Why Harry Glover is Rolling in Clover

1. Harry Glover couldn't think of a new radio angle for the agency's big account, Swanko. Then...

2. Miss Mallet, his secretary, told him about WOR's "Story of Saturday". Harry was doubtful. However...

3. He gave the WOR job a gander. Several, in fact. Then he called Swanko's hardboiled Mr. Hurd, who...

4. Not only bought two WOR Saturday quarter-hours, but greatly increased his Swanko radio appropriation.

NOTE WOR's "Story of Saturday", a stimulating new radio selling and buying plan, may be had by addressing WOR at 1440 Broadway, in New York.
Can You Use a 41-State Farm Audience!

LISTENERS in 41 states and Canada—11,297 of them—wrote to WLS asking for information on Smith Mother Nature Brooders, following six evening and three daytime programs.

We like to talk about results at WLS . . . and the reasons for those results. There is a reason for this listener action among poultry raisers, these 11,297 letters from every state east of the Rockies. The many farm services maintained by WLS through our 17 years of broadcasting make such results as this possible.

Such farm services as the Dinnerbell program; livestock, grain, poultry and all farm produce markets; news; weather and temperature roundups have earned for WLS the confidence of poultry raisers and every type of farmer far beyond the boundaries of the Mid-West.

We naturally are proud of the dramatic response to WLS programs . . . but our deepest concern is maintaining a complete program of service to our listeners—a program that builds confidence in any product associated with our name.
JUST as the undependable old biddy setting hen has been replaced by efficient mass production of the incubator for chick hatching... so has the "one hen" radio method been discarded in favor of mass sales production of The Colonial Network for check hatching. It's the modern way... the economical way... the effective way to get consistent volume in nineteen important buying centers of New England... where The Colonial Network's home-town stations have the long established acceptance and loyalty that no "stranger" station can possibly possess.

THE COLONIAL NETWORK
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative
Mr. J. Horace Buzzfuzz has just learned

...that there is a radio station out in Nebraska that has worked out a sure-fire formula for entertaining and selling the predominantly rural audience of the middlewest!

...He's just been shown proof that this formula has worked for advertisers over a period of years, and that rural listeners in this station's area think nothing of sending $25,000 or so in mail orders direct to the station.

...And he's learned that this formula works so well that, in the past three years, this station's mail response has climbed 45.6 percent...and is still rising!

Why don't you do what Mr. Buzzfuzz is doing?

KFAB KANS
KOIL

for NEBRASKA and her NEIGHBORS

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., INC., NAT'L REPR

WICHITA, KANSAS
Signs of big business: The jingle of cash registers throughout the area served by KWKH (see nighttime coverage map above) are positive signs that KWKH advertisers are reaping in the harvest. A total of 425,683 regular nighttime listening families in all areas covered by KWKH is bound to be a tremendous influence. In the KWKH primary area alone (67% to 100%) are 169,000 families who regularly dial to KWKH; the secondary area (33% to 67%) shows 201,150 families as regular nighttime KWKH listeners. The occasional zone (10% to 33%) which extends into thirteen states, boasts a total of 425,683 regular listening radio families, including the primary and secondary zones. This figure is based on the actual percentage of radio families in each county who listen to KWKH regularly. No county showing less than 10% of its total radio families as regular KWKH listeners has been included in the figure. The significant part of the story is the fact that the CBS Audit was taken in May, 1940, only 7 months after KWKH had been in operation on its increased power of 50,000 watts. The radio homes figure is based on 1938 estimates. KWKH, with its highly-efficient directional nighttime transmission, actually radiates 135,000 watts East and West to reach into 13 states.

Nationally Represented by
The BRANHAM COMPANY
KWKH
A Shreveport Times Station
THAT'S our motto over here at the new Columbia Transcription Studios. You see, way back when our new service was just a gleam in our eye, we went to a lot of men who buy transcriptions and asked: "Supposing you had just one wish, what would you ask for in a new transcription service?"

Back came the chorus: "Put a cap S on the word Service!"

So we went to work. First we built brand-new studios in New York, Chicago and Hollywood and packed them full of the most modern and the best equipment in the world.

Then we set up a control system designed for SUPER SPEED and EFFICIENCY. The moment you call for a recording date, it swings into action clearing the studio, equipment and engineers you need—and keeping them cleared until you're finished with your job.

Next time you want transcriptions in a hurry—give us a ring and see for yourself how our streamlined new service works.

Columbia TRANSCRIPTIONS
MADE BY THE COLUMBIA RECORDING CORPORATION • A SERVICE OF
THE COLUMBIA BROADCASTING SYSTEM
There's Only ONE BOB FELLER

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

WGBI

It's plain logic to compare WGBI with Bob Feller. They're both champions. In the Scranton–Wilkes-Barre Market, 17th in the U.S., WGBI is a "must" for national advertisers. It is the only regional or clear-channel station serving its 652,000 population...the only station heard throughout this market. A Dr. Starch and Staff survey determined that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county keep their dials glued to WGBI.

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

WGBI
SCRANTON, PA.

SCRANTON BROADCASTERS, Inc.

John Blair & Company
National Representatives

Frank Megargee, Pres.
He stayed to pray! –

Edward H. Benedict!

After a good man has cut his eyeteeth in the agency business, then sold newspaper space in New York for five years, then worked some more in agencies (including two years as manager of a media department buying all sorts of space and time)—after all this, any intelligent fellow would feel pretty sure about the real values of various media. That's what happened with Ed Benedict—and we're happy that he finally chose to come to both spot radio and us!

Looking back over our nine years of experience in the business of radio-station representation, we of F&P have seen spot radio grow from nothing to almost universal recognition as the most productive and economical technique in advertising. We've watched and participated in the gigantic growth of dozens of radio advertisers. So much so that today the process of helping to build small accounts into large advertisers is almost a formula with us.

If your own agency is handling any account whose product is not getting the public interest it deserves, let us see if we can't help you and your client in spot radio. You'll find we're almost like another department of your agency. That's the way we like to work, in this group of pioneer radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGR - WKBW ... BUFFALO
WCKY ... CINCINNATI
WDAY ... FARGO
WISH ... INDIANAPOLIS
KMBR ... KANSAS CITY
WAVE ... LOUISVILLE
WTCN ... MINNEAPOLIS-ST. PAUL
WMBO ... PEORIA
KED ... ST. LOUIS
WFBL ... SYRACUSE
WHO ... IOWA
WOC ... DES MOINES
KMA ... DAVENPORT
WON ... SHENANDOAH
WSCG ... CHARLESTON
WIS ... COLUMBIA
WPFT ... RALEIGH
WORJ ... ROANOKE
KSOO ... ST. WORTH-DALLAS
KOMA ... OKLAHOMA CITY
KTVL ... TULSA
KECA ... PACIFIC COAST
KOIN-KALE ... LOS ANGELES
KROW ... PORTLAND
KOBY-OAKLAND-SAN FRANCISCO
KIRO ... SEATTLE
President May Seek Changes in FCC Law

Ethridge Discusses Industry Problems at White House; Wheeler and White May Introduce Joint Measure

By SOL TAISHOFF

POSSIBILITY that President Roosevelt again will take a hand in fostering reorganization of the FCC through legislation which would clearly define that agency's authority and drastically reorganize its personnel, was seen last week following a visit to the White House by Mark Ethridge, chairman of the new informal newspaper-radio group created to resist the FCC's latest move toward divorcement of newspapers from station ownership.

While Mr. Ethridge, following custom, did not comment on his conference with the President last Thursday, it nevertheless was clear that he took up with the Chief Executive recent moves of the Commission which have stunned the broadcasting industry.

Industry Feeling

The fact that the President himself two years ago advocated reorganization of the FCC and the writing of new policies which would be so clear that the new administrative body would have no difficulty in interpreting or administering them, led to the surmise that this whole subject was covered.

Moreover, Mr. Ethridge, in an article published in The Annals of the American Academy of Political & Social Science last January, projected the view that there is strong feeling within the industry, shared by the President, that the time is approaching for a new law.

The Annals article was written before the adoption by the FCC on March 19 of an order (No. 79) calling for an investigation of newspaper ownership of stations, both standard and FM, with a view to establishing new policies. It was also written before the FCC began final consideration of the Network Monopoly Report, which now seems headed toward regulation of contractual relations of affiliated stations with the networks and which, if it is contended, would reduce the major networks to the status of programs and time brokers.

Simultaneously, it was learned that a bill shortly will be introduced in the Senate, probably bearing the names of both Chairman Wheeler (D-Mo.) and Senator White (R-Me.), for reorganization of the FCC and rewriting of the statute. This bill would provide the basis for a fact-finding inquiry into the whole radio regulatory structure.

AT&T Inquiry

Meanwhile, the FCC continued to keep things stirred up by ordering another investigation, this time into the AT&T [see page 26], and by taking other actions which generally were regarded as confusing the present regulatory setup. The sudden resignation of Robert M. Cooper, special assistant to the general counsel assigned to the network monopoly inquiry, following purported controversy on procedure; the surprising action of reinstating an FM construction permit to Gordon Gray, publisher of the Winston-Salem Sentinel and head of WSJS, in the face of the March 19 order which nullified all FM grants to newspaper interests pending the outcome of the hearing, over the opposition of at least certain of its lawyers—all tended to intensify the FCC situation.

On another front repercussions on the Network Monopoly Report appeared imminent. Assistant Attorney General Thurman Arnold, who recently assigned Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant Attorney General, to a study of the whole network monopoly situation, apparently is preparing to invade that subject. While there was no formal word, it is understood the Department has been pressing the FCC for final action on the two-year-old network monopoly investigation and that a recent letter from Mr. Arnold to the FCC resulted in a flare-up, following which Mr. Cooper tendered his resignation.

Mr. Cooper retains his status as a special assistant to the Attorney General and two years ago came to the FCC on special litigation involving both the Department and the FCC.

Letter Recalled

Speculation on possible intervention by President Roosevelt in an FCC organization now was revived following Mr. Ethridge's White House visit, because of the internal strife on the FCC and because the industry-FCC relations have grown strained. Two years ago the President personally set in motion machinery to reduce the FCC to a three-man board, with the then chairman, Frank R. McNinch, strongly urging the move.

In identical letters to Chairman Wheeler, of the Senate Interstate Commerce Committee, and Chairmen Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, Mr. Roosevelt had urged enactment of the bill which these two legislators had introduced for reorganization of the FCC. The President at that time wrote:

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

Mr. Ethridge, in his article in the Annals, quoted this language, pointing out that certainly the President is desirous of having new legislation enacted. "All the industrial..." (Continued on page 18)
Additional Honors For Radio Service At Peabody Dinner
Paley Points to Industry's Service to Democracy

"FREEDOM of broadcasting means that no government, no party in power, no dominant private interest may dictate what the airwaves shall carry", stated William S. Paley, CBS president, in a speech at the George Foster Peabody Awards Dinner, at which the 1941 radio awards were announced by William S. Paley, chancellor of the University System of Georgia [BROADCASTING, March 31].

The dinner was held at the Hotel Commodore on March 29 under the auspices of the N. Y. Alumni of the University. Accepting the award on behalf of CBS, cited for "its schedule of broadcasts which integrated and sustained programs to comprise a structure in the public interest", Mr. Paley said:

Service to Democracy

"I have conscious pride in the way this recognition comes to us. For the striking fact is that we are being honored not because a Department of Press & Propaganda says we have followed a regimented plan faithfully, but because a free and democratic institution has exercised its rights, and says we, a free and privately operated broadcasting system, have well served a free and democratic society."

On the afternoon of the dinner, the advisory board for the Peabody Awards met at the Hotel Commodore, and one additions and one additional citation to the official list as published in the last issue of Broadcasting (March 31) were added. An award was made to Mrs. Davis, CBS commentator, for "his terse, incisive, and impartial reporting of the news day by day", while among the large stations WJZ, was cited for its contribution in broadcasting the Town Meeting of the Air. In his acceptance speech, Mr. Davis, the only individual recipient of an award, stated that the entire CBS news organization was responsible for the honor bestowed upon him.

The advisory board also designated Edward Weeks as editor of Atlantic Monthly, as chairman of a subcommittee to the board to draft regulations and objectives affecting next year's Peabody Awards. His recommendations will be submitted to all members of the board before its next meeting.

The award medal to the large stations was accepted by James D. Shouse, general manager; to the medium-sized station, WGAR, Cleveland, by Eugene Carr, and to the small station, KFPR, Columbus, Mo., by C. L. Thomas, general manager. C. E. Arney Jr., assistant to the president of the NAB, spoke on behalf of the NAB. CBS broadcast the ceremonies.

PEABODY RADIO AWARDS were presented by Dr. S. V. Sanford, chancellor of the University System of Georgia, to winners at a dinner held March 29 at the Hotel Commodore, New York. Receiving the medals are, from left, James D. Shouse, for WJZ, Cincinnati, winner of the large station award; William S. Paley, for the network award; Eugene Carr, for WGAR, Cleveland, medium-sized station winner; Dr. Sanford, and C. L. Thomas, of KFPR, Columbus, Mo., the choice among small stations. Additional awards were presented to Elmer Davis, CBS commentator, and Town Meeting of the Air, forum series on NBC-Blue.

Seven Civilian Radio Figures Join Kirby's Branch in Army

Mitchell, Hittenmark Are Assigned Other Posts; Coleson Is Named Administrative Officer

VIRTUAL completion of the personnel of the Radio Branch, Bureau of Public Relations, War Department, with the appointment of seven radio men from civil life was announced last Thursday by the War Department.
These men, several of whom already have reported, will work under Edward M. Kirby, director of public relations of the NAB, who has been loaned to the government to organize the Army radio branch. Mr. Kirby's status has been changed to that of chief of the Radio Branch, and he now reports directly to Maj. Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations, created in the office of the Secretary of War.

Curtis Mitchell, former editor of Movie & Radio Guide, will be assigned to the press and radio intelligence section of the general staff, and will coordinate his work through the radio branch.

Others Named

Gordon Hittenmark, well-known WRC, Washington, announcer, who holds a captaincy in the National Guard, has been assigned to active duty in the Morale Division of the Army, in charge of radio, and also will coordinate his work through the radio branch.

Appointed to serve under Mr. Kirby in the radio branch are Robert C. Coleson, administrative officer, formerly director of radio and special events, San Francisco Fair, and the Texas Centennial.

Jack Harris was placed in charge of special events and is on leave of absence from WSM, where he was in charge of news, special events and sports. He will report about April 20. Brooks Watson, now in charge of news and special events, WMBD, Peoria, and Ross Worthington, former producer of We the People and formerly of Young & Rubicam and Pathe News, will function as associates under Mr. Harris. Mr. Worthington will coordinate pictorial aspects of special events Army programming for newsreels, etc.

Jeremy Ross and Morris J. Jacobs were appointed script writers. Mr. Ross is a New York and Hollywood free-lance writer who has written Society Girl (CBS), Mr. Keena, Tracey of Lost Persia (NBC), Palmolive Revue (CBS), Mrs. Wiggs of the Cabbage Patch (NBC), and Stella Dallas (CBS).

Mr. Jacobs was radio director of Benton & Bowles from 1933-1935; radio director of Air Features Inc., Blackett-Sample-Hummert unit, and in a program capacity with the Democratic National Committee in the New Year area in 1936. He has produced many network shows, including The Goldbergs, Log Cabin Inn and House of Glass, and was co-producer for the weekly series of Philadelphia Symphony Orchestra concerts, when it was sponsored cooperatively by a group of banks.

Capt. Harold Kent, was named liaison officer for educational broadcasts, both commercial and non-commercial. He was director of the radio council for the Board of Education of Chicago, and organized the annual Midwest broadcast conferences attended by some 1,000 teachers, educators and commercial broadcasters each December. A reserve officer, he has been called to active duty and will report about April 29.

Mitchell's Duties

Mr. Mitchell, who resigned several weeks ago from Movie & Radio Guide, now is on vacation but will be assigned to duty in the press (Continued on page 40)

Threat Is Claimed In Letter of BMI

KFAC Says Haverlin Message Has a Familiar Ring

NOTICE by BMI that stations using its music without a license may be subjected to infringement action "to the fullest extent of the law," has come as a shock to at least one station not yet enrolled as a subscriber to the industry-owned music company.

Carl Johnson, relations manager of BMI, on March 22 wrote Calvin J. Smith, general manager of KFAC, Los Angeles, soliciting his membership. Among other things, he pointed out that more than 640 stations now have BMI licenses and that the way is still open for non-member stations to join BMI on the same basis as stations which came in the first day.

"We must also draw attention to the fact that unlicensed use of BMI music constitutes an infringement of our rights which we are taking steps to protect, in ultimate fairness to our composers, publishers and stockholders," said the Haverlin letter. "We cannot let stations continue to have the advantage of BMI and the use of our works without making adequate payment."

Mr. Haverlin, it is reported, addressed a similar letter to virtually all stations not members of BMI. Repercussions were heard in other quarters, too.

Last Call

Mr. Haverlin recited that there was no conceivable benefit in delaying joining BMI and that on the contrary "by doing so you run a grave risk". He advised Mr. Smith to consider his letter as a "last call to come into BMI before April 1."

Expressing extreme surprise over the approach, Mr. Smith replied March 23 that he felt "the same old threat that the industry as a whole objected to on the part of ASCAP for many years."

He asked for an explanation of why "this undue pressure and threat should be placed on BMI non-members at a time when supposition negotiations are going forth to set up a per-use and clearance-at-the-source arrangement."

He added he could not work to correlate these two simultaneous activities. "During the entire sales campaign on BMI stock and use licenses, stations in groups were assured that unintentional BMI infringements would not be bothered. I heard you say this yourself many times. The implication in your letter of March 22 is that you have changed your mind on this score. Naturally, a willful infringer should be stopped, but I should like to have a line from you straightening me out on your true intentions."

STROMBERG-CARLSON Co., Rochester, Conn., and Kabi- son, New York, for the promotion of radio sets and sound systems, including FM.

Page 10 • April 7, 1941 BROADCASTING • Broadcast Advertising
Treaty Switchover Is Engineered Smoothly

But Deviations in Mexico Cause Concern

THE Reallocation of 1941, radio's biggest physical shakeup since its advent, was engineered without serious incident, though developments south of the border are causing radio officialdom some concern.

In this country, 802 broadcasting stations switched frequencies, as scheduled, in January. While there were reports of off-frequency operation here and there, and some rough spots developed from peculiar combinations of frequencies in particular areas, nothing of a serious nature developed.

Some reports of interference from stations in Mexico and Cuba were reported and others may develop, but, on the whole, the over-all result was gratifying apparently both to the public and to the FCC.

Minor Adjustments

Adjustments of assignments growing out of harmonic interference and other frequency combinations, plus the proximity of the police call band adjacent to the upper end of the broadcast band, will require many months. Nothing of a serious nature, however, is indicated. Moreover, the fact that the intermodulation on broadcast receivers is set at the 455 kc. standard has resulted in a second harmonic on stations on 910 kc., which will require adjustments.

The FCC monitoring stations throughout the country sat on as many of the Class I and II channels as possible immediately following the switch-over. Thus far, three definite departures from the prescribed Havana Treaty shifts for Mexican border stations have been detected, while others remain in doubt.

Thus far, Dr. Brinkley's notorious XERA, which was to have been deleted, but later appeared on a revised Mexican log, as earmarked for 800 kc., has not shown up on monitoring reports. But XENT, the Norman Baker station, which was to have moved from Nuevo Laredo to Monterrey, in the province of Nuevo Leon, appeared in its former dial location.

This was regarded as a derogation of the treaty requirements.

XEAW, Reynosa, Mexico, broadcasting with 100,000 watts, was slated for removal to Monterey on 1570 kc. Latest reports, however, are that it still is on the air, operating on 1010 kc. with 100,000 watts. Collins, head of the Crazy Water Crystals Co., is the operator of the station. The 1010 frequency is a Canadian Class I-A channel used by CFUN, Calgary, B.C., with 1000 watts. Engineers thought this operation would cause serious interference to the Canadian outlet.

The third departure from the Treaty understanding is that of XELO, operating at Tijuana, which was to have been moved to Sonora, with 50,000 watts as a 1-B station using a directional antenna. The station remained at its Lower California location, the channel, which KEX, Portland, Ore., is assigned with 5000 watts and a proposed 5000-watt transmitter.

This, it was thought, would also result in intolerable interference. Moreover it was said this interference would persist, since there is very little population below Tijuana and since XELO unquestionably will use a directional northward. It has announced maintenance of studios in San Diego.

Government sources are awaiting further reports on other border stations. Of the three instances cited as possibly Treaty derogations, two were set out in the revised log of Mexican stations released by the Mexican Communications Ministry and published in the March 24 supplement to Broadcasting.

The third, involving XEAW, is a matter even from that revised list, since it was shown on 1570 kc., as a Class I-A station but has moved to 1010 kc.

