna design and antenna control is utilized to avoid and prevent interference. Accordingly, the United States, in spite of any other rights covered by a Class I-A station as on this frequency agrees to this revision of the safety distance of 650 miles provided by Part II, Article 4(b) solely for stations installed in Mexico City and its contiguous area, it being understood that the permissible interfering signal from such Mexican stations shall not at any time exceed the values specified in Table I of Appendix II of the Agreement and the United States does in any event exercise its other rights under the Agreement with respect to the use of this frequency, without regard to any priorities resulting from the establishment of such Mexican stations.

### Table of Mexican Broadcast Stations

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>XELI</td>
<td>Laredo, Tams.</td>
<td>500</td>
</tr>
<tr>
<td>XELF</td>
<td>Laredo, Tams.</td>
<td>500</td>
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<td>XELM</td>
<td>Saltillo, Coah.</td>
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<td>XELR</td>
<td>Reynosa, Tams.</td>
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BROADCASTING • Broadcast Advertising

March 10, 1941 • Page 23
Sanfeliz Receives Grant For Outlet in San Juan

PROPOSING to grant the application of Enrique Abarca Sanfeliz, Puerto Rican sugar refining equipment manufacturer, for a new regional outlet in San Juan, P. R., the FCC March 5 simultaneously proposed to dismiss the rival application of United Theaters Inc. for like facilities in San Juan. The FCC report not only contended that Senor Sanfeliz was better qualified financially but also was in a position to render superior technical service.

Senor Sanfeliz' station would operate with 5,000 watts day and 1,000 night on 580 kc., and the proposed grant is tantamount to a final decision unless objections are raised that force the case to hearing. The United Theater application was for 1,000 watts fulltime on 580 kc. United Theater controls a large chain of motion picture theaters throughout Puerto Rico.

BENJAMIN MOORE: HARRINGER OF SPRING

JUST as the first robin is a sign of Spring so is the start of the Benjamin Moore & Co. series of radio programs on interior and exterior decorating, now starting its 13th year on the air and its 11th on NBC-Red.

Founded 58 years ago in Brooklyn by Benjamin Moore, the company now boasts seven factories in cities as far west as Denver, and is still run by a member of the Moore family, L. P. Moore, the founder's nephew.

Promotion of the company's paint products was more or less restricted to painters and dealers, both wholesale and retail, until 1928 when radio was first considered as a means of reaching the consumer directly. In May, 1929, the company began participating sponsorship of Ida Bailey Allen's home-making program on 35 CBS stations, taking a half-hour once weekly that year, and a quarter-hour once weekly in 1930.

The following year saw the creation of the company's living radio trade mark "Betty Moore", interior decorator selected to conduct the programs when they were shifted to NBC-Red, where they have remained ever since. The present Betty Moore (there have been three in the past 11 years) writes the scripts for the programs, conducts the company's home decorating service and is director of the Benjamin Moore Triangle Club, members of which are entitled to a free decorating booklet each spring and fall.

She also supervises answers to letters written by listeners to the Betty Moore programs.

Mail Response

And in the mail response to the programs the company can prove to the radio series. Back in 1929, the first week's mail brought in 67 letters from persons asking to join the Club or for a color scheme booklet, while for the week of the first broadcast in 1940 the mail totaled 3,298. According to the company, mail response to the programs has doubled each year, except in 1935 when business everywhere was at a more or less low ebb.

"I consider myself a very lucky person for having listened to your interesting programs and having found Benjamin Moore's Paints—writes one listener. And another—"I have listened to your programs for a long time and received many suggestions for my own home. Now, our Aid has decided to redecorate our church and since I am on the committee to plan what shall be done, my first thought was to ask Betty Moore."

A family says "We have used Moore's Products for 20 years and always have been pleased. We have listened to all of your broadcasts and think they are splendid—"and an individual listener claims "every time I write you regarding a color scheme, I am so well pleased that I have to write again."

This year, to promote the start of the new series of Betty Moore programs, the company sent to its factories small white bird cages with clothespin birds painted red, sitting inside amid green leaves. Such cages, currently used by florists for flowers, were mentioned by Betty Moore in her first script on "The Singing Kitchen" as a bright bit of color in her suggested coral and white room.

The Spring Season

Subsequent programs on home decorating will run until mid-May during the spring-cleaning and house-painting season on 37 NBC-Red stations, at 10:30 a.m. On seven stations scattered in the South and West, local "Betty Moores" handle programs for the company, scheduled as quarter-hours in the period from 9-11 a.m.

A separate type campaign is running in 1941 on four stations—WMGD, Peoria; WRIC, Richmond; WSUN, St. Petersburg; WIOD, Miami—in the form of two five-minute programs weekly. The Thursday period is handled locally by the stations, and the Saturday program is a resume of the NBC-Red broadcast earlier that morning.

In Canada too, Benjamin Moore & Co. is using radio as a prime medium for promotion of its paints.
and color schemes. With headquarters in Toronto, the Canadian branch has its own “Betty Moore” who acts in a similar capacity as the one in New York headquarters. A substantial list of Canadian stations carries the quarter-hour programs via transcription as well as live broadcasts.

Sales figures seem to show that radio is keeping the company in the public’s eye during the period when all types of decorating businesses flourish, namely, the early spring. And as Betty Moore puts it herself, “Through radio and our decorating service we have told the story of color styling to hundreds and thousands of property owners. By recommending that our listeners and Triangle Club members employ a contractor, we also help to create more interior and exterior work for painters and decorators”.

Swim Suit Spots

GANTNER & Mattern Co., San Francisco (swimming suits), in an intensive two-month national campaign starting in May will use radio along with other media, utilizing participation programs in eight major markets. Placing through Brisacher, Davis & Staff, San Francisco, the campaign will be on a much larger scale than last year, according to announcement. Promoting Gantner Wikies and Floating Bra swim and Shore suits, participation programs are to include the daily quarter-hour What’s New in the Stores Today? on KSFO, San Francisco, and KNX, Hollywood, in which the company will be co-sponsor with Cluett, Peabody & Co. for the latter’s Sanforized Shrunken merchandise line. Stations in St. Louis, Philadelphia, Pittsburg, Washington, Detroit and Cleveland will also be used. Agency account executive is A. M. Donnan.

Baseball From Cuba

First inter-league baseball broadcast of the 1941 season was broadcast March 8 on MBS when the Brooklyn Dodgers of the National League played the Cleveland Indians of the American League in a spring training exhibition game from Havana, Cuba. H. K. Carpenter, vice-president in charge of operations of WHK-WCLE, Cleveland, and member of the MBS board of directors, arranged the program in cooperation with the Rotary Club of Havana and Rotary International. Jack Graney and Pinky Hunter, sports announcers of WHK-WCLE, handled the play-by-play account from Tropical Gardens Stadium.

Swift Lard Spots

Swift & Co., Chicago (Silverleaf lard) on March 10 started a 12-week campaign of six weekly quarter-hour recorded Musical Clock programs on WCAE, Pittsburgh; a 10-week schedule of five weekly quarter-hour Men on the Street broadcasts, featuring Norman Ross, on WCFL, Chicago, and a 10-week schedule of six weekly live announcements on KDAK, Pittsburgh; WWVA, Wheeling, WJAC, Johnstown, Pa.; WMES, Uniontown, Pa.; WENR, Chicago. Agency is J. Walter Thompson Co., Chicago.

Hurff Soup Discs

EDGAR F. HURFF Co., Swedesboro, N. J., has started a sustaining campaign for its line of Hurff’s canned soups. A transcribed announcement series, with recordings cut by the Robinson Recording Laboratories, Philadelphia, covers WFIL, Glenside, Pa., and WFIL and WPEN, Philadelphia. The announcements were produced and directed by Jack Diamond, radio director of the agency. A total of 117 announcements will be heard during the opening campaign, using three a week for 13 weeks on each station. The campaign, started March 3, will be renewed for the balance of the year and may be expanded to cover the Middle Atlantic territory. Agency is John Faller Arndt & Co., Philadelphia.

SALES CONFERENCE to discuss various problems and setting of policies for the McClung-owned stations. To be held recently at Merced, Cal., by the managers of the former Bulletin. Group named Will S. Grant, manager of KMVC, Maryville, to function as San Francisco representative to handle regional and national placements for the stations. Here are (1 to r): M. F. Wooding, KBSL, Chico; Hugh McClung, owner of the group; Mr. Grant (standing); Frank Coffin, KVCV, Redding; David S. Ballou, KYOS, Merced. Similar meetings will be held in the future, rotating in Chico, Redding and Merced.
Exhibits Contest Planned by NAB

Arrangements Are Made for Annual Station Awards

MEETING Feb. 25 in the New Jefferson Hotel in St. Louis, site of the 1941 NAB Convention, the Promotion Exhibit Committee of the group drafted plans for the annual station exhibit contest awards. The conference was held at the invitation of C. E. Arney Jr., secretary-treasurer of the NAB, who presided.

Principal announcement of the committee was the plan to divide the station exhibits this year into seven different classifications to be judged by a board of non-NAB members. The seven parts into which the exhibit will be divided are: Publication advertising; direct mail; news, special events and public service programs; promotions backed by stations such as auto shows, food shows, cooking schools, etc.; program presentation; house organs; special activities such as movie films, posters, advertising novelties, etc. Entry panels will be standardized in size to 28 x 44 inches. Innovation will be a general exhibit of radio station premiums, including those used by local stations and networks. Stations will be advised later how to submit material for this premium exhibit.

Room for Movies

Mr. Arney also announced that a special room would be set apart at the May sessions for the showing of any motion pictures brought to the convention by the stations. A small service charge will be made to the stations wishing to show such films to convention delegates.

Those attending the meeting in addition to Mr. Arney were Howard O. Peterson, WOW, Omaha, vice-chairman; M. F. Allison, WLW, Cincinnati; J. Culmer Johnson, KMOS, St. Louis; Bob Sampson, KWK, St. Louis; and Merle Jones, manager of KMOX and convention city chairman.

Script Syndicate

FIVE-MINUTE FEATURES, new radio script syndicate, has been organized with headquarters in the Miners Bank Bldg., Joplin, Mo. The firm is headed by H. D. Robards, former free-lance writer, and includes on its staff several experienced radio writers. Plans include development of regularly released scripts at moderate price, to be sampled to only one station in a city, according to an announcement.

Prizes for Rivals

7-UP BOTTLING CO., Ventura, Calif. (beverage), is sponsoring a weekly half-hour quiz program titled Quiz of Both Cities, on KTM, Santa Barbara, Calif. Program originates from the station's studios in Ventura and Santa Barbara, with quiz participants and studio audiences in both communities. Cash prizes totaling $25 are awarded weekly. In addition, cases of 7-Up are given to those sending in questions that are used on the broadcasts.

Gough and Squire Name SESAC Representatives

SESAC Inc., New York, has announced appointment of Emilie J. Gough, former secretary of Independent Radio Network Affiliates, and Burt Squire, formerly in the radio department of J. W. Pepper Co., New York, as field representatives. Mr. Gough will cover the

Mr. Gough
Mr. Squire

West Coast and Mr. Squire will be in charge of the Midwest. Other two representatives for the music publishers are Gus Hagenah for the Northwest and C. J. Culmer in the East.

Mr. Gough previously was with Hearst Radio as world-wide sales director for 27 years and also was editor and publisher of the San Francisco Call Bulletin. Mr. Squire was formerly with Hearst Radio as general manager of WINS, New York Hearst-owned station. Prior to this, he was sales manager of WHK, Cleveland, and WTAM, Cleveland.

BLUE LAW VICTIMS

Two Delaware Stations Caught

In Sunday Drive

GORMAN WALSH, general manager of WDEL and WILM, Wilmington, Del., and Harvey Smith, announcer, were arrested Sunday, March 2, for violation of the State's 200-year-old Sunday Blue Laws.

The station was involved in a widespread campaign in which more than 500 persons were arrested for such Saturday activities as delivering milk, selling drugs and newspapers and, in one instance, shoveling snow. The wholesale arrests were ordered by Attorney General James R. Morford in retaliation for the State Legislature's failure to liberalize the antiquated Blue Laws.

A fine of $4 and costs were assessed against all offenders, including Walsh and Smith. The station was found in violation of the law not because it was operating on Sunday, but because it was engaging in business by broadcasting commercially-sponsored announcements and programs on the Sabbath. By the same interpretation, strict observance of the letter of the law would make the sponsors and even those listening to a commercial program liable to arrest. It has been hoped that the ridiculous situation would be elaborated by making wholesale arrests in connection with the broadcasting activities, which would have made it necessary for police to arrest several ministers who buy time on the stations for Sunday sermons and religious broadcasts.

ARABIA WOOTEN, daughter of Hoyt E. Wooten, owner of WREC, Memphis, was chosen "most style junior" in the popularity elections at Southwestern U., from which she will be graduated in June.

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BROADCASTING • Broadcast Advertising
Office of Education Has an Active Year; Reduced Budget Now Proving Handicap

ALTHOUGH its activities have been curtailed during the 1941 fiscal year because of lack of funds, the radio division of the Office of Education enjoyed its busiest 12 months in history during fiscal year 1940, according to the annual report of Dr. John W. Studebaker, U. S. Commissioner of Education.

During the record-breaking year the radio division's activities included service to stimulate local efforts for education by radio; cooperative efforts on a national basis and representation of education's interests in radio before the FCC, Dr. Studebaker explained.

Script Exchange

In stimulating development of educational radio in local areas, the Educational Radio Script Exchange founded in 1936 has played an important part in meeting the need of schools, colleges and stations for acceptable educational scripts, Dr. Studebaker's report stated. Functions of the exchange were expanded to meet other related needs, such as advice on production, a glossary of radio terms, a handbook of sound effects, references to source books on radio, and transcriptions.

During its first year, 1936, less than 300 school and college groups were reported as producing programs on local stations, while during fiscal year 1940, more than 1,200 producing groups were reported to have used the Exchange services, an increase of more than 400%, it was pointed out.

The Script Exchange also has been active in the transcription field, promoting widespread use of transcriptions in schoolrooms to present important network and local educational features. Since 1936 the exchange has distributed 16,085 radio manuals, 13,705 radio glossaries, 6,885 handbooks on sound effects, 4,125 radio bibliographies, 1,925 college radio courses and 244,487 scripts, according to a compilation in the report.

Another activity of the Exchange, through its information and idea section, lay in compiling studies, pamphlets, bibliographies, articles, clippings which were made available on loan to inquirers. Under a grant of emergency funds, the Office of Education during the fiscal year allocated funds to school systems and college centers for demonstrations and studies to promote education by radio.

Cooperating with the national networks and branches of the Federal Government, the Office of Education during 1939-40 continued several big-time radio programs on a national scale—The World is Yours, on NBC-Red; Democracy in Action, on CBS; Gallant American Women, on NBC-Blue.

At present, operating on a restricted scale due to Congress' action in limiting the use of emergency funds for radio to $100,000, the Office of Education's radio division is continuing The World is Yours on NBC-Red. The script exchange also has been continued, through the Federal Radio Education Committee. Although the service is not as extensive as in 1939-40, transcriptions are being distributed to schools and stations, both for broadcast and schoolroom use. Lack of funds has cut down substantially the radio division's program of experimentation, demonstration and research, it was said.

Spots to Sell Easter Ties

E. & S. CURRIE Ltd., Toronto (crawls) starts about March 24 a pre-Easter series of transcribed announcements on more than 30 Canadian stations for Easter business. Similar campaigns are planned before Father's Day and other holidays throughout 1941. Account is handled by Norris-Patterson, Toronto.

WE'LL let Governor Saltonstall of Massachusetts Define the Market.

In his words, “BOSTON IS THE BREAD BASKET OF 3,000,000 PEOPLE WITHIN 30 MILES OF THE STATE HOUSE.”

That makes Boston one of the three largest “Bread Baskets” in the whole United States.

Making sure your product is “in the Basket” is not enough. You have to tell these 3,000,000 people, if you want them to buy a particular brand.

WBZ, the most persuasive selling voice in Boston, does it in a breeze with 50,000 watts! It's the one unfailing medium to step up your sales throughout this high-yield market . . . to put your product into the bread basket of 3,000,000 consumers.

Proof? That's easy, too . . . if you'll just inquire at any NBC spot sales office.
Changing Trends Are Noted in Analysis For Nation

CHANGING trends in U. S. popula-
tion, among them the slackened rate of national and urban growth, present economic aspects important to all forms of communication, including radio and telephone, according to a study of U. S. Census Bureau figures prepared for the Six
teenth Decennial Census (1940), made by American Telephone &
Telegraph Co.

The AT&T study, described in an article by Robert L. Tomblen in the February Bell Telephone Maga-
azine, reveals that "of the more revolutionary changes in American social life observed during the 1930-1940 decade." SLOwGROwTH

The outstanding developments of the 10-year period involved as: A greatly reduced population growth, with several States losing inhabitants; a sharp drop in the size relative to the household, coupled with a more rapid increase in the number of families than in population; a drastic decline in city growth, largely resulting from a slowing down in urban or rural migration; the lowest rate of natural increase on record; a net out-
ward migration from the United States; and, for the first decade in his-
tory [see map on opposite page].

Total U. S. population, according to final census returns, was 131,669,275 as of April 1, 1940—
an increase of 8,894,229, or 7.2% since 1930. Between 1920 and 1930 the recorded growth was 17,064,-
456 or 16.1%. The 1930-40 numerical gain was shown to be the small-
est for any ten years since the Civil War, and the per cent of in-
crease is less than half the lowest previous decennial rate in national his-
tory.

