WE'RE MOVING TO 890

WLS “Moving Day,” March 29th, (we go from 870 to 890) has been amply publicized, to insure no “listener loss” to advertisers—nor missed service to listeners. Three full page, two-color advertisements in Prairie Farmer, totaling more than 1,020,000 circulation, largely in the WLS four-state, Major Coverage Area, have impressed the new location on Mid-West farm homes—and merchants. In addition, on several pages in the March 22 issue mention was made of the new WLS frequency.

For Chicago listeners a total of eight full-column ads in the Chicago Times have told the same story. A full page back cover ad in Radio Varieties spread the news farther, and every daily and weekly newspaper in the four-state area received a news story, written from the WLS angle, but telling the full reallocation story.

15,000 cards explaining the change were distributed to visitors to the WLS National Barn Dance and studios. We supplied servicemen with WLS tabs for push button sets, to assure the station being represented on every radio.

WLS and Prairie Farmer are using stickers on all outgoing mail. And to complete the job of getting the story to everyone, we are using every possible moment on the air to announce the new frequency and explain the reasons for the change.

So, when WLS moves up to 890, we'll have our same full-size, loyal audience moving right along with us—for they all know that we're moving... why we're moving... and where, too!
YOUR WELCOME IS ASSURED WITH FRIENDLY "Neighbors"

THESE friendly "neighbors" are the 19 New England stations of The Yankee Network, known by everyone in all the sections where their voices are heard and heeded.

When you make your call with neighbors of this standing, your welcome is assured and you receive the full benefit of sincere friendliness.

Community life is a closely unified segment of the population and the market, particularly in New England. No "stranger" station can give you the contact that the community's own radio "neighbor" does so effectively.

Consider this advantage when planning radio promotions of any type, and use the 19-stations sales power that gives complete coverage of every key market.

THE YANKEE NETWORK
21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
7-Point Plus Merchandising on KOIL is the most complete, well-organized and thoroughly effective merchandising work that has come to our attention. Every promise that Don Searle has made regarding the station's efforts has been more than fulfilled.*

* Name of this advertiser, plus hundreds of letters from other satisfied clients, furnished you on request.
Millions of listeners know them--

DO YOU?

1. KMBC's Chief Newscaster...former managing editor of the Kansas City Journal...veteran of more than a score of successful radio sponsorships...creator of the sensational new analysis-commentary show, "Tomorrow's Headlines Today." Who is he?

2. The KMBC Sportscaster...named America's most popular minor-league baseball announcer in nation-wide "Sporting News" poll for 1940...star of play-by-play reports of all sports and conductor of two daily sponsored commentary shows...leading sports authority in this area. Who is he?

3. The KMBC Food Scout...conductor of the original daily broadcast from Kansas City's huge produce market—food-buying advisor to thousands...owner of master's degree in home economics...her program recently streamlined in production and price. Who is she?

4. Director of KMBC Farm Service...nationally-known farm and livestock authority...former commentator on Goodyear Farm Hour (NBC)...AAA expert and college lecturer...through years of broadcasting, a personal friend to thousands of farmers. Who is he?

5. KMBC news man...former press service bureau chief in Hartford and Kansas City...can point to two years of solid sponsorships on two of his three daily broadcasts...his 5:45 a.m. newscast now available...owner of 50% of the entire Kansas City audience on his 7:15 a.m. newscast. Who is he?

6. KMBC Live Stock Market Reporter...former college professor, chosen for second consecutive year by Kansas City livestock interests to broadcast exclusively on KMBC...one of the most prominent in the Midwest's multi-million dollar livestock industry. Who is he?

Here are six of the most popular people in the entire Middle West. Each is a part of the great composite voice of KMBC.

Together they help to produce the more than thirty solid hours of service features KMBC offers each week...news, sports, food, markets, farm programs and special events.

These personalities serve—and thus sell—this vast market. Their names are household words in hundreds of thousands of Missouri and Kansas homes.

Do you know them? You should!

KGBC OF KANSAS CITY
CBS Basic Network • Free & Peters, Inc.
One of the rules we observe here at F&P is never to flirt with things we don't know about. If we don't already know them, we find out—beforehand.

But truthfully, there aren't a lot of radio advertising problems that we haven't had some experience with, somewhere in our organization. Because, after all, we have had nearly 200 years of varied experience in radio, advertising, manufacturing, jobbing, and retailing.

All this experience is absolutely no good to you as long as it remains only in our files and in our heads. Why not give us a crack at your radio problems?

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

Since May, 1932

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EXCLUSIVE REPRESENTATIVES:

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CHICAGO: 130 N. Michigan
           Franklin 6575
NEW YORK: 247 Park Ave.
           Trinity 2-4444
DETROIT: New Center Bldg.
         Suit 4353
SAN FRANCISCO: 111 Sutter
LOS ANGELES: 600 S. Grand
ATLANTA: 322 Palmer Bldg.

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FCC Starts Newspaper Ownership Drive
Orders Inquiry Designed to Stymie Press Applications; FM Grants Suspended, Case and Craven Dissenting

By SOL TAISHOFF

BY A MARGIN of one vote the FCC's "crackdown" majorcy, led by Chairman James Lawrence Fly, last Wednesday took its first open step against newspaper ownership of broadcast stations by ordering public hearings and an "investigation" to determine future policy. No date has been set but, in the interim, it looks as if all pending newspaper applications for both FM and standard stations will be stymied.

Using the FM application logjam in big cities as the vehicle for its move, Commissioner Fly was supported in this long-simmering move by Frederick I. Thompson, former Alabama newspaper publisher, and George H. Payne, who once worked on New York newspapers and afterward was a press agent. Voting against the inquiry were Commissioners T. A. M. Craven and Norman S. Case, who have consistently held that the FCC is without jurisdiction. Commissioner Paul A. Walker was absent. Commissioner-designate Ray C. Wakefield was present, but since he had not yet qualified, he did not participate.

Effect on Public

With some 300 of the 890 stations in the country either owned by or corporately affiliated with newspapers, the magnitude of the issue is apparent. In its press release, carefully prepared under the scrutiny of the Law Department, the majority said the "hearings will be conducted with the objective of determining whether or not joint control of newspapers and radio broadcasting stations tends to result in an impairment of radio service under the standard of "public interest, convenience and necessity."

Though the release said the Commission does not imply that it is opposed to newspaper ownership of radio stations in general or in any particular situation, it has long been known that a move to ban such ownership was instigated in Administration circles years ago. The issue constantly has risen in Commission meetings during the last year, and generally Chairman Fly and Commissioners Thompson, Walker and Payne have voted to-gether on "policy" considerations. Despite this, numerous newspaper applications for new stations and for transfers of ownership have been granted.

Action came while the FCC was considering the explosive Network-Monopoly Report, on which its majority appears disposed to take jurisdiction over the business affairs of network-affiliated stations under its interpretation of the "public interest" clause of the Communications Act. In some quarters it was thought the move was timed to divert the industry fire, particularly of important newspapers, from the network-monopoly issue.

The public hearing on the newspaper ownership issue—which the FCC majority said will be of "a broad, public character open to all applicants, prospective applicants, grantees, existing licensees, representatives of trade groups affected, and such other witnesses as the Commission may wish to call"—probably will not be set until the Commission completes the network-monopoly action about a month hence.

Chairman Fly had visited the White House the day before the action, spending a half-hour with President Roosevelt. Afterward he said "matters of policy" were discussed. It is presumed he cleared the newspaper ownership determination matter with the President at that time. That is viewed as logical since on March 11 Chairman Fly tried a straw vote on virtually the same issue, and was voted down 5 to 1.

Future Policy of FM

At the Wednesday meeting Assistant General Counsel Joseph L. Rauh Jr. pleaded the FCC's jurisdiction under the "public interest" clause. The majority's approach is that it is not pre-judging the issue but merely seeking to define future policy because of the urgency of FM.

The purpose of the hearings, said the press release, is to obtain, for presentation to the Commission so that it will have a rational basis for the determination of future cases."

"At this time, the Commission's press release continues, "when the FM field is just beginning to open up, the opportunity is presented for an evaluation of policy without impairment to existing investments."

Commission records show, said the announcement, that about one-fourth of all commercial FM applications are filed on behalf of newspaper interests. Of 94 applications received, 27 were from persons or firms in the newspaper business. In the standard field it pointed out more than one-third of the stations are identified with newspapers; that at least 100 stations are owned by more than one newspaper and more than one station connection. In more than 90 localities, it said, the only radio outlet is in the hands of the only local newspaper.

Opening of the newspaper-owner-

Text of FCC Newspaper Ownership Investigation Order . . .

FOLLOWING is the text of the FCC order (No. 79) adopted March 10 and released March 30, calling for an "immediate investigation" to determine policy on newspaper ownership of broadcast stations:

WHEREAS, under the provisions of the Communications Act of 1934, as amended, the Federal Communications Commission is empowered and directed to grant licenses for radio broadcast stations only after a determination that "public interest, convenience, or necessity." would be served thereby and

WHEREAS, the question whether the granting of a license is in the "public interest, convenience, or necessity" rests where it is common local control of one or more radio stations and one or more newspapers has been presented to the Commission from time to time and has been the subject of debate before the Commission and elsewhere; and

WHEREAS, there are now pending before the Commission a large number of applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers with respect thereto be held at such times by Commission because the Commission may direct, and that such investigation and public hearings shall include consideration of statements of policy or rules, if any, which should be set forth concerning future acquisition of standard broadcast stations by newspapers.

IT IS FURTHER ORDERED, That in those few cases in which the Commission has heretofore granted applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof; Provided, however, that, upon a showing that the public interest, convenience or necessity will be served thereby, construction at an earlier date may be authorized.

March 24, 1941 • Page 7
Some Aspects of Newspaper Ownership of Stations

Government records show that newspapers were among the pioneers in broadcasting, and there are many university practices and policies are fundamental in present-day radio operations.

Instances in which the licensing authority has had occasion to discipline or admonish stations for unfair or partisan use of the station, or use as a platform of opinion that may have affected non-newspaper stations, viz., Brinkley, Baker, Shuler etc.

The United States Court of Appeals for the District of Columbia, in deciding the Tri-State Broadcasting Co., Inc. case against the FCC, on March 16, 1937, involving the application of the Tri-State Broadcasting Co. for a new station in that city, said: "We know of no provision of statute or rule of law and are cited to none, which forbids broadcasting by the owner of a newspaper."

On Jan. 25, 1937, in response to an inquiry from Chairman Wheeler (D-N.J.) of the Interstate Commerce Committee, former General Counsel Hampson Gary of the FCC ruled in part: "In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy."

Mr. Gary, in response to a further inquiry whether legislation by Congress to divest newspapers from station ownership would be constitutional, declared this "is not free from doubt" and stated the inquiry does not permit of a categorical answer. He expressed the opinion, however, that such legislation would not be heard by the courts if undertaken or continued until after the Commission has completed the aforesaid investigation and shall have taken action upon the basis of an acrimonious proceeding was added, however, that upon showing that the public interest, convenience or necessity will be served "construction at an earlier date may be authorized."

The list of FM grants and their newspaper affiliations follows:

Newspaper Grants

FCC Ruling Suspends 11 Out Of 43 Station Awards

This includes some 11 of the 43 companies or persons to whom the FCC has thus far issued permits for new FM stations, had its grants suspended pending the Commission's investigation and hearing on the newspaper ownership question. Meanwhile, all of the pending FM applications at least one-fourth are from newspaper interests, some not now in broadcasting, and action on these is to be deferred.

In its formal order [see page 7] the Commission stated that construction permits to be issued for FM stations, with the publication of one or more newspapers shall contain the condition that no construction of the facilities authorized shall be undertaken or continued until after the Commission has completed the aforesaid investigation and shall have taken action upon the basis of an acrimonious proceeding was added, however, that upon showing that the public interest, convenience or necessity will be served "construction at an earlier date may be authorized."

The list of FM grants and their newspaper affiliations follows:

FM Newspaper Grants

Baton Rouge Broadcasting Co., Inc., Baton Rouge, La., granted 44.9 mc. for W49RG (same ownership as WJBO: Baton Rouge Advocate and State Times).\n
John Lord Booth, Detroit, granted 44.5 mc. for W49BD (Mr. Booth is owner of WJLJ, Detroit, and is a member of the Board of Directors of New newspapers of Michigan, a chain of eight newspapers in as many cities, although he is not actively engaged in the newspaper business).\n
Paul G. Craven, Jr., granted 44.5 mc. for W49LJ (same ownership as WWJ and the Detroit News).\n
Jack L. Hageman, Cleveland, C., granted 44.1 mc. for WJLC (The Cleveland Press).\n
John T. Hay, Chicago, and publisher of the Winston-Salem Journal and Twin City Tribune, granted 44.0 mc. for WJRL (same ownership as the Winston-Salem Journal and Twin City Tribune, in H. J. Reynolds Tobacco Co.).\n
The Milwaukee Journal, granted 44.5 mc. for W5SM (same ownership as WTMJ and the Milwaukee Journal).\n
Radio Service Corp. of Utah, Salt Lake City, granted 44.7 mc. for K74SL (same ownership as KSL, in which approximately 20% of the stock is owned by the publisher of the Salt Lake Tribune and Salt Lake Tele-
gram, under control held by the Mormon Church).\n
Rockford Broadcasters Inc., Rock-
ford, Ill., for W71RF (same control as WROK and the Rockford Register-Republican and Rock-
ford Morning Star, owned by the Seth W. Hinnan Simms).\n
South Bend Broadcasting, South Bend, Ind., granted 47.1 mc. for W71SB (same ownership as WSBT, WFMF and the Times).\n
Walker & Downing Radio Corp., Portland, Oreg., for W74P (same ownership as WSSW and the Portland Post-Gazette, pub-
lished by the Portland Press).\n
WBNS Inc., Columbus, O., granted 45.5 mc. for WBOO "The Columbus Amer-
ican" (same ownership as WBNs, the Ohio State Journal and the Columbus Dispatch).\n
WGN, granted 45.9 mc. for W6GC same ownership as WGN and the Chicago Tribune).
Newspaper Ownership Issue: Let's Have It Out—An Editorial

ANOTHER GRAB FOR POWER calculated to hamstring commercial broadcasting is in the making at the FCC. In the midst of its "final" consideration of the Network-Monopoly Report—which if approved as drafted would make the networks merely program brokers whose contract affiliations and time options would be subject to Federal regulation—the FCC majority has come out in the open with its long-simmering idea that newspaper interests can be stopped from owning broadcast stations without benefit of a mandate from Congress.

The majority, led by Chairman Fly, will promptly deny any intent to boot present newspaper ownership out of stations; it simply wants to "look into the matter" from a public policy standpoint while considering FM grants and while FM is "fresh and undeclared". The hook upon which it has acted in calling as yet unscheduled hearings is the fact that so many FM applications are from newspapers.

The issue is raised even though the law prescribes a different course and even though the courts have held that the FCC can't do anything about it except Congress. There is even serious question whether Congress can decere, under the Constitution, that newspapers or stockholders in newspapers, singled out from among all other business enterprises, are ineligible to engage in broadcasting.

The call for a public hearing and investigation seems cleverly timed. It comes just when the FCC majority is under fire in its consideration of the Network-Monopoly Report. Can it be that it is using this merely as a decoy to divert some 300 radio-newspaper interests from the network monopoly issue? The question is being asked in the industry, and Congress may soon seek the answer.

The newspaper ownership question has been with radio since broadcasting began. Many of the country's pioneer stations were launched in the early 20's by far-sighted publishers, who then had no thought that they would become self-sufficient enterprises. There were also far-sighted department store owners, mining executives, electrical equipment manufacturers, seed nursery proprietors and even some educators and clergymen who got in on the ground floor.

Possibly the ideal would be achieved if the ownership of every radio station were in the hands of professional radio folk, none of whom held any interest whatsoever in any other kind of business. But radio by the American Plan, as approved by the public and by Congress, is a business—and capital and enterprise in a free democracy simply do not flow that way.

There isn't anything in law or in common sense to require that a station owner or stockholder must not engage in or hold stock in any other business, newspaper or otherwise.

There is evidence you have the whole newspaper-ownership "problem". What difference does it make to Mr. and Mrs. John Q. Public whether a station is owned in whole or part by a manufacturer, a merchant or a newspaperman—so long as that station renders a balanced public service and eschews being the mouthpiece of any special interest, political or otherwise?

The public hasn't been complaining about the ownership of stations, which happens to be as diverse as haphazard growth and free enterprise could make it (some 890 U. S. stations in operation or authorized for construction being owned by about 760 utterly unrelated corporate or personal entities). It's easy to cry monopoly, but even a superficial inquiry will disclose that radio station ownership is by no means concentrated in a few hands.

But apparently it does make a difference to a few men who, mindless of the far more pressing problems confronting the country and the world, unwilling to let well enough alone and seemingly eager to please their silent masters, are intent upon divorcing newspapers from radio. The logical next move would be to decree that no Democrats or no Republicans or no men with blonde hair or blue eyes might own stations.

The whole "problem" is not without its little ironies. The anti-newspaper element were among those who hailed the free competition they logical in the Sanders case, which dictates that no application for a new station may be denied if it meets all technical, legal and financial requirements. What if a newspaperman is the only applicant, or if he is one of several applicants equally qualified for facilities available to both? We've seen the Commission grant two stations in little towns like Salisbury, Md., and Las Vegas, Nev., and tell them to go to it—let the fittest survive.

Four of the 13 new broadcast stations authorized thus far this year by this same FCC have newspaper interests identified with their ownership; last year the ratio was 22 of 43 among the FM grants thus far, 11 to 22 to newspaper interests. And remember, the law does not distinguish between standard and FM broadcasting. If a policy is applied to one, it automatically must apply to the other. Since all renewals must be considered on the same basis as original applications under the statute, once the FCC should decide on divestiture of newspapers from stations, it must apply that yardstick to the 300 existing stations in that category.

The whole subject would be ludicrous were it not so serious and were the past actions and utterances of certain FCC members not so foreboding.

A study of the newspaper-ownership list discloses that half or more such stations are located south of the Mason-Dixon Line, in solid Democratic territory, or otherwise in the hands of Democratic and pro-New Deal publishers. The tendency has been marked in the last eight years, both as to new station grants and acquisitions by purchases approved by the FCC.

Shall these be deprived of their property by indirect action obviously calculated to "get" those publishers certain New Dealers don't like? Shall the free flow of capital into FM be retarded by artificial restrictions imposed by a few Washington bureaucrats?

With this as with other synthetic issues stirred up by a few men, we say again—let's go to Congress for a redifinition of the 14-year-old law governing broadcasting. Commissioners Case and Craven want it that way, as evidenced by their constant dissents from the majority. And we are a little shamed to see a number of paper editors realize they are allied with willful men use the back door when the front door is wide open?

J & J Series on CBS

JOHNSON & JOHNSON, New Brunswick, N. J., on April 5 will start a Saturday morning quarter-hour women's commentary, by Dorothy Kilgallen, columnist for the New York Journal-American. Program, titled "The Voice of Broadway," will be heard on 62 CBS stations at 11:30-11:45 for Band-Aid. Repeat broadcast will be made to the coast at 10:30 and 1:30. J. & J. & Rubicam, New York, is the agency.

A NEW SONG sheet, containing the lyrics of more than 100 popular tunes published or licensed by BMI, as well as 25 old time tunes, went on sale at community stores and department stores on March 15. D. C. Publishing Co., New York, which is bringing out the sheets through special arrangement with BMI, is printing 80,000 copies of the first issue. Sheet will sell for 5 cents and new sheets will be published monthly.

MODERNISTIC in every detail is the architect's conception of the new 50,000-watt transmitter house of WCAU, Philadelphia. To be erected at a cost of $150,000 in Moorestown Township, N. J., 9 miles from the heart of Philadelphia, the new plant is expected to be completed by July 1. All new RCA equipment will be used, providing a new ground system, 420-foot uniform cross-section, and a halfway Blaw-Knox vertical radiator. The transmitter house will be one-story, white brick and stucco. Although moving across the State lines, the new transmitter site will be actually 5 miles closer to Philadelphia than the present site.

Quaker Oats Renews

QUAKER OATS Co., Chicago (Ful-O-Pep) on April 19 renews for 52 weeks its weekly half-hour Man On The Farm program, featuring Chuck Akeley, direct from the Quaker Oats Co. experimental farm at Libertyville, III. Program is presented and sponsored by WLS, Chicago, Saturdays, 12:12-12:30 p.m. (CST), and is recorded by WBS in Chicago. Agency is Sherman & Marquette, Chicago.

Spud on MBS in June

AXTON-FISHER TOBACCO Co., Louisville, will start Danger Is My Business, a twice-weekly quarter-hour program on 15 MBS stations. Series will be built around stories of dangerous occupations and will be heard for Spud cigarettes Mondays and Wednesdays at 10:15-10:30 p.m. Weiss & Geller, New York, is agency.
Continent Allocation Shifts 1,300 Stations

Revised List Gives Surprise Facilities To Border Stations; Changes Seen

THE REALLOCATION of 1941—the first continent-wide coordinated assignment of standard broadcast stations—becomes effective next Saturday at 3 a.m., Eastern Standard Time, with the shifting of some 1,300 stations in the United States, Canada, Mexico, Cuba, Haiti and the Dominican Republic.

Despite an eleven hour release of the official Mexican will take place as scheduled, pursuant to the terms of the North American Regional Broadcasting Agreement (Havana Treaty) adopted in 1937 and finally adjusted technically at an engineering conference held in Washington last January.

Many to Move

In the United States, some 800 of the 890 stations will move 10 to 40 kc. in the 550-1600 kc. band. The majority of Canada's 85 stations will make similar shifts. Cuba's 87 stations also are slated for new assignments. Mexico originally set up a log of 171 stations, but this roster was reduced by 44 in the new list received March 13 and which came as a complete surprise to the FCC [see page 34 supplement published with this issue].

A substantial number of stations in the four major countries will not change their new frequencies with their authorized power. Inability to install directional antennas and, in some instances, to procure crystals ground to their new frequencies, may result in the temporary silencing of some stations. Others are expected to operate with reduced power until they make the necessary technical installations to meet interference limitations.

The revised Mexican allocations came like a bolt from the blue to FCC officials in Washington. The log, released by the Communications Administration in Mexico City, constituted a radical departure from that approved at the technical conference in Washington last January and released March 3 [BROADCASTING, March 10].

Wherever it had been tacitly understood that the larger border stations, notably XERA, operated by Dr. John R. Brinkley, and XENT, operated by Norman Baker, former proprietor of a cancer sanitarium, would not be accorded facilities, the revised log indicates they will remain at present locations with present powers and on frequencies assigned Mexico under the Treaty.

Mexican Confusion

Upon being apprised of the revised Mexican list, FCC officials immediately contacted the Inter-American Radio Office in Havana, official repository for allocations under the Treaty. An air-mail communication was received at noon (March 21) by Gerald C. Gross, chief of the International Division, from Dr. Armando Mencia, director of OIR, together with the allocation list as filed with him. This made no provision for Brinkley's XERA, and provided that XENT, Norman Baker station be moved from Ciudad Nuovo Laredo to the State of Nuevo Leon.

In practically all particulars, Mr. Gross declared, the OIR list coincided with that approved at the engineering sessions last January. It was regarded as the official list and final list since it was filed with OIR as required under the Treaty. He was inclined to describe the revised list, retaining the border stations and otherwise deviating from the agreement insofar as high-power station locations are concerned, as having been transmitted by 'clerical error'.

Whereas the original list showed the 800 kc. channel at nogales without out call letters, and the revised list from Mexico City implied it would be used by XERA at Villa Acuna, present location of the station, the list received by Mr. Gross from Havana showed XESK, Nogales, as the new occupant of this Class I-A channel, with 150,000 watts—the Brinkley power.

The log received from Dr. Mencia showed all of the channels assigned for Mexico as in use, whereas that which came direct from Mexico City disclosed seven frequencies unoccupied. This conflict in lists tended to alloy somewhat the fear first evinced, but it was evident that the matter would not be cleared up entirely until further conversations take place, or until the March 29 changeover.

The United States and Canada intend to follow the letter of the agreement in the March 29 shift. Even though the Mexican allocations are not on all fours with the agreement, and despite anticipated interference with Cuban stations which will undergo a wholesale shift, it is felt the interference situation will be substantially relieved. The first few weeks, however, may be rather arduous. Adjustments must be made down the line. The FCC wants to impress upon the public and the industry that optimum conditions will not prevail for some time.

Antenna Data Sought

Meanwhile,eleventh hour preparations for the moving day in this country were being made with no serious hitches. A nationwide campaign to gear the public for the shift is going full-swing, keyed from NAB headquarters in Wash-ington. Most stations throughout the country have been primed for the recalibration of some 8 to 10 million pushbutton sets. Governors of most of the States and mayors of many cities already have proclaimed March 29 as radio "Movin' Day" to accelerate the change-over with a minimum of inconvenience to the public.

The FCC on March 17 prodded broadcast stations to submit directional antenna performance data, together with frequency check for approval prior to March 21. It pointed out that on Jan. 31, in connection with the publication of the new assignments, it issued a notice requiring the stations to file new frequencies and setting forth the procedure required of stations employing directional antennas. In its March 17 notice, it specified that stations may file, if they desire, a list of the new assignments, as filed with OIR. Due to the delay in submitting the required data, can be assured renewals of license only in cases where the performance data is submitted by March 21.

"In the case of any licensee which does not submit the required data by that date, temporary authorization only may be granted and the Commission will specify such power as it deems appropriate in each case to prevent interference to other stations," its statement read.

Several Changes

The revised Mexican log disclosed a number of significant deviations from that approved at the technical conference. To ascertain these differences in detail, the log as published in the supplement to this issue was compared with that published in the March 10 BROADCASTING, page 23.

