TOLEDO
5000 WATTS

SPD

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

MARCH 17, 1941
Vol. 20 • No. 10
WASHINGTON, D. C.

SPD

REPRESENTED NATIONALLY BY THE KATZ AGENCY
when you start counting up the good things of life ............

... and you come to America's top-ranking radio stations, you count this as one of the best, if you use that term to mean No. 1 listener-appeal throughout its area, time-tested and survey-tested, year in and year out, with resultant advertiser-appeal that we'll match with anybody, anywhere!

WHAS
LOUISVILLE

50,000 Watts . . . Basic C.B.S.
Station . . . Represented Nationally by Edward Petry & Company
For the Benefit of Those Who Came In Late

-may we say again that one of the most attractive features of being a Standard Library subscriber is that you are provided with a very neat device for recouping your library expenses: and more, if you're that enterprising.

We refer to something more than the salability of musical programs out of the library itself—though that angle is not to be regarded lightly. Specifically, we are blowing again upon those super gems of commercialism, those eloquent acts of merchandising—SPOT-ADS.

At present writing, Standard SPOT-ADS have reached a total of one hundred and ninety-two. Those half-minute cash-register classics fall into four divisions: Clothing, furniture, jewelry and used cars. Each division, in its own way, possesses unique audience-attraction devices of almost unbelievable-effectiveness, and each neatly converts this attention to the benefit of the sponsor by easing into the commercial plug with rare dexterity.

Hundreds of Standard stations are showering blessings upon our heads for providing them with this source of extra income. Further information on SPOT-ADS, Standard Library Service and Standard Super Sound Effects is yours for the asking.

WELCOME TO:
KELD—El Dorado, Ark.
KARK—Little Rock, Ark.
WNBZ—Saranac Lake, N. Y.

Largest List of Active Subscribers!
When you think of New Orleans you think of:

Spring Fiesta...

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

BROADCASTING

The Weekly News Magazine of Radio

Broadcast Advertising

March 17, 1941

CONTENTS

Wave of Crackdowns Foreseen ........................................ 9
WCBM, KQV To Join Blue ............................................... 9
Ruling on Crystals by FCC ............................................. 10
Success Story-S & F Foods ............................................ 11
AFRA-Disc Code Negotiations .......................................... 12
AFM Disc Survey ......................................................... 12
ASCAP Found Guilty, Fined ........................................... 13
NAB Board Meets on ASCAP ........................................... 13
Radio Journalism—A New Technique ............................... 14
They Were in The Navy Then ......................................... 14
Griffith Thompson to Brooklyn ....................................... 16
Treaty Shifts Cost $1,500,000 ......................................... 17
NAB-Net Urban Survey .................................................. 17
Foreign Facilities Dickering Hit ....................................... 17
American Radio Sought by Latins ..................................... 18
Sholis to Contact Members ............................................. 23
Monopoly Issue in Hawaii .............................................. 25
A Nazi Spy Transmitter .................................................. 26
New Dixie Group for CBS .............................................. 27
NAB Insurance Survey ................................................... 40
Prepare for Video Hearing .............................................. 41
Improving Radio Surveys ............................................... 54

DEPARTMENTS

Agencies ................................................................. 46
Agency Appointments ................................................... 46
Behind the Mike .......................................................... 32
Control Room ............................................................. 43
Classified Advertisements .............................................. 53
Editorials ................................................................. 30
FCC Actions ............................................................... 52
Guestitorial .............................................................. 30
Meet the Ladies .......................................................... 33
Merchandising ............................................................ 24
Network Accounts ....................................................... 49
Other Fellow's Viewpoint .............................................. 47
Personal Notes ........................................................... 31
Purely Programs .......................................................... 22
Radio Advertisers ........................................................ 37
Station Accounts ........................................................ 50
Studio Notes .............................................................. 30
We Pay Respects ........................................................ 31

KFAB

LINCOLN, NEBR.

FOR SALE: 4,058,150 human ears*

Reasonable

*Number of ears in KFAB's 0.5 Millivolt Area
WE HAND YOU ON A PLATTER:

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

MICHAIGAN RADIO NETWORK

KEY WXYZ STATION

DETOIT

National Sales Representative: PAUL H. RAYMER CO.
Choosing Your

ON A $50,000—

Where else but on the Blue Network of NBC, can you get so much coverage, such good coverage with a modest budget?

Here's What Your Money Will Buy On The Blue:

<table>
<thead>
<tr>
<th>Net Cost</th>
<th>Period</th>
<th>Duration</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,649.30</td>
<td>½ Hr. -Sun. Aft.</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>54,834.00</td>
<td>25 Min. -Eve.</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>55,051.36</td>
<td>¼ Hr. -Eve.</td>
<td>13 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>61,932.78</td>
<td>½ Hr. -Sun. Aft.</td>
<td>13 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>65,800.80</td>
<td>⅜ Hr. -Eve.</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>84,750.12</td>
<td>½ Hr. -Day</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>90,043.20</td>
<td>¾ Hr. -Eve.</td>
<td>26 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>106,782.00</td>
<td>5¼ Hrs. -Day</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>110,102.72</td>
<td>¾ Hr. -Eve.</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>117,748.80</td>
<td>¼ Hr. -Sun. Aft.</td>
<td>52 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>123,865.56</td>
<td>½ Hr. -Sun. Aft.</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>131,601.60</td>
<td>¾ Hr. -Eve.</td>
<td>26 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>137,628.40</td>
<td>½ Hr. -Day</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>156,998.40</td>
<td>¾ Hr. -Eve.</td>
<td>52 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>176,623.20</td>
<td>¾ Hr. -Sun. Aft.</td>
<td>52 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>197,168.40</td>
<td>¾ Hr. -Eve.</td>
<td>52 Weeks</td>
<td>26</td>
</tr>
</tbody>
</table>

“UNDER A COVER OF BLUE”
(and we do mean network)
—good coverage where coverage counts

THE “SPLASH” MODEL
—showy but short in a lot of important places

THE “BILLOW” MODEL
—covers a lot of territory but makes no impression
The choice between frying pan and fire is a pleasant dilemma compared to that of the advertiser with a limited—or relatively small—budget. He is torn between the necessity for continuity and the desire for impression, faced with the double duty of making his money go a long way, yet dig deeply.

To such an advertiser, who doesn’t look upon any sum under $200,000 as merely “a drop in the budget,” the Blue Network of NBC comes as a happy revelation that he can have his cake, yet eat it too.

On the Blue Network he receives coverage where it counts—in the Money Markets, the vital centers of the nation’s buying power. He does a national advertising job, yet he does it at the lowest cost of any medium entering the home.

And the Blue Network’s wealth of low-cost, high-audience programs allows him to combine continuity with impression.

We invite those advertisers who are now on the air to compare the chart on the opposite page with their own current set-up. But we particularly hope that many an advertiser who believes he cannot afford radio will now feel that he cannot afford to be without it!

Name your own budget. Your Blue salesman will be glad to show you how much coverage and what splendid coverage you can obtain “under a cover of Blue.”

Blue Boost! In a short time the complete Blue Network will be composed of 101 stations

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

"COVERAGE"

$200,000 BUDGET!

THE BLUE NETWORK OF NBC

Sales thru the air with the greatest of ease
FORGET GIBLETS (KY.) — GET LOUISVILLE!

Obviously neither you nor we nor Station WAVE has anything against the people of Giblets (Ky.) and the hundreds of other similar “towns” in the back areas of the State. It’s just a question of whether they rate your radio money. We don’t think they do. That’s why we suggest WAVE.

The Louisville Trading Area is the part of Kentucky that you want. It does far more buying than the remaining 93 counties in Kentucky, combined. Now that the Louisville Area’s payroll is being boosted by over $1,150,000 of defense work, WEEKLY, there’s all the more reason to concentrate your radio efforts in Louisville.

Let us tell you all about the efficiency and economy of covering the Louisville Area with WAVE. Or ask your Agency to ask the Colonel!

WAVE
Now 5000 Watts . . . NBC Red

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1933
Rising Wave of Crackdowns Is Foreseen

White House, Congress May Halt Rigid Federal Control; White Writing New Bill; Wakefield Approval Sure

By SOL TAIHOFF

CONVINCED that anything can happen, broadcast industry leaders and more particularly the major networks are cushioning themselves for a series of regulatory jolts expected to occur in Washington during the next few weeks.

Nothing short of direct intervention from the White House, or possibly a Congressional mandate, it is felt, can stop the FCC's momentum toward application of rigid controls over the business aspects of broadcasting, stemming from the constructed Network Industry Report now under full FCC consideration.

There also are indications that Assistant Attorney General Thur- man Arnold, in his latest anti-trust onslaught against James C. Pettrillo, car of the organized musicians, will broaden his attack to include purported restraints upon concert artists invoked by the networks. The grand jury proceedings, expected to get under way within a fortnight, may even go into the network monopoly issue per se. In any event, this is not denied in Anti-Trust Division quarters.

Utility Aspect

Expected confirmation, by the Senate early this week of Ray C. Wakefield, member of the California Railroad Commission, to succeed the late Thad H. Brown on the FCC, will bring the Commission to its full membership for the first time since last June. While the commissioner-designate has been careful to avoid direct reference to his views on broadcasting, some skepticism was evinced in both broadcast and Senatorial circles over his background as a member of a State regulatory commission dealing with public utility-common carriers.

This question was raised during the short hearing on his confirmation before the Senate Interstate Commerce Committee last Wednesday, after which his nomination promptly was reported favorably. The Senate recessed on March 13 until March 17, when his nomination is expected to be confirmed without opposition. He will immediately be inducted into office.

Mr. Wakefield had lunched with Chairman Wheeler (D-Mont.) and FCC Chairman Fly at the Capitol the day preceding the committee hearing, and at that time indicated he preferred to reserve judgment until he became more familiar with the FCC regulatory processes and with the broadcasting industry, particularly. The 45-year-old native of Fresno does not plan to return to California at once, but will promptly assume his FCC duties. His term runs until June 30, 1947.

Chance of Legislation

Meanwhile on Capitol Hill there was revived interest in new legislation looking toward reorganization of the FCC. With passage of the British aid bill Senator Wallace H. White Jr. (R-Me.) planned to pick up the Senate side of a two-day session on a proposed FCC reorganization measure. While he has not definitely made up his mind, he indicated he might introduce a new bill shortly, in the hope of procuring swift hearings. The Senate's best-informed radio observer, Senator White, was co-author of the Radio Act of 1927 while a member of the House. He is particularly concerned over the FCC network monopoly inquiry and feels Congress should redefine the Communications Act and thereby settle conclusively the jurisdictional question, over which the FCC is seriously split.

The White bill, it is understood, would project a three-man Commission with autonomous broadcast and public utility-common carrier divisions. One commissioner would be named for broadcasting and a second for common carrier operations, including telephone, telegraph, cable and radio services other than broadcasting. The chairman would be the executive officer and also bridge the gap on frequency allocations as between broadcast and common carrier services.

Influential members of the Senate will preclude new radio legislation until they are not agreed on the possibility of enactment of new legislation at this session. Senator White feels it can be done, as do Senators Gurney (R-D.), former operator of WNAV, Yankton, and Truman (D-Mo.), who has evinced interest in radio. Chairman Wheeler, on the contrary, does not, convinced there will be sufficient Senatorial interest to warrant the full-scale investigation that might be entailed preparatory to the final enactment of a new law. In his view, the war situation takes precedence over all other Congressional considerations.

Cabinet Office Suggested

Possibility that the Administration will foster reorganization of the FCC as part of a project for consolidation of independent agencies also is being discussed. There is preliminary talk of a Department of Transportation and Communications, headed by a Cabinet member. Presumably such a project would entail appointment of an assistant secretary to supervise broadcasting functions, with another for common carrier communications. Functions of the FCC, Federal Power Commission and Rural Electrification Administration, as well as the FCC, under this plan, would be delegated to the proposed executive department.

Despite Senator Wheeler's view that the national defense pressure will overrule any legislation, it is thought that if legislation along the lines of the White Bill is introduced, the Committee chairman would be disposed to appoint a subcommittee for a "fact-finding" study. In such an eventuality, the FCC might be asked to hold up the monopoly report, pending the Congressional study.

In addition to any move to de-
ALLOCATION DELAY IS DENIED BY FCC

WIDELY prevalent rumors that the March 29 broadcast reallocation might be postponed for a month were promptly and vigorously denied by the FCC last Thursday.

Apparently growing out of purported warnings in delivery of equipment and controls and equipment, these rumors reached the point where the FCC engineering department found it necessary to issue a strongly worded order requiring installation by March 29, 1941, of all crystal groups of new frequencies. The order (see story on this page) recited that three of the more urgently concerned had advised the FCC they were prepared to make deliveries prior to that date and handle the load.

At the FCC, it was stated there was no basis whatever for the reports of an impending postpone-ment, either in the United States or in Canada, Mexico or Cuba, the other signatory countries. As of 8 a.m. Monday, 20,000 additional new stations on the Continent will shift to their new waves. In this country, it is expected a number of stations will be required to operate with reduced power, pending installation of dishes and other equipment, to curtail intra-channel interference. The other signatory nations have adopted a similar time schedule. No formal technical procedure will be followed to avoid interference.

Avalon Placing

BROWN & WILLIAMSON TO BAICO CORP., Louisville, (Avalon cig.,) has started sponsorship of Sunset Valley Barn Dance, live talent show, on KSTP, St. Paul, Minn., February 28 to March 21, 1941. The West Coast list includes KERN KTBZ, KSBZ, KIFJ, KHKG, KWIN, KWVO. KSRB KGWA KBDB KSKL KBBK KGHL KOKE KFJI KON KOUM KQH KVRK.

Nescafe Spots

NESTLE'S MILK PRODUCTS, New York (Nescafe powered coffee), has started campaign on seven stations in the Midwest and Pacific Coast, using participation in home economics programs ranging once to five times weekly. Agency is Leon Livingston Adv. Agency, San Francisco. The seven stations are KMOS KMBK KNBC WTMJ WMBD KFSO.

Hecker Spots

HECKER PRODUCTS CORP., New York (Pesto Cake Flour), on March 10, started a 13-week varying schedule of three to five-weekly transcribed one-minute announcements and participations on 11 stations. Stations are WLS KMB KSDK WBEN WHAM WFBF. Agency is WTIC WSHJ WJAR. KSTP. Agency is Joliet Bros.

Affiliated Products, Jersey City, N.J., for the promotion of L'Aigilas cosmetics. Account was acquired by Watar-Waterman, New York. The agency is Watar, Hummert, Chicago. Company has been a member of the ABC network since 1939, but no immediate plans have been announced.

Ruling on Crystals Is Issued by FCC

STATIONS MUST BE READY FOR TRANSFER ON DATE

IN A NOTICE to all broadcast stations issued last Wednesday, the FCC directed all licensees to be prepared to operate on their new frequencies with quartz crystals groups by the particular assignment by the March 29 reallocation date. The notice was based on a decision of the Commission that they will be able to supply the necessary crystals to enable the operation of all standard broadcast stations to be changed to comply with the Commission's orders on March 29, 1941. However, some manufacturers will not be able to install the new crystals and recrystallize them by the贴近的频繁度 at the time the FCC, it was stated there was no basis whatever for the reports of an impending postpone-ment, either in the United States or in Canada, Mexico or Cuba, the other signatory countries. As of 8 a.m. Monday, 20,000 additional new stations on the Continent will shift to their new waves. In this country, it is expected a number of stations will be required to operate with reduced power, pending installation of dishes and other equipment, to curtail intra-channel interference. The other signatory nations have adopted a similar time schedule. No formal technical procedure will be followed to avoid interference.

Avalon Placing

BROWN & WILLIAMSON TO BAICO CORP., Louisville, (Avalon cig.,) has started sponsorship of Sunset Valley Barn Dance, live talent show, on KSTP, St. Paul, Minn., February 28 to March 21, 1941. The West Coast list includes KERN KTBZ, KSBZ, KIFJ, KHKG, KWIN, KWVO. KSRB KGWA KBDB KSKL KBBK KGHL KOKE KFJI KON KOUM KQH KVRK.

Nescafe Spots

NESTLE'S MILK PRODUCTS, New York (Nescafe powered coffee), has started campaign on seven stations in the Midwest and Pacific Coast, using participation in home economics programs ranging once to five times weekly. Agency is Leon Livingston Adv. Agency, San Francisco. The seven stations are KMOS KMBK KNBC WTMJ WMBD KFSO.

Hecker Spots

HECKER PRODUCTS CORP., New York (Pesto Cake Flour), on March 10, started a 13-week varying schedule of three to five-weekly transcribed one-minute announcements and participations on 11 stations. Stations are WLS KMB KSDK WBEN WHAM WFBF. Agency is WTIC WSHJ WJAR. KSTP. Agency is Joliet Bros.

Affiliated Products, Jersey City, N.J., for the promotion of L'Aigilas cosmetics. Account was acquired by Watar-Waterman, New York. The agency is Watar, Hummert, Chicago. Company has been a member of the ABC network since 1939, but no immediate plans have been announced.

Ruling on Crystals Is Issued by FCC

STATIONS MUST BE READY FOR TRANSFER ON DATE

IN A NOTICE to all broadcast stations issued last Wednesday, the FCC directed all licensees to be prepared to operate on their new frequencies with quartz crystals groups by the particular assignment by the March 29 reallocation date. The notice was based on a decision of the Commission that they will be able to supply the necessary crystals to enable the operation of all standard broadcast stations to be changed to comply with the Commission's orders on March 29, 1941. However, some manufacturers will not be able to install the new crystals and recrystallize them by the贴近的频繁度 at the time the FCC, it was stated there was no basis whatever for the reports of an impending postpone-ment, either in the United States or in Canada, Mexico or Cuba, the other signatory countries. As of 8 a.m. Monday, 20,000 additional new stations on the Continent will shift to their new waves. In this country, it is expected a number of stations will be required to operate with reduced power, pending installation of dishes and other equipment, to curtail intra-channel interference. The other signatory nations have adopted a similar time schedule. No formal technical procedure will be followed to avoid interference.

Avalon Placing

BROWN & WILLIAMSON TO BAICO CORP., Louisville, (Avalon cig.,) has started sponsorship of Sunset Valley Barn Dance, live talent show, on KSTP, St. Paul, Minn., February 28 to March 21, 1941. The West Coast list includes KERN KTBZ, KSBZ, KIFJ, KHKG, KWIN, KWVO. KSRB KGWA KBDB KSKL KBBK KGHL KOKE KFJI KON KOUM KQH KVRK.

Nescafe Spots

NESTLE'S MILK PRODUCTS, New York (Nescafe powered coffee), has started campaign on seven stations in the Midwest and Pacific Coast, using participation in home economics programs ranging once to five times weekly. Agency is Leon Livingston Adv. Agency, San Francisco. The seven stations are KMOS KMBK KNBC WTMJ WMBD KFSO.

Hecker Spots

HECKER PRODUCTS CORP., New York (Pesto Cake Flour), on March 10, started a 13-week varying schedule of three to five-weekly transcribed one-minute announcements and participations on 11 stations. Stations are WLS KMB KSDK WBEN WHAM WFBF. Agency is WTIC WSHJ WJAR. KSTP. Agency is Joliet Bros.

Affiliated Products, Jersey City, N.J., for the promotion of L'Aigilas cosmetics. Account was acquired by Watar-Waterman, New York. The agency is Watar, Hummert, Chicago. Company has been a member of the ABC network since 1939, but no immediate plans have been announced.
S & F Talks Over Its Soaring Turnover

Food Wholesaler's Chat Program Spurs Sales of Private Brands

by TOM PAUL
Advertising Manager
Smart & Final Co., Los Angeles

One of the earliest attempts to test the program's effectiveness came in the form of a giveaway. Table Queen Granulated Soap to listeners writing in. They were requested to also give the name and address of a neighborhood independent grocer not stocking the item at that time.

In They Came
Letters started rolling in. Soap samples flooded out. Smart & Final Co. letters to "non-stocking" grocers were quickly dispatched advising them that Mrs. So-and-So in his neighborhood had inquired for the soap recently but had been unable to buy it at that store. One of the company's 75 salesmen followed up on this letter with a personal call within a few days. As a result, Table Queen Granulated Soap volume became one of the most popular local soap products in the area.

While still doing a good job, Mirandy's Garden Patch after several months was wearing itself out. Executives of Smart & Final Co. felt that it appealed to a limited audience. We looked around for another show to replace it, and in early September, 1940, the firm got what it believed was a break. Our advertising agency, Heints, Picking & Co., suggested a commentary sort of program featuring Johnny Murray.

He's the same Johnny Murray who was so popular on the old Hi-Jinks program sponsored by a bakery concern some years ago on Columbia-Don Lee. We made himself known and loved by every grocer on the Pacific Coast. He had a terrific following among radio listeners, too. We signed him on the spot. Thus began Johnny Murray Talks It Over, a thrice-weekly quarter-hour early morning program on KFI, Los Angeles. It isn't anything elaborate or fancy. It's just made for ordinary folks with down-to-earth chatter. Johnny talks about oddities in the news; spins a few human interest yarns he has picked up, and also tells about funny happenings. Occasionally he gives a bit of light, homey philosophy. In short, it is a Read'er's Digest of the air. People like it because they feel and know that Johnny is sincere.

Perhaps Johnny's success (and the corresponding success of the company), is due to the fact that he is sold 100% on the organization he represents and its products. As a result, his commercials are sincere. His listeners know that when Johnny Murray says S & F and Table Queen Foods are good, they really ARE.

By the Bushel
From the day he started on the air with Johnny Murray Talks It Over, that was all they needed. They went out and bought his recommended merchandise. Thousands of former Hi-Jinks listeners were glad to have Murray back on the air. They rallied 'round, and sent bushels of letters asking where his new sponsor's products could be bought. More listeners joined the program's fast-growing audience. Today that program is an institution ... almost a trade-mark.

Still Smart & Final Co. officials weren't satisfied. They were anxious to test this new found impetus. The advertising department conceived the idea of offering a small sample of S & F Coffee to any listener who might care to write in. Johnny made one short announcement of the offer on only one morning program. By the following week, thousands of letters had poured in. As a result, Smart & Final Co.'s coffee division reported that more than 800 pounds of the product in small 24-ounce tins had been mailed out. Sample giveaways were replicas of the actual one-pound S & F coffee can.

Last year S & F coffee sales jumped 92.5% over the previous year. February, 1941, started the new year out with the company's most productive coffee month. It far exceeded anything done by the competitors in the history of the 27-year-old firm.

Another test was made. The firm procured 26-piece sets of table silverware which had been given to consumer customers for 25¢ S & F or Table Queen food labels and a small amount of cash. It was decided to let Johnny Murray see what he could do with this item among his airway fans. Last reports show that more than 27,000 sets of silverware have been distributed. Labels, letters, money orders, cash and checks poured into KFI. Retail grocers reported that their customers demanded Johnny Murray's silverware set. And they got it.

Still Another
Our executives thought that perhaps the silverware premium offer had been something that more or less prompted the first test that started. Another test was made. This time the offer was an 8-piece glass beverage set with color-baked design, obtainable for 10¢ S & F or Table Queen labels and a small amount of cash. Before the summer was over, three freight-car loads of glassware sets had moved through the seven warehouses of the company.

Radio advertising today carries 95% of the load of acquainting housewives in the Southland with S & F Fancy and Table Queen Quality Foods. More people today are hearing about it, trying and recommending brands, even ever before in the history of the organization. Recent Hooper Survey figures show that Johnny Murray Talks It Over, has led in popularity along all Los Angeles area stations at its particular early morning time. Better than Hooper Survey figures, Smart & Final Co. reports that it has enjoyed one of the most remarkable increases in audience, and as a result plans to do ever greater things in 1941.

March 17, 1941 • Page 11

BROADCASTING • Broadcast Advertising
Selvin to Conduct
AFM Disc Survey

Petullo Seeks to Get Facts
Of the Recording Industry

TO SECURE the "real facts" about phonograph records and transcriptions and their effects on the employment of live musicians, James C. Petullo, president of the American Federation of Musicians, has appointed Ben Selvin, vice-president of Associated Music Publishers, to conduct an extensive and comprehensive survey of the field.

"In making this survey we are merely following the example of our business," Mr. Petullo told Broadcasting. "The recording business is a big business and we ought to know all about it but we don't know anything about it. Maybe it's done the business a lot of harm. Or maybe it's really doing us good. We don't know and that's why I appointed Selvin to find out the facts.

Wants the Facts

"We're making the study with no intent for its use now," the music union official said. "The purpose right now is to collect information which we can pass on to the convention and if I have any advice to pass on, then I'll give them that, too.

Although representing a complete change of face on the part of Mr. [Petullo], who has always been an aggressive foe of what he calls "sounding money," Mr. Petullo said that Mr. Selvin as the man to make the survey, is taken as an indication that he is interested in learning the facts and not just gathering ammunition for an attack on the recording industry.

A member of AFM's New York local, 802, with a long history as both a unionist and band leader, Mr. Selvin is also a veteran in the recording field. Formerly recording director of Columbia Phonograph Co., he is now in charge of all transcribed programs for AMP and is also program director of Musak, wired music service which is a subsidiary of AMP.