It was thought that possibly the Mexican Ministry authorized the XEAW shift to the lower frequency on a temporary basis, in responding to the plea that many receiving sets cannot pick up anything above 1550 kc. In connection with the other border station operations, it was felt it was sound to indicate that these stations are operating in defiance of Mexican regulations and that the issue may wind up in the Mexican courts.

While radio folk generally were elated over the over-all outcome of the reallocation, numerous adjustments probably will be made. Thus far, no complaints have been received about the shift of Mexican and Cuban stations to shift frequencies, pursuant to the Treaty terms. For example, WGN, Chicago, was inconvenience by the prominence of a Cuban station on its wave. These, however, were isolated instances.

Little Inconvenience

As for the Mexican allocations, which have caused perturbation here for several months, the score appears to be three "bad" border allocations and one which will include Brinkley's station, of an unknown nature.

The FCC announced April 2 that advice received by it indicated the revised Mexican list has been published with a minimum of inconvenience to listeners and broadcasters. The shift was made without untoward incident, it said, and broadcasters reported that their listeners evinced "no particular confusion, thanks to the advance explanations made by both radio and the press in a public effort which was assisted by Governors' explanation and operation of civic, technical and other groups." The NAB, under the direction of Art Stringer, supervised the latter operations.

More broadcasting on the 50-kw stations which were given reduced power until such time as required directional antennas are installed, were authorized to operate with regular power to the March 19 shift.

The remaining cases are expected to be cleared up without delay, it was reported.

Newspaper Holdings Sold by McLungs Who Retain Interests in Four Stations

SEVERAL more stations are automatically eliminated from the so-called "newspaper ownership" list by reason of the sale last week of the Merced (Cal.) Sun-Star by the McClung family, which holds interests in four broadcasting stations. The McClungs intend to retain their interests in the stations, but will no longer be engaged in the newspaper business.

The newspaper, an afternoon daily founded in 1895 by Peter McClung and his brother, the late Ray McClung, was sold for more than $100,000 to Dean S. Lesher, publisher of the Fremont (Neb.) Tribune and Eagle. The sellers were Peter McClung, publisher, his son Hugh McClung, and his daughter-in-law Mrs. Ray McClung.

Hugh McClung has been devoting his time almost entirely to radio.

McClung Holdings

The McClungs own KYOS, Merced; KSHL, Chico, and KVYC, Redding, all in California, and hold 56% interest in KWLH, Longview, Wash. The stations are Don Lee-MBS outlets. The Merced outlet was founded by them and the other two in California were purchased. They were also in the group which obtained the original construction permit for KWLH, which is 25% owned by the publisher of the Longview Daily News.

Until recently, they also were half owners of KMYQ, Marysville, Cal., which was 50% owned by Horace E. Thomas, publisher of the Marysville & Yuba City Appeal-Democrat. Mr. Thomas also held interests in the Chico and Redding stations, and it is understood he gave these up in consideration of the withdrawal of the McClungs from KMYQ.

There have been relatively few cases on record of the sale of newspaper properties by interests owning newspapers and holding licenses for radio stations, with such interests retaining their radio holdings. One of the most notable instances was the late Harry Shaw's disposal of his Waterloo (Ia.) Tribune for merger with another local paper while he retained his WMT. Later, however, Mr. Shaw also sold WMT to the Des Moines Register & Tribune interests. Mr. Shaw was one-time president of the NAB.

Notifying the FCC of the disposal of the newspaper, Hugh McClung has filed an application for a new 5,000-watt station on 1590 kc. in Fresno.
BMI Enters Its Second Year With 97% Renewal by Stations

First Per-Use Performance Checks Are Mailed; ASCAP Seeking Formula for Broadcast Fees

DECISIVELY spiking rumors that, with an ASCAP deal in the offing, broadcasters would withdraw their support from BMI was the announcement late last month by BMI's new director of station relations, that by April 2 he had received renewal license contracts from 97% of the stations on his roll.

New contracts, running until March 31, 1942, were accompanied, he said, by letters expressing enthusiasm over the achievements of BMI during its first year as a result of the industry-owned music clearing and publishing organization of the stations' strong and active support for the future.

Largest Publisher

BMI officially began operations on April 1, 1940, when it licensed its first song, "We Could Make Such Beautiful Music."

Although since then BMI has acquired the rights to more than 250,-000 musical compositions of every variety, one of No. 1 is still heard occasionally on the air and enjoys a continuous sheet music sale. Starting from scratch a year ago, today BMI is the country's largest publisher of music and the most prolific producer of hit tunes.

Today BMI occupies more than 25,000 square feet of office space, has a staff of 300 employees and ships out each week more than 100,000 printed units of music to broadcasting stations, taverns, hotels, retail music stores and other vendors and users of music.

BMI's willingness to examine the work of new and unknown composers, regardless of the time and effort involved, has won for the new organization the approval of the music public and has also given BMI, from out of the more than 100,000 songs submitted, a catalog of some 600, which the company regards as "interesting and material", in the words of a conductor, "than would ordinarily be submitted by a music publisher in six or seven years."

To the broadcasting industry, however, BMI's first birthday symbolizes something more than the establishment of a successful publishing house. During the last three months BMI and its affiliated companies have supplied the major networks and the great majority of individual stations with all of their program music.

This proved once and for all that while ASCAP formerly had a virtual monopoly on the performance of popular music it did not have any monopoly on the production or licensing of such music, and that by taking the trouble to go past ASCAP's select circle of composers it was possible to uncover a supply of music adequate to meet the almost insatiable requirements of American radio.

BMI Orchestras

BMI is now issuing complete orchestration printed in two colors, a step it describes as "revolutionary" in musical procedure. Purpose is to simplify the performance of music "cross-cued" so it may be used by small groups or full symphony ensembles, enabling the musicians in orchestras of less than full symphony proportions to locate their parts quickly and easily from the notes printed in color. After experimenting with a number of shades, BMI has selected a reddish-orange as offering the greatest contrast to the standard black. Beginning last week, all BMI arrangements of standard, classical and salon music are being printed in two colors.

and we take pleasure in enclosing herewith our check representing voluntary payment for performance royalties for October, November and December of 1940 as estimated from a test check of programs.

"In sending you this payment, we wish to express again our deep appreciation for your cooperation, and to signify the performance of authors to be compensated for performances, upon a fair and determinate basis, is now definitely established and will be perpetuated."

Formula Sought

Meanwhile ASCAP's radio committee, hard at work attempting to find formulas for the broadcasting industry that would meet both the requirements of the Government's consent decree and the approval of the broadcasters, admitted this goal was not yet reached and described as "premature" reports that they had a basic formula just about ready to submit to the NAB committee.

Other reports, that ASCAP would make a deal with the broadcasters and subscribers, have been, to be brokered among the stations and networks and in

(Continued on page 41)

BMI Orchestration teams are shown on the truck of the company's fleet, the truck of the American Tobacco Co., New York, increased in 1940 and has continued to increase in 1941, it was revealed at the annual stockholders meeting held on April 21 at the corporation's home in Jersey City. The company's net sales during 1940 amounted to $285,702,878.17, while the net income for the year was $28,511,762.65.

In response to a stockholder's query on the company's expenditures for radio advertising, Paul M. Hahn, vice-president, who pre-dicted on another of the American Tobacco Co. had less to reach the listening audience with their products a brand of homes actually reached than had any of their three major competitors.

Mr. Hahn exhibited a chart with costs of reaching 1,000 radio homes compiled for each of the four major products of the company, another of the company's programs, Tour Hit Parade, had likewise been filmed. "We found that the material as exhibited on an easily carried portable projector, are shown at some of the spots, taverns, service clubs, and various groups with a short accompanying lecture on Lucky Strike cigarettes. Stockhold-er in attendance considered the demonstration very effective.

Final Meeting Scheduled On AFRA-Disc Contract

MEETING of the negotiating committee of the transcription industry with executives of the American Federation of Radio Artists, scheduled for early this week, is expected to wind up negotiations over the AFRA code for transcribed programs. Document has been ratified by the majority of AFRA members, in meetings of the union's locals in New York, Chicago, Los Angeles and San Francisco, and is out with certain suggestions for minor changes.

A report that a contract has been signed with KGW-KEX, Portland, April 1, 1941, to Nov. 1, 1945, for college and high school employees. Hearings on the AFRA complaint against WIOD, Miami [Broadcasting, Feb. 17], filed with the National Labor Relations Board charging the station with discharging two announcers for union activity, will be in Miami April 10.

Richardson to Discuss Defense at NAB Session

MAJ. GEN. Robert C. Richardson Jr., director of the Bureau of Public Relations of the War Department, will be the principal speaker at national defense at the NAB convention in St. Louis, May 12-15. The entire roster of speakers has not yet been arranged.

The officer, recently named head of the new bureau, which includes the Radio Branch headed by Ed Kirby, NAB public relations director on leave of absence, will discuss with broadcasters the role of radio in national defense. He is one of the Army's outstanding strate-gists and his selection for the new post, was in command of Fort Bliss, Tex.
FM Groups Name Shepard for Hearing

Pioneer in Field Will Represent Them at FCC Session

By BRUCE ROBERTSON

IDENTICAL resolutions authorizing John Shepard 3d, president of Yankee Network and of FM Broadcasters Inc., to represent the FM field at the impending hearings before the FCC on newspaper ownership of broadcast stations, were adopted April 1 by the meeting of 100 representatives of companies interested in FM and by a closed meeting of FMBI.

Both meetings were held in the Empire Room of the Roosevelt Hotel, New York. Governor W. W. Sheppard of New York informed Mr. Shepard to present to the FCC the industry opinion that FM progress is being retarded and to request the Commission to expedite the hearings and action after the hearings.

New Types of Members

The FMBI session, held in the afternoon and attended by about 45 members, amended the organization's bylaws to permit two new classes of membership, associate members with manufacturers of FM equipment eligible for this type of membership; associate members, whose names are open to educational and other non-profit FM stations. Dues for affiliates will be the same as for regular members, $500 a year, with associates given a lower rate. The bylaws were amended to provide for decreased dues for additional stations owned by FMBI members.

Two new members were elected at the meeting: Gordon Gray, WJJS, Winston-Salem, holding a construction permit for an FM station on Mt. Mitchell, and Radio Engineering Corporation, New York, manufacturer of FM transmitting equipment and also operator of an experimental station, W2XZL.

The group reelected Mr. Shepard president and John V. L. Hogan, W2XQR, New York, vice-president. C. M. Jansky Jr., Jansky & Bailey; Walter J. Dean, New York; Milwau- kee, and Cari Meyers, WGN, Chicago, were re-elected directors, the other six directors remaining until their terms expire one or two years hence. Robert T. Bartley was re-appointed secretary-treasurer of FMBI, and Dick Dorrance was re-appointed director of promotion and manager of the organization's New York office. Philip G. Loucks continues as FMBI counsel.

Chief discussion at the morning open session centered on the recent Federal order for FM frequency assignments and hearings "to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers [BROADCASTING, March 24]." Order also specifies that in the cases of newspapers whose applications have been granted "the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission has completed the afore-said investigation, and shall have taken action upon the basis thereof." Shepard replied that the FMBI would expedite the hearings and present for its consideration the views of this meeting as expressed in this resolution.

RESOLVED that the president is hereby authorized and directed to appear before the Commission at the time of hearing and that he be empowered to present such appropriate facts and arguments against disqualification of newspaper interests from FM broadcasting as may be approved by the board of directors.

Limited Scope

Many of those present urged that the resolution be broadened to contain a condemnation of the discrimination against newspaper ownership implied in the FCC order, arguing that the group should adopt a united front against such discrimination, which might easily be voided in the future to similar procedures against ownership of stations by motion picture producers, department stores, insurance companies or other groups.

The majority agreed, however, with those who replied that until discrimination had been proved the wisest course was to assume that the various investigations and hearings will be fairly conducted and that the resolution of the FM industry should confine itself to its own complaint that in holding up construction permits the FCC is delaying the progress of FM broadcast- ing. The group unanimously adopted the resolution.

Following the discussion of the newspaper-ownership issue, Chairman Shepard showed how FMBI followed up last year's hearings by circulating six specific suggestions made by the organization on behalf of all FM broadcasters and the resulting FCC actions.

Further informal conversations with FCC personnel, Mr. Shepard said, indicated that, for the present at least, high-quality transcriptions (Continued on page 45)

PROSPECT OF UNIVERSAL DAYLIGHT SAVING WITHERS AS HOUSE LEADERS LACK INTEREST

THE prospect of establishing universal daylight saving time as a national defense measure through the Federal statute took a dip this week when it was revealed by Speaker Rayburn that the proposition had failed to gain attention of the majority leadership in the House. He also stated that he thought daylight saving was a matter to be handled by individual States. The federal bill which was presented until April 14, the possibility of establishing daylight saving time on a national basis this season appears even more remote.

In a letter to certain national and regional newspapers embodying a universal daylight saving time system for the country was filed in the House March 27 by Rep. Keogh (D-N. Y.). The first such proposal, providing seven months of daylight saving time, was advanced several weeks ago by Rep. McLean (R-N. J.), The Keogh bill would establish daylight saving time during a six-month period, from the last Sunday in April to the last Sunday in October. In another quarter-daylight saving got a boost from Rear Admiral Joseph K. Tassaud, commandant of the Fifth Naval District, who advocated the adoption of daylight saving time in the Nenibor, Va., area in the interest of speeding up naval defense construction there. He indicated that officials of the Newport News Shipbuilding & Dry Dock Co. also favored daylight saving time. On March 28 the board of directors of the Assn. of American Railroads passed a resolution supporting the McLean proposal (HR-3789).

FM Network Group Plans Corporation

Temporary Board Is Named To Continue Research Function

PLANS for incorporation, probably under the name Associated Broadcasting Corp., were announced April 3 by the FM Program Research Committee following a meeting at the Hotel Roosevelt the previous night. The group's annual membership meeting was held at the Hotel Roosevelt, New York.

Like the old committee, the new corporation will continue research and other functions necessary to pave the way for the eventual creation and operation of an FM network, for which purpose the group was first called together last summer by John Shepard 3d, president of the Yankee and Colonial networks in New England and also president of FM Broadcasters Inc.

Temporary Board

A temporary board of directors was elected to serve until the corporation is completed. Mr. Shepard was elected chairman. Other members are Herbert L. Petey, manager of WHN, New York; FMBI member and news manager of Metro-Goldwyn-Mayer, applicant for an FM station in Hollywood; Gordon Gray, WJSJ, Winston-Salem; Harry Stone, WSM, Nashville; Walter J. Damm, WTMJ-W65M, Milwaukee; John R. Latham, former president of the American Cigar & Cigarette Co. and advanced applications chairman who was retained by the committee some months ago to develop plans for FM network operation.

The full Latham report, covering all aspects of network operation, was discussed but no action was taken. Board plans to hold a meeting in about three weeks, probably in May.

Since about a dozen of the group's 40 members represent newspaper interests, no definite plans for a network can be made until the corporation or the FCC has completed its investigation of newspaper-ownership of radio stations.

Holland's Plans

HOLLAND FURNACE Co., Holland, Mich., through Ruthrauff & Ryan, Chicago, on May 17 will sponsor a broadcast from the Holland Tulip Festival, for the eighth consecutive year. The length of the program and the network has yet to be determined. Last year the show was on CBS. In addition to the portion of the National Barn Dance, NBC-Red network feature, sponsored by Miles Labs, Elkhart, Ind. (Alka-Seltzer), will be broadcast as the peak of festivities from Holland. Ron Metzger, radio director of Ruthrauff & Ryan's Chicago office, is in Hollywood looking up talent for a weekly half-hour series which the Holland Furnace Co. will sponsor on one of the major networks during July and August.
Earnings of CBS Increase but Are Absorbed by Taxes

Gross of 51 Million is 18.8% Up but Net Scarcely Rose

CBS consolidated net earnings for 1940 totaled $5,000,633,484, or $2.80 per share, according to the company's annual report issued March 31. Sum is $200,000 more than the earnings of $4,980,000, or $2.70 per share, estimated in a preliminary report in February [Broadcasting, Feb. 10].

Gross income for the network during the fiscal year, $50,912,064, an increase of 18.8% over the 1939 gross income of $42,845,394, but taxes increased 115% during the year so that the net income for 1940 was only $5,015, or one-tenth of 1% above that of 1939 and the per-share earnings for the two years were identical.

Increase in Assets

Cash dividends of $3,432,564, or $2 a share, paid in Dec. 30, 1939, covered fixed assets increased during the year from $6,179,193 to $7,148,644 and bank loans were reduced from $800,000 to $750,000. Cash on hand Dec. 30, 1939, of the 52-week period covered by the report, was $7,570,151, as compared with $6,315,917 on Dec. 30, 1939. Ratio of cash to short-term obligations at the end of 1940 was 2.16 as compared with a ratio of 2.39 the year previous. "This decrease is due principally to the larger provision for Federal income and excess profits taxes required in connection with our 1940 operations," the report states.

CBS investment in Broadcast Music Inc., representing approximately 9% of total BMI stock, amounted to $32,285. In addition, CBS is contingently liable for $400,000 to E. Marks Music Corp., having guaranteed part of the payments for Marks performing rights BMI is to make between 1942 and 1945. Of the $400,000, $250,000 was considered as an investment of $140,000, with the network's liability being secondarily contingent for that sum.

A special compensation of $254,605 was paid in December 1940 to 150 executives, junior executives and key employees of CBS, not including the president.

Proceedings of a special report, made by Frank K. White, treasurer, President William S. Paley makes his report to the stockholders on the company's activities and plans during the year, including international broadcasting, television and FM as well as on the various aspects of domestic programming and the impending FCC monopoly report. Stating American broadcasting is the "last, best and surest double-entendre of the American democratic way of life and as an importantly useful factor in preserving that way of life," he continued:

"More and more, I believe, the American people, contrasting our broadcasting with the enchainment, government-directed emanations of the dictator countries, are sensing freedom of the air as a precious right of the public. The Congress seems to have been far seeing when it created a radio law designed to prevent Government interference with program making. The law-makers could hardly have sensed how intricately radio would have become woven into the warp and woof of the pattern of American life."

A Public Trust

"Broadcasting today is subject, and properly so, to all the general laws and regulations governing business. In its own field it is subject to the FCC's policing of the wavelengths and it should and must be so subject, otherwise, would be confusion and chaos. Beyond it functions under the broad general requirements that it must operate in the public interest, convenience or necessity."

"Beyond the necessary limitations I have just mentioned, broadcasting is a product of the private competitive enterprise system. Government has not sought to regulate or interfere with our special business problems and the industry in turn has been self-regulating and self-policing and ever swiftly responsive to the public will and the public taste. To maintain it so is a public trust which all responsible broadcasters recognize, for to change it in any important sense into a creature of Government would be to turn back the hands on the clock of American freedom."

FLORIDA IS NOT THE ONLY PLACE where sports prevail at this time of year. Starker is in Atlanta to help the softball team of KGO-KPO whipped their radio comrades from KFSO, 29 to 24. The game was so bad that girls on the staff of KFSO challenged the KGO engineers and auditors. They played four innings and whipped the men, 6-2. KGO and KFSO teams are gathered in the picture; Top row (I to r) Lee Kolm, Troy Harper, Ralph Stoddard, Ed Jansen, Bill Shaw, Verne Tyler, Halton Boten, Bob Anderson, Harlan Dunning, Cliff Howell, Paul West and Jack Ulrich. Middle row, Floyd Farr, Neal Shaver, Dick Bertrand, Wally Ruggles, Hal Wolf, Jack Gregson, Bob Dumm, Jack Feldmann.

CBS Affiliates Reach 127 Total

WITH THE RECENT addition to CBS of KZMR, Manila, and WMBB, Unicenton, Pa., and the announcement that WERC, Erie, and WWK, Wheeling, will join the network, CBS affiliates now total 127 stations.

KZMR operates on 618.5 kc, 500 watts, with transmitter from Far Eastern Broadcasting Co. WMBS is owned by Fayette Broadcasting Co., and operates on 190 kc, with its new power of 1,000 watts day and night. Base rate is $125 per evening hour.

WERC, Erie, operating on 250 watts power day and 100 watts power night, on 1490 kc, joins CBS in mid-April. As a result of a local agreement by the Erie Broadcasting Co., the station will have a base rate of $125 per evening hour. Effective May 2, WWK joins CBS with 1000 power nighttime hour as base rate. Station is owned by Commonwealth Communications on 1400 kc, with 100 watts power. The stations in Erie, Unicenton and Wheeling will be included in CBS' basic supplementary group and will be available individually to CBS advertisers using the basic network.

Shell Oil Spots

SHELL OIL Co., San Francisco (Sulitized gasoline) is concluding a two-week campaign on 37 stations on the West Coast in which it is calling attention to this new Shell gasoline product. Night chain breaks are being used. Agency is J. Walter Thompson, San Francisco.