Perhaps the most significant deviation was the provision for XERA on 1570 kc., which, under the approved allocation, was to be used by an unnamed station at Villa Acuna, to continue operation with 500,000 watts power. No frequency is specified on the log, but XERA is placed between 700 kc. and 810 kc. The only intervening channel is 800 kc., a Mexican Class I-A, which, under the approved allocation, was to be used by an unnamed station at Villas Acuna. Instead, officials here view this combination of factors as indicating that the plan is to assign XERA on 800 kc., at its present location at Villa Acuna, across from Del Rio, Tex.

XENT, which under the original log was slated for operation with 50,000 watts somewhere in the State of Nuevo Leon, instead is shown at its present location at Nuevo Laredo, Texas, across from Laredo, Tex. XEAW, 100,000-watt station now at Reynosa and controlled by Carr Collins, principal owner of Crazy Water Crystals Co., was slated under the original log to shift to the State of Nuevo Leon, and was earmarked for Monterrey. Instead, the station is assigned as a 1-A outlet on 1570 kc., to remain at Del Rio.

Considerable surprise was evinced at the FCC over the failure of Mexico to utilize all of the assignments given it. On the other hand, it was pointed out that under the 1937 agreement, a five-year period is permitted during which any signatory nation may use the assignments available to it. Should (Continued on page 51)
"THIS IS WHAT WE CALL REAL "LISTENER LOYALTY!""

- Generally speaking, an inexpensive calendar and an autographed photo of a farm radio editor would hardly be considered a sure-fire "mail puller". Off-hand, we would say that such an offer would draw perhaps four requests—if sufficiently plugged!

Imagine our pride, therefore, when three short announcements on our Herb Plambeck’s Farm News program 6:15 to 6:30 a.m. drew exactly 12,296 requests!

The more you ponder on this, the more you’ll come to three very accurate conclusions: (1) Herb Plambeck must be a wonder. (2) WHO must have one whale of a farm audience (10,382 of the requests came from Iowa—2,114 from outside the State). (3) This audience must be an unusually responsive group of people.

You’re right, that’s right! For the time and way to capitalize on these truths, write us now—or just ask Free & Peters!

WHO

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Atlantic Refining Books 2,400 Games

News Interludes to Be Included; Use of FM Is Planned

ATLANTIC REFINING Co., Philadelphia, has arranged its largest schedule of commercially-sponsored baseball games, both major and minor league baseball games, starting April 16 on behalf of White Flash gasoline and its Atlantic motor oil account.

Using 46 stations from Maine to Florida, the schedule calls for the play-by-play broadcasting of some 2,400 games, covering more than 10,000 station hours. Aside from the fact that this is the largest program ever arranged by Atlantic in its six years sponsorship of professional baseball, the year will mark the first use of an FM station in the broadcast.

The facilities of WWSW's FM station in Philadelphia, scheduled to carry all home and road games of the Pirates.

News at the Games

Another innovation this year will be the use of news releases, prepared for Atlantic by International News Service, carrying the regular broadcasts of the major league games. The news flashes will be timed so as not to interfere with the play-by-play descriptions, and it is planned to extend the service to stations carrying minor league games.

The schedule includes games of these National and two American League teams, four teams of the International League, all teams of the Eastern League, four of the Piedmont League, and the five minor league teams of the A's and Phillies will be broadcast over a special regional network of 11 stations in Pennsylvania, Delaware and New Jersey with WIP, Philadelphia, the originating station.

Home games of the Boston Bees and the Red Sox will be broadcast over a special network of 17 stations in Massachusetts, Maine, New Hampshire, Connecticut and Rhode Island.

Mr. Rollins, advertising manager of the company, said, "This is the sixth consecutive year Atlantic has sponsored play-by-play sports broadcasting, professional baseball and college football. If our critics say we will win the favor and patronage of the listeners, rather than interrupt their following of the play, judging from the splendid results we have had, this plan has certainly been a success."

Shell Oil Spots

SHELL Oil Co., New York, as part of its spring and summer advertising campaign, will start during the next few weeks ascribed announcements and five-minute programs on about 30 stations in key markets, carrying the type of announcement or program that fits the local market and the station. Announcements will be handled from the New York studio.

Commenting on the use of sports broadcasting by Atlantic, Joseph H. Rollins, advertising manager of the company, said: "This is the sixth consecutive year Atlantic has sponsored play-by-play sports broadcasting, professional baseball and college football. If our critics say we will win the favor and patronage of the listeners, rather than interrupt their following of the play, judging from the splendid results we have had, this plan has certainly been a success."

ATLANTIC BASEBALL'S SCHEDULE

MAJOR LEAGUES

Philadelphia Athletics, American League and Philadelphia Phillies, National League (co-sponsor home and road games): WIP, Philadelphia; WFC, Atlantic City; WEEU, Reading; WRM, Harrisburg; WGT, Lancaster; WJS, York; WBFR, Williamsport; WDQ, Altoona; WBO, Millville; WAP, Altoona; WPS, Scranton; WJK, Scranton; WBO, Scranton; WAP, Scranton. All announced.

Eastern League

Binghamton (exclusive home and road games): WNB, Binghamton. Announcer, Jack McQuigg.


SOUTH ATLANTIC LEAGUE


Savannah (exclusive home and road games): WSAY, Savannah. Announcer not selected.


Charlotte (co-sponsor road and home games): WAT, Charlotte. Announcer not selected.

Richmond (exclusive home and road games): WRNL, Richmond. Announcer, Hugh Carlyle.

NEWS

AWARDS READY

The first annual George Foster Peabody awards, radio's "Pulitzer Prizes" will be made March 29, at a dinner in the Hotel Commodore, New York. The awards will be made to networks, large, medium and small stations, for "outstanding, meritorious public service," by the League of American Society of Broadcasters.

Citation will also be made to a number of individuals, as well as to organizations, in recognition of their contributions to the field prior to the creation of the industry.

It is expected the first proceeding will be along the lines of the grand jury proceedings to be instituted, although it is reported principal studies are being made in Philadelphia and New York. Selection of either city is regarded as likely.

The announcement Feb. 28 by Assistant Attorney General Thur- man Arnold that anti-trust proceedings would be launched against the tobacco industry's purported control of solo artists through its exclusive contracts held by their artists' bureaus.

McGuigg Named V.P.

ELECTION of John L. McGuigg as vice-president of Geyer, Cornell & Newell Inc., New York City and Detroit agency, was announced March 20 by B. B. Geyer, president. He will manage the Detroit branch.

For the last three years, Mr. McGuigg has been serving in charge of the Nash Motor account. He will continue in this capacity, Mr. Geyer said. Mr. McGuigg joined Geyer, Cornell & Newell in 1941, and account executive six years ago, coming to the New York office from Dayton, where he engaged in advertising and merchandising work for the Frigidaire Division of General Motors. Prior to that, he was advertising and merchandising manager of the West Texas Utilities at Abilene, Tex.

MBS AND GILLETTE SIGN BOXING BOUTS

GILLETTE SAFETY RAZOR Co., Boston, and MBS signed a contract March 21 with Mike Jacobs for Jacobs to sponsor exclusively on MBS all professional boxing bouts staged by 20th Century Boxing Co. beginning June 1. The contract is for 52 weeks with renewal option. It includes all bouts at Madison Square Garden, Yankee Stadium and Bowery Ballroom, with the winner going to the Grounds, as well as matches arranged by Jacobs in cities outside New York.

Gillette will sponsor a special broadcast on MBS March 24, 8:45-9:15 p.m. (EST). The program will feature some of the most prominent sports figures and J. F. Spang Jr., Gillette president. Agency announcement is Macoun Inc., New York.

At present the club's bouts are sponsored on NBC-Blue by Adam Hats. Announcement of the MBS-Gillette contract came as a surprise in trade circles.

ACTION IS PLANNED AGAINST PETRILLO

ATTORNEYS of the Anti-Trust Division of the Department of Justice, headed by Victor O. Waters, have begun to notify the advertising executive, who handled the ASCAP-BMI consent decree negotiations, that they intend to prepare the case for litigation. The suit is expected to go forward at a rapid pace, and the Department of Justice is expected to file the suit in the near future.

Nothing has been announced as to when the grand jury proceedings will be instituted, although it is reported principal studies are being made in Philadelphia and New York. Selection of either city is regarded as likely.

It is expected the first proceeding will be along the lines of the grand jury proceedings to be instituted, although it is reported principal studies are being made in Philadelphia and New York. Selection of either city is regarded as likely.

Godfrey Remarks

ARTHUR GODFREY, Sun-Day and Variety columnist and an entertainment executive of WJSV, CBS Washington key, continued with that station and adds a special participation program on WABC, CBS New York key, to the network of 400 stations. He will enter into a new contract signed March 20. Godfrey had been negotiating threatening a decision not to continue his contract with the Mutual Network. Under the new contract Godfrey will be piped from Washington over WABC, CBS and WJSV, beginning April 17. Under the network contract Godfrey will be piped from Washington to the network of CBS's key stations.

The program will be heard over WJSV program running 6:45-9 a.m. (EST). He is also heard on transcription for Carnation Co., Milwaukee.

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ASCAP Soon to Submit New Proposals

First Negotiations Held; Next Meeting Likely
Within Fortnight

FULL COMMITTEES of NAB and ASCAP met last Thursday and for nearly four hours discussed the music situation existing at present, following the Society’s acceptance of a consent decree from the Department of Justice which provides for the submission of ASCAP music to the broadcasters a per
gram as well as a blanket-license basis.

After each side had expressed its views privately, the meeting ad-
juired with the understanding that ASCAP would draw up specific
proposals which can be sub-
mittled to the broadcasters.

To Meet Again

When this is completed, which the ASCAP committee estimated would be in about ten days or two
weeks, another committee of the
committee will be called so broadcast-
ners’ representatives may examine the Society’s proposals and advise the ASCAP committee whether these proposals are ready for sub-
mission to individual broadcasters or are in need of further revision.

Session was followed by a meeting of the BMI board, which was said to have lasted only 20 minutes and which was described as “purely routine.”

Belief of ASCAP that within two weeks it can prepare proposals encompassing the offer of music on a per-program basis which will be u-
satisfactory to all types of broad-
casters came as a surprise. It was
generally felt the difficulties of working out such an arrangement require months to solve, rather than a few days, even with the utmost efforts of both ASCAP and the
broadcasters to effect a settlement of their differences as soon as pos-
sible. And even the most sanguine observer could scarcely believe that all broadcasters and all ASCAP members are ready to bury the hatchet and come to terms now.

There is, on the contrary, a wide
spread doubt that the ASCAP membership would at this time ap-
prove an offer which would be ac-
cceptable to the broadcasting industry, regardless of the recommenda-
tions of the committees. ASCAP members will doubtless insist at first that their committee’s pro-
posals be such as to guarantee the Society and income comparable to
that of 1940, roughly $5,000,000. The broadcasters, on the other
hand, are almost certain to ask for a considerable reduction in that total.

The NAB committee, it was pointed out, is a conference, rather than a negotiating group, since it does not have power of attorney to deal for stations or networks. In industry ranks it is expected that nothing tangible will develop until after an expression from the NAB

Morgenthau Seeks Aid in Bond Sale

Little Chance for Sponsored Treasury Campaign Is Seen

SECRETARY of the Treasury
Morgenthau has dashed on the
nation’s radio stations and networks March 20 to cooperate in the Government’s drive to sell $15,000,000,000 in de-
fense bonds, proclaiming to a letter to station managers and network heads the Secretary also announced appointment of Vincent F. Callahan, formerly managing director of W.BZ, Boston’s head of radio ac-
tivities for the bond drive

Morgenthau addressed to

SECRETARY MORGENTHAU BRUSHES OFF REQUEST FOR DEFENSE BOND CAMPAIGN. THE REQUEST IS CONSIDERED IMPRACTICAL BECAUSE OF THE CURRENT TELEVISION CAMPAIGN. THE SECRETARY ANNOUNCED HIS INTENTION of COOPERATING IN another approach in the bond

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"He's a Radio Station Man—He Came Up Here to Get Away From Daylight Saving!"
Stock Ownership Of CBS Directors

Nominees Slated for Annual Election on April 16

In ITS CALL for proxies for the annual meeting of stockholders to be held in the office of the corporation at 2 p.m., April 16, the management of CBS discloses stockholders of nominees for directorships and reveals the renumerations of officers during the year ended Dec. 28, 1940.

Nominees for Class A directors and their stockholdings are: William S. Paley, 10 00 A; 25,439,900 John J. Burns, 400 A; 169; Ralph F. Colun, 1,044 A; Gen. Malin A. Craig, U. S. A. retired, 10 A; Isaac D. Levy, 18,146 A; Leon Levy, 11,578 A; Herbert Bayard Swope, 5,200 A. No B.

Nominees for Class B directors and their stockholdings are: William S. Paley, 10 A; 25,439,900; Ralph F. Colun, 1,044 A; Gen. Malin A. Craig, U. S. A. retired, 10 A; Isaac D. Levy, 18,146 A; Leon Levy, 11,578 A; Herbert Bayard Swope, 5,200 A. No B.

Trust Holdings

William S. Paley and his associates, one of which is the Park Corp., hold 22,674 shares of A stock and 258,855 shares of B stock, giving 9.3% of the outstanding A and 24.1% of the outstanding B. In addition, William S. Paley and Ralph F. Colun, as trustees of one trust, own 400 shares of B. As trustees of a second trust they also own 400 shares of B. William S. Paley, Leon Levy and four other persons, as trustees of a third trust, own 10,000 shares of A and 5,000 shares of B.

For the accounting year (52 weeks) ended Dec. 28, the corporation, after the payment of its expenses and earnings, paid Mr. Paley, president, $204,319 as remuneration; Edward Klauber, vice-president, $100,679; Paul W. Kesten, vice-president, $61,350; Mefford R. Runyon, vice-president, $40,235; to directors and officers as a group for services in all capacities, $696,870, which includes $479,000 in lieu of compensation for legal services to John J. Burns and Rosenberg, Goldmark & Colun, of which partnerrship Ralph F. Colun is a member, $85,625.

The remunerations to Messrs. Klauber, Kesten and Runyon included the returns on their stockholdings: Mr. Klauber, $45,780, $25,390 and $15,235 distributed as additional compensation: On Feb. 16, 1940 the corporation, upon the exercise of options granted under an option plan approved by stockholders on March 24, 1937, sold to Mr. Klauber 4,015 shares, to Mr. Kesten 757 shares, to Mr. Runyon 1,091 shares and to two other officers an aggregate of 691 shares of Class A stock at $15 per share.

Hollywood Premiere on a Lavish Scale Marks Promotion of New Lever Series

CHARLES VANDA, CBS Western program director, has been signed temporarily to produce the weekly half-hour Hollywood Premiere, which starts on network March 28 under sponsorship of Lever Bros. Co. (Lifebuoy Soap), beginning Monday, 10-10:30 p. m. (EST).

Several well-known producers were sought, and final decision on permanent Vanda direction in that capacity will be made after New York conferences between William B. Lewis, CBS vice-president in charge of programs, and Richard Marvin, radio director of William Eddy & Co.

Regardless of the final decision, it was announced that Vanda, along with his production duties on the show, will continue as the network's Western program director and in addition produce the weekly CBS Free Co. program.

Additional Promotion

Scores of film personalities will attend the formal opening of the series which the sponsor plans as a gala event for which he has ever staged for a radio show. With Louella O. Parsons, Hearst columnist, as m.c., the initial broadcast will feature Marlene Dietrich and Bruce Calhoun, directors of their own Universal picture, "The Flame of New Orleans" [BROADCASTING, March 10].

Felix Mills' orchestra is to supply the musical background. Harlow Wilcox will announce. Harry Kronman is to write the radio adaptations. Arthur Eddy is handling public relations in an extensive promotion build-up for the series.

Following the move of Screen Actors Guild to discourage free appearances of talent on radio programs, the Association of Federation of Radio Artists has adopted a resolution providing that "no member of AFRA shall give free performance on radio except with the express approval of the National Board."

Resolution further states: "Acceptance of compensation so far below member's customary compensation as a result of this rule, shall constitute conduct unbecoming an AFRA member."

This ruling, it was pointed out, is directed to discouraging pay deals as the new Lifebuoy series, which has the support of several film studios.

RUPPERT SPONSORS SPOTS ON SEABOARD

JACOB RUPPERT BREWERY, New York, will use radio extensively in the 1941 advertising campaign of Old Knickerbocker beer and Ruppert ale, according to James P. Duffy, advertising and sales promotion director of the company.

In New York City the company will sponsor nightly five-minute programs during the season on WMCA, WNEW, and WINS; and on April 15 it will start half of its weekend transmissions twice-nightly on WNEW, WINS, WQXR, and WOV.

During the football season, five-minute sports commentaries will be sponsored twice-nightly on WEAIF and WJZ. The company recently presented the New York Giants half-time commentary of games by Stan Locam three-weekly on WOR, and will continue as an endorser of its sports program with Dick Fishel on WHN.

Outside the New York area, the broadcaster will sponsor baseball broadcasts at Charlotte, Nashville, WSOC, and at Norfolk on WTAG. Both clubs are in the Piedmont League. In Richmond, the company is co-sponsoring with the local distributor a quarter-hour news program and a quarter-hour musical program nightly on WMBG.

For the station, the Atlantic Seaboard will be added to the schedule, if the desired time can be cleared, according to Mr. Duffy.

Survey Available

SURVEY of city dwellers in the United States and their listening habits for the week ending March 11 ([NAB Monthly, March 17] is presented in an illustrated 40-page brochure published by the NAB in cooperation with NBC and CBS. Painless tabulations with art effects and simple diagrams graphically portray the data compiled in the survey conducted through Crossley In. Copies may be obtained from the NAB, CBS or NBC.

Nehi Will Expand 303-Station Series

Program Will Include 25,000 Broadcasts During Year

"MORE radio than ever before in the company's history will be used by Nehi Corp. for its product, Royal Crown Cola, during 1941," C. C. Colbert, president of the 25,000-employee G. A. firm, told BROADCASTING last week. Speaking of the company's recently inaugurated radio campaign with five-minute transmitted programs, Mr. Colbert added, "We shall have more stations, more frequency, more coverage than ever before.

"So far as we know, we shall be broadcasting over more stations than any other program in the United States," he said. "In fact we shall send 25,000 individual broadcasts during the year."

Already on 303 Stations

The company's transcribed series, featuring Howard & Shelton, is now heard thrice-weekly on 303 stations, with more to be added, according to BBDO, New York, the agency in charge. The program will be carried by each station for 26 weeks. While the commercials are in the form of testimonials by Hollywood stars, the discs provide for a 30-second cut-in by the local announcer at the end of the program with copy supplied the local bottler by the company.

Commenting on the outlook for the current year, Mr. Colbert said the sales of Nehi Corp. for the first two months of the year are in excess of 25% more than the same period last year. "We are confident," he said, "that 1941 will be one of our biggest years for at least three products, Royal Crown Cola, Par-T-Pak, and Nehi beverages."

Living Symbols Present NBC-Red 'Alice' Book

ALICE IN WONDERLAND with her long golden hair and the Mad Hatter at his most eloquent were the living symbols of NBC's promotion campaign to launch its book of data on the Red Network titled Alice in Sponsorland, when the company's March 18 in the offices of New York trade paper editors, spoke their pieces and presented the books.

The book itself, with Alice, the Mad Hatter, the March Hare and the Dormouse as the leading characters, tells the story of NBC's promotion campaigns for the next 13 years of success, lists its satisfied sponsors, and presents each day's programs for the next 365 days, as seen through Alice's eyes. With illustrations by Barney Tobey and co by Joseph A. Eccles, an NBC sales promotion department, Alice in Sponsorland was produced under the direction of Charles Brown, NBC-Red sales promotion manager, and Ken R. Dyke, NBC director of promotion.
Wallace, ... the personal friend of millions (who recently pulled 34,351 replies over one station in a single week) has totaled more than 1,500,000 pieces of mail.

**AMERICA'S AUTHORITY ON FIGURE CONTROL**
On the air daily from coast to coast

**Further Proofs...**
- 49,647 proofs of purchase in 13 weeks (one station, new product, no distribution).
- 36,211 proofs of purchase in one week.
- 37,427 proofs of purchase from one announcement each week (13 weeks).

**AN ENTERTAINING, INSTRUCTIVE PROGRAM WITH A HARD-HITTING SALES-CREATING PUNCH THAT GETS RESULTS!**

In addition to "Keep fit to Music", the Covert Company offers to advertisers and agencies complete "package" programs of merit... sales-getting productions of which the above is but a single example.

Name writers, producers, musicians and talent comprise the background of a distinctive production... whether it be a one-minute transcribed jingle or a network show... at a price where the exorbitant production and so-called "idea" costs have been eliminated.

Further information gladly furnished

**The COVERT Co.**
Radio Programs
360 NORTH MICHIGAN AVE., CHICAGO
Phone STAte 3472
RCA Seeks Television Unity
To Avoid More False Starts

Problem Now Back in FCC's Lap as Video Hearing Is Reossed Over Weekend After Lively Start

By LEWIE V. GILPIN

The whole problem of introduction of commercial television, which has had a stormy existence during the last year, was suddenly tossed back into the lap of the FCC last Friday by RCA, which proposed that the Commission ascertain that all elements in the industry and the public are ready to move forward before a definite operating date is fixed.

Coming at the conclusion of two days of hearings on proposed new rules, the RCA position was made clear by Dr. C. B. Jolliffe, former FCC chief engineer, now chief engineer of the RCA Research Laboratories. Dr. Jolliffe's statement came after P. J. Hennessey Jr., NBC-RCA counsel, proposed no changes in the technical standards recommended by the National Television System Committee and offered no technical testimony. It caused such consternation that Dr. Alfred H. Morton, NBC vice-president in charge of television, had urged that the proposed rule specifications be amended to require 10 hours weekly, with the schedule to be increased as program availability, facilities, staff and economics permitted.

Before Dr. Jolliffe's appearance, Mr. Morton observed that RCA was not only one entity in what will be a vast industry and that in order to provide full service all elements must move together.

He urged that there be no limitation on commercial television because of RCA's exploitation activities, alleging it was attempting to "freeze" the art and get the jump on competitors.

Dr. Jolliffe explained that RCA's position now is that the FCC first should guard against another false start by ascertaining that all phases of the industry are prepared to proceed together. However, he concluded, the company did not know when the component parts of the industry would be ready to go ahead.

As urged by Chairman Fly how the defense situation affects television, Dr. Jolliffe, himself a member of several Government advisory committees on communications, asserted that information is lacking.

"We can't know what will happen from here on," he added. "We can't know what information from the United States Government," he asserted.

"We simply ask that you determine the status before you set a date." Dr. Jolliffe's testimony came after a number of companies had testified in favor of the NTSC technical standards and urged immediate Federal authorization of television. Up to that time only a few discordant notes were heard, and the general picture was that the industry had resolved its differences over technical standards which a year ago prompted the Commission to rescind its limited commercial authorization.

Before Dr. Jolliffe's appearance, RCA counsel, after P. J. Hennessey Jr., NBC-RCA counsel, proposed no changes in the technical standards recommended by the National Television System Committee and offered no technical testimony. It caused such consternation that Dr. Alfred H. Morton, NBC vice-president in charge of television, had urged that the proposed rule specifications be amended to require 10 hours weekly, with the schedule to be increased as program availability, facilities, staff and economics permitted.

Before Dr. Jolliffe's testimony and corroborated his position. Asked why RCA should change its view so radically, Mr. Morton observed that RCA was only one entity in what will be a vast industry and that in order to provide full service all elements must move together.

The hearings were recessed until Monday, March 24, with RCA-NBC still on the stand.

Industry Reaction

The NTSC recommendations of technical standards, resulting from several months' intensive study by the members of the nine NTSC panel groups, won the general support of participants in the hearing. The recommendations were unchallenged from the floor, except by the NTSC Jan. 27 in a "progress report" to the FCC [BROADCASTING, Feb. 3], except for substitution of a 4-5 line image, interlaced, for the previously recommended 441-line image, and broadening of the synchronizing pulse recommendations to permit field tests of several interchangeable systems—studies the standards ultimately to be narrowed to require use of the superior system. The changes were approved by NTSC on the recommendation of the Jan. 27 hearing.

Industry reaction at the hearings Thursday and Friday indicated endorsement of the NTSC standards as the choice of the various alternative proposals incorporated in the standards of good practice issued Feb. 27 by the FCC to constitute the agenda for the proceeding [BROADCASTING, March 3]. Substantial industry acceptance of the proposed NTSC standards was announced at the same time by the FCC, also was evident at the hearing. The principles of issue on the FCC's proposed rules arose in regard to multiple ownership and the five-hour daily program service requirement for commercial television stations.

A high point in the hearing came Thursday at the start of CBS testimony, when Paul A. Porter, CBS Washington counsel, cautioned the FCC to look into the possible effects of the national defense program on the development of television before giving the green light to allowing visual broadcasting to "get off to another false start." He emphasized the importance of considering the defense situation as a present factor in television's development and suggested that if the FCC determined that defense activity might slow down visual broadcasting's advance, it should do two things: Set technical standards, noting that widespread public participation is not to be expected, and sanction commercial operation, letting operators sell time but making certain the public is not misled by extensive service will be created or continued.

Hazards Enumerated

"It is quite possible that the public, the broadcaster and the future of television itself may be seriously injured if at this time television is launched on a scale which, because of increasing defense demands, cannot be maintained," Mr. Porter commented. "There are many hazards along the road to a real television service even under normal (Continued on page 49)
"Why Be a One Man Band, Allan?"

"After all, you can't do everything around the shop. Why not let NBC Radio-Recording lend a hand or two?"

"What can they do to help me?"

"Listen, pal, when it comes to helping us agency men develop a spot program idea, they're the works. Why, NBC’ll write, cast, produce and record that show for you from opening fanfare to sign-off. Yes, and after it’s recorded, handle the processing, manufacture and distribution of your records."

"Lovely! But I haven’t that kind of money."