Census Bureau figures indicated that urban and rural populations grew at substantially equal rates during the last 10 years, 7.9% for urban and 6.4% for rural, con-
trasting sharply with the 1920-30 decade, when urban population's rate of increase was six times the rural rate. Of the total 1940 popu-
lation, about 56% was urban and 44% rural, approximately the same as 1930.

"One of the principal explana-
tions of the growth in rural popu-
lation between 1930 and 1940 lies in the relatively large increase in the number of persons living on farms during the decade," the article explained. "In this connection it might be noted that the U. S. Bureau of Agricultural Economics has estimated the farm population on Jan. 1, 1940, to be 32,245,000, the largest in 20 years and close to the 1916 all-time high record of 32,530,000.

"The increase of 2,100,000 in

farm population during the 1930's followed a decrease of 1,500,000 during the 1920's. Whereas the net migration from farms to cities during the 1920's was approximately 6,300,000, the corresponding figure during the 1930's only 2,200,-
000 persons.

Migration Trends

"This difference was not due pri-
marily to any substantial back-to-
the-land movement largely offset-
ting the cityward migration, but to the fact that the farms retained a much larger proportion of their natural increase between 1930 and 1940 than in the preceding decade. Reduced employment opportunities in industry caused many young people to remain on farms who in normal times would have migrated to the cities.

"The number of youth reaching the age when migration is usually at its height increased during the past decade, and will continue to increase for several years more, as the effect of the peak in births of 1921-25 is reflected in a corre-
spondingly large number of young persons currently reaching maturi-
ty, when they ordinarily start out for themselves.

"The population growth between 1930 and 1940 was very unevenly distributed among the States and the principal subdivisions of the country. These wide variations in population changes during the past decade reflect not only differences in rates of natural increase, but also extensive interstate migra-
tions.

"The States east of the Missis-
ippi River received a slightly smaller proportion of the national increase between 1930 and 1940 than their proportion of the actual population in 1930, while the group of States between the Mississippi and the Rocky Mountains, which contained one-fifth of the total popu-
ulation in 1930, received only one-
ighth of the decade growth and the States from the Rockies to the Pacific, with less than one-tenth of the 1930 population, gained more than 22 per cent of the ten-year in-
crease.

"A further consideration of these broad areas according to the divi-
sion of their population gains be-
tween natural increase and migra-
tion reveals some interesting dif-
fences. Population growth in the States east of the Mississippi was about equal to their natural in-
crease, with no appreciable migra-
tion in or out of this general region.

"However, there were such

marked differences in the rates of natural increase between the north-
ern and southern sections of this region that all the southern States grew faster than the country as a whole, while the northern States, with the exception of Michigan, had rates of gain below the national average. Within this eastern region the States east of 98° w. long., contiguous to the Mississippi, experienced their relatively heavy gains from inward migration, namely, the New York and Washington metropolitan areas, and Florida. At the same time, Pennsylvania, through gain-
ing 270,000 population, experienced a net outward migration of nearly 300,000 residents, the largest loss from this cause for any State.

Less Labor Needed

"The central belt of agricultural States retained only one-half of their natural increase, losing about one million persons through net outward migration to other States. Most of this loss occurred in five States—North Dakota, South Da-
kota, Nebraska, Kansas, and Okla-
ahoma.

"Each lost population, the aggre-
gate loss amounting to over 300,-
000. A large explanation of these losses were successively prolonged droughts, excessive soil erosion, and severe dust storms, along with increased mechaniza-
tion of agriculture which contributed to consolidation of farms and to re-
luced labor needs.

"The western group of States grew faster than the central area, despite the lowest rate of natural increase among the three regions, and gained about one mil-
lon new residents from net inward migration. While these States except Montana grew faster than the country as a whole. In absolute numbers the increase in population in California was considerably greater than that in any other State, amounting to slightly over 1,200,000 as compared with nearly 900,000 in New York, the next high-
est State in this respect.

Reasons in the West

"Among the reasons for the rapid growth of the western region, the greater activity in silver mining and the influx of refugees from drought-stricken areas were undoubtedly important factors. Of course, California, like Florida, benefited materially from the in-
ward migration of the retired classes.

"The material decrease in the rate of urban growth during the past decade is reflected in indi-
vidual cities of all sizes throughout the country. With few exceptions, cities lost their drawing power for migrants from foreign countries, farms, etc. In the West, a large number of cities experienced a considerable net outward migra-
tion during the past decade. In many cases this migration exceeded the Net gain of 287 out of 982 urban places of 10,000 or more inhabitants in 1930 lost popula-
tion between 1930 and 1940, whereas only 84 of the same com-
(Continued on page 7)
Lucky

FIFTY GRAND IN WATTS
Universal DST?

WERE THESE normal times, the warming up period on the Daylight Saving Time changeover for radio would be getting under way. Last month we decided to do our DST controversy-shopping early. We led off with inspiring pieces by Jack Laemmer, vigorous young radio director of Lord & Thomas in Chicago, and Willard Egolf, the figure-juggling sales manager of KVVO, in Tulsa.

Reaction was immediate, and a lot of thinking and researching already is under way. But it appears the DST problem has outgrown radio. It's now a national issue because of the new tempo being wrought by national defense. The fact that radio loses a million, more or less, because of the April-to-September time differential in certain cities; that listeners are thrown out of gear for weeks, and that broadcasters are driven frantic a month before each shift—apparently becomes unimportant.

Because of the national defense activity, smoke is pouring out of chimneys inactive since 1929. All-time peaks for heavy industry are being approached. Unemployment is melting away. The working day isn't long enough. The inevitable answer, it is thought in high official circles, will be more daylight working hours. It looks like manditory Daylight Savings Time is coming soon via Federal statute.

So far as radio is concerned, complete absence or complete presence of daylight saving is the millennium. Patchwork schedules of the past and of the present depict the effects of DST at its worst.

It may be too late to do anything about it this year, with the changeover schedule only six weeks hence on April 27. By that time, however, the industrial tempo may be such that the Administration will decide to do something. During the last war there was no broadcast. But there was universal DST. It is being observed in England and in some of its dominions, including Canada.

The first sign of Government action comes from Secretary of the Interior Ickes, who advocates DST for Washington as a defense measure. He approaches it from several angles: intercity defense dealings; greater staggering of Government office hours; more time for outdoor recreation. In national defense work, the same factors would apply throughout the country. And a bill already has been introduced in Congress for compulsory DST.

There's lots of logic to the Laemmer suggestion that the broadcasting industry observe Standard Time universally. That would be the answer if times were normal. We want to see the results of the several studies now being made in the industry before we go overboard. But from where we sit, we are inclined to think that universal Daylight Saving Time is coming up. Why shouldn't radio lead the way now?

Caesar's Life

WITH THE ASCAP-BMI issue neatly tucked away in its consent decree archives, the Department of Justice now has made James C. (Little Caesar) Petrillo, dictator of the American Federation of Musicians, the immediate object of its trust-busting onslaught. And here Assistant Attorney General Thurman Arnold really has something.

The Justice Department, using the press release technique that brought both BMI and ASCAP into a stipulated peace with Uncle Sam, announced that it plans to initiate grand jury proceedings not only against Petrillo but against the whole booking agency, concert bureau and broadcast fields as they relate to instrumentalists. It is clear, however, that Mr. Petrillo is to be brought into the ramifications of the Petrillo dynasty as its initial and possibly its sole effect.

The Chicago ex-newboy, who learned to toot a horn and who now is the $46,000 a year czar of American musicians, cruising around in an armored car with personal bodyguard, apparently has captured the imagination of the Anti-Trust Division. But more than that, there were complaints from the American Guild of Musical Artists about Petrillo's muscling in on its jurisdiction, as well as the hangover of the "forced work" issue wherein Mr. Petrillo fixed quotas of musicians to be retained by broadcast stations if they were to receive network programs at all. Standby orchestras for cooperative programs, professional musicians as "platter-turners" and sundry other unnecessary personnel requirements foisted upon stations, all are Petrillo inventions that should undergo the scrutiny of the Government in its latest anti-trust foray.

Victor O. Waters, Mr. Arnold's lieutenant on all matters pertaining to music and radio, has been assigned the Petrillo job. If he is as effective in this new assignment as he was in handling ASCAP-BMI prosecutions from the Government's standpoint, a rather interesting spring looms ahead.

American railroad management began their march across the broad continent, they faced many shaming adversaries. Canal owners objected. So did steamship lines. Eastern port cities distrusted the new mode of transport. And there were even "statement" that the rush of iron horses westward would scatter the nation's strength and destroy the republic.

All of this opposition failed. The railroads are now an integral part of the American Way of Life, and have been for decades. The initiative which went into their construction, and into the perfection of their service, has meant much to millions of Americans. It has helped make our nation great.

Today radio faces what the railroads faced in their pioneer days. From the standpoint of the American people, the basic issue is the same.

The other day, down at Miami, the governing board of the International Allied Printing Trades Assn., which consists of five printing crafts unions, published a demand that Congress enact drastic restrictions on the operations of radio stations in the United States, slashing their revenues and subjecting them to heavy new taxation, because 25,000 members of the union crafts are out of employment due to suspensions and mergers of newspapers.

The purpose of the demand, of course, is to increase the revenues of publishing firms and, indirectly, of the printing trades unions, giving no consideration whatever to the many, many thousands of jobs which have been created for workers in the operation and expansion of the radio industry.

One might say a recommendation of this sort could be dismissed as "silly". But now, with centralized control of city, state and nation becoming a reality under our democratic government, this obviously political threat to radio, a part of the American Way of Life, must be treated seriously.

Although still in its infancy, radio has become almost a necessity in the American home. Daily it brings joy to millions of the ill, the isolated, the blind, the helpless. It takes religion and education into countless homes, into tenement, mansion and mountain cabin. The average American can now hear, at his own hearth, the great debates on momentous national and international questions.

Abroad, in the lands where government has taken over the operation of radio, there is nothing which even approaches the quality of American programs.

Anyone who has heard the pitiful broadcasts of government-subsidized foreign radio stations and are aware that the same in Europe or elsewhere is as against our private system of radio broadcasting with proper government regulation, should be and is thankful for the American way in radio.

Yet, it is just beginning. Powered by private initiative and capital, American radio can sweep on to new achievement in television and frequency modulation. The opportunities

(Continued on page 38)
SIDNEY N. STROTZ, NBC vice-president in charge of programs, is planning his third week's business trip to the West Coast, leaving New York in mid-March for NBC headquarters in Hollywood and San Francisco and returning via Denver.

LEN TAYLOR, formerly the sales staff of Philadelphia stations, has joined W.J., W. L. Hodges, a sales manager, filling the vacancy left by Daniel C. Park, drafted for military service.

LEE GEORGE, new to radio, has joined the sales staff of WGN, Springfield, Ill.

DEAN R. UPSON, formerly of WSIX, Nashville, has joined the sales staff of WGBK, Louisville. Theodore R. Kennedy, formerly of the Nashville Press, has joined the WJX sales department.

LEO FITZPATRICK, vice-president and general manager of WJR, Detroit, and NBC publicity director of the station, left March 3 for a one-month visitation with their families at Miami Beach. 

JOSEPH H. UHAIT, president of WDSU, New Orleans, returned to his position in January after a month convalescence from pneumonia.

JULIAN F. HAAS, formerly Southern newspaper writer, has joined the commercial staff of WKB, Little Rock.

JOHN C. LIBBY, has been named manager of WCOU, Lewiston, Me., succeeding Philip Wakefield. Mr. Libby and Wakefield joined the CBC at Three Rivers, Conneaut, Ohio, and Wakefield has joined the sales and announcing staff. Fred Preble also has joined WCMI.

PHILLIP BERTH, Jr. has joined the sales staff of WCAI, Ashland, Ky.

RAY BARNETT of the sales promotion department of KSFQ, San Francisco, has been called for active duty with the Army.

WILLIAM SHEA, account executive of WJZ, New York, has been named membership chairman of the San Francisco Milline Club. Mr. Shea, who is also a member of the California Cartoonists Association, has been elected as chairman by vote of the council.

JULIAN WALTERS, the San Francisco club's vice-president, has been re-elected to the position he has held for the past four years.

The club's new officers are: president, Joseph H. Uhait, president of WDSU, New Orleans; first vice-president, Robert V. Gillham, station manager of WRQX; second vice-president, George H. Smith, station manager of WQAM; third vice-president, Henry F. Hanks, station manager of WJZ; secretary, F. J. C. Macaulay, station manager of WCR; and treasurer, E. H. J. J. Gair, station manager of WCAI.

The club's new executive committee consists of: president, Henry F. Hanks; vice-presidents, F. J. C. Macaulay and E. H. J. J. Gair; secretary, E. H. J. J. Gair; and treasurer, F. J. C. Macaulay.

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ELMER A. KNOOP, of the WFDF, Flint, Mich., copy department, has been promoted to copy chief, filling the vacancy created by the resignation of Don Degroot, who has taken over the radio division of Holden, Graham & Detriot, a Grand Rapids, Mich., Junior College. Knoop joined WFDF in 1933 as an announcer and part-time copy writer. John W. Baumgartner, formerly continuity editor of WIBC, Indianapolis, and at one time at WCLS, Joliet, III., has been named assistant to Knoop.

ROBERT KORNHEISER, recently appointed traffic manager of WHN, New York, has been inducted into the Army, the station's first draftee.

VERA TRUE, traffic manager of CFNB, Fredericton, N.B., on March 1 married W. B. McCullough, assistant Canadian trade commissioner in the Department of Trade and Commerce. The couple will leave shortly for Buenos Aires where McCullough has been assigned as specialist on agricultural products.

ROBERT BAUMGARTNER, formerly traffic manager of CKOC, Toronto, Ont., joined the 33rd Division. His wife is MRS. STANLEY DOMESBERG of the WGN, Chicago, talent rep who is known as Donna Ranelle, is the mother of a boy, William Stanley, born Feb. 21.

CHEL MILLER, formerly continuity editor of WMBD, Peoria, Ill., has joined the continuity department of WLS, Chicago.

MRS. MAXWELL, who was inducted into the U.S. Army as a first draftee, has been named to head the radio section of the Department of Information of the Office of Production Management in Washington. He will coordinate all radio defense activities for OPM and the National Defense Advisory Commission. A graduate of Harvard, Mr. Schoenfeld has won national recognition for his educational and commercial radio writing. His best-known radio work is Johnny Appleseed, twice produced on the Kate Smith Hour and the CBS Pursuit of Happiness show.

BERT DOWLING, continuity chief of WBAB, Youngstown, O., has been informed that a miniature copy of his most recent composition "Near the Manger" is to be placed in the Alice Neilson Room of the Knights of Columbus Museum in New York. The song was dedicated to Robert Chari Maxwell, a friend of Dowling's, and grandson of Miss Neilson, the opera singer.

CATHY LAWRENCE, former New York radio actress, is handling the telephone commercial announcements on Quiz of Two Cities on WBAI, Fort Worth.

PHIL WACKER, formerly of KFBB, Great Falls, Mont., has replaced Malcolm Sykes on the announcing staff of KIQ-RGA, Spokane. Malcolm resigned his position to enter the Army Air Corps. Margaret Lenthart, vaudeville vocalist, has been added to the musical department of KIQ-RGA.

Schoenfeld Named

BERNARD C. Schoenfeld, formerly chief script writer of the Department of Interior radio division, has been named to head the radio section of the Department of Information of the Office of Production Management in Washington. He will coordinate all radio defense activities for OPM and the National Defense Advisory Commission. A graduate of Harvard, Mr. Schoenfeld has won national recognition for his educational and commercial radio writing. His best-known radio work is Johnny Appleseed, twice produced on the Kate Smith Hour and the CBS Pursuit of Happines show.

FRED BRIGGS, for the last year chief announcer of KYA, San Francisco, on March 1 was named program director of the station by General Manager Harold B. Meyer. Briggs has been with KYA for the past two years and previously was stationed with WREG, Memphis, Tenn., and KVOE, Santa Ana.

ALLEN BOTZER, formerly associated with Seattle stations, has joined KHL, Hollywood, as announcer.


RICHARD BROOKS, NBC Hollywood announcer of the five weekly hour hour Sidewalk Vignettes, has compiled a new book titled "Hot Splinters," to be released shortly by DeVoss Publishing Co., Los Angeles. Incorporated are a series of his short stories.

GEORGE HAMPTON, former WBZ, Boston, and COSETTE MERRILL, KOA, Denver, of the naval Reserve. Homer was inducted as a second lieutenant in the Illinois National Guard which became part of the regular army.

LEO MANN, formerly of WLW, Lowell, Mass., has joined the announce staff of WELH, Nevada, Conn. He succeeds Bob Lockwood, who left Feb. 23 for a year's active duty with the National Guard.

IN THE MIDDLE OF THE DIAL 800 K.C.