The station list:

KPO KFSO KFRC KGO KGW KYS KAM KXC WAM KHJ KWK KPO KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGX KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KGW KG..."
January and February Industrial Payrolls in Detroit Were Estimated at

$128,000,000
AN INCREASE OF
$22,000,000
Over January and February, 1940

Detroit is today one of the outstanding markets in America. Substantial gains in all important divisions of business and industry in this area furnish abundant evidence that this is so. Industrial payrolls for January and February, 1941, showed an estimated gain of $22,000,000 over the corresponding months of 1940, and 1940 payrolls were higher than 1929!

Proof that WWJ is the most listened-to radio station in this great market is furnished, not only by increased time sales, but by every listener-interest survey that has been made in Detroit during the last ten years.
Coast Baseball Covers Nine Markets

General Mills, Goodrich
Arrange Extensive Merchandising

WITH A REDUCTION this year in the number of stations used in comparison to past years, General Mills and the R. P. Goodrich Co. again are co-sponsoring baseball games in six Western States. Nine major markets are being used.

In three of the cities General Mills carries the entire sponsorship with Goodrich participating in co-sponsorship on six stations. The season started on March 31.

R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast Agency, San Francisco, stated that all games of the Pacific Coast League, home and away, in California and Oregon are broadcast, as well as the games of the Western International League in Washington, K. M. D. Coover will re-broadcast National League games.

Local Meetings

General Mills and Goodrich have abandoned the baseball promotion of the past for a more concentrated push of their radio sportscasters, which in the past had been held in one of the major cities on the Coast. Instead Mr. Stafford said, the Westco, made a two-week tour to all the markets from which the broadcasts originate, holding individual meetings with each of the sportscasters. At each market they were joined by local executives of General Mills and Goodrich.

Westco signed the following stations to carry the station-sponsored broadcasts:

- KQW, San Jose, Cal.; KROW, Oakland, Cal.; KFAC, Los Angeles; KEX, Portland, Ore.; KGA, Spokane, Wash.; KREY, Seattle, Wash.; KUTA, Salt Lake City;
- KIDO, Boise, Idaho; KMYR, Denver. KFAC, KMYR and KIDO do not come under the co-sponsorship arrangement, but are being carried by General Mills alone.

Sportscasters will be promoted extensively on their trips. Each will be accompanied with Wheaties and other Sperry Flour products advertised on KIDO. Where there is co-sponsorship, General Mills will advertise Wheaties exclusively and Goodrich its tires, tubes and batteries.

Pacific Coast League games are played at night Tuesday through Friday, and on Saturday and Sunday afternoons.

For the first time since General Mills and Goodrich have been sponsoring baseball, the season started in a station outside of San Francisco will carry games, home and away, of the San Francisco Seals. It is KGA, San Antonio, Texas.

San Francisco. This station's new frequency, 740, puts it between the two NBC stations, KFO and KGO on the dial. KQW's directional antenna is beamed toward San Francisco.

Announcers signed for this season's broadcasts are: Ernie Smith, KQW; Dean McIvor, KROW; Rollie Truitt, KEX; Mike Frankich, KFAC; Louis Gillett, KGA; Leo Larson, KRSB; Bill Sears, KUTA; Roy Civille, KIDO.

WHAT CLEAR CHANNELS MEAN to the farmer and their relation to the Havana Treaty Movin' Day allocations of March 29 were the topics of this homey setting arranged by the executive of the station and the head of the independently-owned clear channel group, arranged the session at the home of one of Tennessee's rural leaders, Lewisburg's Mayor Jim McCord. As they dialed around the set to the accomplishment of a running record of the realized in emphasis was placed on night-time clear-channel service. WSM tuned in WSB, WFAA, WHAB, among the clear-channel outlets. Also tuned in was WGN which had a "foreign visitor" on its channel to show what happens when another station gets on a clear wave. In the group are Mrs. McCord; Mayor McCord, O. E. Van Cleave, former commissioner of agriculture, of U of Tennessee; Harry Stone, WSM manager (turning copy); Jack DeWitt, chief engineer, and George Reynolds at controls.

Local Bakery Programs Placed by W. E. Long Co.

W. E. LONG Co., Chicago agency, recently completed five series of 13 one-minute musical transcribed announcements featuring Charlie Ham and His Piano. The series are scheduled to start during April and sponsored by the following concerns: Roger's Holsum Bakery Co., West Palm Beach, Fla. (Holsum bread) on WJNO, same city; San Joaquin Baking Co., Manteca, Calif. (Bety Ross bread) on WKG, Stockton, KTRB, Modesto and WNS, Merced; Cal. Bakeries, San Jose, Cal. (Sunlite bread) on KHB, Watsonville, KQW, San Jose and KDON, Montebello; Cal. Schmidt Bakery Co., Baltimore (Old Home bread), stations currently being selected for a spring fresh start; Old Home Baking Co., Denver (Town Talk bread) also a regional release with stations yet to be selected.

In addition the agency has completed a series of 13 one-minute series on WSM, Nashville, Edwin W. Graup-\rightarrowing Mirandy, Hollywood character actress, to be placed by approxi- mately 20 stations located in the south, for Aunt Hattie's bread, a franchised product.

All transcriptions were cut by C. P. MacGregor studios, Hollywood.

COOPER TO LEAVE FCC LEGAL POST

RESIGNATION of Robert M. Cooper, for two years special assistant to the general counsel of the FCC, was announced last Thursday. He had been active in handling the Network Monopoly Report, now under final consideration by the Commission.

Mr. Cooper did not announce his immediate plans, but is still associated with the Department of Justice as a special assistant to the Attorney General handling litigation involving Western Union as well as other communications matters. It is understood he has had several offers but will remain for the present at the Department of Justice.

Prior to joining the Commission, Mr. Cooper was with the Anti-Trust Division of the Department. He has specialized in litigation on the network-monopoly inquiry, growing out of the FCC's current consideration of the report, probably motivated his decision to leave immediately.

Silver Variety Show

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), will substitute a half-hour variety show for the Silver Theater when that program, heard on CBS Sundays at 6:30 p.m., goes off the air for the summer on April 27. Summer replacements for the Erle Lib-\rightarroway column of the New York Daily News as m.e., and Will Brad-\rightarroway's orchestra. Young & Rubican, New York, is agency.

Short Dodge Drive

CHRYSLER Corp., Detroit, has started a two-week campaign of one-minute transcribed announcements for Dodge cars on 82 stations. Ads will air for a total of 8 to 14 times on each station in the evening. Ruthrauff & Ryan, New York, is agency.

Wilson Cuts List

HOWARD H. WILSON, head of the national representative firm of the same name, to shorten the list of stations he represents, has announced the following stations will no longer be represented by him following the expiration of current contracts: WODE-WSPA, Spartanburg, S. C.; WRAI, Raleigh, N. C.; WHLB, Sheboygan, Wis.; WPIC, Sharon, Pa.; KSDO, Sedalia, Mo.

HOMER OWEN GRIFFITH & ASSOC., Hollywood, is Pacific Coast representative of KSEE, Pocatello, Ida.

NEW KILOCYCLES but the same national pattine greeted John E. Neblett (left, above), sportscaster of KWK, St. Louis, during his stay in St. Petersburg with the Cardi-\rightarrow
cbalances, both of WSUN where he acted as guest announcer for WSUN dur-\rightarrow
eing the winter. With him are Fred Lieb (with hat), sports writer, and Fred Daiger, WSUN program director and announcer.
"He was harder to please than a Pet Pekinese!

... but Benton 'friendlied' up faster than a hungry pup when we offered him that NBC Thesaurus show! Signed for 26 weeks—like that."

"Never thought he'd pay the price for a really good program, Jim."

"Come out from under that beaver hat, Ed. The client who can't afford an NBC Thesaurus program can't afford to advertise."

* * *

Perhaps that's putting it a trifle strongly. But the fact remains—as many station salesmen will confirm—that one of the quickest and surest routes to a prospective client's contract is through NBC Thesaurus. Thesaurus offers just about the finest recorded-program values in radio—big time, big name musical shows ranging from swing to symphony—all at a price well within the limits of almost any budget. Yes—and all programs recorded NBC ORTHACOUSTIC, which means, of course, reproduction at its best.

Offer that "can't-afford-radio" prospect* an NBC Thesaurus show and watch him change his mind. Over 200 stations are now using Thesaurus but many good markets are open. Write today for availability, rates and detailed information.

*Postscript for Advertisers and Agencies: If you have a client with limited budget and a spot broadcasting problem, consider Thesaurus. Write for list of cities where these fine musical programs are on tap for immediate use.

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood
Real Estate Operating Results From Radio

Air Medium Effective in Increasing the Sale of Homes

By SAMUEL J. HENRY JR.
Radio Director
Vincent Tutching & Associates

"Homes for sale—four to forty thousand dollars!"

That, in effect is the unusual advertising message which Washington radio listeners now hear each Sunday. Just who or how many of the great radio audience are immediate prospects for a home of their own is hard to say.

Smart real estate advertisers, nevertheless, have learned to expect results of radio for radio reaches everybody and everybody, under present conditions, is sooner or later a prospect for home ownership. (That is in and of itself the essence of the modern housing program, as exemplified in the FHA plan, and enthusiastically supported by many private builders.)

Results From Radio

What is more, Washington's real estate advertisers are getting profitable results from radio — and therein lies an unique success story to the credit of the broadcast medium.

Could radio sell real estate? That question had piqued the curiosity of ambitious advertising men since the early days of radio. In 1921, the Queensborough Corp., engaged an hour over WEAF, New York—purpose, to sell real estate. It was radio's first commercial program, though history does not record the results thereof. The ensuing 20 years have seen soap and cigarette advertisers far outstrip real estate in the use of radio time, but a few far-sighted leaders were not discouraged. A home is by far the most expensive purchase which the average man makes in his lifetime. Many make it, but an ever-increasing number of people today are thinking of that "home of their own," and radio deserves a goodly share of the credit.

Since 1955, several factors have combined to bring radio more forcibly to the attention of home builders and developers. The Federal Housing Administration asked the cooperation of broadcasters in publicizing its Insured Mortgage Plan, whereby the average family could buy a home as easily and economically as paying rent. Radio men rallied to a worthy cause, but the expected revenue from advertisers in the real estate field was not forthcoming. In a few cities—notably Houston, Chicago, San Francisco, Memphis—stations had capitalized on the great movement for better housing, but the writer, while at the NAB in 1939, noted that comparatively few broadcasters were taking full advantage of FHA radio material and other aids to sell real estate advertising. Here was virtually an unknown and unexplored field of time sales, while the printed advertising expenditures for real estate companies mounted into the millions each year.

Songs of Home

The NAB Building Floor Manual, produced in cooperation with the FHA and sent out in April, 1940, to 500 member stations, was the first result of this exploratory thinking. In August, 1940, WJSV, Washington, developed a real estate program featuring Elinor Lee and sold the idea to several interested accounts. The campaign ran for 20 weeks, with satisfactory results reported by all concerned. Stations in other cities inaugurated similar programs, and met with varying degrees of success.

Station sponsorship of model homes offered many interesting possibilities as a promotion stunt, but was not always calculated to produce the best radio entertainment, or maximum results. As one station man put it, it was a "messy" job, with all the headaches and inadequacies to be expected of a new and untired idea.

Then, in October, 1940, the Newbold Development Co. of Washington inaugurated House and Home Time, a 15-minute program based on the stories behind famous songs of home. Placed by Vincent Tutching & Associates and heard over WJSV each Sunday at 10:30 a.m., House and Home Time was written and conducted by Harry F. Daniel, vice-president of the agency, whose dramatized Stories of Industry for the U.S. Department of Commerce had run for 55 consecutive episodes over a coast-to-coast and international hookup via CBS in 1936-37. House and Home Time clicked. Here was a radio program specifically designed to sell homes, and Vincent Tutching & Associates were quick to realize the merchandising possibilities. Consistent small space ads in the real estate sections of all Washington newspapers called listeners' attention to the program. "A Radio Home" was announced and people invited to drive out and inspect it.

The program itself did the direct selling job—with no other medium used. The Newbold Development Co.'s Glenbrook Village soon began to show a nice increase in sales. Recently Newbold added a second subdivision, West Chevy Chase, which had failed under the direction of another development company. Radio now carries the entire advertising load on both locations, and the sponsor, Alfred T. Newbold, reports sales "far ahead of last year" with nearly a quarter-of-a-million dollars worth of homes sold in January and February of this year—convinced answer, we believe, to the question: Can radio sell real estate?

The success of House and Home Time & Associates to look around for suitable program ideas for its many other real estate clients. On Feb. 23, 1941, VT&A inaugurated Homes on Parade, a 30-minute program broadcast Sunday at 1:30 p.m. over WJSV. Homes on Parade is essentially a real estate program featuring Jason Hall, "radio's friendly guide to better living." Hall handles all commercial and editorial comments, which are designed to create an authentic real estate atmosphere and to engender the ownership idea in the listener's mind. Actual interviews with prominent real estate men lend additional authority to the program. Carefully selected, transcribed music of a popular and semi-classical nature rounds out the entertainment.

Three builders, two home finance companies, a real estate broker, and a local radio station engaged in a project which has been recognized as a "sell-out." Many of the participants report direct results from the broadcasts, either actual sales, inquiries, or record-breaking crowds drawn to the various developments. Bradmore, whose homes had languished for weeks, sold six homes in four days. Walker and Dunlop, FHA mortgagees, traced customers direct to Homes on Parade influence. Waverly Taylor Inc., selling homes at a rate of 2000 a year, and a few builders, received new numerous inquiries, which are fast being closed.

Washington radio listeners have come to think of Homes on Parade as an actual program, an idea to which they turn regularly for ideas, advice and information on what to look for, and where to find it. The program consists of interviews with the news-makers related to all prospects, pre-program courtesy announcements, usual publicity on newspaper radio pages, ads in the Shopping News, and special insertions in the sponsors' newspaper and direct mail ads.

All advertisers are signed on a 13-week schedule. It is confidently expected that Homes on Parade will become a year-round radio feature. If results have anything to do with contract renewals (and one who leads us to suspect they do), real estate advertising via radio is due for a long run.

Apple Campaign

WASHINGTON, D.C., April 2, 1941—Apples were displayed at the Wanamaker Store in Philadelphia, Pa. (Wine-sap apples) recently started a three-week campaign on stations in 15 major markets, using 1500 participating programs and 100-word chain breaks three times weekly. Stations participating include WPIS, WMCA, WMAM, WMCA, KOMO, WIGST, KOIL, KPRC, WTKY, and WIND. Agency is J. Walter Thompson Co.

SECOND-YEAR'S START of the weekly half-hour Kosh Kwiz on KFWB, Hollywood, from Paramount Theatre stage in downtown Los Angeles, under sponsorship of Log Cabin Bread Co., occasioned a celebration, with the usual birthday cake. Harry Wallen, theatre manager, cut the cake with Ted Myers (left), m.c. of the program, munching a doughnut while Howard Wilder, Log Cabin Bread Co. sales manager, and Tom Scholts (left), show producer and radio director of Scholts Adv. Service, Los Angeles agency servicing the account, are absorbed in a discussion.
ADD STANDOUT LOCAL PROGRAMS TO PROVEN CBS NETWORK LEADERSHIP

KLZ

DENVER’S STANDOUT STATION

5000 Watts on 560
Copyright as Seen by a Disc Library

Higher Fees by Owners Of Music Rights Foreseen

By GERALD KING

Standard Radio, Los Angeles

IN THE MARCH 10 issue of Broadcasting, the director of KGIR, Butte, Mont., brought forth several very interesting comments and suggestions regarding the question of copyright on music when and if the broadcasters complete a deal with ASCAP to return music of that pool to the air. This article was entitled "Turning Points in Musical Copyrights".

In his argument Mr. Craney, among other things, stressed the fact that broadcasters should insist upon clearance at source for electrical transmissions. In the belief he has not covered this particular subject completely I would like to point out some facts which broadcasters should be aware of before they plunge into the negotiation of ASCAP music.

Library Problem

To begin with, as the lawyers say, let us make a stipulation. This argument of nine concerns only music of transcriptions in library services such as supplied by ourselves, NBC, World, Associated, Lang-Worth and MacGregor. I agree with Mr. Craney that transcriptions should be cleared at source if network commercial programs are cleared at source. This is no particular grace to the advertiser knows in advance where the programs will be run and the musical copyright owner can fix charges accordingly.

The situation with respect to musical transcription libraries is considerably different. One library service goes to 300 stations; another has 100. If a number of transcriptions cleared at source would the copyright charge be based on the number of subscribers—which varies month to month—be the number of subscribers divided into seven or eight groups of stations, and by the number of copyrighted compositions, plus the use made? It becomes a little complicated when you consider one service may have 2,500 ASCAP selections in it while another has none and a third has 500. And the amount of this copyrighted music will vary month by month as new releases are added as the various services release from 36 to 100 selections monthly.

If, on the other hand, a sort of blanket fee for clearance at source for these library selections is decided upon, how are these fees to be apportioned among the competing companies? One station may use a service but a half-hour daily for a six-month period and suddenly need it for three hours daily. Others, not connected with networks, may use a service or services upwards of eight and ten hours daily. Is the small user to pay an average fee for the benefit of his brother broadcaster who gets five times the use from the music?

All these questions of course can be solved even if not on an entirely equitable basis. But there still remains a point or two to the problem and these concern money which the broadcaster must spend. It must be plain to Mr. Craney that if library transcriptions are cleared at source the copyright owners are going to demand a pretty fancy fee from the transcription companies to compensate them for the loss of revenue from the local outlets.

As this is not taken into consideration with rates as they now stand this means these charges have to be passed on to the stations. It has been my experience that whenever a situation of this kind appears, the ultimate consumer pays considerably more by handling the collection of the money through a third party than by paying directly.

The Simpler Way

The transcription companies cannot be responsible for performing rights. They already have a responsibility for mechanical rights, about which a sentence or so later on. If they are to be responsible for the collection of performing fees, including perhaps credit losses, the transcription rates will have to be loaded for this, plus handling charges. How much simpler it is to handle this direct with the copyright groups.

I estimate that 95% of the use of musical program library services is for local programs, either sustaining or commercial. It seems to me to be a more logical procedure for the local station to report its local commercials, whether studio, by transcription or phonograph records, rather than attempting to segregate them by types. It may be that there will be blanket deals for sustaining—no one knows at this time. If so, the amount of work required for reports will be much less if one report is made to each music pool than if several are required, including one to each library service for re-reporting to the copyright owners.

The ideal way of settling the music business as I see it would be for a uniform contract for performance agreed to by all the music pools and which would cost the local outlet nothing, except for sustaining programs if these are put on a blanket basis. Network commercials would then require no attention being cleared at source. Neither would commercial transcription rates. Local commercials would be reported per program to the pool whose music was used. And that would be the end of it except the deal might be made to include clearance of all network broadcasts at source so as to eliminate the necessity of the local outlet taking on dozens of sustaining contracts from each music pool and the 150 independent publishers of the country.

Carefully Checked

Mr. Craney makes a statement that the broadcaster knows nothing of the music as it is transcribed, yet he is responsible for its performance. He is very clear and very true on this. My only answer is, so far as my knowledge extends, no broadcaster has ever been sued or a collection made on any piece of music sent him by a transcription library. We are pretty careful about what we record and have facilities better than most for checking sources of music. We have to. So while it may seem unfair I don't believe anyone has been hurt by it and if the performing licenses work out as they stand now, I don't see how there can be no difference anyway. A recording improperly credited to one pool will simply be a mistake; not a means for a suit.

My argument is my final argument against clearance of transcribed music at source. If the transcription libraries are so cleared they are immediately thrown on the practicing publishers, who may well regard this as an attempt to evade the law. The Department of Justice consent decree find themselves prohibited from certain practices which have prevailed in the past regarding mechanical licenses, and who no doubt will use this to effect a performing fee sufficiently large to be a public benefit and will sustain by being forced to grant mechanical licenses according to the 2-cent provision of the copyright act. Radio would pay for that.

Furthermore, if transcriptions are cleared at source then phonograph records must be so cleared. There is no distinction between these in the copyright act. And imagine how grateful the phonograph record companies would be for that after trying vainly for years in the courts to restrict the use of their recordings on the air. Perhaps, after all I am all wrong in arguing against clearance of music at source because this would make phonograph records unplayable on any station and the transcription companies would reap a bonanza in new business.

As a final word, remember the library transcription companies want to work with the broadcasters. Radio stations are our customers and our source of revenue. But regard carefully any proposal which may seem to be drawn up for your benefit but which may cost more than by doing business under the existing setup.

New York Recording Bill Shelved for the Season

NEW YORK STATE Senator Charles D. Perry (D-Manhattan) has withdrawn the enacting clause of his bill authorizing the unauthorized recording of broadcasts, which in effect shields the measure.