Denying that his study will be any "boogie man survey," Mr. Selvin stated that it will be more like a census and expressed the belief that the results will amaze the union president by showing that the makers of phonograph records and transcriptions spend a lot more for the employment of musicians than has hitherto been realized. The study will trace the history of the recording industry for a period of years, he explained, showing the trend in the amounts spent for musicians' salaries by the industry.

As the first step in the study, Mr. Selvin will be called on to make a census of programs used by stations, including those for off-the-air transcriptions. This will be followed by a survey of personnel used by stations and a study of the size of engagements and the prospective demand for the musicians employed.

AFRA and Disc Firms Differ Widely

RESUMPTION March 12 of negotiations on the transcription code by the American Federation of Radio Artists when executives of the talent union met in a three-hour session with the committee representing transcription manufacturers and advertising agencies, revealed that the groups were still widely divergent on a number of important issues, which must be settled before the code can be put into effect.

While both sides described the meeting as "friendly," AFRA's representatives were admittedly disappointed in the lack of progress and hinted that unless signs of an agreement develop soon the union may be forced to "take action.

Getting Anxious

Negotiations over the code, which will regulate wages and conditions of employment for actors, singers, announcers and sound effects men on transcribed programs, were started a year ago but were broken off last summer when the union was engaged in working out the renewal of its contracts with networks and agencies covering employment of talent on network programs, both sustaining and commercial. Easing negotiations with booking agencies, straightening out the details of the new AFRA license.

Mr. Selvin is now preparing a questionnaire to be sent shortly to radio stations, advertising agencies, recording companies, transcription firms and other users and producers of recordings. Admitting that the three months before the AFM convention, to be held June 9 in Seattle, is "only a short time in which to collect all the information we'd like to have," he said he would try to get the work along as rapidly as possible.

BMM to ASCAP

WHEN movie fans hear the ASCAP hit tune of MGM's forthcoming Shirley Temple picture, they can realize it was BMM's composition. The song, "Kathleen," composed by Eddy Hanson, originally was passed along to Therese Meyer, pianist of WTMJ, Milwaukee, BMM member, for her "Romantic Ballad" program. So effective was the presentation that Leo Feist, publisher of ASCAP tunes, bought rights to the song and now MGM has decided to use it in the Temple film.

AGMA Says Members
Remain Loyal to Guild

RESIGNATION of Albert Spalding and a few others has caused no serious break in the instrumentalists' ranks, according to AGMA's News Service. Charles Gaines, World Broadcasting System, chairman of the association, was ill and unable to attend.

AGMA Newsletter, April 10, was issued under the chairmanship of Ralph McDonald and printed in a new form. Its chief feature was a statement issued March 12 by AGMA.

RESOLUTION of Spalding and a few others has caused no serious break in the instrumentalists' ranks, according to AGMA's News Service. Charles Gaines, World Broadcasting System, chairman of the association, was ill and unable to attend.

AGMA Newsletter, April 10, was issued under the chairmanship of Ralph McDonald and printed in a new form. Its chief feature was a statement issued March 12 by AGMA.

DECLARING that the "overwhelming majority of the solo instrumentalists have remained loyal to AGMA, notwithstanding Mr. Petullo's threats and Mr. Spalding's capitulation," the statement disclosed that two meetings of instrumentalists had been, one on March 2 at the invitation of Mr. Spalding, who unsuccessfully attempted to persuade them out of AGMA and into AFM, and the other a few days later at the home of Jascha Heifitz, at which the instrumentalists "resolved to stand together and support AGMA in its fight against Mr. Petullo's unfair and unwarranted demands".

THROUGH THE AIR with obvious ease went a description of the National Downhill and Slalom Ski Championships at Aspen, Col., over KOA, Denver last week. Station covered the two-day event through a unique shortwave setup. At right is Tor Torland, KOA announcer, with pack set standing at the half-way point on famous two mile Rock Run course. The biggest speck in the center at the foot of the hill is the KOA mobile unit which picked up Tolrand's signal. KOA Assistant Manager Robert H. Owen and Engineer Stan Neal handled the technical arrangements while Herb Hollister, of KANS, Wichita, radio's leading skier, assisted Torland.

Page 12 • March 17, 1941
ASCAP Found Guilty, Pays $32,250 Fines

No Prison Terms Are Imposed By Court

ASCAP's fond hope for a "whitewash" of the Government's criminal anti-trust suit against it for violation of the Sherman anti-trust act failed on Tuesday when Federal Judge F. Ryan Duffy, of Milwaukee, last Thursday slapped an aggregate of $35,250 in fines against the Society, its officers, 25 directors and 19 publishers.

A plea of nolo contendere, confessing neither innocence nor guilt, resulted in a ruling by Judge Duffy that the defendants were "guilty in this case only". Judge Duffy declared the defendants considerable uneasiness in pointing out that each could be imprisoned for a year or fined up to $5,000, but upon the plea of Victor O. Waters, special assistant to the Attorney General, who has handled the copyright prosecution, the penalties were confined to fines.

Poletti Predicts

The amount of the fines was a surprise. Judge Duffy said the parties to task for published advance accounts in the trade press indicating that fines of $24,000 would be imposed. Others who made suggestions (not in this paper) had indicated that the fines would be dropped altogether.

With the termination of the criminal suit, ASCAP's chief special counsel, Lieut. Governor Charles Poletti, of New York, predicted that return of ASCAP's music to the air can be anticipated. The first step in this direction may come March 17 when the NAB board of directors meet in New York for sessions with the ASCAP radio negotiating committee. As far as the NAB is concerned, however, these conversations are expected to be of an exploratory nature, pending submission of a definite royalty formula by ASCAP.

In the crowded Milwaukee courtroom, Attorney Poletti entered the plea of nolo contendere for ASCAP. He described the Milwaukee case, alleging 10 specific violations of the anti-trust law and the consent decree recently signed by ASCAP as "a constructive job in the public interest". Then he observed that the question of price is the only one remaining between agreement with the broadcasting industry on return of ASCAP music, which has been absent from the networks and most stations since Jan. 7.

Upon his return to New York Friday, Mr. Buck confidently predicted early return of ASCAP music to the air, though there was no real possibility of the prospects inasmuch as broadcasting industry sources are concerned. He called the imposition of fines against ASCAP as a "healthy purging" of abuses, declaring that this move "ends all bickering and now the people concerned can go on with the business they've been shouting for for the last three months". [Editor's Note: Listener surveys do not indicate any diminution of listener interest in programs not using ASCAP music.]

Twenty of the Society's officers and directors, among them some of the nation's best-known writers, were in the courtroom when the sentence was pronounced. ASCAP was fined $5,000 as the parent organization. Gene Buck, ASCAP's president, who has just accepted a reduced salary from $50,000 to $35,000 a year because of the radio music war, was fined $1,500 as were E. C. Mills, chairman of the administrative committee, and John G. Paine, general manager. Mr. Mills' salary recently was reduced from $50,000 to $35,000, while Mr. Paine took a cut from $27,500 to $24,750. Twenty-three other ASCAP members were fined $500 each, and the 19 publishing houses cited were fined $750 each.

At the Hearing

Present for the court edicts were, in addition to those mentioned, Louis Bernstein, ASCAP's executive vice-president and director; Otto A. Harbach, vice-president and director; George W. Meyer, secretary and director; Gustave Schirmer, treasurer and director; John J. Bregman, assistant treasurer and director; Irving Caesar, assistant treasurer and director; and Fred E. Ahlert, Saul Davidsohn, May Dreyfus, Victor Fischer, Edgar Leslie, Jack Mills, Herman Starr, John O'Connor, Deems Taylor, Will Von Tiller, Oscar Hammerstein 2d, all directors.

Absent were Jerome Kern, Raymond Hubbell and Oley Speaks, who were ill; J. J. Robbins, who was in Cuba; and John Medcalf, who was en route to Milwaukee from Hollywood but was unable to arrive until the 60-minute session was finished.

As the name of each defendant was called, he strode from the jury box, where he had been sitting, and stood before Judge Duffy. Without a word of advice, each defendant was grave. Judge Duffy then pointed out that defendants in anti-trust cases could be imprisoned for a year or fined up to $5,000 or both, as he could be imposed. He then turned to Mr. Waters, 32-year-old Government attorney, and asked him whether the guilt in the case was flagrant enough to demand the imposition of a jail term.

"No Moral Turpitude"

"There is no moral turpitude sufficient to require a prison sentence," Mr. Waters replied. "As far as ASCAP itself is concerned, the maximum fine should be imposed."

The court then asked Mr. Buck if he had anything to say.

"No, your honor," he replied.

"I find you guilty then in this case," Judge Duffy said. "I fine you $1,500."

The fines of $500 each were levied against the 26 ASCAP directors absent at the sentencing. As each defendant was fined, Judge Duffy pointed out that the fine was "in this case only". This was interpreted to mean that the pleas and fines could not be used against them in any other court actions.

The session was marked by two unusual incidents. When Von Tiller, one of the ASCAP directors, was before the bench, he waited only until the court pronounced guilt and then walked away. "Don't go away," Judge Duffy said, "you may find yourself in jail." Von Tiller retraced his steps, then stood by while the court imposed the fine.

After calling of the list of personal defendants was concluded, Mr. Poletti advised the court that the name of May Dreyfus had not been called. The court clerk observed he had called the name but Dreyfus had not appeared in the jury box, said he had not.

"I don't want any discrimination against you," Judge Duffy said.

"Someone might think you fixed it with the clerk so your name would not be called." Following imposition of the fines, Mr. Poletti told the court he believed Waters had something to say.

"I don't want any advice from him about what the fine should be," Judge Duffy said.

Mr. Waters then made his plea.

"I do not insist upon what requirements the court should follow in fining the corporation," he said. "However, some of these fines are paltry. If any were imposed upon them as upon ASCAP, it would work considerable hardship."

Judge Duffy said he did not think the fines should be the same. Then he added: "I am taking cognizance of a newspaper story which quoted (Continued on page 41)
Radio Journalism—A New Technique

Simplicity and Clarity Are Main Factors In Newscasts

By J. N. (Bill) Bailey
WLW-WSAI, Cincinnati

ONCE upon a time the ears had it. Then the eyes. Now it’s a combination of both in this business of news dissemination. Centuries ago the town crier, then the newspapers. Then came the newspaper. Now comes radio.

And out of it all radio has developed a new technique in journalism, a technique that would set back on their heels the masters of the pen, the journalists as the late Joseph Pulitzer, Horace Greeley and Arthur Brisbane.

Writing news has been governed for years by those requisites: (1) brevity; (2) clarity, and (3) directness.

Brevity is demanded because our time is limited. Clarity is necessary because the listener cannot go back and study obscure paragraphs. Drama is essential because the listener would lose interest if the whole story were told in the beginning.

Millions of radio fans tune in daily to Joe Doaks. In this case he’s representative of the dozens of newscasters on the air. He calls himself a commentator. His announcer tells you he analyzes the news. He speaks with authority. Millions swear by him. Some swear at him.

But Joe Doaks is not a commentator, in the literal sense. Neither is he a newswriter. He’s the chap who gets paid for reading what another was paid for writing. Generally his writer (if he has one) is a former newspaperman. Many of these Joe Doaks’s read copy right off the news service teletype machines.

Nevertheless, it’s the voice of Joe Doaks that makes known this new technique in journalism. It’s a style destined to become permanent. Sure, it’s a radical departure from newspaper tradition. But radio is like that.

Fundamentally new for radio and news for publication are similar. In choosing copy for broadcast we must use care, just as the slot man exercises good judgment. A story in print may read fine to Mr. and Mrs. Jones. They wouldn’t care to have their innocent youngsters read that same story, if they could read.

On the air that same yarn might be repulsive. For remember, little Johnnie and Katherine have keen ears, though they can’t read beyond the primer. In radio we take this attitude:

A news reader is, in fact, a stranger come into your home through the loudspeaker. He’s there at your invitation to tell you the day’s news. His voice is pleasant, he speaks with authority and he tells the story simply. His selection of stories is in good taste.

Conversational Style

He summarizes the European war, gives you the highlights of what Congress is doing, adds something from the business world, tosses in a humorous quip. In general he reviews the news highlights.

With reference to the viewpoint we differ greatly from writing for publication. The average news wire story is handled with dignity. There’s a formality in news writing that has been tradition. Sports writers cast that tradition to the four winds, however, and write with reckless abandon. They write with a light, breezy style. Big words and involved phrases are unknown to them. Will Rogers used that style. He kidded everybody and phrased his columns in “down home” language.

Radio attacks news from a more or less familiar viewpoint. Our style might be termed in between formal journalism and familiar sports writing. Briefly, we write news copy for radio in a conversational manner.

THE newest in journalism—radio news—would baffle the boys of the flowing-tie and man-nips-dog days. Gone are the flowery phrasings and lacy verbiage of past decades—gone at least as far as news broadcasting is concerned. In the years of evolution radio has developed its own news technique. It has a job to do, and does it in its own way. Bill Bailey has a job to do at WLW-WSAI, where he is news editor. And he does it in a big way, aided by the extensive facilities these Cincinnati stations are able to provide. Consequently he speaks with authority when he discusses radio news and its technical problems.

As for mechanics, we leave that more or less up to the individual writer, just as a newspaper does. In all there are 121 figures of speech. To analyze each and explain its application to radio would involve a series of articles of almost globe-circling length.

Frequently I have been asked, “Do you think the radio will ever replace the newspaper?” My answer is: “No, emphatically no.”

Look over your lead stories out of Europe today. Most of them run 200 to 1,000 words, each. How many European stories does the average daily newspaper publish? Ten to 15 and sometimes more. The average newsreader reads 2,250 words in a 15-minute newscast. If radio attempted to broadcast every story in detail we’d have few listeners.

Simply and Clearly

Handling that same wire copy for broadcast, our writers read every story, then summarize in no more than 300 words. Frequently we use less. We can’t hope to give all the details. That’s why listeners tune in. They hope to give all the details. That’s why listeners tune in. They do not want to waste time listening for the highlights of stories read by the newsreader on the radio wire.

Our copy must be written simply and clearly. A reader can go back and read an involved item sentence by sentence. When a word is spoken, that’s it. Thus we must write news copy that tells the story in a clear, simple manner.

Suppose radio covered the five v’s, that is, who, what, when, where and why, in our lead? The rest of the newscast would be dull. Radio is the show business. That’s why we must write news copy from a dramatic angle.

As an example, a wire service might send this story: “Bucharest today, the German Foreign Minister, Joachim von Ribbentrop, met with General Antonescu, the Roumanian premier, in this capital in an epoch-making three-hour conference, at which it was decided, subject to ratification by the two governments involved, that in the future Roumania will adopt the policy which would be in complete harmony with German political and economical hegemony in Europe.”

Radio would say it like this: “Inside the foreign office at Bucharest today, the German foreign minister and the Roumanian premier were closeted. All Europe watched that conference. The future policy of Roumania was being molded. After three hours the Roumanians reached an agreement. A few minutes later it was announced that henceforth Roumania’s foreign policy would be radically changed to conform to the Third Reich.”

Thus radio first sets the scene, brings in the characters and builds the story to a climax.

Not a Passing Fancy

International News Service and United Press were the first newspaper-wire companies to enter the radio field. Now the Associated Press is in the fold. INS gives radio its regular wire, the AP adds to its radio service. The AP services radio with its news wires.

Not long ago I was talking to a news service executive. We discussed this new technique in radio. His conclusion was:

“Radio wires are passing fancies. They’re the kind of things that’s up to the radio stations to put in newsrooms like yours and use the regular newspaper wires.”

I call my friend, Billy, the wire service executive. About 6½ years in radio I am convinced that the station that goes in the way wants.

It’s true the Crosley satins, with our large newsroom, do not need special radio wires. We provide copy for 34 newscasts a day. Only a few other stations boast of newsrooms.

The average broadcaster cannot afford such an elaborate setup. Reverting to the old newspaper wire, then hiring experienced men to rewrite that wire copy for paid announcers to read. When the average station buys a news wire, it wants copy that can be torn off the teletype machines and read “as is” by an announcer.

The news service that delivers complete stories provides it in the service that will do the outstanding job in radio. Copy for radio must be written with these requisites in mind:

(1) Brevity, (2) clarity, and (3) directness. (1) choosing copy, (2) writing from a definite viewpoint and, (3) mechanics of writing.

Mr. Bailey

THEY WERE IN THE NAVY THEN
One of a Series

THEY LEARNED RADIO in the Navy long before broadcasting became a major offshoot of wireless and long before they ever dreamed it would provide them with adult careers. For pictures of what they look like today and notes on where they served, see page 42.
$20,000,000 New Payroll for Omaha Market

Martin Bomber Plant to Employ 1,500 in Construction - 8,000 When Ready for Use

Omaha's $10,000,000 bomber plant emerged from the realm of dreams into economic reality last Monday, when the ceremonial breaking of ground was carried out at Fort Crook, Nebraska. The huge plant, six blocks square, is expected to be ready for production by October or November. Meanwhile, approximately 1,500 men will be employed in construction. The plant will be operated by the Glenn L. Martin Company.

18,000 Employees Ultimately Expected

While the initial number of employees is estimated at 8,000, according to Frank P. Fogarty, Omaha Chamber of Commerce Commissioner, the plant at full capacity will employ an estimated 18,000 persons, with a payroll estimated at $20,000,000 a year.

20% Increase In Omaha's Spendable Income Anticipated

According to Mr. Fogarty, "If and when the bomber plant payroll reaches the figure of 18,000, that will be two and one-half times as many men as are now employed in the Omaha live stock industry, and more men than are now employed in all the factories of Omaha combined." On this basis the city's spendable income should be increased by about 20 per cent.

Martin Says "Permanent"

Glenn L. Martin was quoted in Omaha papers as saying that this bomber plant is not merely an emergency defense project, but will be operated on a permanent basis after the emergency is past.

Construction Work Alone Will Hike City's Income

An upward turn in Omaha's income should be felt almost immediately, as 1,500 men go to work in the bomber plant construction. Retail sales are expected to climb sharply after July. Commitments to cover this rapidly growing market with WOW should be made as early as possible.

Write for WOW's COMPREHENSIVE MAPS, SURVEYS and CARTOGRAPH

This May Be Big Crop Year, Too!

This may be the year that farmers of the Omaha-Great Plains area have been hoping for since 1932. Moisture content of the Nebraska subsoil is estimated to be 45 per cent ahead of last year at this time. According to Bruce Russell, vice-president of the Farmers National Company, present indications point to the most favorable growing season in years. With farm and city income both tending upward, sales and advertising managers should be ready to increase promotions in the Omaha-Great Plains area, where one radio station - WOW - dominates the market.

You Can Dominate the Omaha Great Plains Market with WOW

On the RED Network
590 KC - 5000 WATTS DAY & NIGHT
John J. Gillin, Jr., MGR.
John Blair & Co., Representatives
Griffith Thompson Named to Manage Brooklyn Combine

Leaves Westinghouse for New Merger of Four Outlets

GRIFFITH B. THOMPSON, since last July general sales manager of the Westinghouse stations, on March 17 becomes vice-president and general manager of the four Brooklyn TV stations sharing stations which are consolidating for operation as a single fulltime station.

AFTER eight years of litigation, the owners of the four stations—WARD, WBBC, WLTJ and WVFV—all operating on 1400 kc, with 500 watts each, signed an agreement last January for unification, with each of the station owners holding 25% of the stock in the new enterprise [BROADCASTING, Jan. 19].

Hope for FCC Approval

Application, which was filed with the FCC immediately after the stations had reached their agreement, has been recommended by the legal, accounting and engineering departments of the Commission and the applicants hope for the official FCC approval before the end of March when their stations shift to 1430 kc.

After the consolidation is approved, the owners plan to apply for a power increase to 5,000 watts.

Plans for consolidated studies are in the formative stage, it was reported, with locations under consideration. A temporary consolidation among the present studies will probably follow before the March shift when their stations shift to 1430 kc.

West Coast Net Series for Old Golds Contracted as Lorillard Expands Spots

P. LORILLARD Co., New York, for Old Golds, will sponsor on six NBC Pacific-Red stations, a half-hour program featuring Tommy Riggs and starting April 17, Thursdays, 9:30-10 p.m. (FST). Agency is J. Walter Thompson Co., New York, which completed the negotiations with Riggs in New York last week.

In the meantime, indications are that the company will become increasingly active in the spot field, with one-minute announcements ready to start for Old Golds on six stations in major markets.

Company has purchased on WABC, New York, a three-hourly early morning five-minute period of popular recorded music titled Rec-ord of the Day, and one-minute daily announcements on WNEW.

Southwest Series

For Ripplc tobacco, P. Lorillard has placed a quarter-hour of hillbilly music by Adolph Hoffman's band thrice-weekly on KTSB, San Antonio, and transcriptions of the same program three times a week on KRVG, Weslaco, and KPRC, Houston. Nine stations may be added.

On April 8 the company is shifting Lawyer Q, weekly quarter-hour quiz program heard for Friends tobacco on WOR New York, to WJZ, New York.

Union leader tobacco spot contracts have been renewed, which includes quarter-hour news, market reports and music three to six times weekly on WCLE, Cleveland;

KIDOS KEGLERS are the top team in the Boise (Idaho) bowling league.

The team is composed of (1 to r) C. W. Chapin, Duke Reading, Harold Teodtemeier, Nick Ney and Curt Phillips, the latter general manager.

SERIALS SHUFFLED BY GENERAL MILLS

GENERAL MILLS, Minneapolis, on April 24 will reschedule the quarter-hour programs heard consecutively Monday through Fridays on 29 NBC Red & Blue stations on 2-4:45 p.m. At present, the 2-2:15 period is occupied by Betty Crocker on Wednesdays and by Hymns of All Churches, Mondays, Tuesdays, and Thursdays for Gold Medal Kitchen Tested Flour. At 2:15-2:45 Red & Blue's Daughter is heard for Corn Kix; 2:30-2:45, Valiant Lady for Bisquick, and 2:45-2:55 Light for the World for Corn Kix. Under the new schedule, Light of the World (for Gold Medal Kitchen Tested Flour) will be heard at 2:2-2:15; Mystery Man (for Wheaties) at 2:15-2:30; replacing Betty Crocker and Hymns of All Churches; Valiant Lady (for Bisquick) will continue at 2:30-2:45, and Arnold Grimm's Daughter (for Corn Kix) at 2:45-3 p.m. Mystery Man is a new program built around a dramatic and known series.

BLACKETTE-Scammell-Hummert, Chicago, is agency for Gold Medal Kitchen Tested Flour and Corn Kix, and McCormick & Co. for Wheaties.

Three Daytime Serials Moving to Red Network

THREE daytime serials—sponsored by General Foods Corp., New York, General Foods, New York—will be shifted from CBS to NBC-Red and will be heard consecutively from 4-6:30 a.m. daily.

Under the present lineup on CBS, General Foods sponsors Home of the Brave on 86 stations, 2-3 p.m., for Calumet Baking Powder and Swansdown Cake Flower, and Portia Faces Life on 84 stations, 4-5 p.m., for Best Foods sponsors We the Abbotts for Noosa and Heilman's Mayonnaise on 57 stations.

On April 28, Home of the Brave and Portia Faces Life will be shifted from CBS to NBC-Red and will be heard daily at 5:15-5:30 p.m. and 5:15-5:30 p.m. On June 2, We the Abbotts will shift and will be heard daily at 5:30-6:45 p.m. Latter two programs were placed there to bolster stations in the Abbotts, New York, while the former was placed through Young & Rubicam, New York.

Philip Morris Drama

PHILIP MORRIS & Co., New York (cigarettes), will change the format of Johnny Presents, heard Fridays at 9-8:30 p.m. on 90 CBS stations, to a dramatic serial, Johnny Presents. New program will be titled Great Moments From Great Plays. The network is scheduled by Columbia Attractions. Martin. Change will be made March 21. The current show features Ray Block's. of whom we expect to present "perfect crime." Blow Co., New York, is agency.

Tobacco Test

BENSON & HEDGES, New York, is testing a 10-minute news program for Virginia Leaf's cigarettes that starts Thursday, WFB Baltimore. More stations may be added if test is successful. Maxon Inc., New York, is agency.
TREATY SHIFTS COST $1,500,000
Changes in Antennas Systems Are Largest Items In
Expense Entailed by Allocation—

OUT-OF-POCKET expense aggregating about $1,650,000 probably will be in the nearly 800 stations changing frequencies and altering their broadcasting facilities March 29 under the Havana Treaty reallocation, according to an estimate by NAB Washington headquarters.

This figure, covering estimated costs of new crystals, changes in directional antenna systems and nominal expenses to stations making changes of only minor nature, along with promotion and administrative expenses, is exclusive of 50 kw. installations to be made in conjunction with the reallocation.

Antenna Changes

According to the NAB breakdown of station expenses involved, cost of crystals is estimated at $100,000; alteration of about 100 directional antenna systems, $200,000; 50 new directional antenna systems, $500,000; nominal costs to the remaining 650 stations, $325,000. Although the promotion and administrative expense items, which would include consulting engineers' and attorneys' fees, was not definitively estimated, it was believed these items would boost the out-of-pocket expense to near $1,500,000.