We're moving from 1030 K.C. to 800 K.C. April first, giving advertisers in the DETROIT MARKET even greater coverage and a bigger buy than ever! No rate increase! 5,000 WATTS DAY AND NIGHT • MUTUAL SYSTEM
ETHEL WFPG, Atlantic
RALF BRENT, program
director of WJR, Columbiana, 8. C., is the father of a six pound girl.
DON LEAK of WHO, New Orleans, is the father of an eight pound four
ton girl.
LEON LEAK, NBC announcer, is the
first member of that network’s
announcing staff to be called in the
draft.
GREGORY CENTOLA of the
production staff of WMCA, New York,
recently married Derva Nappo of New
York.
JOAN HARDING, woman’s commen-
tator, heard on WHAM, Rochester
has resigned effective March 15.
PITCAIN GAMBLE, program director
of WPIC, Sharon, Pa., is the father
of a 131/4 pound boy.
RAMONA GERHARD, organ soloist
of WCCO, Minneapolis, and Robert
Sutton, script writer and assistant
music librarian at the station, eloped
last weekend and were married in the
Mayo Chapel, Rochester, Minn.
LILLIAN CORSOVER, free-lance
publicity agent, has joined WMCA,
New York, to handle special promo-
tion on women’s programs.
RALF BRENT, program director
of WFPG, Atlantic City, and Bob Lewis,
WFPG chief announcer and traffic
manager, recently were called by the
draft to Fort Dix, N. J.
ETHEL RATTAY, former director
of public relations of Atlantic City’s for-
mer municipal station WFPG, now holds
that position with WFPG, Atlantic
City.
JOSEPH REED, formerly with the
Richmond Times-Dispatch, Washing-
ton Post and the Akron Beacon-Jour-
nal, has been signed by WRVA, Rich-
mond, as news analyst for a weekly
series to start soon.
HAROLD RAINFORTH, night re-
ceptionist, is the first member of
WRIC, Richmond, to be drafted,
leaving in late March.
RUSS JOHNS, announcer of WFVA,
Frederickburg, Va., has been named
chief of the station’s music division.
MAURICE MERRYFIELD has re-
turned to Philco Radio & Television
Corp., Philadelphia, in charge of pub-
lity, replacing E. I. Bowman.

KATHERINE ROACHE
ON THE 17th of April, 1936, Katherine Roache was given a temp-
orary job at WGN, Chicago. To-
day she’s ready to show the job
may be permanent. She is day 
time studio director, supervises assign-
ments for 17 announcers, and in ad-
dition conducts the June Baker’s
Home Management program, one
the station’s features since 1933.
She gets 1,200 letters a week.
Only time she has been stumped
was when a woman asked how to
keep her husband. Having no hus-
band, Miss Roche hastily referred
the question to Doris Blake, Chi-
icago Tribune heart-throb editor.
Besides interviews with celebrities,
she gives her listeners news of in-
terior decorating, menus, food and
clothing, fashion hints—everything
of interest to women. She visits
New York several times a year as
a reporter gathering facts for her
program, gets new ideas in the Chi-
icago department stores and follows
trade conventions for advance news
of what women will be interested in
months from now. Miss Roche is a
native Chicagoan and was educated
in private schools in Detroit, Mich.,
and Lake Forest, Ill. For recreation
she attends the theater. Her North
COTTAGE is tastefully and
beautifully furnished—she says she
follows June Baker’s advice on its
management.

JOHN SCOTT TROTTER Holly-
wood musical director of the NBC
Kraft Music Hall, sponsored by Kraft
Cheese Co., has been a member of a
four-year contract by that firm. Since
starting out on that show in 1930, he
has not missed a single broadcast.
MAL MCGINTY, member of the
announcing staff of KYA, San Francisco
for the last year, has been promoted
to chief announcer.
MAL ROSS, formerly sports announ-
cer of WHAA, Purdue U station in
West Lafayette, Ind., has joined the
announcing staff of the new WKMO,
Kokomo, Ind.
GERHARD A. FREDRICKS, for-
merly of WHFC, Cicero, Ill., has
joined KSO-KRNT, Des Moines.
EDWARD CARTER, formerly of
WIL, Cincinnati, has joined the con-
tinuity staff of WMD, Peoria, Ill.
JACK HARRINGTON, formerly of
WHAS, Louisville, has joined WSPD,
Toledo.

Who
(ALONE!) for
IOWA PLUS!

DES MOINES-50,000 WATTS,
CLEAR CHANNEL

The New Salt Water Way to the World’s Richest Market

WEAF

Represented nationally by Spot Sales Offices of the
NATIONAL BROADCASTING COMPANY
A Service of Radio Corporation of America

March 10, 1941 • Page 35
OR ELSE!

Either the boys in the band pay attention to the maestro—or the symphony suffers. Here in Roanoke and southwest Virginia, radio listeners pay attention to WDBJ—or else miss not only the best local programs, but also Major Bowes, Kate Smith, The Radio Theatre, and other CBS favorites! Because of that—and because we're the only station with power enough to reach all 1,282,920 listeners in this area—WDBJ is listened to most, most of the time! And don't forget, Roanoke is a better-than-ever market, with defense and industrial expansion totaling more than $100,000,000—all being spent within WDBJ's regular listening area! Shall we take a crack at some of this dough for you?

WDBJ

ROANOKE, VIRGINIA

Owned, and Operated by the TIMES-WORLD CORP.
CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.
PLANS for a good-will transcribed series of half-hour programs, including dialogue and music, to be short-
 waved by CBS to the Argentine for rebroadcast, were made by Tito Martinez Delbox, production ex-
 ecutive of LRS, Buenos Aires, and Don-
 ald W. Thornburgh, CBS Pacific Coast vice-
 president, in early March. Series, to be cut in Los Angeles and broadcast live in all other cities have been used, will feature dia-
 logue by film stars and music from current American films. Scripts are being written in phonetic Spanish by Delbox.

WALT RUNDLE of the United Press promotion and research department and Ruth Hughes, commentator, flew to Tampa March 5 to record a sports program from the training camp of the Cincin-
 nati Reds. Quarter-hour programs will be sent to stations as one of the series, United Press Is on the Air, dramatiz-
 ing the work of UPI correspondents. Series is produced by Rundle and Hughes with the latter also acting as announcer.

STANDARD PROGRAM LIBRARY SERVICE announces the following new and renewal subscribers: WATN, Watertown, N. Y.; WTMA, Charles-
 ton, S. C.; WJBO, Baton Rouge; KEPI, Denver; WHIL, Johnson City, Tenn.; KRST, Big Springs, Texas; WCAR, Pontiac, Mich.; KCKK, Kansas City; KXL, Portland, Ore.

IN ORDER to get the atmosphere of a live broadcast, Dr. Pepper Presents, transcribed variety series sponsored on 38 stations by the Dr. Pepper Co., Dallas, was recorded before a studio audience. The half-hour program con-
 tains the spontaneous sound effects of laughter and applause that character-
 ize a network broadcast. Columbia Recording Corp., Bridgeport, recorded the series, and the account is handled by Benton & Bowles, New York.

LATEST “same” brand added to the list doing transcriptions for Lauren-
 Worth Feature Programs, New York, is that of The Pastor. Ten popular
recorded pieces are on the company’s March release for radio stations sub-
 scribing to its library.

A NEW series of transcribed programs featuring Sigmund Stasch, author and
 musician, is being distributed by Kas-
 per-Gordon Corp., Boston, under the title Pen With Music. It will be available in 20 quarter-hour units. Non-ASCAP music is being used for the present.

SUPPLEMENTING the True Life Dramas on savings and investment
accounts for Federal Savings and Loan associations, R. T. Harris Advertising Agency Inc., Salt Lake City, announce a series of 20 half-minute transcribed dramatizations dealing with home loans. The new discs bring the series to a total of 32.

Census Analysis
(Continued from page 2)

Unified Analysis

There are other factors in addition to the decline in the birth rate and the cessation of immigration that account for the marked changes in city growth. Some of the slow urban growth can be attributed to the reduction in em-
 ployment opportunities caused by curtailed business activity and by decentralization of industry. An-
 other factor can be found in the movement of population toward residential suburban communities which can easily be reached by train, bus, and automobile, and which combine lower living costs and other advantages to make life more attractive there than in the large city. Thus, all over the coun-
 try the suburban areas outside the large and even moderate-sized cities have grown rapidly, while

the central cities themselves have experienced little gain or have even decreased in size.

Occupied Dwelling Units

“The Housing Census, introduced in 1940 and taken in conjunction with the Population Census, has furnished data on occupied dwell-
 ing units, which are approximately equivalent to the private family, or household, of the 1930 census. Final figures now show that the total number of occupied dwelling units, or families, in the United States on April 1, 1940 was 84,861,025. This figure represents a growth of 9,856,962, or 16.8 per cent, since 1930. Since population increased during the same period at the rate of 7.2 per cent, as already cited, it is apparent that during the decade from 1930 to 1940 the number of families increased at a consider-
 ably faster rate than did popula-
 tion. Indeed, this relatively greater growth in families occurred in every state with a remarkable de-
 gree of consistency. The same situa-
 tion held true for more than 97 per cent of all urban places of 10,000 or more inhabitants.

“The relatively larger growth of families than of population between 1930 and 1940 is reflected in the sharp decline in the average size of the household, which, for the nation as a whole, dropped from 4.10 to 3.78 persons. This change in the persons-per-family ratio was greater than in preceding decades and was due primarily to the cumu-
 lative effect of declining birth rates. Indeed, the number of adults per family has varied but little for several decades, while the number of children per household has de-
 clined steadily.”
Basketball Trophy
WGN, Chicago, has inaugurated an annual award of an actual-size gold basketball to the player selected as the most valuable in the Western Conference (Big Ten). The award is similar to the football award to the most valuable player of the Conference each year by the Chicago Tribune, parent company of WGN. Each school in the Big Ten will proclaim one of its members the most valuable player for the 1940-1941 season and the 10 names thus selected will be given to a 29-man board which will make the final decision. Sitting on the final board will be the 10 conference basketball coaches; 10 representative officials; Major John L. Griffith, conference commissioner of athletics; Bob Elson, WGN sports editor, and Gragely Howlett, WGN sports editor. The nine other players selected will be awarded miniature basketballs.

Movies at Quiz
THE WEEKLY half-hour quiz show Acree's High School, Acree, sponsored by Henry C. Lyttton, Chicago (the program originates from the Hotel Edison, New York, Sundays at 5 p.m., and is conducted by Dr. Frank Kingdon, lecturer, author, and educator. Prizes total $125 per week and listeners sending in queries used on the shows receive an answer. Agency is Klinger Adv. Corp., New York.

Radio week
RADIO WEEK staged by Eicher's Bagdad Grocer Store in Seattle, in cooperation with XOMO-KJR, was so successful that it was carried over several weeks. A contest angle stimulated interest, with talent photos appearing in the Ballard News. Listeners who identified talent and sent best 25-word slogans were given prizes. KOMO-KJR talent appears daily in the store, which was set up with radio-week promotion.

Merchandising & Promotion
Church Spreads—Chicago Colors—For Educators—Business in Bagdad—A Log of Pep

White Space
IN COOPERATION with the Hollywood Citizen-News, KMPC, Beverly Hills, Calif., is conducting a five-week “Guess Who” contest built to acquaint listeners with station programs. Utilizing one column, 12½-inch space on the radio page, a picture of a different KMPC personality, with short biography and hint as to their time on the air, appears daily in the newspaper. Attached also is an answer coupon. A daily two-hour time spread is given in the contest. In event of a tie, contestants write a 28-word statement on “Why I Like to Listen to KMPC,” the winner receiving a Packard-Bell radio, or its equivalent in phonograph records. Judges assigned are Robert Reynolds, KMPC general manager, Harlan Palmer, Jr., executive of the Citizen-News, and a third party to be designated later.

Biblical Quiz
CRESTHAVEN MEMORIAL PARK, Clinton, N. J., on March 2 started a new program on WHN, New York, with questions based on the Bible and with churchgoers as guests. Questions originate from the Hotel Edison, New York, Sundays at 5 p.m., and is conducted by Dr. Frank Kingdon, lecturer, author, and educator. Prizes total $125 per week and listeners sending in queries used on the shows receive an answer. Agency is Klinger Adv. Corp., New York.

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Pep Boys “Pep-O-Log” RADIO activities of Pep Boys auto accessory stores are covered intensively in the chain's house organ Pep-O Log. Water spread reproduces fan letters and telegrams, along with talent photos and a reproduction of the Dawn Patrol certificate.
New Service Provides Quick Program Checks

DESIGNED to provide advertisers with up-to-the-minute checks on the presentation of their advertising by radio stations, the recently established National Radio Checking Service is offering a staff of competent checkers in 135 markets throughout the country to provide such service. Comprehensive reports are submitted to the advertisers by each of the checkers through the bureau's central offices at 6636 Delmar Blvd., St. Louis. Receptiveness of the program, manner of presentation, spot desirability, opposing programs, and general criticism of the advertising are incorporated into the checks. General manager of the project is George S. Foster, formerly manager of WEW, St. Louis, and prior to that manager of WWL, New Orleans. Groves Labs., Lewis Howe Medicine Co., Beaumont Co. and the W. R. Sheaffer Pen Co. are among subscribers, he says. Plans to augment present personnel will provide coverage in 500 markets.

Tip to Quizzers

Baltimore folk, close enough to Washington to know their Congressmen, stirred up a teapot tempest when they heard contestants on two nationwide quizzes lose real money when they said "H. R." meant House of Representatives and the quizmaster said it meant House Resolution. On the local WBAL Jackpot program, quizmaster Paul Girard paid $110 to a contestant in a negro theater when the correct answer was given to the "H. R." question. Girard suggests quizmasters should learn about Congress and reminds them that the symbol for House Resolution is "H. Res."

David O. Alber ASSOC., New York publicity agent, has moved its offices from 9 Rockefeller Plaza to 30 Rockefeller Plaza. New telephone is Circle 6-0505.

Lathrop Buying KFQD

CAPT. A. E. LATHROP, leading Alaska industrialist who founded KFAR, Fairbanks, in October, 1934, will acquire control of another Alaska station shortly if the FCC approves a transfer application just filed. R. E. McDonald, chief owner of KFQD, Anchorage, 250 watts on 760 kc., has applied for authority to sell his 392 shares and the two shares held by Barbara McDonald, to Midnight Sun Broadcasting Co., licensee of KFAR and controlled by Capt. Lathrop. The purchase price for the entire block, which represents two-thirds of the corporation's 500 issued shares, would be $10,000. The other 166 shares are held by William J. Wagner, KFQD manager.

Booth at Fair

Throngs flocked around its booth at the Central Florida Exposition, says WDBO, Orlando, Fla. Photos of stars were displayed and station talent provided programs, including a crack band featured on the Sunrise Serenade.

WFIL

1st or 2nd choice with Philadelphia Listeners

66 2/3% of Day & Night

Write for "Night and Day"
A survey of radio listening habits in the Philadelphia area

As reported by E. E. Hooper, Inc.

AID IV solving technical problems of private broadcasting stations throughout Canada has been given by the publicly-owned Canadian Broadcasting Corp. to 18 stations in the past two years. It is revealed in a report of the CBC Engineering Division. The assistance ranged from information on studio layouts to picking transmitter sites and making field strength surveys. The service was given in the interest of better broadcasting in Canada, and a nominal charge was made for it.

BROCHURES

WBZ-WBZA, Boston-Springfield — Listener-coverage brochure.
WMAI, San Antonio —Die-cut promotion folder, "You Bet They're Loaded".
WKMO, Kokomo, Ind. — Brown booklet introducing the new station to the trade.
KFPB, Wichita — Four-page booklet in green and cream promoting station's Kitchen Clinic.
CJOR, Vancouver, — Four-page program list with front page devoted to number of letters station received in 1940—$800,000.
KSTP, Minneapolis-St. Paul — Red, yellow and black folder offering House- hold Forums, local home economics program for sponsorship.
N7C-BLUE — Four-page folder ex- hibiting new blue coverage in Albany-Troy-Schenectady district after March 16 when WTRY, Troy, joins network.
Herrick to Burnett

BURKE HERRICK, for five years radio director of W. AYER & Son, Chicago, on March 3 joined Leo Burnett Co., Chicago, as manager of the radio department, with supervision over all air activities including plans, time schedules, production and casting. His radio experience in New York and Chicago covers a period of more than 10 years, in the course of which he was prominently identified with the air activities of the Ford Motor Co., the Kellogg Co., Illinois Bell Telephone Co., Farnsworth Television & Radio Corp., Studebaker Corp., United Air Lines, and many others.

Bernard Kelly, for the last five years with Schwimmer Scott, Chicago, has joined Dave Bennett & Associates, same city.

Robert Cowell, radio director in Detroit city, Walter Thompson, New York, is taking a two-week cruise to Venezuela.

Russell Zeilinger, formerly copywriter with Benton & Bowles, New York, has volunteered for the Army.

Richard Meade, formerly with the San Francisco office of J. Walter Thompson Co., has been placed in charge of production of the company's Seattle office.

William Davidson, formerly of the NBC stations relations department, has joined the staff of J. Walter Thompson, New York, as assistant time-buyer in the radio department. Mr. Davidson succeeds Richard Howard, who has been transferred to agency's new business department.


Steve Richards, formerly manager of the Detroit Bureau of United Press, has joined the publicity staff of Arthur Kastor Inc., Detroit, succeeding James Wines, transferred to the service department of the agency's New York office.

Perry Schofield, a copywriter with McCann-Erickson, New York, has joined the copy staff of Lord & Thomas, New York.

Michael Gore, formerly account executive with Green-Brode, New York, has joined Jaspar, Lynch & Fishel, New York, as vice-president in charge of radio.

Arthur Kanaske, formerly sales manager of Lube-X System, Chicago, has joined John Reibel and Walsh, Chicago, as account executive.

Andrew M. Howe, for the last 16 years associate editor of Printers' Ink, on March 1 joined Hackett-Samoteck contact department of Arthur Meyerhoff & Co., Chicago.