"What kind of money? Son, NBC’ll work with you regardless of your budget. I know! They’ve helped me whip more than one program into shape."

* * *

Whatever your recorded-program need—a series of simple announcements or a full-length script or musical show, we’ll work with you from script to finished pressing—in whole or in part—and record your show NBC ORTHACOUSTIC*, which means reproduction at its best.

Let’s team up... Write or telephone today and outline your program problem.

* Registered Trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, N.Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D.C. • Sunset and Vine, Hollywood

BROADCASTING • Broadcast Advertising March 24, 1941 • Page 17
Networks Differ in Methods Of Reaching Nations to South

CBS Setting Up Own Hookup of Latin Stations; NBC Sells Its Own Shortwave Facilities

By BRUCE ROBERTSON

ALTHOUGH in general agreement with the ideas on broadcasting from the United States to Latin America expressed by Don Francisco, radio consultant on the Rockefeller Committee on Inter-American Relations, following his return from a three-month trip through Central and South America [Broadcasting, March 15], the executive officers of NBC and CBS differ considerably as to their plans of operations.

For example, on the basic point of getting their programs to the listeners below the border CBS is setting up its own network of Latin American stations which will re-broadcast its programs to their local audiences and which it will sell to advertisers as it does its network in the United States. NBC sells only on the shortwave facilities, with its advertisers making their own arrangements for local re-broadcasts whenever, wherever and on whichever station it wishes.

Listener's Tale

Edmund Chester, director of CBS international divisions, says that during his eight years in South America for AP he made frequent visits to every country below the Rio Grande, and from his experience as a radio listener he is convinced that local retransmission is necessary to get the programs to the audiences.

NBC states that its mail proves that its programs are heard in all parts of Latin America and cites numerous examples. One is Radio y Televisión de Caracas, half-hour of recorded dance music broadcast each evening from 6:15 to 6:45 and announced in Spanish by Ken Smith. Station received its first letter that month, the mail gradually increasing until in December 607 letters on the program were received.

On the commercial side, NBC can point to Adam Hat Stores, which last June began shortwave Spanish blow-by-blow descriptions of fights from Madison Square Garden southward. Since then, without a single salesman in Latin America, the company has obtained outlets in the Dominican Republic, Mexico, Salvador, Panama, Costa Rica, Guatemala, Venezuela, Colombia, Ecuador, Bolivia, Peru and Chile. They have also distributed registered letters in British West Indies through the Canadian factory and distribution arrangements for Cuba are under negotiation.

"This has been accomplished without having a man in the field," Leon S. Goldberg, advertising director of Adam Hat Stores, wrote NBC. "Our export manager is leaving this month for his first trip into the territory." Nor, adds NBC, is Adam Hat Stores buying any re-broadcasts of its shortwave programs.

Opera Pickups

The Texas Co., which sponsors the shortwave broadcasts of the opera on Saturdays over WCBJ and WNBC, NBC shortwave stations, as well as on the Blue Network in this country, has purchased time on 26 Latin American stations for rebroadcasting these programs. NBC believes that allowing each advertiser to handle the re-broadcast situation as he desires is the best policy and adds that even with CBS making exclusive affiliation deals, with the Latin American stations there are still more than twice that number left available for NBC shortwave clients.

From its nearly three years of experience in programming for Latin American listeners and more than a year in carrying commercial as well as sustaining programs on its shortwave stations, NBC believes it has obtained a pretty good idea of what programs are liked by the Latin Americans. And it notes that in the first place its shortwave time is less than four hours, one hour devoted to news, the first fifteen minutes of every hour being devoted to a news summary.

According to John F. Royal, NBC vice-president in charge of foreign relations, "straight-forward unbiased broadcast of news is the perfect answer to propaganda. We staked our chance of success on the intelligence of our listeners and they recognize the difference between news and commercial propaganda." NBC has recently added its first news program comment for Latin Americans, Spanish and Portuguese transmissions of the MBS broadcasts of Raymond Gram Swing, which after less than two weeks as sustaining broadcasts are now sponsored on the shortwaves by Eso marketers.

And Music Next

Next to news, NBC rates music as most popular with our neighboring Americans, with the popularity about equally divided between dance and classical melodies. Then come sports and Hollywood gossip. Soap operas would be as popular with Latin Americans as they are here, NBC believes, but no satisfactory way of translating them has been found. "When you get over the vernacular in one language, you are in trouble," one program executive expressed it, "What is acceptable in one country is objectionable in another." So NBC is still searching for the right vehicle representing family dramas, all Latin America have not been over.

A major aim of CBS will be to give Latin Americans a true picture of life in the United States, not through news alone, but through all its programming, Mr. Chester said. "I don't mean that we should propagandize," he explained. "In fact, I think that would be fatal. But if we give them glimpses at all phases of our life they are intelligent enough to decide what they like and can adopt out of our culture. It is not our business to attempt to impose our culture on them, but only to let them see what it is.

"For example," he went on, "we are going to give them programs of our folk music, the songs of Foster and the like. They've heard lots of our jazz and lots of symphonies, but they know very little of our folk tunes. We also plan to get the cooperation of our callers in presenting the educational aspects of American life and in this connection we shall let students and professors from Latin America play an important part in the presentation. One of them, speaking to his own countrymen, can put over an idea about us better in 15 minutes than one of us could in 15 weeks. A vital factor in the CBS plan

Latin American Group Asks New York Charter

INCORPORATION papers have been filed in New York State for the Export Information Broadcasting Corporation, which issued recently [Broadcasting, March 3] by the American Assn. of Advertising Agencies, to study export markets and media of Latin America. The Bureau has been chartered with $200,000 capital stock and par value.

Directors are John Benson and Frederic Gamble, president and managing director respectively of the AAA, and E. de Witt Hill, vice-president of McCann-Erickson, New York.

Dr. Hadley Cantril, director of the Public Opinion Research Project at Princeton U, who has been appointed executive vice-president of the Bureau, is selecting his staff but has not announced personnel or other details.

E. K. JEFF, FCC chief engineer, will speak March 28 on MBS, discussing the radio "Moving Day" of March 28. On March 27 he will present a special program to explain to the radio audience the reasons for the change in wavelengths.

Is it its agreement to take programs from the Latin American countries for broadcast in the United States not only throughout the United States, but to other Latin American countries, Mr. Chester stated. There is a lot of talent which has never been developed, he said, and the chance to be heard throughout the whole hemisphere will provide an incentive.

CBS is also bringing a number of outstanding Latin American artists to New York to broadcast back to Latin America, to provide an incentive to Latin listeners to turn to our shortwave tuning. Juan Arvizu, Mexican singer, is the first of these artists to be signed by CBS.

The future news for Latin Americans being edited in accordance with their idea of news values, which is quite different from ours, Mr. Chester explained, CBS has engaged a Latin American student assistant to Mr. Chester in the AP office in Buenos Aires, as Latin American news editor.
Two fighting fists battered the way to fortune for Heavyweight Champion Joe Louis. * Two radio stations with powerful sales impact are crashing through with championship performance, winning greater sales for advertisers in the “Golden Horseshoe”, one of America’s richest markets.
President Haggerty of Printer's Union 
Asks Publications to Halt Radio Gains

MOVING to stir up new interest in the move of International Allied Printing Trades Assn. to secure Federal legislation levying taxes ranging from 10 to 20% on the income of radio stations, the AFL union's president, John B. Haggerty, last Tuesday published an open letter challenging critical trade publications to propose a more expeditious method of halting radio's advance as an advertising medium than his proposal to tax radio broadcasting revenues [Broadcasting, Feb. 24].

In his two-page printed letter, given general circulation among the thousands of members of the affiliated printing trades unions, Mr. Haggerty charged that the growing affluence of the broadcasting industry, hand in hand with allegedly self-helping cooperation from advertising agencies, not only cut down the economic prospects of the publishing business, and hence employment opportunities for workers in the printing trades, but also constituted a threat to a free press in America. He cited facts and figures which he stated bore out his contention that the broadcasting industry and advertising agencies were lining their pockets at the expense of the printers and publishers.

Answer to Printers
AN ANSWER to an allegation of the Allied Printing Trades Assn. that radio has cost union printers about 25,000 jobs, was made last week by the NAB in an analysis prepared by Paul F. Peter, director of research. The analysis shows how radio has created a million new jobs that did not exist before. It has been sent to newspapers as the industry's answer to the printing trades crusade to tax radio and prevent "diversion" of the advertising dollar from the newspapers and magazines.

No "one-man-show", WIBW's news service requires four newscasters, each an expert in his specialized field . . . each with his own news periods . . . his own loyal following. 69.7% of OUR FAMILY habitually listens to WIBW news . . . a giant, news-hungry audience in Kansas and all adjoining states.

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No "one-man-show", WIBW's news service requires four newscasters . . . each an expert in his specialized field . . . each with his own news periods . . . his own loyal following.

From before daybreak until the early morning hours, WIBW has a consistent, ready-built audience . . . ready to be turned into customers for your product.

WIBW in "The Voice of Kansas" 
COLUMBIA OUTLET FOR KANSAS

BROADCASTING • Broadcast Advertising
the advertising placed on the network?"

"Government reports show that while the yearly wages of many skilled tradesmen have substantially increased for 1939 over the yearly wages paid in 1929, the workers in the newspaper, magazine and periodical industry received, in 1939, $284 or 15% less than they received in 1929; that there were in 1939, the last year for which governmental figures are available, 1,656 fewer publishing plants where printing trades workers might secure or hold jobs; that the value added to the product of printing trades workers in 1939 was some $1,700 or 15% less than that which prevailed in 1929, thus providing less revenue for the employer to use for the workers’ pay-roll, materials, taxes and profits; that the cost of materials, per worker, used in the printing and publishing industry, in 1939, was $406, or some 13 1/4% higher than in 1929; that, in many instances, to make possible the continued publication the sales price of newspapers and magazines has been increased as high as 50%, thus transferring to the readers the costs previously derived from revenues from advertising which has been diverted to radio broadcasting."

Ewing Family Gets CP
For Station in Natchez

Dallas Pleas Rejected

A NEW station in Natchez, Miss., was authorized by the FCC March 19 when it granted the application of Natchez Broadcasting Co. for 250 watts on 1370 kc. At the same time it designated for hearing the application of Natchez Radio Corp., a rival applicant seeking 250 watts on 1370 kc.

The successful company is headed by P. K. Ewing, manager of WDSU, New Orleans, who also owns WGRM, Greenwood, Miss., and WGCM, Gulfport, Miss. Mr. Ewing holds 15% of the stock. His son, P. K. Ewing Jr., manager of WGRM, holds 3%; and another son, P. C. Ewing, manager of WGCM, also holds 3%. The other 3% is held by M. M. Ewing.

The unsuccessful applicant company has as its chief stockholder Jimmie Willson, secretary-treasurer, now employed by WWL, New Orleans, who would own 75% of the common stock. Other major stockholder is Kramer Service Inc., identified with the ownership of WSBK, McComb, Miss., 27%.

Dallas Denials

The Commission on March 19 also announced dismissal of the applications of Chilton Radio Corp. and the late V. O. Stamps, Dallas music dealer, each seeking new local stations in Dallas, using 100 watts on 1370 kc. Mr. Stamps died recently, whereupon the Chilton Corp. applied for a dismissal of that application. Last Jan. 1 the Commission authorized the Chilton Corp. to apply for another frequency, which has been dismissed. The Chilton Corp. is headed by A. L. Chilton, chief owner of KLRA and KGHJ, Little Rock, Ark.

EVERYBODY KNOWS around Macon, Ga., even the "town character" (above), that WMAZ shifts March 29 to 940 kc. Stuffers were placed in 12,500 March bills by the water company. Theatre trailers, signs on moving vans, air skits and booklets given away by a department store are some of the WMAZ stunts.

‘NEWSPRooM’ SERIES
FOR ALKA-SELTZER

MILES LABS, Elkhart, Ind., added another program to advertise Alka-Seltzer and One-a-Day Vitamin tablets March 24 when it began "The Newsroom of the Air," on NBC-Red five evenings weekly, 7:15-7:30.

As Broadcasting went to press, 17 stations had accepted the program, and others will be added as soon as possible. The sponsor has several names in mind and the current title may be replaced.

The program now features John W. Vandercook from New York, Earl Godwin from Washington and various foreign correspondents of NBC reporting from abroad. With advent of sponsorship, format of the program will be changed and a news summary from Chicago by Fort Pearson added. Under the new program setup, two-way conversa-
tion will be used, with the news correspondents, where possible, on major news stories being brought in at respective spots. Wade Adv. Agency, Chicago, handles the account.

Enlarged Spot Campaign Undertaken by Breyer

BREYER ICE CREAM Co., Philadelphia, started its annual radio campaign on March 14 for its various Breyer’s ice cream flavors. Radio and newspapers are being used more extensively than in previous years to herald the company’s Diamond Jubilee Year, beginning this month. Spot announcements and chain breaks are being used on six stations along the Atlantic Coast, twice as many as in former years.

A total of 4,420 announcements will be used on the following schedule: For 52 weeks, WOR, New York, 14 weekly; KYW, Philadelphia, 23 weekly; and WCAU, Philadelphia, 12 weekly; for 26 weeks, WGBI, Scranton, Pa., 14 weekly; WJSV, Washington, 4 weekly; and WBOC, Salisbury, Md., 14 quarterly. Agency is McKee & Albright.

"Proof of the ‘PULLING’ is in the MAILING"

Over 46,000 Letters Monthly from One Program Prove WJZ’s Pulling Power!

NANCY CRAIG’S 46,000 fan letters monthly from her WJZ “Woman of Tomorrow” program spell tremendous popularity in any language. Translating that response into selling terms, it signifies even more to the advertiser eager to win the largest possible hearing for his sales message.

Those 46,000 letters offer 46,000 conclusive proofs that the right program plus the right audience equal a maximum selling opportunity . . . and that WJZ offers both!

Prove to your own—and your sales—satisfaction that in radio the "proof of the 'pulling' is in the mailing." Sell the world’s richest market over WJZ and watch the returns roll in! National Broadcasting Company, a Radio Corporation of America Service.
A Guide-Book for Army Broadcasters

Suggestions on Staging And Preparation of Programs

The writer, former president of International News Service, former foreign correspondent, and as major former director in the wartime Army Intelligence School, delivered an address March 13 before 100 public relations officers of the Army, called together in Washington by Maj. Gen. Robert C. Richardson Jr., director of the Public Relations Bureau of the War Department. The salient points of his address are here recorded.

By FRANK E. MASON
Vice-President, NBC

1. Don't approach a station for time allocation until you have worked out your program plan in sufficient detail to be able to discuss it. You would not go to the local newspaper and ask its editor to reserve a column on the front page for you for next Tuesday for some news item or article that you expect to connect between now and that day. Be as intelligent and considerate in your requests for radio time reservations as you are for newspaper space reservations.

2. When you work out your program idea make it not only a program with a purpose, but also an audience-building and audience-holding program. A badly-planned, ineffectively produced program not only loses the audience for that particular program, but has the effect of prejudicing listeners against remaining tuned in for your later programs. It is better to put on no program at all, then one which results in the audience dialing out on your next broadcast before you have had a chance to grasp their attention.

General Appeal

3. Be objective, and not subjective, in judging both program ideas and their proposed execution. You are living in an Army atmosphere, intensely interested in every activity of yours. Your audience lives in another environment. Judge your program by its general civilian appeal, and not by the applause or criticism of your fellow officers.

4. Schedule your programs with the station one week to ten days before the time of broadcast. Work as far ahead as possible. This enables you to build up an audience for your program by station preannouncements and by camp and newspaper publicity. It enables the station to cooperate with you better in allocating suitable periods for your broadcasts. It affords more time for rehearsal.

5. Don't set the time for events at your post or camp which you wish to have broadcast until you have consulted the radio station, so that you can fit your program into the station's previous time commitments. High Government officials, accustomed to the use of the radio, are meticulous about scheduling their speaking engagements to fit into broadcasting programs with a minimum of disarrangement of audience listening habits and station commitments.

6. Carefully examine the previously scheduled program which is to be cancelled in favor of your broadcast to gauge the public relations consequences of the cancellation. If the program to be cancelled for you has a large audience which has acquired regular habits of listening, this audience may become highly articulate in registering its displeasure and resentment if your proposed program suddenly and unexpectedly comes over the air, displacing an old friend of the radio. You may make more enemies than friends in such a case.

Avoid Cancellations

7. Except for the utmost emergency, don't request a station to cancel a commercial program to carry your broadcast. Successful merchandising by radio advertising, as in the case of any other advertising, depends upon continuity of effort. Interruptions of program schedules to carry your Army programs affect the listening habits and therefore the size of the listening audience of the commercial messages of the advertiser. Such cancellations obviously have their effect on business in the community as well as on the revenues of the station.

Be Smart

8. Don't ask advertisers to impair their programs by including your announcements or your messages in their commercial program periods; the station will cooperate with you by providing time for such broadcasting. The first brilliant flash of genius of nearly every neophyte in public relations by radio is the attempt to hitch-hike its announcement on a popular commercial period. The neophyte is convinced he has an inspiration because he hasn't heard it done before. He hasn't heard it on the air, because it is poor public relations and unsound broadcasting for both the cause the announcement represents, and the advertiser.

9. Don't request the station to schedule an indefinite series of programs on a t.f. (till forbid) basis to continue at the same time each week. This fort has its occasional failures, and you will save yourself the embarrassment of either explaining the reasons for cancellation or eliciting on an unsatisfactory broadcast, that they may not alienate your audience.

10. Don't ask for more time than you need. The most effective messages are the shortest—history, the story of Genesis, the Ten Commandments, the Sermon on the Mount, Lincoln's Gettysburg address—were effective because they were brief. You may impress your commanding officer by telling him you put on an hour program, but if you could have done it in 15 minutes you probably would have impressed your audience much better.

Brevity Advised

11. Limit all speeches to 15-minute periods. The most difficult program to prepare from the standpoint of holding audience interest, is the prepared speech. This is especially true when it is read before the microphone in an interrupted lullaby monotone. Schedules are now possible, and you have speakers of unusual ability and interest to the audience, and make it a rule to limit speeches either to half or one-quarter hour periods.

12. Don't attempt to schedule a program on a State, regional, or national network unless it is of such regional or nationwide interest. Every network station, in addition to carrying network national defense programs, has to fulfill its function of serving its community, and not just projecting over the air the activities of its own community which are connected with national defense. The national interest will probably best be served by limiting national network broadcasts to

(Continued on page 46)

Radio Representatives Join Army Tour To Inspect Nation's Defense Activities

TO MAKE a first-hand inspection of the country's military and defense preparations, with the U. S. Army playing host, 15 representatives of radio, newspaper and photographic services left Bolling Field, Washington, D. C., last Thursday on the first leg of a two-week aerial tour of Army camps and installations from coast to coast. The official tour, directed by Lt. Col. Frank A. Allen Jr., chief of the Pictorial & Radio Branch of the War Department's Bureau of Public Relations, was organized by Gen. George C. Marshall, chief of Staff of the Army.

Traveling entirely by air in commercial transport planes, the group will inspect actual Army and military production operations during the March 20-April 2 tour. The trip was devised to give an overall on-the-spot view of these operations to representatives of radio and picture organizations which would be useful in planning and executing future assignments in the defense line.


The group left Bolling Field in Washington last Thursday, flying direct to Wright Field, Dayton, O., to inspect Air Corps activities there, and on Friday and Saturday visited Fort Knox, Ky., and Fort Sill, Okla. Other stops will be made at Los Angeles; Fort Bliss, Tex.; San Antonio; Maxwell Field, Ala.; Fort Benning, Ga.; Fort Bragg, N. C., and Langley Field, Va.
Shortwave Posts Are Set Up by FCC
Foreign Broadcasts Will Be Recorded and Analyzed

DEALING with one of the "vital national defense problems developed by radio", the FCC, cooperating with the Defense Communications Board, last Wednesday announced establishment of special "listening posts" to record, translate, transcribe and analyze foreign shortwave broadcasts. The "listening posts", set up at primary monitoring stations located throughout the United States and its possessions, will keep a 24-hour watch for subversive and pertinent radio propaganda from abroad, the FCC stated.

Under the project, part of the national defense activities in the communications field carried on by the FCC through special Federal funds and appropriations, a picked force of 350 technicians, translators, clerks, programmers, analysts and other experts will work in eight-hour shifts, monitoring all overseas transmissions involving propaganda directed at America. Particular attention is to be paid to voice broadcasts, including newscasts, speeches, announcements and plays, the FCC commented, although some musical programs also will be monitored.

Big Job Ahead

After being recorded in the field, the program material will be coordinated and studied at Washington. It is estimated that it will be necessary to record and analyze material of which 75% will be in languages other than English. An idea of the scope of the project is indicated in the FCC's comment that seven hours of translation and transcription are required to fully process one hour of recorded material.

The project was set up on recommendation of the DCM, as approved by President Roosevelt and the Bureau of the Budget. Cooperation is expected from other Government agencies seeking accurate information on the extent and character of foreign broadcasts reaching this country. Broadcasters and private propaganda analysis organizations also are cooperating.

The FCC's defense activities started last year under a $1,600,000 grant from special Presidential emergency funds. Continued activity along this line, on an increased scale, is indicated by the $1,920,000 item included in the FCC's $4,259,729 appropriation for fiscal year 1942, final Congressional approval of which is expected soon.

Gen. Petroleum Adding Drama Series on Coast

GENERAL PETROLEUM Co., Los Angeles (Mobil gas, oil), a subsidiary of Socony-Vacuum Oil Co. and out of Pacific Coast network radio for several months, on April 27 starts a weekly half-hour program, "Wasthe," on CBS West Coast stations ( abril KARM-KSF0 KON KIR0 KVI KFPY KOY KTUC), Sundays, 9-9:30 p.m. (PST). Contract is for 36 weeks. Formerly a CBS Pacific Coast sustaining feature, the program each week will present three guests who were eye-witnesses of spectacular events in recent history.

Each story is to be dramatized with an 11-piece orchestra directed by Bill Hatch supplying atmospheric background music. Knox Manning has been signed as narrator. Russ Johnston, CBS Pacific Coast program director, identified with the series since its inception, will produce.

General Petroleum, in a 30-day campaign ending April 13, is currently using an average of five nighttime signal announcements weekly on a group of West Coast stations. Agency is Smith & Drum, Los Angeles.

New Milk Tested

GOLDEN STATE Co., San Francisco (Golden V vitamin milk), this month started a campaign on 10 California stations (KROW KSF0 KPO KFRC KFI KXN KFDB KHJ KEC), using daily one-minute transcriptions of drama and music for an indefinite period. Golden State some years ago was a heavy user of network radio on the Pacific Coast. If the current test campaign for its new product, which sells above the average price of milk due to the fact that six vitamins have been added, proves successful, Golden State will probably expand its radio to much larger proportions. Agency is Ruthrauff & Ryan, San Francisco.

Kitchen Kleenzer Spots

FITZPATRICK BROTHERS, Chicago (Kitchen Kleenzer), on March 17 started a varying schedule of three to six-weekly live spot announcements on more than 20 stations. Contracts are for 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

‘Info Please’ Repeat

WITH the advent of daylight saving time in the East, American Tobacco Co., New York, will start a rebroadcast of "Information Please," currently broadcast across the country on NBC-Red 8:30-9 p.m. (EST) on Fridays. Since this would put the program on the West Coast at 4:30 in the afternoon after April 28 the Friday broadcasts will be transcribed and the recording broadcast on the Pacific Coast Blue Network at 7:30-8 p.m. (PST) the following Tuesdays. Switch to the Blue on the Coast was necessary as the Red Network will not accept transcriptions. Program advertises Lucky Strike cigarettes and is placed by Lord & Thomas, New York.

STRETCH YOUR DOLLAR

That's easy—now a dollar spent with us—goes a lot farther toward—

YOUR SALES

They will automatically stretch too—Bigger audience — more potential customers — so make it—

YOUR HABIT

Buy Philadelphia's most powerful independent—because—

OUR POWER

Is being stretched from 1000 to 5000 watts full time

WM. PENN BROADCASTING COMPANY WPEN

920 ON YOUR DIAL

March 24, 1941 • Page 23
**Federal Report Sees Danger In Radio as a 'Big Business'**

Extension of Government Radio Activities Urged To Offset Alleged Control of Pressure Groups

NEW RUMBLINGS for Government-operated radio broadcasting facilities, this time coming from the direction of the Temporary National Economic Committee, a hitherto untapped source so far as broadcasting is concerned, were heard this week with release of a TNEC monograph, *Economic Power & Political Pressures*.

The monograph, 26th in a series developed during the 21/2-year history of the Joint Congressional-departmental committee, also declares that radio, apart from being a principal medium of public information, is "big business" and that if the trend toward growing "business control" over the instruments of propaganda continues, "the Government must continue to extend its activities and the attempt to match the concentration of economic power in the hands of those not politically responsible to the electorate".

**Legislative Remedies**

Described as a "study of lobbying", the monograph was written by Donald C. Blaisdell, assisted by Jane Greverus. Its recommendations, concerned chiefly with remedying controls exercised by various pressure groups over the Governmental process, are being considered by TNEC, with other recommendations along other lines and on other matters, in preparing its final report.

The TNEC report, it was stated, will cover both observations and recommendations, although it is not known what particular recommendations will be advanced finally by the committee. The report must be completed by April 3, since the life of TNEC ends on that date.

Although no word was available of legislative plans to follow up TNEC recommendations regarding alleged patent controls and other forms of monopolistic business practices, pending release of the TNEC overall report, it was regarded as inevitable that legislative remedies will be sought as soon as possible.

In releasing the Blaisdell monograph, it was emphasized that although the study was undertaken for TNEC, the monograph itself does not necessarily indicate TNEC findings or conclusions.

