Portrait of Pulling Power

Here's the radio picture in the rich market of Mid-West America: intensive coverage of four states with one station—WLS in Chicago.

One present WLS daytime advertiser received 86,305 letters in 26 weeks. The first 39,182 of these, broken down by counties, showed listener response from 28 states and Canada, from New York to Florida and California! But that's just plus coverage. To see how intensively WLS covers Mid-West America, look at the map. Mail came from every county pictured in solid red—from:

- Every county in Illinois
- 85 of 92 counties in Indiana
- 66 of 71 counties in Wisconsin
- 77 of 83 counties in Michigan

This intensive coverage of four states can be yours with one station—WLS—in Chicago!
Springing from the Hub at Wheeling, powerful spokes reach out North, South, East and West, to complete a gigantic WWV A Wheel, which is powered by those essentials which a successful radio station just must have. This wheel turns out day after day the sales messages of an impressive list of local and National advertisers. Recent mail compilation charted the course of this WWV A Wheel in 2,579 cities and towns in Western Pennsylvania, Eastern Ohio and Northern West Virginia, the steel and coal belt of the Nation.

This Wheel will give you a thrilling ride in successful sales exploration.

WWV A
WHEELING, W. VA.

5,000 WATTS DAY AND NIGHT
BLAIR REPRESENTS US
With Movin' Day Out of the Way....

our stations are turning their in-the-spring fancy to two new talent groups just released in the Standard Library. We take our hats off to ourselves first for picking off Walter Schuman's unusual band which besides the usual instrumentation, employs three girls' voices and his own in place of a reed section.

Schuman's great arranging produces some of the most interesting harmonic tricks ever heard. But then it should—he was formerly vocal arranger for Andre Kostelanetz as well as coach and arranger for Deanna Durbin and Bobby Breen.

The second doff goes to Jack Conner, who is head man of one of the greatest vibraphone trios that has ever come our way. For a novel musical treat, this trio gets our money.

Speaking of talent, Standard has just signed Larry Clinton and his fine band and vocalists for a series of releases. The first is scheduled for May, adding another great name to our star-studded lineup.

Standard's basic now totals 2346 selections and gets bigger and better every month. Get in on the swing to Standard this year—write for full information on Standard Tailored Transcription Services, Standard Spot-Ads and Standard Super Sound Effects.

PROOF OF LEADERSHIP ... IN OUR DAILY MAIL

Standard's SPOT-ADS constitute an extremely worth-while "bonus" to Standard subscribers .... an "extra" that is rich in profit possibilities. Many a Standard subscriber has "filled the till" because these clever dramatized commercials "fill the bill" when it comes to selling Used Cars, Clothing, Furniture or Jewelry. SPOT-ADS are an outstanding reason why Standard Radio can point with pride to the largest list of active subscribers .... stations which are quick to answer "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Published every Monday, Week Issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D.C. Entered as Second Class Matter at the Post Office at Washington, D.C.
When you think of

**New Orleans**

you think of:

Spring Fiesta...

and

**WWL**

**NEW ORLEANS**

**50,000 WATTS**

The greatest selling POWER in the South's greatest city

---

**FOR SALE:**

903,105 wallets and pocketbooks*

Reasonable

![KOIL Logo]

*People in KOIL's 0.5 Millivolt Area
First Award of
THE PEABODY MEDAL
presented to the
COLUMBIA BROADCASTING SYSTEM
For Outstanding Meritorious Public Service

"...for regarding its schedule as a curriculum for adults and children... for covering adequately the significant news of the year... for promoting Pan-American unity and understanding through its School of the Air... for aiding education with special school-room services and such programs as Invitation to Learning, The Human Adventure, Report to the Nation, The People's Platform and Columbia's Country Journal... for giving religion a major place in its public service activities... and for its manifold and continuous interest in serious music and other cultural subjects."

Naturally we're proud that CBS is the first network to be honored by the University of Georgia with the George Foster Peabody Award—radio's own "Pulitzer Prize"—for "outstanding meritorious public service." We are especially happy that this award comes to CBS for its complete program structure—a harmoniously integrated unit designed in the interests of the American people.

Columbia Broadcasting System
HERE'S THE DOPE ON THE TWIN CITIES!

As goes Minneapolis-St. Paul, so goes the Northwest! Far more than the largest market between Chicago and Seattle, the Twin Cities are important also because they are the headquarters for companies that control commerce in this whole great section of America.

In the Twin Cities, WTCN is preferred by the people who sell your product. Its popularity is proven by the fact that local merchants buy more time on WTCN than on all other major network stations combined. Backed by powerful cooperation from the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press, WTCN does a real merchandising job both for itself and its advertisers. And at the lowest rate of any NBC or CBS station in town.

Power isn't the problem in the Twin Cities. It's personality and popularity. Let us prove to you that WTCN has both. Or "Ask your Agency to ask the Colonel!"

WTCN
MINNEAPOLIS-ST. PAUL'S BEST BUY!
NBC • 5000-1000 WATTS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Newspaper Stations Gird To Check FCC

Name Ethridge Chairman of Steering Committee Which Will Seek to Thwart Federal Regulatory Excesses

By SOL TAISSOFF

AN ALL-OUT CAMPAIGN against the FCC trend toward more rigid regulation of the business aspects of broadcasting, climaxcd by its recent action to inquire into newspaper ownership of broadcast stations, was pressed last Friday—and a strongly organized block of newspaper-owned stations is prepared to take the leadership.

Drafting as its chairman Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal, which operates WHAS, nearly 100 newspaper publishers identified with radio, and their attorneys and advisors, voted to set up a steering committee to chart future action, during a two-hour meeting at the Waldorf-Astoria, in New York.

The committee, to be named in a few days, will explore the situation provoked by the FCC’s resolution of March 19, ordering an inquiry into newspaper ownership of stations. Whether there will be a formal organization will be determined later. Since the FCC has not set a date for any inquiry, or even announced the issues to be met, the procedure to be followed has not been determined.

Unlimited Power

Mr. Ethridge, regarded as perhaps the industry’s outstanding personality, was given virtually unlimited powers in devising the course of action. He will name his own committee, probably of five or seven publishers or station operators and selected from each classification of newspaper and station groups with regard to geographical location. It was presumed that the committee will include such figures as John Cowles, executive of the Des Moines Register & Tribune and of the Iowa Broadcasting Co. stations; Roger Peace, publisher of the Greenville (S.C.) News and Piedmont, which operates WFBC; and Harold V. Hough, executive of the Fort Worth Star-Telegram, and of WBAP and KGKO.

After their discussions, behind closed doors, the group decided on the committee procedure. Immediately, expenses will be paid by individual contributions of publishers until such time as agreement is reached on a permanent organization. The committee will not function under either the Nabor or American Newspaper Publishers Assn., but probably will coordinate its activities with other industry groups.

Because the FCC now is operating on several separate fronts, aiming at fundamentals in commercial broadcasting, it is expected that eventually a coordinated plan of action will be decided upon. Aside from the Network Monopoly Report, now under active consideration, and the newspaper issue, the FCC also has opened the clear channel controversy by virtue of its action last Thursday authorizing duplication on the clear channel occupied by KOA, Denver [see page 101] and other non-regular allocations to the point where confusion now exists. [BROADCASTING, March 24.]

Ethridge Called Again

Selection of Mr. Ethridge did not come as a surprise. Several times before he has been drafted to rally industry forces when crises developed. He served as the interim president of the NAB in 1938, prior to the designation of Neville Miller as the industry’s first paid president. He was also instrumental in organizing Independent Radio Network Affiliates.

It is logically expected that the newspaper group will foster reappraisal of the Communications Act of 1934 by Congress, to determine whether the newspaper ownership issue, as well as other conflicts precipitated by recent FCC actions, are within the FCC’s jurisdiction. The question of the FCC’s jurisdiction over any business aspects of broadcasting has been raised, and because of the existence of divergent views on this matter, the preponderant opinion at the meeting was that Congress should be asked to reappraise the existing law.

Since it is known that several Senators are contemplating introduction of legislation recognizing the FCC [see page 46], the newspaper group unquestionably would seek to present its case to the appropriate committee, if hearings were called. Until the FCC fixes a date for its own inquiry into newspaper ownership, to determine future policy, the newspaper group will not formulate a plan for appearance before that body. More than likely, another meeting of newspaper stations will be called in advance of that time.

The temper of the meeting from the outset, it is understood, was that the newspaper ownership issue should be squarely met. Unlike past industry meetings, the group present represented ownership of stations, rather than management.

Lever and Brown & Williamson

To Be Sold By British Groups

Morgenthau Says Holders of Investments Must Sell Every Dollar of Securities in U. S.

BROWN & WILLIAMSON Tobacco Co. and Lever Bros. Co., two of the largest individual users of radio time, have announced the sale of British holdings to be completed by the end of the year. Under the plan for disposal of $5,000,000 of direct British investments in the United States in December 1940, the company will sell for $3,171,074 the British power stations, KGKO, KGLO and KGKP, owned by the company and its affiliate, United British Investments, Ltd.

The FCC has ordered the company to cease all operations in the U. S., and it is understood that the sale will be completed by the end of the month. The sale will be made to one of the largest British mining companies, which will take over the operations of the company in the United States.

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Press Interests Are Identified With 292 Out of 893 Stations

Analysis of Ownership Shows 44 Less Than 50% Owned, 14 Authorized But Not on the Air

AN ANALYSIS and recapitulation of newspaper interests involved in the ownership of broadcasting stations in the United States and its territories discloses that 292 standard stations out of the 893 now in existence are authorized to publish newspapers. This total is identifiable in one way or another with various kinds of publishing endeavors, primarily daily newspapers but including weeklies and trade journals.

In 44 of these stations, such publishing interests represent less than 50% ownership. Fourteen of the 292 stations are still in the construction permit stage, all of them having been authorized by the FCC and some now preparing to go on the air.

Transfers Held Up

Nine existing stations, in three of which newspaper interests are already represented, pend FCC action on applications for transfers in whole or part to publishing interests, which, if permitted, may be presumed, will not be acted upon in view of the FCC's decision to suspend existing grants to FM stations, and new applications for newspaper interests [BROADCASTING, March 24].

It is a misnomer to refer to "newspaper ownership" since newspaper folk, which includes owners and editors of publications of various kinds, usually are represented as stockholders or partners in stations. Some stations are licensed directly to newspaper corporations, but for the most part the so-called "newspaper stations" are operated as sole entities but discrete, partnership or personal entities.

The 1941 BROADCASTING Yearbook (pages 318-322) listed 293 stations identified with newspaper ownership, but these included transfers to newspaper interests pending FCC approval. Since Jan. 1, 1941 the FCC has granted four new stations with newspaper interests involved and there have been several other changes in the list.

Grants So Far This Year

The four new station grants of this year involving newspaper ownership, none yet in operation, are:

1. KBUR, Burlington, la.—Construction permit granted Feb. 5 to Burlington Broadcasting Co. for 250 watts on 1460 kc; Ted Gaertner, Manager of Burlington Herald-Gazette, 25% stockholder.

2. KXMO, Hannibal, Mo.—Con (Continued on page 39)

NIB and ASCAP Negotiations Seen

Lafount Says Small Stations Cannot Pay More for Music

NATIONAL Independent Broadcaster's are undertaking to negotiate their way up to ASCAP [BROADCASTING] for over 100 of its member stations, according to Harold A. Lafount, president.

The small non-network station, he explained, is vitally concerned in the settlement of the music problem because, depending largely on records and transcriptions for music, it is forced to make licenses from both ASCAP and BMI. With its limited income, the small station cannot afford to pay the two organizations any more than it previously paid to ASCAP alone, he added.

NIB, Mr. Lafount went on, will ask both ASCAP and BMI to establish a clear-cut-all-the-source arrangement with transcription companies covering both library services and commercial recorded program libraries.

The organization also is asking that all manufacturers of transcriptions and phonograph records be required to show on the back of each disc the licensing authority for the music thereon. This would entitle little effort for manufacturers but would save the stations a great deal of research work, it was explained. It would also help stations avoid infringement since records of music for which they are not licensed could easily be segregated.

No negotiating committee has yet been appointed by NIB, Mr. Lafount said.

Hollywood Artists Halt Lever Series

LOUELLA PARSONS, movie columnist and m.c. of the new Hollywood Lever series sponsored on CBS by Lever Bros., Cigarettes (BROADCASTING, March 10, 24), has agreed to end her "free talent" series on completion of the first 15 weeks of her contract.

Screen Actors Guild agreed to permit co-occupation of the 13 weeks to avoid any contract repudiation, it is understood. Next Guild target, it was said, would be Kate Smith who has a four-week contract with Paramount in which the studio supplies guest talent. Motion Picture Relief Fund would also SAG in protesting against the Premiere series as underselling talent. The Guild has consistently used free talent on radio programs.

The decision was announced by Miss Parsons after a conference March 27 with Richard Marvin, New York radio director of William Esty & Co.; Kenneth Thompson, assistant director; and Dr. Harry Martin, her husband and representative; Daniel Dancker, Hollywood representative of J. Walter Thompson Co.

Open letters of protest to the program were sent by Jean Hersee to Motion Picture Relief Fund, and Edward Arnold, president of Screen Actor's Guild.
Weber Says MBS Broadcasts Of Fights Will Start June 1

Discounts Reports that NBC May Be Able to Halt Century Sporting Club

BROADCASTING

PYROTECHNICS still rent the outer rings of New York's Radio City and are a result of the Great Contract Battle of The 20th Century (Sporting Club) MBS and NBC Blue are the contestants. It started when J. P. Spang Jr., president of the Gillette Safety Razor Co. (left) signed his name to a contract calling for exclusive broadcast rights to 20th Century Club's fights. Fred Weber, general manager of MBS (center) and Mike Jacobs, president of the club (right), negotiated the deal.

The independent offices Appropriations Bill, which carries a $4,250,000 appropriation for FCC operations during the 1942 fiscal year was approved March 19 by conferees of both Senate and House. The House approved the conference report last Thursday and the Senate is expected to follow suit within a few days.

Elmer Davis, who has just returned from the 1942 season's bouts and it was learned that NBC had paid a Jacob a check for $15,000 as an advance payment on those broadcasts. A notation to that effect, on the check, is said to be the only written evidence of a contract which had verbally arranged with Jacob. Contract covering the next year's fights was said to have been signed and a schedule of the student committee meetings, the group has met frequently with representatives of MBS, authorized by Mutual stockholders to carry on discussions with ASCAP concerning a license covering the use of ASCAP music on the Mutual network [BROADCASTING, March 24].

Mitchell-Faust Is Named To Gen. Baking Account

The latter agency also has charge of the account in Pennsylvania, which is handled by the MBS office in New York. The Mitchell-Faust agency will continue the advertising, starting June 8, for the Jell-O Program starring Jack Benny heard on network.

Ontario on CBS

ancia to Grover Whalen, CBS chief, is expected to follow suit within a few days.

ASCAP Radio Committee Studies Fees; Frequent Meetings Are Held With MBS

Bag揕ed the Timex account, with supervisory control of the Dallas, Chicago and New York offices of the agency, on March 1 replaced Lew Valentine as Dr. I. Q. on the Mars Candy Co. program of the same name. Mr. McClain took up his new studies at the Orpheum Theatre, Seattle, where the weekly NBC-Red program was originating. For the present, no one has been named to replace Mr. McClain as radio director of the agency. It is expected he will spend as much time as possible in Chicago, between shows, until a successor is named.

CAL KUHL, producer with J. Walter Thompson, New York, will go to Los Angeles to direct a new program starring Tommy Riggs & Betty Lou, sponsored by P. Lorillard Co., New York for Old Gold.

New Gulf Discs

GULF OIL Corp., Pittsburgh, will start in mid-May, transcribed quarter-hour musical programs to be heard twice weekly for Gulf Spray. Station list as well as the number of stations to be used has not yet been determined, according to Young & Rubicam, New York.

Kelvinator Dealer Discs

NASH-KELVINATOR Corp., Detroit, are to distribute new three-dimensional cards announcing to dealers and distributors. The cards are to be used at dealers' shows. Announcements in jingle form are on the disc which have been placed on about 3 million cards, according to Geyer, Cornell, & Newell, New York, the agency in charge.

CALIFORNIA State Assemblyman John Mitchell-Faust, D-Los Angeles, is to propose a bill before the Legislature that a State advertising account be entered with a $1,000,000 a year budget. If it is passed radio will get its share of advertising to promote the state.

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Clear Breakdown Is Seen in 830 kc. Award to WHDH

Split Vote Is Believed First Of Series; Appeal Likely

A NEW controversial front was opened by the FCC in connection with the adoption of a decision seen as the forerunner of a breakdown of clear channels through East-West Coast duplication.

Deciding one of the several "burning issues", the FCC, by a split 3-2 vote, adopted proposed findings granting the application of WHDH, Boston, to use time on the 830 kc. clear channel assigned to KOA, Denver. Commissioners Walker, Thompson and Payne voted for the breakdown, with Case and Craven dissenting and Chairman Fly and Commissioner Wakefield not participating.

Appeal Foreseen

Regarded as the first phase of a general East-West Coast duplication, the ruling is destined to wind up in the Supreme Court. NBC, licensee of KOA, owned by General Electric Co., will seek a rehearing during the next 20 days, pursuant to Commission procedure. Following anticipated denial, NBC is expected to go to the Court of Appeals for the District of Columbia and, if necessary, to the Supreme Court.

With 25 Class I-A channels provided under the Havana Treaty agreement, separate gradual whittling away of clear channels through East-West Coast duplication and through possible rulings, will affect five stations on each such frequency.

Also pending is the application of WNYC, New York City municipally-owned station, for duplication on 810 kc., which CBS-owned WCCO, Minneapolis, is the dominant station. It is predicted this case will probably be decided by the Supreme Court.

Chairman Fly's failure to participate is viewed as the equivalent of a vote in favor of the breakdown. Commissioner Wakefield had not participated in the proceedings, having taken office only last week. Had Chairman Fly voted, there might have been a tie. His non-participation had been ascribed to insufficient knowledge of the issues, since he has been occupied with defense and other activities.

Upon adopting the proposed findings, originally reached Dec. 6, the FCC said it had amended the rules to permit more efficient use of the 830 kc. channel. Proposed operation of WHDH, which now operates daytime with 1,000 watts on the frequency, on a fulltime basis with 5,000 watts, "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be limited to frame with intermittent reception upon receivers located in the eastern part of the United States, remote from the station," it said.

Philip J. Hennessey Jr., counsel for NBC, and the Clear Channel Group, represented by Louis G. Caldwell, had protested the proposed decision on procedural grounds. KOA and several other stations on the frequency had been denied petitions to intervene. Moreover, it was held that a clear-channel rule should have been covered as a matter of fundamental policy.

At the time the proposed decision was issued, Commissioners Case and Craven handed down a strongly worded dissent in which they held that if one channel was broken down, the FCC had a duty better to curtail the service of others through duplicated operation.

The anti-clear channel group has contended that at least three stations should be assigned each clear channel and that through use of a directive antenna, minimum interference would be caused and more people would be provided service. Opponents, however, hold that the additional service would come only to adequately programmed metropolitan areas, financially capable of installing the new facilities, while rural population, now underserved, would be deprived of secondary service on the clear channels.

To win time, the Case dissent charged that aside from the technical dangers precipitated by the clear-channel breakdown, favorable action in the WHDH case would constitute a situation resulting ultimately in the establishment of "unsound policy for the Nation as a whole". They held that if the Commission desires to "degrade any or all of the few clear channels left, it would be better to do it in a way which benefits some of the underserved rural population, rather than any metropolitan area "already served with radio service".

PROBABLY the most unique Radio Movin' Day promotion undertaken in any city in preparation for the March 29 utilization was the Kansas City Kilicycle Ballet, staged March 22, in Edison Hall, Kansas City, before 300 dealers and servicemen under the auspices of the Kansas City area's seven broadcasting stations, set distributors and servicemen.

The program was under the chairmanship of William J. McDonnell, FCC inspector, with Donald S. Davis, president of WKB, as. m.c. Mr. Davis conceived and directed the affair.

The ballet started as the curtains parted to reveal Miss WDAF "sitting pretty" on 610 kc. Over her "throne", as over the thrones of the girls representing all other stations, was surmounted the call letters and frequency of the individual station (pluses in sequence). Miss Red Network danced on the stage and beckoned to her companions who entered and danced a fast routine to the tune of "I'll Be Some Changes Made". Then the changes under the Havana Treaty took the stage.

"While Miss WDAF continued to "sit pretty" on 610, Miss WBB was shown second vocal on 880. Miss Mutual Network danced a solo, then brought on the stage the favorite WBB artists, who joined in a waltz ballet routine.

Next came Miss KMBC on 950; Miss Columbia Network danced before her, accompanied by the well known KMBC and CBS programs. Then Miss WREN took the spotlight, representing also KFRC with which WREN shares time; she was shown on 1220, but she was boosted to 1250, ending that bothersome "cross talk" with WDAF. Miss Blue Network danced for WREN, and then followed representations of WREN and Blue Network programs.

Miss KCWN followed, changing from 1340 to 1310 kc., and for a while the Kansas City Kansan danced along with favorite KCWN programs.

Next came Miss WSPD on 1450, and moved to 1480 kc. Miss Crown Drug danced on the stage to salute her, with symbolic programs accompanying.

Finally came Miss KITE on 1530, moved to 1590. The First National Television Twins danced for her, bringing along KITE programs and some more MBS features.