Apart from this figure, it was estimated that construction of 10 more 50 kw. stations under the Havana Treaty clear channel setup would cost about $8,000,000 with numerous other cases requiring purchase of additional equipment to cover minimum operating service under the Treaty for an additional large sum.

Going into the home stretch, the NAB Movin' Day campaign, designed to educate the public on new dial positions of their stations, is proceeding with increased tempo. Broadcasters in many cities are conducting active educational campaigns, through special promotions and Movin' Day broadcasts. Governors of a majority of the States and a large number of mayors already have issued proclamations or resolutions dealing with the March 29 frequency shifts.

In addition to widespread use of their own facilities to inform the public on new dial positions, newspaper display space is being used by many stations, particularly those affiliated with newspapers. Radio salesmen, as marketing agents, and local public utility companies, also have actively spread the Movin' Day gospel.

FOREIGN FACILITIES DICKERING BANNED

FCC Issues Warning Against Exchanges of Frequencies

A WARNING to broadcasters seeking to improve their assignment under the Havana Treaty allocations against individual dealings with foreign stations or with governments signatory to the Treaty was sounded last Friday by the FCC.

Basing its action on information that private representatives of stations have been dealing directly with owners of stations in neighboring countries, the FCC issued a "public notice" setting out the procedure to be followed.

It is known that a number of broadcasters have conferred privately with owners of foreign stations in connection with possible duplication of facilities or on their facilities. In several instances, the reallocation agreement reached between this country, Canada, Mexico and Cuba prescribe tentative allocation of broadcasting facilities and frequencies made in these countries. A case in point, for example, is the assignment of 1220 kw. to a station in Kirkland Lake, Ont. If this facility is not used by that station, it would become available to this country.

The FCC said it had learned that "in certain instances private representatives of radio stations in the United States have been attempting to deal directly with the owners of radio stations in some of the neighboring countries . . . on matters having to do with the allocation of radio frequencies and specifically involving proposed changes in the frequencies of certain broadcast stations, either in the United States or in the other countries mentioned."

Public Notice

It is understood the matter was discussed in an FCC meeting last week and that Chairman Fly initiated the proceeding which was carried over to the next meeting.

The FCC's public notice continued:

Such a procedure in many instances might be followed in international negotiations which might be in progress, and might bring prejudicial results in the case of certain international treaties to which the United States is a party. Such action could cause serious embarrassment to Government.

Any proposed negotiation between broadcast stations in this country and those in foreign countries should be through the prescribed Governmental jurisdiction. All such cases should be referred to the FCC which is in turn recommended appropriate action through diplomatic channels.

This notice is to be in no way intended to affect any negotiations concerning the exchange of spectrum capacity as between the various countries which are being carried on in the normal conduct of program contract arrangements.


EFFECTIVE March 30, Dorothy Thompson, newspaper columnist, will grace the Sunday evening series of commentaries on MBS. The program is currently heard 8:45 p.m. with ten participating sponsors.

BROADCASTING • Broadcast Advertising

March 17, 1941 • Page 17
More American Radio Sought
By Latins, Francisco Claims

LATIN AMERICAN audiences would welcome an increased radio program schedule from the United States, especially if, through improved shortwave broadcasting facilities or by local rebroadcasts of these programs, they were more generally accessible to most listeners, according to Don Francisco, radio member of the communications committee of the Rockefeller commission on inter-American relations.

With few facilities to stimulate the development of talent and with few stations financially able to afford live talent even if it were available, Latin American programs are chiefly phonographic records; he said. Advertising on the air consists almost entirely of announcements interspersed among records, he added, with few sponsored programs comparable to ours.

News Listeners

Despite the difficulty with which broadcasts from the United States are received in the southern Latin American lands, there is already a large audience for our news broadcasts, he stated, made up of people who put up with low-quality reception of broadcast news that is factual and una colored by nationalistic propaganda. They are well aware that most of the news from Europe is distorted with propaganda, he stated, and are equally convinced that news from the United States is not.

"I believe we could send down to Latin America much more news than we are now doing," he declared. "They are interested in news of the United States, of Canada and of all the other Latin American countries, as well as in the war news from Europe, and I think there would be a large audience for a program of Western Hemisphere news, possibly an hour a day. There is also a place for good Spanish and Portuguese news commentators to interpret the news for Latin American listeners."

While news is undoubtedly the most popular type of program we can send to Latin America, there is considerable interest in all types of our domestic broadcasts, Mr. Francisco believes. He suggested that many of them might be translated into Spanish and Portuguese and broadcast on the shortwaves without other change. The new Spanish edition of the Readers' Digest is very popular, he said, and the idea might well be adapted to radio.

Musical programs for Latin America should be about the same as for the audience in the United States, he reported, as they enjoy hearing our swing and popular tunes played by good dance bands in the same way that we enjoy well-played tangos and rhumbas. But we should not attempt to shortwave Latin American music to them, as they say that our orchestras "murder" their tunes.

Number of Sets

Classical music fans are about as numerous below the border as above it, Mr. Francisco stated, adding that he made a check on sales of phonograph records in several cities which revealed that only about 5% of the total radio sales were of classical numbers.

There are about 3,500,000 radio families in all Latin America, Mr. Francisco estimated, with about 1,000,000 in Argentina, 1,000,000 in Brazil and less than 600,000 in Mexico. Of the total, about 2,100,000 are equipped for shortwave reception, he reported. Good programs, such as we could furnish, would probably greatly increase the sale of receivers and would also increase listening, he said.

Proper programming for the Latin American audience presents some of the same difficulties as proper programming in the United States, he observed, mentioning that there is four hours difference in time between Mexico and Eastern Brazil. The variation in accent and pronunciation from country to country also presents a difficulty, he added, as a Spanish announcer with a perfect Castilian accent would sound as affected to most Latin American listeners as an Oxford acccent sounds to us.

Mr. Francisco suggested that talented announcers and entertainers from the various Latin American countries might be brought to the United States for six-month periods by shortwave broadcasters for the dual purpose of training them in our program methods and getting their advice on programs intended for listeners in their native countries.

During his South American trip Mr. Francisco visited Brazil, Paraguay, Uruguay, Argentina, Chile, Peru, Colombia, Panama and Cuba. He had intended a longer itinerary, he explained, but cut it short to return to New York to get started on solving the problems already presented.

Plans for Shortwave

He reported his immediate plans as first, to work with shortwave broadcasters to get their facilities up to the standards necessary to lay down strong signals in all parts of South America; second, to stimulate further local rebroadcasts of our shortwave programs, and third, to cooperate with the broadcasters in planning programs for Latin American audiences.

"The shortwave broadcasters of the United States can be, I believe, a major force in promoting and cementing the friendship of the people of the various American countries," he concluded. "The same stimuli of private enterprise and competition that have made our domestic broadcasting system the greatest in the world can also win out against European competition in Latin America."

Steve Rintoul Granted New Outlet in Stamford

THE FIVE-YEAR effort of Stephen R. Rintoul to secure a new local outlet in Stamford, Conn. just above the New York State line from New York City, was rewarded March 13 when the FCC reconsidered his application and granted him authority to erect a new 500-watt shortwave outlet there on 1370 kc. A proviso was added, that the Commission may assign the station to 1400 kc. in an authorization after the March 29 reallocation, and specified that a new application designing proposed transmitters and antenna system must be filed within 60 days.

Mr. Rintoul, a veteran radio man, is now an account executive with The Katz Agency, New York, and moved his home to Stamford. He originally became associated with radio in 1930 when he inaugurated a campaign for Lamont-Corliss & Cordis Co. for Nestle's. In this year he joined the newly-formed World Broadcasting System as assistant in station operations, helping organize the World Program Service and in 1933 becoming head of station relations there. On Jan. 1, 1937 he resigned to organize Rintoul-Stilepo Inc., and on Sept. 15 of that year he joined the Katz staff.

Watson Gets Station

HIB 1938 application for a regional station having been denied on the grounds that such a station was unnecessary for rendering a local service, Watson, president of International Business Machines Corp., on March 12 was awarded a stations permit to construct a new local outlet in Endicott, N. Y. to operate with 250 watts on 1420 kc. The grant required the use of synchronized amplifiers to cover Endicott and Binghamton. Endicott is in the vicinity of some of the major IBM factories.

WHN Gets 50 kw.

ANOTHER 50,000-watt station for New York was authorized last Tuesday by the FCC for WHN, an independent outlet operated by Metro-Goldwyn-Mayer through the Marcus Loew Booking Agency. The station was granted a construction permit to shift in frequency from 1010 kc. to 1050 kc., under the Havana Treaty, and increases its power from 1,000 watts night, 5,000 watts day, to 50,000 watts day, using a directional antenna for day and night use. The grant was made effective after March 29, on which date the Havana Treaty reallocation becomes effective.

WBIZ Granted 5 kw.

WBIZ, Bangor, Me., was granted a construction permit to increase its power from 500 watts night, 1,000 watts day, to 5000 watts fulltime as a Class III-A station, in a decision by the FCC announced last Tuesday. It will install a directional antenna for day and night use, with the grant to become effective after March 29 under the terms of the Havana Treaty.
Among those who know Oklahoma City stations best*---

It's WKY
3 to 1

"Oklahoma City listeners know Oklahoma City stations best. With them, WKY is the 3-to-1 daytime favorite over the second station. And, day or night, WKY is listened to by 23% more persons than listen to all three other Oklahoma City stations combined.—Results from telephone coincidental survey—9,460 calls in 7 days—by Ross Federal Research Corporation.

WKY
Oklahoma City

NBC-Red Affiliate

### Farm Population Decreased in 21 States in Decade

Country as Whole Unchanged According to 1940 Census

<table>
<thead>
<tr>
<th>THE U.S. Census Bureau, Washington, has available and will furnish on request 1940 population breakdowns by States, counties and cities.</th>
</tr>
</thead>
</table>
| TWENTY-ONE States showed a decrease in rural-population in 1940 as compared to 1930, while the United States as a whole showed no change, according to preliminary rural-farm and rural-nonfarm population figures gathered in the 1940 census and just released by the U.S. Census Bureau. The rural nonfarm population, which increased 14.5% in the country as a whole, showed some increase in all but 3 States. The rural-farm decreases ranged from .1% in South Carolina to 21.1% in South Dakota, this category of population including people living in a wide variety of locales ranging from isolated nonfarm homes in the open country to unincorporated areas suburban to a large city.

#### Dust-Bowl Decline

The three States in which both the rural-nonfarm population and the rural-farm population decreased between 1930 and 1940 are Nebraska, Kansas and Oklahoma, all three of them being dust-bowl States in which there were considerable decreases in the total population.

There were five States in which the decrease in the rural-farm population was more than enough to offset the increase in the rural-nonfarm and thus bring about a decrease in the total population including those being Iowa, North Dakota, South Dakota and Montana.

There were 13 States in which the decrease in the rural-farm population alone showed a decrease for the decade 1930 to 1940, namely, Rhode Island, New York, Illinois, Delaware, Virginia, South Carolina, Georgia, Arkansas, Texas, Wyoming, Utah and Nevada.

The decrease in the rural-farm population of the 21 States is offset by increases in the rural-farm population of all the other States, ranging from 1% in Wisconsin to 18.6% in West Virginia and Connecticut. Among the geographic divisions, the Pacific, which in 1930 showed the largest increase (11.6%) in rural-farm population, all of the States in this division showed rather large increases, namely, 16.0% in Oregon, 11.7% in Washington and 9.8% in California. These States, it may be noted, are among those showing the largest increases in total population [See page 46 of 1940 BROADCASTING-YEARBOOK].

The rural-farm population formed only 22.9% of the total population of the United States in 1940, as compared with 24.6% in 1930. There was some decrease in this percentage in all the geographic divisions except New England, in which the decrease in rural-farm increased from 6.1 in 1930 to 6.3 in 1940. Among the individual States, the most important changes in this percentage are due to the decrease which took place in the dust-bowl States (North Dakota, South Dakota, Nebraska, Kansas, and Montana), and South Atlantic and West Central States.

<table>
<thead>
<tr>
<th>Rural-Nonfarm and Rural-Farm Population, by Divisions and States (1940 and 1930)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(The 1940 farm-nonfarm distribution is estimated on the basis of a 5% cross-section of the census returns. 1940 farm-nonfarm numbers less than 20,000, indicated by an asterisk (*), are based on relatively small samples and are subject to error. Percent not shown when less than .1)</td>
</tr>
</tbody>
</table>

#### Table: Rural-Nonfarm and Rural-Farm Population

<table>
<thead>
<tr>
<th>Division and State</th>
<th>Total rural population</th>
<th>Rural-nonfarm population</th>
<th>Rural-farm population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>1930</td>
<td>1940</td>
<td>1930</td>
</tr>
<tr>
<td>United States,</td>
<td>75,477,937,475</td>
<td>73,807,023,276</td>
<td>73,807,023,276</td>
</tr>
<tr>
<td>Pacific</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>8,221,796,212</td>
<td>8,246,600,531</td>
<td>8,221,796,212</td>
</tr>
<tr>
<td>Oregon</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Washington</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Idaho</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Nevada</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Utah</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Montana</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Wyoming</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>New Mexico</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Arizona</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td>Hawaii</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
<td>4,979,874,302</td>
</tr>
<tr>
<td><em>Note: Figures are based on sample surveys. Percent not shown when less than .1.</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As issued by the U.S. Bureau of the Census, March 19.
Ten new stations have chosen the 451A-1 because they like its engineering by Bell Telephone Laboratories... its high signal quality, with grid bias modulation of the last RF stage... its compactness, accessibility, styling.

They like its performance, which is typically Western Electric... 250 watts, frequency response flat within 1.5 db from 30 to 10,000 c.p.s. They like its low power consumption, low tube cost, low maintenance cost.


**Ask your Engineer!**
WIP Given Exclusive Authority to Broadcast Baseball in Philadelphia

NEGOTIATIONS of WPEN, Philadelphia, to lease the broadcasting rights for the baseball games this season from WCAU have fallen through, with the result that WIP will carry the play-by-play broadcasts of both major leagues in the city exclusively for Atlantic Refining Co.

WCAU, which holds the rights to the Phillies games, leased exclusive rights for the season to WIP. N. W. Ayer agency, handling the Atlantic account, has exclusive broadcast rights to the Athletics games. Preliminary arrangements were made earlier in the year for WPEN to carry games of both clubs for General Mills and Socony Vacuum Oil Co. on a split sponsorship basis in view of the fact that WCAU, in line with CBS policy, had decided not to carry baseball broadcasts.

Last year WCAU broadcast games on a split sponsorship for both sponsors, giving Atlantic use of the Phillies franchise in return for permission to broadcast the A's.

WIP will again serve as the originating station for a regional Atlantic network and Byrum Saam will again handle play-by-play.

Games may be televised this season for the first time. Negotiations have already been started by WXE, experimental station of Philadelphia Radio & Television Corp., here, with Roy Mack, of the Athletics.

SPECIFIC information on employment needs of the Government for defense industries is given listeners to Jobs for Defense, Saturday quarter-hour series on CBS, with Eric Sevareid, CBS Washington correspondent, conducting interviews with outstanding government, industrial and labor spokesmen. Guests on the first broadcast March 15 were William S. Knudsen, director-general of the Office of Production Management, and Sidney Hillman, OPM associate director-general.

Stamp Sale

IN CONJUNCTION with the Canadian government war savings drive, CFOS, Owen Sound, Ont., sponsored an essay-writing contest on "Why I Am Buying War Saving Stamps", open to all students in Owen Sound primary schools. A series of 15-minute programs was broadcast daily at 5:45 p.m., on which the children were interviewed and read their essays for the radio audience. Prizes were awarded in the form of War Savings Stamps for the best junior and senior essay in each school, with two final awards for the best junior and senior contestants from the combined schools. The broadcasts resulted in a doubling of purchases of War Savings Stamps in each school.

Today's Frontiers

TO AID those seeking employment, a new weekly quarter-hour educational program, Today's Frontiers, will start Monday on NBC-Pacific Blue. A typical employment problem is dramatized each week. Presented in cooperation with the State Employment Service of various Pacific Coast States, the series was arranged by Jennings Pierce, NBC executive educational director, under supervision of R. W. Gagenet, director of Southern California State employment, and John W. Ross, of the department's publicity office.

Good Money

CASH awards are made on WEW, St. Louis, by a cleaning and laundry firm. Phone numbers are chosen from the directory, with a store containing actual page numbers and the other the greatest number of calls coming in. Each week a messenger boy delivers a $5 money order. If the call is not completed, the slogan is included and the $4 balance goes into the next program. Title of the series is Good Money to You, a three-week morning program.

Hearing for Hose

KEEPING TUNED to KGFW, Kearney, Neb., entitles ladies to three pairs of silk hose from the sponsoring Brown-McDonald stores if called on the phone during the 7:45-8 a.m. broadcast. Only requirement is to identify the program on the radio at that time. Failure to do so nets the called person only one pair of stockings.

For Home Buyers

HOME BUYERS in Washington have a new service in a participatory program which made its debut over WJJS recently. With transcribed music, Homes on Parade, heard every Tuesday, is built around the personality of one "Jasin Hall"—homely philosopher type, who takes the part of "radio's friendly guide to better homes and better living".

Home Decorating

FURNISHING and decoration ideas are offered by Kay Moser, WTRY, Troy, N. Y., women's director on her daily afternoon Mattinee program. Each day a different room is chosen upon which she elaborates a full decorating scheme. Program is sponsored by Anson Thompson & Co., local furniture store.

Food Quiz

NEW TYPE of I. Q. radio program is heard twice-weekly over WPMD, Youngstown, direct from the sponsoring Century Super Market. Merchandise prizes are offered for correct answers to food questions. In addition, listeners share in prizes by sending in food questions suitable for use on the broadcast.

Electric Echoes

RESOUND through the studio of WIBW, Topeka, when Ole Livgren, studio accordionist, hooks up this contraption. When Ole plays the accordion, signals pass through two cables to the Hammond Solovox, which then plays along with the accordion.

Simpson's Quiz

INTERCOLLEGIATE quiz and talent program started March 8 on CFRB, Toronto, sponsored by Simpson's Ltd., national chain department store. Teams of high school students, two boys and two girls on each team, representing two high schools in the Toronto metropolitan district, are held Saturday morning in the Simpson's Secondary School Quiz and Talent Radio Program in the store's main dining room, the Arcadian Court. There are cash prizes, $300 scholarship award and $100 team prize. Airing the program in the store at 10 a.m. brings a big crowd to the store for early Saturday shopping.

Fanning the Experts

BASEBALL enthusiasm this season was found in the quiz program, Strike Out the Experts on KVI, Tacoma, Wash. Listeners are invited to submit baseball questions to the program's panel of four baseball experts headed by Pip Kohler, manager of the Tacoma Tigers. Each question entitles the sender to a pass to a Tiger game. Stumping the experts nets two passes for the sender.

Word Basehits

USING THE DIAGRAM of a baseball diamond, a new radio game invented by John Potter of KROW, Oakland, Cal., is being prepared for early release. It is entitled Sport Speller. Participants will be called on to spell easy words, advancing them to first base, harder ones to second, and the tough ones to home run. Prizes are awarded those making runs.

Writing for Fun

ORIGINAL scripts submitted for the continuity division of WLW, Cincinnati, are dramatized each Sunday at 10:30 p.m. for On a Woman's Holiday. Purpose is to give the writers a chance to try their own ideas as they would write on their days off without restriction and employing their own ideas.

Hedda Hopper, Hollywood commentator on the weekly three-hour CBS Hedda Hopper's Hollywood, sponsored by California Fruit Growers Exchange (dates, oranges, lemons), will be featured in a series of six one-reel Paramount films of the same title.
Sholis to Contact Group's Members

Clear Channel Director Will Make Coast-to-Coast Tour

PREPARATORY to establishment of headquarters in Washington next month, Victor A. Sholis, recently appointed director of the Clear Channel Broadcasting Service, left Washington March 10 on a coast-to-coast trip during which he will contact clear channel stations.

The clear channel group, made up of individually-owned stations operated on I-A channels, was formed in February with the objective of preserving high-power outlets as a means of providing broadcast service to rural and remote listeners.

Mr. Sholis, former director of public relations of the Commerce Department, and a former Chicago newspaperman, will establish an information office in Washington following his exploratory trip.

He plans to visit the clear channel stations in Nashville, Dallas-Fort Worth, Los Angeles, Salt Lake City, Des Moines, Chicago, Detroit, Cincinnati and Louisville, before returning to Washington about April 1. At that time he will establish offices and retain his staff.

April Meeting

Farm editors of clear channel and other stations, probably aggregating two dozen, will meet in Washington April 7-8 with Secretary of Agriculture Claude R. Wickard, to discuss farm news broadcasting and related matters. It will be the first conference of this nature ever held. Mr. Sholis is expected to participate in these sessions in behalf of the new group.

The Clear Channel Broadcasting Service was organized largely under the leadership of Edwin W. Craig, WSM, Nashville, chairman of the former clear channel group; Mark Ethridge, WHAS, Louisville, and Harold V. Hough, WFAA-WBAP, Dallas-Fort Worth. Mr. Sholis was retained at a meeting in Nashville Feb. 4, after approval of the project by member stations.

Two Seek 50 Kw.

TWO APPLICATIONS for 60,000 watts, pursuant to the Havana Treaty allocations, were filed with the FCC March 10. WGAR, Cleveland, in an amended application, sought assignment to 1220 kw. with 50,000 watts, in lieu of a pending application for 10,000 watts on 750 kc. The 1220 kc. assignment is a I-B channel earmarked under the Havana agreement, as finally revised, for Kirkland Lake, Ontario. If the assignment is used there, it will not be available in this country. Originally, 1220 kc. was made available for assignment in Michigan, but applications for it in that area were withdrawn. WLAW, Lawrence, Mass., now operating on 680 kc. with 5,000 watts, filed an application for 50,000 watts on the frequency, with a directional antenna for day and night use.

WBT

THE STATION AN AUDIENCE BUILT

50,000 WATTS · CHARLOTTE

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales, with offices in New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.

The station that made itself a giant

—by listening to its listeners

WBT has built audience-loyalty which sets a pace for all radio
—by listening to its listeners.

Since signing on the air way back in 1922 as the South's first station, WBT has paid more than ordinary heed to the suggestions and demands of its radio audience. That's why entire WBT programs have been audience-built... why the time WBT signs on and signs off is audience-controlled.

WBT's files bulge with many instances of listeners' building their own radio entertainment. Farm Editor Grady Cole reports a thousand letters asking that he take the air earlier than 5:30 A.M. An order goes through to open at 5:00 A.M.

Endless requests for an early Sunday morning variety program pour in. Today a two hour show, featuring the finest WBT talent, is presented every Sunday from 7:00 to 9:00 A.M.

No matter how great its power, how super-deluxe its programs, or how competent its staff, a station's value to an advertiser increases only as both audience and audience-loyalty increase.

Herein lies a strong clue to why WBT clients, year after year, find the particularly loyal WBT audience so responsive to their sales messages. An audience... nearly twenty years in the building... that any station would be mighty proud to offer a time buyer.
BUSINESS and industrial organizations moving into Philadelphia under the impetus of the National Defense program are greeted by WCAU as part of the station's continuing listener and sales promotion efforts. Addressed to the president or manager of the company, a WCAU letter starts with a salutation from the station, expresses hope that the concern's stay in Philadelphia will be a profitable one, stresses the hospitality for which the city is famed, and concludes with the request to tune in WCAU for all-round news and entertainment and an invitation to tour the WCAU building.

Valley Spotlights

PROMOTING its new schedule of newscasts, WSWA, Harrisonburg, Va., is running a series of ads in daily newspapers throughout the Shenandoah Valley and Western Virginia. Trailers in several theatres throughout the area supplement the campaign.

* * *

Plug for Shift

FREQUENCY CHANGE from 800 to 820 kc. March 28 has been heralded by WBAP, Fort Worth, by running a special box at the foot of both the morning and evening Star-Telegram radio clocks.

* * *

Tags for Autos

WIBG, GLENSIDE, Pa., has issued cast aluminum call letter plates to all station employees to be placed on autos along with the new 1941 license plates.

__Merchandising & Promotion__

**Quaker City Greeting—Dealers and the News—**

* Items for Editors—Finger Strings*

**News for Dealers**

DEALERS and lessees of Mid-Continent Petroleum Corp. heard one of Mid-Continent's three daily news periods broadcast direct from their sales meeting Feb. 28 at the Skirvin Hotel, Oklahoma City. The pick-up was part of a program arranged by Joseph Bernard, sales manager of KOY, and Myron C. Shipley, Mid-Continent advertising manager. Matthew Bonebrake, KOY manager, gave a talk about radio news as a sales medium, after which Norman Wagers presented a news program. Ted Andrews acted as m.c. for a variety program.

**Philadelphian Vehicle**

SO SUCCESSFUL was a previous card car campaign in building up a listening audience for WFIL, Philadelphia, that the station has now contracted with all three local transportation companies to place ads in 1,000 public vehicles.

** * * *

**Auto Trailer**

TO PROMOTE Gene Autry's CBS series, released by E.S.P.O., San Francisco on Sundays, the station recently arranged showing of trailers at a San Francisco theater where Autry's picture, "Melody Ranch" was showing.