Commenting on problems arising out of concentration of economic power, the TNEC monograph observed: "Through the press, public opinion, and pressure groups it is possible to influence the political process. While all three of these factors have played a part in the process since our beginnings as a nation, the extent and consciousness of their use has grown inordinately. They are employed by all contestants in the struggle for control, but reflect the viewpoint of business more accurately than that of others."

The revolution in communications, produced by American ingenuity and promoted by American business, makes the press, the radio, and other opinion-forming instruments far more important in the political process than ever before. Both press and radio are, after all, 'big business', and even when they possess the highest influence, they are the prisoners of their own beliefs."

Informing the Public

*Emphasizing the important position of broadcasting in any plan to "bring lobbies into the open", and incidentally pointing to a possible new publication duty for broadcasters, the monograph stated:

"Without doubt there is need to improve Federal administrative procedure, and the strengthening of planning within the Federal Government would aid it in meeting current problems. Yet a democracy cannot operate successfully unless the electorate is informed of the problems at issue, and the interests of the various parties to the debate."

"Lobby" registration proposals involve at least two aspects. The first is the securing, and periodic publication, of data on lobbyists—names, sponsors, and principal sources of funds, receipts and disbursements, purposes of expenditures, especially for public relations services, advertising, radio, etc.

"Secondly, it should be recognized that the Federal Government has a responsibility to see that the electorate is informed on public problems. This can be done either by requiring private radio chains, as a condition of retaining their licenses and as a public service, to publicize the activities of lobbyists in Washington and elsewhere; or, failing this, by establishing a Government-owned and operated radio broadcasting station for the dissemination, among other things, of such information."

"A Federal lobby registration law, setting up a special agency to classify, organize and disseminate the material filed with registration, having access to either the private radio chains or a publicly owned and operated station, would begin to provide information vital to the operation of the democratic process."
Allan Miller Joins New Clear Service
Leaves Commerce Department To Join Victor A. Sholis

APPOINTMENT of Allan Miller, chief of the press division, Department of Commerce, as assistant director of the recently formed Clear Channel Broadcasting Service, was announced last Wednesday by Victor A. Sholis, director. Mr. Miller served at the Department of Commerce with Mr. Sholis, who was his predecessor as head of the press division.

Offices have been leased in the Shoreham Bldg., Washington, and will be occupied early in April. Mr. Sholis announced. The organization, established by independently owned I-A stations, was created last February. It will serve as an information office, with the objective of preserving high-power outlets as the only effective means of supplying service to rural and remote listeners.

Washington Career
Mr. Miller, like Mr. Sholis, is a former newspaperman. A native of Duluth, he graduated from the U of Missouri School of Journalism in 1935 and is a member of the university daily. He joined the New York Journal as a reporter upon graduation and was transferred to International News Service a month later. After working with INS in New York for two months, he was transferred to the Washington bureau, covering New York. He handled the 1938 political campaign for the Washington Times. In March, 1939, Mr. Miller joined the Department of Commerce as assistant chief of the press division, becoming its chief a year-and-a-half later.

While in Washington, Mr. Miller covered Congressional hearings on the extension of NRA and AAA. During that time he entered Georgetown U Law School and was graduated in 1939. He became a member of the District of Columbia bar and was admitted to practice before all the courts of the District.

Mr. Sholis in early March conferred with a number of owners and directors of clear channel stations on the work of his organization. He also met with members of the group in New York March 17-19, during the meeting of the NAB board of directors on copyright negotiations and the subsequent session of the IRNA board.

One of the first moves of the service will be in connection with the March 29 reallocation. Clear channel stations generally plan to tell the story of their clear channel coverage and what the reallocation means to rural and remote listeners.

Fun With Names
SONGS LICENSED to BMI by Lysele Tomerlin, whose "South Sea Island Magic" has long been a hit, have provided Washington with close to the radio-FCC picture with an interesting diversion. Putting some of Tomerlin's songs in this order provide interesting results. For example, "I'll Be Switched If I Ain't Bewitched", "Come Into My Parlor, Mr. Fly", "Something to Worry About", "How Can I Be Neutral?", "Tears Within My Heart". Other tunes licensed to BMI by Tomerlin, who heads three Hollywood publishing firms, are "In Maui With You", "The Moon Shines Thru My Window", "Maple Trees at Twilight", "Sweethearts of a Ghost Town", "Lonely Senorita", "Cute and Captivating". George Houston is manager of the firm.

Ameche for Kraft
KRAFT CHEESE Co., Chicago, sponsoring the weekly NBC Kraft Music Hall, on March 27 adds Don Ameche, Hollywood film and radio actor, to the cast on a long-term exclusive service contract. Ameche, out of radio for a year, will be spotted at intervals when either Bing Crosby or Bob Burns take charge off. His induction does not change the status of other cast members. Besides Crosby and Burns, continuing on the program are Connie Boswell, and the Music Maids, vocal group, with John Scott Trotter, musical director. Ken Carpenter remains as announcer. Robert Brewer is the J. Walter Thompson Co. producer, with Ted Hediger representing the network. Writers are Carroll Carroll, Ed Helwick and Joe Bigelow. The program will be continued through the summer, with Crosby and Burns taking a 13-week vacation starting in early July.

Canada Dry Spots
CANADA DRY GINGER ALE, New York, is promoting the sale of Spur, a 5-cent soft drink, with one-minute transcribed announcements to 24 times weekly on CBC stations. An announcement franchise for the product in New York, St. Louis, New Orleans, Louisville and Philadelphia, and is placing announcements in those cities through J. M. Mathes Inc., New York, the agency. In other cities, announcements are placed cooperatively through local bottlers. The station list will be expanded, according to the agency.

Gillette Sponsors Derby
GILLETTE SAFETY RAZOR Co., Boston, for the second year will sponsor the broadcast of the Kentucky Derby from Churchill Downs May 3 on 96 CBS stations. Announcer has not been chosen, according to Maxon Inc., the agency. Commercial copy on the broadcast will feature a new Gillette Tech razor, called the Ranger Model. Merchandising aids that tie in with the Derby broadcast are being distributed to dealers.

KSFO
"Northern California's Listening Habit"
A CBS STATION - SAN FRANCISCO

March 24, 1941 • Page 25
New Agency Contract Form Approved

NAB Board Gives Its Endorsement to Revision

CLIMAXING months of negotiation between special committees of the NAB and the American Assn. of Advertising Agencies, the NAB board of directors last Tuesday approved and recommended a revised agency contract form for station facilities. Although the revised form, which supplements an earlier one announced Jan. 9, has not yet been approved by the AAAA time-buyers’ committee which participated in the protracted discussions, copies of it were mailed to stations last Friday by the NAB. The new form is described as a substantial improvement over the old “order blank” form in use since 1933.

Following the NAB’s Jan. 9 announcement of a new form, which was met by sharp protest from the AAAA group, the NAB and AAAA committees resumed conversations to iron out points of difference. Approval of the revised form by the NAB board came after agreement apparently had been reached on virtually all points. Announcing its approval, the NAB indicated that although it invited AAAA’s co-recommenda-tion, its members’ action in approving the form would stand as final regardless of whether AAAA joined in approval.

I incorporates Revisions

Apart from incorporating a number of revisions in keeping with prevalent business practices in agency-station dealings, the new form was designed to relieve a distressing rubber-stamp problem that went hand in hand with the outmoded “order blank.” The NAB has indicated that the new agency contract, which it recommends be used by stations as a basic contract form in dealing with advertising agencies, may be adopted generally for use in direct dealings with advertisers by substituting “advertiser” for “agency” wherever it would appear in the recommended form.

The new form embodies several refinements of the basic provisions of the Jan. 9 recommendations [BROADCASTING, Jan. 13]. It is designed to facilitate agencies’ bookkeeping practices, the new form provides that although payment from the agency to the station is normally due on or before the 20th day of the month following the commercial broadcast, “if the postmark date on the invoice is later than the seventh day of the month, the agency shall not be deemed in default if it makes payment on or before the last day of that month.”

Termination Clauses

Covering termination of contract, the new form provides that either party may terminate by giving the other 14 days’ prior written notice, provided such notice does not take effect until 28 days after the start of the contracted service. Also it provides that if the station terminates the contract, the agency has the benefit of the same discounts it would have earned under the contract.

While the Jan. 9 form provided that in cases of interruption or omission of a commercial broadcast the station would be liable to the agency only for a pro rata reduction in the time charge, the new form provides that the agency may take the more favorable choice between either a rate reduction or a reduction based on the proportion of the actual commercial announcement omitted or interrupted. Thus, it was explained to BROADCASTING, a five-minute interruption on a quarter-hour program would qualify for a pro rata reduction amounting to one-third the contract rate for the quarter-hour; on the other hand, a 60-second interruption of a 90-second commercial on the quarter-hour program would qualify for a credit of two-thirds of the quarter-hour time charge.

The contract provisions reserve to a station the right to cancel any contracted broadcast in order to broadcast a local event of public importance, provided there will be no substitution “unless deemed by station to be of the utmost public importance at that time.” It provides also that although the agency shall not be liable for any non-cancellable cost of talent to be furnished by the station on the substituted contracted broadcast, “it is mutually agreed that in no case shall station be liable for cost of any talent for which station itself does not contract.” Thus, in case of substitution a station would be held liable only for the cost of talent to be supplied by the station, it was explained.

Rate Provisions

Rate provisions of the recommended contract form incorporate a most-favored-nation clause; progressive rate reductions for continuing programs under extension of contract; protection in case of rate revisions through extension of contract within 30 days after effective date of rate revision; rate protection on a 52-week basis if agency contracts for additional time; combination of more than one program under a single contract to qualify for frequency discounts, excluding announcements and programs running less than five minutes.

In addition to the overall provision that program material must comply with the NAB Code, the contract form provides that the station may refuse to broadcast “objectionable” programs furnished by the agency, and that if the agency fails to provide program material, after being previously notified by the station, the station may broadcast “a creditable program” under name of the advertiser and make the specified time charge and a reasonable talent charge to the agency.

Inserted in the identity provisions of the new contract form is the agreement of the contracting station to furnish upon request by the agency the names of copyright organizations with which it holds performing licenses. The agreement did that of Jan. 9, provides that any litigation against agency or advertiser arising from “station material” will be defended by and at the expense of the station, while litigation against the station arising from “agency material” will be defended by the agency. In either case, the “indemnitor” is given full and complete control of the defense in litigation, and is held responsible for payment of damages or costs to the judgment. “Station material” would include all material used in programs furnished by the station except material furnished by the agency. “Agency material” would mean compositions performed in non-dramatic form which station is licensed by BMI, at the time of broadcast, to perform publicly for profit. “Agency material” would include all but “station material”, and station approval of “agency material” is not required by the agency’s indemnity obligations under the contract.

Bible College Is Denied Shortwave Application

ACTING against another application by specialized interests for a new international shortwave broadcast station, the FCC March 19 held that public interest, convenience and necessity would not be served by approval of an application for a shortwave station of God’s Bible School and College, Cincinnati, Ohio, for 60,000 watts on the frequencies 11710 and 21610 kc. In other words, the commission refused to consider the proposed findings turning down the application, the Commission stated that “America’s characteristically ‘do not permit rendition of a satisfactory program service to South America by the station under consideration during daytime at certain seasons of the year.’” It also held that the “proposed program” would be subject to a comprehensive survey designed to determine whether such program service would be acceptable to the areas to be served, and that the application has shown that it has the necessary staff available to render an international service in the public interest.”

Religious Group Starts Latin American Hookup

GOSPEL BROADCASTING Assn., a prominent religious group, has acquired a user of network and spot radio time, on March 23 started sponsoring a weekly half-hour transcribed Spanish version of Old Fashioned Revival Hour on seven major Latin - American stations, from shortwave station KAYJ-AM, Schenectady, N. Y. Stations and countries are LJS, Buenos Aires, Argentina; KCMJ, Claudio, Cuba; CPX-CP5, La Paz, Bolivia; HJCS, Bogota, Colombia; OAX4A, Lima, Peru; HCJQ,quito, Ecuador; YV5RG, Caracas, Venezuela.

In addition the program is being picked up for rebroadcast by stations in Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Uruguay and Paraguay. Gospel Broadcasting Assn. also sponsors the weekly Old Fashioned Revival Hour on 110 MBS outlets, in addition to the aforementioned version on several other stations nationally. Agency is R. H. Alber Co., Los Angeles.
KLZ
5,000 WATTS ON 560-CBS

DENVER'S STANDOUT STATION
STANDOUT

Standout merchandising wins award from Armour’s Clair Heyer, who wrote, “Your record will rank right at the top.”
We don't sell it!

 PRIMARY COVERAGE
 BONUS COVERAGE
We give it away!

We are referring to bonus coverage received by KXOK advertisers which is shown in blue on the accompanying map. The primary area alone, which is shown in white, comprises 95 counties with an estimated population of 3,531,700. In a recent offer by a KXOK advertiser—in addition to heavy returns received from the primary area, KXOK listeners wrote in from the counties shown in blue. In all, seventeen states were heard from on this particular offer. Advertisers interested in knowing first hand how KXOK’s signal gets around are welcome to make a similar test to that described.

Daytime pattern

KXOK

NBC BASIC BLUE STATION • ST. LOUIS, MO.
630 kc. 5000 WATTS DAY AND NIGHT

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

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
Radio Well Represented
As Correspondents Hold
Banquet for Roosevelt

RADIO, headed by the FCC membership, was well represented at the annual White House Correspondents Dinner in honor of President Roosevelt, March 15, at which President delivered his now famous "aid to the democracies" speech.

The address, which came during the middle of the dinner, was broadcast throughout the world by NBC, CBS, and MBS. Entertainment for the dinner included 1,000 Government officials, newspaper and radio men, was provided this year by NBC which alternated with CBS in providing the entertainers. A feature of the program was British and French reaction to the President's speech piped into the banquet hall as heard from London and Vichy.

Those attending included: K. H. Berkeley, general manager, WRC-WMAL; Dr. Frank Black, NBC music director; Walter Brown, general manager, WSPA and WOR; Stuart E. B. C. and J. J. Burns, CBS board member and counsel; Harry Butcher, CBS Washington vice-president; John Charles Day, CBS Presidential announcer; John Judah, commercial manager, WRC-WMAL; Lorin Dunlap, RCA; Gano Dunn, RCA; John Griswold, WNBK-WBBS, Shreveport; George Gillingham, FCC press chief; Paul Glick, Washington correspondent of the St. Louis Post-Dispatch; William J. Knott, WRC press chief; Philip G. Landis, Washington; Claude A. Mahoney, WRC, Washington correspondent; Frank Paul, Edward McCloud, RCA vice-president; Robert McDowell, WABC, assistant manager, Radio Gallery; C. L. Menzer, NBC national production chief; Frank Mullin, NBC executive vice-president; William Neal, NBC Washington; Edward J. Noble, president, WMCA, New York; Donald Patrick, Washington; Joseph Rozen, CBS counsel, attorney; John Royal, NBC vice-president; M. R. Ruston, CBS vice-president; Frank M. Russell, NBC Washington vice-president; David Sarnoff, RCA president; Arthur A. Scherfield, Washington; A. A. Schecter, NBC director of news and special events; Oswald Schuetze, RCA; Paul M. Seagrill, Washington; Eric Servin, CBS Washington correspondent; Fred Sides, WRC-WMAL assistant manager; William J. Sloan, CBS director of special events; Carleton Smith, WRC-WMAL assistant manager; George Smith, Washington; Sidney Streit, vice-president, NBC; G. H. Tegheter, vice-president, RCA; Niles Trenam, president, NBC; Albert Warner, CBS Washington news director; Theodore Weber, CBS assistant publicity director; A. D. Willard Jr., WJZ, New York; Paul Porter, CBS Washington attorney; and Brewster Morgan, CBS producer, New York.

Gen. Mills Shifts
GENERAL MILLS, Minneapolis, has moved to CBS the Betty Crocker and Hymns of All Churches broadcasts which were dropped from NBC in the realignment of the four quarter-hour programs sponsored by this company on a split Red and Blue network from 2 to 3 p.m. EST (BROADCASTING, March 17). On CBS these programs will be broadcast from 9:45 to 10 a.m. (EST), with Betty Crocker appearing Wednesdays and Fridays and Hymns on Mondays, Tuesdays and Thursdays. Repeat broadcasts are scheduled for 11:15 a.m. to noon (EST) until April 25 and after April 28, 5:15-5:30 (EST). On April 28 also KLZ, Denver, and KVOR, Colorado Springs, will be added to the network. Both shows advertise Gold Medal Kitchen Tested Flour and both are prepared through Blackett-Sample-Hummert, Chicago.

Lawyers Protest Legal Programs
PRELIMINARY plans of the Unauthorized Practice of Law Committee of the American Bar Assn. to take steps forcefully to terminate programs alleged to border on unauthorized legal practice, were deferred by the committee following a conference in Chicago March 16 with Joseph L. Miller, NAB Labor Relations Director. The committee decided to hold further discussions looking toward voluntary action.

The committee considered that certain programs, such as the Court of Missing Heirs, bordered on improper practice of law in that advice was given by unlicensed attorneys on legal matters. The specific complaint against the Court of Missing Heirs related entirely to its title, as it was asserted.

Arrangements were made by the committee for future meetings, at which specific programs presumably would be analyzed, with a view to working out means of self-imposed restrictions meeting its objections.

Norman Thomas Dies
NORMAN THOMAS, leader of the Socialist Party, on March 16, 1941, after a series of quarter-hour Sunday afternoon talks for 13 weeks on WHN, New York, under the auspices of The Call, weekly newspaper published by the Party in New York. In addition to the WHN programs, transcriptions of Mr. Thomas' talks were being placed on 40 other stations throughout the country. Agency is Adrian Bauer Adv. Agency, Philadelphia.
QUIZ of trade and brand names was staged by WENY, Elmira, N. Y., at the recent meeting of New York's Southern Tier Ass'n. of Manufacturers' Representatives. Bern Furniture, retail store, had invited four representatives of the Binghamton association to meet four from Elmira on one of its semi-weekly quiz contests. Merchandising folk comprised the two teams. After a half-hour of quizzing the Elmira team won. Home listeners, says WENY, found the competition keen and enjoyable and discovered that such prosaic displays as a shelf full of grocery staples had almost as many entertainment ingredients as vitamins.

**Dollar's Worth**

REVERSING the normal rate card sequence of number of stations, length and number of broadcasts and, finally, the cost, the new advertisements of NBC's Blue Network start out with the dollars and show the advertiser just how much he can buy for each amount of money. Copy used in advertising trade papers is being adapted for supplementary campaigns in grocery and drug papers; these ads concentrating on Blue sponsors in each field and spotted opposite lists of food and drug network advertisers in the publications.

**Mike Cut-Outs**

FULL-SIZED microphone cardboard cut-outs showing station's call letters are being used by WBAB, Atlantic City. Stickers with sponsor's name, title of program and time on the air, are sealed to base of mike. The display is being shown in windows and counters of stores handling sponsor's merchandise.

**WIP's Sack**

IN A TINY MAIL SACK, a sales message from WIP, Philadelphia, tells about its MBS affiliation, 15 kw. power, 24-hour operation, renewal record and FM plans. The message is folded into a tiny envelope which is enclosed in a miniature mail sack with tag attached.

FLOWER GIRLS of WMBG, Richmond, Va., donated 5,000 corsages to women who attended the cooking school sponsored by the city. Here are two of the girls, with Bill Filen in the middle. Bill was formerly in charge of local sales at WMBG but now in promotional manager of the city's utilities department.

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**East's Sheets**

ED EAST, conductor of Breakfast in Bedlam, broadcast on WJZ, New York, 7-7:55 a.m. every day except Sunday with participating sponsorship, is offering listeners a tabloid newspaper, AM, beginning March 24. Four-page paper contains humorous copy, pictures of East and his cohorts on the show and a page of instructions on how to play the piano by ear.

**Mutual News**

TALENT AND program chatter are printed in a new section attached to the weekly Mutual Program Folio. Besides the usual weekly schedule, the folio now contains a five-column newspaper-style folded cover on which the publicity material is printed. The folio is perforated at the top. The folio is prepared by Lester Gottlieb, MBS publicity director.

**Treet Plants**

CHRYSANTHEMUM plants called Early Wonder, are being offered as premiums by Armour & Co., Chicago, in their spring promotion on Treet. Listeners are asked to send $1 plus one Treet recipe folder for the plant, which has a retail value of $1. The program Treet Time is heard on 47 CBS stations thrice-weekly at 11 a.m. (EST).

**Spreads and Tears**

WHEN a new sponsor is scheduled, KGNO, Dodge City, Kan., places an advertising spread in the affiliated Dodge City Daily Globe. Tear sheets of the spread, with a promotion letter superimposed, are sent to dealers handling the sponsor's product.

**Kroger Displays**

EXPANDING its merchandising activities, WCAE, Pittsburgh, has arranged permanent displays in 100 Kroger Grocery & Baking Co. stores. Displays are changed each week to give products of WCAE sponsors visual advertising.

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**FLOWER GIRLS of WMBG, Richmond, Va., donated 5,000 corsages to women who attended the cooking school sponsored by the city. Here are two of the girls, with Bill Filen in the middle. Bill was formerly in charge of local sales at WMBG but now in promotional manager of the city's utilities department.**

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**BROADCASTING**

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Moving Day Headaches

IN THE WEE HOURS next Saturday, March 29, the standard broadcast band undergoes its first face-lift to frequencies in accordance with the Treaty of 1928. By virtue of the Havana Treaty signed by the principal nations of the North American continent, some 1,500 stations shift to new bands and are pledged to adhere to engineering standards uniformly applicable to each nation. Interference heretofore caused by stations operating on a haphazard basis in Mexico and Cuba, plus the notorious border station coterie would be eliminated under the new allocations structure.

An eleventh-hour development came with the release of the official Mexican log, which varied substantially from the allocations sanctioned at the final engineering cleanup session in Washington last January. Both the Brinkley and Baker border stations, plus certain others, are still on the rolls, with superpower—this despite definite official commitments that they would go by the boards. There is no despair evident at the FCC, but there is plenty of consternation elsewhere. However, it will not alter the basic plan for the March 29 shifts.

It has been known for months that border station operators have been seeking to undermine the whole allocation plan in order to preserve their stations and to continue to serve American listeners, paid by the dollars of American advertisers who have procured bargain rates or whose commercials would not be accepted by domestic stations. Whether they have been able to sabotage the original allocation plans remains to be seen. The fact that Mexico has seen fit to hold off assignments on a half-dozen channels to which it was accorded rights, plus the disclosure that it has not assigned stations to channels in violation of the agreement except where locations are concerned, are hopeful signs.

It is evident that both Canada and this country are geared for the changeover as scheduled next Saturday. Cuba will not be ready for the full-scale shift of its 87 stations. And as a result of the Mexican alterations there is bound to be some confusion. Thus it seems evident that there will be interference not foreseen when the changeover develops.

This country is not disposed to brook any undue tampering with the Havana Treaty terms. If the border stations continue to operate following the effective date of the Treaty, in violation of that sovereign agreement, official moves should be made to silence them through diplomatic channels. Should these fail, and should serious interference be caused with stations in the United States and Canada, there probably are justifiable grounds for jamming their operations by blasting high-power carrier signals on their frequencies.

Dollars for Defense

CASH IS NEEDED by Uncle Sam to finance the national defense program. Quarters from school children and dollars from workers will be marshaled through a bond drive, to get under way May 1, that will be reminiscent of the Liberty Loan drives of World War I.

In keeping with the modern tempo, Secretary Morgenthau has organized a skeleton staff to handle the bond promotion. As things stand now there will be an advertising budget, possibly of a million or so, to get the campaign under way during its early months. Cognizant of the importance of radio, the new organization already has named a radio man, Vincent F. X. Callahan, who knows commercial broadcasting from its early days. Funds for advertising may not be available until summer.

Radio, quite properly, has given freely of its time to Governmental agencies in the interest of public welfare. Newspapers and magazines do this too in feature stories and in news coverage. But the campaigns where Uncle Sam has had something to sell, newspapers and magazines have procured space rates. But not radio!

We don't know what the modus operandi will be in the new Defense Bond drive. Appointment of Mr. Callahan augers for the commercial approach. The planned appointment of an advertising agency indicates a definite appropriation for paid advertising, from which the agency would procure its 15% commission. The whole structure, it appears, will be geared commercially.

If white space is bought, then paid time also should be the order. The Government regards radio on equal footing with the press all down the line. There should be no deviation from that position when dealings are with the business office rather than news departments.

If taxpayers' dollars are to be allocated for advertising purposes, one media should not be discriminated against. If, in the selection of media, radio takes equal footing with the printed page can do a better job than the spoken word, that's a different story entirely. Radio is willing to take its chances in a competitive presentation.

The RADIO BOOK SHELF

ADVENTURES of amateur operators of shortwave radio, the heroic part they play in maintaining communications during emergencies when other methods of communication have failed, the comradeship that grows up among operators continents apart, the devotion of the operators to amateur radio, and its increasing importance and utility, are chronicled in Calling C-Q, a book dedicated to "hams" (Doubleday Doran, N. Y., $2) by Clinton DeSoto, a staff member of QST, the organ of the American Radio Relay League, and author of a history of amateur radio.

ESPECIALLY designed to meet the needs of the tremendous audience of music lovers created by radio, a three-volume reference guide has recently been published at popular prices. Separately titled The Standard Opera Guide, The Standard Concert Guide, and The Biographical Dictionary of Musicians, the last one devoted to D'Indy and his contemporaries, the former books cover the seasons of Oscar Nelson Doubleday Inc., New York ($2.95 the set), these books contain short biographies of great composers, their music, the stories behind their masterpieces, as well as instruction for intelligent listening.

DEDICATED to the radio serviceman, but valuable also to the library of the radio engineer and anyone interested in the new art of FM, is An Introduction to Frequency Modulation, by John F. Rider, just published by John F. Rider Publisher Inc., New York City ($1). The 186-page book has six chapter headings: Frequency Modulation, What Happens at the Transmitter, What Happens at the Receiver, The Transmission of FM Signals, FM Receiving Antennas, Servicing FM Receivers.