About this time the dancers who had been representing programs unmasked, and the whole thing wound up in a rousing finish with the dancers waving silver batons.

Talent, of course, came from the station staffs. Mr. McDonnell explained the Havana Treaty and how it works. Anson Hittle spoke as factory expert, and Erie Smith discussed the opportunities and responsibilities presented by the relocation. The Kansas City Musicians Assn. furnished the orchestra.

Local Outlet in Illinois Is Tentatively Approved

A NEW station in Jacksonville, III., received FCC approval March 27 when it granted the application of Stephens & Korsmeyer, seeking 250 watts daytime on 1560 kc. The proposed grant automatically precluded granting the same facilities sought by a rival applicant, Helen L. Walton and Walthour. The proposed grant was to the partnership of Hobart Stephenson, for the last 19 years teacher at the Illinois School for Blind; Milton Edge, local supervisor for A & P stores; and Edgar J. Korsmeyer, bookkeeper and account.

Both applications had been heard jointly last Sept. 4 and while both were technically and financially qualified, the Commission concluded Stephenson, Edge & Korsmeyer would serve the Jacksonville area better technically. Such proposed actions are tantamount to actual decisions but require later final ratification by the FCC.

New Newspaper Outlet to Open in Albany, Ga.

ANOTHER newspaper-owned radio station will go on the air April 15 when the new WALB, Albany, Ga., station signs on. The station was originally authorized as a 1,000-watt daytime outlet on 1580 kc., but will have fulltime with 1,000 watts on 1580 kc. It is licensed to the Herald Publishing Co., owner of the Albany Herald.

Ed Lord, manager, formerly of WMJ, Youngstown, O., announced that the WALB has received its license, and newspaperman, has been appointed program director. Mr. Obermiller previously worked with WJAC, Johnstown, Pa., station. Akrön Times-Press and South Bend Tribune, was formerly an announcer with WHK, Cleveland, and WKN, Youngstown, and recently has been with WMFJ, Youngstown, and WMAN, Mansfield, O.

Screen Guild Home

A PERMANENT home for members of the Screen Guild industry was nearer realization following announcement on the CBS Network last Thursday that enough money had been raised for a 40-acre site in San Fernando Valley outside of Hollywood. Jean Her- sholt, president of the Motion Picture Relief Fund, and star of the Dr. Christian radio series, thanked Gulf Oil Corp., and other corporations who have donated their services to the program. In three years on the air, it is expected that the Guild, through its radio and publishing enterprises, will receive more than $800,000 from the sponsor and stars for the home agency. Agency is Young & Rubicam, New York.

Gulf Summer News

GULF OIL Corp., Pittsburgh (petroleum products), on April 27 will replace Gulf Screen Guild Theater, heard on CBS, Sundays, at 7:30-8 kcm, with round-up of the world's news from national capitals. The Screen Guild Theater will return to the air in the fall. Young & Rubicam, New York, handles the Gulf account.
SATURDAY IS A GOOD RADIO DAY

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

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

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 175% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

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

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

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

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

EVERY frequency in the standard broadcast band from 550 to 1600 ke is being monitored by FCC field stations, to check the operating assignments of stations on this Continent which switched frequencies under the North American reallocation at 3 a.m. last Saturday.

Subjected to particularly close scrutiny are the operations of Mexican broadcast stations. Thus, the original confusion arising from conflicts in allocation lists [BROADCASTING, March 24]. Whether or not the so-called Mexican border stations continue operation is the primary quest of the FCC field force.

Mexican List

Following publication of a revised Mexican log, dispatched from the Communications Ministry in Mexico, considerable activity developed both in official Canadian and U. S. communications circles. This list was varified by the attendance at the technical engineering conference in Washington last January, at which it was definitely unconfirmed. Of the proposed border stations, such as Brinkley's XERA, at Villa Acuna, and Baker's XENT, at Nuevo Laredo, would be deleted. These stations appeared on the revised list published March 24.

Last weekend, the FCC and the State Department announced they had ascertained that the original list approved at the January sessions would remain intact, despite the known fact that at least two score of the stations listed actually were not built and could not operate from the locations specified.

Nevertheless, it was pointed out that the assignments specified in the revised March 10 issue of BROADCASTING must be recognized for allocation purposes, even though some of the stations are not actually on the list. Thus, the original list, released early in March, is regarded in Washington as the official list, rather than that published in the allocation supplement to the March 24 issue of BROADCASTING.

Feverish efforts were being made to procure adherence to the original understanding, both by officials in this country and in Canada. A number of protests against the proposed border station assignments had been received and spurred FCC officials into action through diplomatic channels.

Following this development, both the FCC and the State Department announced that they had been informed of the approval by Mexico of the list drafted at the Jan. 14-30 conference.

Thus,” said the formal State Department announcement, “the lists of broadcast stations resulting from that meeting for Canada, Cuba, Mexico, and the United States have received the official approval of the respective Governments”.

The Department added that “the deepest satisfaction is felt at this further evidence of the complete understanding and cooperation which has prevailed in the North American region in matters pertaining to broadcasting and at this added assurance of the success of the North American Regional Broadcasting Agreement, Havana, 1937, which is to come into force in all of the countries concerned on March 29, 1941.”

Wait and See!

Despite this, observers felt that the true situation, particularly with regard to Mexican assignments, could not be ascertained until well after the March 29 deadline. Actual physical removal of both Mexican and Cuban stations to the new locations, with the power specified, could not be accomplished by that date.

Meanwhile, the FCC took the last formal steps in preparing for the reallocation last Tuesday, with the issuance of regular license renewals for some 600 standard broadcast stations, while temporary renewals were given another batch because of pending litigation and another 50 were given only temporary authority to operate with reduced power, pending submission of engineering data in connection with installation of directional antennas.

One surprise came in the FCC's renewal actions, handled at a single meeting March 24. Thirteen stations not only were given temporary renewals, but were designated for hearing because of litigation aspects. In six instances, stations were cited for hearing because of purported management contract or lease arrangements, which the FCC has had under scrutiny in connection with its Network Monopoly Report. The remainder were cited for hearing because of purported transfers of control in conflict with the requirements of Section 310 of the Communications Act.

Another two dozen stations were given temporary extensions of license because of pending matters involving their facilities. All the temporary extensions were without date, pending consideration and clearance of renewal applications in due course.

Set for Hearing

Stations designated for hearing because of management contract or lease considerations included KEX, Portland; KGA, Spokane; KGO, San Francisco; KOA, Denver, and WMAL, Washington. Set for hearing with temporary renewals because of pending matters involving transfer of control were KF pw, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col.; WIBG, Glenwood, Ill.; WIBU, Poiunette, Wis.; WTRY, Troy, N. Y., and WNNC, Asheville.

In allotting reduced power to the 50 stations, the FCC explained that all had been notified previously to furnish certain performance data, in order to be permitted to use the new frequencies on a regular basis. These stations, up to the time of the FCC action, had failed to comply; and to guard against possibility of interference, the Commission said it was necessary to order the reduced power, until compliance occurred. A number of the stations, it was thought, would receive authority to use regular power prior to the March 29 changeover.

The FCC gave a dozen stations holding special experimental authorizations renewals, pending further action. Four of these, for example, KKJO, Cleveland; WLB, Cincinnati, and WOR, New York, constituted authority to transmit facsimile signals from 1 a.m. to 5 a.m.

KFAB, Lincoln, Neb.; KTHS, Hot Springs; KYOO, Tulsa; WAPI, Birmingham, and WBAL, Baltimore, were given special temporary broadcasting stations as at present subject to operation on duplicated or synchronized procedures, pending clearing up of fulltime assignments provided under the Treaty.

The FCC said that the reallocation will mean generally uniform shifts of 802 of the 893 stations in the country, according to final figures. It pointed out the chief benefit will be to eliminate or minimize interference now experienced on the mid-wave band.

Between 550 and 720 kc., 91 stations will retain their present dial positions. Between 740 and 790 kc., 21 stations will be heard up to 150 kc. above 790 and 870 kc., 22 stations will be heard 20 kc. up; between 880 and 1450 kc., 633 stations will be heard 20 kc. up; while 197 stations at 1450 kc. and 197 stations at 2400 kc. will be heard 20 kc. up; and on 1500 kc., 63 stations will move 10 kc. up. A total of 41 stations will undergo shifts at variance with this pattern, the FCC said.

Procedure Is Simplified In Requests for Shifts

The FCC announced March 25 that it will be unnecessary for applicants for standard broadcast stations to amend pending applications where the sole purpose of amendment is to request shifts of frequency from that specified in the application, in order to conform to the list made necessary by the North American Regional Broadcasting Agreement.

“Unnecessary paper work,” said the announcement, “the Commission will accordingly treat all pending applications as requesting the appropriate frequency under that Agreement instead of the frequency specified in the application, unless the applicant, by appropriate notice to the Commission, indicates a desire that his application be considered as requesting the particular frequency named therein.”

A modification of application is necessary, however, where any change of directive antenna design on the new frequency is required.

WKBW Denial

WKBW, Dubuque, Ia., March 25 was denied its petition for rehearing of the FCC action last January granting the application of KBB, Dubuque, for fulltime. The two stations were the principals in the so-called “North American Regional Broadcasting Agreement” case decided by the Supreme Court last year, in which the survival of the licensed pot was upheld. The Dubuque-Herald station was granted fulltime on 1340 kc., with 1 kw.

FCC Closely Checking New Allocations

A limited number of extra copies of the Havana Treaty re- 
allocation logs, published as a supplement to the March 24 
BROADCASTING and showing all North American broadcast 
allocations effective March 29, are still available for distrib- 
ution. Copies may be purchased from our headquarters or branch 
offices at 25 cents each, or 20 cents per copy in quantities of 
ten or more.

SEERGENTS THREE, these radiomen saw a variety of service in the Army during the last war. One is an agency executive, the second a net- 
work v.p., and the third is with an important station. If you can’t recog- 
ize them here, turn to page 34.

THEY WERE IN THE ARMY THEN

One of a Series

Page 12 • March 31, 1941
More than ever this spring and summer you will need additional portable speech input equipment. The 22D is ready and waiting for you with a record of service and proved features which make it “your best bet.”

It can take it because it has what it takes—rugged construction—deluxe appearance—high fidelity—AC or battery operation—4 mike mixers and master gain control and a choice of the “conference” type volume indicators and other improvements. One man can handle it with ease. It’s easy to set up—simple to operate.

Start the season off right. Get full details from Graybar—or better still, order yours now.

WITH the long days of summer fast approaching, the daylight-saving time question rankles an active controversy, both in the broadcasting industry and the Federal Government. The proposal to establish universal daylight saving as a national defense measure has been sponsored by Rep. McLean (R-N.J.), has not received much attention from Administration leaders in Congress and no chance at all of action is in sight. Fresh evidences appear daily of industry concern over the necessity of establishing a uniform time-base for the whole country.

**NAB Questionnaire**

The NAB, which in mid-March sent questionnaires on the daylight saving time proposition to every station in the country, already has received some 400 responses and expects to get a full representation of sentiment on the question among U. S. radio operators. Although no definite figures are available, it is generally indicated that a universal time-base, whether it be standard time as applying to railroad operations, or daylight saving time. Results of the survey, for which questionnaires were sent March 12, are expected within a few weeks, according to Paul F. Penz, NAB director.

Sentiments along this one-standard line were expressed March 18 by the Southwestern Assn. of Adv. Agencies in a letter to the three national networks. The organization maintained that while both the networks and individual stations suffered economically from the present system, the problem of daylight saving in the East, any movement to solve the problem "must obviously start with the national networks."

"There is little doubt that everyone in the advertising business—the networks most of all—lose thousands upon thousands of dollars annually because of this factor," the letter stated. "The point that many advertisers cut off their schedules just before daylight saving time becomes effective and resume schedules after standard time is reestablished is, of itself, significant.

What this practice does to network schedules is mild when compared to the chaos experienced in connection with spot radio schedules."

Pursuing the purpose of his proposal, Rep. McLean (R-37th) is planning to propose universal daylight saving time for seven months each year, from the last Sunday in March to the last Sunday in October. [Broadcasting, Feb. 5, March 10, Rep. McLean.] The proposal would be discussed monthly on NBC-Blue. Maintaining that the purpose of his proposal, which would restore daylight saving on the same basis as during World War I, was to eliminate the conflict with the certain adoption of daylight saving in some parts of the country and standard time in other areas, Rep. McLean traced the history and application of the daylight saving idea.

**New KMYR, in Denver, To Take the Air in April**

THE NEW KMYR, Denver, owned by F. W. Meyer, former general manager of KLZ, Denver, will begin operations early in April, but the date has not yet been set. Mr. Meyer will manage the outlet and has already selected most of his executive staff. The station will operate on 1340 kc. with 250 watts, and will have three complete studios, adjoining a central control room.

Bob Lewis, chief engineer, formerly with the experimental department of Western Electric, is supervising installation of equipment, which will be Western Electric throughout. The transmitter is the one built especially for display and demonstration at the Golden Gate Exposition in San Francisco.

Patricia Burns Kidder, formerly KLZ continuity editor, has been named to continue in that capacity. Radio transcription library has been bought.

**THE DAYLIGHT SAVING DILEMMA**

**Networks Find It Feasible To Use Whatever Time—Prevalis in New York and Chicago**

**EDITOR, BROADCASTING:**

The April 15 issue entitled "Universal DST" is a pretty interesting one. I am sure most people in the radio business realize that there is no such thing as universal DST or no DST at all!

If we get it, however, on the same basis as in previous years—which means that important cities like New York and Chicago will have Daylight Saving, while many others will not—then I'm afraid there's really no sense in talking about the radio industry's staying on Standard Time.

No Choice

It isn't a matter of choice. The trouble lies not in the time on which radio schedules are operated, but on the fact that some cities go on Daylight Savings, and Some do not. Once that damage is done, it makes no difference whether we stay on Standard Time or Daylight Time we just have to change some people's minds. If we stay on Standard Time, then all listeners in New York, Chicago and most eastern cities will have to go into the third of all the radio families in the United States, will have their program schedules as completely mixed up as do listeners in other parts of the country when we go over to Daylight Saving Time on the networks each year.

Furthermore, if the networks were to stay on Standard Time, while the cities where they are directly and managed go over to Daylight Saving, the staff would still have to observe Daylight Saving hours, and all program lists would have to be translated into schedules. Daylight Saving for newspapers and magazines in the East, anyway.

And it would be rather interesting to see the reactions of the sponsors of 10 p.m. and 10:30 p.m. programs to have their programs broadcast at 11 p.m. and 11:30 p.m. local time in New York, Chicago and other Daylight Saving areas—which would happen if we stayed on Standard Time. Some of these advertisers might seek to change the network's programs—and then the networks, the stations and the listeners would be just as badly off as ever, with schedules disrupted and all the old headaches presented in a slightly different package.

Obviously, from our standpoint, in the network field, since we are bound to cause havoc in one place or another, we naturally prefer to stay on New York-Chicago time, whether it goes Daylight or stays Standard!

**E. P. H. JAMES**

Promotion Manager, NBC

March 25.

New York City

**Sawyer-Manager of KGVO, Missoula, Mont., Art Mosby proves that he is capable of solving the problem after selling a large pine at his cabin site on Flathead Lake, 75 miles north of Missoula. To the surprise of himself as well as the benevolent ghost of Paul Bunyan, he succeeded in laying the tree in the exact spot he had selected.**

**New Colgate Serial**

**COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), the March of their discontinue Hilltop House, quarter-hour daytime serial heard daily 4:30-4:45 (EST) on 81 CBS stations. In its place, the company will sponsor a new dramatic serial, The Story of Mrs. Johnson, at the same time and on the same number of stations, Ward Wheelock Co., Philadelphia, is agency.**

**Hudnut Buys 'Showcase' On CBS Pacific Hookup**

RICHARD HUDNUT Inc., New York (Marvelous cosmetics), has acquired the sponsorship of Hollywood Showcase, on 8 CBS Pacific Coast stations (KNX KARM KSPO KOIN KIRO KFPP KFRT). PPRT). First of the five "blue chip" sustaining programs which the CBS region has for approximately four months ago to be purchased by a sponsor, Holland Showcase will continue to "showcase" talent but little recognized professional, semi-professional and beginners.

Fare to appear on the program weekly, will be selected by a studio panel jury to carry over the following week. The jury's first choice receives a week's professional engagement at the Los Angeles Orpheum Theatre. Ken Niles continues as m.c., with Lud Gluskin, musical director, and Russ Johnson, CBS series producer, as program director, as producer Agency is Benton & Bowles, New York.

**NBC War Disc Series Is Heard on 18 Stations**

SYNDICATED series of 26 five-minute recorded programs of war news analysis, prepared by NBC Radio-Research, is heard twice weekly on 18 stations for local advertisers. Titled The Face of War to War, the programs, which are in series records are cut each week in New York and airmailed to stations. Mr. Cuff was aide with the British and Turks during World War I.

Current list includes: WSOC, Charlotte; KOA, Denver; WDAY, Fargo; WIOE, Kalamazoo; WHB, Baltimore; WBBE, Marquette, Mich.; WHLB, Virginia; WFBQ, Altoona; WLS, Chicago; WBOB, Baltimore; WOR, New York; WMBR, Washington; KFRE, Pittsfield, Mass.; KTOZ, Lincoln, Nebr.; WHOF, Hopkinsville, Ky.; WCLC, hersburg, Vt.; WATW, Ashland, Wis.; KECB, Los Angeles, and WMIS, Richmond.
Within 10 days "The Heart of Martha Blair," five-a-week dramatic serial written and produced by WKY's staff, drew 11,161 entries in a prize contest to name a doorstep baby, new character introduced into the script.

Such mass action is characteristic of WKY for two essential reasons: 1. WKY has mass listenership (a recent Ross-Federal survey showed WKY to have more listeners in Oklahoma City alone—morning, afternoon, and evening—than all three other Oklahoma City stations combined); 2. WKY produces programs which appeal to, attract, and hold its mass of listeners.
REVIVAL of the FCC's move against management contract or lease operating stations, which got under way last year, was seen in its action March 22 setting for hearing a half-dozen stations presumably falling into that category. At the same time, seven other stations were set for hearing because of purported violation of Section 310 of the Communications Act, which requires FCC approval of transfers of licenses.

KEX, Portland, Ore.; KGA, Spokane, and KJR, Seattle, all on NBC networks, were cited under the purported lease-management contract provision. They originally were owned by NBC and leased to their present operators on a nominal fee basis.

Others Cited

KOA, Denver, 50,000-watt, is licensed to NBC, but originally was owned by General Electric Co., which it is understood owns the physical property. KGO, Oakland, is said to be in the same category, and likewise was cited for hearing.

WMAI, which is a Blue network outlet, owned by the Washington Star but licensed to NBC and leased to it, apparently was cited because of that arrangement. The station was leased to NBC decades ago by M. A. Leesle Optical Co., of Washington, but the station property subsequently was sold to the newspaper, which continues to lease the arrangement.

Cited for purported transfer of control were WWN, Asheville, N. C.; WTRY, Troy, N. Y.; KFPW, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col. WIBU, Poynette, Wis., was set for hearing because of purported block sale of time to operators of auxiliary studios in various localities.

Lorillard Coast Test To Go National Later

P. LORILLARD Co., New York, for Old Golds, is sponsoring the weekly half-hour series on 6 NBC Pacific-Fred featuring Tommy Riggs [BROADCASTING, March 17] as a summer test prior to its release nationally. Contract for 13 weeks starting April 11, Thursday 9-10 p.m. (FST) was handled by J. Walter Thompson Co., New York. Cal Kuhl, agency New York radio supervisor, is being responsible to Hollywood to produce the series.

On April 6 the company, currently sponsoring for Sensation cigarettes the two-weeks-quarter-hour program in 7 CBS Pacific stations, Don't Be Personal and Talk Your Way Out of This One, will merge them into a half-hour weekly program to retain the title Don't Be Personal. Time will be 9:30-10 p.m. (PST) and Lennen & Mitchell, currently servicing the Sensation account, will continue this assignment. Stations are KNX KSFO KARM KOIN KIRO KVI KFPY.

CLARIFICATION of the NAB's part in the regulatory moves by the FCC toward rigid control of business aspects of broadcasting, was made last week. The day with the release of a resolution adopted March 18 by the NAB board of directors.

The resolution was authorized the executive committee of six, and NAB President Miller, to "take appropriate action" to protect the interests of the industry against "legislative or administrative action" dealing with business aspects of broadcasting. The action stemmed from the NAB's consideration of the Network Monopoly Report, heralded as likely to impose additional restraints on broadcasting.

Mutual Dissent

Heretofore the NAB has taken no position in connection with that network monopoly procedure because of divergent views within the industry, since it represents all shades of industry opinion. The board at its meeting in New York March 18, overrode the opposition of MBS as reflected in the negative vote of Fred Weber, MBS general manager, in giving the executive committee blanket authority. Gene O'Fallon, KFEL, Denver, voted with Mr. Weber, while 23 other board members present voted in favor of the resolution.

Following adoption of the resolution, misunderstanding developed as to whether it was to be released. Mr. Miller had the impression, it is reported, that the resolution would not be published until the FCC had taken final action on the monopoly procedure. The next Wednesday, however, came following an informal conference.

It is expected the executive committee, entrusted with the task of outlining procedure, will meet as soon as the FCC action becomes known. Final action on the report is not expected for several weeks. The FCC, however, is shooting for an April 16 deadline.