Gag and Gagged, a little of each, inspired this scene in the San Francisco area. Victim of the clashing digits is Wallace Elliott, co-owner of Tomashke-Elliott Adv. Agency, who is signing a 12-week renewal for Night Editor, sponsored on NBC-Pacific Red since 1934 by Cardinet Candy Co. Applying some of his special type of salesmanship is Hal Burdick, writer and presenter of Night Editor. Abetting the long-fingered Burdick is Harry Bucknell, KPO-KGO account executive, who helps guide the Elliott pen over the appropriate dotted line on the contract.

John House, formerly of the NBC sound effects division, has joined the radio program staff of Compton Adv., New York.

Dave Burt has joined the publicity staff of Benton & Bowles, New York, succeeding Alfred Ulmer, transferred to the media department.


J. Greene

J. J. Greene, 62, vice-president of Johns-Manville Sales Corp., died Feb. 20 in Avon Park, Fla. Mr. Greene lived in New Rochelle, N. Y. He handled accounts in Pittsburgh of the Westinghouse Electrical Mfg. Co. and the Aluminum Co. of America for Johns-Manville. He was also represented by the Sheenestad agency with the General Electric Co. Mr. Greene is survived by his widow and a son, Edward.

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RICHARD A. PINKHAM, formerly advertising and publicity director of James McCreery & Co., New York department store, has joined Lord & Thomas, New York, as executive on the American Tobacco Co. (Half and Half) account.

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The telephone is still being invented

"Even before there was a telephone there was the laboratory of Alexander Graham Bell in Boston, where telephones were born. That was 64 years ago, but the telephone is still being invented.

"Telephone service is what it is today because engineers never stopped learning more about speech and hearing. In the Bell Telephone Laboratories hundreds of scientists engage in constant research. The results? You talk more easily and hear more clearly today over the telephone because of these men of science.

"From these laboratories, among a thousand and one other things, have come the new streamlined telephones, cables only 1% inches thick carrying 4200 wires, the new coaxial cable that can carry 480 conversations at once, even the wire network over which this broadcast comes.

"No one of the twenty-four regional companies that make up the Bell System could afford such a laboratory. So it is the job of A.T. & T. to maintain this laboratory for all its associated companies. Each company pays its share to carry on this work; every telephone user benefits in the better service it makes possible."

This is a quotation from The Telephone Hour—a regular network program heard each Monday night at 8 o'clock, E.S.T. The Bell Telephone Laboratories are constantly studying to improve the faithful transmission of all network programs.
Station Accounts

KFJ, Los Angeles
Packard Motor, Los Angeles, 8 weekly, thru Young & Rubicam, N. Y.

MB Jewish, Chicago, 33 years, thru E. S. Hall & Staff, Chicago.

Pulp, New York, thru Bowers, N. Y.


Hebrew Evangelization, Los Angeles (religious), weekly ep, 52 weeks, thru Tom Westwood Adv., N. Y.

KFSO, San Francisco
Foreman & Clark, Los Angeles (clothing chain), 3 ep weekly, thru Milton Rebman Adv., N. Y.

First Federal Savings & Loan Assn., Oakland, thru Young & Rubicam, direct.

Hecker Products Corp., New York (flybrix's Jew,), 6 ep weekly, thru Bowers & Bowers, N. Y.

Insurance Securities Inc., San Francisco (insurance) weekly ep, thru Theodore H. Buckner, Los Angeles.

International Harvester Co., Chicago (tractors), 13 thru as Audrey, Moore & Wallace, Chicago.

Klipstick Bakers, Oakland, Cal. (breadery), weekly, thru Young & Rubicam, direct.

Kolley Co., Battle Creek, Mich. (All Bran), 10 thru, weekly, thru Kenyon & Eckhardt, N. Y.

Langendorf United Bakers, San Francisco (biscuits), 6 thru, thru Young & Rubicam, N. Y.

Lever Bros., Cambridge, Mass. (Lever's), 6 weekly, thru Thurman & Roy, N. Y.


Manhattan Soap Co., New York (Sweetheart soap), 6 weekly, thru Franklin-Brock Adv., N. Y.

New Century Beverage Co., San Francisco (Belfast Sparkling Water), 6 thru, thru M. E. Harlan Agency, San Francisco.

KNX, Hollywood
Colonial Dames, Los Angeles (cosmetics), 3 ep weekly, thru Glasher-Galley & Co., Los Angeles.


Pepper Co. Products Co., New York (beverages) thru Benton & Bowers, N. Y. thru Kenyon & Eckhardt, N. Y.

Colgate-Palmoive-Peet Co., Jersey City (Palmoive), 5 thru, weekly, thru Ward Wheelock, N. Y.

California Chemical Spray Corp., Richmond, Cal. (insecticides) thru Young & Rubicam, thru Long Adv. Service, San Jose.

CKAC, Montreal
Kraft Cheese Co., Montreal, weekly ep, thru Lord & Thomas of Canada, Toronto.

Peepod Co. of Canada, Toronto, weekly ep, thru Young & Rubicam, Toronto.


WAPI, Birmingham
Griffin Mfg. Co., Brooklyn (shoe polish), 7 thru, thru Birmingham, Castelein & Pierce, N. Y.


Bond Stores, New York (clothing), 18 thru, thru Beegoff, N. Y.

Performance Vendors, Cleveland, 3 thru, thru McCann-Erickson, Cleveland.

WEI, Boston
Dr. Ellis Sales Co., Pittsburgh (cosmetics etc.), ep, thru Smith, Hoffman & Smith, Pittsburgh.

Parker Bros., Salem, Mass., (game), 2 thru, thru John W. Queen, Boston.

Wayne Knitting Mills, Fort Wayne, Ind. (hosiery), thru as Murphy, Missouri, Moore & Wallace, Chicago.

Christian Epicurean, Boston, as series thru A. W. Ellis Co., Boston.

WIN, New York
Barney's Clothes, New York (men's clothing), 2327 ep, thru Bowers, 8 thru, thru Emil & Bowers, N. Y.


Hebrew Evangelization Society, Los Angeles (religious), weekly ep, 52 weeks, thru Tom Westwood Adv., N. Y.

KFFC, San Francisco
W WORD, Newark
Quaker Oats Co., Chicago (cereal), 5 thru, thru Ruthrauff & Ryan, Chicago.

Backstrom Brothers Co., New York (Asperton), 2 thru, thru Young & Rubicam, N. Y.

R. H. Macy & Co., New York (department store), 2 thru, thru Young & Rubicam, N. Y.

KBD, Santa Barbara
Southern California Edison Co., Los Angeles (public utility), 7 thru, thru Mavers Co., Los Angeles.

WIND, Gary, Ind.
Congress Cigar Co., Newark (LaPalina cigars), 15 thru, thru Marcus & Pratt, N. Y.

KJJ, Los Angeles

ZNET, Three Stations Connected by Permanent Lines

Butte - KGIR
Bonneville, Montana's only full time 5000 watt
Helena, KPFA
Bozeman, Montana Station

You Can't Go Wrong With The ZNET

Falstaff Discs and Sports Are Extended Nationally In Cooperative Series

FALSTAFF BREWING Corp., St. Louis (Falstaff Beer), during the week of March 17 starts two series of transcribed shows and newes sports programs on a national spot basis. In addition, half hour programs sold to breweries throughout the country on a cooperative basis [BROADCASTING, March 7] will be released by Falstaff on KXOK, St. Louis; WVL, New Orleans; WRE, Atlanta; WRR, Memphis, WYKL, Oklahoma City; KTUL, Tulsa; KRLD, Dallas; KTRN, Houston; KTTA, San Antonio, etc. Field contracts are for 26 weeks. These programs feature Charles Ruggles, Benny Rubin and other Hollywood stars.

A thrice-weekly quarter-hour music series, featuring Norman Ross as m.c. will be released on 26- week contracts on WOA, Miami; KXK, St. Louis; WSMB, New Orleans.

Sports Time, featuring Tom Dugan, will start its five-minute show on WOA, Miami, has been renewed for the balance of 1941.

Sports Review, featuring Henry Dupree, will start its five-minute series on WWL, New Orleans, has been renewed for 52 weeks. Sponsorship of the program is to be for special and sports events on the New Orleans outlet.

Falstaff renewed for the balance of the year One Man's Opinion, six-weekly quarter-hour series, during this period, will be added to WLA in Kansas City and KBB on the Los Angeles outlet. In addition, the brewery will sponsor play-by-play baseball on the St. Louis station.

Three National Sponsors On South Central Group

THREE national accounts are currently using the established South Central group, representing major network. Keyed from WMC, Memphis, are American Snuff Co., Memphis, and the nationally syndicated Rent Snuff Varieties five days weekly, 12:15-12:30 p.m., placed by Simon Siegel, Philadelphia agency. Also keyed by WMC is Humco Co., Memphis, (shortening), carrying the Humco Varieties five days weekly, 9:15-9:30 a.m., through the same agency.

Keyed from KKKH, Shreveport, is the Rice Brothers folk music act, 6:30-6:45 a.m., five days weekly for Chattanooga Medicine Co., Chattanooga (Black Draught), placed by Nelson Chenso Co., Atlanta. Other stations on this hookup are KARR, Little Rock, and WJDX Jacksoon, Miss., with WSMB, New Orleans, also available.

CN Adds Stations

WEST DISINFECTING Co., Long Island City (CN disinfectant), on March 1, will add to its five-minute transcribed program, three times weekly on KKKH, St. Louis. Company will also start a program three-weeks weekly on WABC, New York, starting April 7, with the possibility that more will be added. The program is produced by Radio Productions produced the transcriptions, while Moser & Cottin, New York, handles the account.
J. R. ACKERMAN, assistant director of truck merchandising at the Dodge Division, Chrysler Corp., Detroit, has been appointed director of merchandising and advertising, according to E. J. Poug, assistant general sales manager.

MEHRION & WILKINS, Denver (stock brokers) on March 9 began six-time weekly participation in the Alarm Clock Club, KOA, Denver, morning feature for radio listeners, presenting news market reports.

PAQUIN'S HAND CREAM Co., Montreal, has started a Sunday transcribed musical program on CFRB, Toronto. Account was placed by Robson Adv. Agency, Toronto.

WESTERN CANADA FLOUR MILLS, Toronto (Pioneer Foods) started as a test on March 9 from show five times weekly on CIGX, Yorkton, Sask. Account placed by A. McKinnon Ltd., Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods) on March 9 started Pierre et Pierrette quarter-hour French musical program Tuesday through Friday on CKAC, Montreal. Account was placed by McConnell, Eastman & Co., Toronto.

KASS CLOTHING Co., Chicago (men & women's apparel), on March 9 started a 12-week schedule of six-hour weekly quarter-hour news broadcasts on WJJD, Chicago. Agency is D. Weiss Adv., Chicago.

LOMA LINDA FOOD Co., Arlington, Cal. (Brackets), recently purchased participating sponsorship five times weekly in the Housewives Protective League on KIRO, San Francisco, and three times weekly on the Housewives Protective League conducted by Fletcher-Wiley on KNX, Hollywood. On Feb. 28th, a contract concluded sponsorship of two participations weekly on the Ann Halves program on KGO, San Francisco, the sponsor may expand its radio advertising in the next five weeks, Agency is Harry Kohn & Associates, San Francisco.


MAX MILLER, author, has dedicated his new book, "Here's to Al Pearce," star of the CBS Al Pearce Show. The dedication reads "To Al Pearce—because he is not afraid to be a happy man."

Stock Show Spots

HERALDING the Southwestern Exposition and Pat Stock Show March 7-16, a heavy campaign is being used to sell the event. A combined total of 296 spot announcements, 267 on KGKO, Fort Worth, and the remainder on WAB, Fort Worth, is being placed by Advertising Business Co., Fort Worth. The two stations are also presenting special event-sustaining and commercial shows from the exposition grounds. Covered will be the various rodeo events with Harold Hough, characterized as the "Hired Hand," handling the commentary and several transplanted studio programs.

COVERS THE ROCHESTER TERRITORY ON THE BASIS OF

MORE EARS PER DOLLAR
and we're ready TO PROVE IT!

WHEC
ROCHESTER
N.Y.

Basic CBS — Paul Raymer Co. Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

John Blair & Company
National Representatives of Radio Stations
Wakefield Named to FCC
(Continued from page 9)

Walker, a member of the FCC since its creation in 1934, was formerly chairman of the Oklahoma Corporation Commission, the State public utility regulatory body. Commissioner T. A. M. Craven formerly was FCC chief engineer and ranks high as an engineer and scientist. Commissioner Norman S. Case is an attorney and was formerly Governor of Rhode Island. Commissioner Frederick I. Thompson, whose terms expires June 30, is a former newspaper publisher, and Commissioner George H. Payne has had newspaper background and was a member of the New York City Tax Board.

During his service on the California Commission, Mr. Wakefield was represented as being a strong protagonist of the "conference method" of regulating by negotiation, rather than by formal proceedings. It is presumed he will urge this procedure at the FCC and probably will find strong support from several Commissioners. Such a development might have an important bearing on future broadcast regulation.

Ray Cecil Wakefield was born in Fresno Aug. 12, 1895. He was graduated from Leland Stanford University with an AB degree in 1916 and a JD degree in 1918, and was admitted to the California bar the same year. After his graduation, Mr. Wakefield practiced law in Fresno, handling railroad regulatory cases. He was appointed to the California Railroad Commission in January, 1937, and was president of the agency from August, 1938, to January, 1940. Before this appointment, Mr. Wakefield had served as Deputy District Attorney for Fresno County from 1920-23 and was inheritance tax appraiser for the State of Fresno County from 1923 to 1937.

For a number of years Mr. Wakefield was active in County and State Republican Party organizations, having been chairman of the Fresno County GOP committee in 1922 and 1923 and a member during that time of the State Republican Central Committee. He was a California delegate to the Republican National Convention in 1932 and in 1920-21 served as secretary of the Fresno County Republican Central Committee.

Mr. Wakefield was endorsed by Democratic Governor Culbert Olson, as well as by Senator Downey and other Democratic members of the delegation.

Well Known in Field
Active in State utility work, Mr. Wakefield is first vice-president and chairman of the executive committee of the National Assn. of Railroad & Utility Commissioners. He is the logical choice for the presidency of the association at the fall convention elections, but because the association seldom names Federal officials to the presidency, it is likely Mr. Wakefield will not seek the post.

Mr. Wakefield lives at Palo Alto at present and maintains his office in San Francisco. His daughter, Doris, graduated from the University of California in 1940 and his son, John, now attends Junior College. He is a member of the First Christian Church and a Mason. His wife is the former Laura Thompson, of Manhattan, Kan.

Prominent in civic affairs at Fresno, he is a director of the Community Chest and YMCA, and has been interested in adult education and forum activities. He is a member of the Kiwanis International and in 1932 served as California-Nevada District Lieutenant Governor. His clubs are the Commonwealth Club of San Francisco, American Bar Assn., California State Bar Assn., Order of Coif, and the Delta Chi fraternity.

A. A. SCHECHTER'S
story of one of the wackiest, most exciting, most indispensable jobs in the world . . .

By NBC's Director of News and Special Events with EDWARD ANTHONY
(Co-author of "Bring 'Em Back Alive")

Schechter lets down his hair and talks shop about one of the screwiest jobs in radio. As head of NBC's News and Special Events department he jumps from the ridiculous to the sublime without breaking his circuit and never, well hardly ever, succumbing to apoplexy.

Here is the behind-the-mike dope on such radio landmarks as the fourteen broadcasts in one day from Munich while the Big Four were meeting in the triple-guarded Brown House and the whole world sat glued to their receivers . . . Or maybe you'll go for the Pulitzer Prize Broadcast that took place in the men's washroom . . . Or Schechter's description of his delightful experiences with committees while preparing to cover the political conventions last summer . . . a real heartbreaker (unless you're a mutual man) is his account of NBC's "exclusive" on Howard Hughes' globe circling flight, an "exclusive" that finally included everybody and his brother.

A book jammed with inside stories, gags, scoops, boners—stories of hijinks and heroism, chance and mischance, fate and fortune—paced to the tempo of the most modern news-spreading machine in the world, and the men who report history while it is happening. Illustrated with 64 action photographs. $3.75.
NEW LATIN SERIES

STARTED BY ESSO

ESSO MARKETERS on March 11 will start a series of four times weekly shortwave broadcasts to South America on NBC's shortwave stations WRCA and WNBI in the interests of its oil products, spending a total of $125,000 for a 14-week series to be transmitted to South America on NBC's shortwave stations.

The programs will feature translations into Spanish of the talks given on CBS by that network's program director,angles, WOR, MBS key station in New York, will wire Mr. Smith's talks to NBC's international division for translation. Series will be heard Tuesday, Wednesday, Thursday, and Saturday at 5:45-6 p.m. in Portugal and at 7:15-7:30 p.m. In Spain.

NBC announcers for the broadcasts are not yet selected. Agency handling export advertising for Esso Marketers is McCann-Erickson, New York. Esso Marketers is the Standard Oil Company of New Jersey, Pennsylvania, Louisiana and Colonial Beacon Oil Co.

Esso Oil Burner Drive Is Teamed With Comedy

TIE-IN WITH THE WAWA Drive "With Father" will be the keynote of a 12-week promotion campaign to be launched March 10 by the Oil-Burner Division of Esso Marketers, with radio, newspapers, posters and direct mail as a part of the campaign. This will start with a special news conference at NBC's Radio City, New York, to be attended by 200 Esso sales managers from the East. Stars of the play will appear in a scene from the comedy and a sales sketch.