Withdrawal followed a meeting of Senator Perry with a group of representatives of the National Assn. of Performing Artists, organization spokesmen, radio networks, and the transcription industry, held in New York March 22. Following this meeting the group held other meetings and Perry will continue to meet until a bill satisfactory to all interests has been drafted. This bill is to prevent the theft of radio programs through off-the-air recordings which might then be sold for use on stations which did not carry them originally.

Sydney Kaye, who last year handled the opposition of the NAB State Committee, pointed out that the measure would require some 30 permission to use any program, which would be practically impossible. Also attending the meeting were the National, Earl Mangum, Robert Sweeney, NBC; Howard Hausman, CBS; Lloyd Egger, NBC Radio-Record Division; C. M. Finney, Associated Music Publishers.
One afternoon a few weeks ago, the 12,000 men of New England's 43rd Division reaffirmed their oath of enlistment with a single "I Do" which rang from every mobilization center and armory in Connecticut, Rhode Island, Maine and Vermont.

These 12,000 guardians of our American way of life—called to order by the stirring tones of four trumpets—were given the oath over a twelve station network from the studios of WTIC.

This project, sponsored by WTIC, symbolizes the unity of our country in these critical times. It is one example of the service which a free system of broadcasting can render in a free democracy.
New Stations Authorized by the FCC During First Three Months of 1941

* Asterisk indicates station already on the air.
+ Dagger indicates call letters not yet issued.

CONNECTICUT

IOWA
KBUR, Burlington—CP issued to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 25% stockholder; J. Tracy Garrett, publisher of the Burlington Hawk-Eye Gazette, 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 6; 250 watts on 1490 kc.
+ NEW, Clinton—CP issued to Clinton Broadcasting Co.; Peter Matsen, president Aran Laboratories, proprietary manufacturer; president, 136 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Gourley, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

MISSISSIPPI
WMIS, Natches—CP issued to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCC, Gulfport, president, 31% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 8%; F. C. Ewing, manager of WGCC, secretary-treasurer, 5%; M. M. Ewing, 5%. Granted March 15; 250 watts on 1490 kc.

NEW YORK
+ NEW, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1460 kc.

PENNSYLVANIA
NJW, Butler—CP issued to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.
+ WWRM, Lewistown—CP issued to Lewistown Broadcasting Co.; Sentinel Co., publisher of the Lewistown Sentinel, 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33 1/3%; James S. Woods, same company, 33 1/3%. Granted Feb. 11; 250 watts on 1000 kc.

SOUTH CAROLINA
WMDP, Greenwood—CP issued to Grenco Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A. Maguire, secretary and treasurer, 20%. Granted Jan. 7; 250 watts on 1460 kc.

TEXAS
KBGD, Harlingen—CP issued to Harlingen Broadcasting Co.; McHenry Tichnor, retired newspaper publisher, president, 224 shares; Genevieve Tichnor, his wife, secretary-treasurer, 16 shares; H. H. Tanner, vice-president, 12 shares. Granted Feb. 11; 250 watts on 1240 kc.

VERMONT
+ WWSR, St. Albans—Transfer of facilities of WQDM, St. Albans, to Vermont Radio Corp.; Lloyd E. Spiker, manager and half-owner of WDEV, Waterville, president, 56% share; William G. Picker, half-owner of WDEV, vice-president and treasurer, 44% share; Ernest C. Perkins, 1 share. Granted Feb. 11; 1500 watts daytime on 1420 kc.

VIRGINIA
WINC, Winchester—CP issued to Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va. Granted Feb. 4; 250 watts on 1400 kc.

HAWAII
KHON, Honolulu—CP issued to Hawaiian Broadcasting System Ltd., operator of KGMH, Honolulu, and KHIN, Hilo; Consolidated Amusement Co., motion picture chain owner; 25% stockholder; Honolulu Star-Bulletin Ltd., 50%; Corp. of the President of the Church of Jesus Christ of Latter Day Saints, 25%. Granted Feb. 11; 250 watts on 1440 kc.

In addition, the FCC has issued proposed rules granting tentative new stations in San Juan, Puerto Rico (Enrique Abario Sanchez); 1500 watts daytime and 2500 watts day and night; and in Jacksonville, Ill. (Hobart Stephens, Alton Ridge and Edgar J. Korsmeyer, a partnership; 250 watts daytime and 1500 watts nighttime). These proposals are subject to final ratification and assignments are subject to change under the Havana Treaty.

David Rosenblum Given CP for Station in Butler

The FIRST new station authorization since the March 29 reallocation was granted April 1 when the FCC issued a construction permit to David Rosenblum, department store owner, for 250 watts on 680 kc. daytime only, in Butler, Pa., a community of about 25,000 population about 30 miles north of Pittsburgh. The grant was made without hearing.

On the same day the Commission, apparently in pursuit of its policy of instituting new station applications, designated for hearing the application of Colonial Broadcasting Corp. for a new 250-watt station on 1250 kc. in Norfolk, Va. Colonial is 98% owned by Daily Press Inc., publisher of the Newport News Daily Press and Times-Herald and owner of WGH.

A NEW station in Scranton, Pa., seeking the facilities of WARM, is sought in an application for 250 watts on 1400 kc. filed by George Grant Brooks Jr., a New York stockbroker with offices at 52 Wall St.
Announcing
Formation of the Firm of
RING & CLARK
Consulting Radio Engineers

ANDREW D. RING
Former Assistant Chief
Engineer of the FCC

RALPH L. CLARK
Former Senior Radio
Engineer of the FCC

JACK H. DeWITT, JR., well-known
station and consulting engineer, will be
associated with the firm as supervisor of
field survey activities.

The firm of Ring & Clark will specialize in broadcast alloca-
tion, also proposing a system of synchronization for improved
quality and reliability with minimum supervision of operation.

WASHINGTON, D. C.
Munsey Building  ★  Telephone REpublic 2347
CHLW at 800 kc.
now offers:

- 25% increase in our 500 microvolt contour line.
  33% greater than under our old frequency.
- Total population in CKLW's primary area at 800 kc. 8,063,520
  33% greater than under our old frequency.
- Total radio families 2,211,523
  35% greater than under our old frequency.
- Retail buying power $2,659,646,000
  22% greater than under our old frequency.

To the advertiser, our new wave-length means not only increased coverage within the Detroit market proper, but a plus percentage of new listeners outside the Detroit area with thousands of additional sales impacts for your product. No increase in rates!

Purely Programs

HIGHLIGHTS in Pan American relations from pre-colonial days to the present are covered in New World Diplomacy, on WOL, Washington, under direction of the School of Foreign Service of Georgetown University. Narrators around the dialogue of two fictional characters, a retired United States ambassador to Latin American countries, and a young war correspondent recently returned from London, who has been assigned by his editor to do a series of advance reviews of the ambassador's book on Pan American diplomacy.

Rookies Day

EMPLOYING a novel technique in broadcasting a special event, KSFO, San Francisco recently presented A Day in the Life of a Rookie Pitcher, direct from the San Francisco Seals Spring training camp at Boyes Hot Springs, Calif. Dramatic sequences, recorded in separate cuts and then pieced together at the KSFO studios, followed a typical day of a rookie from arising to retiring, with authentic sound effects all the way.

Roundup of Commentators

COMMENTING on the commentators is the unusual aim of WOJL's, quarter-hour nightly program conducted by Mort Jampel on WSOO, Sault Ste. Marie, Mich. The feature is a digest of what the nation's commentators and columnists are saying, and doesn't hesitate to poke fun if a commentator guesses wrong or isn't up-to-the-minute on his news.

Flying Weather

COMPREHENSIVE broadcast of weather and flying conditions in the Rocky Mountain area has been started by KLZ, Denver, from the city's new weather bureau at the Municipal Airport. Two broadcasts are heard daily, one at 6:15 a.m. and the other at 11 p.m. Posters have been placed at all hangars and stations have been instructed to check with KLZ before coming to the various airports.

New Round Table

THE Rotary Round Table is the title of a new half-hour series WRVA, Richmond, is scheduling on a twice-monthly basis. In the series, topics of national and state importance are discussed in round-table conference by four Rotary members particularly qualified to participate. Irvin Abeloff, program service director, is supervising the series.

Great Fires

GREAT CONFLAGRATIONS in dramatic form is the subject of Great Fires of History heard over WBZ - WBZA, Boston - Springfield. Each week, John B. Fisher, narrator, tells the story of a great fire which has taken its place in the annals of time.

MINSTREL-MINDED members of ORLEN, Kansas City, dominated the cast of the annual minstrel show, produced each year for the crippled children's fund by the local Chamber of Commerce, Kansas City's NBC-Blue outlet, contributing more members to the cast than any other minstrel organization, was represented by these blackfaces (below, l to r), Arden Booth, announcer and Verl Bratton, general manager. Above are Millard Ireland, news editor; John Bondeson, promotion director; and Thomsen Holtz, announcer.

Personalities Behind the News

DRAWING upon her experiences as a foreign correspondent, and giving a woman's slant on world affairs, Marguerite Harrison, former newspaperwoman, on March 27 started a series of informal talks on NBC-Pacific Blue stations. The series is devoted to personal impressions of European countries, customs and people, aiming to give a clearer picture of names which make today's headlines.

Youth Questions

REPRESENTATIVES of the small nations of Europe now in this country answer questions put to them by New Jersey high school students in Young America Asks, MBS series of weekly quarter-hour programs originating in Newark Academy. The students also discuss extemporaneously the European situation.

Interviews With Greats

PREVIEWS, reviews, interviews and other views with national and international writers, musicians and artists are features of the Voice of the South, a quarter-hour show on WMBC, Richmond. The first big name to appear was Salvador Dali, surrealist painter.

Behind the Scenes

NEW FORMAT for dramatizations was launched on KYW, Philadelphia, by the professional players of the Main Line Playhouse. Several minutes of the program are devoted to a backstage interview with the producer to frame the story of the play.

Test Flight

NEW ANGLE on the soldier quiz pits man at the Air Corps' Lowry Field, Denver, in a "flight objective" in Test Flight, on KLZ. Questions answered correctly move the contestant toward his flight objective with silver dollar prizes.

BROADCASTING • Broadcast Advertising
Kiddies News

WORLD NEWS, especially processed and interpreted for the understanding of children over 8, will be presented on WQXR, New York, in a new series of daily five-minute programs by Dorothy Gordon, radio artist noted for her children’s programs. Starting March 31 under the title Dorothy Gordon, News-scout, the program will treat current topics, as suggested by children and parents’ group through the cooperation of the New York City Board of Education.

* * *

Diamond Quiz

BASEBALL THEME predominates in a new question-and-answer show on WHBF, Rock Island, Ill. Originating on the stage of a local theatre which will be laid out to resemble a baseball diamond, Quizball is played with two teams of five persons each selected from various organizations in the Tri-Cities (Rock Island, Moline, Davenport). The “umpire” pitches the questions and then calls out strikes, foul balls, bases or outs, giving a play-by-play description of the game.

* * *

School Quiz Bored

FROM a local theatre stage decorated as the interior of an old-time schoolhouse WPTF, Raleigh, is presenting the weekly quiz, The Little Red Schoolhouse. Locally prominent people comprise a “board of education” and a class of 15 is drawn from the audience. Questions that stump the experts are referred to the class with prizes and a final jackpot as awards.

* * *

Children’s Church

RELIGION FOR YOUTH is stressed in Church of the Children heard weekly on WSB, Atlanta. Presiding over the services is Dean Raimundo De Ovies who recently won national publicity for his methods of using comic characters to illustrate his Bible lessons. A sermonette on some subject that can be understood by children is featured, with hymns, prayer and anthems filling out the 15-minute program.

* * *

Boy Scouts and the War

COOPERATING with the local Boy Scout authorities, CKCE, Regina, has started a series of ten programs titled Boy Scouts & the War. The stories, which are being transcribed and shipped to stations throughout the Dominion, tell the important part played by the Scouts and how Scout training is proving valuable in present conflict.

* * *

On the Fairways

GOLF lessons are aired over KGFW, Kearney, Neb., each Thursday evening on the regular quarter-hour sportscast of Paul Roscoe. Mel Curry, local golf pro, prepares the lessons and answers questions of listeners concerning golf, its rules, care of greens and fairways, club management and general golf discussion.

* * *

Author

A BOOK REVIEW program, which brings the author to the microphone to answer questions and hear pungent comments of a panel of three reviewers, has been started on WGY, Schenectady, as an unsponsored educational feature.

When GOOD fellows get together!

Perhaps it’s professional pride that causes Washington retailers to favor WJSV—the respect of one good salesman for another.

Anyway, they vote WJSV a wacking big lead for selling honors in this wealthiest per-capita market of the nation.

For instance, take their answers to a question that an independent research group asked 481 Washington grocers and druggists in February, 1941.

They were asked what radio station they would prefer to use for a campaign in the Washington market.

They said “WJSV” 30% more often than they said “Station B”...

106% more often than they said “Station C.”

It’s not the first time WJSV has garnered this blue ribbon. This is the second successive study, in three years, of dealer preference in Washington ... and the second successive time that WJSV has scored a stout victory over the next-best station.

If you admire crack salesmanship, you’ll find one Washington station a really congenial advertising medium.

IT’S ON WJSV

50,000 WATTS • COLUMBIA’S STATION FOR THE NATION’S CAPITAL

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

BROADCASTING • Broadcast Advertising

April 7, 1941 • Page 25
WSAN-WBBA Merger
DUAL CALL letters of WSAN-WBBA, Allentown, Pa., have been dropped in favor of the single call WSAN by reason of an FCC decision April 2 in which it also authorized the merged stations to increase their power from 500 to 5,000 watts on 1,470 kc. The stations have held separate licenses but are under the same ownership and management. The Allentown Call Publishing Co., publisher of the Allentown Call and Call-Chronicle, owns 65% of the company, and B. Bryan Musselman, manager, owns 35%.

New AT&T Probe Is Begun by FCC

In Long-Line Rates Are Slated For Commission Inquiry
A NEW INVESTIGATION of AT&T, centering upon long-distance telephone rates and charges, which include long lines used for broadcast service, was ordered April 2 by the FCC, adding to the list of investigations in various fields already underway.

Already in the final stages of its Network Monopoly Report, and having only recently ordered an inquiry into newspaper ownership of stations, the FCC apparently figures on a busy spring and summer. The AT&T inquiry calls for public hearings June 9 and asks the parent company and its 21 associated companies to show cause why long distance toll rates should not be reduced.

Former Inquiry
The last investigation by the former telephone division of the FCC, started in 1935, resulted in the expenditure of upwards of $1,500,000. It was branded a fiasco in Congressional circles.

How deeply the investigation will go into rates for broadcast service is not indicated. That phase of the order calls for an investigation into the reasonableness of the rates, charges, practices, classifications and regulations of the long-lines department of AT&T, and directs it to show cause "why its rates for interstate telephone service should not be reduced". Roughly, it is estimated the broadcasting industry spends between 8 and 10 million dollars a year for network service.

In its order, the FCC commented upon the rapidly increasing earnings from toll operations and held that earnings from toll operations rose from approximately $20,000,000 in 1938 to $27,000,000 for the 12 months ended Jan. 31, 1941. The FCC said the 1940 earnings occurred despite increases in allowances for pensions, depreciation, maintenance expenses and Federal income taxes, as well as a $5,000,000 reduction in long-line rates ordered by the Commission in May, 1940. It said that any principles established in the case will have a far-reaching effect upon telephone rate regulation throughout the country.

Gross Considered For FCC Vacancy
Looms as Next Occupant of Ring's Broadcast Post
THOUGH the FCC has not yet given consideration to the naming of a successor to Andrew D. Ring, assistant chief engineer who resigned recently to enter consulting engineering work in Washington, Gerald C. Gross, chief of the FCC's International Division and one of the veteran engineers on its staff, looms as a likely successor.

Mr. Gross, who joined the former Radio Commission in 1928 has served with it continuously since, is known to be highly regarded by certain members of the Commission and by virtue of his seniority and background, may get the $7,500-a-year post. The naming of Mr. Ring's successor, however, probably will not occur until the expiration of his unused leave, which runs for several weeks, or unless he decides to end his Government connection by waiving this leave.

Others Mentioned
Mr. Ring resigned March 29, coincident with the effective date of the Havana Treaty resiliation, and established an engineering firm in the Munsey Bldg., Washington. Ralph L. Clark, senior engineer of the FCC, joined him to form the partnership of Ring & Clark.

Several other prospective appointees to the Ring post also have been mentioned. These include George P. Adair, chief assistant to Mr. Ring, now serving as acting assistant chief in charge of broadcasting; George E. Sterling, assistant chief of the Field Section, and Maj. Edwin L. White, engineer in charge of non-broadcast radio services.

Born in New York in 1908, Mr. Gross was with the radio section of the U. S. Bureau of Standards from 1926 to 1928, when he joined the engineering division of the former Radio Commission. He has been active in international radio activities and has attended virtually all of the international conferences since he joined the former Radio Commission. He is a lieutenant in the Naval Reserve and is a graduate of Haverford College. He is a Phi Beta Kappa.

Newspaper Deal Dropped
THE DEAL whereby A. W. Barnes, publisher of the Gallup (N. M.) Independent, was to have purchased KAWM in that community has been dropped, and the application for voluntary transfer has been dismissed without prejudice by the FCC. The station last October was destroyed by fire, and has not been operating since. It is understood A. W. Mills, licensee, is considering selling it to another purchaser.

Page 26 - April 7, 1941
Three Great Transcribed Shows

"IN HIS STEPS"
A POWERFUL SUNDAY HALF HOUR
13 Vital, Heart-Throbbing, Human Interest Dramas

"In a world filled with hate, horror, force and brutality, this dramatic serial dedicated to humanity and nobility makes a welcome addition to radio fare."

—Radio Daily.

"THIS THING CALLED LOVE"
A PERFECT "NATURAL" FOR WOMEN

Currently selling Jewelry, Furs, Flowers, Furniture, Frocks, Household Goods, Silver—and can sell anything.

65 FIVE MINUTE CAMEOS
That have all the earmarks of a beautifully produced full length show

—Write or Wire

EDWARD SLOMAN PRODUCTIONS
8782 SUNSET BOULEVARD • HOLLYWOOD, CALIFORNIA

I.N.S.—"TERRIFIC,"
says WBBM, Chicago

On April 1, radio stations with INS cleaned up on the two biggest news stories of the day—(1) with a smash 30 to 45 minute scoop on the German-Italian demands to the U. S., and (2) with a smash INS beat on the British capture of Asmara.

"The whole thing was terrific," said Tommy Noble, WBBM announcer. "It's a mystery to me how INS could be so far ahead on two stories of such importance. It certainly made my broadcasts today."

I.N.S. — "TERRIFIC"

BROADCASTING • Broadcast Advertising

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NOW THEY LOOK LIKE THIS
(See page 11)

PHOTOGRAPHS ON PAGE 11 in same (l to r) order show: (1) Mark Ethridge, general manager of the Louisville Courier-Journal and Times, operating WHAS, who joined the Navy in April, 1917, was sent to training school at Newport until August, 1917 when he was assigned to the fleet; in May, 1918, he was commissioned and sent to Officers Training School at Annapolis, and in September, 1918, he was assigned to the USS Huron in transport service, making three round trips to Europe before being discharged in New York in May, 1919. (2) Paul Oury, onetime part owner and manager of WPRO, Providence, and now manager of the new WCPI, Pawtucket, throughout the World War, he served as a radioman, first, second and third class, being assigned successively to the USS Oregon, USS Pennsylvania and USS Florida, the Harvard, Bar Harbor, Great Lakes and San Diego radio schools, and the radio stations at Guantanamo, Cuba, Lyon, France, and Balboa, Canal Zone. (3) Joe Lang, manager of WHOM, Jersey City, and part owner of WHOM and WIBG, Glenside, Pa., who enlisted in Philadelphia in June, 1918, was stationed at the Navy Yard there until October, 1918, then was sent to Brest, out of which port he served on various American ships of the European station. Joe says he went in a gob, came out a gob.

Spartanburg's Stations, WSPA and WORD, Hold Network Affiliation Fete

MARKING the affiliation of its two radio stations with CBS and NBC, Spartanburg, S. C., climaxed a Radio Day celebration March 29 with a banquet at the local Cleveland Hotel. On that day WSPA formally increased its power to 5,000 watts day and 1,000 night and joined CBS, while WORD became NBC Blue's local outlet. WSPA opened its new $50,000 transmitter plant.

Highlights of the festivities, attended by city, State and Army notables, were the reception of President Roosevelt's Jackson Day address and congratulatory messages by remote control from Senator Byrnes and Governor Maybank. Walter Brown, former Washington newspaperman and now part owner and general manager of the stations, presided as toastmaster at the banquet, introducing as speakers A. B. Taylor, president of the licensee Spartanburg Adv. Co., and Donald Russell, director. Other guests included Paul Porter, legal counsel of CBS; Congressmen Hare and Bryson; Mayor T. W. Woodworth; Douglas Featherstone, part-owner of the new WMDF, Greens- wood, S. C.; S. S. Wallace Jr., publisher of the Spartanburg Herald-Journal, and ranking Army officers from nearby Camp Croft.