Members of the executive committee, in addition to President Miller, are Edwin W. Craig, WSM, Nashville, and Paul W. Morency, WTC, Hartford, representing his stations; Don Searle, KOIL, Omaha, and John A. Kennedy, WCHS, Charleston, W. Va., representing medium stations; and Herb Hollister, KANS, Wichita, and John Elmer, WBCM, Baltimore, representing small stations.

The resolution follows in full text:

Whereas the philosophy of American broadcasting as expressed in decisions of the Supreme Court of the United States and the applicable statutes, envisages control of programs, of business management and of policy in the broadcaster and not subject to the supervision of the government.

Now therefore be it resolved: That in order to preserve freedom of radio in accordance with the pattern of democracy, the board of directors go on record as opposing any legislative or administrative action which directly or indirectly impairs the rights (which it believes to be guaranteed by statute), of broadcasters to engage in complete programs and program material, business management and operating policies, and further go on record as being in favor of any legislative or administrative action which strengthens such rights.

And be it further resolved: That the president and executive committee be directed to take appropriate action to the end that such rights may be adequately protected.

Wrigley Discs

WILLIAM WRIGLEY Jr. Co., Chicago, (Spearmint gum), on March 24 started a campaign of undetermined length on WAAB WCP0 WHDH WMEX WNAC WORL WESX, using a total of 250 transmitted announcements a week. Agency is Arthur Meyerhoff & Co., Chicago.

ROCKEFELLER FUND AWARDED $77,220

THREE grants totaling $77,220, directly concerned with radio broadcast studies and development, were made during 1940 by the Rockefeller Foundation, according to a March 21 announcement in his annual report by Mr. David E. Fosdick, president of the Foundation. In addition to these grants, two others, amounting to $20,000 each were made for studies including radio with other media.

According to Mr. Fosdick's review of the previous year's work, $20,330 was made to the Library of Congress to conduct studies in production of programs based on the cultural and historical material available through the Library; $18,500 to the Rocky Mountain Radio Council to investigate the utility and value of official broadcast service for thinly settled areas; $25,400 to Columbia U for studies of radio listening under the direction of Prof. F. Hadley Cantril.

The Foundation also granted $20,000 to the Library of Congress to establish a center for cultivated broadcasting. The money, according to Dr. Harold D. Lasswell, for general studies of radio broadcasts, the press and other media. Another $10,000 was granted to the Providence 8 U School of Public & International Affairs to continue the public opinion project formerly directed by Prof. Hadley Cantril.

CHASE & SANBORN ADDING NEW TALENT TO McCARTHY STANDARD BROADCASTS, New York (coffee), is currently sponsoring the weekly half-hour Chase & Sanborn Show on 78 NBC-red stations, Sunday, 8:30 p.m. (EST), on April 6 adds Bud Abbott and Lou Costello, comedy team, to the cast on a 13-week contract. The following week, April 13, Dinah Shore is scheduled to replace Abbott. As anyone who has listened to the Chase & Sanborn Show is unaffected by the additions. Edgar Bergen with his Charlie McCarthy, will continue to be featured. Donald Dickson remains as vocalist, with Robert Armbruster, musical director, and Ben Alexander, announcer. Maurice Holland is the J. Walter Thompson Co. Hollywood producer. Ned Tollerine represents the network. Joe Bingelow is agency script writer.

WILSON Spots

WILSON & Co., Chicago (Ideal Fog Food), during the first week in April, has announced a six-week schedule of three to six-weekly participating announcements and five to 15-minute participating 72 stations. Wherever available, company will sponsor the news broadcasts. Contracts up to date are included in the schedule. Stations selected include WIND WSB WMR WMAQ WLR WKL KSD KTH KTR WMC WDMJ WNEW WGBS WIBG WBOY WMBS WADC. Agency J. F. H. Corp., Chicago.
More than 21,000 box tops and dimes were received in ten days by a one-quarter-hour afternoon advertiser. Another KOA campaign sent 25,232 women into grocery stores to get a club membership card. A KOA advertiser started off with a supply of 72,000 premiums. After KOA went into action he ordered 240,000 more premiums...

KOA plays this sort of cash register music regularly and its ringing notes have sounded in the ears of makers of all kinds of products.

*We have more specific examples to show you how KOA can please your ears with the same kind of music. We'll gladly show them to you at any time you say.*
LEAVE FCC AFTER ACTIVE RADIO CAREERS

AFTER a dozen years in Government service, Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting, last Saturday announced his resignation to engage in consulting engineering practice in Washington.

Ralph L. Clark, senior radio engineer in the broadcast division, also resigned to become a partner in the new firm of Ring & Clark. Offices are in the Munsey Bldg.

Mr. Ring, it is understood, has planned leaving the FCC for some time, but withheld announcement until the standard broadcast real- location was operative, after several years of preparation. The resignations will not become effective until accumulated leaves have expired, unless the engineers forego the leaves prior to that date.

Mrs. Helvi Mustaparta Terry, secretary to Mr. Ring for the last decade, also has resigned to join the firm as office manager.

Several Vacancies

Appointment of Mr. Ring’s successor is not expected immediately. Several other executive vacancies on the FCC staff have existed for months. It is presumed Mr. Ring’s successor will not be named until his leave has expired. George P. Adair, senior broadcast engineer under Mr. Ring, is likely to be named acting assistant by Chief Engineer E. K. Jeff.

While no names yet have been advanced for Mr. Ring’s post, it was thought several senior engineers on the FCC staff would be considered. Among these, in addition to Mr. Adair, are George E. Sterling, assistant chief of the field service engineering department; Maj. Edwin L. White, engineer in charge of aviation, police and other point-to-point services; and Gerald C. Gross, engineer in charge of the International Division.

One of the best-known figures in radio, Mr. Ring has been identified with every allocation development since 1929, when he first joined the Federal Radio Commission, predecessor of the FCC, which had been created in 1927. He has been assistant chief engineer in charge of broadcasting since 1934.

Tiein With DeWitt

Both Mr. Ring and Mr. Clark were active in the studies preparatory to the March 29 reallocation. Mr. Ring participated in the 1937 Harvard conference with principal technical advisor and headed the subcommittee which devised the allocations. He was largely responsible for the engineering standards adopted by the FCC several years ago, technical basis for the allocations.

The new consulting engineering firm has arranged with Jack H. De- Witt Jr., chief engineer of WSM, Nashville, and a consulting engineer, to handle field measurements and produce precision equipment. Field studies for the firm will be made by Mr. DeWitt’s organization.

Every change in technical status of a broadcast station, which includes FM, television, facsimile and related services not identified with common carrier pursuits, has passed over Mr. Ring’s desk.

He was born on a farm in Franklin, Tenn., in 1899, attending Middle Tennessee Normal School at Murfreesboro, and followed his three brothers to Tennessee U. In 1919 he spent his spare time tinkering around in radio and things electrical, paying his way through school.

At the university young Ring became a radio “manufacturer” by assembling composite sets from parts bought in bulk. He sold about 150 sets and also manufactured equipment for amateurs and otherwise served as a radio serviceman.

In 1924, still at the university, he installed a “superpower” 50-watt transmitter at Knoxville, Tenn., for the First Baptist Church. It’s call was WPBC, the progenitor of the WPBC now at Greenville, S. C., where it was subsequently moved.

ANDREW D. RING

RALPH L. CLARK

SHIP NEWS BAN

RADIO STATIONS were urged on March 24 not to report movements of British ships sent to this country for repairs. The suggestion was made by Secretary of Navy Frank Knox in a statement to all media, including newspapers and picture services. “Such information would be of inestimable military value to enemies of a country whose defense the President deems vital to the defense of the United States,” he declared.

The same year, when General Electric Co. made its annual scouting expedition for likely engineering talent at colleges, it picked up Mr. Ring. He went to Schenectady as a member of the student training corps, working with Joseph A. Chambers, consulting engineer in WENR and was graduated from Menlo in 1928.

He received his national broadcasting license, and was named chief engineer; L. R. Baker, chief of transmitter sales of RCA, and Harold Vance, Philadelphia consulting engineer.

HIGH POWER

At WGY, young Ring installed the first automatic crystal control. Next, he went into high-power broadcast transmission, operating WGY during early morning hours with 50,000 to 400,000 watts. He installed the original 50,000-watt transmitter for WAP in 1927, and for WENR the following year.

Among his other installations were WHAS, Louisville, and a 5,000-watt station in Toronto, Canada.

In 1928, he was in charge of development of a 5,000-watt television transmitter for GE. He developed several patents including the modulation meter now in general radio use, a system of neutralization for tubes to eliminate the whistle in amplification stages and super-modulation methods.

Mr. Ring was called to the FCC in July, 1929, as a senior radio engineer and was assigned to broadcasting. Three years later he was promoted to principal engineer and in 1934 became assistant chief.

He lives in suburban Washington. In 1933 he married Anne Appel. They have a son 5, and a daughter.

Mr. Clark was born June 2, 1908, near East Jordan, Mich. He attended high school at East Jordan.

He attended Michigan State College with a B.S. degree in electrical engineering.

At school he operated WAKR, college broadcast station, parttime during 1927 to 1930, paying his way. Upon graduation, he joined the radio division of the Department of Commerce, now the field force of the FCC, as radio inspector at Detroit. Since August, 1935, he has been with the engineering department under Mr. Ring, and was rated as senior engineer in the broadcast division.

For years, he worked as Mr. Ring’s chief aide on broadcast allocation matters particularly in connection with the Havana Treaty allocations and with the standards of good engineering practice.

He participated in the final engineering conference on NARBA, held in Washington Jan. 14-16.

The Clarks, who live in nearby Arlington, Va., have three children, Roy, 7; Richard, 4, and Ruth, 2. Mr. Clark is an associate member of the Institute of Radio Engineers and of Tau Beta Pi and Phi Lambda Tau, honorary engineering fraternities.

Mrs. Terry is a native of Lead, S. D., and a graduate of the Man
tasto Commercial College. She also attended George Washington U. D. C. She joined the engineering department of the Radio Commission as Mr. Ring’s secretary ten years ago. She was married last February to L. Dean Terry, of Salt Lake City.

BURROUGHS APPOINTED SECRETARY TO WAKEFIELD

RAY C. WAKEFIELD, a new member of the FCC, last week an
nounced appointment of Howard Burroughs, of Washington State, as his assistant. Miss Rowena Rockhold, formerly a secretary in the accounting department, temporarily fills the secretarial post.

Mr. Burroughs for six months has been in the engineering de-

cision of the FCC and recently was assigned to the new telephone reg-

ulatory unit. From 1933 to 1940, he was with the Washington State Department of Public Service as a staff engineer in electrical engineering at the U of Washington. Mr. Burroughs also has taken several law courses.

‘Radio Today’ Yearbook

THE fifth annual Yearbook of Radio Today, dealer trade journal edited by O. H. Caldwell, former Federal Radio Commission, will just come off the press as the March edition of that publication. It lists by name and address 1,900 radio manufacturers and representa-
tives, 500 different radio products and 15,000 radio items. The 1,841 parts charts supplement all the FCC wavelength allocations, and lists all broadcast and television stations, besides giving statistical summaries of the radio industry as a whole.

A Golden Opportunity

In A Golden Valley!

Lower Valley Grande embraces forty cities, towns and communities within a fifty-mile radius to form a rich market equivalent in population to Texas' Fourth City. Here is found the richest soil in the U.S. . . . crops are harvested every month . . . oil flows in abundance. Radio station KRGV is the only single advertising medium that completely covers this isolated market . . . the only network outlet that can be heard in the Valley at all times.

Get the attractive Combination Rate On These Four Close-knit Stations.

KGNC
Amarillo

KFYO
Lubbock

KTSA
San Antonio

KRGV
Weslaco

Central Sales Office—805-6 Tower Petroleum Building, Dallas, Texas

Telephone Riverside 5663

Ken L. Sibson, General Sales Manager

TWX Dls 297
**PLAQUES TO THE WINNERS**

**STATIONS CITED IN PEABODY AWARDS**

**LARGE STATIONS**

WSB, Atlanta—Cited for its distinguished public service contributions to a localized area in the South.

KXN, Los Angeles—Cited for meritorious service to a localized area in the Far West for its series in 1940, “Mile O’ Dimes” public service feature.

**MEDIUM-SIZED STATIONS**

WWJD, Chicago—Cited for its service to the education in broadcasting to schools.

WXIR, New York—Cited for the high standards of its musical programs.

WOW, Omaha—Cited for its enterprise in originating “The President’s Birthday Ball of 1940.”

**SMALL STATIONS**

KYOS, Bellingham, Wash.—Cited for promoting a better understanding between Canada and the United States through its Armistice Day program.

**Arch Oboler to Judge Wayne U Script Contest**

**FINAL JUDGE in the third annual Wayne U Broadcasting Guild script-writing contest will be Arch Oboler, NBC writer-producer of Everything's Theatre. This is the second year Oboler has judged the contest for Detroit's municipal university. William J. Scripps, WWJ manager, has indicated to Garent Garrison, Guild director, that WWJ will award the top prize of $25 first, $10 second and $5 third, again this year.

The contest closed March 24 and permits those passing the first preliminary judging to make revisions in the scripts prior to submission to Mr. Oboler. Any Wayne student is eligible to submit any number of scripts. It is planned to extend the contest for open participation in the future. Last year’s winner, Walter McGraw, is now script editor of the Guild.

**Music controlled by BMI will be available without charge for organizations, both public and private, in connection with programs dealing with national defense, BMI has announced. Permission applies to both live and recorded performances; it was stated.**

**Quiz Kids’ Named In Chicago Award**

**Called City’s Leading Series; Other Citations Announced**

THE Quiz Kids, weekly half-hour NBC-Blue feature, sponsored by Miles Labs., Elkhart, Ind., for All-Seltez Research, Inc., was presented the second annual advertising award of the Chicago Federated Advertising Club as the outstanding network show originating in Chicago during 1940. The show was originated and is owned by Louis G. Cowan, head of the Chicago public-relations firm Cowan, which has the network account.

The CPAC awards were begun in 1940 as a step in recognizing superior achievement in advertising efforts produced in Chicago. In addition to the awards for radio, seven other classifications of advertising were recognized. These included comic book, magazine, trade and technical publications, outdoor, direct mail, and the individual who has contributed most to the recognition of Chicago as the advertising center.

**Campana Cited**

Honorable mention for network shows originating in Chicago went to the Campana Sales Co., Batavia, Ill., weekly half-hour First Night program for its presentation of Sam Balm. In this presentation, mention was made of the fact that for 11 years First Nighter has done a consistent, outstanding job for the same sponsor, Aubrey, Moore & Wallace, Chicago, is agency.

The award for the best locally produced and released show went to the Music Lovers’ Program, sponsored by the Service Drug Stores (chain) and heard over WCFL Sundays through Fridays, 10:00-11:00 p.m. This program features a combination of vocal and instrumental classical music, arranged by Martin Jacobsen as commentator. Coincident with the receipt of the award, it was announced by M. Lewis Griswold, president of Goodkind, Joice & Morgan, agency handling the account, that Service Drug Stores had renewed this program effective May 12 for a second consecutive full year.

Serving on the radio awards committee were Leonard F. Erickson, western sales manager of CBS; Jules A. Nerad, program manager of the NBC Central Division; Frank P. Schreiber, station coordinator of WGN; J. W. Knodel, sales manager of the Fire-Kind, Joice & Morgan, agency handling the account, that Service Drug Stores had renewed this program effective May 12 for a second consecutive full year.

**SETTIGN a record for the number of individuals attending, the Peabody awards originated with Lambdin Kay, former director of public service of WSB, Atlanta. He discussed the need for “something comparable to the Pulitzer Prize” for radio with Dean John E. Drewry, Henry W. Grady School of Journalism of the University of Georgia, who in the fall of 1939, laid the matter with the broadcasting industry for the 1940 convention of the NAB in San Francisco where his proposal to have the awards made by the University of Georgia received unanimous endorsement. Together, the Henry W. Grady School of Journalism and the NAB set up the mechanics for making the awards.

Many Stations Entered

Stations from 24 states and the District of Columbia, as well as the three major networks submitted entries. A faculty committee of the University of Georgia carefully examined the material submitted by the stations and recommendations of this committee formed a basis of selections approved by the advisory board.

George Foster Peabody, for whom the awards were named, was a native Georgian and for years was a successful New York banker who devoted much of his fortune to educational and social enterprise.
C. S. Network Series
Pounded by Dominion

CBC was selected among the networks, "among other reasons, for offering a schedule of programs which combined commercial and sustaining programs in such a way as to constitute a structure definitely in the public interest; for giving its listeners more than 10,000 non-commercial broadcasts in 3,500 hours of unsponsored, public service programs; for regarding its schedule as a forum for the adults and children in which lighter entertainment served as an ingredient to make the more vital programs palatable; for covering adequately the significant news of the year; for promoting Pan-American unity and understanding through its School of the Air; for aiding education with special schoolroom services and such programs as Invitation to Learning, The Human Adventure, Reporting to the Nation, The People's Platform, and Columbia's Country Journal; for giving religion a major place in its public service activities; and for its manifold and continuous interest in serious music and other cultural subjects."

U. S. Network Series

SOUTHERN PACIFIC Co., San Francisco (rail transport), frequent user of spot radio, on April 7 started sponsoring a weekly half-hour audience participation program, All Aboard, on KNX, Hollywood. Contract is for 52 weeks. A slightly revised edition of Pull Over, Neighbor, sponsored by Wilshire Oil Co., Los Angeles (Polly, Economy gas), successfully for three years on all three major Pacific Coast networks (NBC, CBS, Don Lee), the program, like its predecessor, will feature Art Baker as m.c., with John Gueldin as writer-producer. Format has been altered in minor details to conform with the railroad's merchandising needs. Program basically remains the same as when it started as the spearhead of Wilshire Oil Co.'s merchandising strategy. Agency is Lord & Thomas, Los Angeles, with Ford Sibley as account executive.

New Lever Plans

LEVER BROS. Co., Cambridge, is considering a half-hour Saturday morning program on NBC-Red. According to preliminary plans, the program would be a variety show for Rinso. Ruthrauff & Ryan, New York, is agency.

FDR Sets Dials

PRESIDENT Roosevelt inadvertently was to serve in the role of a reallocation "dial-setter" March 29. He speaks over the combined major networks and many independent stations 9:30-10 p.m. (EST), on the occasion of the Jackson Day dinners throughout the country under the auspices of the Democratic National Committee. It was only a coincidence, according to G. W. Johnstone, radio director of the Democratic National Committee, who made the network arrangements, but it nevertheless places the nation's first citizen over the airward of 400 stations on the first night of the reallocation.

General Foods Explains Its Dependence on Radio

THE MAJORITY of General Foods Corp. advertising "happens to be in radio just now because we have found it effective," Charles G. Mintimer Jr., general advertising manager of GF, which is currently sponsoring 14 radio programs, states in the company's annual report, just issued to stockholders. A 36-page booklet, attractively laid out and illustrated, this report contains the usual balance sheet and profit and loss statements, but most of its contents is devoted to a mythical stockholders' meeting during which the company's officials and executives answer all the questions a typical stockholder might ask. These questions were taken from replies of 5,000 GP stockholders to the question: "What would you like to know about this business-your business?"

Caswell Back

GEORGE W. CASWELL & Co., San Francisco (coffee), after an absence from the air of nearly three years, on April 6 will start sponsorship of Concert Petitie, featuring Rudy Seiger, violinist and Margaret O'Dea, contralto, Sundays at 11:15 a.m. (PST) on the NBC-Red network on the Pacific Coast. Starting in 1923 the firm sponsored a network program on the Coast continuously for 15 years. It halted radio advertising in 1938. Agency is Long Adv. Service, San Francisco.
FM/AM Reception by a turn of the Bandswitch with Hallicrafters Model S-31

A NEW 1941 Hallicrafters designed FM/AM Tuner with the No. 1 band covering all frequencies used by amplitude-modulated broadcast stations and the No. 2 band covering frequencies used by high fidelity modulated broadcast stations. The Model S-31 Tuner combines both circuits and changes from FM to AM with the bandswitch. 8 tubes, power output 130 milliwatts undistorted, power consumption 120 watts, operates on 115-125 volt, 60 cycle AC. Model S-31 Tuner complete with 19" x 8 3/4" rack panel, metal cabinet and tubes, $69.50.

GLENN D. GILLETTE & Associates, Washington consulting radio engineers, announce the appointments of E. A. Hinsdale, and Arthur Dornblith to their staff. Mr. Hinsdale, graduate of the U. of Tennessee, former was with Pan American Airlines, the communications division. Mr. Dornblith recently was with the Genesee; and was an engineering graduate of the U. of Pennsylvania.

DON CHASE, of the engineering staff of WTMJ, Milwaukee, has become father of his third child, a daughter.

ALFRED BERGOLD, of the technical staff of KXOK, St. Louis, a lieutenant second grade in the Naval Reserve, has been ordered to duty with the Communication Division at Corp. Christi, Tex.

ROY BECHTOL is a new addition to the control-room staff of WRVA, Richmond, Va. He was formerly on the staff of WTD, Petersburg, Va. Harel, technician of WRVA, Richmond, had been assigned to duty with the Navy. He holds an ensign’s rank and will serve with the Naval Communication Service.

RAY STAUFTER is back in the control room of WHO, Des Moines, after a two-month leave of absence as a special assignment to World Diplomat in the U. S. Government.