Specially commercials will be used four times weekly for 12 weeks on 13 eastern stations carrying the "Report" news broadcast. The radio campaign is handled by Marschall & Pratt, New York. McCann-Erickson, New York, is agency for newspaper, poster and dealer advertising.

Tobacco Appointment

PENN TOBACCO Co., Wilkes-Barre, has appointed H. H. Kees- wether Adv. Agency, New York, to handle promotion of Kentucky Club pipes tobacco and Julep cigarettes, effective March 10. Company recently renewed Vop program, beginning Thursdays at 6:30-7:30 p.m. on 50 CBS stations. Ruthrauff & Ryan resigned the Penn account when it took over Full Mail cigarettes for American Tobacco Co.

Candy Participations

ROCKWOOD & Co., Brooklyn (Peck's Peanuts), has started participation in home economics programs three to six times weekly through Federal Adv. Agency, New York.

Besides Yankee Network the sponsoring is using WFBF WEEN WSOB WRCR WGAR WHKF KELW KFXM WMUOR WTMAR WCAE WMWF WTSR WSPD WRC.

GENERAL FOODS Corp., New York (Post Toasties), has added 24 Don Lee stations and eight eastern stations to its quarter-hour televised serial "The Twig, the Nest & the Thistle," March 3. Agency is Benton & Bowles, New York.

COSTLY WPTF FIRE

New 50 kw. Plant Destroyed

In Program Tests

A FIRE of undetermined origin, spreading through the ventilation ducts of the new transmitter house of WPTF, Raleigh, N. C., early last Friday morning destroyed the station's new 50,000-watt Westinghouse transmitter only a few days before it was to go into operation. Although damage extended only to the new transmitter, apart from heat damage to the fire-proof building, the new transmitter layout had an estimated value of $200,000 [Broadcasting, Jan. 1]. The installation was insured.

Uninjured by the blaze, which was discovered shortly after midnight during program tests with the new transmitter, were the two 370-foot Blaw-Knox towers and the 5,000-watt RCA transmitter used by the station for several years. Damage is estimated between $125,000 and $150,000. Although installation of duplicate 50 kw. equipment will take three months, no interruption in service will result as the station plans to continue using its 5,000-watt transmitter until new equipment is ready again, according to Richard H. Mason, WPTF general manager. The FCC authorized 50 kw. operation July 17, 1940.
THREE FM GRANTS APPROVED BY FCC

AUTHORIZATION of commercial FM facilities to Maj. Edwin H. Armstrong, inventor and pioneer in the development of frequency modulation, highlighted the FCC's action of March 5 in granting three additional FM construction permits and bringing the total number thus far to 42. Besides Maj. Armstrong's grant in Alpine, N. J., construction permits were issued for Chicago and Rochester, N. Y.

Maj. Armstrong was authorized to utilize the site of his present experimental high-frequency station, W2XFN, at Alpine, as the location for the new Class D station to operate on 43.1 mc., serving 10,800 square miles with a population of 4,500,000. The third grant was to the Stroebel-Carlson Telephone Mfg. Co., Rochester, to use 45.1 mc., to cover 3,200 square miles and a population of 55,000. Proposed transmitter location is 89 East Ave., in Rochester, present location of the company's experimental FM station, W9XVB.

Only applications received by the FCC for FM during the past week were from WJR, The Goodwill Station, Detroit, requesting to change their original application for 43.7 to 46.3 mc., and the request for W60PH, adjacent of WCWQ in Philadelphia, to modify its construction permit in regards to equipment.

AMERICAN GUILD of Musical Artists has moved its New York headquarters to 2 W. 45th St. New telephone number is Murray Hill 2-5044.

COMMERCIAL FM became a reality in Nashville March 1 when W47NV, FM adjunct of WSM, Nashville, took the air on a full commercial scale. Looking over the new station's custom-built 20 kw. FM transmitter, constructed by the WSM engineering staff, is Jack DeWitt, WSM chief engineer, and Warren McNeil, Tennessee bureau chief of Associated Press. At right, H. H. Campbell, president of Standard Candy Co., Nashville, slaps the monicker on the first sponsorship contract on the first commercially operating FM station, while Tom Stewart, program director of W47NV, grins contentedly. Mr. Campbell also qualifies as the No. 1 sponsor to sign on WSM, thus attaining a two-time "first" in Nashville radio sponsorship.

New FM Station of WSM, in Nashville, Starts Operation With 70 Hours Weekly

BECOMING the first FM station to start operating on a regular schedule under full-commercial authorization by the FCC, W47NV, Nashville, FM adjunct of WSM, on March 1 started a weekly schedule totaling 70 hours of FM broadcasting. The station, operating with a 20 kw. power on 44.7 mc., broadcasts from 1 to 11 p.m. weekdays and 11 a.m. to 9 p.m. Sundays.

The station incorporates several unique operating factors. Its antenna, completely insulated from WSM signals, utilizes the 787-foot transmitter tower of WSM, and technical operation of both WSM and W47NV centers in the WSM transmitter house [BROADCASTING, Dec. 15]. The FM transmitter, designed by WSM Chief Engineer Jack DeWitt, is said to utilize a new method of generating Armstrong wide-swing FM signals and was custom-built under direction of Mr. DeWitt by members of the WSM engineering staff.

The four-element FM turnstile array on the WSM tower, connected by coaxial cable to the transmitter house, is located just below the flagpole topping the tower. The coaxial line from the transmitter terminates at the base of the tower in a matching section which feeds the open wire line on the tower, an arrangement claimed to operate not only as an effective filter separating the AM signals of WSM and the FM signals of W47NV but also as a lightning ground for the entire structure. The FM signal is generated in a single relay rack unit in the control room of the transmitter house, coupled successively to a three-stage, 1,000-watt amplifier and a 20,000-watt amplifier. The main rectifier and other power supply equipment are located in the basement of the transmitter house.

Although a complete separate staff has not been set up, Program Director Tom Stewart and Announcers Bill Terry Jr. and Herbert Oglesby are handling programs of the station. Coverage of the station is being tested, but preliminary reports from listeners indicate that coverage comes up to calculations, it was stated. First regular listener reporting lived in Beaver Dam, Ky., about 50 air miles from the transmitter.

Finch Gets Licenses

WITH issuance of a facsimile experimental license to Finch Telecommunications Inc., Passaic, N. J., for use at its Bendix Airport laboratory, Bendix, N. J., W. G. H. Finch, president, announced that his company has been licensed by Maj. Edwin H. Armstrong to manufacture FM mobile communications equipment and miscellaneous accessory equipment. The new facsimile test station will be known as W2XAH and will use frequencies between 30 and 40 mc., adjacent to the FM channels, with power of 1,000 watts.

WTAG's FM Station

WIXTN, FM station of WTAG, Worcester, Mass., began operation March 3 with a series of musical and news programs independent of WTAG, which is owned and operated by the Worcester Telegram & Gazette. The FM outlet operates from 6:30 a.m. until midnight, claimed to be the longest FM schedule in the country.

APPROVED CRYSTALS for the new frequencies

$25.00 each

HOLLISTER CRYSTAL COMPANY • WICHITA KANSAS

Wire or phone c/o Hotel Lassen
RALPH SHULTZ, member of the engineering staff of WJSY, CBS Washington station, and Helen Harper, secretary to WJSY Manager A. D. Williams Jr., have announced their engagement and plans to be married in Washington March 17. They will take a honeymoon trip to the Shultz hometown, Fort Collins, Colo., Miss Harper plans to resign. Shultz came to WJSY a year ago from the CBS Chicago office.

J. A. SLUSSER, transmitter engineer of KOA, Denver, has been elected secretary of the local Navy Officers Pool, whose 25 reserve officers members hold weekly meetings. A. C. McClelland, of the KOA engineering staff, recently was called for active duty with the Navy. Verne Andrews, KOA control engineer, is the father of a girl born late in February. Mrs. Andrews was KOA receptionist before her marriage.

WILLIAM M. MANROY, WNCX, Elizabeth City, N.C.; Fred Heister, KGIR-KRBM Butte, Mont.; Wayne Feraybouch, KWJB, Globe, Ariz.; and William Blackshear WARD, Brooklyn, N. Y., all graduates of National Schools, Los Angeles, have been appointed chief engineers of their respective stations.

HELVY MUSTAPARTA, secretary to Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, elected Feb. 23, 1941, with L. Dean Perry, photographer on the staff of the Department of Agriculture. Married in Camden, S. C., they honeymooned in Florida, and now reside in Arlington, Va., Washington suburb.

GOMER L. DAVIES, of Cleveland, has patented a new modulation system (Patents No. 2,282,391 and 2,283,592) which has been assigned to the Washington Institute of Technology, Washington, D. C.

PAUL TWIEHOUSE, of Newport, Ky., has joined WCMC, Ashland, replacing Sam Peters, who has taken a Government post.

THEODORE KALIN has joined the engineering staff of WELI, New Haven, Conn.

WILLIAM HAUSER, studio supervisor in charge of engineers of WHN, Boston, is the father of a girl born Feb. 27.

ALLAN FERRIS, engineer of WHN, New York, has called last month as a member of the Naval Reserve.

Thomas S. Baker
THOMAS SMITH BAKER, traveling engineer for Tropical Radio Telegraph Co. and former chief engineer for Press Wireless and Hearst Radio Inc., died Feb. 27 at Mt. Alto Hospital, Washington, following an illness of several weeks. A radio operator during the World War, he was born in Sullivan, Mo., in 1896. For a number of years prior to his service with Press Wireless, he was associated with RCA at Bohinas, Col. He was a member of the Institute of Radio Engineers, American Institute of Electrical Engineers and the Radio Club of America.

A. C. McCLELLAND, engineer of KOA, Denver, recently called for active duty with the Navy, has been assigned as radio man, first class on a battleship.

DON GILMORE, formerly transmitter engineer of WSTR, Syracuse, N. Y., has been promoted to plant supervisor of the WSYR transmitter.

ERNST KRUGER, has joined the engineering staff of KOJ, Sioux City.

Stores' Video Studio
METROPOLITAN TELEVISION, New York, has engaged the Washington Institute of Technology as construction engineers for its television and FM stations, which will be erected atop the Hotel Pierre in mid-Manhattan. Dr. Frank Karp of the Institute will supervise the installation, according to J. A. Hirschmann, vice-president of Bloomingdale Bros., co-owner of the station with Abraham & Straus, Brooklyn, both department stores. Mr. Hirschmann said that a program formula has been worked out, comprising public service, merchandise demonstration and entertainment, and that experimental broadcasts will begin as soon as the installation of equipment is complete, the date being indeterminate because of the uncertainty of deliveries of necessary apparatus caused by the defense program.

CALL LETTERS assigned by the FCC to recent new station grants are: WINC, Winchester, Va.; KGIS, Harlingen, Tex.; WTVI, Valley City, N. D.; WWDB, St. Albans, Vt.; KIOM, Honolulu, T. H.; KHMO, Hannibal, Mo.; KLAH, Garibad, N. M.; and changed its call letters to KAVE.

Write for Further Information
Quotations will be gladly submitted for individual applications only, and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines, feeding elements, coupling elements, etc. Climbing steps, lighting equipment and steel materials are also available as optional equipment. Write today for complete facts and please indicate your proposed frequency, power and location.

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 15% TO 20%

By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plan to stop waste permanently!

For Free Telegraph File-Analyses—With No Obligation to You—Wire Collect: H. A. Davis, Postal Telegraph, 253 Broadway, New York City.

The FM ANTENNA to meet your specific needs...

The NEW IMPROVED LINGO FM ANTENNA

Write for Further Information
Quotations will be gladly submitted for individual applications only, and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines, feeding elements, coupling elements, etc. Climbing steps, lighting equipment and steel materials are also available as optional equipment. Write today for complete facts and please indicate your proposed frequency, power and location.

Constructed by a company whose experience in designing and erecting vertical structures dates back to 1897... and proved under actual performance at the "birthplace" of FM—W2XKN, Alpine, N. J. Now the finished product—the result of a basically sound process of development—a distinct improvement over previous designs. Among its important features:

- The antenna radiates a horizontal polarized signal with uniform circular field pattern. Custom built and factory adjusted to the operating frequency. No field adjustments necessary.
- Improved, simplified method of feeding and coupling. Turnstile elements fed by coaxial lines, no open turnstile wires used.

This major improvement in FM Antenna design is not an experiment. It has been completely developed, and the performance has been proved by actual tests.

JOHN E. LINGO & SON, Inc.
Manufacturers of Vertical Tubular Steel Radiators
DEPT. B-3
CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS
Serenade in the Spring

Spring comes early down our way and right NOW is the time to serenade KRRV's listeners with your sales message. There are a million and a quarter of them in 26 counties of prosperous North Texas and southern Oklahoma. KRRV has 1,000 watts, full-time coverage, and a thirsty rate-card. For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the MUTUAL BROADCASTING SYSTEM TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC 1,000 WATTS

New England STRAIGHT from the HEART

Within a few miles of Station WLAW are a number of cities of over 25,000 . . . 50,000 . . . yes, even 100,000 population. This rich market is reached most effectively by WLAW's new 5,000 watt power. Maybe that's why 26 leading national advertisers have signed up since December 1st.

Turning Point in Copyrights
(Continued from page 18)

Now, then, fellow broadcasters, do you have the guts to go through on your own? Have you been fighting for principle or for dollars? If you have been fighting for dollars, you are lost because immediate dollars are not as big and better than dollars some time in the future.

If you have been fighting for dollars, they will be offered you in the form of reduced blanket license fees. It will, in many cases, be hard to turn down such reduced fees but before you accept them read Section VI of the ASCAP decree and the same section of the BMI decree and see what the future may hold for you.

Blanket Fees
If you accept such blanket license fees now, you will be right back where you were in 1935. The rates might even be lower, but the future will hold another period such as 1935 to 1941 has been. If you will do your own plans and work out the "use method of payment" and clearance at the source on transcriptions from all licensing groups, you will control the future of your station and your station makes for copyrights and in the long run save yourself a lot of grief and, with good management, considerable money.

The use method of payment is guaranteed you if you ask for it, while the clearance at the source on transcriptions will be given any transcription manufacturer who asks for it, and you can insist that you insist that your transcriptions are cleared at the source.

Why shouldn't they be cleared at the source? After all, you didn't do the recording; you didn't determine whether or not an infringement takes place; you weren't there; you didn't check the clearance—indeed, you have no sure way of knowing whether or not the number of infringements. The Department of Justice says transcribed music can be cleared at the source so let's see it that it is when we make contracts with manufacturer, agency or advertiser.

Station Control
When network programs and transcribed programs are cleared at the source, the independent station will be directly responsible only for its own studio and remote broadcasts. If phonograph record is played it will of course be responsible for these, too, but no blanket license will be in care of the broadcasting of phonograph records anyway—they must be cleared the same as a studio program could be.

With control over the amount a station is going to pay for its copyright music, a station can have a thousand of music it desires to pay for. The fees paid for such music can rightfully be passed on to the advertiser who uses it, or on sustaining programs the stations, in prosperous times, can play and pay for the most costly music it can find while in less prosperous times it can curtail its expenditures by playing public domain or low cost copyrighted music.

There will be some who will say this will lower the grade of music broadcasting. I cannot agree with this premise, as long as thousands of dollars go into the production of radio shows a portion of this can always be spent for music. If some one song is too high-priced, the same as the entertainers on the show may be, then high priced music will be paid for. If you still argue it will lower the standard of broadcasts, let us argue between the cultural value of the Metropolitan Opera and the homely philosophy of Ma Perkins—then let's choose them both for popularity. Radio needs and will have both. The broadcaster and advertiser are prone to follow the dictates of Mr. and Mrs. Public under our American System of Broadcasting.

The use basis of purchases for music will in no way reduce service to the public. Rather it will raise it because judiciously using the "use" method of purchase a broadcaster not only can have dollars saved by purchase from a single copyright group, but can spread his available copyright money around so he can purchase the best of the music from several different copyright owners or licensees.

Blanket Danger
The inequality of the old 5% system is definitely broken if broadcasters stay away from the temptation of blanket licenses that will be thrown in their lap. It is going to be harder for the 400 smaller stations to do than for all others. Neither ASCAP nor anyone else has or ever will make a lot of money from these small income stations. They do too small a percentage of the whole broadcasting business. Instead of the $1,250 collected under old 5% basis from a station grossing $25,000 or the $2,500 collected from the station grossing $50,000 the annual blanket license now will be but $500 or $600 or lower.

ASCAP is not the only one that may try to undermine the use basis of payment we have been fighting for. Don't think it will be allowed to issue blanket licenses, too. One such blanket license and the proverbial apple cart may be bottom side up. If you do not wish to see history repeat itself, no matter how low the fee offered you on a blanket license, don't take it!

What to Do
What can the independent broadcaster do?
I. Stick together to see that BMI serves the Independent Broadcaster. So that we may have more than a single source of music:

a. Insist that BMI set up immediately a "use" method of payment and accounting so simple and inexpensive that even the station with only three employees can operate under it.

b. Insist that BMI or NAB become a copyright clearance authority with indexed information for all available music in all available
forms, printed, transcribed, filmed, recorded, etc.

1. Permanent master indexes should be kept so that back reference by number may be made from stations' music logs to permanent numbers placed on any clearance at the source basis. (The decree allows this right.)

d. Insist that BMI license all transcription services currently in operation, and that BMI label numbers printed on all transcriptions be eliminated from keeping master indexes.

e. Insist that BMI license all transcription services currently in operation, and that BMI label numbers printed on all transcriptions be eliminated from keeping master indexes.