NBC and CBS participated in the occasion with special salutary programs and the Herald-Journal carried a special eight-page radio supplement on the activities of WSPA and WORD. WSPA operates on 950 kc. and WORD on 1400 kc., employing 250 watts fulltime.

Three Great Transcribed Shows

"IN HIS STEPS"
A POWERFUL SUNDAY HALF HOUR
13 Vital, Heart-Throbbing, Human Interest Dramas

"In a world filled with hate, horror, force and brutality, this dramatic serial dedicated to humanity and nobility makes a welcome addition to radio fare."

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A PERFECT "NATURAL" FOR WOMEN

Currently selling Jewelry, Furs, Flowers, Furniture, Frocks, Household Goods, Silver—and can sell anything.

65 FIVE MINUTE CAMEOS
That have all the earmarks of a beautifully produced full length show

—Write or Wire

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BROADCASTING • Broadcast Advertising

April 7, 1941 • Page 27

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PHOTOGRAPHS ON PAGE 11 in same (l to r) order show: (1) Mark Ethridge, general manager of the Louisville Courier-Journal and Times, operating WHAS, who joined the Navy in April, 1917, was sent to training school at Newport until August, 1917 when he was assigned to the fleet; in May, 1918, he was commissioned and sent to Officers Training School at Annapolis, and in September, 1918, he was assigned to the USS Huron in transport service, making three round trips to Europe before being discharged in New York in May, 1919. (2) Paul Oury, onetime part owner and manager of WPRO, Providence, and now manager of the new WCPI, Pawtucket, throughout the World War, he served as a radioman, first, second and third class, being assigned successively to the USS Oregon, USS Pennsylvania and USS Florida, the Harvard, Bar Harbor, Great Lakes and San Diego radio schools, and the radio stations at Guantanamo, Cuba, Lyon, France, and Balboa, Canal Zone. (3) Joe Lang, manager of WHOM, Jersey City, and part owner of WHOM and WIBG, Glenside, Pa., who enlisted in Philadelphia in June, 1918, was stationed at the Navy Yard there until October, 1918, then was sent to Brest, out of which port he served on various American ships of the European station. Joe says he went in a gob, came out a gob.

Spartanburg's Stations, WSPA and WORD, Hold Network Affiliation Fete

MARKING the affiliation of its two radio stations with CBS and NBC, Spartanburg, S. C., climaxed a Radio Day celebration March 29 with a banquet at the local Cleveland Hotel. On that day WSPA formally increased its power to 5,000 watts day and 1,000 night and joined CBS, while WORD became NBC Blue's local outlet. WSPA opened its new $50,000 transmitter plant.

Highlights of the festivities, attended by city, State and Army notables, were the reception of President Roosevelt's Jackson Day address and congratulatory messages by remote control from Senator Byrnes and Governor Maybank. Walter Brown, former Washington newspaperman and now part owner and general manager of the stations, presided as toastmaster at the banquet, introducing as speakers A. B. Taylor, president of the licensee Spartanburg Adv. Co., and Donald Russell, director. Other guests included Paul Porter, legal counsel of CBS; Congressmen Hare and Bryson; Mayor T. W. Woodworth; Douglas Featherstone, part-owner of the new WMDF, Greens- wood, S. C.; S. S. Wallace Jr., publisher of the Spartanburg Herald-Journal, and ranking Army officers from nearby Camp Croft.

NBC and CBS participated in the occasion with special salutary programs and the Herald-Journal carried a special eight-page radio supplement on the activities of WSPA and WORD. WSPA operates on 950 kc. and WORD on 1400 kc., employing 250 watts fulltime.
CKY

Stronger signal

people than any

E. B. Wilson

GRAND IN WATTS
One Year of BMI

JUST A YEAR AGO radio declared its musical independence after having attempted to operate a score of years under a tyrannical ASCAP, constantly seeking more tribute. On April 1, Broadcast Music Inc., radio's answer to ASCAP's unmerciful demands, observed its first anniversary.

Millions of words about music have been spilled since ASCAP's library just about quit the air Jan. 1. The success of BMI was as meteoric as that of radio itself. ASCAP's dismal failure was a striking example of what happens when the opposition has only a loud voice and a prayer.

There's competition in music now. Eventually there may be a deal with ASCAP to return its music to the air. But it will be reached only after equitable negotiations. Terms can't be dictated any more.

BMI's road to success was not easy. Its executives and its staff deserve fulsome praise for what they have done. A quick appraisal reveals that 14 of the nation's 15 best song sellers bear the BMI imprint. Upwards of 680 stations, representing 95% of the industry's dollar volume, are BMI stockholders, under its cooperative structure. BMI occupies 20,000 square feet of office space, has 300 employees, and holds rights to over 250,000 songs.

Before BMI, unknown songwriters stayed that way because of ASCAP's closed corporate setup. BMI, however, examines all entries and has unearthed several hits in that fashion. Out of 100,000 songs thus submitted, a catalog of some 600 popular numbers has been built. A more equitable royalty basis for writers has been established. The composer of an outstanding hit stands to receive from $1,000 to $1,800 per quarter from BMI under this method.

BMI has made a miraculous record. But the music fight is not yet over. From here on, the broadcasting industry must be cautious, lest it strike the pitfalls that snared ASCAP. Threats to stations which have not yet taken BMI licenses won't help. The approach there is logic and reason. The consent decrees entered into by both BMI and ASCAP, whatever one may feel about the manner of their execution, are on the books. They call for a "use" method of payment, as well as a blanket license arrangement. We wonder whether BMI, continuing the admirable leadership it already has demonstrated, wouldn't be wise to develop its own pay-as-you-play royalty basis now rather than wait ASCAP's proposition.

Radio Pays Its Way

THE NEEDLESSNESS of the attacks on the radio structure by Washington's little coterie of giant-killers, who seem to be impelled by no better reason than prejudice against bigness and success, is further evidenced by the fact that radio pays its way in taxes. With the Federal tax rates in effect, with excess profits taxes insuring against exorbitant earnings and with defense inevitably requiring even higher taxes, we say again that the FCC should leave well enough alone. Otherwise, it will take the heart out of enterprise and incentive, to the detriment of the public which the FCC presumably represents but which, so far as we are aware, hasn't raised a peep against the status quo in broadcasting.

As an example of radio's contributions to the Federal Treasury, it is interesting to note that out of every three dollars of profit earned by CBS on its 1940 operations, one dollar goes to Uncle Sam in payment of taxes. The network's gross income—and its profits, too, before Federal income and excess profits taxes—went up approximately 20% over 1939. But taxes, Federal income and profit, increased 115%.

The result was that, though CBS did a gross business of about $8,000,000 more in 1940 than in 1939, its net profit increased by only about $5,000.

These figures in President Paley's annual report are eloquent testimony not only for that company but for the prosperous upper fringes of the broadcasting industry that they are indeed paying their way so far as the Federal Government is concerned. CBS alone pays $2,425,000 out of its net of $7,431,633 into Uncle Sam's coffers. There is no way of telling what the rest of the industry is paying, but we may be sure it is paying its share.

Let's Tell the World

NO MEDIUM is closer to the public than radio. It entertains and informs the nation during every waking hour. But it tells its audience very little about itself. People naturally are curious—most of all about backstage glamour. Radio has that sort of appeal, no less than the movies. The public wants to know what makes the wheels go round. They feel they are part of it. They know they are the real censors, because when they don't respond to a particular program, it dies.

Occasionally we have had programs telling radio's inside stories. But, for the most part, they have been spotted at undesirable hours, more or less as sustaining fillers. An NAB convention is coming up in St. Louis next month. The national defense situation, regulation, copyright and a dozen other developments are to be discussed. All have a bearing on radio's public service. But we haven't said more than a stick or so in the newspapers, and we don't recall a word about it in the newscasts.

Certainly radio's own body politic is interested. Why not tell them? When the florists or the physicians or the Elks hold a convention, there's advance publicity everywhere. The public's curiosity is excited.

We don't suggest that stations carry to their listeners pro-industry propaganda. It is elementary, however, that an informed public reaches its own conclusions.
IF, IN WRITING his social classic "How to Make Friends and Influence People," Dale Carnegie had sought an epitome of attributes he could have found in a man sitting behind the resident manager's desk at the World Broadcasting System, Chicago. There he would have discovered Hamilton Wight, who dispenses kindness and attracts friends with a facility that would inspire envy even in Mr. Carnegie.

Wight, the young man with the old smile, has been sitting behind that same desk nearly four years. He joined the Chicago office of WBS as a salesman in its infancy back in 1934 when the staff consisted of five men in a single studio atop the Daily News Bldg. Now, as resident manager—a post he has held since 1937—he heads a staff of more than 30 with work in an imposing building at 301 E. Erie St., owned by WBS and equipped to produce 600 programs a month.

The abounding generosity of every one of his employees is a personal concern, for he feels that happiness and efficiency go hand in hand. That's why the latchstring of his office door always is out for office boys and producers alike and no problem is too trivial for Wight to discuss with his employees. Herein lies his secret of success—his sincere interest in the welfare of his employees. For a happy staff is a loyal one; and a loyal staff is bound to produce results.

Wight acquired this attribute of making friends and keeping them from an oldtime showman, Nat Roth, onetime company manager for the Shuberts and Ziegfeld. Read's long and close association with things theatrical prepared him for the position he now holds.

He has been a colorful life. Statistically, he was born July 28, 1905, at Waltham, Mass., and unobtrusively made his way through Cambridge Latin School, Cambridge, Mass., and Belmont High School, Belmont, Mass. He was not until he entered Harvard that his romance with the theatre blossomed into life. From that time until his graduation from Harvard in 1929, it was a struggle between the stage and education. Fortunately, between interruptions of various durations he managed to complete his formal education.

He spent summers studying the theatre with the Copley Repertory Company, under the direction of E. E. Clive, famous English actor. Several times his theatrical ambitions overcame his desire for a college education, and he took temporary leave from Harvard to act with the Copley group.

Upon graduating from Harvard, Wight entered the theatre as a full-fledged professional, and joined the Matheson Lang Tours, an English company. During the ensuing three years he became a versatile veteran of the stage, journeying from the Atlantic to the Pacific. These theatrical wanderings were climaxd by his performances with Alison Skipworth and Donald Cook.

As the lure of the footlights dimmed, Read decided to round out his stage experience by learning the managerial side of the show business.

So, with his characteristic determination, he went to Nat Roth, one of the topflight company managers of his day, and Roth agreed to tutor him in the "front office" tricks of the theatrical trade. It was during his collaboration with Roth that Wight learned his lessons in the art of dealing with people.

These lessons held Read in good stead when he departed from his theatrical career to join the sales promotion department of the Packard Motor Co., Detroit. Here began several years of wanderings in the business world. He left Packard to become sales manager of the Greenhall Co., a New York brokerage house. Of this job, Read has but one observation: "My office was the best place from which I've ever watched a parade."

But that position collapsed along with a number of banks, and Wight found himself in the advertising department of Procter & Gamble, Cincinnati. But he was quick to get out of this post, for he found the competition as enviable as it might sound, for actually his job consisted of passing out coupons to homes in Pitsburg. Every house he visited in Pittsburgh was built on a hill. So up and down the tedious steps he climbed day in and day out.

Soon he won recognition of a sort, however, for he was made a salesman himself. Now he was a traveling salesman, a traveling salesman, at sale.

It was during his extensive travels that Wight demonstrated his ingenuity by introducing one-minute transcriptions on a national scale, with Plato Water sponsoring the first ones.

His success at the Kasto office led to a position as salesman with the World Broadcasting System in July 1934.

Read is too preoccupied with the task of directing WBS duties and keeping his 30-odd helpers happy to engage in any hobbies, although he enjoys an occasional foray outdoors, fishing or riding. In 1931 he married Florence Williams, a social worker of Wilkes Barre, Pa., and now there are two little Wights—Judy, 8, and Tony, 1.
ROBERT R. SOMERVILLE, of the CBS Radio Sales, has been transferred to the CBS sales department, as announced by William C. Gitten- ger, vice-president in charge of sales. Mr. Somerville, former New York sales manager of Joseph Hersey McGilven, station representative, has been assigned to adjust network schedules with CBS affiliates.

W. J. BINKLEY has been appointed commercial manager and promotion director of KDTH, Dubuque, Ia. W. E. WILLIAMS, sales manager of WCBM, Columbus, Ohio, has been named to head the Safety Committee of the Columbus Exchange Club.

MAJ. EDNEY RICE, director of WBJG, Greensboro, N. C., has been appointed a member of the advisory committee for the National Youth Administration in North Carolina.

MARGO WARREN, vocalist on WOWO-WGL, Fort Wayne, Ind., and William R. Aldrich, salesman for the Westinghouse stations, were married recently.

RALPH R. HUBER, formerly manager of KWIR, Longview, Wash., recently joined KYCV, Redding, Cal., as account executive.

JAMES R. CURTIS, president of WFFO, Longview, has been appointed chairman of the Defense Committee of the Longview Chamber of Commerce.

Newspapermen Take Stock

WOMI, Owensboro, Ky., licensed to the Owensboro Broadcasting Co. as a subsidiary of the Owensboro Publishing Co., was transferred April 2 to L. W. Hager, publisher, W. B. Hager, general manager, and G. M. Finkbeiner, business manager, of the Owensboro Messenger and Inquirer. They personally represent 101 out of 200 shares issued, a total of $19,100.

Paul Lucas Is Appointed WTIC Production Head

PAUL LUCAS has been appointed production manager of WTIC, Hartford, by Paul Morency, general manager. Coming to radio 12 years ago from the New Britain Herald where he worked as a reporter, Lucas is well known to New Englanders for his impenetrations of rural comedy characters in the skit "The Walekville Clarion," which he began writing six years ago. He was also the original Seth Parker on Phillips Lord's "Seth Parker Singing School.

Other WTIC personnel shifts of WTIC bring Fred Wade, chief an-

Martin Leaves WINX

REGINALD B. MARTIN, since last fall general manager of WINX, Washington, has announced his resignation, effective May 1, to pursue personal business interests. He plans to remain in radio and probably will become identified with a new station project in the East. Prior to joining WINX, which began operation last December, Mr. Martin was general manager of WJNO, West Palm Beach, which he had directed for two years.

STERLING FISHER, CBS director of education, last week spent several days in Washington preparing for the organization of an international advisory committee for the American School of the Air programs, to be broadcast this fall to Latin America.

Mr. Lucas

Mr. Becker

Mr. Wade

KIDO NBC Red and Blue

IDAHO'S METROPOLITAN STATION

serves

43.4%

Of Idaho's Automobile Purchases

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BROADCASTING • Broadcast Advertising
ERNST MOBLEY, formerly manager of KWWC, Vernon, Tex., on March 31 joined Texas State Network as manager of public relations. 

HELEN REIS, publicity writer of WCCO, Minneapolis, resigned and was married to Fred Fredlund in Washington, on April 4. Mary Reis, of the station publicity department, has taken over Mrs. Fredlund's duties and Betty Carille, formerly of Montgomery Ward's in St. Paul, joined WCCO April 1 to fill Miss Reis' job.

MRS. HELEN BURKE, former secretary to Paul Kester, CBS vice-president, has been made secretary to Jack Field, sales manager of WPTF, Raleigh, N. C. Other WPTF appointments include: Helen Stobiers transferred to the promotional department; Mabel Dixon added to the booking division; and Haline Phillips and Hill Stobier, North Carolina U. graduates, named to the continuity staff.

UPON CLOSE, author, editor and Far Eastern newspaper correspondent, on April 9 started a weekly program on NBC Red, giving his observations on America's position in the Orient. Titled "The Far East," the series is heard Sundays at 4:15 p.m.

BOB KNOX, announcer of Wnas, Philadelphia, has resigned to join WRAW, Reading, Pa., as night supervisor.

NATHEN FLEISCHER, former news commentator of WNAS, Philadelphia, is seriously ill in the Liberties Hospital with a respiratory ailment.

JOE BYARS, chief announcer of WCCL, Columbus, Miss., has been placed in charge of the continuity department.

JACK WALTER ZUIDEVELD, program director of WKO, Kalamazoo, has resigned to join WEP, Cedar Rapids, Iowa., as sports commentator and announcer.

BOB GRAY resigned from the west relations department of KFRO, San Francisco, to join the California National Guard. Assigned to Headquarters Company of the 150th Infantry, he was the only man of his company to be chosen for nursing at the Army Radio School, Fort Benning, Ga.

BILL ADAMS, farm reporter of KSFO, San Francisco, on April 1 was called to active Army service with a captain's commission and assigned to Camp Collis, Torrey Pines, Calif.

PAT MOODY, formerly of KLZ, Denver, has joined the continuity staff of WQAL, San Antonio.

GIL BAYEK, announcer of WDBR, Hartford, conductor of the "Strictly Swing Club" over that station, has won the first prize of $100 awarded by the Associated Music Publishers for the best lyrics for the song, "My Love It's Gone".

CURT FLOWERS has left WKRZ, Muskegon, Mich., to enter law practice in Chicago.

HARRY FLOWERS, head of the mail department of WBAP-KGKO, Fort Worth, on April 10 joined Wilcowe Gallaway, of Fort Worth.

R. W. DUMM, director of special events, KSFO, San Francisco, recently became the father of a boy, his second child.

LEE GOLDSMITH, announcer-writer, formerly of KSAN, San Francisco, has joined KJBS in the same capacity.

JOHN B. HUGHES, Don Lee-Mutual news commentator, San Francisco, plays a small role in the recently released feature movie, "Meet John Doe".

PAT HAYRES, formerly with WJDX, Jackson, Miss., and prior to that on the announcing staff of WHO and KBO, Des Moines, has joined KGNO, Amarillo, Tex.

GORDON WEBBER of the magazine and feature section of NBC's press department, on March 31 transferred to NBC Radio-Recording division to handle script-writing and production.

HAL TOTTEN, of the seventh consecutive year will be sponsored by the Texas Co., New York, on all home baseball games of the Chicago Cubs and White Sox teams in 1941 over WCFL, Chicago.

WALTER COMPTON, MBS presidential announcer and newscaster of WOJ, Washington, is the father of a boy born March 20.

VINCENT WILBER, formerly with the Tulsa Evening Tribune, joined the continuity department of KJUL, Tulsa, three days before he was called into active duty as a first lieutenant in the Air Corps April 1.

RUSS BRINKLEY, of WHP, Harrisburg, Pa., is author of an article in the April 1 issue of National Aeronautics. Brinkley, aviation editor of WHP, will also write for other trade magazines this spring and is completing a book to be published this summer.

EDWARD TAIT, formerly of KMPC, Beverly Hills, and KFWB, Los Angeles, has been appointed to the announcing staff of KHJO, Longview, Tex., replacing Earle Guy, who was called into Army service.

MARGARET WILLSON, Hollywood musical director of the NBC Janscarr House Coffee Time, specialized in General Foods Corp., in collaboration with Wilbur Hall, has written a new composition, "Winnipeg to Hollywood".

HOWARD RHINES, KMPC, Beverly Hills, Calif., announcer, has been inducted into the Army. His duties have been taken over by Lou Houston, continuity editor, who is assisted by Carol Knight.

CURTIS BUTLER and Melvin Vitum, both from KRJL, Lewiston, Ida., have joined the announcing staff of KGMB, Honolulu.

DONALD ROSE, announcer-librarian of KGMB, Honolulu, was inducted into military service March 25.

MYRNA BAY, of NBC-Hollywood music clearance department, and Al Doughty, of Juve Music Publishing Co., Los Angeles, were married March 28 in Yuma, Ariz.

JOHN KING, of NBC-Hollywood guest relations staff, has resigned to join the Army.

WOODY HATTIC, agricultural director of WWL, New Orleans, served as m. c. at the annual Louisiana State U. rodeo and livestock show at Baton Rouge April 2-5.

FRANCES THOMPSON has joined CKCL, Toronto, to conduct a woman's morning program. Formerly with MacLaren Adv. Co., Toronto, as cooking school specialist, she has been in Canada in recent years, returning to Canada since the outbreak of war.
New York Bill Affects Child Radio Performing

FIRST specific mention of radio in a New York State child labor law is contained in a bill introduced into the State Assembly by Harold B. Ehrich (R-Buffalo). Measure is designed to amend the education, penal and labor laws to transfer jurisdiction over the employment of children under 16 from civic to educational authorities.

Following conferences with radio attorneys, Mr. Ehrich has redrafted the radio sections to permit, without formal authorization, the participation of a child "for not longer than two hours a week" in radio programs where the performance is non-professional and occurs outside school hours.

Fire Destroys KGIW

Fire completely destroyed the transmitter and studios of KGIW, Alamosa, Colo., March 22, leaving only the antenna tower standing. The station is owned by E. P. Allen, formerly of Kansas City. New Gates-American equipment was immediately ordered to replace the composite transmitter which was destroyed.