OUTGROWTH of a survey of college radio courses is a syllabus published by the Federal Radio Education Committee and offered as a guide for other colleges contemplating radio. Included in the 111-page book are suggestions for such radio courses and a listing of radio periodicals and other sources of helpful information. The present edition is a revision of a book by Prof. Tracy F. Tyler of the U of Minnesota of the 1937 syllabus issued by the FREC. Copies may be obtained at $50 a copy or for $5 each in quantities of ten or more from the FREC Committee, U. S. Office of Education, Washington, D. C.

THE MARCH Atlantic Monthly carries the diary of William L. Shirer, former CBS Berlin correspondent, which he kept as he followed the German armies through Holland, Belgium and France. It makes fascinating reading and tells much more than the author, while under the Nazi censorship, was able to broadcast to America, though perhaps not much more than he is telling in his lecture, motion picture and other engagements since his return to America.

CASE EXAMPLES of successful educational programs, adaptable locally, are contained in Utilization Practices in Educational Radio just published by the School Broadcast Conference, 288 N. LaSalle St., Chicago [50 cents]. The 101-page mimeographed book contains entries in the first annual utilization competition sponsored by the Conference, and is filled with suggestions which may be adapted to any in-school radio broadcast.
C HERUBIC is the word for Lestor William Lindow. But don’t let that baby-face deceive you, for folks who knew Les when he lived, variously, in Milwaukee, Madison, New York and Pittsburgh, agreed that young Lindow was really going places in this business world. Now Indianapolis, after watching him operate for the last year as manager of WBFM, Indianapolis, agree that he is one chap it would be unwise to "sell short".

It was about 28 years ago, on April 11, 1913, that Les Lindow got his first back slaps and let out his first yelps. It was just ten years later that his business career started (for he has never been out of a job since he was 10). And just 16 years after that he was the youngest manager of a network station—at age 26! The many back slaps he has received since that early April day in Milwaukee have been well deserved and usually delivered by others who have looked with astonishment and pleasure at Lindow’s successive accomplishments.

As a delivery boy for a commercial photographer Les earned his first dollar. Later he became a printer’s devil. While still a grade school pupil, Les, together with another lad of the same age, owned a community newspaper. That included complete ownership of presses which were bought by means of savings, borrowings and a purchase on the installment plan. Les consisted of writing, setting, makeup, selling advertising, then peddling the papers. On this job Les produced his first profit and loss statement—and the year-end figures were entered on the proper side of the ledger.

High school, with its increased homework, offered Les too few hours for his own business, so he sold out. The paper, now greatly enlarged, is still in existence. He worked for a chain grocery store throughout high school, storing up valuable knowledge of retailing.

Representing a Madison men’s store during his attendance at U of Wisconsin, he sold clothing door-to-door to fraternity houses. Sorority girls bought their flowers from the blonde chap who appeared before each campus affair. School parties that required beer—regardless of where given or by whom—were usually supplied by the determined undergraduate.

Nor did work interfere with his studies, for during his junior and senior years he was elected to the school honor society. In June, 1934, when Lindow was handed his B.A. degree in journalism, he had a bank book that showed a $500 balance. "I made more money the last year in college," he confesses, "than I did the first year after I left."

At the time of Lindow’s graduation (and only a few years ago), the general advertising department of Hearst publications had a representative visit various outlets throughout the East and Midwest to select likely prospects to work in that division of the organization. Lindow was selected from Wisconsin U. After the graduation dinner and banquet he caught a train for New York.

While business manager of Advertising Almanac Les decided to look into the radio picture. He had a lengthy talk with Marvic H. (Pete) Petersen, then in charge of national sales for Hearst stations. In May, 1935, he headed for Pittsburgh as a cub salesman for WCAE, then under the management of Ford Billings. It took only a few months to become a regular salesman. In August, 1938, he was appointed national sales manager. Five months later he became sales manager of the station.

On April 1, 1940, Les obtained a leave of absence from his Pittsburg post and accepted the position of "acting manager" of WBFM, Indianapolis. Personally chief stockholder in the Indiana outlet was Harry M. Bitner, publisher of the Pittsburgh Sun-Telegraph, who was instrumental in the purchase of the station from the Indianapolis Power & Light Co., the preceding July.

Secretary-treasurer of the corporation and traffic manager of WBFM at this time was Harry M. Bitner, Jr., son of the publisher. Harry Jr. was also a stockholder and active in the station’s management. Upon Lindow’s arrival, a Damon & Pythias friendship arose, Harry being 27 years old, and the two young men charted the future of WBFM to be soared. Since that time the friendship and respect for one another’s abilities has increased with time and today they share the management. Upon Lindow’s arrival, a Damon & Pythias friendship arose, Harry being 27 years old, and the two young men charted the future of WBFM to be soared. Since that time the friendship and respect for one another’s abilities has increased with time and today they share the management.

Three months after his arrival, on June 1, Lindow took the helm. He resigned officially from WCAE and the "acting" portion from his title was dropped. Harry Jr. did the same. Les relinquished the traffic managership and became office manager.

And so the station is operated today.

As to Les’ ambition, he’d say, “To make WBFM the best station in the country.” Hobbies? Only WBFM. I just don’t think I could do anything else.” And there is little time for extra-curricular activities when a man feels that way about his station.

Lindow is unmarried. He is a member of the University Club of Pittsburgh and the Indianapolis Athletic Club. His fraternity affiliation is Alpha Chi Rho. He holds a First Class rating in the officers’ reserve, and at college was a member of Scabbard & Blade, military fraternity.

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PERSONAL NOTES

GLEN RANNERMAN, CanadianAsm. of Broadcasters president-general manager, was tendered a handshake at the Rideau Club, Ottawa, March 18 by Hon. C. D. Howe, Munitions and Supply Minister, under whose jurisdiction comes Canadian broadcasting.

MURRAY L. (MYKE) SILTON, of the WORL, Boston, sales staff, recently became the father of his first boy, a little cub named William.

MIKE LYMAN, manager of WSAT, Huntington, W. Va., on March 14 was elected president of the Huntington Advertising Club, succeeding Vernon C. Bailey, resigned.

A. C. EPPR, for seven months sales- man of KRBC, Abilene, Tex., has been named assistant manager. How- ever, after fulfilling his duties as station and supervisor of KGKL, San Angelo, and KBST, Big Spring, has begged off from in- demnity.

WILLIAM G. GILLESPIE, manager of KTUL, Tulsa, is a member of the executive Committee of Tulsa, instrumental in bringing a blowing plane as- sisting his plant a crisis that created employment for 20,000 men.

C. J. LANPHIER, manager of WEMP, is the father of a second son, born February 24, 1941.

ART HILL, formerly of KOY, Phoenix, sales department, has joined thebecomes sales executive.

RAYMOND T. MCENRONEY, formerly KLIM, La Grande, Ore., commercial manager, has joined the executive staff of KWK, Vancouver, Wash.

GEORGE MOORE, of the sales staff of WSAL, Cincinnati, on March 13 was the father of his first child, a son.

EDWARD D. CLEARY, general manager of WBIG, Glenside, Pa., has been appointed to the publicity committee of the Philadelphia County American Legion, and is chairman of the radio committee of District 6, American Legion.

WILLIAM L. CARD, formerly in the radio department of the New York World’s Fair 1940, has joined WMCA, New York, as a member of program production, replacing Charles Kipps, who has joined the sales department of WVOX.

A NICKY, assistant cashier of NBC, Chicago, has been granted a leave of absence for military service.

N. B. MCLANCY, NBC traffic man- ager, is in Hollywood on a business trip to discuss traffic problems with the West Coast Pacific division.

RALPH ATLAS, president of WIND, Gary, Ind., was host to the seven members of the station’s sales department for waltz night at French Lick Springs, Ind., in appreciation of sales men who topped the station’s previous peak.

HUGH M. ASPINWALL, formerly director of farm programs of WFAA, Dallas, Tex., World, on March 17 was named program and production manager of KTXO-KGK, Springfield, Mo. Mr. Aspinwall replaced Terry Moss, resigned.

G. A. BROWNE, P. B. Booth and S. McCubbin, members of the Canadian Broadcasting Corp. staff, are working overseas with the Royal Canadian Artillery, Royal Canadian Navy and Royal Canadian Air Force respectively.

MRS. PEARL BENNETT BROXAM, program director of WSIU, Iowa City, Ia., is on a tour of the South, including visits to the stations in the inter- est of Zeta Phi Beta, women’s speech fraternity of which she is past na- tional president.

THOMAS CONNELLY, director of program promotion of CBS, will be one of the feature speakers at the fourth district convention of the Ad- vertising Club of America in Miami Beach, April 19-20.

JOHN GUNTER, NBC commentator, on March 21 started a quarter- treed with tabloid newspaper work, discussing affairs throughout the Americas. He will make a tour of South and Central American nations.

JOHN PATRICK SMITH, commer- cial manager of WUPO, Cincinnati, is on a trip to Mary Jane Lawler, of Cincinnati.

PAUL WHITE, CBS director of news and special events, on March 7 was featured as a licensee given by the Advertising Women of New York to Margaret McBride, CBS "Columnist of the Air," served as mistress of ceremonies.

MARVIN (BUD) LANG, account ex- ecutive of WOR, Phoenix, married Virginia Black of Los Angeles March 16.

FRANK McINNTE, program man- ager of KFRC, Abilene, Tex., is the father of a daughter.

WALTER WINDSOR, formerly of WAAT, Jersey City, and WMCA, New York, has joined the staff of WSGN, Birmingham, Ala.

BARRY BARENTS, of the announc- ing staff of WTAG, Worcester, is the father of a boy.
LOUIS COWAN, Chicago creator of the weekly NBC Quiz Kids, sponsored by Palmolive Co., was in Hollywood during mid-March to confer with film executives on plans to build feature pictures based on the radio program. Featured will be two contestants, Gerard Darrow and Cynthia Kline. Paramount Studios is currently making a series of "Quiz Kids" short films.

FRED BANKER, formerly on the news staff of KOMO-KJR, Seattle, has been inducted into the Army.

LOU WITHERS, KFI-KACE, Los Angeles announcer, has resigned to devote his time to ranching.

FULTON LEWIS, Jr., WBS Washington commentator, is currently on a West Coast lecture tour.

DOUGLAS WAY, formerly chief announcer of WJJD, Chicago, and WPRM, Cincinnati, has joined the staff of WWRL, Woodside, Long Island, as a newscaster, replacing Sanford Baker, who has joined the announcing staff of NBC.

LE HOY FRENCH, singer and stage director, has joined WBNX, New York. He has composed music, copyright and research department.

FLORENCE BERNARD, of the Edward Shermann office in Philadelphia, theatrical agency, has been named Pennsylvania representative for the WOR Artists Bureau, New York.

The diet I'm getting makes my mouth water—what with tasty shows like "Information Please," "Quiz Kids," "Xavier Cugat," and layer after layer of other goodies like "Alec Templeton Time." No wonder WSAI-Fare has so many mouths (and ears) working overtime here in Cincinnati.

LOUIS SHERMAN, director, has joined WBNX, Island, and has resigned as chairman of the Board of Governors of the National Academy of Radio.

ERLE GUYE, for the past year on the announcing staff of KFRO, Los Angeles, leaves April 1 to join the announcing staff of a Dallas station. Guye, formerly connected with several Southern California stations, will replace Guye.

GORDON LEWIS, formerly of WORC, Worcester, and Emerson College of Oratory, has joined the announcing staff of WORL, Boston.

KEN CARPENTER, Hollywood announcer, has been assigned to the NBC News Department for the ABC Television Network, sponsored by Palmolive Co. He takes over the duties of Warren Hull, who resigned because of film commitments.

MARGARET HADLEY STATON A Comparative newcomer to radio, Margaret Hadley Staton has recently become a morning highspot for Eastern Carolina women listeners. On her daily program Miss Staton features home-making, items of local interest, latest fashion trends and tips of philosophy. Miss Staton was formerly a columnist for the Washington Times-Herald and had her own personal problem service in Washington and New York, later moving to Rocky Mount and in December, 1939, joining the staff of WEEC.

BOB ROBERTS, formerly of WDEL, Wilmington, Del., has joined the announcing staff of WPN, Wilmington, succeeding Joe Nourse, who went to WFBH, Philadelphia. Madeleine Huddle, new to radio, has joined the program department of WPN, as assistant to Program Director Lew London.

JAMES DICKERT, producer of WBBM-CBS, Chicago, is the father of a girl, Ruth, born March 3.

W Millard, formerly WBBM-CBS, Chicago, has been assigned to the announcing staff of a Dallas station, replacing Harry Wood, resigned.

GERTRUDE FELIU, Spanish-American linguist and scholar, has joined the CBS department of education to assist Sterling Fisher, CBS director of education, in his negotiations with the Latin-American countries cooperating with CBS on the School of the Air programs this fall.

ARCH KEPNER, of the announcing staff of WORL, New York, and formerly of WORL, Washington, has been named chief announcer of WQXR, replacing William L. Straus, retired.

ROBERT BLOODWORTH, formerly on the staff of KYO, Lubbock, Tex., has been inducted into the Army.

HILL MACK, graduate of Columbia College of Drama and Music, has joined the announcing staff of KDRB, Sulphur, La.

RALPH MILLER, new to radio, has joined WEXL, Royal Oak, Mich., as announcer.

ROBERT MAGUIRE, of the news department of WIBC, Indianapolis, is the father of a boy born March 8.

JAMES V. SIMS has joined the announcing staff of KRGB, Abilene.

WASHINGTON, D.C., March 23 (AP) - The San Francisco Giants joined the National League baseball clubs today by playing their first game in the Pacific Coast League season.

WASHINGTON, D.C., March 23 (AP) - President Roosevelt declared today that the United States government was making every effort to prevent a recurrence of the recent strike of farm workers in the Southwestern states.

WASHINGTON, D.C., March 23 (AP) - The Supreme Court of the United States ruled today that the government was entitled to all necessary information in order to carry out its duties properly.
H. A. Stretch Jr. Named To Manage New WPAT

HAROLD A. STRETCH Jr., son of the advertising manager of the Philadelphia Inquirer, has been appointed general manager of the new WPAT, Paterson, N. J., which is scheduled to start operating about May 15. Mr. Stretch until

ently was on the advertising staff of Radio Daily, and formerly was a salesmen with WHN and WNEW, New York. He is now mastering the remainder of his staff.

Under the Havana Treaty WPAT will operate with 1,000 watts daytime on 930 kc. RCA transmitter and speech input equip

ment are being installed along with a 965-foot Lehigh tower. The station is 49% owned by James V. Cosman, tube sales manager of Federal Telegraph Co. Other stockholders are Frank B. Falknor, chief engineer of CBS, Chicago, 26%; Rex Scheppe, manager of WIRE, Indianapolis, 25%; Mrs. Cosman, 19%.

ADVISORY COUNCIL ORGANIZED BY WGY

AN ADVISORY council, made up of 22 group leaders, including represent

atives of colleges, public schools, musical organizations, the Parent Teachers Assn., Boy Scouts and Girl Scouts, has been organized in Schenectady to cooperate with WGY. Primarily the council is formed to advise with the station management on children's pro

grams, but in addition the body will be consulted on all public service programs.

Preliminary organization was perfected at a dinner meeting in the auditorium studio of WGY where the council members were the guests of General Electric Co. and WGY. Robert S. Peare, director of all broadcasting activities of General Electric and manager of the company's publicity department, presided at the meeting. Mr. Peare urged the Council to take an active interest in the programming of WGY, to make recommendations and, if called upon by the station manager, Kolin Hager, to act in an audition committee on program suggestions.

Mrs. Dorothy Lewis, national radio chairman of the National Society of New England Women and vice-chairman of the Radio Council on Children's Programs, attend the Council session and gave the members an outline of her survey of broadcasting activities throughout the country. The Rev. Harry E. Hinkamp, chairman of the Schenectady Council of Churches, was named chairman of the council's organizing committee.

Applegate Would Quit KENO

CALVERT C. APPELEGATE, third

owner of KEO, Las Vegas, Nev., which went on the air last September, proposes to withdraw from the partnership in an application filed with the FCC March 19. Under the new setup, George F. Foster and Maxwell Kech, the other owners, would hold 49.96% of the stock each with Laura Bell Kech holding the other 50.04%.

PEABODY LACKY, former mayor of Paducah, Ky., and father of Pierce E. Lackey, present mayor of Paducah and president of the Paducah Broadcasting Co., owners and operators of WPDJ, Paducah and WHP, Hopkinsville, died March 7.

Here are four of the surest tricks in radio

More than your contract in bridge

means over-trick premiums.

Look at these KGO "over-tricks."


New Shows. KGO has half a dozen air-tested

sustainers for sale—each stamped with NBC's guarantee of quality. Ask your NBC Sales Representative to tell you about them. Or write us direct.

Hot Spots. KGO offers choice time spots next

to such top NBC Blue Network shows as "Quiz Kids", "I Love a Mystery" and "Gang Busters." Write or wire us for specific availabilities.

Promotion-minded KGO is San Francisco's fastest growing, second most powerful station. Partner in NBC's new million-dollar building, KGO gains additional prestige from national exploitation.

*Name furnished on request

KGO

790 kc. 7500 w.

111 SUTTER STREET

SAN FRANCISCO, CALIFORNIA

March 24, 1941 • Page 35
RANDOLPH FIELD, the “West Point of the Air”, forms the background of a quiz program heard Sunday evening on the Texas Quality Network, from WOAI, San Antonio. Two four-man teams are selected from listeners and officers, sending in the best questions. Individual representatives of each team put their opinions to the entire opposing team, any member of which may answer. After each side has asked its eight questions, total team scores are tabulated with the winning team getting $50. Individuals who answer questions correctly are given a “grab-bag” prize contributed by a listener. Program is known as The Flying Cadets Come. * * *

Gong With the Wind BREVITY was emphasized by EBC, Duluth, in carrying a political broadcast March 10, to the city primaries. Program, titled My Hat’s in the Ring, invited all candidates to the studios to give their views and platforms. Time allowed for each was only one minute with a gong ready for anyone running over. WeBC plans a similar stunt for the final elections on a commercial basis. * * *

Weekend Bargains SIMULATING an actual parade description, The Food Value Parade is presented with Thompson, Friday and Saturday mornings at 9:30 a.m. on WHUB, Cookeville, Tenn., by a local retail grocery. With appropriate parade sound effects the week-end specials of the sponsor are described marked by a gong sounding with each price. Premiums are awarded housewives telephoning orders to the store within a half-hour after the conclusion of the broadcast. * * *

War Feature SO LOCAL war services can avail themselves of early evening sponsored program, British American Band Wagon on a number of Canadian stations allows time for local announcements or announcements of national importance. War service entertainments, service club undertakings, reminders to listen to important international broadcasts, reports on war service financial campaigns, are among the type of announcements on the new musical program sponsored by British American Oil Co., Toronto, and placed by J. Walter Thompson Co., Toronto. * * *

Young Newsman BOYS AND GIRLS have their fling at reporting on the Kid Reporter, over KTSA, San Antonio. Material, submitted by youngsters throughout South Texas, features human interest stories of friends, pets, experiences and the like. Every boy and girl is a correspondent of the Kid Reporter, and names of those whose stories are used, are announced over the air. * * *

Inspired by Art MOMENTS that inspired immortal handicrafts in the fine arts are dramatized during the weekly half-hour program This Was My Inspiration, on KFL, Los Angeles. Written by Jon Slott, the series is an experimental workshop, giving seasoned artists an opportunity to test their dramatic talents. Glenn Heisch, KFL program director, produces the series. * * *

Home Recordings RECORDINGS made by listeners on their home recorders of music, songs, readings or dramatic skits are submitted to the contest program Off the Record of KJJBS, San Francisco, Sundays 4:45-5:00 p.m. Two radio sets are awarded weekly for the best records and the grand prize at the end of the contest will be an all-expense trip to Hollywood with an audition at one of the major network studios. Larry Cook is m.c. Thompson & Holmes Co., San Francisco, Northern California distributor for Philco radios, is sponsor. * * *

’tama Drama ALABAMA’S progress, as it is furthered by the various civic, fraternal and patriotic organizations, industries and educational institutions throughout the State, is depicted on the dramatized Alabama Marches On!, presented each Friday on WALA, Mobile. Each program is based on a different organization and the sponsoring Jackson Brewing Co., New Orleans, uses no commercials only an opening and closing credit line. * * *

Tacoma Talent THREE ASPIRING entertainers are invited twice weekly to participate in the quarter-hour talent quest, Debut, Time, on KMO, Tacoma. Winner is determined by an applause meter. Special judges pick a monthly winner and at the end of 13 weeks a final winner will be chosen. Reward will be an all expense trip to Hollywood. Charlie Foll, KMO, announcer, is m.c. * * *

SWAPPING production ideas are (1 to r), Ted Sherdenman, NBC Hollywood director and Ed Simmonds, Chicago producer of Wade Adv. Agency on the NBC Alice Templeton Time. Program, sponsored by Miles Labs. (Alka Seltzer), is currently emanating from the West Coast.

Kellogg Testing Serial From KMBC in Texas TEST CAMPAIGN of 39 weeks in Texas for Texas Rangers, now heard on KMBC, Kansas City, will begin March 1 under sponsorship of Kellogg Co., Battle Creek (corn flake). Arthur B. Church, KMBC president announced this week. The test provides for five quarter-hour programs weekly on six Texas stations. If results warrant, the show will be expanded from coast to coast. The series is being transcribed in Hollywood where the unit is currently engaged in movie and radio work, under Fran Heyser, production head of KMBC in Chicago. Agency is J. Walter Thompson Co., Chicago. * * *

Arizona Phones QUESTIONS dealing exclusively with Arizona are sent by listeners, and answered over the phone while the Arizona Quiz program, in progress on KTAR, Phoenix. To winners go five gallons of the sponsor’s gasoline from the nearest service station. * * *

WILLIE HOWARD, comedian, has been awarded his full claim of $2,000 by the American Arbitration Assn. in the dispute over a contract Howard had made to appear on 13 of the Kate Smith programs on CBS. Howard was awarded after five appearances and claimed breach of contract as signed through Ted Collins, Miss Smith’s manager and m.c. of the program. The claim was brought by APBA on Howard’s behalf, with Henry Jaffe, APBA attorney, arguing the case on the comedian’s behalf.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY National Representatives of Radio Stations

Page 36 • March 24, 1941
AGENCIES

THEODORE WICK, formerly an assistant director in the CBS production department in New York, has joined Lynn Baker Co., New York, as radio director.

MARGARET CARSON, formerly radio copy chief of Steak-Globe Ad. Agency, Chicago, has joined Chicago's new firm of Scott advertising with the first time recently on the Re Service program on WNBC-Blue.

JAMES M. CLEARY, vice-president of WOR, Chicago, on March 11 was elected president of the U of Illinois board of trustees.

JACK STRAUSSBERG, formerly a free lance artist, has joined Schwenm & Scott, Chicago.

O'NEILL Young, vice-president in charge of new business of Rackett-Sample-Hummert, Chicago, has resigned effective April 1.

HUGH McKENZIE, production manager and account executive of Botsford, Constantine & Gardiner, San Francisco, a member of the Army Reserve, has been called for a year's active duty as a lieutenant in the Thirtieth Infantry.

BILL KARN, formerly of WPAA, Dallas, and WLW, Cincinnati, has been appointed radio director of the Dallas office of Grant Adv.

WILLIAM ROUSSEAU, radio producer of Young & Rubicon, New York, is the father of a baby born March 17, Mr. Rousseau produces Home of the Brave.

WILLIAM GAY, CBS Hollywood chief announcer, has resigned that post to become assistant to William Moore, Hollywood production supervisor and manager of William Easy & Co.

FORUM SERVICE

THEODORE GRANIK, director of the MBS American Forum of the Air, and Maurice Dreier, commentator of WINS, New York, have formed Forum Service Inc., with headquarters in New York and designed to aid business and educational groups in conducting forums. Out-of-town clients will be serviced by field representatives.

Douglas Lund Reburn

DOUGLAS LUND REBURN, 38, widely-known in financial and advertising circles in Canada, vice-president and Toronto manager of Stevenson & Scott advertising agency, died March 14 after a brief illness. Born and educated in Toronto, he joined the Financial Adv. Co. of Canada at Toronto on graduating from Upper Canada College, and in 1938 joined the new firm of Stevenson & Scott. He is survived by his widow, a son, his parents and a sister.

DOLORETTHA THOMPSON and Wythe Wims, MBS regional commentators, are featured in the first series of Columbia Pictures movie shorts titled "International Pictures." Wythe Wims also acts as chairman of the group, which also includes Linton Wells and William L. Shiner, CBS news analysts.

FITZGERALD NOW V.P.

APPOINTMENT of Edward J. Fitzgerald, as vice-president in charge of radio has been announced by Edwin, Wasey & Co., New York. Mr. Fitzgerald joined the firm in 1939 as director of radio, and has to that date had many years of experience in all phases of the industry, including that of an executive.

Mr. Fitzgerald is serving as director of the NAB Bureau of Copyrights in 1937-8.

WAGNER JOINS AGENCY

I. J. WAGNER, for 2½ years radio copy chief and producer of Schwimmer & Scott, Chicago agency, on March 17 joined the radio department of Arthur Meyerhoff Co., same city. For 18 years preceding his affiliation with Schwimmer & Scott, Mr. Wagner did free-lance writing, one-time editor and managing editor.

Mr. Wagner heading an organization under his own name.

AFA CONVENTION PLANS

THEME of the 37th annual convention of the Advertising Federation of America, to be held May 25-29 at the Hotel Statler, Boston, has been announced as "Advertising-In-Service to Democracy Today" by Clarence Francis, president of General Foods Corp., and honorary chairman of the convention program committee. Nationally known speakers will discuss the place of advertising in the nation's defense in general sessions, while specialized problems will be presented at departmental sessions. These will include radio sessions, but no details as to speakers and objects have been released.