BROADCASTING

Use It or Abuse It... You'll Still Get

BRILLIANT TRANSCRIPTION QUALITY with a FAIRCHILD PORTABLE RECORDER

HIGHER FIDELITY! EASIER OPERATION! STURDIER CONSTRUCTION!

Here's the portable recorder that gives you more service, better transcriptions, and less trouble!

The new Fairchild F-25-3 Recorder is made to improve your quality and cut your operating and repair costs. In dozens of stations, the Fairchild F-25-3 is doing double duty as recording apparatus for studio and on-location jobs.

Get full details on this convenient, reliable recorder: write for free illustrated literature today!

To ASCAP goes the problem of selling the user the desirability of the use of their very fine catalog over that of their competitors. ASCAP now faces the problems of selling rather than forcing. To ASCAP, to BMI and to broadcasters, independents and networks alike goes the task of making friends. A task of learning and understanding the other fellow’s problems. A task, I am sure, that will be much more pleasant than has been the battle-scarred years of the past, a task that when completed will benefit all concerned. A task that could have been avoided back in 1932.

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Purely PROGRAMS

Human Interest Stories
DOWN-TO-EARTH, homely human interest stories, picked up in his daily travels around town, are related by Art Baker during the four-weekly half-hour Art Baker's Notebook, recently started on NBC-Pacific Blue stations. Striving to find a common denominator which makes a story appealing to a varied audience, he relates happenings about children, animals, food, health and national heroes. The program, a daily feature for the last two years on KFI, Los Angeles, is gauged for participating sponsorship.

Aid For Tax Woes
TO HELP listeners with the annual income tax problem, WOR, New York, has arranged several broadcasts by leading members of the New York State Society of Certified Public Accountants, giving pointers on how to make out returns prior.

Lobby Talk
GIVING a new slant to the man-on-the-street idea, KLS, Oakland, Calif., has started Lobby Forum, which features three-weekly interviews from the lobby of the Hotel LeMarrington. Eddie Tabor is interviewer.

Music Types
A SYSTEM of typing dance records for the various broadcast periods devoted to recordings of popular dance music has been devised by Arthur Simon, general manager of WPEN, Philadelphia. Continuing to be scheduled in the first, second and third stages, each stage will be made up of different types of musical tempo from dancing swing to waltzes. The early and late 920 Club as well as Night Club of the Air, participating recorded programs, will be set so that each day the same type of music will be heard at the same time on each 15-minute stage. The system was devised to make each recorded program represent a distinct style, with the announcer's copy corresponding to the type music used.

Defensive Labors
BEHIND the scenes of the nation's defense industries goes the new series of weekly programs, Defense in the Making, started March 7 on KYW, Philadelphia. An opportunity to study first-hand the workings of the vast defense industry is afforded listeners with the first-hour program broadcast direct from the Steam Division Works of the Westinghouse plant in Lester-Pa. Here 4,000 skilled craftsmen are working day and night to fill national defense orders amounting to more than $115,000,000. Interviews are conducted with the general managers of the plant, the foremen and workers, explaining the operations going into defense orders.

Greetings to Patients
CONCEIVED and written by Vic Whitman, the twice-weekly Hospital Hour on WCOU, Lewiston, Me., gives kids a chance to talk to their folks in local hospitals. The kids, not allowed to visit in local hospitals, are interviewed in the studio and talk to their mothers or fathers in the hospital, and a nurse at one hospital tells a story on each program. Hospitals and sanitoriums carry the broadcast on p.a. systems, and patients get an outline of the program with their daily menus. The feature highlights Novachord and string music.

HISTORY

"I'm the Winged Plug—pulling more of Greater Cincinnati's 800,000 women and girls into more of its 3,000 groceries and drug stores. Right now, sponsors are using my pull 231½ quarter hours during the week. And that, my friends, is proof of the pull pudding!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY
WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

GREATLY appreciative to Mrs. Shure's efficient service in the IDC BC equipment. She makes two of us. There would be no station at all without her. Mrs. Shure, you are a welcome addition to the WSAI family.

INTERNATIONAL NEWS SERVICE

BROADCASTING • Broadcast Advertising

Frisco's Charms
EMPHASIZING the charm and culture, San Francisco, a new series of municipal programs, San Francisco, the City of the Sea, started March 5 on KYA, San Francisco. The program is made up of students of the University of San Francisco and the San Francisco Junior College. The presentations are being written by Myrtle V. Fitschen and are under supervision of Aneas Kane, of the Mayor's office, and KYA Producer Fred Fox.

In Your Old Kit Bag
TO HELP Canada's war effort, CKCL, Toronto, uses the daily half-hour program, Pack Up Your Troubles, to tell of war charity affairs, air request numbers of active service units, announce location of mobile recruiting units of the Royal Canadian Air Force, announce vacancies in army and navy units, tell of other features to be heard at times which will aid in the furtherance of Canada's war activities. The program is conducted Mondays and Fridays by Maurice Rapkin, and is a sustaining feature at CKCL.

Identifying Initials
BROADCAST from the sales rooms of the sponsoring Maguire Auto Co., Choose the Clues is the newest quiz feature on WFMJ, Youngstown, O. Initials of famous features, buildings and such are provided contestants, along with other clues, and if identifications are made within the 60 to 100-second limit, cash prizes ranging from $1 to $5 are awarded. From time to time winners are given a chance to double their winnings by answering questions about DeSoto autos.

Feminine Portraits
LIVES of famous ladies are dramatized on the new Drama's Great Heroines on WGIB, Scranton, Pa. The quarter-hour feature, created and enacted by the Marywood College class in radio technique, presents miniature portraits of everyone from Desdemona to Elizabeth Barret Browning. The programs are produced under direction of John Groler, WGIB production manager and radio instructor at the college.
Youth's Ideas
OFFERING high school youth an opportunity to discuss informally leading issues of the day, KVOE, Santa Ana, Cal., has started a series of weekly half-hour discussion forums, Youth Talks It Over. Representative students from the various Orange County high schools participate in the impromptu discussions and question period. The program deals with topics known to the students, such as their viewpoint on education, religion, community life, jobs or college, defense, student government, parents, etc.

Window Box Progress
CITY DWELLERS with rural leanings are favored on WDAS, Philadelphia, with a new series of garden programs for apartment house dwellers whose only garden is a window box. Gene Edwards, WDAS production head, has prepared a series of garden boxes in the studio, and daily reports will be made on the progress of the planting, with appropriate suggestions for watering and continued care.

Carnage to Add
CARNAUGHTON Co., Milwaukee (canned milk), in the early part of April will add 20 stations to the current list of 12 stations now carrying transcribed series, Arthur Godfrey in a Contended Quarter-Hour three times a week. The program will be heard twice weekly on the 20 additional stations, as yet unselected. It is understood the markets covered will include Birmingham, Los Angeles, Savannah, Bangor, Bay City, Saginaw, Rochester, Greenboro, Pittsburgh, Chattanooga, Knoxville, El Paso, Roanoke, Seattle, Bluefield, Charleston, and Wheeling. Erwin, Wasey & Co., New York, handles the account.

Food Relief Discs
FIRST of a series of transcribed dramatic programs titled Must They Starve has been issued to 300 stations throughout the country through the radio division of the National Committee on Food for the Small Democracies, with MBS Commentator Boake Carter telling the story of the hunger and epidemic now rampant in Europe. The quarter-hour series, prepared by the transcription department of WHN, New York, is designed to promote discussion of Herbert Hoover's proposal to provide relief for the 70 million persons in occupied territories. Second series will be released later to 325 stations.

Campaign Questions
Problems of Mayorality Race
Argued in Seattle

FRED WARWICK, of KOMO-KJR, Seattle, recently developed a new wrinkle in political broadcasting with a special full-hour program on which he answered questions bearing on the local mayorality election. With 13 candidates in the race, Warwick went to one of the candidates, Carroll Carter, and working with Carter's campaign assistants compiled a list of 250 questions and answers covering every conceivable issue in the campaign. Day before the broadcast, advertisements in local papers announced the "quiz" program and invited the public to write in their questions. As readers responded, a crew of telephone operators at the station took the questions, passed them on to a secretary who matched an answer to each question. Then questions and answers were read on the air by Warwick.

Courtesies Driving
THE MOST courteous driving act of the week reported to Motorists on the Move, CFRB, Toronto, for R. M. Hollingshead Co. of Canada Ltd., Bowmanville, Ont., nets a special $5 prize on the Friday evening program. Prizes are also offered for submitting letters in connection with motoring. Service stations have available for listeners mailing cards for free self-satisfying license tag key rings.

The Pedestrian's Side
DEVOTED to pedestrian safety, the quarter-hour Curblestone Quiz started March 3 on WXYZ, Detroit, under direction of the Traffic Engineering Bureau of the Detroit Police Department. The three-weekly broadcasts originate on downtown streets, with Harold True popping traffic questions at passersby. Cost of the eight-week series is carried by contributions from a group of local business concerns.

Bandleaders Talk
AS AN innovation for its established Club 1410 mythical ballroom show, WROK, Rockford, Ill., sends the program's music leaders around to interview name bandleaders making personal appearances in Rockford or nearby towns. The interviews are transcribed and the records used on future programs.

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AGENCY Appointments


JOHN G. PATON Corp., New York to Charles W. Hoyt Co., New York, for the promotion of Golden Blossom Honey and Yuban coffee. Company is using participating program on WOR.

LEKTROLEIT Corr., Stanford (cigarette lighters), to Roy S. Durstine Inc., New York. No radio plans have been announced.


HAPPINESS TOURS Inc., Chicago (travel), to Beaumont & Iohnam Inc. Extensive seasonal campaign is planned for spring and summer.

SAFETY-TEST MILK DEALERS, Buffalo to Ellis Adv. Co. Beginning March 20 dealers will sponsor transc. Streamlined Fairy Tales over WEBS.

COX & TANZ, Philadelphia, has been appointed national representative of WIKMO, Kokomo, Ind.

FOLLOVING through on the industry-wide Radio Movin’ Day promotion, Arthur Stringer, of NAB Washington headquarters, has sent to all U. S. stations packets of specially developed ideas and materials for Movin’ Day activities. Materials sent to date includes, in addition to the original color broadside, three broadcast scripts a copy of the BMI-written Movin’ Day theme song; spot announcement copy; statements suitable for quotation on special broadcasts from FCC Chairman James Lawrence, Jr., FCC Commissioner T. A. M. Craven; FCC Chief Engineer E. K. Jett. Mr. Stringer also announced to BROADCASTING that Governors have agreed to issue official Movin’ Day proclama-
tions in their States, and that similar proclamations are expected in most States before March 29.

STANDARD BRANDS, New York coffee (contracted to sponsor Chase & Sanborn Show orchestra from 30 to 38 men. Robert Armbruster continues as musical director. Donald Dickson, baritone, is reported as prob-
ably leaving the show following ex-
piration of his current contract.

"KNX... number one choice"
says Everett L. Balzer

The prolific sun-drenched San Fernando Valley provides sprawling Los Angeles with much of its fruit and produce. And grocerman Balzer supplies San Fernan-
do Valley families with much of their grocery needs. Asked about radio influence in his section of the rich Southern California market, he names KNX the Number One Choice. He knows what KNX has done to establish brand preferences among his customers.

People on the sales front know free trials, trial distribution, and that brand preference swells to KNX-verified products. Naturally, the station listened to by most people affects the buying habits of most people.

50,000 WATTS

COLUMBIA’S STATION FOR ALL SOUTHERN CALIFORNIA

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

Lever Movie Series

(Continued from page 10)

send all Class A members, reads as follows:

The question of “free talent” radio shows again has become an important issue to screen and radio actors.

As widely known, the Guild has thus far approached the Guild seeking approval of plans for a new radio show on which the columnist would provide screen actors. The program would be sponsored commercially by Coca-Cola.

The Guild board has refused to approve this program, and in effect has members to refuse to appear on the program unless such refusal jeopardizes their contractual relationships with their employing producers.

While the columnist conducting the program plans to make some payment for actors’ services (at least the American Federation of Radio and Television Artists, the Union), the payment would be far below the usual standard of compensation for the actors.

Further, the total amount paid by the producer for the program probably would be far less than the usual value of the actors appearing on the program. Such a program could be possible, for example, to pay a columnist $1,500 a week for providing ideas, whose services are worth $10,000 a week.

The Guild’s Show

Such a situation is far different from the Gulf-Grid show radio show. This is the ideal program to pay per week for the actors’ talent, maintaining wage scales. Actors, of their own voli-
ite, contribute their talents to the United Cerebral Palsy Relief Fund. If one columnist succeeds in presenting a “free talent” show, other columnists certainly will expect the same consideration from actors. Such a practice depresses standards of pay for actors appearing on the radio. It also tends to deprive screen and radio actors of work at their regular rate of compensation.

Under the Guild’s rule No. 6 no member shall give a free performance on the radio. Acceptance of an amount of compensation so far below the members’ usual standard as to amount to evasion of this rule shall constitute violation of the rule.

AFTRA’s national board has adopted a resolution endorsing the Guild’s position on the “free talent” issue, and at its Feb. 6 meeting adopted a similar rule.

The Guild intends to enforce its rule and urges all members whose contracts do not require free performances, to refuse to appear on radio shows of this type. Even in the case of contracts requiring free radio performances the Guild believes the actor should vigorously protest against appearing in a commercial “free talent” show.

Pabst Sales Stunt

PABST SALES CO., Chicago (Pabst beer), March 10 will hold a national sales meeting in the main studio of WGN, Chicago, which will be broadcast over approximately 125 MBS stations. During the meeting an official business report from the executives to the distributors will be given and the advertising theme for the future promotion of the product will be revealed. In addi-
tion to the business end of the meeting, a variety show with Don McNeill as m.c., the WGN orches-
tra, under the direction of Harry Stokes, the WGN chorus, under the direction of Robert Tredrell, and other entertainers will be featured.

This is a one-time performance but likely will be repeated if successful. Agency is Lord & Thomas, Chicago.

WAGER PAYMENT of Paul Hodges (right), conductor of the Travel Time program of WLY, Cincinnati, to Robert E. Dunville (left), general sales manager of the Crosley station, is pictured here as he began his two-week assignment of sweeping out the 68,144 square feet of Cincinnati’s Union Terminal every night. Bet was made when Hodges said a contest on Travel Time offering small cash prizes would not draw 5,000 en-
tries. The 14,246 responses proved that Hodges a better janitor than prog-
nosticator.

Soup Series Extended

I. J. GRASS NOODLE Co., Chicago (noodle soup), the second week in February started a 52-week schedule of two weekly five-minute participations in the Home Forum on WRC, Washington. Firm is currently using five-weekly part-
icipations in the home economics program on WMCA, New York, and two-weekly participations in the home economics program on WGY, Schenectady. Agency is Charles Silver & Co., Chicago.

INDUSTRIAL SURVEYS Co., radio and general consumer and commercial research organization in Chicago, has established New York offices at 30 Rockefeller Plaza, under the direction of S. G. Barton, vice-president. For the past two years or more the company has collected radio audience data through recognized research techniques, and in 1940 conducted the recently re-
leased coverage study on CBS net circulation (BROADCASTING, March 31).
Pellegrin Named To NAB Position

Good-Will Assignment for Industry Is Contemplated

CONTEMPLATING expansion of promotional activity on an industry-wide basis, the NAB last week announced appointment of Frank T. Pellegrin, general sales manager of Central States Broadcasting System, as director of its Committee on Radio Advertising, beginning April 1. Nominally, Mr. Pellegrin succeeds Samuel J. Henry Jr., who resigned last month, but the scope of the Bureau’s activity will be altered considerably under the direction of the Sales Managers’ Division.

With KOIL, KFAB and KFOR as general sales manager for the last three years, Mr. Pellegrin is well-known in midwestern radio. He was formerly public relations director of Creighton U in Omaha, of which he is a graduate.

Good-Will Function

The NAB executive committee, at a special meeting in New York last month, tentatively approved the Pellegrin appointment. Don Seninger, general manager of the three stations, interposed no objection. He has not yet announced Mr. Pellegrin’s successor.

Mr. Pellegrin, 33, is president of the Junior Chamber of Commerce of Omaha and national director for Nebraska of the U. S. Chamber of Commerce. He has experience in writing, producing and announcing, but with emphasis on commercial operations. Last June he was named Omaha ‘Outstanding Young Man of 1940’ and received the special U. S. Junior Chamber award for contributing outstanding civic service to Omaha and the state during the year. His hobbies are photography and golf.

Bill Proposes Daylight Saving

(Continued from page 9)

DEPARTING FROM the usual radio format of “Forty Minutes or Nothing,” heard Sundays on MBS at 6:30-9:30 p.m., New York to Cincinnati via TSN and Western Union, will be broadcast from Cincinnati and Toledo this Sunday. It will be heard in the West via community chest drive with Mayor Tom Stewart, Rudy Walters and Paul Derringer of the Cincinnati Reds as guests William Esty & Co., New York, handles the account.

Sales Managers Place Merchandising Problem on Convention Agenda

THE WHOLE question of merchandising practices of broadcast stations will be discussed at the annual meeting of the NAB Sales Managers’ Division during the convention Monday-12-15 in St. Louis. E. Y. Flanagan, commercial manager of WSFD, Toledo and chairman of the Division, announced last Wednesday. Referring to the recent editorial in Broadcasting titled “The case for downtime,” Mr. Flanagan said the topic definitely had been scheduled.