FRED L. BRADBISH, formerly of WDLF, Panama City, Fla., has been named to the engineering staff of WLBJ, Bowling Green, Ohio. Earl Jaffee, chief of engineering of WLBJ is the father of a recently-born baby girl.

KENNETH TAYLOR, formerly of KTMS, Santa Barbara, Calif., has joined the engineering staff of KERN, Bakersfield, Calif.

CHARLES J. WAZLO has resigned from the technical staff of KOY, Phoenix, to continue his work as a consultant on electro-physics.

GILBERT de la LANG, technician, formerly of KSRO, Santa Rosa, Calif., has joined KGOM, Stockton, Calif., replacing L. D. Carlsbad, who has joined KENO, Las Vegas, Nev.

FRANK NESMITH, technician, formerly of KHUB, Watsonville, Calif., has joined KWG, Stockton, Cal.

FRED CLAPP, technician, formerly of KDON, Monterey, Calif., has joined KHUB, Watsonville, Calif.

NEIL MCINTYRE, technician, formerly of KJBS, San Francisco, and KHUB, Watsonville, Calif., has been added to the staff of KSRO, Santa Rosa, Calif., replacing Jack Wagner, resigned.

FLOYD TIMBERLAKE, formerly of WHIP, Hammond, Ind., has joined the engineering staff of WIND, Gary, Ind. He succeeds Charles Grady, who was inducted into the Army March 1.

BILL CRABBIE of the technical staff of KDB, Santa Barbara, Calif., has been promoted to chief engineer, filling the vacancy created by the transfer of W. B. Rodhe. The move from KHJ, Holly wood, Forest Chase of Long Beach, has been added to KDB’s engineering staff.

BOB ADAMS, engineer of WSB, Atlanta, has left for a year’s duty as a second lieutenant in the Army reserve. He will be succeeded by Gordon Swann, formerly of WAPI, Birmingham, Ala.

JIM BOOK has joined the engineering staff of CKGB, Timmins, Ont.

Drew a Blank

EVEN the third-degree couldn’t have produced answers for Joe Wheeler on a recent broadcast of his man-on-the-street program on WBIE, Knoxville. Armed with questions, Joe cornered a likely looking individual and deluged him with a flood of puzzlers. The hapless interviee merely looked blank; and when Joe eventually found out – the gentleman was a deaf mute.

LATIN EXPERIENCES NARRATED BY PALEY

WILLIAM S. PALEY, CBS president, is author of an article, "Radio Turns South," appearing in the April issue of Fortune, in which he describes his trip through South America last winter selecting and signing affiliate stations for the CBS Latin-American network. Many of the photographic illustrations are snapshots taken by Mr. Paley during his travels.

Stating that almost all of the 64 stations included in the Latin-American network have agreed to broadcast at least an hour a day of CBS programs, Mr. Paley explains that these programs "will be built especially for Latin America, and with a wealth of information that we have now gathered, we should be able to produce programs that will do justice to our feelings of friendship for that section of the world and its people. And we hope that by reflecting the kind of people we are, our culture, the things that move us and amuse us, our efforts will help to make that friendship reciprocal."

"We hope that the programs that our Latin-American affiliates have agreed to send us for retransmission throughout the U. S. will help to fill a serious gap in our knowledge of this hemisphere."

Canadian Post-Treaty Shift

CKNX, Wingham, Ont., has been given permission to increase from 100 to 1,000 watts at 1490 kcs. April 15 to 920 kc, after changing over March 20 to 1200 kc under original Haven Treaty allotment. New transmitter is expected to be in use by July 15.

WTINY, new FM station of WOR, New York, is to take on the air on a commercial basis about April 1. At present it operates as W2XOR. A new high-power transmitter is being installed.

Newspaper Applications Request FM Facilities

ON THE HEELS of the FCC crackdown March 19 on newspaper ownership of FM stations, more requests for commercial FM facilities during the past fortnight have come from newspaper interests. United Broadcasting Co., licensee of WHK and WCLE, Cleveland, and WHCK, Columbus, which are owned by the Plain Dealer Publishing Co., publisher of the Cleveland Plain Dealer and chief owner of the Cleveland News, applied for 48.5 mc. to cover 8,240 square miles and 1,314,595 population in Cleveland.

Resubmitted March 19 was the amended request of E. Anthony & Sons Inc., operator of WNW, New Bedford, Mass., to request 45.7 mc. covering a 350,250 population and 1,787 square miles. Applicant is publisher of New Bedford Mercury, New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard.

Returned on the same date as incomplete was the application of the Radio Voice of New Hampshire Inc., licensee of WNBH, WMUR, Manchester, for 43.5 mc. covering 19,622 square miles and a 40,099 population. Edward J. Gallagher, publisher of the Laconia (N. H.) Citizen holds a minority interest in this corporation. Total FM applications pending before the FCC number 56.
LICENSES RENEWED ON STAGGERED PLAN

Expiration Dates Are Fixed
In Post-Treaty Action

Under the Havana Treaty allocations, which became effective March 29, the FCC will continue the staggered system of license renewals, which hereafter will be issued for one-year periods. Licenses of stations regularly operating under the North American Regional Broadcasting Agreement will expire as follows, the FCC said:


For stations operating on the frequencies 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000, 10100, 10200, 10300, 10400, 10500, 10600, 10700, 10800, 10900, 11000, 11100, 11200, 11300, 11400, 11500, 11600, 11700, 11800, 11900, 12000, 12100, 12200, 12300, 12400, 12500, 12600, 12700, 12800, 12900, 13000, 13100, 13200, 13300, 13400, 13500, 13600, 13700, 13800, 13900, and 14000 kc., April 1, 1942.

For stations operating on the frequencies 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, and 1580 kc., June 1, 1942.

For stations operating on the frequencies 1600, 1610, 1620, 1630, 1640, 1650, 1660, 1670, 1680, and 1690 kc., Aug. 1, 1941.

For stations operating on the frequencies 1700, 1710, 1720, 1730, 1740, 1750, 1760, and 1770 kc., Sept. 1, 1941.

For stations operating on the frequencies 1800, 1810, 1820, 1830, 1840, 1850, and 1860 kc., Oct. 1, 1941.

For stations operating on the frequencies 1900, 1910, and 1920 kc., Dec. 1, 1941.

EXTENSIONS GIVEN FOR 15 STATIONS

Temporary extensions of license from March 29 date were given 15 stations by the FCC at a special meeting March 24, pending further consideration of their renewal applications. The stations have been given conditional renewals for various reasons, including applications for their facilities, pending revocation proceedings or for other reasons.

The stations are KFEQ, St. Joseph, Mo.; KFJM, Grand Forks, N. D.; KOBJ, Ketchikan, Alaska; KLUE, Galveston, Tex.; KOCA, Kilbourne, Tex.; KORN, Fremont, Neb.; WCOA, Pensacola, Fla.; WHEL, Battle Creek; WHBC, Canton, O.; WHIP, Hammond, Ind.; WJHP, Jacksonsville; WNA D, Norman, Okla.; WJLU, Columbus, O.; WJPR, Ponce, Puerto Rico; WSJS, Winston-Salem.

WABI, Bangor, Me., was authorized to operate temporarily on 910 kc. with 250 watts, pending completion of construction to increase power to 6,000 watts on this frequency, using a directional antenna.

KWOX, Portland, Ore., was authorized to operate temporarily on 690 kc., with 800 watts limit, pending completion of construction which will permit it to operate with 1,000 watts fulltime on this channel.

WARM, Scranton, Pa., was given authority to continue program tests on 1400 kc. with 250 watts power, fulltime pending action on a hearing on its application for license, growing out of ownership dispute.

TRULY THE MODERN DEFINITION OF RADIO EQUIPMENT EFFICIENCY, DESIGN AND APPEARANCE...

The new Model 30 Speech Impact Console was designed for both AM and FM requirements, and in the few months since its introduction has established unparalleled performance records in both fields of broadcasting. To date, the Model 30 Console has outsold its famous predecessor (Gates Model 20) by more sales to new stations alone, since December, than in the entire previous 9 months! Such a remarkable record of acceptance is a tribute not only to its engineering design, but also to its streamlined beauty. It is the only console available in three color selections to match studio settings and any color selection has a maximum of four separate colors per panel. A prominent engineer, enthused with the Gates Model 30 Console, calls it—"THE MOST BEAUTIFICAL ELECTRICAL INSTRUMENT I HAVE EVER SEEN!"

The hard, clear facts and figures that describe the advantages of the Gates Model 30 Console are ready for you to see. If you are interested, write at once for complete information.

CHECK THESE CONVINCING REASONS WHY THE GATES MODEL 30 CONSOLE IS YOUR LOGICAL SPEECH EQUIPMENT CHOICE—

✓ Five (not 4) pre-amplifiers
✓ Twelve (not 6) remote line positions
✓ Three (not 2) section filters
✓ Five position V.U. range switch accurate to .05% with the largest make V.U. meter available
✓ Only console built into genuine steam-fitted Walnut and Raduga Wood cabinet
✓ Flat frequency response from 25 to 16,000 cycles without consequential distortion at any frequency
✓ No cross-talk—each console has over 400 ft. of individually shielded wire.

"The Proven Line"
FCC Is Expected To Rush Action on Television Future

Three-Day Hearing Concluded With Substantial Accord

THE FCC is expected to act quickly on the future of television, following the windup of its three-day hearing last Monday, particularly if it is seeking to authorize full commercial operation.

Operation of visual broadcasting on a full commercial basis was put squarely to the FCC as the hearings wound up. End of the hearings found the industry in substantial accord on technical operating standards. Opinion was divided, however, as to feasibility of commercial operation at this time as compared with a year ago when the FCC rescinded its grant of "limited commercial" television

PLANNING NAB CONVENTION, executives of St. Louis stations discuss arrangements for the coming convention of the association in St. Louis, May 12-15, which is expected to attract a record number of radio officials from all parts of the nation. Clockwise around the table are: G. Reinsford, director, KMOX; Arthur Casey, public relations director, KMOX; William West, president, WTMV; Bob Richardson, account executive, KWK; Merle S. Jones, general manager, KMOX, and general chairman of the convention; George M. Burbach, general manager, KSD; Rev. Wallace A. Burk S.J., faculty director, WGW; Nicholas Pagliara, general manager, WVE; Clarence Coby, sales manager, KXKO, program director, KMOX. Headquarters will be at the New Jefferson Hotel in the downtown district.

Outside Transcription Firms Given Right to NBC Programs

Policy of Many Years Is Reversed by Network; Rates to Be Same as Own Division Pays

REVERSING a policy of long standing, NBC has announced that, effective April 1, outside transcription companies, the privilege of using facilities for such recording purposes at any NBC network origination point, on the following basis of charges:

- For recording broadcasts: 15 minutes or less, $2.50; 15-30 minutes, $3.50; 30-45 minutes, $4.50; 45-60 minutes, $5.50; 1-hour, $6.50.
- For recording rehearsals: 15 minutes or less, $3.50; 15-30 minutes, $4.50; 30-45 minutes, $5.50; 45-1 hour, $6.50.
- Transcription companies may arrange to record an unlimited number of either broadcasts or rehearsals for periods of 13 consecutive weeks at a charge of $50 per week per origination point.

These charges do not include wireline rental or connection charges. This service will be furnished subject to credit approval and in accordance with our standard terms of service. The same charges will be made to the NBC Recording Division.

WBZ-WBZA Ask Split

SEPARATION of WBZ and WBZA, Boston-Springfield outlets which have operated synchronously for more than a decade, was sought in applications filed March 24 with the FCC by Westinghouse Radio Stations Inc., which seeks a shift from 1370 kc. (which becomes 1030 under the March 29 reallocation) to 970 kc., with an increase in power from 1,000 to 5,000 watts, with both transmitter and studios in Springfield. WBZ filed for modification to terminate the synchronization, to operate fulltime on 1030 kc. after March 28, contingent on the WBZA grant.

More for Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food) on March 24 started its spring and summer campaign of participating and spot announcements on 25 stations. Contracts are for 26 weeks. On April 1 the firm renews its five-week participation announcement in the home economy programs on KHJ and KFPI, Los Angeles and its five-week quarrel with "Chatanooga Hounds" in New York programs on WQAM, Miami, and "Bob of the Town" on WJAX, Jacksonville, in the interest of E-Z Serve Loaves. Contracts are for 13 weeks. Agency is Henri, Hurst & McDonald, Chicago.

Absorbine on Blue

J. B. WILLIAMS Co., Glastonbury, Conn. (shave products), on July 7 will take a ten-week hiatus from sponsorship of True or False heard Mondays at 8:30-9 p.m. on NBC-Blue. Program will be sponsored during the interval by W. F. Young Inc., Springfield, Mass, for Absorbine Jr. J. Walter Thompson, New York, handles both accounts.

Durham Touring Stations For Grove Labs. Series

TO SET UP the new campaign for Grove Labs. Series (a dinner biscuit division) is touring stations from the Atlantic seaboard to Texas. More than 100 stations are to be used in the national campaign. According to the agency, Mr. Duram will obtain an "on the ground" understanding of the various stations' position and influence, and secure a better understanding of the area they cover. This tour is one of several undertaken by the agency each year on behalf of its clients. Mr. Duram will discuss with station managers future campaigns, in addition to the Grove account.


"I'm sorry, Cherie, since I've been listening to WDFD Flint, with its kilowatts of 240, my heart belongs to an announcer—without reservation."
Agencies Adamant On New Contract

Objection Voiced to Several Features of New Form

DISSATISFACTION with several features of the new agency contract form for station facilities, recently approved by the NAB board of directors [Broadcasting, March 24], was expressed by the timebuyers' committee of the American Assn. of Advertising Agencies.

That organization, which has already notified its members not to accept the new form, will probably draw up a separate form of its own. Previous "order blank", in use since 1933, had the approval of both organizations.

Agency Objections

Four objections have been advanced by timebuyers. First, the old form provided for stations to supply staff announcers without charge, whereas there is no such provision in the new form. The agencies want this provision reinstated except in cities where the stations have contracts with the American Federation of Radio Artists requiring the announcers to receive extra pay for commercial shows.

Next, the agencies object to the clause that "station shall have the right to cancel any broadcast covered by this contract in order to broadcast any event which it deems to be of public importance," claiming the sponsor as well as the station should have some voice in this matter.

Another part of this same section, "that in no case shall station be liable for cost of any talent for which station itself does not contract", is also objected to by the agencies, who feel that where they have non-cancellable talent contracts and must pay for performances cancelled or postponed by the station, the station should reimburse them for such loss.

Fourth agency objection concerns indemnity for musical infringe-ments. The new form includes only music licensed by BMI as guaranteed by the station; the agencies believe SESAC, AMP and other music also should be included.

Whether or not the AAAA issues its own form, the problem is more academic than practical, several timebuyers told Broadcasting. Individual conditions, they said, make a certain amount of alteration in any standard form almost inevitable. All agreed, however, that the new contract, lacking the dual approval of both NAB and AAAA, will carry less weight than the old one, and will therefore entail more bargaining and more changes in each purchase of station facilities.

With WEEI saying the right words, Mr. "Inside Boston Market" (Metropolitan Boston) and Miss "Outside Boston Market" (communities outside Boston from Cape Cod to Canada) become one to WEEI advertisers...one market with nearly 1,000,000 radio families who spend over a billion and a half dollars yearly at retail.

WEEI weds, then sells these two markets. In 1940, although the heaviest CBS network schedule in history absorbed 14% more of WEEI's available time than in 1939, WEEI's non-network billings rose 14.5% during the same period. That's evidence that advertisers prefer the only Boston station that weds and sells two rich markets—at one cost.

COLUMBIA'S FRIENDLY VOICE IN BOSTON
Operated by CBS. Represented by Radio Sales: New York • Chicago • Detroit • San Francisco • Los Angeles

MRS. FLORENCE CUMMINGS JESKE, former traffic manager of WSBY, Syracuse, and Mrs. Mary Alois, former continuity writer for the same station have formed the Advertisers Audit Service. They will conduct all types of radio surveys.

March 31, 1941 • Page 25
Bear By The Tail

THIS TIME they've struck at a Tartar. It took the newspaper-ownership inquiry called by the FCC majority, coming as it did on the heels of the network-monopoly crusade, to bring the industry around to serious thinking about dangerous trends in Federal regulation of commercial broadcasting and to goad the industry's best leadership into action. Unless our faith in the democratic process and in the industry's ability to meet all onsloughts is misplaced, we venture that this time the so-called “anti-commercial” majority of the FCC simply can't get away with it.

With regard to the newspaper issue, which the newspaper-radio interests are girding to meet squarely, it is obvious that any move to discriminate against any one class of station ownership must inevitably lead to discriminations against other classes—the “classes” to be determined by an unsympathetic and politically controlled group of men in Washington.

The feeling is prevalent that the FCC majority, even though it has called an “investigation” and as yet unscheduled hearing, had made up its mind (or had its mind made up for it) in favor of divestiture of radio from newspaper interests before issuing its March 19 order. This issue has been smoldering for several years.

If the FCC majority by its past actions could be relied upon to approach the ownership issue judiciously and open-mindedly, an inquiry procedure might be desirable and the issue could easily be met—though we still insist that the proper place for the airing would be in Congress. Unfortunately, the industry has no great faith in the FCC; several of its members, in their private utterances, have shown unmistakably their attitude toward the existing order in commercial broadcasting. They favor rate regulation; they don't like profits; they see skeletons in every closet—even their own colleagues have catalogued them as “anti-commercial radio”.

Consistency is conspicuous by its absence in the FCC's decisions. Newspaper applications have been granted over competitive requests for the same facilities in the same community, and denied in others. Transfers to newspaper interests have been granted freely. Under this same FCC the number of stations in which newspaper interests participate as owners has multiplied at least twofold since it took over in 1934 from the old Radio Commission.

For competitive reasons, a few independently owned stations might relish any action that would hurt their newspaper competitors. But the growing trend toward the regulation of the program and the business aspects of broadcasting, of which the newspaper crusade is but a manifestation, is such that no broadcaster interested in the perpetuation of a free radio order, cannot afford to sow worry and suggest that it can't be whirled away. Each piecemeal move may afford some local comfort or gain—but the momentum, unless checked, is toward the increasing imposition of restraints that will undermine the structure as a whole.

The idea of a fact-finding inquiry on any subject cannot be condemned, assuming a glaring necessity which does not exist in the case of so-called newspaper ownership. But when the men who sit in judgment transend authority which belongs to Congress and are themselves judged in the light of their past acts and utterances, such an inquiry seems futile.

During the last few years we have been a voice in a veritable wilderness, appealing for a redefinition of the law as a whole by Congress so that this guesswork about the intent of Congress could be stopped. New legislation would present the President with an opportunity to staff the FCC with better qualified men. If the broadcasting industry, now in its infancy, cannot afford to sow worry and suggest that it can run its affairs without regulatory streetjackets fastened by a handful of willful men, then it deserves the fate for which it appears to be headed under the existing order.

A. D. Ring, Consultant

IT WON'T be the same at the FCC without "Andy" Ring as the head man of the Engineering Department's broadcast division. For a dozen years he has been identified with all things technical in broadcasting, and since 1934 he has headed the operation—just about the coolest head in about the hottest position in town.

Joining Andy Ring in private engineering practice in Washington is one of his chief lieutenants, Ralph L. Clark. The FCC will find it difficult to fill both niches, particularly with so many new broadcasting developments on the horizon. All in radio wish both of these engineers well by their private practice, after their efficient and meritorious stewardship for the Government.

The FCC is confronted with a number of executive staff vacancies, aside from these created by the engineering resignations. Posts of assistant general counsel for broadcasting, assistant secretary and assistant chief accountant must be filled. There are qualified men now on the FCC staff who deserve the promotion by dint of efficient performance of present duties. The FCC would instill renewed confidence in its staff if it inaugurated a sort of career system and filled these vacancies by promotion.

Peabody Awards

FEW WILL DISPUTE the judges' selections for the Peabody Radio Awards of 1940. They represent a conscientious job, and they reflect due credit upon the four class winners and the dozen on so stations cited for honorable mentions. That the Peabody plaques and certificates will assume the place in radio that the Pulitzer Prizes hold in the fields of journalism, there can be little doubt.

Radio is now old enough to boast a tradition, and the Peabody Awards henceforth will recognize great individual achievements by network stations. If there are any regrets at all about the Peabody format, it is that it wasn't established a few years ago so that the magnificent public service of the Mississippi-Ohio river valley stations during the great floods might have been recognized. Perhaps, also, as the committee shakes down, it will include some awards for individual personal achievements. And we'd like to suggest, too, that the Peabody Foundation consider the addition of a few more men with more intimate contacts and experience with radio on its board of judges.

THE ANSWER to questions of a novice seeking radio as a career are to be found in How to Break Into Radio [Harper & Brothers, New York, 42]. Concerned solely with vocational opportunities in the radio field, the authors, Robert DeHaven and Harold S. Kahn, have taken an objective approach in critically appraising the industry as a whole; in describing the many different types of jobs and the qualifications needed for them, and how to train for them; in telling how to apply for the job you want and get it; how to become an idea man; how to plan for career and continuity. In short, nothing is overlooked, even to including chapters on the success of others and opportunities in television. Mr. DeHaven is production manager and program director of WCTN, Minneapolis. Mr. Kahn is a writer.

A BOOKLET titled Wired for Sound, explaining the part of AT&T in furnishing wire facilities for the hookups of radio stations, together with a short summary of some of the most famous hookups from 1922 to the present, has been published by the publicity department of AT&T.