**Mutual Sketches**

AS AN ADDED publicity service to radio editors and associated Mutual stations, MBS on March 16 mailed with its program folio a weekly news sheet, which includes feature stories, "Meet the People", a bi-weekly "show sketch", and other items not included in the regular daily press releases. Entitled "Net-Work News Weekly", the folio will be mailed from New York headquarters each Friday. Each edition also includes bi-weekly biographical illustrations of Mutual personalities for possible use as publicity.

**News of WIOD**

SALUTING the completion of the new 5,000-watt transmitter of WIOD, Miami, located in Biscayne Bay, the Miami Daily News on Feb. 28 devoted an entire eight page section to pictures of the new transmitter. The preceding week, an eight page page-section was devoted to the activities of WIOD by the News.

**BROCHURES**

LANG-WORTH FEATURE PROGRAMS—four-page red folder picturing a micropho and titled: "Powerful ... in the Right Hands." Stresses "showmanship" available with L-W name stars.

KWOS, Jefferson City, Mo.—Blue and white pictorial booklet describing the station's coverage.

**KnX, Los Angeles—**

Booklet tells story of new product.

WFIL Philadelphia—Four page booklet offering new program for sponsor.

**WIBG, Glenside, Pa.—**

Loose-leaf booklet with success stories.

**Dress Institute Fund**

IN A STEP designed to establish New York as the fashion center of the world, the New York Dress Institute has been formed through the joint efforts of the New York dress manufacturers and the International Ladies' Garment Union. The industry has embarked upon a drive to raise from $5,000,000 to $4,600,000 for a three-year advertising campaign in which radio, newspapers, and magazines will be used. An advertising agency to handle the campaign will be appointed shortly. Samuel Zahn, president of the International Dress Company, New York, and Julius Hochman, general manager of the New York Joint Dress Board, ILGWU, is president and vice-president of the newly-formed Institute.

**Hulman on 48**

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder), on March 10 started a varying schedule of three to five-weekly live announcements on 48 stations. Commodities are 13 weeks, Pollyea Adv., Terre Haute, new agency, handles the account.

**NOT CONTENT** with just telling listeners to the Esso Reporter broadcasters "to speak to your Esso dealer soon about a complete spring oil-change and lubrication job . . . and tie a piece of string on your finger to remind you", Esso Marketers is handing out free string to motorists through its dealers. Promotion stunt started March 1 in Louisiana and will progress northward as spring comes so that 17 special "string" commercials will be heard twice daily for the month's period, plus "oil-changer" reminders four times daily on the 24 stations carrying the news programs. The company bought 361 miles of string for the gag and is using only radio to promote the oil-change idea. A Southern belle (above) gets her string from a Louisiana dealer.

Barron Howard (below), business manager of WRVA, Richmond, watches Emily Trevillian, station receptionist, tie a string on an announcer Jack Tansey. All studio visitors at WRVA received knots from Miss Trevillian.

**Jell-O, Campbell Soup**

Named in Grocery Poll

USEABLE responses from 15 corporate groups, in 12 cities to a questionnaire sent out by Phillips, Alberton & Bull, New York merchandising agent, gave a 26.6% vote for first place to both Jack Benny (Jell-O) and Arkansas (Campbell soup) as the two radio programs promoting a grocery store product most effective in moving merchandise across grocery counters in 1940.

The Lux Radio Theatre (Lux soap), received the votes of 15.3% of the chain stores responding, while 6.6% of the responding votes went to the following programs: Fisher McGregor & Molly (Johnson's wax); Campbell Playhouse (Campbell soups); Edgar Bergen (Chase & Sanborn coffee); Good News of 2940 (Maxwell House coffee), and Alfred McCann's Pure Food Hour for a group of products.

For Themselves

HOLLYWOOD radio and film performers, after a year of charity benefits for others, will stage their own event, The Gamble of the Stars at Coconut Grove in the Ambassador Hotel, Los Angeles, March 17. Event is being staged under auspices of Los Angeles Chapter of AFTRA and Screen Actors Guild, with proceeds to be used for welfare work by the two organizations. Edward Arnold is general chairman.
Fresh confusion over the FCC's stand on multiple ownership and purported monopolization of broadcasting facilities in the United States and its possessions was evidenced last Monday when KGU, Honolulu, filed petitions for recall and rehearing on the Feb. 18 grant for a new local station to Honolulu to Hawaiian Broadcasting System Ltd., already operating KGMB, Honolulu, and KHBC, Hilo.

The KGU petitions, filed by Counsel Louis G. Caldwell and Reed T. Rollo, took sharp issue with the FCC's justification of the grant without hearing on national defense grounds, as expounded in a "memorandum decision" announced March 4 (BROADCASTING, Feb. 24, March 3). Ben S. Fisher, Washington counsel for Hawaiian System Ltd., indicated that an answer to the petitions would be filed with the FCC next week.

No Race Threat

Differing radically with FCC opinions in the "memorandum decision", the KGU brief declared that "one of the most common fallacies concerning the Territory of Hawaii among those not familiar with conditions in the Islands" is the statement that the racial problems of Hawaii constitute a subversive threat to democracy and that there is an urgent need for Americanization work among the alien and foreign-born inhabitants.

The petition developed the point that the new local station authorized for Honolulu would serve only the Honolulu area, where there are relatively few non-English speaking persons, and that the proposal to supply programs to the non-English-speaking population of the Islands in languages they understand would in reality fall short of the projected service.

It was maintained that the new grant served merely to establish another local station in Honolulu and to increase the alleged domination of Hawaiian Broadcasting System Ltd. and its "controlling corporation", Consolidated Amusement Co.

Monopoly Issue Is Further Complicated As KGU Protests New Hawaiian Grant

The comprehensive petition brief included appendices listing 109 motion picture theatres of the 130 in the Islands allegedly controlled by Consolidated Amusement Co.; two interlocking directorate charts; a list of 42 prominent business men and their official position in 110 of the leading commercial enterprises of the Territory of Hawaii.

Alarms for Evans

FOR FOUR years the Alarm Clock show, an early morning feature of WSPD, Toledo, conducted by Bob Evans, has been without an alarm clock of any sort. To remedy the situation, two listeners recently sent time pieces to Bob with the appropriate names, "Ouiga", due to its mysterious ticking sound; and "Stutch Jr." for its striking resemblance to the cherubic features of the program's engineer, Bill Sprengle.

Adam Hat Co-ops

ADAM HAT STORES, New York, has prepared a series of one-minute transcribed spot announcements for placement on local stations by Adam Hat dealers. Transcription Service of WHN, New York, produced the discs.

Mississippi Drift

WOODY HATTIC, agricultural director of WWL, New Orleans, is seriously thinking of adding seamanship to his other accomplishments. When he arranged a program from Buras, the southernmost town of the state, for The Story of the Louisiana Citrus Farmer, he found he could get within only 15 miles of the town with his mobile unit; Louisiana's famed bayous were in his way. Undaunted, Hattie hired an old river boat, drove his truck onto it, and drifted the rest of the way down on the waters of the Mississippi to the point of broadcast.

Alarms for Evans

In "Firsts"

Since 1935

Since 1935 KSD has led all other St. Louis broadcasting stations in "FIRSTS" in 18 nation-wide Radio Program Star Popularity Polls, voting for listeners' preference.
STUDEBAKER DRIVE USING 105 STATIONS

STUDEBAKER Corp., South Bend, Ind. (Champion motor cars), during the week of March 18 starts its spring advertising campaign on 105 stations using two types of programs. Approximately two-thirds of the stations will release the transcribed quarter-hour Richard Himmer & His Studebaker Champions, which co-features Rudy Vallee, Don Ameche, Dorothy Lamour, Frances Langford and Dick Powell as guest stars. As in the last two series, the Rhythmic Sixteen, a singing group, will be heard on the programs, to be released two and three-times weekly. Agency is Roche Williams & Cunnyngham, Chicago.

The remaining stations will carry varying schedules of five and six-weekly news broadcasts which run from 5 to 10-minutes each. Stations selected are:

WAPI KNX KPO KAA WRC WSB
WON WBT WHQ WHAR WDL WFRB
WIBX WJW WACCO WTCN KMBE KSD
KWEY WBEY WJZI WLYL WSAR
WBAI WGW WJAR WMG KGB
WTOH WZT WJZI WMP WJDA
WGK WZQ WJAR WMBG DKB
WJQO WJQO WJBAR WMP WJDA
WPTU WDS WCBS WJDA
WGBV WJQO WJDT WJDA
WQAM WOC WJAR WJDA

The London technical publication, Wireless World, describes in its February number a small transmitter constructed from three captured Nazi spies. The description follows:

IT WAS RECENTLY disclosed that three enemy agents, convicted of spying, had been executed in London. Among other things found in their possession was a complete portable short-wave transmitter, and The Wireless World has given its facilities by the authorities to prepare a detailed description of the apparatus.

Some mild disappointment will be felt that the transmitter is not of especial technical interest, either mechanically or with regard to its circuit arrangement. The circuit is, indeed, except for the use of a quartz crystal and a pentode valve, almost exactly the same as that used by a member of the staff of this journal in 1924, when everything to do with the shortwaves was brand new, and we will be eager to get some first-hand experience of their behaviour.

In the matter of mechanical layout the set seems distinctly unhandy, at any rate if, as the fiction writers would have us believe, the enemy agent is always compelled

Blackstone Spot Drive Reaches More Markets

BLACKSTONE PRODUCTS, New York (Aspirin), sponsor of quarter-hour news programs in New York, Chicago, Philadelphia and West Coast markets [Broadcasting, Jan. 27], is adding quarter-hour news period with Norman Barry twice-weekly on WMAS, Chicago; quarter-hour news period with Norman Barry twice-weekly on WMAQ, Chicago; quarter-hour news period with Norman Barry twice-weekly on KFSO, San Francisco; quarter-hour Saturday morning news period on KJH, Los Angeles; quarter-hour daily on Musical Clock program on KYW, Philadelphia; two quarter-hour daily news programs on KMCI, Kansas City; half-hour Saturday afternoon Barn Dance, daily half-hour morning variety show on KMCI, half-hour weekly on WMMN, Fairmont, W. Va. More stations will be added, according to Raymond Specter Co., New York.

Gordon Baking Discs

GORDON BAKING Co. Detroit (Silvercup Roman Meal Bread), is promoting a six-in-one transcribed variety program, titled Silvercup Roman Meal Review, on WJZ, New York, WXYW, WCMC, WCMO, WWSY, WJZ, WNY, WCMO, WCMC, WWSY, WJZ, WNY, WCMO, WCMC, WWSY, WJZ, WNY, WCMO, WCMC, WWSY, WJZ, WNY, WCMO, WCMC, WWSY.

In the first case, the set gives a pure CW note. By removing the crystal and short circuiting the plug-in crystal holder, key switches, two tuning condenser dials, and aerial taps for adjustment. There is also a small lamp, with short-circuiting switch for it as an indicator of current in the aerial circuit. Connections for the battery and aerial and earth complete the external attachments. The key is provided with a 4-inch working lead.

Two Aerials

On the top panel are mounted an on-off filament switch, sealed plug-in crystal holder, key sockets, two tuning condenser dials, and aerial taps for adjustment. There is also a small lamp, with short-circuiting switch for it as an indicator of current in the aerial circuit. Connections for the battery and aerial and earth complete the external attachments. The key is provided with a 4-inch working lead.

When crystal controlled, the set gives a pure CW note. By removing the crystal and short-circuiting the plug-in crystal holder, key switches, two tuning condenser dials, and aerial taps for adjustment. There is also a small lamp, with short-circuiting switch for it as an indicator of current in the aerial circuit. Connections for the battery and aerial and earth complete the external attachments. The key is provided with a 4-inch working lead.

When crystal controlled, the set gives a pure CW note. By removing the crystal and short-circuiting the plug-in crystal holder, key switches, two tuning condenser dials, and aerial taps for adjustment. There is also a small lamp, with short-circuiting switch for it as an indicator of current in the aerial circuit. Connections for the battery and aerial and earth complete the external attachments. The key is provided with a 4-inch working lead.
New Dixie Group Organized by CBS

22 Affiliates of Network Are Included in New Hookup

A DIXIE Network, on which 22 CBS affiliates take commercial and sustaining programs from WBT, in Charlotte, N. C., was to be started March 17. It marks the beginning of a consolidation of Columbia outlets throughout the South under Charlotte as the pivotal point according to A. E. Joselyn, WBT general manager.

The plan has been considered for months. Final approval of the Dixie Network was given by CBS Vice-President Meford R. Runyon, who spent several days in Charlotte conferring with WBT officials.

Open Program

The Dixie Network includes all CBS affiliates in the Southeast and Florida groups and eventually will bridge from Asheville, N. C., to Knoxville, Tenn., and serve the nine stations in the CBS South Central leg as far south and west as New Orleans. Installation of direct lines from WBT northward to include Greensboro, Durham and Roanoke, will be considered.

The first program definitely scheduled for the Dixie Network at the start of the service on March 17 was a half-hour show to be presented five days a week, 1-3 p.m. It will be a variety show, with Grady Cole, CBS Southeastern farm editor, interspersing market reports, commodity costs, etc. Program will be geared to appeal to every district in the South.

This experimental program will lead to other daytime and evening broadcasts featuring WBT personalities. Programs will continue under the direction of Charles Cutchfield. A new auditorium studio designed to seat 300 persons is planned at WBT.

Peter Fox Expands

PETER FOX BREWING Co., Chicago, consistent user of radio, on April 15 starts sponsorship of Bill Anson's Swing-It program following the daily baseball games on WGN, Chicago. On the same date sponsorship of the same show in transcribed form will start on WXYZ and the Michigan network. The Chicago company recently took over the Michigan Brewing Co. of Grand Rapids, which has been renamed the Peter Fox Brewing Co. of Michigan. Contracts are for the entire baseball season, using six-weekly quarter-hours. Sponsor is also currently running six-weekly quarter-hour travel and musical programs on WCFL, Chicago. Agency is Schwimmer & Scott, Chicago.

Too Many Ma's

PRELIMINARY papers in an equity action for damages in the Federal district court of Buffalo against a local baking concern using the trade name Ma Perkins Pies, have been filed by Procter & Gamble Co., Cincinnati. Sponsor of the daytime serial Ma Perkins. Asserting that the character of Ma Perkins has been built up to a high level of intelligence and is regarded by housewives everywhere as a specific person to be imitated, the plaintiff asks the court for an injunction to restrain the baking company from capitalizing on her reputation.

Arthur Dreisner, 25, active as a Portland (Or.) Civic Theatre and KOIN radio actor, died March 30 following an appendicitis operation.

Blocki Is Blair V.-P.

GALE BLOCKI JR., since 1936 a member of the staff of John Blair & Company, has been elected a vice-president of the national station representative firm, it was announced March 15 by Mr. Blair, president. Mr. Blocki is widely known in the advertising field, having been on the staff of Good Housekeeping before joining Blair and having previously served five years with the American Boy. He is a U. of Chicago graduate, and has worked with Ewing, Wasey & Co., G. Logan Payne Co., Bauer & Black and General Outdoor Adv. Co., all in Chicago.

WPIII, Petersburg, Va., has appointed Associated Radio Sales as national representatives.

Lucky Strike Winds Up Pickups at Army Camp

AMERICAN TOBACCO Co., New York, sponsor of Your Hit Parade heard for Lucky Strike cigarettes on CBS, Saturdays, 9-9:45 p.m., on April 5, will discontinue the portion of the program broadcast from the Army and Navy training camps. Thirteen camps have been visited in as many weeks by the troops, featuring Jerry Lester as m.c., Dean Janis, Gall Gall, the magician, and a "name band of the week".

Beginning April 12, the entire program will originate from New York, with Mark Warner's orchestra playing the top ten tunes of the week, and Barry Wood and Bea Wain as the featured vocalists. Lord & Thomas, New York, is the agency.

Engineers at WOR, New York, are still devising microphones to fit special occasions, the latest being one surrounding with green shamrock nameplates for WOR's St. Patrick Day broadcasts March 17.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

IN "The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS
COLONEL B. J. PALMER, noted lecturer, author, and world-traveler—founder of Radio Station WOC and President of Central Broadcasting Co. (WHO) . . . . Beginning his radio experimentation in Davenport in 1921, Colonel Palmer received an actual license for the call letters WOC in 1922—just three months after the granting of the first commercial license ever issued in America. Known everywhere as an authority on radio, Colonel Palmer's experience and ability have made WOC unapproachable in its own community.
WOC now brings a major network EXCLUSIVELY to Davenport, Moline and Rock Island!

On March 16, Station WOC went basic Blue. The Blue Network is now carrying fifty-two major shows*. As present contracts are renewed, WOC will bring these outstanding attractions exclusively to the Tri-Cities, one of the richest industrial sections in the Middle West!

Thus WOC celebrates the nineteenth anniversary of its first license by giving an increased measure of service to its already intensely loyal public.

In bringing this new service to its listeners, WOC automatically becomes an even better buy for advertisers. One look at your market statistics—one look at your network map—tells why.

Let us send you the complete story of WOC and the Tri-City Market—the industrial center of Eastern Iowa and Western Illinois, where the per capita spending is 59% greater than the national average! Nearly 200 miles from the nearest major city, the Tri-Cities demand and re-pay intensive coverage—the kind of coverage you can get only with WOC! Write us, or ask Free & Peters.

*A few of the typical major shows now available exclusively through WOC in the Tri-Cities area:

<table>
<thead>
<tr>
<th>Ben Bernie</th>
<th>Just Plain Bill</th>
<th>Inner Sanctum</th>
<th>Breakfast Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Opera</td>
<td>Fame and Fortune</td>
<td>Mysteries</td>
<td>Farm and Home Hour</td>
</tr>
<tr>
<td>Easy Aces</td>
<td>Death Valley Days</td>
<td>Madison Square Garden</td>
<td>Club Matinee</td>
</tr>
<tr>
<td>Pot O' Gold</td>
<td>Mr. Keen</td>
<td>Fights</td>
<td>John's Other Wife</td>
</tr>
</tbody>
</table>

WOC for the TRI-CITIES

Moline . . . Davenport . . . Rock Island

COL. B. J. PALMER, President . . . BURLY LOTTRIDGE, Manager
Hydra-Head

ONE OF OFFICIAL Washington’s chief stocks in trade is to “view with alarm”. To the broadcaster, the Capital City often has seemed a hydra-headed monster, belching forth one bit of bad tidings after another. That’s the reason the NAB was reorganized three years ago and given a fourfold increased budget. It was re-vamped to absorb the Washington heat and protect the interests of the entire industry.

Today the outlook is still far from bright. A majority of the FCC appears headed toward assumption of jurisdiction over the business relationships of affiliated stations with their networks. Exclusive contracts and opcioned time, as things now stand, are slated for the discard, if the regulators have their way. Trust-buster Thurman Arnold is flitting around the fringes of the broadcasting business, and it won’t surprise radio folk on the Washington scene to see the Petrolio grand jury crusade become a sort of omnibus affair—with the networks, NAB and perhaps others in radio lumped in for a free-for-all.

Yet there is still a division in industry ranks. Two years ago there were those who espoused a Congressional review of the Communications Act of 1934, which actually contains provisions on broadcasting going back to the 1927 Act. Because of lack of unanimity, little support was forthcoming. The result was the FCC network-monopoly investigation, and the pending report that may mean the remaking of the whole commercial fabric of broadcasting.

Rate regulation, “franchise” taxes on stations and far more rigid governmental supervision of the industry now appear in the offing.

All these dire things stem from interpretations of a statute that has not been reappraised by Congress in 14 years. But compare broadcasting of 14 years ago with the industry of today! The FCC set out to write regulations governing chain broadcasting under a one-line provision of the 1927 Act authorizing it to make such regulations. But, as we recall the Congressional debates, this provision was written only because at that time the engineers were talking about synchronization of stations to the point where a nationwide network might be possible on a single broadcast channel. The authors of the Act, Rep. Wallace H. White Jr. (now Senator) and Senator C. C. Dill, wanted to provide protection against such nationwide “monopolies”. Synchronization fizzled. But the FCC, with its new personnel, continued in that language a mandate to take jurisdiction over the business of networks and affiliates, even though this same statute specifically describes broadcasting as different from a public utility-common carrier, subject to rate regulation.

Adding to the concern, not only in the industry but in Congress, is the approach to the FCC of another official of a State regulatory agency dealing only with common carriers. Ray C. Wakefield, according to all reports, is an able and efficient man and has served on the California Railroad Commission with distinction since 1937. Yet the question has arisen in the minds of some members of the Senate Interstate Commerce Committee whether such an appointment does not tend to “pack” the FCC with men who have a public utility-common carrier concept. Some 90% of the FCC’s time is devoted to broadcasting but there is only one man of seven on the FCC who has had any basic experience with that art and industry.

Senator White, still a close observer of radio, wants to introduce a bill to reorganize the FCC to spell out its functions. He plans to give the FCC, or its successor, clearly defined duties on network broadcasting, so that all guesswork on jurisdiction will be eliminated. We believe the industry, as a phalanx, should get behind such a legislative program at once.

Take a Hint . . .

LAST WEEK the FCC announced revision of the rule requiring a station break every 15 minutes when the announcement would interrupt a program of one half-hour duration or longer consisting of a single consecutive speech, play, religious service, symphony concert or operatic production”.

Thus a law-energized Government regulatory agency has pointed the way to an industry which likes to consider itself the acme of modernity.

For well might some of broadcasting’s sponsors—and they are conspicuous by the practice—revise their specifications that a commercial credit be inserted in the middle of their programs. This regardless of whether it interrupts a dramatic rendition or forces their high-priced commentator to back awkwardly out of his integrated script in favor of a personality boy with a punch in his voice.

Some programs, of course, lend themselves to a smoothly-handled middle “plug”. But others such as new commentaries and closely-knit dramatic productions, do not. Nothing is quite so annoying as to have the continuity of an exciting drama or interesting news talk stopped cold in its tracks while a strange, unwelcome voice blares through the speaker with a blurb. One network commentator recently refused to renew his contract unless the middle commercial was eliminated. And only last week in these pages appeared the objections of Radiodramatist Oboler to the “plug” in the middle of his carefully planned scripts.

It is evident to many broadcasters that use of the middle commercial under these circumstances defeats its own purpose. Instead of building up sales and making friends for the product, it works inreverse.

The whole question is one of good radio. In comedy programs the technique of kidding the sponsor, interwoven in the script, has proved highly successful because it is entertaining. Writers, agency directors, production men and, most of all, the sponsor himself should take into account the public’s reaction and avoid the “middle plug” unless it is unobtrusive or breaks logically between acts. They might readily take a hint, in this instance, from the FCC.
THROUGHOUT his comparatively brief but meteoric career before and behind the microphone, William Northrop Robson Jr., newly-appointed radio director of Lennen & Mitchell, has put into practice the beliefs he preaches.

A strict adherent to the theory that radio is a young man’s business, he has surrounded himself with a youthful personnel.

Bill is only 34. It is young as years go in the business world today, but behind him are eight years of varied radio experience. Dawn of 1933 found him living (existing would be a more accurate word), in Hollywood. He was a screen writer out of work. Worldly wealth totaled 35 cents. Bill pounded the pavements for three months job hunting. No luck. Finally he went on relief, drawing assistance from the Motion Picture Relief Fund to which he had contributed considerably during the hectic tenure as screen writer.

A young chap by name of Richard Diggs recommended Bill as writer on a special assignment to the late Don Lee, owner of Don Lee Broadcasting System, Los Angeles. That was March 10, 1933. It was a memorable date for young Robson, for then began his career in radio which since has been a steady upward climb. He handled various writing assignments at KHJ, Los Angeles, the key station of Don Lee network, then affiliated with CBS. Most notable was the aviation drama, Conquerors of the Skies, which depicted lives of famous war-time fliers.

Robson believed radio writers could be producers as well. Three weeks after starting to work for Don Lee network, he sat in on a conference where possibilities of announcers and writers becoming producers were discussed. One executive, declaring the idea illogical, questioned Robson as to his ability to produce a program. Hesitating only slightly, the youth replied affirmatively. "All right," agreed the executive, "if you think you can write and produce, take a fling at it, Lennox. Robson did. The production was a success.

His success as station producer cast a spotlight upon Bill. In November of 1933, he was made network producer for Callings All Cars, a crime-doesn’t-pay-drama, sponsored by Rio Grande Oil Co., on the Columbia-Don Lee network. For 146 weeks he successfully handled that assignment. To devote full time to program details, Bill resigned from Don Lee network and joined Hixson-O’Donnell Advs., Los Angeles agency, servicing the Rio Grande account.

In 1936 he accepted an offer from Stack-Goble Adv. Agency, Chicago, to direct the CBS program, Star Dust—Then & Now, sponsored by Sears, Roebuck & Co.

A turning point in his career came in March of 1937. Offered a position by CBS in New York at half the salary, Robson accepted. He felt there were greater opportunities in New York.

Soon he joined with Irving Reis in production of Columbia Workshop. When Reis left for Hollywood in December 1937, Robson took over reins. He continued as producer of the program as well as other network shows until the summer of 1939, when signed by Ruthrauff & Ryan to produce the weekly CBS Big Town series. That brought him back to Hollywood.