Although merchandising has been a “bone of contention,” the Toledo broadcaster asserted that some stations have done an outstanding job and that it is “rather hard to predict just how the suggestion of an amendment to the commercial code would be received, as one does not like to be regimented to a definite rule of measurement.”

“Frankly, on some stations, merchandising may be considered an evil, and on others, a virtue. Yet, it is not possible to set a limit on exactly how much should be done for a particular selling job. This is a problem for the sales managers, and I assure you that it will be one of the subjects under discussion at our annual meeting in St. Louis.”

Plagiarism Denied

DENIAL that the song “Gypsy Moon”, published by Broadcast, Inc., in the name of Jack Stanley, Hollywood, Calif., was pirated from an ASCAP writer, was entered on the Los Angeles court calendar in late February. Disclaimer was filed in answer to a $50,000 plagiarism suit brought against Stanley, lyricist-vocalist, and BMI by Charles Rosoff, ASCAP composer, and Adele I. Hall, publisher. Among the others they collaborated in writing the song “That Gypsy Moon”, many years ago, and which subsequently pirated by the defendants.

In the deposition Stanley said that he had long used the number as a signature for his orchestra on a local station.

Meade Gets TSN Post

CHARLES B. MEADE, formerly manager of KNX, Austin, Tex., and veteran of 17 years in radio, has been named program director and production manager of the Texas State Network. Meade started his radio career in 1924 at WFJA, Elkhart, Ind., and went to Texas in 1939 as KPJK salesman and TSN actor. He was manager of the station from September, 1938, to January, 1940, when he became general manager, on which he recently giving up his KNX duties to assume his present capacity. From 1941 to 1943, he was president of J. Ralph Corbett Inc., marketing, merchandising & national sales representatives for WLW.

Where Aluminum-Base Recording Discs Are Used and in What Proportions

APPROXIMATELY 1,500,000 pounds of aluminum is used annually for the aluminum-base recording discs, and probably 800,000 pounds of this goes for records used by the broadcasting industry, which is by far the largest consumers. According to this graph, developed by National Audio Devices Corp., one of the largest disc manufacturers, 52% of the aluminum poundage used in this field is employed to manufacture discs for use by broadcasters, or for printed transcribed programs or reference recording. The demand for discs has grown in all the other fields, as in radio, but broadcasting is still the leading one. 500,000 pounds represents from .2 to .3% of the national production of aluminum. Among the listed users of transcriptions, “home” and “defense” industry so far as its functions are concerned.

Sam Henry Appointed

APPOINTMENT of Samuel J. Henry Jr., recently-resigned director of the bureau of radio advertising of NAB, as director of the radio department of Vincent Tutching & Associates, Washington advertising and publicity agency, was announced by that agency last week. Prior to his association with the NAB in 1939, Mr. Henry was advertising and sales promotion director of World Broadcasting Systems, New York.

WQXR, New York, and WWIN, Louisville, have appointed The Foreman Co., as national representatives.

Good-Will Assignment for Industry Is Contemplated
**Studio Notes**

BIG LEAGUE baseball’s star players, managers, coaches and coaches are being presented in a special transcribed Spring Training series conducted by Pat Flanagan, WBBM-CBS, Chicago, sports announcer, on WBBM each Thursday, Friday and Saturday through April 5. Flanagan is visiting 10 teams in seven Florida towns. Programs are recorded at the league training camps. Series is sponsored by Stelophon Bros., Philadelphia (Marvela cigarettes).

WITH the idea of stressing “public service” type programs this spring, WINS, New York, has presented a Night School of the Air series with professors from eight New York universities discussing various subjects on each of the five weekday nights. Also in preparation is a scripture program titled Doctors for Defense, by John Wayne.

APPROXIMATELY $40,000 in donations was received by the Greek War Relief Society as a result of its four-hour broadcast from 11 p.m. to 3 a.m. March 1 on WBNX, New York. Six Greek orchestras, radio, stage, concert and civic organizations participated on the program. More than $2,000 in small bills was collected at the studio from listeners who came in to give their donations.

**Program Planning Board** in the Rosenberg Administration Radio Workshop has prepared three new patriotic shows to replace the broadcasts which have been discontinued because of a cut in N.Y.A. personnel. See America First features the newly formed N.Y.A. military band and starts March 17 on WNYC, New York, Municipal station. Native American music is heard on Song of America, which started March 1, and Programs of America for March 13 with weekly dramatizations of youth’s past experiences.

WOB, New York, has arranged its Sunday schedule to include an hour and a half of children’s programs from 8:30-10 a.m. Programs are First Defender, a dramatic series based on prose war historians; Doctor Reads the Comics, and This Wonderful World, Bob Emery’s natural history quiz.

KLZ, Denver, is presenting a new program, Colorado Speaks. Wednesday nights feature an open editorial opinion from Colorado newspapers. Fred Fleming, KLZ, news editor, and Derby Sprout, handle the program.

KSFQ, San Francisco, recently purchased a Pontiac station-wagon, with which to transport crew and equipment to special events. The car is air-conditioned and heated and equipped for all types of pick-ups.

WINS Plans to Build New Studios by Summer

WINS, New York, following the recent grant by the FCC to increase its power to 50,000 watts, has announced plans to move about June 1, East 53d St., to new studios at 23-31 W. 43d St. According to C. H. Hackett, managing director, the station will occupy an entire floor of the building, which will include eight “floating” studios, five large and three smaller ones, together with an auditorium.

Modern RCA equipment will be used in the studios and control rooms. Some of it is not yet in production and therefore will be available when WINS occupies its new quarters. Final details on the new directional antennas the station plans to erect at its present transmitter site at Carlstadt, N. J., have not yet been completed, and no construction company has been appointed for the work, which will be under the direction of Paul Von Kunits, WINS chief engineer.

The station announced it has terminated its affiliation with the Mutual Network System, New York, by which it was the key station prior to the first of this year.

WPEN, PHILADELPHIA, has inaugurated an All-American Radio Workshop has prepared three new patriotic shows to replace the broadcasts which have been discontinued because of a cut in N.Y.A. personnel. See America First features the newly formed N.Y.A. military band and starts March 17 on WNYC, New York, Municipal station. Native American music is heard on Song of America, which started March 1, and Programs of America for March 13 with weekly dramatizations of youth’s past experiences.

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**NBC Trophies**

NBC’s international division looks like the headquarters of an African safari these days with the gifts sent in by an admirer of shortwave broadcaster, Arthur Detorl, from Angola, Portuguese East Africa. Fan is S. B. Coles, a radio engineer, who has already sent Detorl a leopard skin, a zebra skin, one 12-foot python skin and the horns of an unidentified beast. The trophies will be hung on the walls of the international division along with the letters received from all over the world from listeners to NBC’s shortwave broadcasts.

**To Make Sure of Getting the Audience of Nova Scotia’s Most Radio-Heard Area is Hardly Necessary to Stress the Fact that the Station is ...**

**HNS**

Halifax, Nova Scotia

JOS. WEED & CO.

350 Madison Avenue, New York

Representatives

**Broadcasting** • Broadcast Advertising

**CRASH** of an Eastern Airlines plane just outside Atlanta Feb. 27 meant a busy day for the staff of WGST, CBS outlet in Atlanta. At a news flash on the catastrophe CBS’ Washington and Charlotte keys, WJSY and WBT, asked WGST to cover for them early the morning of Feb. 27. Contacting EAL Operations Manager Pabst in Atlanta, WGST gave listeners early word on the death of Rep. Byron (D-Md.) and the survival of Capt. Eddie Rickenbacker, president of the airline. Installing lines into the local Piedmont Hospital, the station later in the morning carried a brief comment from Capt. Ricken- backer through Dr. Louie D. New- ton, pastor of the Druid Hills Baptist Church, and interviewed other survivors. WSF, Atlanta, also cov- ered the disaster, starting with a 5:30 a.m. announcement on the Dixie Farm Hour and an on-the-spot description of the crash scene. Gathered outside Capt. Rickenback- er’s door at the hospital are Gor- don Eaton, WGST announcer (squatter); Dan Buchanan, engi- neer; and Ellis Holmes, of WGST (standing, left); Dr. Newton; John Fulton, WGST program director (right).

**KFBG, Cheyenne, Wyo., handled three 300-mile remote control broadcasts recently when it covered a three-game pin of the University of Wyoming basketball team. Broadcasts were originated at Brigham Young U. Provo, Utah; Utah State, Salt Lake City; and Utah State U., Logan.**

**WTOP, Hopkinsville, Ky., on Feb. 23 started a new series of weekly quarter-hour educational programs, for the first program the art instruc- tion class of the fourth and fifth grades of the Virginia Street grade school was broadcast direct from the class- room. Classes in other local schools (1000) to the radio instruction on receivers donated by local merchants.**

**WSB, Atlanta, observing its 19th an- niversary on the air March 13, pub- lished a special edition of the monthly WSB Retailers News containing a facsimile of its "certificate," a 1922 telegram from the Department of the new station.**

**WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!**

50,000 WATTS BY DAY

COLUMBIA AND MUTUAL NETWORKS

FAULK, RAYMOND & CO., NATIONAL REPRESENTATIVE

**FM with Simplified Circuit Design**

**Genesee Electric**

**United Press**

**The Northwest’s Best**

**WTEN**

**AN NBC STATION**

**Minneapolis**

**Owned and Operated by**

**ST. PAUL DISPATCH PIONEER PRESS MINNEAPOLIS TRIBUNE AND TIMES TRIBUNE.**

**Price & Peters, Inc.**

**March 10, 1941**

**Business is good in British Columbia. Your business will be better with CJOR**

**Vancouver, B. C.**

National Representative

Joseph Hershey McGillivra
EXPANDING the half-hour Concert Hour program, CBS is presenting a series of programs titled Chippewa in the Saturday 10-11 p.m. period formerly occupied by the Chicago Theatre of the Air, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, continues his Concert Hour discussions, and special dramatic productions are presented together with Henry Weber conducting.

WELI, New Haven, Conn., cooperating with the local chamber of commerce, the State Trade School Committee and board of education, on March 3 starts a series of nightly quarter-hour interviews with students in the Hartford State Trade School. During the two weeks the programs are to be carried, the students will be interviewed as they work at their benches or in classrooms.

MORE THAN 1,100 radio service men of the Rocky Mountain region are expected to attend a special meeting at the KOA, Denver, studios on March 14 when changes in radio receiving equipment made necessary by the frequency changes effective March 28, will be discussed. KOA, as host, will provide entertainment and refreshments, according to Lloyd E. Yoder, station manager, who pointed out that only two stations in Colorado will not change their frequencies which means that all owners of push button radios will have to make changes in dialing apparatus.

WJJK, Detroit, starting with a dramatic sketch Feb. 22 on the life of George Washington, is presenting a weekly foreign-language program in Polish, Lives of American Presidents, Directed by Anthony Altschuler and produced by Eugene Konstantynowics with a staff of 14 Polish actors, the broadcast is heard each Saturday morning on a sustaining basis in the careers of our presidents.

Goodkind Loses Suit

SUIT of M. Lewis Goodkind, executive of Goodkind, John & Morgan, Chicago agency, asking $12,000 damages from John and Ernest Hix, Hollywood radio producers, was dismissed March 3 in Los Angeles Superior Court. Goodkind contended that sum was due him as commission in making a deal with Colgate-Palmolive-Peet Co. (Palmolive Shaving Cream) for sponsorship of the CBS John Hix Strange as it Seems radio series. Court upheld Ernest Hix’s contention that he had always been responsible for the radio placement of the cartoon feature.

MBS Sales Up

GROSS TIME SALES of MBS in February, 1941, totaled $442,167, an increase of $31% over the $337,649 total for the same month of 1940. First two months of this year showed total MBS time sales of $947,388, up 44.6% over last year’s $655,378 for the same period.

CHESTER EXPLAINS

CBS LATIN CREDO

THE CREDO of CBS in extending its activities into Latin America was expressed by Edmund Chester, CBS director of Latin American relations, in an address given Feb. 28 before the first International Conference of the School of the Air of the Americas: “CBS System is not embarking on a campaign to save Latin America from anything. It does not plan to fill the air with brash propaganda. It does expect to use its facilities for the unimpeachable purpose of the peoples of Latin America, who we really are—in our everyday life, and by letting the people of the United States know the real Latin America. “CBS will not try to force North American culture on Latin America and will try to force Latin American culture on the United States. CBS hopes to deliver to Latin America the best that we have in the United States and accept, in exchange, the best in Latin American culture.

“We have faith in our belief that international friendship can best be promoted through international understanding. That doctrine CBS dedicates its efforts.”

Students of Granty High School, Norfolk, Va., are presenting their own programs weekly over WTHA, writing and producing it themselves. Bill Wetlauffer, assistant production manager of the station, who conducts classes at the high school in radio, supervises the programs.

Hamm Buys News

THEODORE HAMM BREWING Co., St. Paul, on March 3 started six-weekly five-minute news programs in five markets. Stations are WDAY, Fargo, N. D.; WNAX, Yankton, S. D.; WMDB, Peoria, Ill.; KOIL, Omaha and KFAB, Lincoln, Neb. All contracts are for six weeks, except the one for WMDB, which is for five weeks. Agency is Mitchell-Faust Adv. Co., Chicago.

Durkee Discs

DURKEE FAMOUS FOODS, Chicago (Margarine), on Feb. 28 started a 26-week schedule of thirty-six weekly one-minute transcribed announcements on approximately 20 stations. Agency is C. Wendel Muench & Co., Chicago.

WE-UNS CAIN'T GIT YOU MOSSY BOTTOM (Ky.)!

Honest, fellers, Mossy Bottom is a real town! And it’s kinda typical of a hundred towns in Kentucky’s back hills and hollows. Roll all the Mossy Bottoms together, and you still haven’t anything that even comes close to the rich Louisville Trading Area (which buys twice as much as the rest of Kentucky combined). To cover the Louisville Area completely, at low cost, all you need is WAVE—the only N. B. C. Basic Red Network station within 100 miles! May we tell you more?
MARCH 1 TO MARCH 7, INCLUSIVE

**Decisions...**

**MARCH 3**

KPHO, Phoenix, Ariz.—Granted CP new transmitter.

**MARCH 4**

WBFR, Chalkburg, W. Va.—Granted voluntary assignment of license from the latter Co. to licensee, Charleston Broadcasting Co., to exchange for $29,000 of Charleston Broadcasting Co. 7% cumulative preferred preferred to be issued.

WPAX, Parkersburg, W. Va.—Granted and assigned transfer of 47.3 shares of common stock from The Exponent Co. to Charleston Broadcasting Co. (present owner of 45%) of voting stock ownership in Ohio Valley Broadcasting Co. in exchange for $1,479,000 of Charleston Broadcasting Co. 7% cumulative preferred preferred to be issued.

(These applications are two of a series toward consolidation into Charleston Broadcasting Co. of radio interests controlled or held by John A. Kennedy and his wife who have control over licensee corpora through control over Exponent Co. and Charleston Broadcasting Co., a corporation.)

KARM, Fresno, Calif.—Granted consent assign license from Gilbert H. Jerdeberg, executed of George Harris, to KARM, the George Harris Station, a corporation.

WHRB, Wilkes-Barre, Pa.—Granted modification license to 260 w untl.

WOBM, Hammond, Ind.—Granted modification license to untl.

KDE, Des Moines, lowa—Granted CP increase to 5 kw untl. directional.

WLRR, Lowell, Mass.—Granted regular license for temporary station at Lawrence.

SET FOR HEARING—WBNG, Bridgeport, Conn.—Granted application for transfer of commercial license to Camden—WBRE, Wilkes-Barre, Pa., CP Middler Biscuit Co. from Brewster Co. (shave cream), CP Mid-Massachusetts Co. from Brewster Co. (shave cream), CP WBLK, Cambridge, Mass., CP.

**MARCH 5**

NEW, Enrique Alarcon Sanfeli, San Juan, Phil.—Granted license renewal application granting CP 580 kw 1 kw 5 kw D untl. and denying CP to United Theaters Inc.

NEW, Edwin H. Armstrong, Alpine, N. J.—Granted CP FM 43.1 mc 15,610 sq. miles 150,000 population.

NEW, Moody Bible Institute of Chicago—Granted CP FM 52.7 mc 150,000 population.


MISCELLANEOUS—KGGI, Coffeyville, Kan.—Granted license renewal on temporary basis pending action on application for CP. KGGI, San Jose, Calif., granted license renewal on temporary basis pending action on application for CP.

**MARCH 6**

WCAM, Camden, WCAP, Ashbury Park; WTNJ, Trenton—Hearing set for 8-10-41 continued one month.

WBGC, Salisbury, Md.—FCC determined renewal application should specify 1250 kw.

MISCELLANEOUS—WDAS, Atlanta, Ga.—Granted license renewal on temporary basis pending action on application for CP. WDAS, San Jose, Calif., granted license renewal on temporary basis pending action on application for CP.

**Applications...**

**MARCH 1**

WBNX, New York—CP 1250 kw under treaty, change antenna.

WQV, New York—License as modified to increase power, asking 1150 kw under treaty.

WBBY, Waterbury, Conn.—Modification CP as modified to increase power, asking change to 660 kw 1 kw transmitter.

WNEW, New York—LP 1040 kw under treaty, asks licence to 1500 kw untl. directional, and asking 1500 kw under treaty.

WALK, Albany, Ga.—Modification CP as modified asking 1500 kw under treaty.