Krueger Changes

G. H. Crofton, president and advertising manager of Krueger Beverage Co., Newark, has resigned. Hugo Boepple Jr., formerly vice-president and treasurer, has been elected president, and Arthur Cubelton, general sales manager, vice-president and advertising director.

RUTH FRANKLIN CRANE

IN HER dual role as director of women’s activities and commercial editor of WJR, Detroit, Ruth Franklin Crane has for 12 years been one of its most active members, off the air and on. As Mrs. Page she conducts homemaker programs daily, advising listeners what to buy, what to wear and what to do in their spare time. In her spare time she talks to local clubs and groups, telling the radio story and creating interest in daytime programs. As Miss Crane she has supervision of commercial continuity used on WJR and handles sales-service matters with advertisers.

NEW PIECE, “Just Plain Love”, written by Henry Hull Jr., former NBC page boy now with W. A. Ayer & Son, New York, was given its premiere April 3 on the NBC Blue Who's Blue program by Irving Miller's orchestra.

EDWARD G. ROBINSON, star of the Lever Big Town program on CBS, has received a scroll from the American Academy of Public Affairs for his “outstanding contribution to Americanism through his radio program.”

Helen Mobberly Named To Sales Manager Post At WWDC, Washington

APPOINTMENT of Helen Mobberley, former commercial manager of WINX, Washington, as sales manager of the new WWDC, Washington, was announced last Friday by Edwin M. Spence, general manager.

The new Washington station, second to go into operation in the capital during the last six months, will take the air this month, Mr. Spence said. The staff is about complete, with Norman Reed, former manager of WPG and WBAI, Atlantic City, as program director. Mrs. Mobberley, prior to joining WINX, had been with the sales department of WRC-WMAL, Washington.

WWDC, operating with a main transmitter in downtown Washington and a 100-watt booster in nearby Maryland, is owned by the Capital Broadcasting Co., the stockholders of which are Stanley Horner, auto distributor; Dyke Cullom, formerly of Amarillo, Tex., and Mr. Spence. The station will operate on 1460 kc. with 250 watts for its main transmitter.

Ohio Group Elects

WARREN P. WILLIAMSON Jr. of WKBN, Youngstown, has been elected president of the Ohio Assn. of Broadcasters, succeeding Vernon H. Fribble of WTAM, Cleveland. Other officers elected at the recent annual meeting include Hubert Taft Jr., WKRC, vice-president; George Young, WSPD, Toledo, secretary-treasurer, and B. Manning of Columbus, executive secretary. The meeting included discussion on matters of State Taxation, with addresses by Dorothy Moore Lewis on children’s programs, and Carl Haverlin of BMI on the music situation. Forty-three broadcasters representing 20 stations attended the all day session.

WDBJ

ROANOKE, VIRGINIA

Owned and Operated by the TIMES • WORLD CORP.
CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 960 Kc.

Page 34 • April 7, 1941
Reinsch Named to Direct
All Three Cox Stations

J. LEONARD REINSCH, who was
transferred to Atlanta after former
Gov. James M. Cox acquired WSB
and the Atlanta Journal, has been
appointed director of the three Cox
radio stations—WHIO, Dayton; WIOD, Miami;
and WSB. This was announced
April 1 by James M. Cox Jr., son of the
publisher of the Dayton News, Miami News and
Atlanta Journal.

Mr. Reinsch,
now on a business tour of the
Dayton and Miami stations, will
continue to headquarter in Atlanta, in
charge of WSB, but during his
absences John Outler Jr. will be in
charge of that station. Each station
will continue to operate as a sepa-
rate entity, with James LeGate as
general manager of WHIO and
Arch Robb as general manager of
WIOD.

NEW FIRM STARTED
BY LEYSHON, SADLER

HAL LEYSHON, formerly vice-
president and manager of WIOD,
Miami, and Howe Sadler, formerly
public relations director of Budd
Mfg. Co., Philadelphia, announce
formation of Leyshon-Sadler Inc.,
public relations, with offices at 9
Rockefeller Plaza, New York, and
the Ingraham Bldg., Miami.

Mr. Leyshon took over active di-
rection of WIOD soon after its ac-
quisition by former Gov. James M.
Cox of Ohio as an addition to his
Miami Daily News. Mr. Leyshon
was also editor of the newspaper
but devoted considerable time to the
development of the radio property.
He has been with the Cox newspa-
paper in Miami for the last 16
years, the last ten as editor. In
1938 the paper, under his editor-
ship, was awarded the Pulitzer Prize
for "the most disinterested and
meritorious service rendered by an
American newspaper.

Mr. Sadler, formerly of the As-
associated Press, the Louisville Cour-
ter-Journal, and N. W. Ayer &
Son, for the last five years has been
public relations director of Budd
and is an authority on transporta-
tion promotion.

YANKEE’S NEWSPAPER TIEUP

Paper and Network Join in Mutual Effort to
Sell One Another’s Facilities

LATEST merchandising develop-
ment in New England is a radio-
newspaper advertising package
devised by John Shepard 3d, presi-
dent of Yankee and Colonial net-
works, and Robert B. Choate, as-
sistant general manager of the
Boston Herald-Traveler. The
general idea of the two-media arrange-
ment is to create more listeners for
participating stations and more
readers for the Herald-Traveler
Sunday feature, “The Good Sport
Page,” edited by Margaret Ford.

Under the plan, arranged by
Linus Travers, Yankee vice-presi-
dent in charge of sales and promo-
tion, Miss Ford will be featured
on a radio program produced by
the network. Advertisers on the
program also will take space in the
paper in connection with the pro-
gram.

With WNAC or WAAB, Yankee
and Colonial keys in Boston, airing
the program to start, it is planned
to expand the show through one of
the networks. The newspaper page
will be made available to the adver-
tisers for syndication in markets
outside Boston. The venture marks
the first time space has been sold
in connection with the newspaper
feature.

The plan is not a package deal in
the usual sense of the word, since
it is based on the published rate
cards of the newspaper and par-
ticipating stations. The local and
national sales forces of both both
newspaper and the network will coop-
orate in selling space on the page
and on the air, and prospective ad-
vertisers are approved by both the
network and newspaper manage-
ments before they are approached.

The basic plan is to sell a speci-
ified amount of lineage in the Her-
ald-Traveler and its equivalent in
radio time, with this minimum pre-
vailing whether the radio feature
is sold as a half-hour unit or two or
three quarter-hour programs. If
markets outside Boston are to be
covered, the advertiser may pur-
chase syndication rights for the
newspaper page, placing it accord-
ing to his own plan.

With the new plan underway, it
is understood other Herald-Traveler
features may be tied in with radio.
Also to be considered is a plan to
adapt a going radio feature to
newspaper use, with the paper car-
rying the feature for which advert-
sing space would be sold by a
radio-newspaper sales force.

ALICE FROST, star of Big Sister,
senior program sponsored on CBS
by Lever Bros. Co., Cambridge, for Rinsco,
was chosen the “best-dressed woman in
radio” by the Fashion Academy which
announced its 1941 list of the nation’s
“best-dressed” women on an exclusive
CBS broadcast March 22.
WITH TWO MORE Twin City department store account managers, Ray C. Jenkins, claims a record. New ones signed are Heiden's, Minneapolis, three-a-week 15-minute Doxtatt's Star Reporter; Powers, of Minneapolis, five-a-week news Power's Daily Calendar. Seven others are on KSTP; Schoeneman's, St. Paul; Wayzata; St. Paul; Golden Rule, St. Paul; Montgomery Ward; Sears Roebuck.


REPRESENTED NATIONALLY
BURLINGTON TRAILWAYS
JANUARY 15
FOR THE FIRST time in the history of WLTH, New York, all its Jewish programs are sold out, representing a total of 15 hours weekly and a 150% increase over last year. The station reports the following clients: The Jewish Daily Forward; The New York Times; The New York Post; The New York World. The station also reports that the station has sold out all its Jewish programs for the next 12 months.

BROADCASTING
MARCH 27
WATTS

The Best Producer in Texas!

San Antonio is headquarters for the vast South Texas oil area, where wells produced more than $100,000,000,000 in "black gold" last year—and where new oil territory is being "proved up" from month to month.

San Antonio is also headquarters for Station WOAI—the most powerful advertising influence in the Southwest. Advertisers in this rich market unsurprisingly place their schedules with WOAI, because of its established reputation as the best producer in Texas.
**Merchandising & Promotion**

**Cash and Hooks—No Dues at All—Some Superkids—**

**Little Soldiers—Books for Soap**

SEASIDE OIL Co., Santa Barbara, Cal., occasional user of spot radio, on April 13 starts for 32 weeks, the weekly audience participation Spelling Bee Liner on 6 CBS West Coast stations (KNX-KARM-KROY-KSFQ-KTOC). Sunday, 5:30-5:55 p.m. (PST). Formerly sponsored by Los Angeles Soap Co. (Sierra Pine soap), and more recently a CBS Pacific Coast sustaining feature, the program will present eight contestants each week, with Tom Breneman as m.c., and Art Gilman announcing. Paul Pierce will produce. Contestants are to compete for $25 in cash each week, with a similar sum awarded to those sending in the best list of words used on the program. Admission to the show will be by tickets obtained through Seaside dealers. Several merchandising "books" are being worked out and the series will be supported by an extensive promotional campaign which includes banner streamers, window cards, and A-boards at all Seaside service stations. Firm will roadshow the program to stimulate dealer interest. As added stimulus, dealer meetings will also be held in various communities on the opening day of the series, so that company employees and service station operators can hear the program. Agency is The McCarty Co., Los Angeles, with W. W. Mann, account executive.

**Treasure Hunt**

NATIONWIDE treasure hunt with listeners sending in requests as well as supplying strange or unusual objects with a story behind them is the theme of Gold Is Where You Find It, CBS Saturday half-hour. The greater the novelty of the request, the greater the reward.

**Morning Club**

CLUB WITH NO DUES with the motto "keep happy" has been formed for listeners of KLZ's 5-6 a.m. program. In a recent contest to select a name, prize of a huge cake donated by a local baker, went to a night watchman who submitted "Dawn Busters."

Superkids

MODEL RAKING Co., Tacoma (Snowflake bread), sponsoring the five-weekly quarter-hour transcribed adventure serial Superman on KMO, that city, as promotion staged a special free theatre party for juvenile followers of the program. A total of five announcements was made by the station over a 12-day period. More than 2,000 youngsters jammed Hamrick's Temple Theatre. Besides being enrolled as Supermen of America Club members, each was given a Gyro-plane and a Superman strip magazine.

**Toy Soldiers**

KTSM, El Paso, is distributing to the trade small lead soldiers carrying traveling bags and calling attention to the 18,081 soldiers stationed in El Paso, at Fort Bliss now and the expected increase to 30,000 before long. Reminder is made that KTSM, NBC outlet to the Southwest, will make no increase in its rates.

Soap Books

GEARED to appeal to both adults and children, Los Angeles Soap Co., Los Angeles (White King and Sierra Pine soaps), on its five-weekly quarter-hour program, KFWG Morning News, on 6 CBS Pacific Coast stations, Monday through Friday, 2:30-2:45 p.m. (PST), as promotion is offering a list of 44 cloth-bound books. Ranging from classics to practical hints on earning money, the volumes are obtainable through the White King Book Club at 25 to 70 cents each, plus a box top.

**BROCHURES**


KWK, St. Louis—Thirty-page booklet containing 200 pictures of local and MBS personalities, studio and transmitter.

WLOL, Minneapolis-St. Paul—Pictorial booklet of the station's personnel and activities.

WAAR, Airway—Pictorial booklet with literature of the station's personnel and activities.

WAOV, Vincennes, Ind.—Pictorial summary of personnel, activities, and programs.

**Baltimore Institutions:**

**JOHNS HOPKINS HOSPITAL**

Most famous medical center in the United States

**WFBR**

Maryland's Pioneer Broadcast Station

Because WFBR has always been operated in the public interest and with a sense of civic consciousness, it is respected by Baltimoreans as a Baltimore institution. That public acceptance gives more "pull" to your radio advertising when you use WFBR.

"Since WFDF Flint Michigan went to a kilowatt on 910 I've thrown out all my etchings."

**National Representative: Edward Petry & Co.**

BROADCASTING • Broadcast Advertising
46th St., New

JOSEPH delphia, leaving Donovan
director
ELSIE Co.,
Bruck
writer.

in Moscow,
advertising department
JOHN &
production manager
ANONA D.
agency,
John H. Riordan
sored
Hollywood
April
whose
name of
HAROLD Army
A.
Show and
Gay on
Esty
Meyer of
been
Los Angeles
of
man, with
Smalley,
California.

2
-6995.

-413
with the

Herald- Tribune

VOSSE, formerly continuity writer and merchandising director

H. &
executive

D.

of the American Embassy
in Moscow, has joined the copy staff of
Lord & Thomas, New York.

of the time buying
department of Blickeit-Sample-Hum- nert, Chicago, on April 7 joined the
department of Lord & Thomas,
same city.

Fred
Vosse,
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writer and
merchandising
director of
WMPS, Memphis, on April 7 joined
Schwimmer & Scott, Chicago, as
copywriter.

Allen A. Funt, account executive
and copy director of the Franklin
Bruck Adv. Corp., and formerly copy
and radio director for White-Howell
Co., has resigned.

Elsie M. Levy has become media
director of J. M. Korn & Co., Phila-
delphia, leaving Donovan-Armstrong

Joseph Jacobs, Jewish market
promotion and advertising agency, has
moved to new headquarters at 6 East
48th St., New York; telephone, Murray
Hill 2-6905.

WABC, Pittsburgh, has appointed
The Katz Agency its national represen-
tative, effective May 1.

W้น

Dana Jones, president of Dana
Jones Co., Los Angeles agency, has
been elected chairman of Southern
California Chapter of the American
Assn. of Advertising Agencies. Jack
Smalley, Hollywood manager of
BBDO, has been elected vice-chair-
man, with Himan C. Cassidy, executive
of the McCarty Co., Los Angeles,
secretary-treasurer. Along with John
Weiser, Los Angeles vice-president
and member of Botzow, Constantine
& Gardner, Smalley and Cassidy have
been made members of the board of
governors. They replace Don Bedling,
vice-president of Lord & Thomas. Fred
Meyer of Dan B. May, New York, and
H. A. Stelbins of Erwin, Wasey & Co.,
whose term as governors expire
April 1.

L. Thomas Crossley has
been transferred from the New York to
Hollywood production staff of William
Esty & Co., to work with William
Gay on the weekly CBS All Stars
shows and Rin Tin Tin series, both
sponsored by R. J. Reynolds Tobacco Co.

A. Culver Boyd, copy writer of
John H. Roodian Co., Los Angeles
agency, has been inducted into the
Army and is stationed at Fort Knox,
Kentucky.

Harold H. Marquis having been
made vice-president and director, firm
name of West & Associates, Los Angel-
es agency, has been changed to West-
Marquis Inc. Headquarters continue
at 16 W. Fifth St., that city. John
R. West is president. Marquis has
been with the agency since 1937 in an
executive capacity.

Anona D. Hansen was recently
appointed Los Angeles office and pro-
duction manager of Arthur Meyerhoff
& Co.

John D. Stamm, formerly of the
advertising department of the New
York Herald Tribune and previously
an attache of the American Embassy
in Moscow, has joined the copy staff of
Lord & Thomas, New York.

Irving Sloan, of the time buying
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Watching with interest is this
group while F. E. McClaren, gen-
eral manager of Seaside Oil Co.,
Santa Barbara, Cal., signs a con-
tract for his firm to sponsor the
weekly Spelling Bee Liner, on 6
CBS Pacific Coast stations, start-
ing April 13. They are (standing,
1 to r), Harry W. Witt, CBS Southern
California sales manager; G. B.
Tucker, advertising manager of
Seaside Oil Co.; Edward A. Larkin,
CBS Hollywood account executive
(seated, right), with Mr. Mc-
Claren, is Wentworth W. Mann,
executive of The McCarty Co., Los
Angeles, servicing the account.

Burt Cochran, for the last year
account executive on General Foods
Corp. accounts for Benton & Bowles,
New York, has been named co-
manager of the Los Angeles office
of McCann-Erickson. He was previ-
ously with that agency as Pacific
Northwest manager in Portland and Sea-
ttle and later as an executive in the
McCann Chicago office.

Willis Cooper of NBC's script
division, who has been writing the
NBC You're In the Army Now pro-
gram, has joined the radio depart-
ment of Grant Adv., Chicago. Cooper
was called from New York recently to
work out ideas for the Mars Inc.'s
What's Your Idea? program and while in
Chicago was offered the position with
Grant.

Frank Silvernail, for two years
in charge of time buying at Pos-
lar & Ryan, New York, and formerly
with NBC sales promotion department,
has joined Young & Rubicam, New
York, as timebuyer.

Harry J. Wendland Adv. Agen-
cy, Los Angeles, has been established
at 4570 Santa Monica Blvd., that city.
Mr. Wendland was formerly associ-
ated with Howard Ray Adv. Agency,
that city.

WCAE, Pittsburgh, has appointed
The Katz Agency its national represen-
tative, effective May 1.

COVERAGE
that reaches
the heart of the
Intermountain
Market
★
SHOWMANSHIP
that reaches
the hearts of the
People

The combination
is a selling force
that gets results
Army Radio Staff
(Continued from page 10)
and radio intelligence section. He probably will procure a commis-
sion rank.
Capt. Hittenmark, who has been on active duty for some time, has
been transferred to the newly-
created Morale Division, in charge
of radio. His functions relate to
programming on the receiving end,
rather than in transmission clear-
ance.
In addition to the posts already
filled by Mr. Kirby, two others will
shortly be filled. These will be ap-
nointed of a civilian for handling
liaison with advertising agencies
and of another to handle liaison
within the military establishment.
It was emphasized that the radio
branch will not engage in the radio
production business, but will seek
only to procure the Army story and
make it available in broadcast
form. The branch will service sta-
tions, writers and the public rela-
tions officers of the Army direct.
The War Department announced
that in the future all clearances
for national and commercial pro-
grams involving the Army will be
made through the new radio
branch. The objective, it was
stated, is traffic control and ed-
torial balance, so as to simplify the
task for stations and networks.
All down the line, writers will be
aided in procuring authentic back-
ground on the story of the Army. Script writers will be as-
signed to the War College to dig
out factual data and make it avail-
able for broadcast use.

Educational Data
It was emphasized that creation
of the branch does not constitute
an effort to obtain large quantities
of extra time from radio. On the
contrary, it was said that the effort
will be only to supply stations and
networks with authentic material
for existing programs or, on occa-
sions, for special event features.
In the educational line, it was
pointed out, there are some 200
programs broadcast daily over the
more than 800 stations. Educa-
tional

ONTO FETE
52 CBS MANAGERS

MANAGERS of 52 CBS stations will be guests of the Ontario Gov-
ernment April 9, and if present plans are completed will also see the
Dionne Quintuplets the same day at Callender, Ont., as part of the pro-
motional tour for the Ontario Government's tourist show which
starts on CBS April 20 [Broad-
casting, March 31]. They are to be
taken by American Airlines from
Buffalo to Toronto. A civic lunch-
eon, moving picture show of On-
tario attractions, airplane trip to
the Quinns and Ontario Government
dinner at Toronto are planned.

The Ontario Government's half-
hour variety show will originate
at Toronto at the Hart House Theatre of the U of T, and will be
produced by Ned Sparks, also
the star of the show. Mr. Sparks
has been living in Toronto for the last year recuperating from an opera-
tion and has been spending his time on voluntary war service work. He
is an old friend of Ontario's Pre-
emier, Mitchell Hepburn, and a
native-born Ontarian.

The program will be carried on
in Canada only on CFBR, Toronto.
CBS Canadian outlet, and while the
commercial stations on Ontario tourist
teachments are heard on American
stations, listeners to CFBR will be
told how best they can receive
American visitors to Canada and
What Americans expect of their
Canadian hosts. The program is be-
ing handled by Walsh Adv. Co.,

Roy Thomson Acquires
CKRN, His Fifth Station
ROY THOMSON, president of
Northern Broadcasting & Publish-
ing, Timmins, Ont., and publisher of the Timmins Press, has bought con-
trolling interest in CKRN, Rouyn,
Que., making the fifth station in
the Northern Ontario-Quebec gold
mining belt in his control. Ownership
changed hands April 1. The station
will be operated by the Thomson or-
anization, but controlling inter-
est is vested in the personal names
of Roy Thomson and Jack Cooke,
general manager of Northern.

Jean Legault has been appointed
manager of CKRN, succeeding J.
O. Tarvin, who becomes secretary-
treasurer. Legault was formerly
with CKGB, Timmins, another
Thomson property. Murray Mor-
son, commercial manager of CKGB,
takes on the same post at CKRN.