Page 26 • March 31, 1941 BROADCASTING • Broadcast Advertising
FROM RECESSIONIST at the smallest station in Canada, the owners and managers of the Dominion’s largest stations, everyone in the broadcasting industry north of the international border, can name Guy Fairfax Herbert, eastern general manager of All-Canada Radio Facilities Ltd., largest station representation and transcription distributing firm in the Dominion.

Guy Herbert claims the distinction of being probably the only man to have visited every broadcasting station in Canada at least once in the last few years, and of being personally acquainted with the majority of the personnel of nearly every station, large or small.

Guy Herbert stands 6 feet 2, weighs 240 pounds, and impresses everyone with his sincerity. He came out of the West in November 1937, with a southern drawl reminiscent of Virginia, and within a few months had changed the tempo of the broadcasting industry in Eastern Canada from a quiet satisfaction to a state of realization that if this big man from the West was typical of broadcasting in that part of the country, then Eastern Canadian broadcasting had been caught napping. Needless to say Eastern Canadian broadcasting has stepped lively ever since.

Guy Herbert today, headquartered in Toronto, is sought on all problems affecting the entire industry. He was one of a small group who last year fought newspaper pressure to ban sponsored newscasts as a wartime precaution. He is a member of a committee of three known big, generally powerful group who last year fought broadcasting problems of the privately-owned broadcasting stations and industrial interests.

His southern drawl is not cultivated for he was born in Marshall, Va., Sept. 13, 1891, and lived in that State till he was 20, a graduate civil engineer of the University of Virginia. Then he joined many other young Americans to seek his fortune in the new settlements of Western Canada. Through a friend of a brother he received a call from the Canada Land & Mortgage Co., Calgary, Alta., where his civil engineering knowledge helped in opening up large tracts of Southern Alberta to agriculture.

In 1917 he became assistant general manager of the company, resigning in 1923 to accept at Calgary a post as superintendent of livestock and ranching for the meat packing firm of P. Burns & Co. He served on a commission to investigate increasing bacon trade to Great Britain. Then for ten years he sold life insurance with Canada Life, and through social contacts met Harold R. Carson, automobile supplier jobber then dabbling in radio [BROADCASTING, April 15, 1940].

Guy Herbert’s hobby for many years had been commercial amusements and attractions. For 14 years he had directed as a sideline the amusements for the annual Calgary Exhibition & Stampede. He has a knack of sizing up the amusement value of a show and this knowledge prompted Harold Carson to offer Guy Herbert the post of commercial manager of CFC, Calgary in 1934, when he took over operation of that station for the owners, the Calgary Herald.

This was an entire new field for the civil engineer but Guy could work his hobby to the limit, using his sales experience to sell shows to local and later national advertisers. The latter were then only nibbling with radio in Western Canada. So good a job did Guy do that within 18 months he had taken over the management of CFAC, the first major station in the group which Carson now set out to operate.

When Carson concluded a deal with the Manitoba Telephone System to take over the commercial operation of the former station—CKY, Winnipeg, and CKX, Brandon—logical man to take over the management job was Guy Herbert, and the move eastward started. CKY at the time was second in the country; it was a successful station in Canada, with 15,000 watts power. It was a government-owned and operated station and was losing money. Guy Herbert helped put it on its feet, along with CKX. When he had this job done, he was moved to Toronto, where Carson had opened offices of his station operation firm to get national business for a number of western stations he operated.

Guy visited every station in the East, became acquainted with the owners and managers, signed up enough stations in eastern and western Canada and today All-Canada Radio Facilities represents nearly a third of the stations in Canada. Then Guy and Carson went to the United States, bought up the nation’s biggest transit and script services, and now sell service to every station from Charlotte, N.C., to Prince Rupert, B.C. Guy has built up in Toronto and Montreal an organization of go-getting young men to handle the constantly expanding business. While he does not admit it, he also has a knack of picking the right men for the right job.

While Carson and All-Canada Radio Facilities is an example of the famous policy of letting local managers work out their own problems, Guy Herbert is Harold Carson’s right hand man on policy matters pertaining to station representation, transcriptions, station expenditures, changes in station management. He also sits on the advisory board of the entire organization. In recent years Guy has had little time for hobbies other than radio. He still plays an occasional game of bridge, a pastime through which he met Carson. Once he was a pursuer of the old Scottish sport of curling, but there has been no time for that lately. He married Anita McLean of Medicine Hat, has a son Beverley, 25, an artist, and a daughter Elizabeth, 20, a private secretary to the president of a large industrial concern. He belonged to the Renfrew Club of Calgary and the Manitoba and Carlton clubs in Winnipeg.
Meet the LADIES

GONZALEZ IS NAMED TO CBS LATIN POST

RUTH CHILTON

A REAL, one-woman show is the Claims Clerk, feminine com- mentator of WSYR, Syracuse, who on March 21 celebrated 16 years before the mike. The young veteran woman also finds time for speeches to clubs and schools and for a lecture, now and then, at the Syracuse U. workshop. She opened up the N. Y. State Fair for the first time to women’s radio features and is annually director of feminine fair features for WSYR.

Martin Leich to WBOW

MARTIN L. LEICH, since 1936 manager of WEOA, Evansville, Ind., has been transferred to WBOW, Terre Haute, Ind., as manager, replacing W. W. Behrman, who will manage the new WISH, Indianapolis [BROADCASTING, Feb. 24]. WEOA will be operated under the direction of Clarence Leich, who manages its sister station WGBF.

New WKMO Completes Staff

SALUTED by the Indianapolis Stations WFBR, WIRE and WIBC, the new WKMO, which will go on the air April 5 under the general management of Lee Ryder, was transferred to the new Kingsington, Pa. Ryder has announced completion of his staff as follows: Budd Hibbs, from WTEL, Philadelphia, program and production manager; Vernon C. Tuscola, chief salesman; A. David Potter, salesman; Wilbur Nungesser, from WAGC, associate manager; Len Gahn, chief engineer; Homer Haines, from WPAT, Portsmouth, O., Virginia; Mrs. Frances Finch, from WKBV, Richmond, Ind., engineer; Kathleen Wilson, from WEMP, Milwaukee; writer; Russell Salter, from WMRN, Marion, O., announcer; Mal Rosel, from Furman U., sports announcer; Warren William- son, from KYAN, Cheyenne, announce- er; John John, from WOWO, Fort Wayne, announcer. Cox & Tan will represent the station, which is owned by a corporation headed by Dr. Cles K. Boyajian and his son Charles Jr.

DWARF (Ky.) IS NO BUYING GIANT!

Dwarf, by any other name, would still be just another tiny Kentucky hamlet—more or less typical of the towns WAVE doesn't reach! Whereas the Louisville Trading Area—which WAVE covers completely—is a buying giant with a tremendous appetite for all the things most people buy! And WAVE's rates are based on Louisville—not on all the Dwarfs that add much to your sales costs but little to your sales! Send for the proof!

Louisville's WAVE

Louisville, Ky.

Free Press, Inc.
National Representatives

Ready! Aim! Fire

Here's your "Big Gun" in your own preparedness campaign against lagging sales. Consider the fact that the KWKH listening audience, as reported in the new CBS audit of nighttime coverage, extends from the Atlantic coastline clear across the southern half of the United States to the Arizona state line, extending even into Colorado and Utah. Sounds a bit exaggerated... doesn't it? But we've got the facts, and figures of regular listening to prove our story.

50,000 Watts

A Shreveport Times Station—Represented by the Brannon Company

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Gonzalez is named to CBS Latin Post

Dr. Antonio C. Gonzalez, former U. S. Minister to Panama, Ecuador and Venezuela from 1938 to 1939, has been appointed assistant director of Latin American relations for CBS to work with Ed- mond and Chester K. Cox, CBS director of shortwave broadcast- ing, on all matters relating to CBS' new American network which goes on the air in Latin America early in September.

Dr. Gonzalez

After practicing international and South American law in Hartford with the law firm of Lieut. Mestre & Gonzalez, founded by his father in 1876, Dr. Gonzalez served as counsel for American interests before the Inter-American Court. After the World War, and before the war, he practiced law in Quinlan, New York, attorney who aided in the organization of the Social Service Conference at Caracas, Venezuela, in 1939.

Comdr. Sharpe Named To New Navy Radio Post

Creation of a radio section of the Public Relations Branch, Navy Department, was announced March 27, with Comdr. Norvelle W. Sharpe, reserve officer on active duty, as its head. The new section, which is expected to parallel the radio section of the War Department Public Relations Branch, will handle all relations with the broadcast ing industry on programming.

Dr. Ryder has announced completion of his staff as follows: Budd Hibbs, from WTEL, Philadelphia, program and production manager; Vernon C. Tuscola, chief salesman; A. David Potter, salesman; Wilbur Nungesser, from WAGC, associate manager; Len Gahn, chief engineer; Homer Haines, from WPAT, Portsmouth, O., Virginia; Mrs. Frances Finch, from WKBV, Richmond, Ind., engineer; Kathleen Wilson, from WEMP, Milwaukee; writer; Russell Salter, from WMRN, Marion, O., announcer; Mal Rosel, from Furman U., sports announcer; Warren Williamson, from KYAN, Cheyenne, announce- er; John John, from WOWO, Fort Wayne, announcer. Cox & Tan will represent the station, which is owned by a corporation headed by Dr. Cles K. Boyajian and his son Charles Jr.
NORMAN SICHEL, formerly in charge of the continuity and production department for the National Youth Administration Radio Workshop, has joined the continuity department of WNEW, New York. Previously, Mr. Sichel was writer, producer and commentator for the NBC-Red Music for Moderns program, and he has also written and produced scripts for CBS.

CARL HOFF, Hollywood musical director of the weekly CBS At Home radio, sponsored by R. J. Reynolds Tobacco Co., has resigned and will go to New York where he will organize a dance band. Lou Bring, pianist of the program orchestra, has temporarily taken over musical direction.

BILL STRINGER of the news department of WOAI, San Antonio, on March 2 married Anne Harrell, of that city.

ROBERT W. BOOTH, former assistant director of WTAG, Worcester, has been given the rank of staff sergeant in the intelligence section of division headquarters, Camp Edwards, Mass. He was the first member of WTAG to join the Army.

ARCH McDONALD, sports commentator of WJZ, Washington, and his family are in Orlando, Fla., covering the spring training of the Washington Senators.

JIM MOORE, announcer formerly of KRE, Berkeley, Cal., has joined KSFO, San Francisco, replacing Charles Arlington, who went to Los Angeles.

WILLIAM LIVESAY, for the last year with KTA, San Francisco, has joined the announcing staff of KSFO, San Francisco.

WESS CARR, formerly with KCNO, Kansas City, has joined WWJ, Pittsburgh, as announcer.

EUGENE KING, conductor of the daily Danceeland program and formerly chief announcer of WEVD, New York, has been named to the WOR announcing staff, succeeding Tom Slater who was appointed MBS coordinator of sports and special events.

MARION LOOMIS, secretary in the NBC Central Division Spot Sales Department, and William Weaver, former NBC Chicago special officer, were married in Davenport, Ia., March 29. Weaver is now associated with the Coca Cola Co., Chicago.

TOM ARGUE, new to radio, has joined CFAR, Pila Fion, Man.

Jack Simpson, formerly of KALB, Alexandria, La., and prior to that of KRMD, Shreveport, La., on March 17, joined the announcing staff of WDOM, Terre Haute, Ind.

DON MARCOTTIE, NBC Central Division music supervisor, has been notified that his new title “Schottische at Sunrise” will be recorded for Victor and Bluebird by Joe Richman and Mitchell Ayers.

PAUL WEST, continuity editor of KSFO, San Francisco soon will publish a textbook on practical radio writing, titled It's A Living.

DEAN STEWART, announcer, formerly of KGBH, Honolulu recently was added to the staff of KYA, San Francisco, replacing Bill Livesay, who went to KPO-KGO.

EDDIE HOUSE, organist of KROW, Oakland, Cal., has had his latest song, “Let Me Rest in the West Where I Belong” accepted by M. M. Cole Music Publishing Co. of Chicago, which will publish it.

STUART MACKAY, formerly of CJCA, Edmonton, and CJRC, Winnipeg, has joined the announcing staff of CFNW, Vancouver.

FRANK GOSS, announcer on the staff of KFWB, Hollywood, has resigned that post to join KNX, that city, in a similar capacity. Bob Greene is his KFWB successor.

PHIL III. MACHMURRAY, formerly on the announcing staff of KFI, Hollywood, has joined KPI-KBKA, Los Angeles, in a similar capacity.

MORT ROVINS, radio time-buyer and producer for Julian O. Pollock Adv., Philadelphia, has resigned to become general manager of the John Hirsch Department Stores, with headquarters in Sunbury, Pa.
Bucks for Boners

NO PUNCHES are pulled in the Broadcast Boners column of the Milwaukee Journal, operator of WTMJ. It's all in fun but $5 is paid for the best la-pu-sas language heard over the air during the week. In the Sunday Radio section of the Journal an appropriate cartoon showing the embar-rassed announcer's predicament, announces the winners. Since September over 7,500 letters and postcards have poured in. Typical mental lapse: Hill Evans on WTMJ's Top O' the Morning program, "The correct temperature is now exactly 0 o'clock."

RONALD DAWSON, production manager of WFYA, Fredericksburg, Va., has been assigned to the 112th Company of the Virginia Home Guard stationed at Alexandria. Dawson was at one time an officer in the British Army.

NEAL MOYLAN, special events director of WFXL, Syracuse, has been confined to a hospital recovering from a recent operation.

CHARLES STARK, free-lance announcer for several announcing programs on NBC, CBS and MBS, on April 11 celebrated his 12th year in radio.

GORDON WAYNE, commentator on WOIL, Boston, has been appointed deputy director of the Internal Revenue in Boston.

LOUIS E. MAHALA, news editor for WMJZ, Marion, O., has resigned to volunteer for Army service.

There's Always an Easy Way to Do a Job

- The Presto 10-A tunable proves the point. It has only 2 moving parts... a rubber- rimmed turntable, dynamically balanced, driven by a steel step-pulley on the motor shaft. A lever changes the speed instantly from 78 to 33 1/3 rpm. It's the simplest drive of any table made... inexpensive, too... maintenance averages $2.00 a year. As for performance, speed accuracy .4%, speed regulation 2%, vibration noise 50 db below zero level (.006G). Decide now to improve your transcription broadcasts. Replace your turntables with the new Presto 10-A. Catalog sheet on request.

In Other Cities, Please... ATLANTA, Jack, 4577... BOSTON, Sol, 4130... CHICAGO, Mrs. 4310... CLEVELAND, Mil, 1565... DALLAS, 3790... DENVER, E. 4040... DETROIT, Mel, 4130... PHILADELPHIA, Pawn, 4433... ROCHESTER, Cal, 5959... SAN FRANCISCO, Co, 0921... SEATTLE, Sue, 2560... WASHINGTON, D. C., Shop, 4003

Follow the Crowd to Alaska...

- The National Defense program is bringing new thousands into the Territory.
- Maintenance of new Army and Navy bases will keep most of these persons permanently employed.
- Unparalleled building activity means a new population is forming, swelling on already rich Alaskan market.
- Progressive National firms are capitalizing on this rapidly expanding buying power by reaching the Alaskan market NOW vis-

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Radio Centralized By Westinghouse

CENTRALIZATION of all broadcasting properties owned by Westinghouse Electric & Mfg. Co., under Westinghouse Radio Stations Inc., a wholly-owned subsidiary, was announced last Friday by Mr. Evans, Westinghouse executive and vice-president of the subsidiary company.

Transfer of stations to the new company was authorized in February by the FCC and now has been completed, according to Mr. Evans. Stations now included in WRS Inc. are KDKA, Pittsburgh; KYA, Philadelphia; WBZ, Boston, WBZA, Springfield; WOWO-WGJ, Fort Wayne; international shortwave station WBOB, and two FM stations.

Directors of WRS include several officers and executives of the parent company. They are A. W. Robertson, G. H. Bucher, W. W. Smith, Roscoe Seybold, Harold Smith and Mr. Evans. Officers are Mr. Bucher, president; G. W. Smith and Mr. Evans, vice-presidents; C. W. Pomeroy, secretary; L. H. Lund, assistant secretary; L. W. Lyons, treasurer; Mr. Seybold, comptroller; Frank A. Logue, auditor; A. H. Bates, assistant auditor.

Lee B. Wailes, manager of WRS Inc., heads the executive staff with headquarters in Philadelphia under Mr. Evans. Associated with him are Joseph E. Baudino, technical director; George Harder, publicity and advertising manager; Gordon Hawkins, program supervisor; P. P. Nelson, manager of international shortwave activities; Mr. Logue.

The new corporate setup permits the separation of a distinct and highly specialized operation from the parent company's engineering and manufacturing activities, and thus affords greater ease and flexibility of operations, Mr. Evans said. WRS Inc. originally was organized in 1925, in Indiana, as an operating unit for the Fort Wayne stations.

DOCTOR IS BROKE

Brinkley Tells Court How He Frittered Fortune

DR. JOHN R. BRINKLEY says he is broke. The bearded doctor, owner of XERA, Mexican border station at Villa Acuna, who made a fortune from his goat-gland operations, told a Little Rock bankruptcy court Wednesday that he didn't know what had happened to sums ranging up into the thousands.

Questioned by an attorney representing clients seeking $230,000 in damage claims, the doctor insisted that the entire enterprise of his famous hospital was his wife's. It was she who had brought $154,000 to Texas in 1933 to start his various enterprises. Now all she had left was "some jewelry, stock in the Del Rio Lumber Co., one or two automobiles, a few shares of Anaconda Copper stock, some scattered real estate and a little cash." At one point during the questioning he brought a round of grins when he explained he never had much money in the bank—"just $15,000 or $20,000".

The doctor, who gave his wife all the credit for the various Brinkley enterprises, told the court that his fabulous career started in Kansas with an inheritance. It grew with real estate investments, and grew still more with his hospitals. Then a cloud of law suits ate up the bank balance and led to bankruptcy.

ASCAP Petition

ASCAP has applied for a new trial to test the constitutionality of the Washington State anti-ASCAP law and is now awaiting a date to be set by the Federal District Court in Tacoma, according to Schwartz & Frohlich, counsel for the Society. An attempt of ASCAP, prior to the consent decree, to secure an injunction against the law was dismissed when the court ruled that ASCAP did not have "clean hands" and therefore was not entitled to relief [Broadcasting, Jan. 1].

HELEN MACK, New York actress, has been named to take the part of Marge in the Must at Morgan serial sponsored on CBS by Colgate-Palmolive-Peet Co. She replaces Ida Fitch, who died last month.

Reynolds Tobacco Plans For Summer Programs

R. J. REYNOLDS TOBACCO CO., Winston-Salem (Camel cigarettes), in arranging its summer schedule, in early June will shift Ilka Chase's Luncheon at the Waldorf, now heard Saturdays at 1:30-2 p.m. on NBC-Blue, to 7:30-8 Friday evenings on CBS to be vacated for the summer by the sponsor's Al Pearce & His Gang.

Plans include retention of Xavier Cugat's Orchestra (NBC - Red, Thursdays, 7:30-8 p.m.), Uncle Darryl (NBC - Red, Saturdays, 10-10:30 p.m.) and Bing Crosby (CBS, Monday, 7:30-8 p.m.) are to take vacations starting in early July, but replacements have not been determined, according to William Esty & Co.
**STATION ACCOUNTS**

**WSPD, Toledo**
American, N. Y. & Portland, Oregon (Crocker, 3), 7 a.m. thru Blankett & Hampshire, Chicago.

**H-2-1, Detroit**
Dodge Motor Car Co., Detroit, 7 a.m. thru Ruthrauff & Ryan, N. Y.

**Feminine Products. New York (Arrid)**, 6 a.m. thru Blankett & Hampshire, Chicago.

**General Foods Sales Co., New York** (Grape Nut Wheat Meal), 6 a.m. thru Young & Rubicam, N. Y.

**National Referee, Cleveland, 6 a.m. thru Sherman K. Ellis Co., N. Y.** Cleveland (Clothing).

**Bond Stores, New York** (men's clothing), 9 a.m. thru Ruthrauff & Ryan, N. Y.

**Beachcomber Pack Co., Jacksonville, N. Y. (gun)**, 7 a.m. thru Newell-Emmett, Cincinnati.

**Steinbecker Corp., South Bend, Ind.**
Chicago, 6 a.m. thru Ruthrauff & Ryan, N. Y.

**WFAA-WBP, Dallas-Fort Worth**
Armstrong Cork Co., Lancaster, Pa. (rubber), 166 a.m. thru BBDO, N. Y. Dr. Seuss Books, Wheelers Fort Worth (soft drink), 39 a.m. thru Benton & Bowles, N. Y.

**MacFadden Publications, New York** (magazine), 90 a.m. thru Ruthrauff & Ryan, N. Y.

**Dr. Salzberg's Labs, Chicago, Ill.** (pills), 39 a.m. thru A. W. Anderson, N. Y. Adv. Agency, Des Moines.

**Reilly & Cigars, Philadelphia, N. Y. (magazine)**, 14 a.m. thru BBDO, N. Y. Johnson & Johnson, New Brunswick, N. J. (Talcum powder), 6 a.m. thru Burr, Furry-Hardy, N. Y.