KAMMAN JOINS NBC

BRUCE KAMMAN, producer of the Uncle Vanya program on NBC, has joined the New York production staff of NBC, as announced by Wilfred S. Roberts, manager of NBC production. A pioneer in radio, Mr. Kamman was a member of the original Roxy gang in 1924, and later on produced Kallenweier's Kindergarten, in the role of Professor Kallenweier. In 1930, he joined the NBC production staff in Chicago, producing Fibber Magee & Molly, Phil Baker program, Carnation Contented Hour.

Grombach-Chilean Suit Settled SUIT brought last December by Grombach Productions, New York, against Chilean Nitrates Sales Corp., in connection with the translated series Uncle Natchez, has been settled following trial in New York Supreme Court, although terms of the settlement have not been released by either company. Chilean Nitrates sought to restrain translations from bringing suit against the 18 stations broadcasting the series, claiming ownership of the program, and this year giving the contract for the series to Transamericana Broadcasting & Television Corp. Grombach, in turn, claimed property rights to the program [Broadcasting, Jan 1]

AROUND THE CLOCK

IN HONOR of the completion March 16 of nine years of broadcasting, Paul F. Harron and Joseph Lang, owners of WHOM, Jersey City, that night placed the station on a continuous operating schedule which will keep it on the air 24 hours a day, seven days a week, if the experiment proves a success. Formerly WHOI broadcast continuously for seven days and six nights but did not stay on all night Sunday. Messrs. Harron and Lang, also operate WBIG, Philadelphia.

NORMAN MACKAY, of WQAM, Miami, chairman, announces a fifth district NAB sales managers meeting in Jacksonville, Fla., April 20.

Dramatized Court Cases Heard in 9 Ohio Cities TRANSCRIPTS of the popular series of dramatized court cases, Liberty Under Law, presented for the past year on WBNs, Columbus, 0., have been utilized to expand the programs to eight other Ohio cities. Participating stations include: WIZE, Springfield; WLOK, Lima; WPAY, Portsmouth; WING, Dayton; WSPD, Toledo; WMRN, Marion; and stations to be named in Cincinnati and Youngstown.

Subject material for the dramas is drawn from actual court records and produced by the developmental department of WBNs in cooperation with members of the Columbus Bar. Scripts are designed to explain laws of the United States and those of Ohio from the layman's point of view. Irwin Johnson supervises production.

SALE OF BROADLOOM IN RUGLESS (Ky.)? If your sales of broadloom, brake bands, brooms or what-have-you aren't exactly zooming in Rugless (Ky.), don't give it a thought! Rugless, like so many tiny Kentucky towns, just lacks what it takes to send sales soaring. In fact, the only big concentration of buying power in the State is right here in Louisville—a veritable boom town today, with defense payrolls alone totalling better than an extra $5,000,000 a month! Louisville—only the N. B. C. Basic Red Network station in the area—can bring you all the local, city, state and national news, plus foreign news, sports, weather, local entertainment, and a host of other programs. Louisville's WAVEThe only N. B. C. Basic Red Network station in the area—can bring you all the local, city, state and national news, plus foreign news, sports, weather, local entertainment, and a host of other programs.

LOUISVILLE'S 1941—Page 37

3000 WATTS FREE & PETERS, INC. N. B. C. NAT'L REPRESENTATIVES

BROADCASTING • Broadcast Advertising

March 24, 1941
Free Use of FM Is Granted To Army by Maj. Armstrong

Noted Inventor Ignores Chance to Make Large Sum And Receives Thanks from Secretary Stimson

FREE USE of his basic FM patents for national defense purposes during the present emergency has been given the Army by Major Elwood Armstrong, noted inventor, and on March 18 announcement of acceptance was made by Secretary of War Henry L. Stimson.

Major Armstrong, the Department said, turned aside an opportunity to make a "considerable sum of money" under the defense program by giving the Army full rights to his patents for "static-free" radio. The Department promptly disclosed it will take full advantage of the offer, which it said was particularly timely. The Army now is procuring a large number of FM sets similar to the commercial police radio type for the armed forces and for other units. Moreover, the Army now is developing three new radio sets for use of the armed forces, in which it is proposed to incorporate FM.

Patriotism Praised

In accepting the offer, on a dollar-a-year royalty basis, and covering 17 patents on FM bearing the Armstrong name, Secretary Stimson thanked the inventor for his generous action and declared he was sure that "the patriotic example afforded by such a distinguished inventor as yourself will be amply appreciated by the country."

Major Armstrong, who is professor of electrical engineering at Columbia University, informed the Department he will grant to any manufacturing company, designated under his patents to manufacture FM equipment. The offer is good "for so long as the present national and international emergency shall exist."

Prior to acceptance of the offer, Major Armstrong had informed the War Department that he anticipated the income from royalties on his patents in the commercial field would be sufficient to continue operation of his laboratory, without seeking profit from Army business. In his laboratory Major Armstrong is conducting research, in cooperation with the Signal Corps, for application of FM to military radio equipment.

An important part of this work was said to be aimed at reducing the number of quartz crystals required for frequency control. The kind of crystal needed, mined in Brazil, is classified as a strategic mineral, and any factor that reduces the amount required will ease the procurement problem.

The Army's interest in FM began in 1938 because of the claim that the method provided high fidelity even under conditions of strong static and other electrical disturbances. Since first witnessing a demonstration of the Armstrong system at the General Electric plant in Schenectady, the Army has been seeking to apply FM to new field radio equipment. Among results are the adoption of one type and continuing experimental work on three sets for the armored forces.

Special Types

The Army's goal has been to produce FM equipment that would be specific for certain types of organizations and other radio communications interference would be critical.

This, rather than general application, has been sought and the Army makes the reservation that tests under field conditions alone can make it possible to determine whether FM is the answer to all military radio requirements.

The Department said that the "superlative clarity" of FM radio communications is the latest of a series of revolutionary achievements by Major Armstrong. He produced the first of these as a captain in the Signal Corps, while working with the Signal Corps American Expeditionary Force in Paris, during the World War. This was the superheterodyne receiver, perfected three months before the Armistice. As a captain and later as a major, he had charge in France of the technical phase of aircraft.

FCC Regulations

For FM Lightened Special Operation to Be Allowed in Certain Cases

FURTHER liberalization of FM rules, to permit holders of experimental FM licenses to operate commercially pending installation of regular facilities covering the prescribed uniform trade area, was announced last Wednesday by the FCC.

Under the revised authorization, stations now serving only a portion of the specified trade area with experimental facilities, upon proper showing, will be authorized to operate commercially rather than experimentally.

Supplements Ruling

The action supplements the FCC's ruling of last Feb. 26 likewise designed to expedite commercial FM operation. The new ruling specifies: "A person holding a construction permit for a commercial high frequency broadcast station may be permitted to operate on a temporary basis with equipment delivering a less effective signal than that required to render service to the entire area specified under the rules applicable to such station, provided, the applicant demonstrates that he has made a bonafide effort to comply with the terms of his construction permit. Such showing must include photostatic copy of acknowledgment of order for transmitter and promised delivery date."

KFOR Gets Boost

KFOR, Lincoln, Neb., on March 18 was granted a construction permit by the FCC to increase its power from 100 watts night, 250 watts day, to 250 watts fulltime on 1210 kc. It also was authorized to make changes in its equipment and change location.

REL FM's Pioneer Manufacturer

IS EXPERIENCE WORTH MONEY?

You get our five years of FM experience free when you buy an REL-FM transmitter.

No OTHER company has this experience to give added value to your equipment.

REL EQUIPMENT IS "SURE FIRE"

You take no chances when you buy REL because REL transmitters of all sizes up to 50 kw have been built and are operating reliably.

Going on the air soon with FM? Then buy REL and go to it!
Really the First

MAKING good its claim of operating the first commercial FM station on a regular broadcast schedule, WSM, Nashville, has received verification of the claim from the FCC for its new FM adjunct, W47NV, which on March 1 started a 70-hour weekly operating schedule ([BROADCASTING, March 10]). The station, with 20 kw. power on 44.7 mc., broadcasts from 11 to 11 p.m. weekdays and 11 a.m. to 9 p.m. Sundays.

When Lightning Struck

NEARLY completed $100,000 television studios being erected atop Mt. Lee, Hollywood, to house W Dix, received a unique initiation during the recent rainstorm. A bolt of lightning struck the 300-foot steel antenna bent, and sizzled down the conduits where it was grounded by the blanket of 1 oz. copper sheeting covering the building. Charge caused a shower of blue flame around the structure in which Harry R. Lubbock, Don Lee television director, and several research engineers were working with metal tools. No damage was done. A lightning arrester will be erected just in case lightning does strike twice.

NOW AVAILABLE to radio technicians is the 1941 general catalog issued by Aerovox Corp. New Bedford, Mass., with illustrations and listings in concentrated or tabloid form. The catalog covers the general line of electrolytic, paper, oil, and other capacitors, together with such Aero- vox instruments as the R.C. choppers, Capacitor-Resistance Bridge and Motor-Starting Capacitor Selector.

DeMotte H. Little

DeMotte H. (Dud) Little, 34, supervisor of the WBBM, Chicago, transmitter, was instantly killed March 14 when he came in contact with a 4,000-volt circuit. The accident, which happened shortly after the station had signed off the air for the night, was reported by George A. Ralston, the transmitter operator, the only man on duty at the time. Ralston said Little was preparing to cut over a new set of circuit breakers in the southeast wing of the transmitter building. No indication was apparent as to how the accident actually happened or its cause. Inquest return was marked "accidental death". Mr. Little was the oldest transmitter employee in point of service of the WBBM staff. He is survived by his widow and two children, Patsy Jane, 8, and DeMotte Jr., five weeks.

Interference Discussion

RADIO INTERFERENCE is the subject to be discussed at a conference to be held May 10 at the University of Illinois, Urbana. Purpose is to inform radio servicemen, amateurs and engineers of the sources of radio interference and their correction. Topics to be discussed by outstanding authorities include: Generation of combination frequencies in a non-linear element; diathermy interference; receiver design to minimize strong signal interference; panel discussion on interference between radio amateurs and the broadcast listeners; the adjustment of transmitters to reduce spurious emissions; reduction of appliance interference and kindred topics.
MILWAUKEE PREFERRED

Waterwires for Damm
-Led to Selection-

THE INSIDE story on the Gov-
ernment's selection of Milwaukee
as the locale for the criminal suit
(449-Q) instituted by the ASCAP
against ASCAP, was revealed March 13 by Victor
O. Waters, special assistant to the
Commissioner in charge of the
litigation, following disposition of
the case by the Federal District
Court in Milwaukee by Judge Duffe,
with the levying of $35,250 in fines
against ASCAP, its officers, 23
directors and 19 publishers.

Mr. Waters, in an informal dis-

cussion, disclosed that Walter J.
Damm, managing director of
WTMJ, would have been the Gov-
ernment's "star witness" if the case
gone had to trial.

"Mr. Damm has considerable
important information about
ASCAP activities here," Mr. Waters
said. "That is the reason the Dep-
artment filed its information
against ASCAP in the Mil-
waukee Federal court. Now that
the case is coming to an end,
you might just as well tell you what
we filed the ASCAP suit here. It is
because our "star witness", Walter
J. Damm, is a Milwaukee man.
He is an honest and capable man.
Mr. Waters praised the operations
of WTMJ, adding the depart-
ment had the highest regard for
the station and its management.

ASCAP Proposals Soon

(Continued from page 14)

to predict the course which the
ASCAP-NAB conversations will
take or even to guess at a date
on which a return of ASCAP music
to member stations generally might be
expected.

NAB spokesmen refused to dis-
cuss these aspects at all and pointed
out that the committee is purely
an advisory body, with no power
or responsibility to make decisions
for any station or network. Its
duties are merely to aide ASCAP in
drawing up a new licensing plan
and to offer members of its pro-
gram as well as on a blanket li-

cense basis, as called for by the
Society's consent decree.

Such cooperation from broadcast-

ers signifies a willingness to work
with the Society toward eventual
settlement of the differences which
led to the break last Jan. 1. If the


WILLIS COOPER, radio writer and
foreman continuity editor of NBC,
Chicago, has joined Grant Adv., Chi-

cago, as supervising writer.

idea sponsored on NBC-Red by Mars
Inc., Chicago.

Hagedorn Joins NBC; Yandell Is Transferred

HORACE HAGEDORN, formerly
manager of the New York of-

fice of Howard H. Wilson Co.,
on March 24 joins NBC's national spot
and local sales promotion depart-
ment. George M. Wallace, who
joined the department in January,
continues as assistant to William C.
Roux, publisher, and local sales
promotion manager.

Lunsford F. Yandell, executive
manager of NBC's international
commercial broadcasting division,
has been transferred to NBC-Blue
Spier, Chicago, as radio director.

Mr. Spier, a composer and pi-

anist, was chief critic of Musical
America magazine before joining BBDO
where he has produced such programs as
the Atwater Kent Radio Hour, General
Motors Family Party, Bond Bakers,
Sovereign-Vacuum, Niagara, Hudson,
Schilt's Spotlight, Ethyl Gasoline's
Tune-Up Time. Recently he has been
producing consultant on the DuPont Cavalcade
of America program.

He also acted as writer, di-

rector and producer of the NBC
March of Time series which has
been instrumental in developing such
stars as Orson Welles, Nancy
Kelly, the Mauch Twins, Billy Halop and the late Walter
Con-
activated, and quite sincerely, we feel, there are many advertisers or advertising agencies who feel that they do not get for any merchandising rendered by a radio station, newspaper, or any other media. Merchandising and promotion are definitely more than merely selling media to the public. In making up the rate card, every cost is included since rates are supposed to cover all phases of cooperation and every expense that arises. It is, therefore, quite natural that merchandising costs are part of the rate card although they do not carry a separate burden.

In Radio It's Different

We are not copying the newspaper merchandising pattern. It is impossible for a radio station to
follow that pattern to any great degree. There is one prime reason for this impossibility; that is, you can use only direct displays in radio, the operation is entirely verbal.

We have no quarrel with broadcasting stations doing a good job of merchandising. The difficulty only stands in the difference of attitudes. Your publication assumes that the radio station gives—gives all, but gains nothing. From our attitude, we give and gain in like measure. I am certain that if you stop to consider the matter fully, you would see that we are correct in the position we take.

I don't know what you think of the idea, but we feel that the radio station "merchandising" is becoming the target of so much comment and criticism that it might well be for broadcasting magazine to again take the lead and start a new course to get all this publicity out of the advertisers, their agencies and even the broadcasting themselves.

Before anything can be condemned or regulated, let us have an understanding of the fundamental principles.

ROBERT GREENBERG,
Promotion Manager,
March 14, WHK-WLQ, Cleveland.

Mr. Grant's Status

EDITOR, BROADCASTING:

Will you kindly give me space to correct an error that occurred in your issue of March 10, 1941.

In connection with an illustrated article on a conference between the owner and managers of stations KHSI, KVCS, and KTVS, it was stated that Mr. S. Grant, manager of KMNC, Marysville, as representative to handle advertising and national advertising. This is incorrect. Mr. Grant formerly represented KMNC in regional advertising, but has had no other connection with the said station at any time. The manager of KMNC is Walter Conway, who has held that position since the station was established last September.

The error evidently occurred because there was a past relationship between KMNC, KHSI and KVCS. Hugh McClung, up to November, was interested in KMNC and the writer was a part owner in KHSI and KVCS. Since November, the ownership has been entirely separate.

HORACE E. THOMAS,
WJHP, Marysville-Yuba City, March 17. Broadcasters, Inc.

STANDARD PROGRAM Library Service announces the following new stations subscribing to its transcription library: WNBZ, Saranac Lake, N. Y., WZRE, Ellenton, Fla., KARK, Little Rock; KINY, Juneau, Alaska; WGL, Fort Wayne, Ind.

BROADCASTING • Broadcast Advertising

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**WILL, Philadelphia**

Lydia E. Pinkham Medicine Co., Lynn, Mass. 20 a week, thru Erwin Wasey & Co., N. Y.

Popular Science Monthly, New York (magazine), 5 a week, thru Joseph Katz Co., N. Y.

Pepto-Cola Co., Long Island City, N. Y. (soft drink), 51 a week, thru Newelli-Emmett Co., N. Y.


Stephanos Acharis, Philadelphia (Marvel Dragetas), 33 a week, thru Atkin-Konet, Philadelphia.


Vick Chemical Co., New York (Vick's Inhaler), 10 a week, thru Morse International, N. Y.


Procter & Gamble Co., Cincinnati (Dux), 4 a week, thru Compton Adv., N. Y.


Martin Fire Extinguisher Co., Ravin Conn. (radiator plates), 12 a week and 6 a week, thru Kiger & Seiler, Chicago.

Allcocks Mfg. Co., Oasing, N. Y. (porous plates), 3 a week, thru Small & Sifter, N. Y.

**KGO, Dodge City, Kan.**

Gretser Shell Products Co., New Rochelle, N. Y. 1 week, thru Husband & Thomas, Ogden, Utah.

Standard Oil Co. of Indiana, Chicago 6 a week, thru McCann-Erickson, Chicago.

Zerst Pharmacial Co., St. Louis 6 a week, thru Barron Ady Co., Kansas City.

Purina Mills, St. Louis 6 a week, direct.

WFHR, Wisconsin Rapids, Wis.

Balston Purina Co., St. Louis (Purina Feeds), 12 a week, direct.

Princeton Press & Co., Chicago (Lis Tono), 6 a week, thru Frank R. Steel Assoc., Chicago.

Poulter Tribune, Mount Morris, Ill. (magazine), 6 a week, thru Albert Kircher Co., Chicago.

**WNAC-WAB, Boston**

General Foods Sales Co., New York 5 a week, thru Benton & Bowles, N. Y.


T. M. Sayman Products Co., St. Louis, 117 a week, thru Kelly, Shisham & Zahnritz, St. Louis.

**CKY, Winnipeg, Man.**

PepsiCola Co., Montreal (soft drink), 6 a week, thru Norrie-Patterson, Montreal.

**KFI, Los Angeles**

Armstrong Cork Co., Lancaster, Pa., 3 ep. weekly, thru BBDO, N. Y.


Union Oil Co., Los Angeles, Calif. (transportation, as weekly, thru The Casy, Los Angeles.

Chemicals Inc., San Francisco (Vano), 5 a week, thru Boford, Constantine & Gardner, San Francisco.

Panama Pacific Lines, San Francisco (transportation), 2 a week, thru J. Walter Thompson Co., San Francisco.

Safeway Stores, Oakland (grocery chain), 2 a week, thru J. Walter Thompson Co., San Francisco.

**KPO, San Francisco**


Gas Appliance Society of California, San Francisco (gas appliances), 19 a week, thru J. Scott Frickel, San Francisco.

**General Foods Sales Co., New York** (Grape Nut wheat meal), 5 a week, thru Young & Rubicam, N. Y.

Armco, Des Moines (Brik shave cream), weekly, thru Russell M. Seeds Co., Chicago.

Packard Motor Car Co., Utica, 12 a week, thru W. G. Spinnaker, Utica.

**WTMJ, Milwaukee**


General Foods Sales Co., New York (Post Cereal), 5 a week, thru Benton & Bowles, N. Y.

Hires W. St. Paul, (cleaners), 42 a week, thru McCoord, Minneapolis.

John Morrel Co., Ottumwa, Ia., 15 a week, thru Henri, Hunt & McDonald, Chicago.

**WMAG, Chicago**

Life Savers Inc., Chicago, N. Y., (candy mints), 4 a week, 13 weeks, thru Young & Rubicam, N. Y.


**WCMY, Ashland, Ky.**


Bundled Oil Co., Dayton, O., 100 a week, thru Bennett & Bowles, N. Y.

Anacin Co., New York, proprietary, 3 a week, thru Blackett-Sackett-Hum- mert Inc.

**WGN, Chicago**

General Foods Sales Co., New York, (Post Toasties), 28 weeks, thru Benton & Bowles, N. Y.

The Chicago Backyard, Evanston, Ill. (Clipper Craft Clothes), 3 a week, thru Emil Morari, N. Y.

WOB, New York

General Mills, Minneapolis (Wheaties), baseball games, 26 weeks, thru Knox-Bray Adv., Minneapolis.


California Products, April Grower Ann., San Jose, Calif., weekly thru Long-Ad Service, San Jose, Calif.

Public Service Corp. of New Jersey, New- ark, 2 weeks, direct.

Brunswick Treaty Co., New York, 3 ep. weekly, thru Callo-McNamara-Schoen- chen, N. Y.


Rubeum & Ramburn Brewing Co., Staple- ton, Staten Island, N. Y. (B&H beer and ale), 4 a week, thru S. C. Cret Co.


**KYW, Philadelphia**

Cluett Peabody & Co., New York (sanforizing), 5 a week, thru Young & Rubicam, N. Y.

Surban Co., Jersey City (cough syrup), 5 a week, thru Raymond Specter Co., New York.

Griffin Mfg. Co., Brooklyn (shoe polish), weekly thru Berntson, Castleman & Pierce, N. Y.

Jaeger Inc., New York (proprietary), 10 weeks, thru Joseph Kats, N. Y.

Lever Bros. Co., Cambridge, Mass. (Soup), 2 weeks, thru Young & Rubicam, N. Y.

Lever Bros. Co., Cambridge, Mass. (Silver ducts), 8 weeks, thru 262 BBDO, N. Y.

Joseph Teytel & Co., New York (tea), 3 a week, thru Bennett & Bowles, N. Y.

**WICC, Bridgeport, Conn.**

Church & Dwight, New York (soda), 52 a week, thru Brooks, Smith & Dor- rance, N. Y.

F. Ballantine & Sons, New York (beer), 30 a week, thru J. Walter Thompson Co., N. Y.

Canada Dry Gingerale Co., New York (Soda), 60 a week, thru John Breitbach, N. Y.

J. Breitbach Co., New York (Gude's Pogo Mangan), 260 a, thru Street & Finney, N. Y.

Petrick & Ford, New York (My-T-Fine), 3 a week, thru BBDO, N. Y.

**WRCM-WAL, Philadelphia**

Charles E. Hires Co., Philadelphia (root beer), 25 a week, thru O'Dea, Sheldon & Co., N. Y.

International Salt Co., Scranton, 6 a week, thru J. Mathies Inc., N. Y.


Kraft Foods Assn., Pleasantville, N. Y. (both stations), daily, thru BBDO, N. Y.

**ZNET SETS MONTANA'S RICHEST MARKETS**

**NITROGEN Spots**


**ZNET IS THE KEY TO MONTANA COVERAGE!**

**Nitrogen Spots**


**Receiving Set Campaign**

CANADIAN MARNOTI Co., Montreal, recently started an announcement campaign on a number of Canadian stations. Account is placed through Cockfield Brown & Co., Montreal.
ANDY LOTSHAW & Co., Chicago (Lotshaw's All-Purpose Body Bob), on April 15 starts sponsorship of Bob Elson's "Lead Off Man" program on WGN, Chicago. Program will be heard during the ten-minute period preceding all signal games between doubleheaders and 2:45-3 on days when no games are scheduled. Contract is for the entire baseball season. Agency is Arthur Mererhoff & Co., Chicago. Royal Crown Bottling Co. of Chicago (Royal Crown Cola), on March 18 started a 20-week schedule of three-weekly five-minute transcribed programs featuring Howard & Shelton, comedy teams, on WGN. Agency is BBDO, N. Y.

MADERA WINERIES & Distilling Co., Chicago (Mission Bell Wines), consistent user of local radio, in mid-February started sponsoring six-weekly half-hour programs in Sports Editions on WIND, Gary, Ind. Contract is for 52 weeks. In addition firm is currently sponsoring two quarter-hour recorded programs each Sunday on WIND, six-weekly quarter-hour recorded participation in Make Believe Ballroom, six-weekly quarter-hour live talent programs, seven-daily one-hundred word announcements on WCFL, Chicago, and five-weekly one-hundred announcements on WJJD, Chicago. Agency is Schwinmer & Scott, Chicago.


CONTINENTAL CLOTHING Co., Chicago, on April 7 starts sponsorships of Alan Hale's "Sports Review" on WJJD, Chicago. Contract is for the entire baseball season, using six-weekly quarter-hour programs. Agency is Schwinmer & Scott, Chicago.

L. O. GROTHE Ltd., Montreal (tobacco), on March 19 started a weekly quarter-hour test campaign on CKRN, Rouy, Que. Account was placed by Canadian Adv. Agency, Montreal.

BORDEN Co., Toronto (Klim), on March 20 started spot announcements twice-weekly on CKRN, Rouy, Que.; CKVD, Val D'Or, Que.; CPCH, North Bay, Ont.; CFCB, Flin Flon, Man. Account was placed by Young & Rubicam, Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), on March 25 starts five weekly quarter-hour transcribed musical programs on CFRR, Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

VI TONE SALES, Hamilton, Ont. (health drink) about April 1 starts a series of one-minute announcements on a list of Canadian stations. Account is handled by Russell T. Kelley Ltd., Hamilton, Ont.


SIGNING UP for 123 new programs weekly—or 6,396 consecutive spots—Detroit's Cunningham Drug Stores Inc. reports that its renewal of its "News Ace" feature on five stations is "based wholly on substantial increases in sales volume". The series is believed by the sponsor to set an all-time record for program frequency in a local market within a year's time.

In the photograph is Nate S. Shapiro, Cunningham president, signing the contract; at his right is C. B. Larson, vice-president, and at his left is Lawrence J. Michelon, of Simons-Michelson Co., Detroit agency handling the account.