Don Inley, program director at
CKVD, Val d'Or, Que., Thomson,
owned, is new program director of
CKRN. Mr. Thomson also controls
CPCH, North Bay, Ont., and
CJL, Kirkland Lake, Ont.

ONTARIO TO FETE
52 CBS MANAGERS

with studios at Wisconsin Rapids,
Marshfield and Stevens Point
65% LIVE TALENT
programs give WFHR "peak"
listener interest.

HELEN ADAMS
conductor
"LET'S HELP YOU KEEP HOUSE"
Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate to St. Louis
MUTUAL BROADCASTING SYSTEM

Wisconsin Rapids
WFHR 1340 Kc.
250 W.

UNITING CENTRAL WISCONSIN
with studios at Wisconsin Rapids,
Marshfield and Stevens Point
65% LIVE TALENT
programs give WFHR "peak"
listener interest.

WFHR GETS RESULTS!
Wm. F. Hoffman, Owner
G. T. Frechette, Mgr.

WISCONSIN RAPIDS

THE VALUE OF INFORMATION
IS MEASURED BY ITS
RELIABILITY

JOHN BLAIR & COMPANY
National Representatives
of Radio Stations

BROADCASTING • Broadcast Advertising
BMI Enters Its Second Year

(Continued from page 12)

somewhat the same manner as was done several years ago when the American Federation of Musicians secured an industry guarantee of increased station expenditure for union musicians, were flatly denied by ASCAP spokesmen.

It was pointed out that the Department of Justice had blocked a renewal of the industry agreement with the musicians by terming it an illegal conspiracy in restraint of trade and that such a proposition on the part of ASCAP would serve only to start new anti-monopoly proceedings against itself.

The ASCAP opinion at present is that no single formula can be found to settle the sale of their music to radio. The NAB has requested alternate plans of per-program and blanket licenses; there must be sustaining fees and fees for local commercial programs and for network commercials. Each station and each network will have to make its own individual deal, subject only to a "favored nation" stipulation that would guarantee the station or network receiving terms as favorable as those given to its competitors. Regarding one report that ASCAP would seek for annual payments equal to its 1940 receipts from radio, roughly $5,000,000, a Society spokesman pointed out that such an agreement would be contrary to ASCAP's basic policy of scaling its charges to the income of its clients.

ASCAP Royalties

Last week ASCAP made its royalty distribution for the first quarter of 1941, covering in reality the last quarter of 1940 as the Society allows a three-month interval period for billings and collections. Sum authorized by the board for payment to members was $1,100,000, same amount paid out for the first quarter of last year. From this amount, however, was deducted the $750,000 distributed in December when it was discovered that to hold this money up past the end of the year would subject it to heavy taxes.

So great was the increase in the ASCAP revenue in the last quarter of 1940 over the previous year, that even by matching last year's distribution, the board was enabled to hold up $600,000 which will be paid to members in July, evening up for the loss in income from radio sustained since Jan. 1 of this year. It was disclosed that the income from radio stations which have taken out ASCAP licenses this year is higher than the amounts these stations paid to ASCAP in the early months of 1940, despite the fact that they now pay only 3% in place of the 5% paid last year.
SALES MANAGERS of the fourth district of the NAB met March 28 and were guests of WPTF, Raleigh, and Knox Massey of Harvey-Massengale Co., Durham. Present were: Front row seated (1 to r): E. N. Pope, Caroline Power & Light Co.; John New, WATC, Newf.-f., Pat Taylor, WMFR, High Point, N. C.; Frank Stearns, WRAL, Raleigh; Leslie H. Peard Jr., WBAL, Baltimore; J. D. Saumenig, WIS, Columbus; Richard H. Mason, WPTF; back row seated, Jack Field, WPTF, chairman; John Dodge, WRC-WMAL, Washington; Barron Howard, WRVA, Richmond; Henry Nigrelli, WPTF; John Thayer, WNW-Nashville, Tennessee; Graham Poyner, WPTF; W. C. Erwin, WSOIC, Charlotte; Harold Es- sex, WJS, Winston-Salem; back row standing, Bob Mc- cormick, WFBT, Baltimore; Louis Brown, WDNC, Durham; Burt Hanauer, WFBT; John Moorhead, Harvey-Massengale; Travis Barnes, WTA; Knox Massey; Richard Massey, WDNC; and Royal Penny, WBT, Charlotte; Frank Jarman, WDNC, Durham; and E. C. Whitlock, WRNL, Richmond. Vital industry problems were discussed.

William B. Maillefer of Compton Advertising, Inc., writes: "We have been greatly impressed by the amount of promotional activity generated by WSyr in behalf of our clients on your station. We agree with you that radio Station owners can make best use of open announcement time in attempting to publicize programs broadcast at other hours on their Stations. Such a buildup must have a definite plus value. "Of course we were very interested to see your most recent compilation of publicity and merchandising and we want to thank you very much for your splendid cooperation."

NAYLOR CHEMICAL Co., Philadelphia, to Ricou-Martin, New York, for promotion of Nyon's soundless aurecubes, and Rainbow brand and fluorescent. Radio will eventually be used, but no plans have been formulated.

SHIVAR SPRINGS, Inc., Shelton, S. C. (ginger ale), to J. Carson Brantley, Salisbury, N. C. Spot radio will be used.

FREY, Co., New York, to Federal Adv. Agency, New York, for Pritz, a waterless cleaner. No radio plans have been announced.

VANCOUVER Exhibition Assn., Vancouver, B. C., to J. J. Gibbons, that city. Radio station on.


JIM DALE, New York (men's clothing store chain), to Radio Adv., New York. Radio, newspapers and direct mail will be used.

ALFRED DUNHILL, New York, to Charles M. Storm Jr., N. Y. McKesson & Robbins, Bridgeport, Conn., to H. W. Kastor & Sons, N. Y.

NEBUCHARD FRUIT PRODUCTS, Los Angeles, to Walter K. Newell, Los Angeles.


SUPERIOR SEA FOOD Co., Los Angeles (Honors brand frozen fish) to Harry J. Wendland Adv. Agency, that city. Radio to be used along with newspapers.

SPEAK CANDY Co., Milwaukee (Chicken Dinner and Denver Sandwich candy bars) to Arthur Meyerhoff Co., Milwaukee for a portion of account in specific markets. Cramer-Krafft Co., Milwaukee, continues radio advertising in several markets. Radio is being used.

TUCKLEY'S, Evanston, Ill. (tingle toothpaste) to Loos, Benson, McClure, Chicago. Radio plans indefinite at present.


Women's Club Survey

With emphasis this year exclusively on programs which have helped to promote the ideals of democracy, the Women's National Radio Committee has started balloting to determine the winning broadcasts in its annual program contest, which will be announced at the WNBC annual luncheon May 13 at the Hotel Astor, New York.
Salesmen Consider Industry Problems

Agency Executives Join With Northwest NAB Group

SALES MANAGERS of the 17th District of the NAB met in Seattle March 28 in the best attended meeting of its kind in Pacific Coast radio history. Broadcasters, under the leadership of C. E. Couche, of KOM-KJKE, Portland, Ore., highlighted their section meeting by a joint luncheon with Seattle agency executives whose spokesman, William Horsley, head of Pacific National Ad. Agency, told the sales managers some of the major problems of an agency handling radio business.

All angles of station business were discussed. In a morning session Harvey Wixson of KHQ-KGA spoke on “Advertising Service”, analyzing some common deficiencies in station commercial operation. Del Chance of KOM-KJKE spoke on “Selling Radio in Competition with Other Media”. Arthur Gerbel of KOM-KJKE, Tacoma, gave a practical demonstration of his stations’ chart presentation for group selling and promotion. The morning session was concluded with a discussion of merchandising groups.

Other Problems

The luncheon meeting, presided over by Hugh Feltis, sales manager of KOM-KJKE, attended by 55 broadcasters and agency executives, was taken up by a talk on “The Most Fundamental Objections to Buying Radio Advertising”. By Bill Horsley, president of the Pacific Council of the American Assn. of Advertising Agencies, Other points were taken up by H. E. Studebaker, operator of KUJ, Walla Walla, and KRLC, Lewiston, who discussed communications on local business; Harry Spence of KXRO, Aberdeen, Wash., director of the NAB, explained some of the problems in maintaining relations stations; Loren Stone, assistant manager of KIRO, answered Horsley’s plea for guaranteed time for local accounts; commissions on political business and keeping agencies better informed on available local shows, were also discussed.

Next meeting of the 17th District Salesman Managers will be held in Portland, Aug. 22. Those attending were: Fred Goddard, Harry Spence, KXRO, Aberdeen; H. S. Jacobson, XWI, Portland; Arlen X. Pang-
Penning a three-year contract for a series of 15-minute transcribed dramatic shows, Kathryn Turney Garten will produce the programs for T. M. Sayman Products Co., St. Louis. Mrs. Garten does all her shows without prepared script. Interested spectators at the signing were (seated, 1 to r), Bert Somson, president of Premier Radio Enterprises, producers of the show; and Raymond W. Anderson, director of sales and promotion for Sayman Co.; (standing) Chas. F. Kelly Jr., president of Kelly, Stuhman & Zahndt, agency handling the Sayman account; and Max Koenigsberg, Mrs. Garten's personal representative.

Dickson Seized

JOHN PAUL DICKSON, Berlin commentator for MBS and part-time correspondent of the Chicago Tribune, was one of several American citizens seized and detained by German authorities reportedly in retaliation for United States seizure of Axis ships in American ports. MBS and others were released after being held for several hours, dispatches indicated. He was appointed MBS representative in Berlin in September, 1940, joining Sigrd Schultz, of the Tribune, now in this country on vacation.

Grant's Radio Expansion

IN ENLARGING its radio department, Grant Adv. Agency, Chicago, has named Wyliss Cooper, formerly of Ward Wheelock Co., to supervise activity in that department. He joined the agency three weeks ago. James McClain, former radio director, on March 31 became "Dr. I. Q." on the Mars Inc. NBC-Red program of that name [BROADCASTING, March 31]. Important announcements are expected in connection with the expansion.

White Labs. Renewal

WHITE LABS, Newark (Chooz), on March 31 renewed disc announ-
cements and will add another \$20-
ner of KFI KJH KMPC KECA KROW
KPO KFRC KDYL KERN KJG
KXK KFSD KSN KOH KQX
KXV KGW KMED KSLM
KXL KELA KRIC. Agency is H.
W. Kaster & Sons, Chicago, is agency.

Hat Drive

NOXEZMA CHEMICAL Co., Balti-
more (Pink), will add another \$5-
ner of two cities April 27 when it signs the Pathé (a subsidiary of Pathé), New York, under the title Battle of Bora. It will be heard Saturdays, 9:45-10:15 p.m. Agency is Rothfaut & Ryan, New York.

Wrigley Renewal

WILLIAM WRILEY JR. Co., Chi-
go (Sparamint), has renewed its five-week-quarter-hour local talent program on 20 Texas stations. Agen-
cy is Arthur Meyerhoff Co., Chicago.

GERARD PUBLISHING Co., New
York, publisher of Who, has placed a second one-third minute national spot
WTQN WNAW WBAB WOL
WQER KMPC. H. C. Morris & Co., New
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FEDERAL CAMPAIGN LACKS RADIO FUND

As part of the program to promote hemispheric solidarity, a $500,000 advertising campaign designed to stimulate travel between the Americas, extending to some 350 of the larger daily newspapers of the American Republics, was announced last Wednesday by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations between the American Republics.

No radio is included in the budget.

In announcing the government-financed campaign, Mr. Rockefeller also announced formation of a five-man American Travel Committee, composed of officials of shipping and transportation companies plying between the Americas, which will sponsor the promotion. It is understood the newspaper campaign will run for about 35 weeks, using roughly a full-page advertisement per week in each paper, although size and frequency will vary. The ads are to be placed in newspapers in every Latin American country.

Copy is to be prepared and produced by the Export-Import Bank of the American Assn. of Advertising Agencies and placed through five agencies: J. Walker Thompson Co. and McCann-Erickson, both having Latin American branches; National Export Agency; Boy and Irwin Vladamir Agency, all three export agencies; Russell Pierce, vice-president of the Walter Thompson, is on leave as advertising director of the Bureau, headquartered at 11 W. 54th St., New York. Walter R. Henderson, assistant vice-president of American Express Co., also is understood to have been given leave to act as head of the travel committee and handle the actual transportation arrangements.

Axton-Fisher Plans

AXTON-FISHER TOBACCO CO., Los Angeles, will promote Spud cigarettes on two-hour programs of its radio stations, starting June 2. Danger Is My Business, built around stories of dangerous jobs, will be heard Wednesdays at 10:15 p.m., Eastern time, on a program featuring Mary Small and a chorus will be presented Mondays at the same hour. Agency is Weis & Geller, New York. Company is also testing sports programs for Himyar Shredded Tobacco on two stations. Al Sisson is heard in a thrice-weekly sports commentary on WHAM, Rochester; and Bert Lee in a quarter-hour nightly on WNYC, New York. More stations may be added.

WFBG ALTOONA PA.

- half-red
- 250 WATTS
- full time operation
- railroad shops on full time schedule

WFBG provides the only full coverage of the Altoona trading area.

FM Group Meets

(Continued from page 15)

may be used during the one-hour daytime and one-hour evening periods during which FM stations are required to originate programs not duplicated on amplitude modulation stations and to demonstrate the full service of FM.

News broadcasts may also be included in these periods, he stated. Remote pickups made locally over wire lines capable of transmitting 10,000 cycles have been temporarily approved, he said, but he was turned down on a request to broadcast FM programs from New York to Boston over the highest quality long-distance lines available, which will carry up to 8,000 cycles. Mr. Shepard also reported that his FM station is planning to broadcast baseball this summer, following a vote at last winter’s major league meetings to exempt FM from the ban on shortwave broadcasts of games.

Auto Problem

The meeting discussed plans to get auto manufacturers to cooperate in eliminating ignition interference, which could be done for about $1 a car at the factory, it was stated. Makers of automobiles and FM receivers were also discussed, with the conclusion that good programs, especially programs not duplicated on A.M. stations, provide the best stimulus to make people want FM receivers.

Those Attending

Registrations at the open session Wednesday morning included:


LIMA, OHIO

A Fort Industry Market

TRY Test Town

What’s your product?

Food—soap

gasoline—milk

—ice cream—bacon—

Whatever it is, you can test your advertising campaign in Lima, O., and get a true index to its audience acceptance. For Lima is known in these parts as “Test Town.” It’s a staple, multi-industry city and its citizens are average up-and-at’em Americans. Try it in Test Town—and get America’s reaction.

Now at 1240 in Test Town

BROADCASTING - Broadcast Advertising

April 7, 1941 • Page 45
Godwin Named Manager Of WOR's FM Station; Program Policy Drafted

PROMOTIONS for several members of the program department of WOR, New York, became effective last week with the appointment of Charles Godwin, former production manager, as manager of W71NY, WOR's FM station, and the transfer from WOR of Tom Slater, announcer-producer, to MBS as coordinator of sports and special events for the network.

Two newly-created posts find Arthur Whiteside, former assistant production manager, moving up to replace Godwin, with a new title, daytime studio manager, and Carl Warren replacing Whiteside as announcer-producer, with the title of nighttime studio manager. Eugene King, who has been heard on WOR with a daily program of music transcriptions, joins the announcing staff as replacement for Tom Slater. Aiwyn Bach, 1931 Academy Award winner for direction, and Len Sterling, formerly of WSW, joins the announcing staff of W71NY.

W71NY's program policy aims at a comprehensive presentation of classical music, news, special features and educational programs and it avoids as much as possible duplication of WOR programs. Raymond Gram Swing's analyses of the major WOR programs are carried without commercial continuity. Three transmitted musical programs are broadcast daily on W71NY, including Symphony Cycle, 8:9 a.m.; Luncheon Concert, 1-3 p.m., and Slumbertime Music in the late evening. The FM station also broadcasts several program features, carried by MBS and not heard on WOR, including the Dushon Symphony Orchestra and the Chicago Symphony Orchestra concerts.

Commercial sales for W71NY will be handled by the WOR sales staff, which will stress an outlet with a national-class appeal, against the large volume mass-appeal of WOR.

RECENTLY COMPLETED transmitter plant of KRLH, Midland, Tex., as portrayed in the architect's drawing, will be added for the station's towers to 250 kilowatts for additional coverage in Texas oil area. Radiator is a 435-foot Ideco tower. KRLH uses 1450 kc.

TEN YEARS OF LATIN PROGRAMS

NBC Celebrates Anniversary With Series of

Greetings to Southern Nations

WITH inauguration of NBC's shortwave transmitters, WRC and WNBL each a 50,000-watt outlet, the network observed the 20th anniversary of the "inter-American network", in which it pioneered, with a group of "exchange greeting" programs to and from Latin America.

Ten years ago when NBC was sending Spanish shortwave programs to countries south of the Rio Grande, it was discovered that each program brought in a large mail response. Gradually the network built up a regular schedule of shortwave programs so that today 130 South American stations, 73 standard band and 52 shortwave, are rebroadcasting NBC's programs.

Decade of Progress

The anniversary week broadcasts were dedicated to progress of the decade. On March 25, for example, Cuba and Brazil saluted NBC's celebration of the "Pan American Network", as it is titled, with music and entertainment from popular nightclubs. NBC-Red, in turn, broadcast a salute to the other Americas with programs of songs by Emma Otero, Cuban born soprano.

As part of the celebration, NBC's international division arranged an exhibit at the annual convention of the Export Managers Club of New York at the Hotel Pennsylvania, under the direction of Clande Barrere of that division's sales staff.

Two special programs were presented March 27, one on NBC-Red from the Copacabana Club in New York, and the other on the Blue featuring the NBC Concert Orchestra under direction of Leopold Spitalny. Earlier in the day NBC sent a shortwave to Latin America the speeches with the luncheon of the Argentine-American Chamber of Commerce held at Indian House, New York. Eli Canel was Spanish announcer on the program.

In December 1938, the FCC gave permission for shortwave programs on WRC and WNBL to be sponsored. Shortly thereafter the United Fruit Co. signed for nightly quarter-hour news programs to Central and South America, and Standard Oil Co. of New York sponsored the Louis-Godoy fight. Two New York hotels, the Waldorf-Astoria and the Astor, bought programs featuring the bands in their supper clubs. S. C. Johnson Co. now has a regular Hollywood program featuring Olga Andre.

RCA-Victor sponsors La Disco-teca Victor, a three-week program of classical music, as well as

the weekly Modern Woman program, and It Really Happened, conducted by Roberto Gatica, writer and announcer of NBC's international division.

Promenading With Andrea y Ariza, a radio Broadway column, presented on behalf of Broadway Radios, an RCA product, is another show designed for Latin America. The American Export Lines sponsors programs in Spanish, Portuguese and English, while the Texas Co. sponsors the Metropolitan Opera broadcasts, and the Esterbrook Pen Co. presents a quarter-hour opera commentary.

Standard Oil of New Jersey now sponsors eight news commentaries in Spanish and Portuguese each week. Other sponsors have included KPO Pictures and E. I. du Pont de Nemours & Co.

WTAG, Worcester, Mass., and its FM adjunct, WXTG, have installed new sound equipment purchased from the local Architectural Woodworking Co., built from plans furnished by Roy Kelley of NBC.

SALES of radio receivers in Canada during 1940 were the highest on record, totaling 438,076 sets, compared with 370,588 in 1939, and 251,250 in 1938.

THE VOICE OF MISSISSIPPI

Lamar Life Insurance Company
Jackson, Mississippi

Lamar

Lamar Life Insurance Company

The Mark of Accuracy, Speed and Independence in World Wide News Coverage

UNITED PRESS

The Northwest's Best Broadcasting Bu

WTCN

An NBC Station

Minneapolis

St. Paul

Owned and Operated by

St. Paul Dispatch Pioneering Press, Minneapolis Tribune and Times Tribune.

Page 46 • April 7, 1941

REL

FM's Pioneer Manufacturer

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

BROADCASTING • Broadcast Advertising
Shelby Promoted To New NBC Post

ROBERT E. SHELBY, supervisor of NBC's television activities, has been appointed NBC development engineer, succeeding R. M. Morris, who recently joined the network's radio-recording division, according to O. B. Hanson, NBC vice-president and chief engineer.

Mr. Hanson announced promotion of George M. Nixon of NBC's development division to the post of assistant development engineer, succeeding W. A. R. Brown, a member of NBC's technical staff since the formation of the company, who has resigned to join the RCA central frequency bureau.

Mr. Shelby, a graduate of the University of Texas, joined NBC's engineering staff in 1927 after being in charge of NBC's Empire State Bldg. television transmitter. Author of numerous technical articles on television, he includes among his activities the development of standards for broadcasting apparatus and operating techniques.

He is a panel member of the National Television Systems Committee of the standards committee of the Society of Motion Picture Engineers and of the television technical committee of the Institute of Radio Engineers. In his new position, he will have charge of all equipment design and development at NBC, and will continue to supervise television engineering activities.