**Manhattan Soap Co., New York** (soap), 6 a.m. thru Frankin Bruck Adv. Co., N. Y.


**General Motors Corp., Pontiac Div.,** 3 a.m. thru GM. Adv. Chicago, N. Y.

**Pittsburgh Mem. (Pentroso)**, 6 a.m. thru (Mexican heat powder), 4 a.m. thru (Joseph Aspirin), 6 a.m. thru Lake Erie - Shriners.

**Studebaker Corp., South Bend, Ind.**
Chicago, 6 a.m. thru Roche, Williams & Cunningham, Chicago.

**KQW, San Jose, Cal.**
Princess Pat Ltd., Los Angeles (liquid lip-tone), 6 a.m. thru Frank R. Steel & Chicago.
Waltham Fountain Pen, Chicago (pens), 6 a.m. thru United Adv. Companies, Chicago.

**Shelby Oil Co., San Francisco,** 12 a.m. thru Thompson, San Francisco.

**Safety Store Inc., San Francisco** (safety razor), 12 a.m. thru Waucher, San Francisco.

**B. F. Goodrich Rubber Co., Akron** (tires), baseball games thru Ruthrauff & Ryan, N. Y.

**WHK-WCLE, Cleveland**
T. M. Sayman Products Co., St. Louis (soap), 167 a.m. thru Kelly, Stuhman & Chicago.

**Clipper Craft Clothes, New York** (55), 6 a.m. thru E. N. Mogul Co., N. Y.
Horowitz-Martiguts Co., New York (for Advertisers Broadcasters Co., N. Y.

**Crazy Water Co., Mineral Wells, Tex.**
6 a.m. thru Benson & Dallas, Chicago.

**Richman Brothers Co., Cleveland** (clothes), 12 a.m. thru McCann-Borden, Cleveland.

**KGG, Fort Worth-Dallas**
Employers Casualty Co., Dallas (insurance), 3 a.m. thru The ira dejeneri Adv. Agency, Dallas.
Stern Pen Co., Chicago (fountain pens), 12 a.m. thru United Advertising Companies, Chicago.

**WBD, Greenside, Pa.**
Crawfordsville, N. C., Minneapolis, minneapolis), 5 a.m. thru, thru Arthur Meyerhoff & Co., Chicago.

**WFC, Charleston, W. Va.**
Johnston & Johnson, New Brunswick, N. J. (Talcum powder), 6 a.m. thru McManus, Chicago.

**General Foods Corp., New York (Post Tableta)**
6 a.m. thru Benton & Bowles, N. Y.

**Sears, Roebuck & Co., Denver** (catalog), 3 a.m. thru E. O. Shaw Adv. Agency, Denver.

**Dundee Foods, Chicago (margarine)**, 3 a.m. thru C. Wendel Smezch & Chicago.

**WOWO-WGL, Fort Wayne**
Carter Products, New York (proprietary), 7 a.m. thru Street & Pinney, N. Y.

**Kroger Groceries & Baking Co., Cincinnati** (beer), 12 a.m. thru Baltimore, Roche, Chicago.

**Newman's Garden Co., Detroit** (tomato addicts), 6 a.m. thru Chicago.

**Roche, Thomas, San Francisco** (classified), 12 a.m. thru Arthur Meyerhoff & Co., San Francisco.

**Penfol Biscuit Co., Chicago** (121), 3 a.m. thru P. Schumacher & Co., New York (Waverly fabrics), 8 a.m. thru Anderson, Davis & Platte, N. Y.

**KJH, Los Angeles**
Acme Brewing Co., Los Angeles (beer, ale), 6 a.m. thru Harmon, Los Angeles.

**Calvo Growers of California, Los Angeles** (cigars), 6 a.m. thru Lord & Thomas, Los Angeles.

**Golden State Foods Co., San Francisco** (dairy products), 6 a.m. thru Ruthrauff & Ryan, Chicago.

**Shelby Oil Co., San Francisco** (gasoline), 1 a.m. thru J. Walter Thompson Co., San Francisco.

**WQR, New York**
Charles Golden Inc., New York (mustard), 7 a.m. thru Chas. W. Hort Co., N. Y.
New York Herald Tribune, New York (classified section), 3 a.m. thru, tho Arthur Meyerhoff & Co., N. Y.

**WBNX, New York**
Body of Christ Inc., New York (religion), 8 a.m. thru, thru Arthur Meyerhoff & Co., N. Y.

**WRC, WMAL, Washington**

** advisers, 6, thru Harvey-Manse- son Co., Des Moines.

**Cadash Packing Co., Chicago** (Puritan ham), 8 a.m. thru Erwin, Wasey & Co., Chicago.

**KGB, Tyler, Tex.**
Wm. Wright Jr. Co., Chicago (gum), 5 a.m. thru, thru Arthur Meyerhoff & Co., Chicago.

**Finn Milling Co., Sherman, Tex. (flour),** 12 a.m. thru, thru Osohwa Adv. Agency, Dallas.

**Smothers & Nance, New York, is testing one-minute an- nouncements in major markets for Pall Mall cigarettes through the company's agency, Ruthrauff & Ryan, New York. Starting week of March 24, the company is using 36 announce- ments weekly on seven stations in New York, Chicago, and San Fran- cisco. Contracts are for 26 weeks.

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**CONSUMER'S GROUP TO MEET IN APRIL**

THIRD National Conference on Consumer Education will again be held this year at Stephens College, Columbia, Mo., April 7-9. An annual event, the conference is sponsored by the Institute for Consumer Education, a project of the Alfred F. Sloan Foundation at the college.

Much of the meeting will be devoted to discussions and analyses of social and economic problems affecting everyday living. Particular emphasis will be placed on how the schools can help solve these problems and how these ad can help the consumer to raise the standard of living. It is expected that from 600 to 700 educators, government officials, consumer and business leaders will attend the three-day session.

Last year's conference was featured by attacks on commercial radio advertising. [BROADCASTING, April 15, 1940], at which time charges were voiced that radio was in collusion with magazines and newspapers to flood newspaper stories, radio program, and five-hour recordings of music spots, through Sunday, Saturday. Broadcasters include Jim Grouch's Rise & Whine program five times weekly at 7:30 a.m., Lester Bromberg's Sportscope Monday and Friday at 8 p.m., 16 news spots, and Art Green as m.c. on recorded music programs.

Company also sponsors Major Paul Rappor, military analyst of WHN, New York, six times weekly on WHN, New York. In addition, six to other quarter-hour shows weekly. Also The Odd Side of the program three-weekly at 8:25 a.m. on WABC, New York, and three-quarter-hour shows at 7:30 p.m. on WNEW, New York, Agenc- y E. R. Paul Lenten Co., New York.

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**Pall Mall Test**

AMERICAN TOBACCO Co., New York, will test-minute announce- ments in major markets for Pall Mall cigarettes through the company's agency, Ruthrauff & Ryan, New York. Starting week of March 24, the company is using 36 announce- ments weekly on seven stations in New York, Chicago, and San Fran- cisco. Contracts are for 26 weeks.

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**Smothers & Nance, New York, is testing one-minute an- nouncements in major markets for Smokers, a 5-cent Havana filler cig. Company is using five announcements weekly on the stations on WINS. Roberts & Reim- ers, New York, is agency.
Hessie Beatty, who conducts the Martha Deane morning programs on WON, New York, created her sixth month on the series last week with the announcement that her sponsor list of 12 is now full and no new commercials can be taken until a vacancy occurs. Starting on the program Sept. 23, 1940, with only two sponsors—New York Telephone Co., and Philadelphia Dairy Products Co.—Miss Beatty has added the following ten sponsors since that date: John Morrell & Co., for both E-Z-Cut ham and Red Heart Dog Food; Red Star Oil Co.; Rockwood & Co. (Candy); Geo. Washington Coffee Refining Co.; Blue Moon Foods; L. E. Waterman Co., Central Savings Bank; R. B. Davis Stenc Co.; Van Camp Foods Inc.

Chicago Motor Club, through Aubrey Moore & Wallace, Chicago, began sponsorship of a three-week Associated Press news program on WMAQ, March 25, with Norman Boss as newscaster, for 13 weeks.

Harvey Bros., Inc., Chicago (men's clothing chain), on March 24 started six-weekly five-minute recorded programs on WIND, Gary, Ind. Agency is L. M. Zivi Co., Chicago. On March 3 it started six-weekly quarter-hour news programs on KTRI, Sioux City; six-weekly quarter-hour hillbilly programs featuring the Ark Valley Boys on KFH, Wichita; six-weekly five-minute news programs on WTAG, Springfield, Ill. All contracts are for 13 weeks. In addition firm is currently sponsoring five-weekly 10-minute sports broadcasts on WMBD, Peoria. All contracts, with the exception of the first, were placed direct.

Kroger Grocery & Baking Co., Cincinnati (meat products), on March 31 started a new daytime transcribed serial Heart in Harmony on WGN, Chicago. Program, which started March 24, is using daily one-minute transcribed dramatic announcements on a group of stations nationally. List includes KOMO KJR KOL KRSC KFRC KJBS KSFQ KYA KGO KROW KMBC KITE WHB, with two being used on KGB. Transcriptions, with musical openings, were cut by Radio Recorders Inc., Los Angeles, Milton Weinberg Adv. Co., that city, has the account.

LARGEST single announcement package sold by WOKO-WABY, Albany, in more than 10 years was announced last week with the signing of a contract with Wm. Wrigley Jr. Co., Chicago, for 5,200 one-minute announcements for gum to run 52 weeks. Agency is Vanderlei & Rubens, Chicago.

Chicago Aircraft College, Chicago (training school), on March 30 started a weekly 10-minute recorded program Melody Cruiser on WGN, Chicago. Contract for 13 weeks was placed direct.

Designed to stimulate business on Hollywood Blvd., Hollywood (Cal.) Chamber of Commerce, in cooperation with the Merchants Assn., that city, on March 10 started sponsoring a five-weekly quarter-hour man-on-the-street program on KMPC, Beverly Hills, Cal. Titled Hollywood Quiz, the program is handled by special events announcer, Hal Hodge, and originates from a different point on Hollywood Blvd. each day. Contestants, picked from the crowds that gather, answer questions on all phases of Hollywood life. Awards are passes to the Hollywood Fountains and Grauman's Chinese theatres.

Kelly Douglas & Co., Vancouver, B. C. (Nabob Coffee) has started a weekly half-hour program on 14 western Canadian stations, and a series of five-weekly spot announcements on the same stations. Account was placed with Stewart-McIntosh, Vancouver, B. C.

Sutcliffe Tobacco Co., San Francisco (Heine Blend pipe tobacco) recently started sponsorship of Human Side of Sports, featuring Commentator Ira Blue, for a number of years on KPO-KGO, San Francisco, in a nightly series, Monday through Saturday, on KQW, San Jose. Ca.

The campaign that succeeds, whether military or commercial, is based on detailed information covering every phase of the objective to be won. When the objective is sales in any of our markets, you can look to us for an intimate knowledge of local factors to be considered in planning a successful air-attack.

John Blair & Company

National Representatives of Radio Stations

CHICAGO  NEW YORK  DETROIT  ST. LOUIS  LOS ANGELES  SAN FRANCISCO
520 N. Michigan Ave.  341 Madison Ave.  New Center Bldg.  349 Paul Brown Bldg.  608 Russ Building
Superior 8659  Murray Hill 9-6084  Madison 7889  Chestnut 5688  Douglas 3188

BROADCASTING  Broadcast Advertising  March 31, 1941  Page 33
MARKS CREDIT CLOTHING Co., Chicago (men and women's apparel), on March 24 started five-weekly quarter-hour newspaper commentaries by Irving Plaha on WIND, Gary, Ind. In addition, from March 17 began sponsorship of two programs under transcribed programs Guess Who, on WHB, Chicago. During the broadcast three selections are played and listeners are requested to guess who the person is. Prizes are awarded to the winners. Contracts are for 52 weeks. B. A. Abrams Ad. Agency placed the accounts.

CALAYO GROWERS of California, Los Angeles (avocados), in a two-week Southern California supplement to its national campaign, on March 27 started sponsoring participations five days weekly in Mildred Van's Get the Party on KECA, and Norma Young's (avocados) woman of the week in a week in the combined Sunday Salute and Housewives Protective League programs conducted by Fletcher Wiley, on KNX. Agency is Lord & Thomas, Los Angeles.

HAAS-BARUCH & Co., Los Angeles (Irish coffee), a consistent user of Southern California spot radio, on April 1 started using 35 daytime signal announcements weekly on KNX, Hollywood. Contract is for 25 weeks. Four announcements also using 10 spot announcements per week on KFJH, that city. Radio Advertising Bldg. Ad. Agency, Los Angeles, has the account.

ASSOCIATED DRUGGISTS Corp., Los Angeles (independent drug stores) in a new to the March 21, started a weekly half-hour spelling bee on KNX. Agency is Lord & Thomas, Los Angeles, has the account.

NU-ENAMEL Corp., Chicago (paint), on April 21 starts a six-weekly periodic program on WGN, Chicago. The program is conducted by Paul Lang, Agency is Cady & White, Chicago, has the account.

CHICAGO FURNITURE MART, Chicago, on March 33 renewed for 52 weeks their weekly 1-hour Sunday program on WBBM, Chicago. Agency is Newby, Pemor & Filcther, Chicago.

Bunte Back on 6
BUNTE BROTHERS, Chicago (Tango candy bars), on March 31 renewed for four weeks its varying series of 5 to 15-minute new periods, participations and spot announcements on six stations. Stations are WBBM, Chicago; WLY; WBB, St. Louis; WIP, Milwaukee; KDKW and KOIL, Omaha; KSD, St. Louis; WHO, Des Moines; WJR, Detroit. Agencies are Presha, Fellers & Presha, Chicago.

KANSAS CITY

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No NAME...

but what a story!

A GROCERY PRODUCT—how we wish they would let us use their name—was promoted over 15 of the nation’s leading stations. Stations like WGN of Chicago, WJR of Detroit, WLW of Cincinnati. In New York they used a network station and WMCA.

The test was tough. The listener had to send in three wrappers and 25¢ in cash for a piece of inexpensive jewelry. WMCA lured quarters and wrappers at a cost 40% lower than the national average. Locally, WMCA scintillated even brighter. *WMCA brought in 40.5% of the total New York area inquiries at an average cost 47% lower than the network station.* Nearly as many letters for one-half the cost!

To switch metaphors in mid-stream: For Big League Sales at Bush League Cost give WMCA a crack at the ball. A phone call, letter or wire will bring one of our men hustling with all the details.

wmca

*America's Leading Independent Station*

NEW YORK: WMCA Building, 1657 Broadway
Purely PROGRAMS

TRUE TALES from the life of a leading banking in-
formation are dramatized on Inside Stories heard over
KOMO, Seattle, and sponsored by Seattle First National Bank. Using
files of the institution, which go back to 1870, the series tells the
Northwest's economic history, with its numerous incidents of human
interest. The files, which provide the writers of the show with a great
number of original, untold
stories couched in formal financial
language of diplomats as well as
sourdoughs.

Facts of States
FAMILIARITY with history, econ-
omy, folklore and similar back-
ground of each is the basis of A New
Four State, now heard on stations in each of the 48 States. Programs are
developed by the National League of American Pen Women, of which Lulu Gable Giese is
national chairman.

FLYING Ladies
WOMEN in aviation will be high-
lighted in a new series of weekly
quarter-hour programs starting April 4 on WPEN, Philadelphia.

Ghost Stories
AS HIS 89th idea to go on the air
in three years, Maurice Dreicer's
program of Ghost Stories is pre-
sented five times weekly on WHOM,
Jersey City. Dreicer, radio com-
mentator and forum conductor and
one of the busiest men in radio with 24
programs a week, plays all the
characters himself, using his
voice projection entirely for his
hair-raising results on the WHOM
program.

More War
EYEWITNESS accounts of this
dreadful war will be told on the
Freeze! Under Fire series start-
ing April 4 on WEDV, New York,
under the direction of John Hunter.
First guests will be Dr. Raoul Ag-
lion, former member of the French
legation in Cairo, and Donald Mac-
Afee, who went to France with the
AEF in 1917 and remained in France,
with the French forces in Africa in
1940.

Army-Navy News
AS A SPECIAL service directed to
40,000 Army and Navy personnel in the
area who are unable to hear regular
networks, KMO, Tacoma, has started a daily early morning
five-minute news program, titled
Army-Navy News. Featuring Art
Pimm as commentator, the program
is released at 6:15 a.m.

WLW’s Chautauqua
AN ATTEMPT to restore the
chautauqua as a source of
entertainment and educa-
tion, on the scale it had
known in the early days
of this century, is to be made
by WLW, Cincinnati, this
summer. George Biggar,
WLW program director, and
Wade Miller, general man-
ager of the Miami Valley
Chautauqua, have an-
ounced a weekly series of
full-hour programs extending from
June 24 to Aug. 17.

Parachutes were used to
promote the new NBC-Blue
affiliation of WOC, Davenport.
In. Daily for a week thousands
of small parachutes with a weighted
cardboard tag as ballast were
dropped over the Tri-Cities, Daven-
port-Moline-Rock Island. The tag
was redeemable for a Peter Paul
Mound Candy Bar, while several
console radios were given away
each day to persons finding the
tags with numbers 1370, the
frequency of WOC, and 1450, the
new frequency after March 29th.
Announcements on WOC called the
listeners' attention to the aerial
blitzkrieg.

Lucky Leaf
TO KEEP core clients the fact
of KYW's 2,000-watt coverage,
the station has distributed a cell-
uloid pocket calendar showing its
wattage and its NBC-Red affiliation.
Pasted in between the two pieces
of celluloid is a real four-leaf clover in a
hard transparent frame, as a reminder that "at
10,000 watts per leaf, you're 40,000
watts luckier than ever before."

At Food Show
EVERY STAR in the KPO-KGO
studios in San Francisco affiliated
with a food company sponsor ap-
ppeared at the recent annual con-
vention of the United Grocers in
the Golden Gate city. During the
banquet, held at the Pacific Hotel,
the radio folk were introduced to
the corner grocer.

Cresole Gardenia
A GARDENIA, not real but a good
facsimile thereof, was sent to the
trade by WWL in reminder that the
Spring Fiesta and WWL are
vital parts of New Orleans.

920 Menu
CASHING IN on the popularity of the
920 Club on WOR, Boston, one of the sponsors, the Beach-
comber restaurant has a "920 Club
menu."

WLW's Chautauqua
AN ATTEMPT to restore the
chautauqua as a source of
entertainment and educa-
tion, on the scale it had
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of this century, is to be made
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ager of the Miami Valley
Chautauqua, have an-
ounced a weekly series of
full-hour programs extending from
June 24 to Aug. 17.

Many prominent figures,
within the new mayor of Narvik, will be
featuring Howie Tooley,
Chicago producer, has been
named to direct the program.
RELAX! . . . Let WTIC do the Job for Your Product in America's No. 1 Market

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

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

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

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
Dan Ryan Leaves Long To Direct ‘Uncle Ezra’

DAN RYAN, timebuyer and production manager of W. E. Long Co., Chicago, national advertising agency, on April 1 resigns to produce the NBC-Red feature, Uncle Ezra, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camel cigarettes and Prince Albert Tobacco. He will serve the Long agency in an advisor capacity.

Al Sperry, formerly of the MacGregor Recording Co., Hollywood, will handle the major production job after Mr. Ryan leaves. Jean Scott, formerly of Blackett-Sample-Humphries, Chicago, will be in charge of copy. Jane Baker, one-time timebuyer, later in the continuity department, has been reappraised timebuyer. Mr. Ryan will have no official capacity with Wm. Esty & Co., New York, the Reynolds agency, working as an independent producer.

Expansion in Hollywood
By J. Walter Thompson

EXPANDING Southern California operations, J. Walter Thompson Co. will establish a new downtown Los Angeles offices at 621 S. Hope St., April 10, and in addition continue its Hollywood radio division headquarters at 1649 N. Vine St.

five years the agency’s Pacific Northwest manager, headquartered in Seattle, who assumes management of the Los Angeles offices, is pictured discussing expansion plans with Daniel J. Danner, Southern California vice-president. National-\yknown in radio and advertising, Mogge recently served as Pacific Adv. Clubs Assn. president. Danner, associated with J. Walter Thompson Co. in Hollywood for 15 years and known as the “Mayor of Hollywood” because of wide acquaintance, continues to direct the agency radio activities in Southern California.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy to follow plan that saved this amount! Why not let this free cost analysis save money for you?

For information about free telegraph cost analysis—wire collect: J. B. Pansera, Postal Telegraph, 253 Broadway, N.Y.C. No obligation!
Press Interests in 292 Stations

(Continued from page 8)

AGENCY Appointments

ALBERT MILLER & Co., Chicago (Miller's Package Patenters), to Mitchell-Miller Agency, Chicago. Radio has been used in the past.

WASAHA ROLLER MILL Co., Wabasha, Minn. (Big Je feet), to Presha, Fields & Presha, Chicago. No radio plans at present.

SCHUTR CANDY CO., Chicago (candy bars), to Rogers & Smith, Chicago. No radio plans at present.

BLUE MOON FOODS Inc., Thorpe, Wis., Fred products, to Hoffman & York Advt., Milwaukee. Radio has been used.

COMET RICE MILLS, Beaumont, Tex., to Leca & Leca, Brooklyn. Radio plans at present.

SNIDER PACKING Corp., Roebster, N.Y. to Weiss & Geller for frozen food division.

EUREKA VACUUM CLEANER Co., Detroit to Geyer, Cornell, & Nordwell, Detroit. No plans have been announced as yet.