KWTO, Lawton, Okla.—Modification CP new station asking 1150 kw under treaty.

NEW, Homer Redhoeaver, Winona Lake, Ind.—CP 1450 kw under treaty.

KMYT, Denver—Modification CP as modified to increase power to 5 kw etc., asking 260 kw under treaty.

NEW, Barclay Craighead, Boite, Mont.—CP 1500 kw 260 w untl.


NEW, Armstrong, Los Angeles, Calif.—CP as modified increase power to 5 kw etc., asking 260 kw under treaty.

NEW, American Broadcasting Co., Lexington, Ky.—CP 48.1 mc 1,520 sq. miles 451,000 population, amended to 6,258 sq. miles, change transmitter.

WOPR, Enfield, Tenn.—CP change to 1230 kw under treaty.

NEW, Amosbro Broadcasting Corp., Amarillo, Tex.—CP 46.1 mc 6,502 sq. miles, change transmitter.

WOLY, Bristo, Tenn.—CP 1430 kw under treaty.

NEW, American Broadcasting Corp., Temple, Tex.—CP 59.1 mc 106,000 population, amended to 423,900 sq. miles, change transmitter.

NEW, Howard H. Wilson, Oshkosh, Wis.—CP 1490 kw under treaty 260 w untl.

NEW, Southern Cal. Broadcasting Co., Pasadena, Calif.—CP 1420 kw (1430 kw under treaty) 1 kw.

NEW, CBS, Hollywood—CP 44,000 w, asks increased 5 kw.

NEW, Menasha, Wis.—Modification CP as modified increase power to 5 kw etc., asking 260 kw under treaty.

NEW, Musak, New York, N. Y.—Core development station 117 mc amended re corporate structure.

KXIM, Muskogee, Okla.—CP new transmitter.

NEW, Martha M. Russell d/b Russell Plantation, Russellville, Tex.—CP 550 kw.

KFQD, Anchorage, Alaska — Transmission control to Midnight Broadcasting Co.

**MARCH 7**

WWFL, Woodside, N. Y.—CP new transmitter, new antenna, change to 1600 kw under treaty, increase 250 kw to 5 kw, move transmitter to New York.

WLAW, Lawrence, Mass.—CP increase to 50 kw new transmitter change antenna.

NEW, Western Mass. Broadcasting Co., Pittsfield—CP 1500 kw (1440 kw under treaty) 100 w untl.

MAY 5

KFPJ, Klamath Falls, Ore.—CP 600 kw 1 kw 5 kw LS.

**Barbasol Plans**

BARBASOL CO., Indianapolis (shave cream), will sponsor quarter-hour programs of either news or sports on three stations starting the latter part of March. Stations have not been selected, but markets will include Los Angeles, San Francisco, and Seattle. Erwin, Wasey & Co., New York, is agency.

**FRANCISCO URGES STRONGER SIGNALS**

IMPROVEMENT of the signals laid down in South America by United States shortwave stations is an immediate necessity, according to Don Francisco, radio member of the committee on communications of the Office of the Coordinator of Information, U.S. Department of State. Relations Between the American Republics.

Mr. Francisco, on leave of absence as president of Lord & Thomas, returned to New York March 4 from a three-month South American tour during which he visited nine countries.

"Shortwave programs from the United States come in fairly well in the Western Hemisphere; but as you go south of Rio de Janeiro on the east coast or Lima in the west coast, no signals exist. In one of these broadcasts requires hairline dialing and the use of lots of power. Most of these sets now being sold in South America are all-wave receivers, but the average set costs nothing more than $50. In the shortwave signals of the United States stations without a great deal of trouble during the evening hours and daytime listening is practically an impossibility."

"The broadcasts from England and France come in much better, and there, if you buy a set, you practically know that it will not be picked up even during the night, whereas a musical program from Europe can be picked up even on the day and by people who are not even interested, as they know that it will not be picked up and rebroadcast locally."

**Recent Video Progress Demonstrated to FCC**

CATCHING UP on the most recent technical developments in visual broadcasting, preparatory to an anticipated scheduled March 20 hearing to set regulatory standards for commercial television, FCC officials last Thursday and Friday observed television demonstrations in Philadelphia and New York.


**Biscuit Campaign**

Staley Campaign

STALEY MFG. Co., Decatur, Ill. (Sweetose syrup), has started a 10-weekly 100,000-watt announcing series which runs for two weeks. Starting dates and stations are as follows: Feb. 24 and March 10, WWJ WGAU; Feb. 27 and March 3, WIOD; March 31 and April 14, WKRC WHNS KDKA WGBI WENY WNYC WFPS WCHS KRNT WMT WNAK KXMO WOW WIRE; April 21 and May 5, WFBF; May 19 and June 2, WJAX; WSB is also included in the series with no starting dates having yet been set. In addition, on March 3 the sponsor started a 26-week three-weekly one-minute participation series on the Bing Crosby program of KSTP, St. Paul, and on March 31 will start a 26-week series of 10-weekly 100-word announcements on WSMB, New Orleans. The Betty & Bob series which has been running on WTAN, WENE and WPTF since last fall will be continued. Staley, Inc., Hummer, Chicago, is agency.

GRIFFIN MFG. Co., Brooklyn (All-white shoe cleaner), on March 24 renews for second year a listing on MBS stations, Mon., 10:15-10:30 p.m. Agency: Berungan, Castlemann & Pierce, N. Y.

Esterbrook Renews

ESTERBROOK STEEL PEN MFG. Co., Camden, N. J., sponsoring a quarter-hour program at the end of the Saturday afternoon Metropolis Opera broadcasts shortwaved to South America via WRCA and WNBI, NBC's shortwave stations, on March 3 renewed the series until the end of the opera season. A. Lillois de Oviedo handles the announcing. The announcer reserves the pen program, which features a "preview" of next week's opera. Agency in National Export Adv. Service, New York.

Ask Produced Credit

CREDIT for commercial program producers on NBC programs was asked by Wayne Griffin, producer with BDDB, Los Angeles, and president of the Radio Producers Club of Los Angeles, on a visit to New York with the Burns & Allen program. Mr. Griffin conferred with Niles Trammel, NBC president, and Sidney Stroitz, vice-president in charge of programs.

MacMillan Newsreel

WITHOUT an audition or hearing the program on the air, MacMillan Motion Picture Corp., Los Angeles (Ringfree oil) has signed with WHN, New York, to sponsor a radio newsreel, starting March 10, with the same news repeated every ten minutes, one hour in the morning and one hour in the evening. Agency is Stack-Goble Adv. Agency, New York.

PROFESSIONAL DIRECTORY

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

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

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

RAYMOND M. WILMOTT
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Seven Bldg. @ WASH., D. C. & N. 4718

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7¢ per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted


Old Established New England Station—needs announcers—salesmen, college background, present employment important. Tell all in confidence first letter. Box 1243, Broadcasting.

RCA—transmitting and control work. Must have first-class telephone license. Preferably one familiar with latest model RCA equipment. Pay full particulars including salary expected—WAKR, Akron, O.

Announcer—all around, who can write good advertising copy and sell, must have car. Local Independent Stations, Southwestern state. Give full information experience, enclose snapshot. Salary needed. Box 257, Broadcasting.

Salesman—well established MBS affiliate South East offers excellent opportunity to writer. Drawn drawing plus commission. Will consider only exceptionally aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 285, Broadcasting.

Graduate (College) 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 graduates in broadcast engineering (not operations). Must have above-average grades in recognized college giving communications (not B.S.E.E.) course. Give age, qualifications, reference, salary requirements, photo. Box 276, Broadcasting.

For Sale

Continuities—to your order. Special dramaticized educational historical presentations, particularly appropriate to high school patriotic societies, sustaining, and professional production. Drawn from presentations. H. P. O. Box 224, (CPO) Pittsburgh, Pa.

Radio Engineering Consultants
Frequency Monitoring
Main Office: 714 East St.
Kansas City, Mo.


BROADCASTING • Broadcast Advertising

March 10, 1941 • Page 57
RCA Plans World's Largest Radio Laboratory at Princeton

Impetus to New Products and Services Is Seen by Sarnoff in Announcing New Research Project

WORLD'S largest radio research laboratories to be known as "RCA Laboratories" will be constructed by RCA at Princeton, N. J., according to announcement March 5 by David Sarnoff, RCA president.

Headquarters for all research and original development work of the company and for its patent and licensing activities, the new organization will be treated as a separate business of radio as an art and industry, and to meet the expanding demands of national defense.

The laboratory building will include a lecture auditorium and the combined technical and patent libraries of the RCA organization, probably to be completed before the end of the year. Otto S. Schairer, vice-president in charge of the RCA patent department, has been named vice-president of RCA Laboratories in addition to his present position.

Stating that it is "through invention and the practical applications of research that American ingenuity has raised the standards of living in the United States above those of any other nation," Mr. Sarnoff added that "this step marks a milestone in the progress of radio.

New Services

"Such important fields as television, facsimile, the wireless air and wave propagation and ultra-high frequencies to open radio to a future even greater than its past," the RCA president continued, "and by the establishment of the new laboratories, radio can quicken its pace alongside the older industries."

A further purpose of the enterprise will be to facilitate the creation and development of new radio products and services which will provide new business and new employment for the present and future. Under the impetus of emergencies and the current problems of national defense, Mr. Sarnoff pointed out, intensive research creates new instrumentalities, and further research and development are necessary to adapt them to use by the public.

The new Laboratories will continue to make inventions available to competitors and others and to cooperate with them in the fullest development of the radio art. Mr. Sarnoff said, adding that more than 130 manufacturers in radio and other fields are now licensed under RCA patents.

Other officers of RCA Laboratories now with RCA, who will assist Mr. Schairer are: Ralph R. Beal, research director, who will have general direction of research and original development; Dr. C. B. Jolliffe, in charge of the RCA frequency bureau, as chief engineer; E. W. Engstrom, director, with Dr. V. K. Zworykin and B. J. Thompson as associate directors; Arthur Van Dyck, in charge of service to RCA licensees, manager of industry service section.

Dr. Harold H. Beverage will be director of communications research in charge of the Long Island RCA laboratories at Riverhead and Rocky Point, which will remain at those locations.

A research consulting board for the Princeton project will be made up of chief engineers of the RCA companies, including O. B. Hanson, NBC; E. W. Ritter, RCA; C. W. Latimer, RCA Communications, and I. F. Brynes, Radiomarine Corp. of America.

General supervision over the research activities will also be exercised by an executive board consisting of Messrs. Sarnoff (chairman), Schairer, Beal and Jolliffe, and the executive heads of the RCA companies; G. K. Throckmorton, RCA Mfg. Co.; Niles Trammell, NBC; W. A. Winterbottom, RCA Communications, and Charles J. Fannill, Radiomarine Corp. of America.

Craige to CBS Board

GEN. MALIN CRAIG, former chief of staff of the U. S. Army, on March 5 was elected to the CBS board of directors. Gen. Craig, who retired his Army position in 1939, has seen military experience in China, Cuba, the Philippines and was in Europe during World War I. In 1943, he was designated to organize and administrate activities of 100,000 recruits for the Civilian Conservation Corps.

RCA Victor Co. Ltd., Toronto, is expanding its studios on the top floor of the Royal York Hotel, tallest hotel in the British Empire. Transcription recording studios are being enlarged, and direct lines to all Toronto broadcasting stations are being increased.

Swift Adds 68 Stations To NBC 'Breakfast Club' SWIFT & Co., Chicago, during the four weeks prior to Easter will add 68 stations to its current list carry the NBC Breakfast Club, making a total of 142 outlets on the Breakfast Club network from coast-to-coast. This pre-Easter campaign, which runs from March 20 through April 15, will give the Breakfast Club the largest sponsored daytime network in radio. Campaign will be in the interest of Swift's Premium Ham. Agency is J. Walter Thompson Co., Chicago.

CBS Plans to Appeal

Isaac Levy Stock Ruling

ISAAC D. LEVY, CBS stockholder and director, was ordered March 4 by New York Supreme Court Justice John Carewe to repay CBS $55,000 and interest after a one-day trial of the suit brought against CBS, its officers and directors by two CBS minority stockholders, Henry G. Mason and Nat Gluck.

Plaintiffs claimed "illegal profits" were made by Levy in the transaction whereby CBS acquired the Interest in the American Record Co. from Consolidated Film Industries. Levy, it was alleged, bought a 22% interest in the deal and CBS the other 80%, with Levy subsequently selling his share to CBS at a profit. Attorneys for the plaintiffs were Edward Menden and Bernhard Herschkopf.

According to Ralph F. Colin, of Rosenberg, Goldmark & Colin, CBS attorneys, "the conclusion of the court is unfounded in the uncontroverted facts and the contrafact will probably appeal the decision."

Candy Firm Placing

MASON, A. Magenheim Confectionery Mfg. Co., Brooklyn (candy), will start in latter March one-minute announcements six weekly on 15 stations in major markets between New York and Chicago. Spots will advertise Mason Mints, Mason Peaks, and Mason Black Crowes candy bars. Stations list has not been completed according to Applied Merchandising, New York, the agency.

Fibber Is Winner

In Milwaukee Poll

Kay Kyser, Bing Crosby Get Honors in Other Classes

FIBBER Mcgee & MOLLY, stars of the S. C. Johnson Co. show on NBC, were voted the favorite comedians of the most popular radio program by newspaper readers participating in the 11th annual Milwaukee Journal radio poll.

In the favorite comedian class, Fibber McGee & Molly led Bob Hope, Edgar Bergen, Jack Benny and Fanny Brice in that order among the top five, while Hope also was runner-up in the McGeens. In the most popular program category, in which group nine NBC winners were in the first ten places.

Musical Choices

For the third straight year, voters named Kay Kyser's orchestra, for the third straight year, also picking Kyser's College of Musical Knowledge as the most popular quiz program. Bing Crosby won first mention as the most popular male singer of the year, while Jimmy Durante and H. V. Kaltenborn was voted most popular news broadcaster, followed by Walter Winchell. John Barrymore was chosen best new star of the year, with his work on the NBC Rudy Vallee program, while NBC announcer Don Wilson was chosen best in that classification.

Voted first in the serial program group, the year was On Man's Family, followed by I Love a Mystery and Vic & Sade. One of the most spectacular jumps in popularity was in the dramatic program group when the Aldrich Family climbed from eighth to second place in one year.

Among other NBC programs and persons of the year, listeners rated high in the final balloting were Horace Heidt, Tommy Dorsey, Eddy Howard, Harry Babbit, Dennis Day, Tony Martin, Connie Boswell, Tom, Dick & Harry, The Voice of Firestones, Dr. Frank Black's Concerts, The NBC Symphony, James Melton, Richard Crooks, Frank Munn, Betty Crocker, Lucille Manners, Margaret Speaks, Information Please, Eddie Cantor, Burns & Allen, Bob Burns, Brenda & Cobina, Adventures of Sherlock Holmes, Mr. District Attorney, Gang Busters, Harlow Wilcox, Ken Carpenter, Milton Cross, Harry Von Zell, Norman Ross, Bill Goodwin, Stal, Hol Totten, Sam Taub, Clem McCarthy, Lowell Thomas, Doctor I. Q., Truth or Consequences, Quiz Kids, Battle of the Sexes, Jack Armstrong, Irene Winkler, Don Gardner, Tom & Jerry, Bright Idea Club, Rudy Vallee, Clifton Fadiman, Ranson Sherman and Garry Moore.

BUSINESS name of the company taking in Robert Holden, who has managed an organization in Canada (Broadcasting) April 1, will be H. N. Stovin—C. W. Wright in Toronto, and H. Stovin in Montreal and Winnipeg, according to Mr. Stovin.
KANSAS CITY, MISSOURI

KEY STATION for the KANSAS STATE NETWORK
of the MUTUAL BROADCASTING SYSTEM

DONALD DWIGHT DAVIS • PRESIDENT
JOHN T. SCHILLING • GENERAL MGR.

"Represented by Rambeau"
WILLIAM G. RAMBEAU COMPANY

CHICAGO 360 NORTH MICHIGAN PHONE ANDOVER 5066 NEW YORK CHANIN BUILDING PHONE CALEDONIA 5-4960
Armed with knowledge they have never previously been able to obtain, scientists today are engaged in research in new and wider fields.

With the aid of the RCA Electron Microscope, they are making amazing discoveries—discoveries for which all the world may some day express heartfelt thanks.

The Electron Microscope is one of the several inventions, of great social and industrial significance, that have come out of RCA Laboratories in recent years. It magnifies objects up to 100,000 times—20 to 50 times more than the finest optical microscope!

As a result of the revelations this supermicroscope makes possible, scientists by the score have visited the RCA Laboratories at Camden with specimens of material for examination. Through electron microscopy and its photomicrographs, radio performs a notable service for science, industry, bacteriology, chemistry, biology and education. It uses electrons—tiny particles of electricity—in place of light rays, and magnetic fields in place of glass lenses, to bring into view micro-organisms of living and non-living things, never before seen by the human eye.

Radio's past is written in glowing words of outstanding service. What the future may bring is pure conjecture, but of this we are sure: As the years roll by, new and greater radio and electronic inventions will go forth to serve the world, born of a policy laid down by the founders of RCA in 1919: The keystone of every RCA activity is fundamental research, and RCA Research Never Ends!

The RCA Review, a quarterly journal of radio progress, published by RCA Institutes, Inc., will keep you informed of the newest developments in radio. For subscription information write RCA Institutes Technical Press, 75 Varick Street, New York, N. Y.