The "News Ace" programs are heard on WXYZ, CKLW, WWJ and WIIK, Detroit, and WCAR, Pontiac, and consists of a series of 5, 10 and 15-minute newscasts starting at 6:45 a.m. and heard 18 times daily on one or the other station. Due to the frequency of the program, it is called by the agency the most popular source of broadcast news in the Detroit market. [For complete story on Cunningham's radio success, see BROADCASTING, Oct. 15, 1940.]

UNION PACIFIC RAILROAD, Omaha, in a 52-week Southern California campaign which started in early March, is using three spot announcements daily on KHK; twice a week on KIP; and once a week on KHI; and once a week on KFI and KNX respectively. Agency is Caples Co., Los Angeles.


MJH Co., San Francisco (coffee & ices), on April 9 starts sponsorship of the "Dugout Previews" for ten minutes preceding game of the San Francisco Seals baseball club on KQW, San Jose, Cal. Ernie Smith, who will handle the games for KQW, will conduct. Agency is BBDO, San Francisco.

G. F. STEPHENS & Co., Winnipeg (pencils), on March 17 started six-weekly five-minute transcribed musical spots on 10 Western Canada stations. Account was placed by Norris-Patten, Winnipeg.
DISC CODE FAVORED BY NEW YORK AFRA

TRANSCRIPTION code of the American Federation of Radio Artists, in the revised form worked out in a series of negotiations between AFRA executives and representatives of the transcription manufacturers and the advertising agencies which met four times in the preceding week, was ratified by the New York local of AFRA at its regular quarterly meeting, held last Thursday night at the Astor Hotel, New York.

That afternoon the national board of AFRA had agreed to recommend the code's adoption by the membership. Meetings of the union's locals in Chicago, Los Angeles and San Francisco will be held this week and if they follow the example of the New York local they will undoubtedly be submitted by every maker of transcriptions throughout the country.

Following the evening session, attended by some 300 AFRA members, union officials announced the ratification of the code, but declined to divulge any of its terms or conditions, stating that these details can not be made public until the entire membership has placed its stamp of approval on them. They expressed confidence, however, that these details will be released by the end of April all actors, singers, announcers and sound effects men engaged in the making of transcriptions will be working under the provisions of the code.

The General Meeting of FM Group Is Called

As Actions by FCC Raise New Problems

THE NEWSPAPER investigation order of the FCC last week [see page 9] caused disruption of plans of the FM Program Research Committee to initiate its FM network procedure, and has resulted in a call for a general meeting by FM Broadcasters Inc. in New York, early in April.

The program Research Committee, which has retained John R. Latham, former president of the American Cigar & Cigarette Co., to blueprint an FM network operation, postponed a meeting of some 40 FM applicants scheduled March 28 in Chicago. Since the FCC's order suspended construction of 11 projected newspaper-owned FM stations and also means the stopping of consideration of other pending FM applications by newspapers, the FM network plan will be affected.

Recent Developments

Members of the committee handling the network project, which has no connection with FM Broadcasters Inc., decided on postpone-ment of the meeting until a date not yet set. Members of this committee are John Shepard 3d, chairman; Walter J. Damm, WTMJ, Milwaukee; Eizey Roberts, KOKO, St. Louis; Herbert J. Pettey, WHN, New York; Harry Stone, WSM, Nashville; Gordon Gray, WSJS, Winston-Salem — all identified ac-tively with FM development.

The general meeting of FM license-holders, construction permit holders and applicants, to be called by Mr. John Shepard in New York shortly to consider the whole status of FM development, particularly in the light of recent FCC action on granting rules to permit temporary commercial operation with facilities which will not serve established basic trade areas, plus the newspaper network's order.

Meanwhile the FCC has sent to all holders of construction permits and to all applicants for facil-ities in New York and the immedi-ately contiguous area the following instructions to appear in Washington March 24-25 March 1, to discuss the status of their applications. The traffic jam resulting in FM in the New York area, by virtue of the availability of only 11 assignments as against several already assigned, is capable of 15 applications pending, motivated the call.

The FCC will ask holders of construction permits to outline the status of construction and seek from the applicants comments on development beyond requirements contained in the applications. The FCC is so anxious to get from among the holders of construction permits and the present applicants those de-velopments best qualified to occupy the available assignments.

Adjacent Cities

Cities adjacent to New York, such as Bridgeport, Trenton and Scranton, fall within the basic trade areas of New York, and facilities also must be made available to such areas out of the New York quota.

In an announcement last Thurs-day, the FCC said that in the fu-ture it will take into consideration such matters as availability or shortage of frequencies in particu-lar trade, manufacturing and mining areas. The FCC will suspend construction of 11 projected newspaper-owned FM stations and also means the stopping of consideration of other pending FM applications by newspapers.

Three of the frequencies at present allocated for cities having a population less than 25,000 for assignment also to stations in cities in having a greater population located in the same trade area, to make available to those trade areas a population greater than 1,000,000, also have been made available by the FCC. The Commission formally announced that although under Section 322(k) of the rules, 11 channels are available for any particular trade area, it would reserve, in making current assignments to make such changes for communities outside the prin-cipal city of the basic trade area.

This was evident, it was to apply to the conditions such as those now existing in the New York area.

Audio Devices Asks

Aluminum Supply Needed by Three Industries, Reeves-Informs the OPM

A STRONG appeal to the priorities board of the Office of Production Management to release aluminum was made Thursday by E. L. Reeves, president of Audio Devices Inc., New York, large supplier of blank discs for radio, motion picture and associated in-dustries.

In a presentation to officials of OPM, Mr. Reeves brought out that aluminum, essential base for recording blanks for which no ade-quate alternative has yet been found, must be procured promptly if industry needs are to be met. He emphasized that broadcasting par-ticulars upon which all aluminum for public service, educational, and other records and that a stoppage of this character of pro-gramming is imminent unless the metal is released promptly.

OPM officials said they expected an announcement on the allocation of aluminum priorities to be made over the weekend.

Quick Action Asked

Highlights of Mr. Reeves' proposals were:

1. That aluminum is necessary to the production of quality instantaneous recording discs.
2. That aluminum-base acetate instantaneous recording discs are essential to the radio industry, phonograph, and motion picture industry.
3. That supply of these discs is also highly important, if not essential, to educational activities.
4. That supply of these discs is likely helpful, and perhaps essential, to certain important functions of Government departments, bureaus, and agencies.

It is requested that sufficient alumi-num be made available to supply industry in addition to its uses in the radio, phonograph, and motion picture industries.

To supply these industries, together with Government departments, will require 85,000 pounds of aluminum per month, and a crude necessity a 75,000-pound minimum.

Under present conditions no request is made for aluminum for home re-cording and educational institutions.

Immediate distribution of alumi-num is urgently necessary. The several manufacturers of aluminum-base a-cetate instantaneous recording discs have, respectively, stocks of aluminum to fill only a part of their own customers for two weeks to two months.

If all these manufacturers pooled all their aluminum, it would be totally exhausted in less than a few weeks!

If they are to be saved — and if the radio industry and others crucially dependent upon them, are to be saved — immediate action releasing aluminum is necessary.

It takes time to get the aluminum from the mills, and it takes time to work it up into finished recording discs. And time is precious and time is limited.

This industry does not ask for one pound of aluminum. What is necessary for primary defense. It does ask, however, that its vital use in radio be recognized and that the manufacturers of instantaneous recording discs be ranked with suppliers of other communications industries such as telephone and telegraph.
Carmichael Urges Promotion Drives
Says Stations Should Conduit Adequate Merchandising

AN AGGRESSIVE station should not be content to accept the advertiser's money merely for delivering a studio, an announcer, and a large audience, according to Cecil Carmichael, assistant to James Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

Carmichael, speaking before the Radio Executives Club in New York, contended these essentials are only the beginning. "The simple reason for advertising," he said, "is to sell a product. To the audience, according to the advertiser's promotion programs. The success of the merchandising should be measured by the advertising expenditure invested".

Carmichael told the club that care must be taken to guard against over-merchandising on short campaigns at the expense of dealers who serve a station's advertisers.

Moving the Goods
"However, increasing the demand for a product is not the whole job by any means. Satisfying that demand is of such vital importance to the success of any campaign that common justice makes it an obligation—and for WVL a welcome obligation—to have great concern with the movement of goods, as well as the advertising expenditure invested."

Hinds on 60 Stations
LEHN & FINK PRODUCTS Corp., New York (N.Y.), in April will start a series of daytime transcriptions and evening stations, five to 15 weeks, on 60 stations, through William Easly & Co., New York. Stations selected are: KBGB WBAQ WFCO KBKT WIBC KGUR WWJ WWJF WEFJ WQCB WZBB WRAJ WNEA WSKY WABC WWXL WFSK WFBQ WKBK WNRB WGBY, and KBK.

Sosony Adds to List; SOCONY-VACUUM Oil Co., New York, has added WOVO, Fort Wayne, and KFVS, Cape Girardeau, Mo., to its list of 30 stations carrying news programs. The KFVS schedule includes quarter-hours and 10-minute programs seven days a week, with six-quarter-hours a week on WOVO.

GIVES THREE SCHOLARSHIPS
Extends Annual Compensation, Once Confined to Farm Students, to Most College Seniors

COMPETITION for the WVL Cincinnati, third annual scholarships in practical radio training will be open to virtually every college senior in the United States James D. House, vice-president of Crosley Corp., announced last week. In previous years competition was restricted to agricultural students. This year all seniors in State universities or colleges in the American Assn. of Universities are eligible.

Another innovation is the offering of three scholarships instead of the usual two. The first is to be in the division of agricultural programs, including announcing and writing for rural radio. The second is to be in general announcing, writing and radio production, and the third in radio promotion and market research.

How to Enter
Students intending to compete for the awards may obtain full particulars from WVL. They must file their intention not later than April 15, together with a list of ten references. Then by May 1, photographs, detailed biography, report of extra-curricular activities and outline of past employment must be submitted. Agricultural students must have a record of practical farm experience and activities of an organizational nature, such as 4-H Club or Future Farmers of America.

Requisite for the announcing scholarship will be a written and transcribed "personal sales message". Candidates for the promotion and research award must submit a study of the radio listening habits of 100 fellow students in their college or university.

Those reaching the finals of the competition will be notified by May 10 and must mail final material by May 20. Winners will spend 26 weeks at WLW during July 1 and will receive $500 scholarships. A committee of WLW staff executives will serve as judges. It includes: George Bigger, program director; Ed Mason, farm program director; Cecil Carmichael, press relations director; M. F. Allison, sales promotion manager; Joseph Reis, director of public service programs; Harold Carr, production manager; Lee House, continuity editor; and Peter Grant, chief announcer. DR. RALPH BENATSKY, Czech composer, dramatist, novelist and poet, best known here for his plays, "Meet My Sister", "Cocktail" and "White Horse Inn", has signed a contract with BMI for his previously unpublished compositions.
NOW THEY LOOK LIKE THIS
(See page 22)

PHOTOGRAPHS ON PAGE 22 show in the same (1 to r) order: (1) Donald W. Thorburns, CBS Pacific vice-president, who enlisted in his home town of Indianapolis in May, 1917 and returned from overseas exactly two years later; he served with the 39th Regiment, 84th Division, Field Artillery, in the same outfit with Wendell Willkie, and became a captain in June, 1918. (2) Paul W. Morency, manager of WTIC, Hartford, who was with the 149th Field Artillery, 49th (Rainbow) Division, which sailed from Camp Mills in October, 1917 and got into the thick of things starting on Washington's Birthday, 1918. (3) Ken R. Dyke, NBC director of promotion, who served in the A.E.F. from 1917 to 1919 with the First Army Ammunition Service on the Verdun and Argonne fronts, ending up with a stretch of six months with the Army of Occupation; the picture on page 22 was taken during his days in Germany.

Guidebook for Army Broadcasters

(Continued from page 22)

tional spokesmen, and to events of intense nationwide interest.

15. Remember that the laws of the United States protect property rights in prints, prose, poetry and music, and be sure that you have copyright clearance on any material you intend to use.

No Time to Mug

14. Never offer your unaesn radio audience by sacrificing them for the visible audience in the studio or for the spectators witnessing the event which is broadcast in the Army post or camp. When old-time habits of stage routine assert themselves, and stage comedians "mug" the studio audience to create a laugh which is not understood by the invisible audience, the listeners make their displeasure heard promptly and vigorously through the letters they write.

Plan all radio programs primarily and essentially as broadcasts and you will be effective with your radio audience. But if you assume error of assuming that a camp event is of primary importance, and that as an afterthought it would be good publicity to have a microphone present to broadcast it, you run the risk of putting on a bad broadcas, offending your audience, and creating the nation of good public relations.

15. Remember that radio stations would not have spent millions of dollars in acoustical treatment of studios unless it were essential to good broadcasting; consequently, put on your programs from a studio rather than from a make-shift studio at an Army post, whenever possible. You will get the benefit of better acoustics, frequently of better microphones and broadcast equipment than the portable, field equipment used for temporary installations permits, more station personnel than usually can be spared for a remote control assignment, and the effect of working in a professional rather than an amateurish atmosphere. Take full advantage of the facilities the station studios have available.

16. Allow plenty of rehearsal time for all radio broadcasts. Amateurs go before the microphone with hours or days of perfection behind them. Professional radio people frequently rehearse from six to eight hours for a 15 to 30-minute broadcast. They do their rehearsing in a studio, before a microphone, under broadcast conditions. Many of them have records made of the rehearsals, so that they can analyze their microphone performance by a play-back. Program timing cannot be satisfactorily gauged, without careful rehearsal.

Help From Station

17. Even if you are an experienced radio technician, don't fail to take advantage of all possible help from radio station personnel. Make the program manager, the production men and announcers of the station with which you are working feel that the broadcast of your program is their own show, and you will secure cooperation and a finished result.

18. Keep in mind the difference in technique between the preparation of broadcast scripts to be used orally and the written word in-
tended for newspaper or magazine publication. The best of newspaper and magazine writers may be failures as script writers, unless they have learned that radio requires a different treatment. Tongue-twisting combination of consonants may never be noticed until some one stutterers and stumbles over them before the microphone.

Rehearsals Urged

19. Persuade all officers, and others whom you cannot cut off the air without embarrassment, to read their talks from prepared scripts, and not to risk the dangers inherent in ad libbing. Timing cannot be handled satisfactorily without a carefully prepared script, rehearsed by the speaker before a microphone, if possible, and timed by the radio officer, who is responsible for the program with a stopwatch. When these talks are rehearsed, if the speaker appear to run too long, they should have several "accommodation" paragraphs or "accordion" paragraphs designated, which can be eliminated if necessary, when the program is on the air, by a prearranged signal between the radio officer and the speaker.

20. Keep your broadcast within the brackets of time allotted to you, and don't trespass on the time of the following program by running over. Watch the second hand of the clock at the station. Be as considerate and punctual in getting your program off the air as the station was in starting it.

Example Cited

21. Lastly, for those public relations officers who have the problem of diplomatically suggesting to commanding officers what constitutes good and bad broadcast practice, it is proposed that when they are faced with this dilemma, they cite the broadcast practices of the greatest master of radio the United States has ever had, the Commander-in-Chief of the Army and Navy, the President of the United States. Professor commanding officers will only attempt to emulate the courtesy and consideration that the President extends to both broadcasters and the radio audience in the scheduling of his talks; if they will, like the President, studiously avoid the disappointment of the radio audience by causing the broadcast of their favorite programs; if they will be as generous in giving advance notice to broadcasters of the scheduling of talks; if they will study the President's style of presenting his talk in a brief and interesting manner which holds audience attention; if they can learn from the sincere friendliness of his approach, from the perfect timing in his delivery and the attention-arresting modulation of his voice, those of you who are the responsible public relations officers of your respective camps and posts will have solved one of your most important and difficult public relations problems.
Appeals Court to Reconsider WCPO's Stay Order Appeal

Full Membership to Hear Case Following Claim That Court Had Departed From Usual Methods

RECONSIDERATION of its momentous action of last month, in which it concluded it was without authority to issue stay orders from FCC decisions, will be undertaken by the U. S. Court of Appeals for the District of Columbia during the April term.

The court, on petition of Scripps-Howard Radio Inc., licensee of WCPO, Cincinnati, authorized an argument of the stay order issue before its full membership, sitting en banc. This is a rare procedure, since the six member court usually divides itself into sections of three members each, sitting independently.

In its Feb. 3 ruling the court, in a divided opinion, held it was without authority to issue stay orders enjoining the FCC from making its rulings effective pending the determination of appeals. Since enactment of the Radio Act of 1927, the court consistently has issued such preliminary injunctions. The ruling came in three separate cases, but the majority opinions were written by Associate Justice Justin Miller and concurred in by Associate Justice Wiley Rutledge. Associate Justice Harold M. Stephens strongly dissented, holding the stay orders properly should be issued by the court and that the FCC erred, as a matter of law, in not granting the parties preliminary injunctions.

Order Granted

On behalf of WCPO, Paul M. Segal, George M. Smith and Harry P. Warner, attorneys for Scripps-Howard, petitioned the court Feb. 18 for reargument. The court issued an order March 28, setting the motion and setting the reargument for the April calendar. It is expected to come about mid-April.

WCPO had appealed from an FCC decision authorizing WCOL, Columbus, to operate on 1,200 kc. with 250 watts power, which the Cincinnati station contended would sharply curtail its audience on that frequency. The court at the same time decided adversely the appeals and petitions for stay order of KVI, Tacoma, from the decision granting KIRO, Seattle, an increase in power from 1,000 to 10,000 watts, on economic grounds, and the appeal of WSAY, Rochester, claiming electrical interference would result from a grant on 1210 kc. to WATN, Watertown. All three stay order petitions were denied.

In the motion for reargument, the Segal firm contended the FCC action granting the WCOL application was taken by the FCC without notice and hearing and was persisted in by the Commission through the appellant, upon being advised of the action, filed a petition for rehearing or rehearing on interference grounds.

The motion recited as reasons for the request that the full membership of the court sit in on the reargument included the fact that the Feb. 3 opinion was rendered by a divided court; that the majority opinion terminated the uniform practice hereinafter continued for 14 years, during which time the court had entered stay orders to preserve the status quo in matters pending from the FCC; and that the question involved is a basic one of administrative law, affecting in its implications the entire question of judicial control over administrative action and having wide implications affecting the questions of judicial power and public policy.

The court's ruling in the stay order cases was construed as rendering appeals from FCC decisions, whatever their nature, virtually futile. The court, in substance, held that unless the public interest would be adversely affected and solely upon questions of law, it cannot override FCC actions, whether relating to economic injury, electrical interference or on other grounds.

ARThUR FReED, manager of the Freed Co., New York marketing and merchandising counsel, has resigned to become general sales manager of Freed Radio Corp., New York.

Girls Galore

ENTIRE facilities of WCMl, Ashland, Ky., were turned over to girl students from Ashland, Huntington, and Ironton High Schools, the other day, in celebration of National Girl's Week. According to Station Manager Bob MacKenzie, the girls turned in a fine performance of announcing, newscasting, writing and selling. As a result of the promotional experiment, Girl's Day will become an annual event at WCMI.

WFIL

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

66 1/4% OF DAY & NIGHT

As Reported by
C. E. HOOPER, Inc.

NBC BLUE QUAKER NETWORK

BROADCASTING • Broadcast Advertising

March 24, 1941 • Page 47
MAYOR IS ADMANT
So Moving Day Is Not Official
— In Philadelphia

Radio continues to be a step child as far as Mayor Robert E. Lambert, of Philadelphia, is concerned. For the mayor has flatly refused to implement by Philadelphia Broadcasters, a committee representing each station in the city, that a "Radio Moving Day" be proclaimed in the city.

Curiously enough, Lee Greenhouse, of Al Paul Leiton Adv. Agency, Philadelphia, indicated that favorable progress was being made to have Governor James issue a proclamation for a "Radio Moving Day" in Pennsylvania.

Mayor Lambert sent the following letter, in reply, to the broadcasters’ committee:

I have received your letter of March 7 advising me that March 20 at 3 a.m. has been fixed by the FCC as Radio Moving Day. You asked me to issue a proclamation to this effect.

Since I had nothing to do with causing or arranging this Moving Day, it would seem rather silly for me to proclaim it.

My experience has been that proclamations by a mayor mean just exactly nothing and I issue as few as I can.

EIGHT band leaders have already returned "My Sister and I" for recording purposes, although orchestras are on strike yet off the programs, BMI reports. Tune, written by Alex Kramer, Joan Whitney and Hy Zaret, who also turned out "So You’re the One" and "It All Comes Back to Me Now," is based on the best-selling book of the same name.

Seeks television unity
(Continued from page 10)

The program now becomes more complicated because of the possibility of shortages in material and personnel.

"We believe that if the facts and circumstances indicate that such an approach is required, television can proceed even during this period of national emergency. Further, we believe that the FCC’s objective and that of the industry should be to encourage continuing development so that when television might have the opportunity to make an important contribution to our economic life when our manpower and technical skills are again available for peacetime pursuits. Television may be one of the new industries which many of you in government have been seeking as a "backing" against the day when our accelerated industrial activity is no longer supported by emergency requirements."

Recent Developments

Bringing the NTSC recommendations up to date, Chairman W. R. G. Baker reviewed developments since the Jan. 27 "progress report" which led NTSC to take its views in favor of the 525-line image and newly developed synchronization techniques, along with D. G. Fink, editor of a division of Electronics magazine, and David B. Smith, of Philco Radio & Television Corp.

As chairman, Dr. Baker recommended that NTSC standards should apply to all channels authorized for commercial television operations, not just the present seven. Under the present synchronization recommendation, he explained, provision is made for the old "RMA pulse", the alternate carrier pulse developed recently by Hazeltine and Philco, and FM on both audio and visual signals.

He recommended that commercial television operation be authorized as soon as standards are approved by the FCC.

The NTSC recommended that "although color television is not at this time ready for commercial standardization, the potential importance of color to the television art requires that a full test of color be permitted and encouraged, and that after successful field test, the early admission of color transmissions on a commercial basis consistent with monochromatic television be permitted employing the same standards recommended for monochrome except as to lines and frame and field frequencies." It was stated that 375 lines, 60 frames and 120 field frequency were the presently favored values for color television.

Program Costs

Tying in with Mr. Porter’s opening remarks to the board for S. Adrian Murphy, CBS director of television, cited cost estimates for production of high-class television programs which would build up the television audience to a point where it would be economically practical for an advertiser to sponsor visual broadcasts. Pointing out that talent alone on high caliber programs, which he maintained would be necessary from the start to prompt the purchase of television receivers, he ran into millions of dollars a year on the basis of a five-hour daily program service, Mr. Murphy declared that network operation was the only practical solution to the problem of high program costs.

He recommended that the required number of hours of daily service should be set on an individual basis, rather than blanketing all stations in a general rule.

Referred to CBS’s development of color television, Mr. Murphy advocated including standards for commercial color television and standards for black-and-white television, maintaining that color transmission would be at a disadvantage if color start were postponed until black-and-white transmission was established.

Dr. Peter C. Goldmark, CBS chief television engineer, who developed the CBS system of color television, said that many improvements and progress in the system in the last two months. He estimated that six months should be adequate for projected field tests of color television.

DuMont’s Opposition

The only substantial opposition to the NTSC’s proposed 525-line standard came from All B. DuMont, head of Allen B. DuMont Labs., who advocated flexible picture standards between 375 and 800 lines, and 15 and 30 frames, which he claimed would accommodate color as well as black-and-white developments. He also advocated standardization of a driven-circuit synchronizing pulse, which he felt would offer a more flexible base than the NTSC synchronizing recommendations.

Mr. DuMont declared that immediate commercial authorization of television was "vitally necessary", and that manufacturers were ready to set the demand formitters and receivers. He commented that now is "a fortunate time" for彩色 televison, as people have more money and there is sufficient manufacturing capacity to meet reasonable demands for television service. Television also would help take up the slack in expanded manufacturing operations after defense activities have tapered off, he added.

Appearing for Balaban & Katz, operating WBBK, experimental television station in Chicago, William C. Eddy, B&K director of television, urged that the FCC, apart from authorizing commercial operation, make sure in setting standards that all television set-owners will be able to view programs available to them.

Lubcke Testifies

H. R. Lubcke, chief television engineer of Don Lee Network, declared that a framework for commercial television operation should be set up immediately to allow further development as rapidly as possible. He maintained the FCC’s proposal to require five-hour daily program service was too heavy a schedule to start with, suggesting that a schedule of two hours a week would be more satisfactory for both operator and receiver.

Appearing for Farnsworth Television & Radio Corp., E. M. Martin urged immediate commercial authorization and subscribed to the recommendations of NTSC.

John Reed Porterfield, independent television producer and experimenter, in a brief appearance urged the FCC to leave the door open for all developments in the color tele- vision line, noting that "many different methods of color transmission are being worked on at present."

Murray Approves

Albert F. Murray, consulting television engineer representing Hughes Productions, a division of Hughes Tool Co., voiced full approval of the NTSC standards, declaring disapproval of all alternate standards, including the DuMont line-frame suggestions and driven-circuit synchronizing pulse, and urged immediate commercialization of television. He also recommended amendment of proposed Rule 4.261 to reduce the minimum service to three hours per day or 15 hours per week, to be carried between 2 and 11 p.m., and to allow separate operation of the aural transmitter to provide high-fidelity broadcast service outside the regular hours of visual broadcast operation.

NBC Seeks Minimum

Opening NBC’s case, Chief Counsel Hennessey said RCA-NBC proposed no changes in the proposed standards and did not anticipate offering testimony.

Mr. Morton made his plea for a reduction in minimum program schedules from 30 hours to 10 hours a week on the ground that the longer requirement would impose a serious burden on many tele- casters at the outset. Factors which
Advertising Circles Closely Observe Experimental Sponsorship of Movies

REACTION in advertising circles was one of suspended judgment to the idea behind the newly-formed National Documentary Theatre Co., New York, to organize a network of motion picture houses throughout the country devoted exclusively to the exhibition of commercially sponsored films.