Successful production for one year led to and resulted in offer to write for CBS as assistant to general manager of program originating from Hollywood. For nearly two months Robson continued to produce the weekly CBS Big Town for Ruthrauff & Ryan, Inc., in addition to three shows per week for his new affiliation.

In June, 1940, he resigned the former assignment to devote full time to Lennen & Mitchell duties, and within six months, in December, 1940, he was appointed national radio director of the agency, with headquarters in New York.

Born in Pittsburgh Oct. 8, 1906, he is the son of William Northrop Robson Sr., exploitation executive of Paramount Pictures. His father today is Registrar of Deeds for Pittsburgh. In 1923 he went to work as reporter on the Pittsburgh Gazette-Times, also a tending class at University of Pittsburgh.

In the fall of 1925 Bill was awarded a scholarship and went to Yale, where he worked his way through washing dishes, driving buses, and acting as a newspaper messenger. During his freshman year at Yale, he organized a band dance under banner of "Bill Robson and His Yale Music". He took the aggregation to Europe on three different occasions.

A member of Alpha Chi Rho, he was a classmate of Lanny Ross at Yale, and lived in the same house with Rudy Vallely. While at Yale, Bill was active in the famous George Pierce Baker "47" Workshop. That training, he declares, was put to good use in later years when he became a radio producer. Six weeks before being graduated from college, he was signed to a writing-associate, assistant producer contract by Paramount Pictures. This brought him to Hollywood where his career actually began.

Bill designs his own clothes. Only recently he answered the need of wearing a work suit by designing a four-button, double-breasted suit which keeps the tie in place while working. Robson detests crowds. He likes to spend spare time alone, listening to his extensive album of music. He likes to work, he knows nothing of their mechanism, his hobby is automobiles. He likes to speed and usually drives a flaming-red car. Next to motoring, Robson enjoys boating.

A bachelor, Bill is 6 feet tall. He weighs approximately 200 pounds, has blue eyes and dark brown hair. His bristling black mustache is a by-word in the industry.
KARL KOEPER, vice president and managing director of KMBC, Kansas City, has left with his wife and child for an extended automobile trip through the South to Mexico City. They expect to return around April 1.

COL. ROBERT R. McCORMICK, owner of the Chicago Daily News and publisher of the Chicago Tribune, recently presented his $150,000 winter home at Aiken, S. C., "Whitehall," to The Citadel, South Carolina’s military college at Charleston.

ARTHUR B. CHURCH, president of KMBC, Kansas City, has recently returned from a month’s trip with Mrs. Church to the West Coast, Death Valley, and New Orleans. Mr. C. W. Myers, manager of KOIN, Portland, Ore., and Mrs. Myers joined Mr. and Mrs. Church in Los Angeles and accompanied them to New Orleans.

GUY W. VAUGHAN, president of the Curtis Wright Corp. and its subsidiary, Wright Aeronautical Corp., was elected a director of Western Electric Co. at a meeting of that company’s board of directors March 11.

GUY W. LOWE, program director of KFKE, Columbia, Mo., has been made an honorary citizen of Kansas City by Father Flanagan’s famed haven for homeless boys in Boys Town, Neb.

LOU MINDLING, former talent salesman of Music Corp. of America, has joined CBS Artists Bureau as a salesman to entertain, I. Rosenblatt, vice-president, on radio, cafes, and lecture tours.

JERRY HASKINS, former manager of a department store jewelry department has joined the sales staff of WRDD, Muskegon, Mich.

EDWARD P. EHRICH, manager of syndicated programs of NBC's Radio Recording division, and Edith F. Barnes of Bristol, Conn., were married March 5 in New York. The attendants were William Hill and Arlene R. Glueck, program manager of NBC-Blue and Mrs. Hillpot.

DEEMS TAYLOR, music commentator, composer and conductor has served 13 times on the Information Please board of experts, has been named permanent conductor of Clifton Fadiman as conductor of the program, sponsored by American Tobacco Co., New York. Fadiman has missed only four broadcasts since the program’s premiere May 17, 1938.

JACK ANDERSON, citrus and winemaking expert, has joined KPOM, Wenatchee, Wash., as head of The Valley Farm & Home Hour. Agnes Ketley, women’s editor of the Wenatchee News, recently started a quarter-hour six-city, network program for the city’s Gum. Dick St. John, formerly of KTSK, San Antonio, has been appointed to the announcing staff to replace Dick Harwell, who has entered the Army as a private despite ten years of experience in the ROTO, OMTC, and National Guard. Other recent additions to KIRG include: Betty Fritzsel, secretary; Ardis Young, receptionist; Rex Garret, control board.

JOHN C. ROBERTS Jr., general manager of KXOK, St. Louis, has returned from a month’s vacation at Nassau.

ROBERT REID, formerly associated with Sattelite Inc., Hollywood recording equipment manufacturers, has been appointed western sales manager of National Recording Supply Co., that city.

FRANCIS H. BROWN, Hollywood sales executive, has been appointed factory representative of Federal Recording Co., New York, in the seven western States.

CAPT. H. M. TALBOT-LEHMANN, managing director of Radiovision Pty, Ltd., Sydney, after a brief business trip to the United States, returned leaving Los Angeles March 5 on the Monterey for Australia.

CLIFF ENGLE, of KPO-KKG, NBC stations in San Francisco, has been transferred to NBC, New York. Abbott Tessenman has been moved from San Francisco to Hollywood. Grant Pollock has joined the radio division of BBD & New York.

CLAUDE MAHONEY, formerly White House correspondent for the Wall Street Journal and now a member of the editorial staff of the Washington Evening Star, has signed to do a three-month column on WRC, Washington. The series is sponsored by the Studebaker Corp.

PHILIP POLLARD, assistant program director of WFBO, Greenvile, S. C., joins the Army March 24. He is the second member of the WFBO staff to be inducted, Program Director Charles Bataon having been drafted last month.


FREE & PETERS, INC.

Louvistbe’s WAVE INCORPORATED.

The BASIC Test.

The best yardstick measuring our worth as radio station representatives is the steady progress in the national field of every station we represent. During 1939 we showed an average increase of 17% over 1938. During 1940 our increase was 42% over 1939.

Karl Koepper, Vice President and Managing Director of KMBC, Kansas City, has left with his wife and child for an extended automobile trip through the South to Mexico City. They expect to return around April 1.

Col. Robert R. McCormick, owner of the Chicago Daily News and publisher of the Chicago Tribune, recently presented his $150,000 winter home at Aiken, S. C., "Whitehall," to The Citadel, South Carolina’s military college at Charleston.

Arthur B. Church, president of KMBC, Kansas City, has recently returned from a month’s trip with Mrs. Church to the West Coast, Death Valley, and New Orleans. Mr. C. W. Myers, manager of KOIN, Portland, Ore., and Mrs. Myers joined Mr. and Mrs. Church in Los Angeles and accompanied them to New Orleans.

Guy W. Vaughan, president of the Curtis Wright Corp. and its subsidiary, Wright Aeronautical Corp., was elected a director of Western Electric Co. at a meeting of that company’s board of directors March 11.

Guy W. Lowe, program director of KFKE, Columbia, Mo., has been made an honorary citizen of Kansas City by Father Flanagan’s famed haven for homeless boys in Boys Town, Neb.

Lou Mindling, former talent salesman of Music Corp. of America, has joined CBS Artists Bureau as a salesman to entertain, I. Rosenblatt, vice-president, on radio, cafes, and lecture tours.

Jerry Haskins, former manager of a department store jewelry department has joined the sales staff of WRDD, Muskegon, Mich.

Edward P. Ehrich, manager of syndicated programs of NBC’s Radio Recording division, and Edith F. Barnes of Bristol, Conn., were married March 5 in New York. The attendants were William Hill and Arlene R. Glueck, program manager of NBC-Blue and Mrs. Hillpot.

Deems Taylor, music commentator, composer and conductor has served 13 times on the Information Please board of experts, has been named permanent conductor of Clifton Fadiman as conductor of the program, sponsored by American Tobacco Co., New York. Fadiman has missed only four broadcasts since the program’s premiere May 17, 1938.

Jack Anderson, citrus and winemaking expert, has joined KPOM, Wenatchee, Wash., as head of The Valley Farm & Home Hour. Agnes Ketley, women’s editor of the Wenatchee News, recently started a quarter-hour six-city, network program for the city’s Gum. Dick St. John, formerly of KTSK, San Antonio, has been appointed to the announcing staff to replace Dick Harwell, who has entered the Army as a private despite ten years of experience in the ROTO, OMTC, and National Guard. Other recent additions to KIRG include: Betty Fritzsel, secretary; Ardis Young, receptionist; Rex Garret, control board.

John C. Roberts Jr., general manager of KXOK, St. Louis, has returned from a month’s vacation at Nassau.

Robert Reid, formerly associated with Sattelite Inc., Hollywood recording equipment manufacturers, has been appointed western sales manager of National Recording Supply Co., that city.

Francis H. Brown, Hollywood sales executive, has been appointed factory representative of Federal Recording Co., New York, in the seven western States.

Capt. H. M. Talbot-Lehmann, managing director of Radiovision Pty, Ltd., Sydney, after a brief business trip to the United States, returned leaving Los Angeles March 5 on the Monterey for Australia.

Cliff Engle, of KPO-KKG, NBC stations in San Francisco, has been transferred to NBC, New York. Abbott Tessenman has been moved from San Francisco to Hollywood. Grant Pollock has joined the radio division of BBD, New York.

Claude Mahoney, formerly White House correspondent for the Wall Street Journal and now a member of the editorial staff of the Washington Evening Star, has signed to do a three-month column on WRC, Washington. The series is sponsored by the Studebaker Corp.

Philip Pollard, assistant program director of WFBO, Greenvile, S. C., joins the Army March 24. He is the second member of the WFBO staff to be inducted, Program Director Charles Bataon having been drafted last month.

Norman Corwin, CBS producer and director, on April 27 will take over direction of original and adapted scripts for the Columbia Workshop programs, heard Sundays 8:30-9:30 p.m. on WRGB and WGRB, and at 10-11 p.m. on CBS stations which broadcast the Hayes program.

Jack Sharpe, one-time musical director of WJZ, Hot Springs, Ark., and former announcer and musical director of WVOX, New York, has been appointed musical director as well as organist and pianist of KRIS, Corpus Christi.

Ruth Landweir, known professionally as Ruth Landers, former woman’s program director of WDTO, Toledo, has joined WAAT, Jersey City, as continuity writer for WJZ. She also conducts What’s New, a women’s program on WAAT.

Ramsey Yelvington, after a year of department store work, has been appointed to the staff of KRIS, Corpus Christi, Tex.

Earle Tataling, announcer of WLV, Lynchburg, Va., has returned after a three-month special assignment with WWV, Washington.

Jack Boedker has joined the announcing staff of WWL, New Orleans. (WVU, New Orleans and the New Orleans sports writer, has joined the publicity staff of WWL, New Orleans.

Alan Pershing Dreiben, announcer of WKB, N. C., has been called into service with the Army.

R. S. Bowen, formerly of the continuous department, has been shifted to the program department of KYOA, Procotoot, Ariz. He recently became the father of a baby girl.

Kaye L. McAvoy, formerly of WKNE, Keene, N. H., has been made manager of WZOP, Boston. She has been known to New England radio audiences variously as "Kaye Winters" of WGBH, Boston, and "Bess Baxter" of WKNE. In another WOOP development, Morton Block becomes program director in charge of production.

Robert Hibbard, of the WGN, Chicago, news staff, has been inducted into the Army. He is the station’s draftsman, and the staff honored him with a farewell party.

Dick Wynne, KSFO, San Francisco, announcer, for the third time in as many months has been signed to narrate a commercial moving picture. His latest is telling the story of the growing and canning of peans, for one of the world’s largest canning concerns.

Certainly NoT THE BIGGEST

Probably not America’s Best

But Positively A fine little station doing a swell job of getting big results.

KTSW N.B.C. BLUE & RED 500 WATTS EL PASO, TEXAS

Page 32 • March 17, 1941

Broadcasting • Broadcast Advertising
Remember Rockford!
"Army Career"
(Continued from page 40)
with the individual to see just what lies ahead of him. In many cases he will be confused by misinformation or misdirection, but if he takes the initiative and tracks down the answers to particular problems on his own, he eventually finds them. I found this to be true. Some of us have had previous military training, at school or college. Some even have qualified for reserve commissions, and many of these already have been called to active service. But for all of us who come under the selective service program, it has become increasingly important that we take it upon ourselves to find out all we can about just what makes the wheels go around.

Washingtonians have a great advantage over those living elsewhere. When we are confused, we inquire direct from the War Department or National Selective Service Headquarters. We have not looked for any special consideration, but we have earnestly sought factual information. And we've learned a great deal of value to you—and to me, too.

Principally we have discovered that responsibility of engaging in this independent personal inquiry just mentioned. Your local selective service board can tell you how the selective service system works—at least how it works on paper. A brief interview with your board chairman should give a pretty good general picture.

On the other hand, the board probably will not be able to give you much of a definite idea on just what Army life is like, what are the functions of the various branches of military service, what special activity you may be qualified for. That is just an incidental job with them, and they're too busy filling their quotas to study up on these matters.

If you get the chance talk to some Army official and get an idea of the various branches of service, in case you want to state a preference. Tell him your aptitudes and experience (especially your radio background) and ask for an opinion on what sort of service you might do best.

You will find that a definite goal in your mind simplifies much of the confusion that's bound to arise, although you can rest assured the effort will be to place you in a spot where your training and experience will do the most good. Common sense must be your guide.

By the time you actually are ready to leave, you should know fairly definitely where you are to be sent, what you can and should take with you in the way of clothes and personal paraphernalia and who will be going with you.

Dolorous Diary
I mentioned that I was on a merry-go-round for a month. It was an interesting experience, and reading of it in detail may help some of you grab the brass ring. Here it is, day by day:

Feb. 8—My selective service questionnaire arrived, bringing with it no little consternation, since it came about six months before I expected, in the light of what appeared to be a relatively high national lottery number. It was a surprise to find that a national order number of 2,691 had become 359 in my local board area. But immediately the wheels started to roll.

My job was to keep me upon my return from service, and I began to wonder what might be Happening a year later, when I got back from Fort Bliss, Tex. It appeared there would be no trouble in sub-

17 years—at the crossroads of the Empire State.
he called in several colleagues, all of whom took a discerning look, consulted the Army's handbook of physical requirements and finally agreed that I would have no trouble in passing the Army's examination. With this assurance about my own physical shortcomings, I rushed preparations for leaving. By this time the apartment had been sublet for March 1 and books and clothes were being boxed for shipment and storage.

A False Alarm

Feb. 18—The chest X-ray and tuberculosis examination scheduled for today turned out to be false alarm. There was a long serpentine line of us—I judge about 200—waiting in a little reception room, when attendants told us we'd have to come back Feb. 26. A few of the boys—carpenters' assistants and day laborers—protested because it meant they were giving up two half-day's pay instead of only one, and we could see their point. On Feb. 26 I went back. The actual examination finally lasted only a few minutes.

Feb. 24—Wondering just when I might leave, I called the local board's office. No official was there, but a secretary, after consulting her records, advised me that I could definitely count on at least a 10-day period between the time I was notified of my classification and the time of actual departure. She indicated this was provided by statute, and that the 10-day period was certain. So I waited quietly for the classification notice, counting on at least 10 days for last-minute preparations.

Feb. 28—The classification notice arrived—A, as expected.

March 1—Moving day, and right in the middle of the Saturday morning came a special delivery letter from the board office. I was to report for induction the following Tuesday at 7:45 a.m. A further surprise came upon phoning the board, when I was told the induction notice, and not the previous advice about the 10-day period, was to be believed. Protesting that I could not possibly wind up my affairs by Monday night, I was referred to the district selective service headquarters. There was no great rush, they said, and finally my departure was postponed until March 10.

March 8—The members of our group of 10 selectees from my area met in the board's office. It was pleasant, and in a short time we had learned each others' names. The board chairman gave us final instructions, revising them considerably after we pointed out that the induction procedure had been changed for the March 10 group. He hadn't been notified, so it wasn't his fault. But finally we straightened out all the details about where we were going and what civilian clothes we should take along.

March 10—Two or three old friends, among them a young Boston newspaper correspondent and Edward Petry & Co.

KFDM Names Lovan

ESTABLISHMENT of a merchandising service and the naming of Ernest Lovan as merchandising manager have been announced by C. B. Locke, general manager of KFDM, Beaumont, Tex. The new department will function separately from other station activities and is dedicated solely to merchandising sponsor's program. Mr. Lovan for seven years has been associated with the Beaumont Enterprise & Journal as head of merchandising.

a fraternity brother, turned up at Washington's old National Guard Armory, along with myself and the other men from my area. There were 158 of us in all. Loaded into buses, we had a police escort to Baltimore where the Army's doctors were to give us our official physical examinations.

I put Washington out of mind for the time being, and looked forward to two or three days at the induction center at Fort Lee, Va., and then a long Pullman ride to Fort Bliss. The examination was an interesting experience, efficiently handled. In good humor, we looked on it as a formality, since we were all good-sized, healthy-looking specimens.

About half-way through the examination the blow fell. They discovered that, after all, my ailment disqualified me! They said it was serious enough to defer me for active service until it could be corrected.

The decision stood!

The excitement lasted from 7:15 a.m. until 4:33 p.m., when the B. & O. local left Baltimore for Washington; an officer gave me an order for six train tickets for the members of my group, and also gave each man a trolley token to take him home when he arrived.

As it turned out, 14 had been rejected out of the 188 sent for examination, I was told.

I imagine the others felt as foolish as I did the next morning when I walked back to my desk and typewriter, and ran off a hasty goodbye the day or two preceding.

in Baltimore It's WFB

We're Overnight from you

Presto Offers a New 50 Watt Recording Amplifier...

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

You'll hear a new quality in your recordings when you use this Presto equipment...fuller, more natural bass...crisper, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below audibility. Output of the 88-A is 50 watts with 1.9% distortion. Gain is 88 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You'll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cuter can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

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

Chicago Rep.: L. W. Beier—Sound Sales Corp.

600 S. Michigan Ave. Phone Harrison 4240
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
ap—studio programs
sp—spot announcements
ap—transcription announcements

WGY, Schenectady
Colgate-Palmolive-Peet Co., Jersey City (soap), 10 thru
2 weeks, thru dynamo Adv. Co., N. Y.

WHK, Cleveland
No-Enamol Corp., Chicago (paint), 26 thru
Cambridge-Sanford Adv. Co., Cleveland
Lydia E. Pinkham Medicine Co., New
York, 50 thru, thru Erwin, Wasey & Co.,
N. Y.

KSFQ, San Francisco
National Funding Co., Los Angeles

Peter Paul Inc., Naugatuck, Conn. (candy),
25 thru, thru Pacific Cigar Co., N. Y.

New York (bead),

Peter Paul Inc., Naugatuck, Conn. (candy),
25 thru, thru Pacific Cigar Co., N. Y.

Popular Science Monthly, New York (mag-
azine), 1 thru, thru Joseph Katz Co., N. Y.

PERK Helv., Chicago, N. Y.

Rieswold & Co., New York (Bite candy),

Sheering-Williams Co., Cleveland (paint),
40 thru, thru T. J. Maloney Inc., N. Y.

WHO, Des Moines
North American Accident Insurance Co.,
Newark, 12 thru, thru Franklin bruk
Adv. Corp., N. Y.

Colgate-Palmolive-Peet Co., Jersey City,
250 or more thru, thru Ward Wheelock Co.,
Philadelphia.

O'Connell Corp., Chicago (polish), 55 thru,
thru H. W. Kastor & Sons, Chicago.

Consolidated Products Co., Pittsfield,
(rightside products), 15 thru, thru Mace
Agency, Berkshire.

Campbell Cereals Co., Minneapolis, Minn.,
5 thru, thru H. W. Kastor & Sons, Chicago.

O'Connell Products Corp., New Rochelle,
N. Y., 37 thru, thru Husband & Thomas,
N. Y.

KTY, Philadelphia
Welsh Fruit Juice Co., New York (cocoa,
grape juice), 10 thru, for 13 weeks, thru
H. W. Kastor & Sons, Chicago.

General Foods Corp., New York (Fort
Nestle), 5 thru, thru Benton & Bowles.

Peanut (chocolate), 5 thru, for 7 weeks,
thru Gray & Rogers, Philadelphia.

WENR, Chicago
Illinois Bell Telephone Co., Chicago (Classi-
ified Red book), 12 thru, thru 13 weeks, thru
Chester K. Glick & Co., N. Y.

ward Baking Co., New York (sourdough),
6 thru, thru Neff-Rogow, N. Y.

WAPI, Birmingham
Castleberry's Food Products Co., Augusta,
Ga. (beef), 5 thru, thru Neff-Rogow, N. Y.

Rhodes, Augusta.

Tennessee Rail & Railroad Co., Bir-
ingham and Pittsburgh (U. S. Steel
subsidy), 3 thru, thru Neff-Rogow, N. Y.

Beech-Nut Packing Co., Canajoharie, N. Y.
(gum), 7 thru, thru Neff-Rogow, N. Y.

Beech-Nut Packing Co., Canajoharie, N. Y.
(gum), 7 thru, thru Neff-Rogow, N. Y.

WJJD, Chicago
Woodley & Co., Dallas (Income Tax
Book), 13 thru, thru northwest Radio Adv.

WGBR, Geldsboro, N. C.
Southern Cotton Oil Co., New Orleans,
daily thru, thru Fitzgerald Adv. Agency,
New Orleans.

WBBM, Chicago
Look Magazine, New York, 5 thru,
22 thru, thru Raymond Spexer Co., N. Y.

WEEL, Boston
O’Connell Corp., Chicago (polish), sa series,
2 weeks, thru H. W. Kastor & Sons, Chicago.

ZNET, A SINGLE POLICY AT A SINGLE RATE

WHAT YOU SAY HERE MAKE IT STICK!

Best Sales Week Enjoyed by WOR

Record for 19 Years Created
By Early March Contracts

DURING the week March 3-8 WOR, New York, marked up its biggest sales week in 19 years with the signing of five new sponsors, renewals for three sponsors, three expansion contracts and the return of two sponsors.

Of the new sponsors, three are using radio for the first time. Ruben A. Avery, owner of the A. A. Avery Co., which handles the bulk of the beer, was heard in the interest of Keglined beer cans on Mondays at 8-8:30 p.m. The drama is written by Martin Gosh and Howard Harris and are built around the adventures of Gregorius, a veteran amateure detective, as selected by Ruben A. Avery, Young & Rubicam, New York, is agency.

Of the sponsors that returned to WOR this week, two are long-time sponsors, and three are new sponsors. Two others are renewals for three sponsors, three expansion contracts and the return of two sponsors.

Of the new sponsors, three are using radio for the first time. Ruben A. Avery, owner of the A. A. Avery Co., which handles the bulk of the beer, was heard in the interest of Keglined beer cans on Mondays at 8-8:30 p.m. The drama is written by Martin Gosh and Howard Harris and are built around the adventures of Gregorius, a veteran amateure detective, as selected by Ruben A. Avery, Young & Rubicam, New York, is agency.

American Can on MBS

AMERICAN Can Co., New York, and MBS will air a half-hour comedy-mystery dramatic series on 77 MBS stations. Programs, titled, "The Case of the Missing Pitcher," will be aired in the interest of Keglined beer cans on Mondays at 8-8:30 p.m. The drama is written by Martin Gosh and Howard Harris and are built around the adventures of Gregorius, a veteran amateure detective, as selected by Ruben A. Avery, Young & Rubicam, New York, is agency.

Renews, Expansion

Other new WOR sponsors are California Prune & Apricot Grow- ers Assn., San Jose, Cal., using weekly programs on the The Californian program, and Life Sav- ers Co., San Francisco, using programs on The Best of the Week program.

ATOMIC, New York, for Forhan’s toothpaste, and R. B. Semler Inc., using weekly programs on The Best of the Week program.

Expansions came from Sonax Products, New York, for Forhan’s toothpaste, and R. B. Semler Inc., using weekly programs on The Best of the Week program.

Returning to WOR were General Foods Corp., New York, for co-sponsorship with Lever Bros. Co. of baseball, and Brown & William- son Tobacco Co., Louisville, to sponsor Wakefield’s baseball-highlight programs following broadcast- ees the Brooklyn Dodgers programs. Program heard for Wings and Avalon cigarettes was placed by Russell M. Seeds Co., Chicago.
LEO'S STORES, Cincinnati, (auto accessory dealer), is preparing daily play-by-play descriptions via wire of the Cincinnati Reds' spring training baseball games on WSAI, Cincinnati, Dewey Long, WSAI general manager, flew to New York to arrange with several sponsors of afternoon programs on the station to shift their broadcasts via transcription thus clearing time for the baseball broadcasts. Dick Buxy, WSAI sportscaster, is handling the games with the assistance of Roger Baker. Contract was arranged by George M. Sheboygan, Wis., as a courtesy hitch, as part of a 52-week campaign.

ROUNDY, PECKHAM & DENTER Co., Milwaukee (grocery stores), on March 6 started a varying schedule of spot announcements promoting its canned goods, flour and coffee on WISN and 1VHBL, Sheboygan, Wis. Contracts are for five weeks, 101 announcements to be run from March 6 through May 20 and from Oct. 9 through Dec. 5. Agency is Hoffman & York, Milwaukee.