MIKMAID Inc., New York, to H. M. Kiesewetter Inc., New York, for promotion of a new product, Mikmaid Cleansing Mill & Emulsion. No radio plans have been announced.

LYNDON PRODUCTS Corp., Norwalk, Conn. (cosmetics), to Albert Frank-Guenther Law, New York. Company plans to use announcements on participating programs.

MAJESTIC MFG. Co., St. Louis (ranges), to Angers & Agency, same city. No radio plans at present.


WISH Appoints Free & Peters
APPOINTMENT OF Free & Peters as national representatives of the new WISH, Indianapolis, has been announced by C. Bruce McConnell, president of Common Advertising. Originally expected to start operation May 1, the Indiana outlet is now scheduled to go on the air June 15. Delay is due to difficulty in getting radiators and transmitter equipment due to defense order priorities. A member of the basic XHC-Blue group, WISH will operate with 5,000 watts day and 1,000 watts night on 1380 kc.

WAGE Appoints Petry
WHEN the new WAGE, Syracuse, N. Y., goes on the air shortly, it will be represented nationally by Edward J. Petry & Co., the station's management announced March 20. Howard C. Bart, manager of WABF, is secretary-managing editor of Sentinel Broadcasting Co., which owns a construction permit last July for 1,000 watts on 620 kc.

Adler Forms Own Firm
PAUL P. ADLER, for several years with Sears & Ayer Inc. station representatives, on March 24 announced his intention to form his own organization on the Pacific Coast, to represent existing advertising agencies and advertisers and advertising services.

BROADCASTING • Broadcast Advertising March 31, 1941 • Page 39
32 Popular Titles by Leading Authors Originally Published at $2 to $3

* FULL SIZE * CLOTH BOUND

Here's something really new in a continuity premium—start a Book Club of your own! Tower Books offer you an assortment of 32 titles on such timely topics as Gardening Short Cuts, Business Letter Writing, Home Owner's Handbook, Effective English, Child Care, U. S. History, Marriage Hygiene, and many others. At a maximum cost (to you) of 30¢, you'll keep your customers coming back for more and more of these full size cloth-bound volumes. Send today for a sample copy and complete list of titles.

Address Dept. B-31

THE WORLD PUBLISHING CO.
2221 W. 110th St. Cleveland 8

One of America's Best Buys

for COMPLETE ECONOMIC COVERAGE of TAMPA BAY AREA

Florida's 2nd Largest Resort Region

The Tampa Bay area includes St. Petersburg, Tampa, Clearwater, Sarasota, Bradenton...the most densely populated of any section of the same size in the state of Florida. Within a radius of 75 miles from St. Petersburg and station WTSP lies one of the most prosperous trading areas in the entire South...and it is covered completely and economically by WTSP.

WTSP
St. Petersburg TIMES AFFILIATE
A REGIONAL STATION in a CLASS "A" MARKET
St. Petersburg, Fla.

R. S. Stratton, Manager
Represented by
Radio Advertising Corp.
New York • Chicago
Cleveland

"Oh, did you know that that ducky FCC has given WFDF Flint Michigan 1000 watts on that perfectly divine frequency of 910 kilocycles?"

THE NEW WFCI, Pawtucket, R. I., becomes a member of the Colonial Network and of MBS on April 5, under a contract signed last week. Seated (1 to 2, 4, Frank Crook, president of WFCI, and prominent Rhode Island businessman and practical manager, Ed Allen, commercial manager, WFCI, Gerald Harrison, Colonial station relations, and Paul Oury, WFCI general manager. WFCI will operate on 1400 kc. with 1,000 watts fulltime.

WQXR, New York, on March 31 is increasing its weekday time on the air with the addition of one hour at noon, which will keep the station on the air from 7 a.m. to 1 p.m., at which time it signs off until 3 p.m. Hereafter, WQXR signed off at 12 noon until 3 p.m.

WAICE, former pitcher of the New York Yankees and radio sports commentator, will be back on WOR. New York, this season to conduct a program of baseball comment following all of WOR's broadcasts of the Brooklyn Dodgers' games, starting April 14. He will also be heard on WOR on the days when the Dodgers are traveling and no game is broadcast.

WCIO, Minneapolis, signed a WCCO Cleveland program March 26 to dramatize the station's rise from crystal set days of 1929 to its present 750 kilowatt operation. Show was to acquaint listeners with the March 29 frequency shift. Various former announcers and old time entertainers were brought back to the microphone to reminisce and present acts of yesteryear.

WIRX, Utica, N. Y., has started a series of staff parties to promote better relations among the station personnel. The first held St. Patrick's Day with 50 guests. Five members of the staff were feted for meritorious service in connection with WIRX activities. Hal Smith served as master of ceremonies. The party was to acquaint listeners with the March 29 frequency shift. Various former announcers and old time entertainers were brought back to the microphone to reminisce and present acts of yesteryear.

AFTER more than a year's absence from the air, Indiana Indigo, musical variety program under the direction of former WOWO director, will return to the airwaves. The station was one of the few stations which were shut down because of the war. WQTO has been approved by the FCC to give products of WCAE sponsors visual advertising.

WBAL means business in Baltimore

Page 40 • March 31, 1941

BROADCASTING • Broadcast Advertising
Network Accounts
All time EST unless otherwise indicated.

New Business
P. LORILLARD Co., New York (Old Gold cigarettes), on April 17 starts for 13 weeks, Tommy Riggs & Betty Lou, on 8 NBC Pacific Coast stations (KPO KFI KGW KOMO KHQ KJIT), Thrus. 9:30-10 p.m. (PST). Agency: J. Water Thompson Co., N. Y.

ONTARIO TRAVEL BUREAU, Toronto, on April 25 starts a 30-minute show on 50 CBS stations, Sun., 5:30-6 p.m. Agency: Walsh Adv. Co., Toronto.

Renewal Accounts
CAMPBELL SOUP Co., Camden (Franco-American macaroni & spaghetti), on March 31 renews Lanny Ross on 38 CBS stations, Mon. thru Fri., 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.
CAMPBELL SOUP Co., Camden (soup), on March 31 renews for 52 weeks Martha Webster on 58 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (repeat 3-3:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.
CAMPBELL SOUP Co., Camden (soup), on March 31 renews for 52 weeks Amos 'n Andy on 61 CBS stations, Mon. thru Fri., 7-7:15 p.m. (repeat 11-11:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.
BELL TELEPHONE SYSTEM, New York, on April 26 renews for 52 weeks The Telephone Hour on 90 NBC-Red stations, Mon., 8-8:30 p.m. Agency: N. W. Ayer & Son, N. Y.
UNION OIL Co., Los Angeles, on April 28 renews for 52 weeks Point Sublime on 14 NBC-Pacific Coast stations, and adds KOH, Reno, Mon., 8:30-9 p.m. (PST). Agency: Lord & Thomas, Los Angeles.
RICHFIELD OIL Corp., New York, on April 1 renews for 36 weeks Arthur Haile's Confidentially Yours on 30 MBS stations, Tues. Thrus., Sat., 7-7:45 p.m. Agency: Sherman K. Ellis & Co., N. Y.
GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on March 24 renewed Who Knows? on 4 MBS stations, Mon., 10-10:30 p.m. Agency: Birmingham, Castleman & Pierce, N. Y.
DELWARE, LACKAWANNA & WESTERN Coal Co., New York (Blue coal), on March 23 renews for four weeks The Shadow on 17 MBS stations, Sun., 5-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

HECKER PRODUCTS Corp., on May 3 renews Lincoln Highway on NBC-Red, increasing to 61 stations, and moves to Sat., 11-11:30 a.m. Agency: Benton & Bowles, N. Y.

Network Changes
ILLINOIS MEAT Co., on April 4 shifts Play Broadcast on 5 MBS stations to Fri., 8-8:9 p.m. and on April 18 shifts to Fri., 9:30-10 p.m.
GENERAL MILLS, Minneapolis (Wheaties), continues to April 28, Jack Armstrong, the All-American Boy on 12 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p.m. (CST).
PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on April 7 shifts What's on Your Mind? on 11 CBS-Pacific Coast stations from Thurs., 7:15-7:45 p.m. (PST), to Mon., 9:30-10 p.m. (PST).

Lever and B & W
(Continued from page 7)
would not be affected materially. However, in Washington it is pointed out that such a sale most certainly would involve some personnel changes which in turn might affect the companies' advertising policies.
Sale of the two companies would probably be handled in the same manner as that used in disposing of the Viscose Rayon Co. a few weeks ago. In that instance 16 underwriting houses headed by Morgan, Stanley & Co., Dillon Reed and Lehman Bros. bought the property outright for public issue.
Secretary of Treasury Morgenthau as long ago as January told the Senate Foreign Affairs Committee that the British would have to sell all their direct investments in the United States. In a reply to a question by Senator Vandenberg (R-Mich) he said this sale would include Lever Bros. and "it means that they (the British) have got to sell every share of United States securities they own and all their properties that they own in the United States within the calendar year."
Later, Morgenthau told the committee "every dollar of property, real property or securities, that any English citizen owns in the United States, they have agreed to sell during the next 12 months, in order to raise money to pay for the orders they have already placed; they are going to sell—every dollar of it."

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will discontinue on April 5 instead of on April 12 as originally announced, the weekly broadcasts from the Army and Navy training camps on Your Hit Parade, heard on CBS, Saturdays at 9-9:45 p.m.

KFRU WINS
PUBLIC SERVICE AWARD
The "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs... given by the Henry W. Grady School of Journalism—University of Georgia, was presented to KFRU for its outstanding contributions during 1940 in the local channel group.

KFRU 1400 KC. COLUMBIA, MO. ★ AFFILIATED WITH THE ST. LOUIS STAR-TIMES
REPRESENTED BY WEED & CO.
New York Chicago Detroit San Francisco

March 31, 1941 • Page 41
Fly Describes Benefits In Allocations of Treaty

OFFICIAL word to the American radio audience, hailing the March 29 reallocation as a boon to listeners despite its "very temporary in-convenience", was voiced Friday night by FCC Chairman James Lawrence Fly in a broadcast carried by both NBC-Red and Blue. Chairman Fly reviewed developments leading up to the reallocation, explaining the importance of the plan to give better radio service not only to United States listeners but to other North American countries.

"One amazing aspect of the North American Regional Broadcast- ing Agreement is that every signatory nation emerges with more air room than it had before," Chairman Fly commented. "This universal benefit is the result of neither miracle nor hocus-pocus. It results from a highly ingenious application of modern scientific and engineering developments to the problem in hand. The number of channels in the broadcast band has been increased somewhat; and in various ways each channel is to be used more intensively. In short, there's going to be more room on the air, and it's going to be more equitably distributed. For listeners, the chief advantages will be better service and less interference."

THERE'S NO VARIETY AT AWAY FROM 570

By BYRON COLLINS, radio copywriter with Young and Rubicam, has been high scorer in the agency's basketball victory March 14, 20 in the final of the New York Agency League. Victors received the Arthur Knud- der trophy. Collins, a former Colgate U basketball luminary, scored 12 points.

dinah shore stays

Judging by March 26 where—By dinah Shore must hold to her contract with Eddie Cantor until its expiration in June. Cantor com- plained when General Amusement Corp. announced she would do her final broadcast for Cantor on the NBC Bristol-Myers Co., program March 26. GAC also started negotiations with Wong and Thompson to join the Chase & Sanborn coffee program at $750 per broadcast. Both disputants hold AFRA cards and the matter came before the American Arbitration Society following the appointment of arbitrators.

Czechs Honor Chain

HUBERT V. CHAIN, continuity chief of NBC's Radio-Recording division, has been awarded a memorial medal by the Czechoslovak government in exile for the outstanding script he wrote on the special Lincoln's Birth- day broadcast for the American Friends of Czechoslovakia. Only 11 others have received the award.

VHMA, Anniston, Ala., joins NBC-Blue in early April as a bonus station.

Mollin Co. Application, In Riverside Defaulted

PENDING action on two other applications for new local stations in Riverside, Cal., one of them a newspaper application which was granted last year but later suspended, the FCC on Friday denied as did in default an application for a 5000-watt daytime station on 1390 kc. filed by Mollin Investment Co., of Riverside. The company, headed by E. W. Crellin and Curtis V. Crellin, is de- scribed as dealing exclusively in California real estate.

The Commission last July 16 granted a new 250-watt outlet on 1420 kc. to Riverside Broadcasting Co., in which 30% interest was owned by persons identified with the Riverside Enterprise and Press. Ten days later, on its own motion, it reconsidered its decision and set the application for hearing along with that of Broadcasting Corp. of America, in which W. L. Gleeson is interested, and that of the Mollin company. The Gleeson group asked for 1000 watts fulltime on 1590 kc. The Mollin group failed to appear at the hearing last month, and the choice now appears to rest between the other two.

Weigley's Spots in N. Y.

W. M. Wharton & Co., Chicago on April 1 started a 55-week campaign totaling 900 one-minute transcribed announcements on 12 New York stations, for Spemtgm Gum. Stations are WABE WOKO WKBW WJZ WRGB WJZ WNTW WNZI HTO WOR WNYC WBC WBGK WNBC WMAL WGBS.

SONGS of Sherwood Rollins Jr. in the musical show of Harvard's Haert- al Pudding Club, now on tour, have been published by BMI. His numbers are "I'm Not in the Mood, One on the House and Sweet Dreaming."

Act to Check FCC

(Continued from page 8)

other a newspaper. The non-newspaper applicant was favored and the Commission's decision made point of the independent character of the application as against the control of the only newspaper in the community by the other.

Awaits Net Ruling

No indication came from the FCC on its approach to the newspaper ownership hearing. The prevailing view was that the hearing date would not be set until final action on the Network Monopoly Report is reached as a much younger.

The hearing, it is expected, will be described as "fact and policy finding" and will be along legisla- tive lines. It is doubted whether the FCC will sit en banc. Several possibilities are seen in that re- gard. The Commission may decide to open the hearings en banc and proceed with the conference method or assign an attorney examiner for the taking of testimony.

Because of reallocation, television and the network monopoly matter, the FCC apparently has not turned a wheel on the newspaper procedure since its announcement March 19.

Telford Taylor, general counsel, was in Florida, recovering from illness, but returned to his office last Wednesday. He is expected to dig into the preliminary work with Assistant General Counsel Joseph L. Rauh Jr., who several weeks ago originally suggested the inquiry.

After the March 19 announce- ment, a number of newspaper station executives sent feelers to ascertain what steps should be taken in connection with the FCC move. At informal sessions in Washington, it was de- cided to call the New York meet- ing to devise procedure.

Harold V. Hough, executive of

HIGH OVER PUGET SOUND were these Seattle agency executives, going over the flight over the site of KIRO's new 50,000-watt WE transmitter and towers, located on an island in the Sound. KIRO becomes the first 50 kw. station in the Pacific Northwest whose power is increased 2000 watts. In the foreground, Maury Rider, of KIRO, interviews F. G. Mullins, of Ruthrauff & Ryan, while KIRO Manager H. J. Quilliam watches.
Aluminum Supply Deemed Uncertain

Only Small Part of Industry Needs Thought Available

DESPITE urgent pleas from recording-blank manufacturers for sufficient aluminum to supply the primary demands for aluminum-base acetate discs, it now appears that at best only a small part of previous aluminum supplies will be available in this field.

According to a semi-official interpretation of the aluminum "rationing" plan announced March 22 by the Priorities Division of the Office of Production Management, the recording industry could conceivably qualify on the very fringe of non-defense priority ratings placed on aluminum—but even this remained problematical.

Under the overall formula governing allocation of aluminum supplies for both defense and non-defense purposes, approved by E. R. Stettinius Jr., Director of Priorities, suppliers of aluminum are required to give an A rating to all defense orders and to any other orders, including non-defense, on which the Priorities Division may assign a preference rating.

Below the A, or strictly defense, rating come the B ratings, among which the recording industry might qualify. Smaller companies conceivably may qualify for a temporary B-5 classification—applying to consumers requiring less than 1,000 pounds of aluminum a month—carrying with it authorization for not more than 50% of their 1940 average monthly supply of aluminum.

Recording companies also might qualify, it was indicated, for B-8, the lowest rating given, applying to products in which a reasonably satisfactory substitute for aluminum is available or can be made available. The B-8 rating allows not more than 10% of the 1940 supply.

Available aluminum supplies in either category would fall far below the absolute minimum requirement of 75,000 pounds a month cited recently in a presentation to the Priorities Division by Hazard Reeves, president of Audio Devices, Inc., New York [Broadcasting, March 24]. Mr. Reeves has estimated that about 95,000 pounds a month would be required to supply the radio, phonograph and motion picture industries and Government departments with sufficient instantaneous recording discs to carry on present activities.

WHOM Courses

NATURALIZATION classes offering free instruction in citizenship to aliens are to be conducted by WHOM, foreign language station in Jersey City, beginning March 31. The course of eight sessions will be conducted nightly at WHOM's New York studio under direction of Charles Balkin, adult education specialist. Announcers will assist in its presentation. Starting April 5, WHOM will broadcast the course on eight consecutive Saturday nights and indefinitely.

The recording offices of NBC have purchased the series from the recording laboratories of NBC for their international sales staff following more than 12 years as advertising manager of Packard Motors Export Corp., has been named sales manager of the international division, according to John F. Royal, vice-president in charge of NBC's international activities. He succeeds Lunceford P. Yandell, recently transferred to NBC-Blue sales to assist Edgar Kobak.

Weber Sales Sold

WEBER SALES Co., New York, distributors of Egofoam shampoo and Egrogroom hair tonic, has been purchased by a syndicate under the direction of Frederick Meinhardt of New York. E. F. Wheaton, formerly advertising and radio director, has been appointed president and general manager, while R. C. Weber, former president, will remain as director. Mr. Wheaton will continue as active head of Wheaton Adv. Agency, New York, and will continue to handle the company's advertising. The company is testing a quarter-hour program on WWR, Woodside, L. I.

Cardboard Base Claimed To Offer Substitute for Aluminum Record Discs

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, reports he has developed a new process for coating paper discs for recording. The process is the result of 10 years of experimentation, and Mr. Robinson is making extensive use of 16-inch paper discs. Back in 1931, at his Robinson Recording Laboratories in Narbeth, Pa., Mr. Robinson, then privately engaged in experimental recording work, first developed a paper disc.

At that time, he explained, celluloid sheets were used and he experimented with cardboard because of the economy and, more importantly then, because the celluloid had a bad grain which made for a great deal of surface noises. However, once aluminum was cheap at that time, there was no practical market for his paper discs. In 1934, at WCAL, Philadelphia, he used several thousand paper discs for direct recordings of piano and voice mostly.

For his paper discs today, Mr. Robinson uses several coatings of a special acetate recording compound to coat the blanks. He explained that since 60% of the cost of blanks is for the aluminum, an item tied up by defense emergencies, his early development was revived as a matter of necessity and economy. Using cardboard, a 10-

inch paper blank can be made for as little as 50 cents, he said.

Mr. Robinson claims that the durability of the paper discs is almost the same as those coated with aluminum. Moreover, he says the degree of destructability of the paper discs is not as great, as the aluminum, claiming that the cardboard will take a right-angle bend without cracking.

NBC Raises Woodell

SHIRLEY F. WOODELL, for the last few months a member of NBC's international sales staff following more than 12 years as advertising manager of Packard Motors Export Corp., has been named sales manager of the international division, according to John F. Royal, vice-president in charge of NBC's international activities. He succeeds Lunceford P. Yandell, recently transferred to NBC-Blue sales to assist Edgar Kobak.

Dr. Dunham Appointed To Camp Welfare Post

DR. FRANKLIN DUNHAM, NBC director of religious programs, has been granted leave to become executive director of the National Catholic Welfare Conference. He will be in charge of all citizen welfare work in camps and defense areas. Buildings are provided by the Government but operated by private welfare agencies.

Dr. Dunham will be responsible to the administrative head of the National Catholic Welfare Conference, Archbishop Mooney of Detroit, and will be on leave for the duration.

In 1917, Dr. Dunham served on the staff of the Committee on Public Information and as instructor in Army Officers' Reserve Corps.

THE OREGONIAN PUBLISHING CO.

TAKES PLEASURE IN ANNOUNCING THE APPOINTMENT OF ARDEN X. PANGBORN

AS MANAGING DIRECTOR OF ITS RADIO STATIONS

KGW AND KEX

620 K.C. NBC Red 1190 K.C. NBC Blue

PORTLAND, OREGON

March 31, 1941 • Page 43
Decisions...

MARCH 25

NEW. Balaban & Katz Corp., Chicago— Granted CP experimental television 384- 296 mc.

WISC, Indianapolis—Granted modification of license to increase power. KONO, Des Moines, Iowa.

WBEW, Asheville, N. C.—Granted modification of license to increase power. KMIZ, Kansas City, Mo.

WBUE, Memphis—Granted CP new transmitter increase of 5 kw.

WNYJ, Brooklyn—Granted CP change of call letters to WPLM. WSPR, Des Moines, lowa.

MURCULARIOUS—WBBR, Dubuque, Ia., denied rehearing of action I-31 granting without hearing application of KUHT, Dubuque, for modification of CP new station etc.; WXFX, St. Louis, granted further extension 4267; WXFX, New York—Granted increase of CP increase power etc., KXLY, Spokane, Wash.