The corporation under the direction of Harold McCracken, president and producer of commercial films, has taken over New York's Belmont Theatre as the first unit of the network and will start operation there about April 12.

Agencies Watching

Under the present plan, an 80-minute program of commercial one and two-reelers will be repeated six times daily from 10:30 a.m. to 6:30 p.m. The products advertised will be noncompetitive and the program will run for eight weeks. Sponsors will distribute tickets to the theatre.

Radio stations accommodates 542 persons or a total of more than 180,000 for the eight-week exhibition. Cost to the sponsor will amount to one cent per reel per person, or about $8,000 for the eight-week series. In the evening after 7 documentary films will be shown at an admission price of 25c.

Agency officials, while not unimpressed with the general idea, were watching the experiment with interest. One official stated that while he polled its audience to ascertain on which day of the week they preferred service. In the fall of 1939 Wednesday through Friday was selected. In the spring of 1940, however, with the advent of the outdoor season, the audience preferred Monday through Friday. The schedule was shifted accordingly.

The session wound up after Dr. Jolliffe had made his statement on the position of RCA and after he had been subjected to rigid cross-examination from bench and bar by Assistant General Counsel Rau.

JOHNNIE O'HARA
ST. LOUIS' ACE
SPORTSCASTER

Serving the rich pottery and mining regions of Southeastern Ohio—a significant station in a significant market.

WHISKERS, both good and fuzzy, have been invited to join the staff of KWK, Hutchinson, Kan., in anticipation of the city's 70th anniversary celebration April 24-25. Spinach sprouters are (standing, 1 to r), Thornton Synder, program director; Vern Minor, commercial manager; Earl Chamberlain, engineer; Henry Delp, announcer. Lower row, Mack Cockley, engineer; Elton Pielow, continuity; Darwin De Yoe, announcer and singer.

British Seeks Weapons

AMERICAN Committee for Defense of British Homes is mailing letters to station managers throughout the country, asking for extra stop-watches to be sent to England for use by civilian roof spotters to time the approach of enemy raiders. Committee, with headquarters at 10 Warren St., New York, has been shipping firearms of all types, binoculars, steel helmets and similar equipment to England since last September.
KDYL turns the star-studded spotlight of Showmanship on your messages to the Intermountain Market.

WSGN, Birmingham, dedicated its new studios in the Dixie Carlton Hotel March 16 with a special three-quarter hour dedicatory program. Highspot was the transcribed messages from W. T. Trammell, Red Crooks, Timmons, Keith Kirby, William Hedges and Sidney Strode, all of NBC, and Fred Weber and J. L. Grimes of MBS. WSGN is feeding to MBS the weekly quarter-hour commentary, "This Week and Next," by McClellan Van der Veer.

EXPANDED field sales activity for WLW, Cincinnati, was indicated by Robert E. Duvall, general sales manager, when he announced creation of two definite sales territories. Bill Robinson, for the past year engaged in general field work, will cover the areas east to Pittsburgh and north to Detroit. Harry Mason Smith, who became sales manager March 15, will cover the southern territory and cities west of Cincinnati.

CKTR, St. Catharines, Ont., has been given permission to increase to 1,000 watts April 15, in moving to 1320 kc. A directional antenna is being installed and an RGA transmitter has been ordered.

NEW 5 kw. auxiliary generator is being installed at KOA, Denver, to insure uninterrupted network traffic from NBC Transmitters, and from the West Coast, regardless of any local interruptions in power service.

A NEW SERIES of programs, Parents Forum, is conducted by Ruth Elson Clark, woman's activities, WSNJ, St. Petersburg. This twice-weekly program on child psychology is sponsored by Town Talk Balaker.

枨枚的 county superintendent of schools and civic leaders.

KFW, San Francisco, in cooperation with the San Francisco Chamber of Commerce, is presenting Men of Defense, weekly series of transcriptions originating in different parts where defense orders are being filled. Each program features interviews with military men concerning the progress and scope of their part in the national picture, with descriptions of the work being done. The series was arranged by Robert W. Dunn, KFW's director of special events, and produced by Ter Horine.

MODERNISTIC FRONT OF the new home of CHNS, Halifax, Nova Scotia, recently completed, houses studios, transmitter and its shortwave CHNX. It is called Broadcasting House, like the home of the BBC.

CLAIMED to be the first fully accredited college of liberal arts in western states to offer its speech department students a full course of major study in broadcasting in the College of the Pacific, Stockton, Cal. More than 200 students have enrolled for radio courses during the first year of the new course, which is under the supervision of John J. Grimes, director of radio.

RACING RESULTS have returned to the Philadelphia airlanes for the first time in many years. Sponsored by the Philadelphia Daily News, WDAS on March 24 resumed running horse race results daily at 5:55 p.m. for five minutes. There is no handicap on the program, which is a description of the Southland Sweepsstakes power boat regatta.

A SIXTY MINUTE variety revue, presented entirely by the blind, was featured on the Sunday Hour of Opportunity, an amateur program on WCG, Chicago, March 16.

WBBM, Chicago, is currently releasing special morning weather reports covering flying conditions, at the request of students and members of the Civil Aviation courses at Northen Western U. The reports include visibility figures, ceiling, wind direction and velocity, etc., and a forecast for the day on each of these important points.

WTMJ, Milwaukee, is shifting the locale of the transcribed Life in the Army series from Camp Beauregard, La., to Camp Grant, Ill. Programs consist of interviews with Wisconsin drafted handled by Bob Heise.

WIBG, GLENISIDE, Pa., has opened a campaign to obtain reading matter for Army camps in Pennsylvania. Announcements suggest that old books, magazines and other reading material be sent to American Legion Post. The Legion takes care of distribution to Army stations.

WIVA, Madison, Wi., will dedicate its new studios in the Tenney Bldg. March 20. Highlight will be several inaugural programs including a historical presentation of the growth of WIVA since its inception in 1925.

BETTER LIVING is the aim of Our Health, weekly five-minute series, recently originated on WBAI, Atlantic City, under the auspices of the Atlantic County Visiting Nurses Assoc. Program, features talks by prominent members of the society.

WGM, Camden, N. J., has arranged for a series of four Friday evening broadcasts, starting March 21, on behalf of the Greek War Relief Committee. Designed to raise additional funds, they are arranged by Christopher Stephano, Philadelphia manufacturer of Marvel Cigarettes and a director of the Greek War Relief Committee in that city. The broadcasts are fashioned similar to the Greek War Relief programs recently heard on the networks, with all professional talent in the territory contributing their services. The first two shows are handed by Mort Lawrence, who directs the "Dixieland Patrol" recorded show "Beach Boy." The series will be handled by Philip OPP.

KFW, San Francisco, in cooperation with the San Francisco Chamber of Commerce, is presenting Men of Defense, weekly series of transcriptions originating in different parts where defense orders are being filled. Each program features interviews with military men concerning the progress and scope of their part in the national picture, with descriptions of the work being done. The series was arranged by Robert W. Dunn, KFW's director of special events, and produced by Ter Horine.

AUGMENTING its sports staff, WMCA, New York, has signed Jimmy Pyor, sports editor of the New York Daily News for a series of daily quarter-hour sports commentaries. The sustaining series, called "Powerhouse of the Air," started March 17 and will be patterned after Mr. Pyor's daily newspaper column. Station also signed Les Bramberg, boxing writer of the New York Journal-American, for a twice-weekly quarter-hour sports program titled "Sportscope" which started on Feb. 7.

EUROPEAN refugee children in this country are offering their suggestions for the kind of world they hope to live in after the war in a "Rainbow Cross the Sea," a quarter-hour weekly feature of Bob Emery's "Rainbow House Children's Hour" on WAFI, Melrose, N. H. Children of all nations are asked to participate in the "Forum" as well as to tell their reacting to their new environment and broadcast messages to their parents overseas via shortwave.

FIRST step in a change of program policy at WMCA, New York, will get under way March 24. With the start of nine new musical programs comprising more than seven hours weekly, the program schedule is in line with the plans of Edward J. Noble, who took over ownership of the station in January, to employ more live talent as well as to emphasize public service programs. [Broadcasting, Jan. 31."

The HOT-SPOT on San Francisco Bay Area Dials Between NBC's Red and Blue Networks KQW-740 KC San Jose, California San Francisco studios, 1470 Pine St.

Represented by Reynolds-Fitzgerald, Inc.

Page 50 • March 24, 1941

BROADCASTING • Broadcast Advertising
Broadcasters in Canada Seek Upward Revisions In Power Under Treaty

CANADIAN broadcasters were to present their case for upward revisions to the limits allowed for their classification and frequency under the Havana Treaty, at a March 24 meeting of the board of governors of the Canadian Broadcasting Corp., at Ottawa. Under present CBC policy a limit of 1,000 watts has been placed on all privately-owned stations not in excess of that power, even the CBC took over in November, 1936. Only CBC stations have been given power increases above that limit.

It is understood that officials of the Radio Branch, Department of Transport, are in agreement with private broadcasters that Canada should occupy its frequencies under the Havana Treaty with maximum power allotted. However, the CBC board has policy to set policy for broadcasting stations in Canada, and since its inception has consistently stuck to its limitation policy. Many Canadian stations desire upward power revision to 5,000 or 8,000 watts.

Representing broadcasters at the meeting will be Allan Bannerman, president—general manager, Canadian Assn. of Broadcasters; Joseph Sedgwick, CAB counsel; Prof. Bailey, of Toronto, retained by the CAB as observer during the technical sessions of the Havana Treaty at Washington last January. A detailed technical brief has been supplied to the CAB representatives by George Chandler, GOB, Vancouver, chairman of the CAB technical committee.

Bull Sessions in Chicago

PROBLEMS which face radio men and educators in broadcasting educational and public service programs will be discussed in a series of monthly bull sessions to be held in Chicago beginning April 10. Charter members of the group, who have announced that there will be no officers, no bylaws and do dues are Judith Waller, NBC; Levin Scholz, WBBM—CBS; Harriet Heeter, WLS; Al Hollender, WJJD—WIND; Arnold Hartley, WGRS; Miles Reed, WQQA; Doris, Keene, WHPI; Stanley Macintosh, Audiovisual Education, Evanston Public Schools; David Hefterman, assistant superintendent of Cook County schools; Harold W. Kent, director of the Chicago Radio Council.

Allocation Shifts (Continued from page 10)

the assignments not be used within that time, they automatically would become available to other signatory nations.

The new log reveals there will be no stations at this time on 550, 560, 590, 1060, 1460, 1560 and 1600 kc. Each of these frequencies was to have had a station.

Some Complications

The station on 1060 kc., deleted on the new log, was XEST, which was to have been assigned to Mexico City with 50,000 watts as a Class B outlet with a directional antenna. On 1550, a station was slated for Mexico City with 20,000 watts as a 1-B, and on 1600 kc. there was to have been assigned XEAB, Villa Acuna, with 5,000 watts.

On 1190 kc., there was to have been a 50,000—watt station located in Sonora, Son. Instead, the revised log shows XELO, Tijuana, B. C., with 10,000 watts operating power and with 50,000 watts authorized power. This may present a complication, since the agreement reached here was that the station in Sonora would use a directional antenna to protect the service of KEX, Portland, as a 1-B station.

It was thought the Mexican delegation, in rectifying its demands for stations, had padded its list considerably to take care of future development. By virtue of the five—year provision in the Treaty, during which assigned but unused facilities cannot be used by other nations, it is expected that the Mexican Government proposes to use these available assignments for further bargaining purposes.

The revised Mexican list carried the notice that it covered assignments which would become effective at midnight on March 29. Of the aggregate number of stations listed, six carry the notations that they would not operate by virtue of temporary suspension of their authorizations. Three of the stations listed have been licensed only this year, while another 26 were authorized during 1940. Of the total number of stations, five were listed as cultural or official outlets.

Craven Predicts

Commissioner Craven, in an announcement in connection with the reallocation, predicted that after March 29 there would be less "squeals and growls" coming from radio loudspeakers. Much of the present interference, he pointed out, is caused by stations located in North American countries with which this country heretofore had no agreement relating to broadcasting. The reallocation is designed to minimize that part of this troublesome interference factor in broadcast reception caused by stations in other countries, he said.

The Treaty, negotiated in Havana on Dec. 13, 1937, established plans by which U. S. stations in North America would use channels with the minimum of objectionable interference, he said. It also sets forth standards on the best radio engineering practice which all agree to adopt for their own stations. As time goes on, Comdr. Craven pointed out, it is expected that the technical aspects of broadcast service throughout North America, and particularly in the United States, will be vastly improved.

"Order will be established out of chaos", he said, "This is an achievement well worth the inconvenience of shifting our listening habits a few cycles".

Comdr. Craven, who headed the American delegation to the Havana conference and was regarded as its moving spirit, said it should be understood that all of the improvements cannot be accomplished on the changeover date.

"This is the first engineering step of many which are designed to improve radio service in North America", he said. "However, radio moving day is the only step now contemplated which requires the direct cooperation of the public. This initial step lays the foundation not only for a permanent improvement, but also for the future benefits made possible by modern radio engineering development".

WOR, New York, on March 17 received a new telephone number: Pennsylvania 8-8600. MBS New York number is Pennsylvania 6-9600.

Ripe for Picking!

NEWS TO COME
Now Open for Sponsorship

ON NBC STATION

WTCN
ST. PAUL
MINNEAPOLIS

Thousands of Families Tuned in and Ready to Hear Your Sales Message!

WRITE FOR DETAILS
WTCN
576 Temple Bldg., Minneapolis
232 Spider Bldg., St. Paul

The news program that is different... tells about the channels of the future instead of those of the past and present.

The program that doesn't require audience development... it already has a tremendous volume of listeners.

Broadcasts every Sunday at 5:15 P. M. . . . an ideal time for listeners and sponsor.

It's a "crystal ball" of politics, war, sports and other subjects of vital interest to everyone.

Listeners know it for its accuracy. Your sales messages will receive the same rapt attention as do its forecasts.

WTCN Is Owned and Operated by the St. Paul Dispatch—Pioneer Press and Minneapolis Tribune and Times-Tribune

FREE & PATTONS, INC., Exclusive National Representatives
New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

BROADCASTING • Broadcast Advertising • March 24, 1941 • Page 51
**Fire Silence**

KNOWING well the tendency of listeners to rush to scenes of reported fires thereby im-
peding traffic in the fire area and hampering the firemen's work, KSTP has agreed with the Minneapolis and St. Paul fire departments to withhold from its own as an im-
mediate mention of local con-
flagrations. In return the fire
departments cooperate with
the KSTP newsroom by noti-
ifying them of all special alarm fires. KSTP then has its mobile unit on the scene for recordings of the blast, to be rebroadcast when the fire
is under control.

**Contract for Laboratory**

At Princeton is Awarded

**CONTRACT for designing and building the new RCA Laboratories at Princeton, N. J. [BROADCASTING, March 10], has been awarded to the H. K. Ferguson Co., New York and Cleveland, according to Otto Schairer, vice-president of RCA Laboratories.

Stating that the building, which will be the largest radio research laboratories in the world, is ex-
pected to be completed before the end of the year, Mr. Schairer ex-
plained that "we have in mind a dignified structure which we hope
will be a credit to the community and in harmony with other build-
ings in the Princeton vicinity.

There will be an auditorium for lectures and demonstrations. Pre-


**Applications...**

**MARCH 19**

WFCJ, Pawtucket, R. I.—Modification CP as modified for new station asking 1260
km directional under treaty.

WGN, Chicago.—Modification CP as modified for new station 1260 km under treaty.

KSTP, Minneapolis.—Modification license to 1300 km under treaty.

KUOM, Morris, Minn.—Modification CP as modified for new transmitter, increase power, asking 850 kc under treaty.

WJZ, Philadelphia.—Modification CP as modified for new transmitter, increase power, asking 850 kc under treaty.

**MARCH 20**

WABC, New York.—Granted modification of CP license to 250 kw for WABC to 380 kw under treaty.

WAFB, Baton Rouge, La.—Modification of CP for new tower to 1250 kw under treaty.

WAK, Albany, Ga.—Granted modification of CP new station to 1200 kw under treaty.

WKPM, Knoxville, Tenn.—Granted modification of CP new station to 1250 kw under treaty.

KFXO, Cheyenne, Wyo.—Granted order setting aside action of 3-11-41, granting license to 1210 kw 800 unst., and granted 1240 kw effective 3-29-41.

**MARCH 21**

WMBQ, etc., Brooklyn—Oral argument in Brooklyn cases set for 45-41.

WGY, Utica, N. Y.—Granted new station 1320 kw under treaty 250 unst. to 2200 kw under treaty.

WATN, Watertown, N. Y.—Granted new license to 1320 kw under treaty.

WNYC, New York.—Granted modification CP to 6 kw N & D change to 1260 kw under treaty.

**MARCH 27**

WNEW, Rochester Broadcasting Inc., Rochester, N. Y.—Motion to di-


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**Standard Musical Pitch Of Bureau of Standards**

**Back on Normal Basis**

THE STANDARD frequency radio service of the National Bureau of Standards, near Washington, which has fluctuated on a modified basis since last November when fire destroyed the Bureau's broad-
casting transmitter, has been extended by the resumption of the standard musical pitch and of sec-
onds intervals. Barring unforeseen developments, the Bureau is of the view that the use of temporary equipment, it is pointed out, the service will hence-
forth be on the air continuously day and night. The radio frequency is, as formerly, 5,000 cycles per second.

The standard musical pitch carried


**Movie Engineers to Meet**

**HIGHLIGHT OF the 1941 spring convention of the Society of Motion Pic-
ture Engineers at the Mayflower Hotel in Wash-

---

**Young Boice Joins WMBD**

HUGH BOICE Jr., has joined the staff of WMBD in Peoria, Ill., coming
direct from the New York sales staff
of Free & Peters, station representa-
tives. At WMBD he will handle re-

ditional activities and have been

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**Edward R. Murrow**, chief of the CBS European staff, will be heard in a series of broadcast talks from England, coincident with the American premiere of "This Is England," a short subject now being released as a Columbia Pictures. Mr. Murrow is com-

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**Page 52 • March 24, 1941**

**Broadcast Advertising** • Broadcast Advertising
Help Wanted

Announcers, Writers, Salesmen, Operators, Directors—Immediate openings at good rates, all branches of the broadcast business. Central Registry, Orpheum Building, Wash., D.C.

Opportunities On Hand!—For qualified employees of every department—announcers, operators, combination, transmission press, salesmen, etc. Contact or write: National Radio Employment Bureau 804, Denver, Colo.

Wanted, Chief Engineer—For new two thousand five hundred watt station. State when available. Full qualifications, references, full personal description desired. Salary to start. No personal calls. Write Station KXMO, Hannibal, Mo.

Wanted, Manager—For new two thousand five hundred watt full-time radio station, midwestern town, twenty-five thousand. State when available, qualifications, references, full personal description, desired salary to start. No personal calls. Write Station KXMO, Hannibal, Mo.

Situations Wanted

Production-Programming-Continuity—Decade of experience (NBC, CBS, local). Age 25, Box 293, Broadcasting.

Why Lose Money—Will manage Southern station profit sharing basis you can’t lose. Box 292, Broadcasting.

Studio Engineer—Licensed ten years, experienced maintenance installations, recording, operating, network feeds—references—no salary change. Box 292, Broadcasting.

Employed Station Manager—Excellent record, sales, production, executive. Desires good permanent position as station manager. Reason for change, Box 286, Broadcasting.

Experienced, Capable Broadcast Technician—Some college, wishes position as engineer, or operator with good promotion possibilities. Good years’ experience. Two years’ calculus. Box 285, Broadcasting.

Looking For An Active Station Manager?—Young married man with family. Age 28, New employer of local station manager, 5 years in this capacity. 8 years previous Ad Sales experience. Knows all phases of newspaper work. Would like to take active management on large national network station in the west or southwest preferred. Can build your own sales team. Excellent organizational ability, personnel and good management. Complete details if interested. Box 288, Broadcasting.

JANSY & BAILEY
An Organization of Qualified Radio Engineers

982 National Press Bldg.
Washington, D.C.

There is no substitute for experience.

GLENN D. GILLET
Consulting Radio Engineer

982 National Press Bldg.
Washington, D.C.

JOHN BARRON
Consulting Radio Engineer

Specializing in Broadcast and Television Engineering

Earle Building, Washington, D.C.
Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer

FIELD INTENSITY SURVEYS
TOWER LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWALLD
Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring

Main Office: 114 W. 33rd St., New York 10, N.Y.

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

Raymond M. Wilmotte
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference

50 MORE STATIONS ORDER UP SERVICE

FIFTY stations in 28 States have signed for UP service since its last press announcement, according to the United Press headquarters in New York.


WSBR are the call letters assigned by the FCC to the new 250-watt station on 1570 kc. granted March 13 to Stephen Rintoul in Stamford, Conn. [Broadcasting, March 17].

There is no substitute for experience.
Decline and to average size as compared to families in Census Bureau finds number of families rose 16.6% in the United States increased 16.6%, or from 29,904,663 in 1930 to 34,861,625 in 1940, according to an announcement March 22 by the U.S. Census Bureau.

By "families" the Census Bureau means "occupying dwelling units" in 1940 and "number of private families" in 1930. The specific classifications, while not absolutely comparable, are declared by the Bureau to show differences so small as to be negligible.

With the increase in the number of families, of course, there was a decrease in the average population per occupied dwelling unit, or size of family. In 1930 the average family consisted of 4.1 persons as compared with 3.8 in 1940. The average in cities dropped from 4.0 to 3.6 during the decade; in farm areas the average dropped from 4.3 to 4.0.

Cause of Trend

In explaining the cause of this trend, the Bureau noted a continuous decline in size of families since 1890, due to the declining birth rate and to the setting up of separate households of two or more families previously living as one unit. A more rapid decline has occurred since 1930 due, it is suggested, to adverse economic conditions prevailing during the greater part of the decade.

The Census Bureau explains that if present population trends continue, "the United States is faced with a stationary or even a declining population for about 40 years. Similarly, the trend in number of families can be expected to follow this general pattern, although the pace may not be as rapid since the decline in size of family is an offsetting factor. For example, the population increased 16.1% from 1920 to 1930, but only 7.2% from 1930 to 1940, whereas the number of families increased 23.1% and 16.6% in the same decade.

The geographic divisions with the highest average population per occupied dwelling unit were the South Atlantic and East South Central Divisions, 4.2 and 4.1 persons, respectively. The lowest average was in the Pacific Division, 3.2 persons. Twelve States, ten of them in the South, had averages of four persons or more, while no State outside the Par West showed an average less than 3.5.

"Each geographic division showed a decline in average size of family. Three or four States showed a decline of less than 0.6 or more than 9%. The rank of geographic divisions according to size of family between 1930 and 1940, however, shows a decline in average size of family. Six States and the District of Columbia had declines in family size of 5% or less, while eight States had declines of 10% or more, five of the latter being Western States.

"The number of families increased from 1930 to 1940 in every State, including the six States in which the population decreased. A much larger increase in the number of families may occur without an increase in population. A stationary population on the one hand, increased number of families can still have an increase in the number of families by the process of spreading the population out into a larger number of smaller families. The largest increase in number of families occurred in the District of Columbia (38.4%) followed closely by Florida and California; 13 other States also had increases of 20% or more. On the other hand, only seven States showed declines of less than 10% and four of these were in the West North Central Division. In all except three of the States and the District of Columbia the number of families exceeded the increase in population by more than 5%".

Recorded Co. Formed

RECORDAD Co., 48 W. 48th St., New York, has been formed to produce phonograph recordings containing advertising commercials, for distribution as premiums. The advertising will be limited to brief messages at the beginning and end of the records. According to J. L. Rosenberg, in charge of production, with the public demand for records highest since the introduction of radio, and the unique long life of records, the service will open up to advertisers a new advertising medium.
WLW MERCHANDISING PRODUCES PROFITABLE BUSINESS FOR DRUG WHOLESALER

"Station WLW is a potent force in our area in inducing profitable sales in drug stores by its great appeal to the public.

As a result of this, and the very helpful service of the station's Merchandising Department, our salesmen are eager to go after and obtain the profitable business which the station's activities make possible for us."

(Signed) Calvin A. King, Mgr.
Bailey Drug Co.
Zanesville, Ohio

The Bailey Drug Company travels 5 salesmen in 29 counties in Eastern Ohio.


WLW THE NATION'S most Merchandise-able STATION
How Radio Helps Employ 400,000 People!

Do you ever stop to think of the many thousands of people employed in the industry of which you are an important part? The radio industry employs directly 400,000 persons, and indirectly hundreds of thousands of others. From the research laboratory to the song on the air, the employees of radio are at the listeners' beck and call. They earn their living in jobs which only two decades ago did not exist.

An Endless Procession of Workers
Long before the radio set "goes on the air" in the home it helps to give employment to an army of workers—from lumbermen to cabinet-makers, from miners who mined the copper and iron, to electrical engineers who designed the circuits that perform the magic. And, of course, there are those who fashion the metal chassis; those who make the plastics and the vacuum-tubes.

Radio employment is an endless procession—as endless as the production belts that constantly carry new instruments to the public, or the research that constantly plans improved instruments for the future. There are factory workers, salesmen, advertising men, artists, printers, wholesalers, retailers, and many others who work in radio because people in the United States have installed 50,000,000 radios in their homes and automobiles, and will want 10,000,000 more radios this year.

The People Behind the Programs
Each broadcast program has its actors, but behind every voice or song, behind every comedian, opera and drama, are the program planners, script writers, technicians, announcers, sound-effects men, control operators, and thousands of clerical helpers. Broadcasters alone employ many thousands of men and women in 850 stations, while radio-telegraph stations ashore and afloat, aircraft and police radio, add greatly to the roster of radio and to the payrolls of America.

New Gateways of Employment
Constantly developing new products and services through research, radio is ever widening the gateway of employment. Television holds the promise of another new industry developed by American enterprise, to create employment and raise the American standard of living.