EDNA LAUE, Chicago (cosmetics), on March 5 started a weekly quarter-hour program Whispers of Hollywood, conducted by Marian Whitney, on WEDC, Chicago. Contract is for 13 weeks. Selhl Adv. Agency, Chicago, handles the account.


WALTER N. BOYSEN Co., Oakland, Cal. (paint and oil), on March 15 started a spring radio campaign in the San Francisco Bay area, using a series of spot announcements on KPO, KSFO, KFRC. Agency is Emil Reinhardt Adv. Agency, Oakland.

ANFO MFG. Co., Oakland, Cal. (Sun-foil), recently started a 52-week campaign, using announcements twice weekly on KPO and once weekly on KSFO, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

CALIFORNIA CHEMICAL SPRAY Corp., Richmond, Cal. (insecticides), on March 1 started a campaign using a series of spot announcements on KPO, San Francisco, and a weekly participation in Opal Scarbrough's Garden Club of the Air on KECA, Los Angeles. Agency is Long Adv. Service, San Jose, Cal.


DODGE DIVISION of Chrysler Corp., Chicago, on March 10 started a three-week 30-minute musical program The Old Refrain on WBIM, Chicago. Programs feature Fran Alision, vocalist, and Freddie Witten, pianist. Agency is Ruthrauff & Ryan, Chicago.


REID, MURDOCH & Co., Chicago (Monarch coffee), consistent users of radio, in a three-week series ending May 20, is sponsoring participation five times weekly in Mildred Van's House Party on KECA, Los Angeles. Firm also sponsors a twice-weekly half-hour Man on the Street, on KFAC, that city. In addition, 35 spot announcements are used weekly on this station and 45 per week on KIEV, Glendale, Calif. W. B. Ross & Associates, Los Angeles, has the Coast account.

SEABOARD FINANCE Co., Los Angeles, to advertise opening of offices in Seattle is sponsoring nightly quarter-hour newscasts on KJR, as well as 70 time signal announcements weekly on KRCO, and 21 spot announcements per week on KOJR. For a similar event, in Portland, the firm is using 130 time signal announcements weekly on KJJJ, and daily spots on KEX and KOV. As part of its California schedule, quarter-hour newscasts are being sponsored on three stations, KPO KGO KF. Smith & Ball Adv., Los Angeles, has the account.

SCHAEFER CAFETERIA Co., Los Angeles, new to radio, is sponsoring an early morning Sunday newscast, Bob Garred Reporting, on KNX, Hollywood. Agency is W. Austin Campbell Co., Los Angeles.

BAUER & BLACK, Toronto (Valure hard lotion), on March 10 started a test campaign of 15 spot announcements on CHNS, Halifax; CHSJ, St. John, N. B.; CECW, Moncton, N. B. Account was placed by Cockfield Brown & Co., Toronto.

STANDARD BEVERAGES, San Francisco (Par-T-Pak), recently started participation in Housewives' Protective League, conducted by Galen Drake on KSFO, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

JOHN BLAIR & COMPANY announces the election of GALE BLOCKI, Jr. as Vice President

Mr. Blocki will continue to direct account-contact

in the Chicago office

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
LOS ANGELES
SAN FRANCISCO
520 N. Michigan Ave. 341 Madison Ave. 365 East 103rd 700 North Michigan Ave. 1100 Wilshire Blvd. 608 Ross Building
SU: 8659 Murray Hill 9-6084 Madison 7889 Chestnut 5888 Prospect 3584

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

BROADCASTING • Broadcast Advertising
March 17, 1941 • Page 37
Farm Population
(Continued from page 29)
riety of locations, ranging from isolated nonfarm homes in the open
country to unincorporated areas suburban to a large city. Furthermore,
as between one section of the country and another, this group is much
less uniform in its general makeup than either the urban popu-
lation or the rural-farm.
In some States the rural-nonfarm
population consists mainly of the
inhabitants of small manufacturing
villages or of unincorporated subur-
ban areas; in other States it may
consist mainly of persons living in
migrant settlements; and in still
other States, especially the agricul-
tural States, it is made up largely
of the inhabitants of small trade
centers.
The rural-nonfarm population is
sometimes referred to as the "vil-
lage" population, though barely one-
third of the 1940 total lived in the
13,000 odd rural incorporated
places, and certainly not more than
another third lived in unincorpo-
rated villages and unincorporated
suburban areas.

The figures presented in the ac-
companying table for the total rural
population are final figures based
on the official count. The classifica-
tion as farm or nonfarm is based
on a preliminary tabulation of a
5% cross-section of the census re-
turns, and is subject to slight
change when the complete tabu-
lations become available.

C. H. BAKER & Co., Los Angeles
(chain shoe stores), in a 26-week
campaign ending Sept. 29, is using
fiveosing spot announcements weekly
on KCA, that city. Firm also spon-
sors local participation in the Mutual
Network program. Frequent mention of
the Baker shoes in the Bakers' News,
important to the association's annual banquet
president of the Radio Correspondent's Association of New York.

Mr. Weltz is a native of New York State and has
been associated with the newspaper industry for
more than 30 years. He is a member of the
National Press Club and has served as presi-
dent of the New York Press Club. He is also
a trustee of the New York City News
Foundation.

BAUKHAGE ELECTED BY RADIO NEWSMEN
H. R. BAUKHAGE, NBC Washington commentator and Western Newspaper Union columnist, was
unanimously elected March 11 as

President of the Radio Correspondent's Association of New York. He succeeds Albert Warner of CBS.

Mr. Weltz is a native of New York State and has
been associated with the newspaper industry for
more than 30 years. He is a member of the
National Press Club and has served as presi-
dent of the New York Press Club. He is also
a trustee of the New York City News
Foundation.
Al-haak, 'tis enough to make the Swami's head swim. He sees not one survey . . . but five! And, miracle of miracles, five surveys with but a single thought. Waka, such wonders come only with the grace of Allah.

Dear reader, would you, too, know the amazing truths that the Swami unfolds? Then gaze deeply . . .

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 ad was best read. Broadcasting tops again.*

Midwest Station Survey: Top-flight agency radio executives were 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 were 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 show you more, too.
March 17, 1941

Dear Advertiser:

It's true, you just can't satisfactorily service 300,000 radio families with NBC shows, unless you use:

WCBA-WSAN
Leigh Valley Broadcasting Co.
ALLENTOWN, PA.
NBC RED AND BLUE; QUAKER NETWORK PENNA. REGIONAL
NEW YORK OFFICE:
30 ROCKEFELLER PLAZA CIRCLE 7-0298

Types of Insurance Handled by Stations Are Analyzed in Survey Made for NAB

COLLECTED in conjunction with its study of types of insurance held by radio stations, looking toward standardization of insurance policies and risks covered for broadcast stations specifically, Roger W. Clipp, general manager of WFLI, Philadelphia, and chairman of the NAB Insurance Committee, has released a summary of answers received to the insurance questionnaire mailed last Oct. 25 to NAB member-stations.

Pendacpt receipt of comments on the summary, Chairman Clipp indicated that a meeting of the committee has been tentatively set for March 24.

The October questionnaire covered questions on 62 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen's compensation to 1.82% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lighting insurance on all or part of their business, 63.9% carried insurance to cover loss of earnings by fire, and 44.2%, destruction of records, including musical and program recordings; 22.6%, burglary and theft; 69.4%, “all risks” on broadcasting towers; 18%, “all risks” use and occupancy on towers; 83.9%, liability and slander; 24.1%, copyright infringement; 19.4%, water damage; 14.8%, aviation, covering all liability and loss or damage to equipment during broadcast from planes; 56.1%, group, life, accident or health; 6.4%, house musicians’ instruments.

With 71.7% of the stations indicating that they operated automobiles in connection with their business, 84.1% of them held fire and theft insurance, including comprehensive coverage; 66.3%, collision damage to own car; 92.8%, liability for bodily injuries; 92.2%, liability for damage to property of others; 77.2%, contingent liability to cover automobiles belonging to employees using their own cars for business purposes.

Horses Choices

RODEO HORSES prefer BMI music to ASCAP tunes, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, Tex., and musical di-rector of the 45th Southwestern Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2 1/2-hour rodeo show, with trick and fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steeds to all appearances were Tschaikowsky’s “Dance of the Flowers,” Perfidia, License With the Light Brown Hair” and a swing version of “Little Brown Jug”.

La Palina Spots

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcasts of the away-from-home games of both the Chicago Cubs and White Sox on WIND, Gary; Fort Wayne and WBOV, Buffalo. In addition, the station will carry the 30 -minute news program thrice-weekly on WCPO, Cincinnati; Paul Williams’ quartet twice-weekly on WWJ, Detroit; a quarter-hour Polish program thrice-weekly on WMBV, Detroit, and daily announcements of a Polish participating program on WBNY, Buffalo. Marschak & Pratt, New York is agency.

Dane Joins WMCA

MAXWELL DANE, former promotion manager of Look magazine, New York, on March 13 joined WMCA, New York, as sales promotion manager. Mr. Dane was previously retail promotion manager of the New York Evening Journal, advertising manager of Stern’s Department Store, New York, and account executive with Dorlan International, New York.

Clotblr’s Spots

FOREMAN & CLARK, Los Angeles (chain clothier), through Milton Weinberg Adv. Co., that city, on March 3 started sponsoring daily half-hour participation in the Musical Clock on WKB, Kansas City. Contract is for 13 weeks. Firm also is sponsoring a daily quarter-hour newscast on three Pacific Coast stations, KFI KSFO KJX.

BROADCASTING • Broadcast Advertising
Industry Prepares For Video Hearing

Chairman Fly Impressed by Exhibits Seen During Tour

FOLLOWING a "most construc- tive" two-day tour of new and visual broadcast developments in Philadelphia and New York March 6-7, the FCC has set the stage for the March 20 hearing on proposed rules and regulations for standards for commercial television.

Although only one appearance for the proceeding had been filed as BROADCASTING went to press the day before the March 15 deadline — that of John W. VanAllen, counsel for National Television System Committee — it was expected the hearing would be attended by representatives of all television manufacturers and broadcasters.

Fly Impressed

The March 20 hearing presages the first move of the FCC to au-

torize full-commercial operation of television. Agenda of the proceed-
ing is built around the FCC's pro-

posed rules and regulations for standards of good engineering prac-

tice for both commercial and exper-

imental stations, announced Feb. 27 [BROADCASTING, March 6]. The move toward authorization of full-

commercial operation of visual broadcast service comes just a year after the FCC's rescission of "limited commercial" authorization, March 23, 1940.

Commenting on the television situation at his press conference last Monday, FCC Chairman James Lawrence Fly declared that the most recent demonstrations witnessed by FCC representatives on their latest "television tour" were quite impressive. Demonstrations included the use of the new Philco synchronizer, DuMont television systems, a color television test on WPX, New York, and a demonstration by Bell Laboratories' experiments on line structures ranging from 270 to 300 plus lines.

Although he indicated there appeared to be a definite trend toward agreement in the industry on the engineering problems of television, which may mean a relatively brief hearing, Chairman Fly cautioned that, based on the FCC's previous experience, it is impossible to know how this seeming agreement will register at the hearing.

More Magazine Spots

READER'S DIGEST Assn., Chappaqua, N. Y., after extensive announce-

ments to the trade in January and February, is placing one-minute disc announcements on 25 stations in 16 cities. The announcements will start March 26, continuing for about two weeks, with a plan to promote the April Reader's Digest. Eight to 14 announcements will be used on each station. The schedule has not yet been completed. Agency is BBDO, New York.

REP FIRM FOR CAMPUS OUTLETS

Rate Cards Set Up by Louis M. Block Jr. as College One Lunger Increase

TO SOLICIT national advertising for one-college campuses being built on the campus, the Intercollegiate Broadcasting Association, with offices at 507 South Wabash Ave., Chicago, is being or-

ganized. Manager is Louis M. Block Jr., graduate of Brown U, where he was connected with the student-operated broadcasting stations pioneered in 1935. Stations at Cornell, Princeton, Brown, Williams, Wesleyan, and Rhode Island State are accepting commercial contracts through the intercollegiate representatives, and business is now being being booked for next fall, Mr. Block said.

Success Stories

Although advertising is compara-
tively new with most of the sta-
tions, some have already reported commercial "success" stories. At Princeton, a local jeweler who used two half-hour programs for a sale promotion sold 45 pieces of jewelry to the students as result of this ad-

vertising.

At Wesleyan, a local record dealer provided the station with 200 records valued at $200 after the station bought time to promote the sale of records. The student's record sales soared, according to the un-
dergraduates who operate the station. National advertisers are also using college stations, it was said. The station at Williams is carrying commercials for Babson, Esso, and Sanford Ink. Brown U broadcasts the Essex News Reporter daily on its station.

The intercollegiate representatives have issued a rate card which establishes rates for individual col-

lege stations according to student enrollment. Half-hour rate for a college in Group A (5,000 students) is $30; in Group B (2,500-5,000 students), $24; in Group C (67,000-2,500), $18; in Group D (under 1,000), $12, with rates scaled down proportionately for shorter periods. Frequency dis-
tains range from 5% for 15 times to 15% for 75 times.

Rates are not classified by day-
time or evening since the stations are on the air only at peak listen-

ing hours when most of the students are in the dorms or fraternity houses, it was said. In most cases broadcast time is in the late after-

noon from 5 to 6, and in the evening after dinner from about 7 to midnight.

There are now about 30 colleges throughout the country that have inter-campus stations, and 150 transmit programs, in most cases over wires of the college lighting sys-
tems, according to George A. Be-

raham, graduate student at Harvard, who is president of the group.

Latest addition to the IBS is sta-
tion WHW, Columbia U, which is operated by members of the college Radio Club.

Religious Series

HEBREW EVANGELIZATION Society, Los Angeles (religious), is sponsoring a weekly quarter-

hour transcribed program, Hebrew-Christian Hour, on 17 sta-
tions and will add others to its list. Transcribed series is being placed by the Southern Ecclesiastical Convention.

Tests

Although the final call letters may be varied, the series will carry the letters H-C-H, and stations involved are: KFOX KHI KMKO KOL KGW KYA KMKO KFKA WBCB WLOL WSIB WOR WABC WBC W. C. Farmington, N. Y.

Magazine Tests

POPULAR SCIENCE Publishing Co., New York (Popular Science Monthly) has been testing one-

minute transcribed announcements from 10 to 28 times at publication date on KGO and KSFO, San Francisco, WJWL and WCAU, Phila-
delphia; WHK and WGBK, Cleve-

land. Publication has been testing announcements for the past six months in two markets with the possibility of mapping a national campaign. Joseph Katz Co., New York, is agency.

More Magazine Spots

KUJ Dedicates 1 Kw.

SPECIAL dedicatory ceremonies, in-

cluding State and civic officials as speakers, were to mark the inaugural

of the new 1,000-watt plant of KUJ, Walla Walla, Wash., March 16. The station, located three miles west of the city, has a 1-KW Atransmitter and 200-foot Win-

charger tower.

ASCAP Found Guilty

(Continued from page 18)

somebody as saying that there has been an agreement as to what fines are to be assessed. I take it that the Department of Justice has not presumed that this court would fine defendants on the Department's recommendations.

"No, your honor," Mr. Waters replied. "There merely was some talk in conferences as to what recommenda-
tion would be made if it were asked."

Judge Duffy then assessed the $750 fine against each of the 19 member corporations, as compared to the $5,000 fine against each of the 19 ASCAP.

The newspaper story referred to by Judge Duffy was published after a separate suit by the 19 ASCAP defendants had been entered in New York last month. These stated, in effect, that it had been agreed ASCAP would be fined $5,000 and each of the defendant corporation members $1,000, or a total of $24,000. The report of an agree-

ment to the effect was seen as sub-

stantiated by the fact that the

ASCAP defendants had brought $24,000 in cash with them to meet the fines. When this was found in-

sufficient, checks were made out for the balance.

V. ATLEE BURPEE Co., Philadel-

phia (seeds), has completed its sea-

sational radio schedule which in-

cluded 3,200 announcements on WIP, Philadelphia; four programs on KDKA, Pittsburgh; and four programs on WIBC, Hartford. In addition, the four programs on WIP and WIBC have been repeated on WRC, Washington. BROADCASTING has been actively using the Burpee schedule in its newspapers and news releases in promoting the schedule and its text.

Waverly T. J. FLETCHER, Cincinnati, has been named Advertising Manager of the American Radio Network. Mr. Fletcher has been with the network for the last two years as Sales Manager. On March 20, Mr. Fletcher will announce his new position to all stations which are carrying the American Radio Network program. The new position will be effective immediately.
PHOTOGRAPIHS ON PAGE 14 in same order (1 to r) show: (1) Lieut. Ewell Kirk Jett, chief engineer of the FCC, who entered the Navy in 1911 as an electrician, was warrant radio officer, 1917-19, serving as radio officer of the USS Seattle in 1917 when this picture was taken, rose to ensign, and retired as a lieutenant in 1929; (2) William E. (Bill) Drips, NBC director of agriculture, who during 1918 was a quartermaster in the Naval Reserve; (3) Stanley W. Barnett, manager of WOOD-WASH, Grand Rapids, a first-class radio electrician, 1917-19, whose photograph was taken in 1918 aboard the armed transport SS Makaha.

Now They Look Like This
(See page 14)

NBC's Color Television

NBC HAS CONFIRMED a report that it recently broadcast a television program in color, using live talent for the program, but the network's television executives refused to disclose any details of the experimental telecast. CBS last year broadcast a film program in full color and has more recently demonstrated color pickups of live talent with the pictures fed from the cameras to the receivers by cable, as the CBS video transmitter is out of service while being re-equipped for broadcasting on its new channel.

WCOV Labor Order

NATIONAL LABOR Relations Board on March 11 announced a decision requiring Capital Broadcasting Co., operating WCOV, Montgomery, Ala., upon request to bargain collectively with Local 443 of International Brotherhood of Electrical Workers (AFL) as the sole bargaining agency for its radio engineers. The decision also required that the station use its then reinstated back pay of three engineers and a woman clerical employee who, it was alleged, were unfairly discharged by C. W. Covington, president of the company, between Dec. 4, 1939, and Jan. 7, 1940, because of their union activities. The station also was ordered to cease interfering with collective bargaining rights of its employees in discouraging union membership.

Kolster Joins Finch

DR. FREDERICK A. KOLSTER, noted pioneer in the field of radio science, has joined Finch Telecommunications Inc., Passaic, N. J., as chief radio consultant, according to announcement March 12 by W. G. Finch, president. Dr. Kolster was wartime radio chief of the U. S. Bureau of Standards and invented the radio direction finder, among other devices. He has been making his home in Palo Alto, Cal.

FM Station Grant

IN WINSTON-SALEM

CONSTRUCTION permit for a Class "C" FM station to serve portions of seven Southern States was granted March 12 to Gordon Gray, president of WSJS, Winston-Salem, N. C., by the FCC. Simultaneously the Commission authorized development of the Midland Broadcasting Co., licensee of KMBC, Kansas City.

The Winston-Salem authorization was for 44.1 mc. to cover 69,400 square miles embracing a 4,346,000 population. Service to approximately half of North and South Carolina and smaller portions of Virginia, West Virginia, Kentucky, Georgia and Tennessee will be possible by selection of an antenna site atop Clingman's Peak, 19 miles northeast of Asheville and one of the highest points east of the Rockies. A 200-foot tower will give the antenna an overall height of 0,875 feet above sea level.

The grant was the 43d commercial authorization. The developmental FM station of KMBC will operate on 48.5 mc. with 1,500 watts.

Applications during the last week received by the FCC were from United Broadcasting Co., Cleveland (WHK-WCLE), seeking an FM outlet on 48.5 mc. to serve 8,420 square miles and a population of 1,314,660 the Yankee Network, New York, requesting to change transmitter site in its original application; and from K45LA, FM station of KBL, Los Angeles, seeking equipment and studio site changes.

Minit-Rub on 20

BRISTOL-NYERS Co., New York, is using one-minute spot announcements six times weekly for Minit-Rub on 20 stations. Young & Rubicam, New York, is agency.
FRANK H. LEINERT, engineer of WBIB-CBS, Chicago, left March 10 for Camp Forrest, Tenn., where he will be in service for one year as a lieutenant in the 122d Field Artillery, Illinois National Guard. Engineers of WBIB-CBS presented Leinert with a wrist watch calibrated for an artillery officer at a farewell party held March 8 at the Maryland Hotel, Chicago.

R. J. ROCKWELL, chief engineer of the Crosley stations in Cincinnati, on March 4 was granted Patent No. 2,293,961 by the U. S. Patent Office, covering an amplifying system and process. He has assigned his rights to the Crosley Corp.

BURTON C. BOATRIGHT, chief engineer of KAND, Conn., has been transferred to KBOI, Corpus Christi, in the same capacity.

TOM HALL has been named to the technical staff of WRRG, Seattle, Wash., succeeding Leo Moe, now with IBEW.

ED DRYACK, of Womanscuet, R. I., has replaced Jack Adams in the engineering department of WNLC New London, Conn.

CECIL HARTON, formerly of WTJS, Jackson, Tenn., has been named to the engineering staff of WDEF, Chattanooga.

LAWRENCE WALKER has been named to the engineering staff of WPTF, Raleigh, N. C., replacing Roy Bechtol, resigned.

CHARLES LEIMIACH, engineer of KYW, Philadelphia, is seriously ill at Jewish Hospital.

TOM RAZOVICH has joined the technical staff of KFRC, San Francisco.

JIM LYMAN, NBC Hollywood recording chief, is the father of a boy born recently.

WPTF Repairs Damage

 DAMAGE to building and equipment of WPTF, Raleigh, N. C., resulting from the fire which broke out March 7 while engineers were conducting equipment tests on the 50 kw. Westinghouse transmitter, [BROADCASTING, March 10], will not exceed $50,000 according to officials of the station. It is estimated eight to ten weeks will be required to return building and apparatus to its condition prior to the fire.

LOCAL telephone company in Columbia, Mo., is permitting KFRI to rubber stamp 7,000 billing envelopes to subscribers calling attention to the new frequency of the station effective March 29.

FIRST OFFICE romance at WJSV, Washington, was culminated March 17 in the marriage of Engineer Ralph Shultz and Helen Harper, secretary to General Manager A. D. Willard Jr. They planned a honeymoon trip to Fort Collins, Col., home town of the bridegroom. Miss Harper has resigned to take up housekeeping. Shultz was transferred last year from CBS Chicago to Washington.

DELWARE COURT Decides Radio Is Necessary to Modern Way of Living

JUDGE HENRY ISAACS, in Municipal Court in Wilmington, Del., on March 7 held that the dispensing of news by either a newspaper or a radio station is necessary to the modern day world and not in violation of the State's 200-year-old Sunday Blue Laws. The ruling was the result of a hearing at which violation of the Sunday blue laws was charged against J. Everett Walsh, general manager of WDEL and WILM, and Harvey Smith, announcer.

Walsh and Smith were arrested the previous Sunday for broadcasting on the Sabbath as part of a campaign of the State Attorney General to force Delaware's Legislature to repeal the antiquated Blue Laws. The same evening the Legislature passed a new act setting up new regulations for the observance of the Sabbath, providing for local option.

In handing down his ruling, Judge Isaacs pointed out that at least 75% of the residents of Wilmington have radio receiving sets, which in this day have become a vital part of their every-day lives.

Prosecutor William Poole argued that when Walsh and Smith were arrested, the stations were operating intrastate and the religious sermons being broadcast at the time were disseminated within State boundaries. However, Albert Young, counsel for the station, maintained that both WDEL and WILM operated under a Federal license and any effort to control radio broadcasting by a local statute would be construed as an interference with interstate commerce.

CROSELY Corp., which operates WNL and WSAI as well as its big radio manufacturing plant in Cincinnati, has reported a net loss of $1,589,288 on 1940 operations of the parent company and all subsidiaries, compared with a 1939 net profit of $84,949.
FCC SUPPLY BILL
PASSED BY SENATE

ACCEPTING without amendment the provision of $4,250,729 for expanded FCC operations during fiscal year 1942, the Senate March 10 passed the Independent Offices Appropriation Bill. The appropriation measure, approved by the House Jan. 31, is expected to secure final approval in a few days after Senate and House conference committees have adjusted differences.

The bill provides a record appropriation for FCC activities, stepped up substantially through national defense operations. Included in the $4,250,729 appropriation is $3,315,229 for salaries and expenses, $24,500 for printing and binding, and $1,900,000 for national defense activities. [Broadcasting, Jan. 13, Feb. 3.] Apart from a $500 decrease in the printing and binding item, all other FCC operations will get increased funds. The salaries and expenses item represents an increase of $188,885, indicating that emphasis will be on increased action during 1942.

Gammons Reelected
EARL H. GAMMONS, general manager of WCCO, Minneapolis, was unanimously reelected a director of the NAB for the 11th district, comprising Minnesota, North Dakota and South Dakota, at a meeting in Minneapolis last Friday. The meeting also unanimously resolved in favor of continuance of Broadcast Music Inc.