Temporary Extensions—Pending results of hearing, those cited stations were given temporary extensions: KEX, Portland; KFWF, Fort Smith, Ark.; KGRA, Springfield, Ill.; KLGD, Alexandria, La.; KGK, Aurora, Colo.; KLX, Seattle; KDAW, Kansas City, Mo.; KDNL, Des Moines, Iowa; WIBU, Greenside, Pa.; WIBU, Pocornite, Wla.; WMAL, Washington, D. C.; WVT, Troy, N. Y.; WNNC, Asheville, N. C.

Pending further consideration of renewal of temporary extensions, pending joint request of WJG, Providence, R. I., and WYFB, Long Island, N. Y.: KOCA, Melrose, Tex.; KBBJ, Corpus Christi, Texas; KOXJ, Orange, Tex.; KRON, Fremont, Calif.; WCT, Sherman, Tex.; WBYX, Little Rock, Ark.; WRTVO, Kansas City, Mo.; WAMC, Springfield, Mass.; WIVW, Jacksonville, Fla.; WJZ, Baltimore; KBWZ, Kansas City; KBFZ, Mineola, N. Y.; KFAB, Omaha, Neb.; KCAK, Amarillo, Texas; KM, Kansas City, Mo.; WMY, New York; WAM, Lincoln, Neb.; WTVN, Trenton, N. J.; KBOA, Las Vegas, Nev.; WCML, Madison, Wis.; WSN, Birmingham; WNFC, Fayetteville, N. C.; WFWY, Portsmith, Ohio; WRU, Augusta, Me.; KNET, Paterson, N. J.; WAGA, Dallas; KDKA, Pittsburgh; WHK, St. Louis; WRAD, Austin,Tex.; WKN, Minot, N. D.; WAGL, Corpus Christi, Texas; KIOO, Oklahoma City; KGK, Aurora, Colo.; KJWP, Toledo, Ohio; WJG, Providence, R. I.; WYFB, Long Island, N. Y.; WJZ, Baltimore; KXDB, Chicago; WGN, Chicago; WCH, Cleveland; WLW, Cincinnati; WOR, New York.

MARCH 26

WBCA, New York — Granted special temporary authority 9670 kc 100 kw effective 1/15.

WQG, St. Albans, Vt. — Granted special temporary authority 1600 kc until 5/31 granted to conduct program tests but ending not later than April 27, 1941.

MARCH 27

WHAL, Saginaw, Mich. — Granted modification of license to change call letters to WYFD. WMAX, Kalamazoo, Mich.

WBFT, South Bend, Ind. — Granted temporary authority until 960 kc 250-500 w effective April 1.

NEW, Springfield, Edge & Komer, Jacksonville, Ill.—Proposing to grant CP 1100 kc 250 w, proposing to deny CP stations in vicinity.

WBFD, Boston—Proposing to grant increase to 5 kw 550 kc directional N.

MARCH 28

WDOD, Chattannoga—Granted modification of license change name to Southeastern Broadcasting Co. WSKP, New Castle, Pa.—Granted modification of license for directional N, change antenna. WKO, Fort Wayne, Ind.—Grant "One way" to 1 kw change antenna.

WKQ, Mobile, Ala.—Granted modification of license to increase power etc., for 960 kc under treaty.

WJZ, Newark—Proposed to grant increase to 1 kw change antenna.

MARCH 29

NEW. Chilton Radio Corp., Dallas—Petition for reconsideration and grant of application CP 1706 kc 100 w, unsolicited opposition thereto filed by KXTE, Temple, Tex.; and amendment to said application. (Not yet listed in the March 24 Broadcasting).

Applications...

MARCH 31

NEW. Central N. Y. Broadcasting Corp., Elmira—CP 1250 kc 150 w, uns. (contingent WENY going to 800 kc). WJAH, Providence, R.I.—Modification of CP increase power to 50 kw, under treaty, change antenna; 60 antenna, uns. WGBF, Providence, R. I.—Modification of CP new station asking 1450 kc under treaty. NEW, WURD, Washington, D. C.—Modification of CP new station asking 1450 kc under treaty.

WYUM, Waukesha, Wis.—Grant additional pressure, asking 970 kc under treaty.

WABC, New York—Modification of CP new station asking 1450 kc under treaty. WIOI, Miami—Modification of CP new station asking 1450 kc under treaty.

WBEZ, Chicago—Modification of CP new station asking 1450 kc under treaty. WBOI, Madison, Wis.—Modification of CP new station asking 1450 kc under treaty.

WAFS, Atlanta—Modification of CP new station asking 1450 kc under treaty. WOJ, Buffalo—Modification of CP new station asking 1450 kc, uns. under treaty, contingent on grant of WGBF application.

WACT, Jersey City. — Modification of CP asking new transmitter, directional N & E, etc., for 900 kc under treaty, change antenna.

WXFX, Whippany, N. J.—Modification of CP increase power to 25 kw, uns. WİFZ, Pittsburgh—Modification of CP increased power to 25 kw.

WWSB, Pittsburgh—Modification of CP increase power to 25 kw, uns. under treaty, change antenna.

NEW, KFAB, Omaha—Modification of CP directional N, increase power etc., change antenna.

NEW, Greensboro, N. C.—Modification of CP increase power etc., asking 1470 kc under treaty.

WDJS, Jackson, Tenn.—Modification of CP increase power etc., asking 1470 kc under treaty.

WYSP,ju, New York—Modification of CP increase power etc., asking 1470 kc under treaty.

WJSP, Houston.—Modification of CP increase power etc., asking 1470 kc under treaty.

KCLK, Kansas City, Mo.—Modification of CP increase power etc., asking 1470 kc under treaty.

KWDB, Houston.—Modification of CP increase power etc., asking 1470 kc under treaty.

KWQG, Popular Bluff, Mo.—Modification of CP change of call letters to KGCQ, increase of 1 kw, change antenna, KGCL facilities.

KKEQ, Kailiep, Mont.—Modification of CP asking additional pressure etc., asking 1500 kc under treaty.

KQZ, Los Angeles.—Modification of CP as modified increase power etc., asking 1500 kc under treaty.

KWX, San Francisco—Modification of CP as modified change antenna, increase etc., asking 1500 kc under treaty.

WPPB, Baltimore—CP increase to 5 kw N & D, asking 1500 kc under treaty.

WLS, Chicago—CP asking additional 11890 and 14100 kc.

WKBV, Columbus—CP new transmitter change to 850 kc 850 kc under treaty, 8 kw (td) to 800 kc.

WIBO, Glenwood, Pa.—Modification of CP asking additional pressure.

NEW, George Grant Brooks Jr., Scranton, Pa.—CP 1790 kc 1450 kc under treaty.

NEW, South Florida Broadcasting Co., Miami—CP 1600 kc 250 w, uns. from 850 kc to 800 kc under treaty.

NEW, Greater Houston Broadcasting Co., Houston—Modification of CP asking additional pressure.

WAOV, Vinncennes, Ind.—CP grant.

KDAL, Duluth.—Modification of CP change from 1600 kc (1490 under treaty) to 610 kc, increase 1 kw.

NEW, Milwaukee—Modification of CP increase power to 7 kw, uns. under treaty, change antenna.

NEW, WLOM, South Lake City—Modification of CP new transmitter, directional N & D etc., asking antenna in change, equipment, increase to 1 kw.

NEW, Nashville—Modification of CP change of call letters to 892 kc 850 kc under treaty, change antenna.

Tentative Calendar...

MARCH 31

KMLB, Monroe, La.—CP 1410 kc 1 kw directional N.

WRAX, Wilkes-Barre, Pa.— License renewal (motion for reconsideration pending).

NEW, Synms Broadcasting Co., Elkins- burg, Wash.—CP 1110 kc 1 kw. (Motion for reconsideration pending).

NEW, Western Gateway Broadcasting Corp., Schenectady—CP 1220 kc 250 w.; NEW, Western Gateway Broadcasting Corp., Schenectady, same.

NEW, Judith, Fredericksburg; NEW, Lillian E. Kiefer, Brooklyn; NEW, Paul J. Golbhefer, Brooklyn; WFWL, Brooklyn; WWRL, Woodside, L.I.

APRIL 11

KGNO, Dodge City, Kan.—Modification license to 1450 kc 1 kw directional N.

MAY 6

NEW, Wayne M. Nelson, Concord, N. C.—CP 1380 kc 1 kw. D.

MAY 8

KWTO, Springfield, Mo.—CP 550 kc 1 kw directional N.

Limited Supply of Extra Copies Available!

NEW BROADCAST ALLOCATIONS

Ordered Under The
North American Regional Broadcasting Agreement
(Havana Treaty)

Effective March 29, 1941

Including, U. S. Broadcast Stations by Call Letters; U. S. Broadcast Stations by Frequencies; Canadian Broadcast Stations by Call Letters; Canadian Broadcast Stations by Frequencies; Mexican Broadcast Stations by Call Letters; Mexican Broadcast Stations by Frequencies; Definitions of Station Classes.

Limited supply of extra copies available.

 Broadcasting • Broadcast Advertising

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Limited supply of extra copies available.
**CLASSIFIED Advertisements**

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

**Help Wanted**

**Newscaster And Reporter—Write fully, experience, etc. Enclose photo. Box S12, BROADCASTING.**

**Wanted—Experience combination announcer-engineer. Send QSB affliate reports with references and salary expected. Box R18, BROADCASTING.**

**Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcriptions, record of engineering work. Box 518, BROADCASTING.**

**Openings On Hand—For qualified employees—every department—announcers, operators, transmitters, transradio phone, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.**

**Program Director—Capable of originating and producing own initial program. Midwest network station. Enclose photograph and specified references and salary expected. All replies confidential. Box S11, BROADCASTING.**

**Wanted—Program Director—with full experience in program building and production work for regional station. Give full details of offers with photograph in first letter. Box 309, BROADCASTING.**

**Announcer-Engineer—with good experience in selling and anchoring and experience in transradio, personality, capability. Initial $1,000.00 Northwestern location. Salary dependent ability. Give complete particulars and photo. Box 309, BROADCASTING.**

**Commercial Manager—New station in excellent market has immediate opening for aggressive, capable, young man with not less than three years' radio station experience. Should know agency field and have complete knowledge of local station operation. Give full details, including references and expected remuneration first letter. KS12, Ottumwa, Iowa.**

**Situations Wanted**

**Chief Engineer—Competent, cooperative, take complete charge. Make engineering department complete operation. Local.**

**Why Lose Money—Will manage Southern station profitably on basis you can't lose. Box 207, BROADCASTING.**

**Engineer—(First class telephone). Experienced, high school, desires change. Can furnish references. Anywhere. Box 301, BROADCASTING.**

**News Editor—Newscaster—Announcer. Young, five years solid experience New York. Good newspaper background. Box 304, BROADCASTING.**

**Program Director—10 years experience, age 31, married. Announce, news, production, publicity, showmanship, promotion, office management. Efficent, capable. Want to work for you and the salary is unreasonably low. Let's talk it over. Now employed in large midwest station. Address Box 314, BROADCASTING.**

**Krueger Buys Newscasts G. KRUEGER Co., Newark (beer co., 439), as part of its spring advertising campaign is sponsoring a daily quarter-hour newscast on WREX, Keene, N. H.; WNCN, Burlington, Vt.; WDNX, Durham, N. C.; a quarter-hour, one-minute program on Adirondack Station, and one-minute spot announcement daily on WLWN, Laconia, N. H. More stations may be added. Compton Adv., New York, is the agency.**

**WEED & Co., station representative, announces its appointment as representative of KOGX, Albuquerque, N. M., effective April 1.**

**Los Angeles AFM Seeks Disc Jobs Following the practice established by Chicago musicians union, Los Angeles Local 47, AFM, for the last month has been considering a contemplated drive to install member musicians as record turners in radio stations in that area, thereby eliminating the announcement or operator who performs the duty. Although there has been no official announcements of the planned drive, said to be in the embryo stage, Carl Von Ritter, assistant to J. K. (Spice) Wallace, president of Local 47, has been making preliminary investigations. Recording activities in the Los Angeles area are under jurisdiction of J. W. Gillette, AFM international studio and recording representative (radio and film), but it is understood the contemplated campaign would be directed solely by Local 47.**

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING**

**National Press Bldg., Wash., D. C.**

**There is no substitute for experience.**


**JOHN BARRON Consulting Radio Engineer Specializing in Broadcasting and Allocation Engineering Earlé Building, Washington, D. C. Telephone National 7727**

**PAUL F. GODLEY Consulting Radio Engineer**

**PAUL F. GODLEY Consulting Radio Engineer**


**PAGE & DAVIS Consulting Radio Engineers**

**PAGE & DAVIS Consulting Radio Engineers**

**Munsey Bldg., District 8456 Washington, D. C.**

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

**CLIFFORD YEWDALL Empire State Bldg., NEW YORK CITY**

**An Accounting Service Particularly Adapted to Radio**

**HECTOR R. SKIFTER Consulting Radio Engineer**

**HECTOR R. SKIFTER Consulting Radio Engineer**

**Compact Bldg., Detroit 20, Michigan.**

**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**

**BROADCASTING • Broadcast Advertising March 31, 1941 • Page 45**
New Legislation Is Considered
For Reorganization of FCC

COINCIDING with industry efforts to check FCC imposition of additional restraints on commercial broadcasting, legislation for reorganization of the FCC is taking tangible form. While no indication has been given when such a reorganization bill may be introduced, several drafts already have been prepared and both Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator White (R-Me.), co-author of the present Communications Act, may drop a bill into the hopper, perhaps jointly.

A legislative draft, covering procedural phases, has been produced by the Federal Communications Bar Assn. at the direction of its executive committee. Herbert M. Bingham, FCBA president, has conferred with members of the Interstate Commerce Committee in connection with projected new legislation.

White's Plan

The Bar Assn. draft, it is understood, does not touch upon matters of fundamental regulatory policy, but rather upon organization and procedural phases. It has not yet been formally presented as a recommended draft.

Senator White himself, has drafted a bill which would create a three-man FCC, with one member assigned to broadcasting and related operations, the other to telephone, telegraph and other common carrier operations. The Chairman would be the administrative officer and bridge the gap on allocations as between the two classes of service. Senator White, however, has not finally decided to introduce this measure.

In essence, the FCBA measure would retain a Commission of seven members. However, it would be divided into two separate divisions—one of three members handling private carrier operations, which would cover broadcasting, and the other common carrier fields. The chairman would be the administrator and would not be attached to either division.

Upon introduction of a reorganization measure which presumably would be cleared with the Administration, it is expected Chairman Wheeler would be disposed to appoint a small working subcommittee of the Interstate Commerce Committee to conduct full-scale hearings. Senator White long has espoused a redefinition of the existing law, pointing out that while the Communications Act became effective in 1934, creating the FCC, the fundamental radio provisions actually go back to 1927, when the Federal Radio Commission was created.

Texaco Rewards Announcer

LLOPIS or OLIVARES, Spanish vocalist of NBC's international division, has received a gold watch from the Texas Co., in appreciation for his work on the shortwave broadcasts of the Metropolitan Operas during the past season. Texas Co., New York, sponsored the Saturday afternoon operas on NBC in this country, as well as the shortwave broadcast to Latin America on WNCA and WNBI.

FM Progress Outlined
To FCC by Licensees

SEEKING up-to-the-minute information on FM progress, the FCC last Wednesday started a series of informal personal conferences with FM licensees, applicants and CP holders which probably will extend throughout most of the week. Meeting with FCC engineers and attorneys, individual operators and applicants will present reports of their FM developments, following up the FCC's endeavor to collect full information to forestall "wildcat" applications for FM assignments. Although particular attention centers on the New York area, the conference extends to all operators and applicants over the country [BROADCASTING, March 24].

As BROADCASTING went to press, the FCC group had met with representatives of NBC and CBS; WOR, New York; Maj. Edwin H. Armstrong; W. G. H. Pinch, WHN, New York. Participating in the conferences for the FCC are Rose M. Hyde, assistant counsel to the legal department; Assistant Chief Engineer Andrew D. Ring and Wm. E. Brown, attorneys; J. W. Norfleet, chief accountant; and DeQuincy V. Sutton, head accountant.

Lost Fees Basis of Suit

SUIT for $117,500 damages against Coca-Cola Bottling Co., operator of WMCA, New York, and Donald Flamm, former WMCA president, and for $21,250 damages against the FCC was filed March 26 in New York Supreme Court by Harold J. Jacoby, realtor, following a suit for $150 on fees paid in the suit Jan. 27 [BROADCASTING, Feb. 3].

Flamm claims that in December, 1935, while acting as co-broker with Weinberg, he was hired to find a purchaser for the station. In March, 1936, Jacoby claims he secured a potential buyer willing to pay $1,500,000 for a radio license or any FCC commission to Jacoby of $75,000. This offer was turned down, plaintiff alleges, with the station subsequently sold to Edward J. Noble for $850,000, and Weinberg receiving $42,500 commission. Mr. Flamm has also filed a denial of the claims in the suit.

Feigenspan Sports

CHRISTIAN FEIGENSPAN
Brewing Co., Newark (P. O. N. beer and ale), will sponsor baseball programs exclusively in the New York and New England markets. Company is starting quarter-hour sports commentaries by Jim Britt twice-weekly on eight Yankee network stations; by Red Barber five nights a week on WOR, New York; and by Leo Bolley nightly on WFLB, Syracuse. Six-minute baseball highlights are scored for the second weekly on WTIC, Hartford. The Dobler Brewing Co., Albany, a subsidiary company which sells Dobler's Pale Ale, is sponsoring five-minute nightly baseball scores on WCAU, Burlington, Vt., and a 10-minute nightly sports report on WGBS, Albany. E. T. Howard Co., New York, is the agency.

Page 46 • March 31, 1941 BROADCASTING • Broadcast Advertising
There is one thing certain in our business that we as wholesale grocers and sponsors of the local PLEE-ZING Stores know:

Grocery products advertised over Station WLW do move regularly and consistently for us and for our customers.

Handling such products is pleasing to us because it assures a most certain volume of business arising from a demand which the manufacturers are creating for us.

C. J. Helmers, General Manager,
Henry Helmers Grocery Co.,
523 West Court Street, Cincinnati, Ohio
RCA-813
BEAM POWER AMPLIFIER
360 Watts Input With Less than 1 Watt Driving Power!
NET PRICE $22.00
(Revised from $28.50, April 1, 1940)

NOTE THESE FEATURES

1. Medium-Metal Cap
2. Short Ribbon Plate Connector
3. Filament Support Springs
4. Mount Support
5. Top Ceramic Mount Support
6. Top Shield
7. Alignment-Turn, Control, and Screen Grid
8. Heavy-Duty Thermaled-Tungsten Filament
9. Large Sturdy Graphite Plate
10. Hard Glass Bush with Mount-Aligning Dome
11. Bottom Shield Disc
12. Ceramic Plate-Support Spacer
13. Directive-Type Getter Container
14. Disk Type Stem
15. Ceramic Insert Giant Base
16. Beam-Forming Plate
17. Filament Connector
18. Tungsten-to-Glass Seal
19. Bottom Ceramic Mount Support

RCA-826 ...A NEW THREE-ELECTRODE TRIODE FOR THE ULTRA-HIGHS

Operating at maximum ratings at frequencies as high as 250 Mc and at reduced ratings as high as 300 Mc, the RCA-826 fills a long felt need. It is specifically designed as an oscillator, r-f power amplifier, or frequency multiplier at the ultra-high frequencies. Internal lead inductance is reduced to a minimum. All terminals at one end of bulb make possible the use of short leads in neutralizing circuits.

Typical Operation as R-F Power Amplifier and Oscillator—Class C Telegraphy,
D-c plate voltage, 1,000; d-c grid voltage, +70; d-c plate current, 125 ma; d-c grid current, approx. 35 ma; driving power, approx. 5.8 watts; power output, approx. 80 watts.

RCA-826 TRIODE—Price $19.00

BIG-TIME PERFORMER OF THE BEAM TUBE LINE!

For transmitters requiring exceptional overall efficiency—for ultra-modern intermediate and final stages that need no neutralizing adjustments, units that can switch channels in a flash—for high-power transmitters with few tuning controls, requiring a minimum of driver equipment—use the RCA-813. It’s the largest of the glass air-cooled “beams”, big-brother of the famous RCA-807. It can handle a greater variety of big-time jobs than any other tube of its size or class.

As a straight amplifier in class C telegraph service RCA-813 takes 360 watts (CCS) with less than a watt of drive. As a final in a plate-modulated service, it takes 240 watts with only 1.2 watts of drive. Moreover, it doubles, triples and quadruples with unusually high efficiency and high harmonic output. It can be operated at full ratings up to 30 Mc—at reduced ratings up to 60 Mc. Power sensitivity of the RCA-813 is extremely high. Grid-plate capacitance for the power-handling ability of the tube is low. Screen current requirements are very low. Internal leads are exceptionally short and provide low lead inductance.

In brief, the RCA-813 gives you real circuit simplification—real economy—excellent performance in a variety of applications. And it makes possible efficient and flexible high-gain stages at a cost comparable with that of equipment using ordinary tube combinations.

Direct Interelectrode Capacitances:
Grid-Plate (with external shielding) 0.2 max µµf
Input 16.3 µµf
Output 14 µµf

Typical Operation Class "C" Telegraphy (CCS)
Filament voltage, 10 volts; filament current, 5 a; d-c plate volts, 1,000; d-c screen volts, 400; d-c grid volts, +90; d-c plate current, 80 ma; d-c screen current, 15 ma; driving power, 0.3 watt; power output, 260 watts.

Transmitting Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of The Radio Corporation of America
In Canada: RCA Victor Company, Limited, Montreal