Proud Papa of an 8-pound girl born recently, Herb Howard, production manager of WNAX, Yankton, S. D., found these remembrances from the staff when he returned to his desk. Strung along the clothesline at right are cardboard cutouts of various infant garments bearing the opposite legend, "Welcome Back Daddy Howard!"

Wave of Crackdowns Foreseen
(Continued from page 9)

limit the FCC authority in connection with network operations, it is logically assumed that Congress would take cognizance of the Supreme Court mandate in the Sanders free-competition case, decided last year, in which it ruled that the FCC has no jurisdiction over business aspects of broadcasting. The precise language used by the court, might conceivably be included in any revision of the statute. The court, in the opinion handed down March 29, 1940, held "the commission is given no supervisory control of the programs, of business management or of policy."

Anti-Leak Crusade
The FCC began its formal consideration of the Network Monopoly Report March 10 and held another session March 13. It did not get very far, however. That a tense situation has developed, was evidenced in a new crusade against "leaks," following publication of news stories [Broadcasting, March 3, 10] speculating on the content of the ponderous document.

As now written, the report would ban exclusive network affiliation contracts, option time arrangements and restrict network operation of stations as well as impose other restraints on business aspects of the industry through individual station licensees rather than on the networks themselves. The FCC majority is taking the position that the Communications Act confers upon it this jurisdiction, in the face of contrary views of practically all industry elements except MBS.

It is quite apparent there will be a minority report, particularly if the FCC majority votes to kill exclusive contracts and option time. Commissioners Craven and Case have taken a rather positive stand against the indicated majority view supporting drastic regulation of the contractual relationships of affiliates with the networks.

The Commission is sandwiching in consideration of the monopoly report between meetings and other activities. Several weeks are expected to elapse before the final majority document is approved. Should there be sufficient concessions on the more important phases a unity report is possible, but this is deemed unlikely at this writing.

With hearings on proposed new commercial television rules scheduled for March 20 and destined to run several days, it is expected the FCC will not have an opportunity to "edit" the monopoly report for some time. It will meet on it again March 17. Regular Commission meetings will be held the following two days, blocking out that time also.

Franchise Taxes
Totally aside from the network-affiliate contractual considerations, the monopoly report draft suggests franchise taxes on broadcast stations—a perennial since the early days of radio regulation. The topic was revived during consideration of the FCC appropriation for the 1942 fiscal year before the House Appropriations Subcommittee. Studies have been made, it is understood, on possible assessment of a tax of 1% on the gross income of stations; a sliding scale of 3 to 5% on net incomes of stations, to apply to local, regional and clear-channel stations respectively, and the much-discussed wattage tax assorted need.

With the broadcasting industry averaging earnings of 10% for all classifications, and with the Government seeking means of tapping new sources of revenue to defray national defense costs, the more ardent anti-commercial broadcasting forces have been advocating such a special franchise tax. But they have never been able to answer effectively the argument against discriminatory taxation not horizontally applicable to all licensees of the Government.

The pending report is a vastly different document from that proposed by the Network Monopoly Committee and released last June 12. The law department has drafted it in conformity with an outline approved by the FCC. Among other things, it would supplant existing long-term affiliation contracts, usually running five years, with a one-year limitation, corresponding to the life of the station's license. Option time requirements, under it, would be knocked out entirely as a means of providing "free competition" among the networks.

In the two sessions thus far held on the report, only about one-fifth of the draft has been reviewed. Another installment,

Page 44 • March 17, 1941

BROADCASTING • Broadcast Advertising
however, is yet to be submitted by the Law Department, dealing with legislation. Not all of the important controversial matters has been considered, but the discussion nevertheless has been spirited.

The White House?

Though remote, there is the possibility of a restraining hand from the White House. The President is intensely interested in broadcasting. In these times, it is presumed, he would be inclined to urge caution. NBC, CBS and Independent Radio Network officials have been calling on the President. Such a long-drawn-out proceedings repeatedly contended that a report of the nature espoused by the majority would spell the doom of commercial radio as it exists today.

It is regarded as obvious that such an eventuality would not go unnoticed no matter how the White House is concerned, and that before any conclusive action is taken, the proposed article will be scrutinized in the President's behalf.

While the Department of Justice has been gathering data for its grand jury proceedings against AFM President Petrillo, no announcement has been made from Mr. Arnold's office. Victor O. Waters, who handled the ASCAP-BMI proceedings, resulting in consent decrees, has been assigned to this case, as well as a study of the network monopoly proceedings, to explore possible anti-trust violations. He is handling loose ends on the ASCAP matter and is not expected to begin formal proceedings against Petrillo until next week.

The Department of Justice in its Dec. 28 announcement mentioned the broadcasting industry along with Petrillo as under scrutiny in connection with dealings with solo artists. Thus far, it is understood, no procedure has been agreed upon but there is sufficient talk to indicate that when the direct attack will be upon Petrillo's mailed-out rule of the musicians' realm, the networks and other radio participations will not be overlooked insofar as concern artists are concerned.

No definite date has yet been set for the convening of a grand jury. The precise locale also is in doubt. Some large city, in which the major artists regularly perform, such as Philadelphia, Los Angeles, or Detroit, may be selected for the grand jury inquiry.

Clear Channels

Now that the FCC has its full membership, it may essay to act on several other "burning issues" which have long confronted it, such as redetermination of clear channels, and newspaper and multiple ownership of stations. These are not destined to come, however, until both the monopoly report and the commercial television issues have been disposed of. Several FCC members, notably Commissioners Walkerr, Thompson and Payne, are believed to be chafing to get at the clear-channel breakdown, as well as the newspaper and multiple ownership issues.

Chairman Fly has ordered what commercial radio as it exists today.

The White House?

Though remote, there is the possibility of a restraining hand from the White House. The President is intensely interested in broadcasting. In these times, it is presumed, he would be inclined to urge caution. NBC, CBS and Independent Radio Network officials have been calling on the President. Such a long-drawn-out proceedings repeatedly contended that a report of the nature espoused by the majority would spell the doom of commercial radio as it exists today.

It is regarded as obvious that such an eventuality would not go unnoticed no matter how the White House is concerned, and that before any conclusive action is taken, the proposed article will be scrutinized in the President's behalf.

While the Department of Justice has been gathering data for its grand jury proceedings against AFM President Petrillo, no announcement has been made from Mr. Arnold's office. Victor O. Waters, who handled the ASCAP-BMI proceedings, resulting in consent decrees, has been assigned to this case, as well as a study of the network monopoly proceedings, to explore possible anti-trust violations. He is handling loose ends on the ASCAP matter and is not expected to begin formal proceedings against Petrillo until next week.

The Department of Justice in its Feb. 28 announcement mentioned the broadcasting industry along with Petrillo as under scrutiny in connection with dealings with solo artists. Thus far, it is understood, no procedure has been agreed upon but there is sufficient talk to indicate that when the direct attack will be upon Petrillo's mailed-out rule of the musicians' realm, the networks and other radio participations will not be overlooked insofar as concern artists are concerned.

No definite date has yet been set for the convening of a grand jury. The precise locale also is in doubt. Some large city, in which the major artists regularly perform, such as Philadelphia, Los Angeles, or Detroit, may be selected for the grand jury inquiry.

Clear Channels

Now that the FCC has its full membership, it may essay to act on several other "burning issues" which have long confronted it, such as redetermination of clear channels, and newspaper and multiple ownership of stations. These are not destined to come, however, until both the monopoly report and the commercial television issues have been disposed of. Several FCC members, notably Commissioners Walkerr, Thompson and Payne, are believed to be chafing to get at the clear-channel breakdown, as well as the newspaper and multiple ownership issues.

Chairman Fly has ordered what

MEMORIAL TO MARCONI
Capital Shaft to Pay Respect
—to Radio Inventor

A MEMORIAL TO Guglielmo Marconi, will be built in Washington and unveiled sometime in May, according to the Office of National Capital Parks headed by Secretary Cockey.

Funds for the memorial were gathered under the auspices of the Marconi Memorial Foundation Inc., which is associated with the Veterans Wireless Operators Assn. Head of the Foundation is Generose Pope, whose paper, II Progresso, began campaigning for funds immediately after Marconi's death in 1937. About $35,000 was raised.

The memorial will consist of a granite base of two pedestals, one larger than the other. Atop the smaller, which is feet high will rest a bronze bust of the inventor 5 feet and 8 inches in height. Surrounding the larger pedestal will be the bronze figure of woman, which will be 9 feet higher than the top of the base on which it rests.

Locum of the new memorial is Attilio Picaulli.

has been described as a "cow country" survey to ascertain, without regard to economic considerations, how high-powered stations might best be located to saturate rural and remote areas. This study now is being made by the Engineering Department, it is understood.

If new legislation directed toward a reorganization of the Commission makes any headway, the FCC major might consider reinstatement of the division form of operation.

Three years ago the original division setup, under which both commercial and educational stations were designated for broadcasting, telephone and telegraph, with the chairman serving ex-officio on each division, was abolished.

Now all seven members sit on all matters, but broadcasting consumes an estimated 90% of the Commission's time. Such a development would not surprise observers.

BARRASO, Co., New York (shaving credit on April 2nd) will start Gabriel Hunter's MBS news broadcasts Sundays 8:45-9:00 p.m. on 10 stations (BROADCASTING, March 10). Agency is Erwin, Wasey & Co., New York.

Tetley Tea Series

JOSEPH TETLEY & Co., New York (Tetley's Tea) has started Mystery Cafe, a quarter-hour transcribed domestic science series on WEAF, New York; KXY, Philadelphia, and KDKA, Pittsburgh. Program will be heard three weekly on each station.

Maj. Edney Ridge, operator of WBIG, Greensboro, N. C., is to be associated as vice-president of the new Southern Publishers, which on April 4 will begin publication of The Democrat, a North Carolina weekly. With Maj. Ridge in the new enterprise is Enoch Price, well-known Carolinian newspaperman, who will be president and Harry Stanly, of Greensboro, who will serve as secretary-treasurer of the new weekly. Special attention to radio news will be given in The Democrat, an unusual policy for a North Carolina newspaper.

्ठे खेळीं के निर्देशक, जोधपुरी, <b>Journal</b>
Gordon Joins Agency

JOHN GORDON, Chicago manager of Tom Finkle Inc., national public relations firm, on March 17 joined Needham, Louis & Branscomb, Chicago, as radio director. Before joining this national advertising agency, Mr. Gordon was for eight years with Corby & Ryan, New York, in the radio department where he was a director.

ON DUTY IN ENGLAND

Canada Compiles List of

Radio Men Abroad

For a planned program to be given in Great Britain by former members of the staffs of Canadian broadcasting stations, the station relations department of the Canadian Broadcasting Corp. has been compiling a list of these men now on duty "somewhere in England." Practically all Canadian stations have replied to the questionnaire, and the following is a list of men now on active service across the Atlantic. In addition there are many more on active service or in training in Canada.

C. C. Moeller, Royal Canadian Navy, former station manager CBO, Ottawa.

C. E. Chamberlain, Royal Canadian Air Force, former station manager, CHNS, Halifax, N. S.

Lead, Aircraftsman D. M. Clark, Royal Canadian Air Force, transmitter operator, CKOC, Hamilton, Ont.

Lieut. Ted Briggs, Royal Canadian Navy, former station manager CBO, Ottawa.

Lieut. R. A. Cook, former station manager CBO, CKDK, Sudbury, Ont.

J. W. Berg, Royal Canadian Air Force, former on duty "somewhere in England." Practically all Canadian stations have replied to the questionnaire, and the following is a list of men now on active service across the Atlantic. In addition there are many more on active service or in training in Canada.

Levy Joins U dall

W. VINCENT LEAHY, formerly advertising manager of Susman, Wormer & Co., extensive user of radio time, has joined Fletcher Udall & Associates, San Francisco. Edward E. Uhrich has been appointed radio director of the agency and Willard Anderson advanced to the post of art director and production manager. Grace Enoch was appointed head of the research department. The Udall agency recently moved into new quarters at 111 Sutter St., San Francisco.

J-WT Merger

CORPORATE existence of the J. Walter Thompson Adv. Corp., New York, which handles financial accounts exclusively, has been dissolved by a merger with the parent company, the J. Walter Thompson Co., New York. The legal dissolution was a mere formality, it was explained, since both agencies had been operating as one organization for quite some time. No change in personnel is anticipated, according to agency officials.

WILBUR B. RUTHRAUFF, vice-president of Ruthrauff & Ryan, died March 17 at his home in Camden, S. C., following a brief illness. He was 64. A native of Toledo, Mr. Ruthrauff earned a degree for college in New York and attended the Sheffield Scientific School of Yale. In 1912, with Frederick Ryan, he founded the Ruthrauff & Ryan agency. He leaves a widow, son and daughter.

BOOK titled Radio Directing, published recently by Earle McGill, CBS producer, has been adopted as the official textbook for courses in radio directing and producing by 25 colleges and universities. Mr. McGill, who directs the CBS programs American School of the Air, Columbia Workshop, and Richard Maxwell's Friend in Deed broadcasts.

MITCHELL Brothers, New York, to Lester Harrison Associates, New York, for Nymphon Line Gloves and Flannels. One or two-minute transcribed programs will be placed on department store programs. Number of markets has not been decided.

ROTHSCHILD BROTHERS HAT Co., St. Louis, to Westheimer and Co., St. Louis. No radio plans at present.

CHICAGO SANITARY PRODUCTS Co., Chicago (Clewsen Soap Flakes), to Albert Ritchie Co., Chicago. Plans to use radio for first time.


MYSTIC LABS, Jersey City, to Lawrence C. Gunther Adv. Agency, N. Y.


BUCKINGHAM WAX Corp., Long Island City (floor wax), to J. R. Kupiec, New York. No radio plans have been announced.

ALLIED GOLF Corp., Chicago (golf supplies), to Gruettenden & Eger, Chicago.

PARTOLA PRODUCTS Co., Chicago (proprietary), to W. W. Garrison & Co., Chicago.

GILMORE OIL Co., Los Angeles (Red Lion Gas), to H. W. Kastor & Sons, Chicago. Radio is being used.

ARCADE FARMS MILLING Co., Chicago, to Presser, Feilders & Pressa, Chicago.

Page 46 • March 17, 1941

BROADCASTING • Broadcast Advertising
Canadian Press Decides To Permit Commercial Sponsorship of Its News

Canadian Press at its annual meeting at Ottawa March 5 decided to allow its news to be sold for broadcasting under commercial sponsorship. Details await a meeting of the board of directors to be held in late March, according to J. A. McNeill, general manager.

Canadian Press, similar to Associated Press, has long held out against the sales of its news. Only last autumn it signed a contract with the Canadian Broadcasting Corp. to supply the CBC with its full news service without charge, after charging $20,000 annually for editing its news for the CBC. On Jan. 1, 1941, CBC set up its own news bureau, to which CP and British United Press supply full news service without charge.

The decision to sell news is not expected to change the CBC-CP contract immediately, Mr. McNeill told Broadcasting. The contract is valid until 1945 and notice of termination cannot be given until June, 1942.

Newspaper publishers with radio station affiliates elected to the Canadian Press were: W. Rupert Davies, CFRC and the Whip-Standard, Kingston, Ont., re-elected president; A. R. Ford, CFPL and London Free Press, London, Ont., elected first vice-president; H. F. Robinson, CHSJ and Times-Globe, St. John, N. B., elected second vice-president; D. B. Rogers, CKCK and Leader-Post, Regina, Sask., elected director; G. V. Ferguson, CJRC and Free Press, Winnipeg, elected director; Senator W. H. Dennis, CHNS and Herald, Halifax, elected director.

Hooper Survey Reveals Fibber in Second Place

A 4-POINT rise in program rating during the past month put Fibber McGee & Molly in second place among all programs, according to the Hooper Radio Report for March. Program was in fourth place in February, when Hooper dropped it at 28.5 and it passed Hope and Charley McCarthy when it achieved a March rating of 33.3.

Top program in both months was Jack Benny, with a consistent rating of 37.2. The Bergen-McCarthy show dropped from second to fourth place and from a rating of 38.8 in February to one of 28.5 in March, while Bob Hope held third place each month with ratings of 29.8 in February and 29.4 in March.

Wilbur's Test

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa., has returned to radio after an absence of many years. A special seven-week campaign was started March 10 in Philadelphia, using 25 participations in Anice Ives' women's program on WPIL and 19 participations in Ruth Welles' program on KYW. The campaign is a test, with possibility that the station list and territory will be expanded. Gray & Rogers A d v., Philadelphia, is agency, with W. B. Edwards in charge of the account.

The Other Fellow's VIEWPOINT

Another Slant

EDITOR, BROADCASTING: I believe your editorial in Feb. 3 issue of Broadcasting, under the heading "The Wrong Slant," took the wrong slant entirely on the entrance of Associated Press into the radio news field.

First, the writer jumped on the term "salvage operations" as an insult to radio when the term was used merely to define an operation within an association which is primarily a news-gathering and disseminating organization. The word "salvage" in this instance merely meant the turning into cash of services which if not utilized would mean a loss.

Secondly, the innuendo that the decision to enter radio was forced by the threat of "extra assessments" is 100 percent wrong. The Associated Press has carried its members through the past 30 years, admittedly the most tumultuous in recent history, with no increase in assessments. I challenge you to name one other member organization in this country which can show a similar record.

Third, AP's by-product operations have already given the newspapers wirephoto. The PA operations might result in FM transmission of news at 700 words a minute and at lower costs than the present services.

As to the "crack" it took at its competitors back in 1938 for selling to radio, remember that that fight was in the news gathering organizations' own back yard. In the recent fight between ASCAP and BMI, I believe that AP covered the fracas with the usual complete unbias. I believe it set a good example for us in radio to follow instead of shouting "glory be" when 39 newspapers sold out. Somehow in the not distant future, with the advent of FM, we're going to see a few of our independents fall by the wayside. When that day comes, I know that AP will report it as news and not as an editorial.

I've been handling radio news for the past 12 years and I'm hanging out the "welcome" sign to PA, with no reservations.

Mac Mc Mahan, Alameda, Cal.
Feb. 21

LISTENING = DELIVERY X PROGRAM

To the Editor of Broadcasting:

The printer got things slightly mixed in the advertisement headed "An Open Letter to Network Executives," appearing on page 47 of your March 3rd, 1941 issue. By lifting the first line of the succeeding paragraph, the following statement appeared in the second column:

"Lister studies also enhance physical delivery and program acceptability."

Nothing could be further from the truth. Listeners are becoming increasingly annoyed by telephone questionnaires and such studies certainly do not improve physical delivery.

The following is the text which was submitted for publication:

"Listening is the product of physical delivery and program acceptability. No amount of listening statistics, the product of coverage and program value, establishes the magnitude of either quantity alone where both are variables. If the program warrants it, the listener will tolerate severe physical inferiority and coverage insufficiency but he may not regularly use that service for more than one program."

I will appreciate your publication of this statement in order to correct any misimpressions which may have been created.

Very truly yours,

(signed) EDGAR FELIX,
Director, Radio Coverage Reports

March 17, 1941 • Page 47
SONGWRITERS SEEK COLOSSAL DAMAGES

ACTION has been started in New York Supreme Court in the damage suit for $1,217,500 brought by 14 songwriters against NBC, CBS, BMI, the NAB and a number of directors of each company. Summons have been served on the defendants, according to Robert Daru of Daru & Winter, the plaintiffs' attorney, but the complaint has not yet been filed.

Suit arises from the petition filed with the FCC Feb. 10 [Broadcasting, Feb. 17], in which 13 composers of popular music, all ASCAP members but one, charged the three networks and their affiliate stations with "using intimidation, coercion and boycott tactics and abusing the rights given in their licenses to force ASCAP music from the air."
The $1,217,500 sued for represents the aggregate amount of the damages sought individually by the 14 songwriters. No further details on the suit will be available until the complaint is filed, Mr. Daru said.

Songwriter bringing suit who was not included in the list of those signing the FCC petition is George Whiting.

BMI Buys Harvard Tunes

BROADCAST MUSIC Inc. has signed a publication contract with the Hearty Pudding Co., a division of BMI, and has purchased all BMI songs in the club's 55th annual musical production titled "One on the House" which opens in Cambridge, Mass. Feb. 24 and then goes on its annual Easter vacation tour. Songs from the "Dreaming," "I'm Not in the Mood" and the title "One on the House," as written by Robert H. Coleman, Phil Kadison and Sherwood Rollins.

NAB Board Plans ASCAP Session

(Continued from page 13)

The Mutual letter, written by Alfred J. McCosker, chairman of the board, said in part: "The NAB board does not intend to negotiate, speak for or negotiate in behalf of MBS in negotiating an agreement with your organization. Any such negotiations will be conducted by the officers or employers of MBS or its stockholders individually."

The letter also explained the unique make-up of the Mutual organization as a non-profit network which is owned and operated by a group of stations which control its policies, instead of it controlling the policies of its stations. Copies of the letter were sent to MBS stockholders and to NAB as a matter of course, it was stated.

Mutual Meeting

Fred Weber, general manager of MBS, said he was planning to call a board meeting for March 21 to determine the wishes of the network's stockholders (who are also its board members) in dealing with ASCAP. The board must decide whether the matter should be one of group action handled through ASCAP for all MBS stations, or whether each station should conduct its own negotiations as an individual broadcaster. Mr. Weber denied reports that he had met with ASCAP executives and said he had no plans for any such meeting until the Mutual board has met and expressed its decision.

Before the ASCAP board members and executives left New York for Milwaukee, it was disclosed the officers of the Society had voluntarily accepted a 14% reduction in Mr. Buck's income as president from $50,000 to $35,000 annually and that of E. C. Mills, chairman of the administrative committee, in identical fashion. John G. Payne, general manager, likewise reduced his salary from $27,500 to $24,700.

Distribution of ASCAP revenue in April will not be affected by the absence of ASCAP music from the networks and most stations since Jan. 1, it was said, since this payment to members covers the last quarter of 1940. The July payment, covering the first quarter of 1941, will, however, reflect the loss of the radio revenue in the incomes of the ASCAP members.

JACK BENNY HOLDS NET TIME CONTROL

Comedian Signs Renewal but Sponsor Makes Concessions

AFTER considering several agency offers, Jack Benny will continue under General Foods Corp. (Jell-O) sponsorship, having renewed his contract for 36 weeks without usual option provisions. [Broadcasting, March 10].

Renewal is effective Oct. 5 with a substantial salary increase for the weekly package show. Transaction is believed without precedent in radio history as Benny will take over control of the Sunday night half-hour spot on the NBC Red network at expiration of his new contract signed with General Foods.

The firm at that time will relinquish all control of the basic 7-7:30 p.m. (EST) network time in favor of Benny whether or not he continues his sponsorship.

Furthermore, under the new arrangement with his own discretion, can discontinue the West Coast repeat broadcast. For some time he has wanted to eliminate the program both on General Foods and NBC opposed his wishes. Benny's current series ends June 1. When he resumes on the network following a 17-week summer vacation, the repeat broadcast will be transcribed.

Another clause in the contract provides that the comedian may be absent from the program four times during the series. The layoffs will be spaced throughout the season, it is understood, and will not be taken consecutively.

Tom Harrington, New York vice-president and radio director of Young & Rubicam, who conducted the General Foods negotiations, has returned to his Florida vacation after being interrupted by the spirited agency bidding for Benny's services.

MacDonald Asst. NBC Treasurer

JOHN MACDONALD, business manager of NBC Radio-Recording Division, has been elected assistant treasurer of NBC by the network's board of directors, following a meeting held March 7. Mr. MacDonald will assist Mark Woods, NBC vice-president and treasurer, in labor matters and will be responsible for the supervision and control of expenses in the departmental operations of the company in cooperation with the various department heads. Replacing Mr. MacDonald in the Radio-Recording Division is Robert M. Morris, NBC development engineer.

PENDING outcome of negotiations with Networks, the Jell-O plans to extend its "good will" activities on the West Coast, and has lined up a series of speaking engagements for members. Included are the Rotary and Kiwanis clubs, chambers of commerce, etc.

WBAL means business in Baltimore
MOSS AND BROGAN
APPOINTED BY INS

WALTER E. MOSS, for the past seven years sales manager of International News Service, has been appointed general business manager effective March 17, to Joseph V. Connolly, INS president.

Mr. Moss
Mr. Brogan

dent. Sales activities will be taken over on that date by John A. Brogan Jr., formerly director of foreign sales for King Features Syndicate.

Mr. Moss broke into the press association business as secretary to Roy Howard, head of United Press, joining INS as a member of the sales department in 1917. He was assistant sales manager of King Features before becoming sales manager of INS May 1, 1934. In the latter capacity Mr. Moss has directed the sale of news to radio stations for his organization.

Mr. Brogan joined INS and KFS as a salesman in 1920 and served as assistant sales manager of KFS before taking charge of its foreign sales activities.

Nine Added to INS Staff,
According to Connolly

NINE REPORTERS and feature writers have recently been added to the staff of International News Service, according to Joseph V. Connolly, INS president.

They include Earl Reeves, editor, correspondent, formerly with Hearst Newspapers, who has been made chief of the INS London staff; Rear Admiral Clark Lowell Woodward, who will contribute a regular feature on naval strategy in the war; James Czemsol, writer and baseball coach; Lee Carson, feature writer of the Chicago Times, assigned to the INS Washington staff; Anthony Billingham, former New York Times correspondent in China, assigned to the INS London staff; Capt. John H. Craig, military analyst, who will do a daily review of the war's military developments; Margaret Lane, novelist and reporter, now with the INS Ireland staff; Hugo Speck, assigned to the Sofia, Bulgaria, staff of the news service, and Calvin Crichton, Far Eastern reporter, now working out of Saigon for INS.

Fleer Gum Spots

FRANK H. FLEER Corp., Philadelphia, has started one-minute spot announcements for Dubble Bubble gum 6 to 12 times weekly on KIEM KDS KPEL, 10, WBBR, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR. In addition, company is sponsoring Dow Wilsow of the Navy, a quarter-hour transmitted children's serial, five times weekly on WBBR, WBBM, WBBN, WBBM, WEBR, KVOO, WFBR, WYAL, KFIR.
KLO, Ogden, Utah, with only three preannouncements of a surprise birthday party for Hal Parkes, conductor of the Utah State Band, received requests to program, arranged to attract a studio audience of 72. Five Rod and Radio citations were presented to Parkes for being "screwer than any one else in town." Surprise was arranged by Mel Wright, production manager of KLO.

KSD, St. Louis, on March 15 presented the fifth Annual Mothers' Day, a radio program with Mrs. Roy Gees, the Kansas City, Mo., former, as host of the program. The program is featured by Mrs. Gees, the Missouri Mothers' Day Association.

WLW, New Orleans, cooperated with Loyola U. of the South in serving as host to the Louisiana College Conference in New Orleans March 7-9. During the three days of the convention, WLW carried portions of the meeting and as a special feature dedicated a half-hour musical program to the educators.

WTMV, East St. Louis, Ill., is presenting under the sponsorship of the Downtown Business Men's Assn., a weekly 45-minute show, "Scott Field College Band Broadcast," from Scott Field, near Belleville, Ill., the show is entirely army-produced and combines news, variety and dramatic presentations.

KOY, Phoenix, in conjunction with the "Farmers March on the Land," has inaugurated a program showing the place of electricity to the farm as well as the story of farms and farm people, their interests and culture.

CBO, Ottawa, has opened new studios on the two top floors of the Ottawa Chamber of Commerce building. There are now three complete and separate broadcasting units, each consisting of studio and control room.

KWK, St. Louis, in preparation for its play-by-play accounts of the Cardinals' and Browns' baseball games to be broadcast, has sent Johnnie O'Hara, the station's broadcast editor, to St. Petersburg, Fla., for the season. O'Hara prepares transcriptions for rebroadcast by KWK, Johnnie O'Hara, the station's news editor, was to leave March 26 for the Browns' camp at St. Petersburg. In addition, O'Hara has been stationed in a similar manner, Neblett and O'Hara have staggered their trips so as to be able to pitch for another on Neblett's "Today in Sports" daily at 6:30 p.m. and O'Hara's "One Man's Opinion" at 30 p.m.

WDBC, Indianapolis, has sent Bert Wilson to Barlow, Fla., to be baseball training station manager, entry in the American Assn. Wilson is summing transcriptions for rebroadcast on his daily "Developing Stories in the American Assn." This series will be conducted in a similar manner, Neblett and O'Hara have staggered their trips so as to be able to pitch for another on Neblett's "Today in Sports" daily at 6:30 p.m. and O'Hara's "One Man's Opinion" at 30 p.m.

TAKING THE AIR by plane rather than minic, Hugh Ivory (right), announcer of WSB, Atlanta, is pictured receiving the congratulations of Bob Pollock, a fellow announcer, for successfully completing his CAA pilot's training course. On hand when Ivory stumbled in his final examinations was Pollock with WSB mobile equipment to broadcast details of the flight.

WCKY, Cincinnati, has been directing special attention to farmers during March. Don Dean, WCKY farm field reporter, and the studio plane went to Blenheim, O., March 7, to interview soybean specialists touring the state. The program, transmitted, was broad cast on WCKY's farm show. On March 16, the safari moved to Harrison, O., to transmit an interview with a poultry farmer. The program, transmitted, was broadcast on WCKY's farm show. On March 15, the safari moved to Harrison, O., to transmit an interview with a poultry farmer.

WOL, Washington, broke its half-hour schedule March 1-13 while engineers tested from 12 midnight to 6 a.m. in a test of the station's new high frequency equipment. The station, the highest in the area, is expected to be an added attraction to the city.

EMPLOYEES of KYO, Tulsa, have taken out group hospitalization policies for themselves and their wives. Substantial part of the premiums is to be paid by Southwestern Sales Corp., owners of KYO.

WOR, New York, since March 1 has been receiving the regular news service of Associated Press as supplement to its news bureau. The news service is supplied by United Press and Transradio Press. The station reports it also plans to use the AP special service newswires on a sustaining basis as well as available for commercial sponsorship.

KMA, Shenandoah, Ia., presents a half-hour program each weekly under the auspices of the Junior Chamber of Commerce, styled in the Town Hall pattern. Same topic as that of the Town Meeting of the Air is used on the KMA program, which is heard preceding the national broadcast.

Against $319 per capita for the AVERAGE AMERICAN

Official government statistics just released show that during 1940 the average Shreveport spent $478 against the expenditure of only $319 by the average American. Thus proving further that Shreveport and its surrounding trade area, with its tremendous buying power, is one of the most important and vital markets in America today.
NOT TO BE OUTDONE by his illustrious chief, Burridge D. Butler, who was presented with a "desert canary" on his birthday last month [Broadcasting, March 3], Glenn D. Snyder, WLS manager, submitted this photographic gem, even though it wasn't his birthday, and the burros were rented by the hour. "Knowing your editorial insistence that such pictures always be identified by left to rights, and that they be well-known figures in the industry," advised the burro fancier, "I pen the following: Reading (1 to r) the individuals mounted, to the right of my ability, are the well-known personalities of D. E. Kendrick, Philip G. Loucks, Martin B. Campbell; further to the right but in the same order are, so I am told, Reggie Schulebel, Beth Black and E. Margaret (Peggy) Stone." The burros, quoit Mr. Snyder, were named for the publisher and the editor of a trade magazine with penchant for nullishness.

WDRC, Hartford, has appointed a special board of studio executives comprising Program Manager Walter Haase, Commercial Manager William F. Mate and Educational Director Sterling V. Couch, to supervise a promotional plan in which all outstanding programs on the station are given a week of energetic plugging. Special spot announcements will be made in available time. In addition, radio in general will be promoted to offset whatever unfavorable publicity the industry may have received in the recent attack by the printers union.

WCBS, Springfield, Ill., recently inaugurated a weekly five-minute Food of the Week feature. Program consists of discussions on current surplus foods of the week and various ways to prepare them.

A NEW TALENT looking service has been started in Toronto by Radio Centre Ltd., transcription producers and station representatives.

A YOUNG LADY was perched atop a float to represent WJR, Tuscaloosa, Ala., in an "Americanism" parade. She was Miss A. V. Morris. Civic and school groups also were represented in the parade.

WHBC, Indianapolis, on April 15, became the only full-time outlet for MBS in Indiana. On March 15, the station broadcast its first MBS commercial program, Sales Meeting of the Air, sponsored by Patst Inc.

Clearing House

MAIL CLEARING HOUSE to facilitate delivery of letters from listeners was proposed by Murray Arnold, program director of WIP, Philadelphia. All stations in the city have been asked to cooperate in the proposal. In stead of returning letters addressed to artists and programs with incorrect station call letters, or depending upon guesswork or memory in forwarding the letters to other stations, Arnold proposed that the mail clerk at each station be provided with a program and artist listing each week from every other station in town. In that manner, the letters could be forwarded immediately.

REVENUE for the two NBC-Chicago stations, WMAQ and WENR, continued upward during February, according to M. M. Boyd, Central Division spot sales manager. WMAQ showed an increase of 25% over the same month a year ago and WENR was up 16.5%.

WHIP, New York, will sign off at 10 p.m. and the return to the air on schedule next morning at 6 the entire station was transmitted.

WHJR, Woonsocket, R.I., is releasing a series of daily programs Feat of Strength which under the direction of Ray J. Dunn, director of radio activities for the newly-erected Queens County Borough Hall.

KWK, St. Louis, is presenting each weekday at 8 a.m. The Radio Almanac, conducted by Myron J. Bennett. Fashioned along musical clock lines, current news items, in set throughout the program in an informal way along with road condition reports for motorists.

WHEN Joseph Stigliani, noted violinist, discontinues his current series of concerts, he will performed with the Symphony Orchestra under Alfred Wallenstein, Russell Bennett, American composer and arranger, will rerelease his Notebook program in the Sunday, 7-10 p.m. period. Starting March 23, Mr. Bennett will conduct the orchestra, featuring his own concertos, and will act as commentator.

AS PART of its Americanization procedure, WHNY, New York, signs off the air each day with a rendition of "America the Beautiful" by a transcribed vocal group preceding an announcement. "Before saying goodnight, we would like to leave you with this thought—"
Constance Bennett
Bob Hope Star in
'The Awful Truth'

T HAT comedy hit of the
screen, "The Awful Truth," has been adapted for radio pre- sentation on the
"Radio Theater program
from

Carlton Morse's
Latest Mystery
Starts Tonight

Applications: MARCH 10

KWST, New Castle, Pa.—Modification CP directional N 1 kw unk, asking change to 1380 kc.

WAKR, Akron—CP increase to 5 kw di- rectional, new transmitter, increased to 1460 under treaty, directional N only.

WWA, Wheeling—CP increase to 60 kw, change antenna, 1100 to 1160, increased to 1700 under treaty, directional.

WGAR, Cleveland—CP change equip- ment, antenna, change 1450 kc to 1350 kc under treaty 50 kw, change equipment, antenna.

WPTL, Fort Lauderdale, Fla.—Voluntary assign license from Tom M. Byran to Ralph A. Horton.

WOKL, Oklahoma City—CP directional N 930 kc under treaty.

KVOO, Tulsa—CP increase 25 to 50 kw unk, increased to 1170 kc under treaty, change antenna.

NEW, Fort Smith Newspaper Publish- ing Co. —Fort Smith, Ark.—Modification CP increase 1340 kc directional.

NEW, United Broadcasting Co., Cleve- land—CP 46.5 sq. mi. 3,141,061 square miles.

KPMC, Bakersfield, Cal.—CP increase to 1460 kc 10 kw, new transmitter, antenna.

KAWM, Galibb., N. M.—CP new transmit- ter, antenna.

KRFJ, Miles City, Mont.—Transfer of control from Sarah M. Scanlan, executor of estate of Joseph D. Scanlan, to Sarah M. Scanlan.

KEV, Seattle—CP change to 1425 kc 100 w 250 w D, new antenna, name change to Evergreen Broadcasting Corp.

KKEO, Everett, Wash.—Modification CP increase power etc., amended to 1460 kc under treaty.

KELA, Los Angeles—Modification CP increase power etc., change coverage to 7,005 etc. miles 2,915,000.

WCAO, Baltimore—Transfer control from Lewis W. Milbourne and Clarence W. Morse (voting trustees) to Lewis W. Milbourne, L. Waters Milbourne and Clarence W. Morse (voting trustees).

NEW, Butler Broadcasting Corp., Hamil- ton, Ohio—Granted continuance hearing with 1350 kc under treaty.

NEW, Butler Broadcasting Corp., Hamil- ton, Ohio—Dismissed temporary authority to operate 1350 kc under treaty.

KGNC, Erie, Pa.—Granted licenses for change to 1400 w 100 w D.

WBNX, New York—Modification CP new station to 1400 w.

WTAW, Waco—Granted license for change 1270 kc under treaty.

WHEC, Rochester—CP FM 44.7 mc 3,818 sq. miles 551,374 population.

More FM Applications

Applications for commercial FM facilities were received by the FCC March 14 from WHEC Inc., Rochester, and King-Trendle Broad- casting Corp., Detroit, licensee of WXYZ. The Rochester application was for 1270 kc to cover 2,315 square miles embracing a 551,374 population. The Detroit request was for 930 kc to cover 6,900 square miles and a population of 2,654,008. [See page 42 for FCC actions on FM during the last week.]

Bosco Adds

BOSCO Co., New York (milk ampli- fier), as part of an extensive spring drive to help grocers and dairies sell more milk, has added the follow- ing stations each with a 15-minute six-day-a-week musical program: W C A U, Philadelphia; WERZ, Detroit; WBBM, Chicago; WFLB, Syracuse; WCAE, Pittsburgh. These contracts are in addition to Mark Hawley’s noon-hour hour broadcast three times weekly on WOR, New York, which has been under Bosco's sponsorship for 2 years. Money agency is Kenyon & Eckhardt, N. Y.

WBLJ Stock Sale

FCC APPROVAL is sought in an applica- tion by WBLJ Broadcasting Corp., licensee of WBLJ, local in Dalton, Ga., whereby J. B. Roach, the principal stockholder with 50 of the corporation's 100 shares, would sell his entire interest to H. C. Kenemer and T. W. Kenemer doing business as Kenemer Bros., locat- ed at 900 University Ave., Atlanta, for $10,000. WBLJ, authorized by the FCC less than six months ago, has been on the air since last Dec. 6.
Leslie Smith is Named To Manage New WMUR

With the new WMUR, Manchester, N. H., scheduled to go into operation early in April, it was announced that its manager will be Leslie F. Smith, formerly of WFEA, Manchester, and Charles W. Burton, onetime manager of WEEI, Boston, will be program director. Mr. Burton recently has been writing script for the Doublemint Gum programs on the Yankee Network.

Other staffmen thus far chosen from WFEA, include only engineers, with Vincent Chandler, from WFEA, as chief engineer, and the others as follows: Ernest Bingley, from WFEA; Phillip Towne, from WCOI, and WGAN, Portland; Dexter Free, from WGAN and WRDO, Augusta.

WMUR was authorized last September as a news regional outlet, with 1,000 watts night and 5,000 day on 610 kc. It is 90% owned by Frances P. Murphy, former governor of the State, with 5% interest held each by Edward J. Gallagher, publisher of the Laconia (N.H.) Citizen, and Dr. James J. Powers, physician. An RCA transmitter, WE control and studio equipment are being installed. International Radio Sales has been appointed national representative.

Pollard's Prizes

When Max Pollard, KNX, Hollywood, newswriter signs a contest coupon, he means business. Two years ago, after chasing several contest offers without much luck, Pollard decided to reduce the business to a science. Here are his winnings in two years of battling with contest offers: Two Chevrolet automatics; $1,000 cash prize; $500 cash prize, 20 $50 prizes, two pairs of shoes, six-month supply of groceries, two radio sets, several gold watches, three lamps, vacuum sweeper, books, rugs, suitcases, and other minor household articles too numerous to mention.

New Bread Promoted

Ward Baking Co., New York, is introducing a new product, Home-like Style Bread, in the New York and Boston markets. Company will use one-minute spot announcements from 8 to 12 times weekly in New York on WNEW, WHN, WMCA, WNYS; in Jersey City on WAAHT, and on two Boston stations as yet unselected. For its Devil's Food sandwich, Ward plans to place one-minute live announcements on stations in Boston, Providence, Pittsburgh, Cleveland, Youngstown, St. Louis, Baltimore, Birmingham and Jacksonville. Agency is Sherman K. Ellis & Co., New York.

Cosmetics Plans

IRRESISTIBLE Inc., Jersey City (cosmetics), is considering spot chain break announcements in about 15 markets. Redfield-Johnstone, New York, is agency.

PROFESSIONAL DIRECTORY

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

McNARY & CHAMBERS
Radio Engineers
National Press Bldg., D. C. 1205
Washington, D. C.

GLEN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
SPECIALIZING IN BROADCASTING
And Consulting Radio Engineer
Erie Building, Washington, D. C. Telephone National 7757

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

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

Frederick Engineering Consultants
Frequency Monitoring
Commecial Radio Equip. Co.

RADIO BROADCASTING
Raymond M. Wilmotte
Consulting Radio Engineer
Hull, Des Moines, 112

Scientific Radio Service

124 Jackson Ave.
University Park, Md.

CLASSIFIED

Advertisements

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

Help Wanted

Salesman — Immediate opening aggressive, clean cut young man to take over important list accounts, now producing good income. Prefer college man thoroughly familiar with advertising sales in Southern markets. Write full details immediately. WSAV, Savannah, Georgia.

Announcer-Engineer-Midwest $152 — Send transcription, experience, salary, short shift. Box 283, BROADCASTING.

Openings on Hand! — For qualified employees—every department—announcers, operators, combination, transradio, salesmen, etc., except talent. National Radio Employment Bureau, Box 884, Denver, Col.

Engineer—Transmitter and studio control. Must have first-class telephone license. Preferably one familiar with large model RCA equipment. Give full particulars including salary expected—WAKR, Akron, O.

Situations Wanted

Manager-Commercial Manager — Fifteen years’ experience in national advertising; ten years in radio. Now with a thriving, independently-owned network outlet in important markets, man character for selling; agency and network reference. Entirely familiar with all phases of station operation, with emphasis on national and local sales. Box 283, BROADCASTING.

News Editor—Well known mid-western newspaper man, metropolitan paper, plus major press association background, seeks position as news editor with major station—excellent references. Box 284, BROADCASTING.

First Class Operators Available—Graduates for broadcasting, television, frequency modulation and commercial stations, able to work anywhere. Some with announcing experience. Have succeeded in making successful men in stations in all sections of country; list furnished on request. Contact Graduate Relations Department, National School, 4000 So. Figueroa, Los Angeles, Calif.

Production-Programming-Continuity — Decade of experience (NBC, CBS, local). New York. Box 279, BROADCASTING.

Engineer—Desired Midwest or Western station, five years’ experience. Now employed Box 278, BROADCASTING.


Why Lose Money—Will manage southern station profit sharing basis—you can’t lose. Box 274, BROADCASTING.

Successful, Experienced, Employed Salesman—Wants connection with progressive station. A lot of experience, references and detailed information upon request. Box 275, BROADCASTING.

Program Director—Five years’ experience. Now employed Program Director, Chief Announcer, Copywriter. Network regional. Sports and News Transcriptions available. Box 276, BROADCASTING.

Young Woman—Expert at planning as well as writing, will do commercials and publicity. Sound, varied background of merchandising and advertising. Box 281, BROADCASTING.

Program Director—Seven years in radio, College graduate. Experience: college teacher, studio manager, producer, program director. Married. Now employed. Anxious to locate with Eastern or Mid-western station in city. Box 278, BROADCASTING.

Engineer—Age 27, university graduate, radiophobe that first class five years experience as combination operator, announcer, and chief engineer. Can supply references and audition record. Anywhere, any ten minutes. Box 279, BROADCASTING.

North! East! West! South!—Qualified control-room, transmitter, operator desires change. Rife with station opportunity. Two years experience broadcast- ing on national and other radio stations. Familiar WE, RCA, Collins, Network, Transcriptions. Minimum salary thirty, Box 280, BROADCASTING.
Radio to Promote Unemployed Drive

Nationwide Registration for Available Help Arranged

WITH broadcasting scheduled to play an important promotional role, Federal Security Administrator Paul McNutt last week announced the March 15 opening of a nationwide registration of unemployed workers as part of the national defense effort.

Registrants, who register with his local branch of the U.S. Employment Service, are being made to every unemployed worker in the country who may be available for work or training in defense jobs, as well as to every person with an urgently needed skill which is not being used to best advantage in his present job.

According to early announcements concerning the drive, which is hoped to bring 1,500,000 new registrations between March 15 and April 15, both local and national networks will cooperate in urging unemployed workers to make known their availability for defense jobs through the U.S. Employment Service.

Shortage of Labor

Mr. McNutt stated that the campaign is being undertaken to prepare for the greatly increased demand for defense workers expected in coming months, as well as to meet growing shortages of skilled labor in certain occupations in the aircraft, shipbuilding and machine shops and machine tool industries.

Although the registration campaign will be national in scope, coordinated through the Social Security Board, which supervises the U.S. Employment Service, Chairman Arthur J. Almyter, of the Social Security Board, emphasized that local areas and states would function at the heart of the plan. It is true that all announcements in the form of brief speeches by defense officials had been sent to 700 stations all over the country. It was stated that these be used in conjunction with locally produced quarter-hour programs playing up the local angle of the defense employment situation. In addition, specially written scripts are available upon request.

Tying in directly with the registration drive, CBS last Saturday started a new series, the "Defense Report," with Eric Severeid, CBS Washington correspondent, interviewing Federal defense officials. The series, heard every Saturday, 12:45-1:15 p.m. Other programs, both dramatic and interview, are being arranged with MBS and NBC, it was understood.

Demurrer Sustained

LOS ANGELES Superior Court has sustained a demurrer to the action of KFJZ, that city, which sought a restraining order against ABC, KFI, KCOH and Central Labor Council.

KFI, alleging breach of implied contract, claimed its advertisers were threatened with secondary picketing.

CANADA STATIONS HELP FUND DRIVE

AS THEIR contribution to the United War Service’s $56,000,000 campaign starting March 24, Canadian broadcasters have arranged many programs, numerous pre-campaign flashes and announce-ments recorded talks. While it is understood other media are being paid for most of the campaign advertising, broadcasting stations are donating their time. The campaign broadcasts are expected to start March 23 with a broadcast by Orson Welles from London to be followed by other speakers from England including Anthony Eden; Lieut. Gen. A. G. MacNaughton, Canadian commander in Great Britain, and J. B. Priestley. The best Canadian sustaining programs will be used for the campaign and special talks will be recorded and distributed to all stations.

The drive has not been arranged by the Canadian Broadcasting Corp. and the private stations through the Canadian Association of Broadcasters. All programs will be fed to all Canadian stations, irrespective of whether or not they are customarily on the CBC networks. The campaign is to raise money for all war organizations except the Red Cross, including the United Canadian Legion, YMCA, YYWC, Salvation Army, Knights of Columbus, Imperial Order Daughters of the Empire.

Other wartime campaigns scheduled for participation this spring and summer will be that of the Canadian Red Cross and the Canadian government’s third war loan.

Spots for Packer

FLANKINTON PACKING Co., Milwaukee, has extended its pre-weekend campaign to 14 stations in Wisconsin and Michigan. After Easter the firm will continue indefinitely on WTMJ and WISN, Milwaukee. The Daily announcement on WTMJ as in the last three years and a sliding 8-week contract schedule on WISN. Agency is Cramer-Krassell Co., Milwaukee. Holland Engle is radio director of the agency.

to the national feelings of the audience, this obviously being their main selling point. On the average, about half the announcements have some kind of national appeal with the Lithuanian and German programs of the Polish and the Lithuanian and Jewish and Italian programs having least.

After this foreign language material, the John Disney. Radio Research will turn to further comparisons. The question of difference in musical programs between small and affiliated stations is of timely interest. The educational possibilities on these small stations, they are studied because they appeal to a group of the population which could benefit from education on radio.

Also the general sales effect of advertising on small stations, in proportion to the cost of time on them. These studies are intended to make the best of the new sampling procedure which permits a better way of cross-tabulating sections through the whole station system of this country.
FAST SELLERS . . . when advertised over WLW

We find that products advertised over WLW are steady sellers and all of our customers carry good stocks by reason of the assured movement of them. Our salesmen are anxious for this desirable business when calling upon drug stores, and certainly it is to our interest as wholesalers to make sure that we have adequate supplies of all of these fast sellers to fill this definite demand.

J. K. MORFORD
Sales Manager
McAdams & Morford, Inc.
Lexington, Kentucky

McAdams & Morford cover practically all of eastern, south-eastern and central Kentucky.
The day when your station goes to 50,000 watts may be just around the corner. Or many months away...

But to alert broadcast station management, no time is "too soon" to start thinking about that 50,000-watt transmitter. Few decisions you ever make will be more important decisions. Choose wisely and your operating costs will be lower...your performance finer and more trouble-free...for years to come. That's why we ask you to consider an important "plus-value" in RCA equipment:

Most important broadcasting developments come first from the RCA Laboratories. So RCA is usually first to offer those developments to you.

In the RCA 50-E, for example, you'll find a transmitter that we honestly believe is at least a year ahead in design and performance and value. Ask your engineers to compare the 50-E with other 50,000-watt transmitters...to interpret that comparison in terms of operating efficiency—economy—simplicity—appearance—ease of operation. We think you'll agree that while all approved 50 kw. transmitters are good, the RCA 50-E is best. Best for you...today or a year from today!

Use RCA Radio Tubes in your station for finer performance.

RCA Model 50-E
50,000-Watt Transmitter

RCA Model 50-E
Years Ahead—
In Design, Performance, Value!

Unified Front Panel Construction...for easier installation, cleaner design, line-appearence.

High Level Class B Modulation...saves power. 50-E takes only 115 kw. from power-line at average modulation.


Small Floor Space Requirements...Only 281 square feet. Construction adapts to either "straight-line" or "T"-shaped layout.

5 Kw. Standby Service...Exciter operates as a separate complete 5 kw. transmitter at a second's notice, with the main rectifier and power-amplifier completely shut down.

RCA Broadcast Equipment

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

Use RCA Radio Tubes in your station for finer performance.