Mr. Nixon, an NBC engineer since 1928 following a year in the operating department of the Electric Storage Battery Co., is best known for his work in studio acoustics, on which he serves as consultant for theatres and auditoriums as well as for broadcasting studios. He is a fellow of the Acoustical Society of America and a member of the AIEE and the IRE.

Mr. Brown leaves NBC after numerous technical posts with the company. From 1924 to 1927 he was transmitter engineer of WJZ, New York, now key station of NBC-Blue, and has conducted extensive studies in shortwave transmission and solar activities and is considered an authority in those fields.

A BMI TUNE, "Madam Will Drop Her Shawl," has been adopted as the feature song in a new film, "South of Panama," opening April 10, starring Roger Pryor and Virginia Vale. BMI is getting a new edition of the song with a title page identifying it with the motion picture. Words are by Bea Masterson, BMI lyricist, and music by Herb Field.

Dwight McEek, formerly in charge of engineering schedules and operations group, has been transferred from Chicago, and control room replacing Frank Lehner, who recently left for Camp Forrest. The former assistant to McEek, has replaced him, while William Yorke, of WHJN-CDS staff, has been appointed assistant to Satterly.

HOLUP, formerly engineer at WJZ, Radio Corporation of America, Sydney, Ont., has joined CKGB,工程器, engineer, Norm Chaplin, Radio College of Canada graduate, has been appointed transmitter engineer of CKGB, and Vance Rufuse, assistant engineer.

W. J. HOWELL, of Pittsburgh, with Westinghouse for the past 10 years, recently was named assistant to the manager of the Pacific Coast District, Westinghouse Electric Corp., succeeding Paul V. Whaley, who was transferred to New York.

JOHN PEOPLES, technician of KJH, Hollywood, has been inducted into the Army.


CECIL WALLACE has been named manager of KHML, Dallas.

BYRON H. JUDY, formerly of WHIS, Bluefield, W. Va., and WAKR, Akron, is now a transmitter engineer at WBLJ, Dalton, Ga.

HARRY HENRY, new engineer of WBDJ, was married Georgia Pemberton April 5.

HUGH ALLEN, formerly recording technician of Photo & Sound, San Francisco, has joined the engineering staff of KFAS, San Francisco.

NORM F. RUGIEN has joined the staff of WWAJ, Chicago.

OLIVER G. COBURN, formerly of KDYL, Salt Lake City, is now chief engineer of KRRO, Everett, Wash.

EUGENE ELMER LOVEJOY, former chief engineer of KBND, Bend, Ore., is now with KGW-KEK, Portland, Ore.

RICHARD ERBE, recently with WGAU, Athens, Ga., has joined KETY, Juneau, Alaska, as operating announcer.

WILLIAM BOTT, engineer of WIEF, Philadelphia, has volunteered and entered the service to train wireless operators.

DICK BRITZ, engineer of WFIL, Philadelphia, is the father of a boy born March 25.

KENNETH TAYLOR, formerly of KHJ, San Francisco, has joined KERN, Bakersfield, Calif., as technician. He succeeds George Otte who retired to Tucuman service.

JAMES McCARLLE, KFRC, San Francisco, engineer, has been transferred to KHJ, Los Angeles. Don Lee network key station in Southern California.

BRUCE DENNIS, of Granbury, Tex., station area staff engineer of WBCB, Columbus, Miss., replacing Vasco Roledo who joined WOTC, Dallas, Tex., has been inducted into the Army.

BETTER FACILITIES FOR FIVE STATIONS

AN INCREASE in power from 1,000 to 5,000 watts fulltime, with a directional antenna for day and night use on 1300 kc., was announced at KOL, Seattle, by the FCC at its meeting April 1. WSTV, Steubenville, O., was granted a construction permit to increase from specified to unlimited time on 1340 kc. with 250 watts, and WLOG, Logan, W. Va., was granted an increase in power from 100 to 250 watts fulltime on 1250 kc.

KCRY, Enid, Okla., was given a construction permit to install a directional antenna for day and night use and increase power from 250 to 1,000 watts on 1390 kc. with fulltime.

King, Olympia, Wash., was granted a construction permit to increase time of operation from unlimited, except when KTW, Seattle, is operating, to unlimited time on 1240 kc. with 100 watts day and night.

KGFJ and KFMB Sign New Pacts With IBEW

AFTER SEVERAL months of negotiations, which included Super Court litigation, KGFJ and KFMB, in late March signed a 100% union shop contract with Local 40, IBEW. Broadcasting. Although KFMB, San Diego, Cal., has not yet started operation, the management in late March also signed an IBEW agreement. With technicians having organized several months ago, negotiations are under way with Don Lee Broadcasting System, Hollywood, for an agreement covering the four owned and operated stations of stations originating work in California. KHJ KFRC KDB KGB, according to W. A. Kelly, IBEW international representative. It is claimed that KPAC KFV and KIE in the Southern California area will also shortly sign union shop contracts. Los Angeles area stations now operating under 100% IBEW Agreement are KNX KPWB KMPC KFOX KMBX KGJF.

KGFJ has also signed a guild shop contract with AFRA covering staff announcers. Agreement carries a minimum wage clause and other provisions of regular AFRA contract. Negotiations leading to the contract were handled by I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA.

"Boy, I've got strength—like that WDFD Flint Michigan signal, now that it's 1000 watts on 910."
May Seek Change in Law
(Continued from page 9)

try asks is to be heard when the time comes for making a new law," Mr. Ethridge's article concluded.

Mr. Ethridge pointed out that broadcasters "are perfectly willing to accept the President's word that the law is not clear enough to serve as a guide to the Commission." He observed that the industry feels that the key phrase of the 1934 law "public interest, convenience and necessity" has been "tretched to cover too many things".

Anticipated Move

Though the article was written months before the FCC move on newspaper divestiture had developed, Mr. Ethridge anticipated such a situation. He said there may be perfectly legitimate arguments as to the extent to which newspaper ownership should go, but the Commission should recognize that incidental ownership has been a logical development and that it has been due to the Commission's policy.

"In the early days, there was no money in radio," he commented. "If there were to be any owners they had to be either capitalists or corporations with other sources of income. Newspapers, for instance, saw radio as a competing medium, as it has been, and hedged by acquiring stations. Other businesses got licenses for other reasons, but all of them poured money into the development of the industry. The Commission has not put the industry in a position to stand entirely on its own feet."

A glance at the FCC's current roster indicates the extent to which it has gone in recent extreme regulation. The New York Times recently reported a decrease of more than 200 newspapers from the number of daily newspapers at the end of the year, it is not expected to set a date for the newspaper ownership hearing. And in setting the date, it is prospective to give the newspaper group at least 30 days of written notice to permit it to prepare its case.

Among its other current moves are the clear-channel breakdown issues, precipitated by its action on March 27 granting WDDH, Boston, fulltime on the 830 kc. clear channel; the unsettled state of FM development precipitated by its newspaper investigation; and the decided status of television, which had been set up from commercial operation a year ago; the new investigation ordered last week of AT&T's long-distance rates, as well as reverberations from other sources, among them the municipal police services, which have complained about being "pushed around" by the Commission on frequency allocations.

The FCC had another meeting on March 31 on the Network Monopoly Report and is about half-way through, moving up to page 76 of 136 pages. It has yet to receive from the law department a report on FCC jurisdiction under the existing act, which most of the respondents claimed it did not have. MBF alone, among the major industry entities, supported the FCC law department view that it has ample jurisdiction to regulate business aspects of broadcasting and the networks.

Gordon Gray Case

In regrading the application of Gordon Gray, identified with the R. J. Reynolds tobacco family, the FCC majority apparently did not invoke the letter of the newspaper ownership order, which specified that construction of FM facilities by newspaper organizations associated with the publication of newspapers should not be undertaken until after the Commission completed its investigation and decided on new policy.

The station, a Class "C" or of the "super" type which would provide service in seven states, originally had been authorized a fortnight ago by Mr. Mitchell, N. C. Like a dozen others, it was subsequently killed by the newspaper order.

Counsel for Mr. Gray has pointed out, however, that he had applied for the station as an individual, rather than as the publisher of a newspaper. Moreover, the FCC had been notified of a change in control of the station, which would reduce Mr. Gray to the status of a minority stockholder. Mr. Gray is being considered for appointment to the Ethridge committee.

At its April 1 meeting, at which the Gray grant was reinstated, the FCC is understood to have rejected the application of the Milwaukee Journal, operating WTJM, for a full commercial FM authorization, but did give it authority to operate its new experimental FM transmitter commercially. The Chicago Tribune, operating WGN, also sought regular authority for its new FM station and is understood to have been denied the authorization.

With moves going forward on so many fronts and with the national defense situation striking increased tempo, broadcasters were in a quandary as to where to look for developments. Introduction of legislation for reorganization of the FCC, particularly if it gets Administration endorsement, probably would have the effect of transferring to the Capitol virtually all of the issues and of delaying FCC policy conclusions until action by Congress.

Anti-Trust Probe

On the other hand, the Department of Justice is gearing itself for further moves in the radio-entertainment field, to follow up its successes in procuring consent decrees from both ASCAP and from the broadcasting industry through BMI on copyright music performance. Assistant Attorney General Arnold announced several weeks ago that action would be taken against James C. Petullo, head of union musicians, but this has yet materialized, although Mr. Watters and his staff have been active in the field. In some quarters it was thought the Department might withhold action against A F of R until such time as it could open up other aspects of the network monopoly aspects. Until the FCC releases its final Network Monopoly Report, however, Mr. Arnold's staff probably will not be disposed to move.

ARThUR A. HERBERT Sr., 67, treasurer of the American Radio Relay League, died April 3 in West Hartford, Conn.

"I know I'll have a good home now that I'm being advertised over WDIF Flint Michigan with its new kilowatt on 910."
**PRESS FM CASES IN PENDING FILES**

THE FCC announced last Friday that pending determinations of policy or rules, if any, governing newspaper operation of stations, it has adopted a policy of "holding in its pending files" all applications by newspaper interests for FM construction permits prior to the adoption of the order "are being issued such permits subject to the conditions that no construction shall be undertaken until the Commission has taken action on the newspaper ownership question." Meanwhile, if any such newspaper interest can show to the satisfaction of the Commission that such a policy would be allowed to go ahead immediately, it will be permitted to do so.

**NAB By-Law Changes**

SEVERAL proposals to amend the NAB by-laws, undertaken under authorization by the NAB board of directors, were submitted last Friday to the membership. Action is expected at the May 12-15 convention in St. Louis. The proposals would authorize nomination and election of six directors-at-large by vote in open session, approval of the succeeding year's convention site by the convention; reclassification of dues in higher station income brackets; and reallocation of territorial effecting NAB districts 2, 3, 8, 9, 11, and 14.

**Lyndon Test**

LYNDON COSMETICS, Norwalk, Conn., through their newly-appointed agency, Albert Frank-Quenouiller Ltd., New York, is launching two announcements weekly on the Ruth Marvin Wells participating program on WOR, Cleveland. The company is promoting Lady Lyndon line of popular priced cosmetics.

**MBS Billings Soar**

MBS gross time sales for March totaled $313,774, a gain of 31.5% over the March 1940 figure of $960,813. Cumulative MBS billings for the first quarter of 1941 are $1,461,162, up 39.7% from the $1,046,191 total for the same period of 1940.

**Pabst Sports**

PABST SALES Co., Chicago (Blue Ribbon beer), on April 14 starts a six-week quarter-hour series, Blue Ribbon Sports Review, on 13 Texas State network stations. Shows will be heard 10:15-10:30 p.m. (CT) Mondays through Saturdays following the night baseball games played in the Texas League. Zack Hurt, veteran sports announcer who has been heard on newspapers for General Mills, will conduct the programs. Agency is Lord & Thomas, Chicago.

**Renault Returns**

L. N. RENAUT & SONS, Egg Harbor City, N. J. (wineries), is launching an extensive advertising campaign embracing radio newspapers, trade papers, national magazines, and car cards during the months of April and May for its line of Renault American champagne and American vermouths. Returning to radio for the first time this year, a larger schedule has been arranged, with the addition of WOR, New York, for three five-minute periods weekly with Ed Fitzgerald's man-about-town program. Reminder of the schedule calls for 309 live spot announcements, using five a week on KQV, Pittsburgh, and 18 a week on WPEN and WDAS in Philadelphia. Agency is Gray-Rogers Adv., Philadelphia.

**Nitragin Series**

NITRAGIN Co., Milwaukee (Nitragin Inoculate), during March started a six-week varying schedule of one-minute spot announcements on approximately 18 stations [BROADCASTING, MARCH 24]. Western Adv. Agency, Racine, Wis., handles the account.

**Redomination of Ownership In WSJS Is Ordered**

COMPLYING with a suggestion of FCC attorneys, the NAB board has held 99.8% of the common stock and 18.1% of the preferred stock in Piedmont Stock Co., Winston-Salem, N. C., licensee of WSJS, has agreed to a redomination of stock so that voting control will be shared by the 8 who are present preferred stockholders. The company also publishes the Winston-Salem Journal and Times City Sunday.

The corporation, it was disclosed, entered into commitments with reference to the preferred stock, when it acquired the newspaper and radio station. These were not met at the end of a three-year period, and the preferred stockholder, some of them Mr. Gray's relatives, became entitled to voting privileges. Under the new setup Mr. Gray will actually vote 18.1% of the outstanding stock. Mr. Gray is also a large stockholder in R. J. Reynolds Tobacco Co. There are no plans to change either the officers or directors of the corporation, or the management of the newspapers and radio station.

**AFRA-WGN Pact**

SIGNING of an agreement with WGN, Chicago key outlet of MBS, for a minimum salary of $5,000 a week for sound men, gives the American Federation of Radio Artists a closed shop in every major Chicago station, covering both technicians and artists. First AFRA contract went into effect last October, 1940, when sound men were raised from $26 to $40 a week. The pact with WGN for the $51 weekly minimum is in effect until April 23, holding until Nov. 1, 1945.

**More Socony News**

SOCONY-VACUUM OIL Co., New York, has added a daily quarter-hour news program on KSO, Des Moines, and WNAX, Yankton, S. D., bringing a total of 39 stations now carrying the sponsor's newscasts. J. Stirling Getchell, New York, is agency.

**BMI Tunes in Movies**

BROADCAST MUSIC Inc., through Harry Engel, Pacific Coast manager, has placed three new songs of a film producer, for the next Dr. Christian picture to be released through RKO. Written by Jack Owens, Claude Sweeten, David Gregory and Al Moss, the songs are When Love Makes Beloved Lovers, Make Beloved Land of Dreams, and Get Alike, and The Rhythm Is Blue of Blue. BMI has also closed a deal with Walt Disney Studio for publication of the song. The Walt Disney Dragon, from the feature cartoon of the same title to be released about May 1, was sung by Charles Wolcott, Ed Penner and T. Hee.

Leprohon Gets CKAC Post

LOUIS LEPROIHON, salesmen of CKAC, Montreal, has been promoted to national and local sales manager. He was announced April 3 by Phil Laundre, manager, Paul Lane Carpenter, from Montreal College, has been added to the announcing staff.

**SOCIETY CLUB HATs Corp.,** New York, is staging a spring spot campaign on 12 stations. Weekly announcements on WPRO WRNJ WSNL, WCAI, WDCN, WJZ and WABC are weaving WPOR WBNJ, WBNJ, WCBS WRNC WHEN WJZ, WCIR, WCNM, WCCO WRNJ, WCHS WPTF. Agency is Gusnow-Kahn & Co., N. Y.

**IN COLUMBIA,COVERS THE HEART OF MISSOURI**

Winner of the "George Foster Peabody Award" for Distinguished and Matterhous Public Service Programs in the local channel group for 1940.

**FROM THE N.A.B. CONVENTION INST. Louis**

Stay At The Headquarters Hotel - Center of Activity

New Hotel Jefferson

THE ARISTOCRAT OF ST. LOUIS

FOR THE N.A.B. CONVENTION IN ST. LOUIS

800 ROOMS FROM $300

AIR CONDITIONED

April 7, 1941 • Page 49
KVOV, Redding, Calif., is taking a major role in cooperative educational broadcasts in the Northern Sacramento Valley. Since the start of the current school year KVOV has carried a total of 15 programs written and produced by elementary school children. Besides the elementary school broadcasts, KVOV carries a similar program weekly from the Shasta County High School, written and presented by students.

KGK, Tyler, Tex., recently turned over its entire studio and control rooms to local high school students for a day as part of classes in radio which are being held. James Ulmer Jr., son of Dr. Ulmer, station owner, was in charge of the transmitter operation. Young Ulmer, though only a high school student, is a licensed commercial telephone operator holding a first class operator's license.

SATIRE on MBS's program, Keep Fit to Music, heard over KWK St. Louis, each week-day morning, was presented at annual Gridiron Dinner of the Women's Advertising Club of St. Louis held recently. The skit fits "Sweeping Fit With Fanny," showed a divided stage with two exercising listeners on one side and on the other, the radio studio where a feminine announcer was heard, called in the State prison at Huntsville and were in George Foster Peabody awarded the station's "Public Service" award.

STAFFS of WTAG and W1XTG, Worcester, Worcester Telegram, Evening Gazette and Sunday Telegram participated in a celebration of the local Hotel Barcroft March 31 in honor of radio and newspaper expansion in that community. Wrist watches were presented to all 20 year employees and entertainment featuring Everett Marshall, singing star of stage and screen, was furnished.

FOR THE second consecutive year WBBM, Chicago, has been honored by the American Legion with a scroll commending its activities in promoting Americanism through its series of Legion broadcasts.

IN LINE with its policy of classic music WNYC, New York, has broken a national station, on March 29 started a Saturday night program of complete recordings of the best known operas.

TO MEET the demand for trained radio writers, a workshop course in radio script writing will be offered during the spring terms of the Writers' School, New York, under direction of Helen Bergovoy, writer for the Columbia Workshop. All types of scripts will be considered in the course, starting April.

WBBM, Chicago, has started a series of weekly half-hour programs from Camp Forrest near Tuluah, Tenn., designed to cover the complete picture of the Illinois 33rd Division army life. The programs have been made available to other stations.

WAI, San Antonio, featured a recent broadcast of Army Life from Dodd Field, Fort Sam Houston, an interview of Dan Edwards, soldier of fortune, who was the first survivor of the evacuation of Dunkerque last year. Army Life program is a weekly program on each Sunday from Dodd Field, by Hoyt Andres.

COOPERATIVE agreement between WGG, Portland, Ore., and the Indiana Farmer's Guide, house farm newspaper, has been arranged so that the station receives a half-hour ad of each issue of the paper in return for sponsorship three days each week of a WWO/WG, a feature of Jim Conway, farm station program director.

WPBH, Indianapolis, on April 1 started John Doe Meets the Pro, a weekly quarter-hour interview which features a professional golfer on each program. Lee Harris, recent addition to the station's sports staff, is in charge.

GUY LOMBARDO, whose orchestra is heard Monday nights on CBS for Lady Esther, Chicago, sponsoring a Glee Club contest among the 325 Boys' Clubs of America in connection with the time of the Boys' Clubs Week, which ends May 10.

TEA-TIME note will be struck in the weekly half-hour High Tea in the Big Room, which starts April 10 for 19 weeks, on KMPC, Beverly Hills, Calif., cooperative sponsorship of L. J. Sloan Co. Elizabeth Arden Sales Corp., Alexander Perino (restaurants), and Johns Fifth Avenue (department store). Weekly show will feature newly-discovered talent. A percentage of ten-dollar proceeds will be turned over to charity. Ed J. Holden, head of Holden Associates, Hollywood agency, will be producer, with Lillian Glen Fronty, script writer.

FIRE VISITED the offices over the air and control room of WGG, and the deluge of water directed at the blaze leaked down through the ceiling into WGK. Firemen chopped holes in the floor, losing a flood of water on the control room equipment of WGG. A salvagewash was spread over the control panel, mikes, and speech-rack in the control room. This picture was taken after things were undamaged. The announcee on duty was George Kent who was doing a transcription show at the time, and the problem of announcing, working two turntables, and keeping the master off the turntables accounts for his harried look. The show, of course, went on!
Farm Service Programs
And Defense Problems
Discussed at Conference
SUPPLEMENTING their background on the impact on agriculture of the war abroad and this country's defense programs, program directors from stations all over the country met in Washington April 7-8 with officials of the Department of Agriculture. The meeting, called by Secretary of Agriculture Wickard, is similar to the roundtable discussions which the department holds annually with editors of newspapers and magazines. It is the first of its kind for radio.

Following a talk by Secretary Wickard, the group was to hold roundtable discussions with other Department officials. On Tuesday the visiting farm editors were to visit the U. S. Agricultural Research Center at Beltsville, Md.

At conclusion of the two-day Department of Agriculture session, representatives of nine cleared-channel stations are scheduled to meet Wednesday with Victor A. Sholl, director of the new Clear Channel Broadcasting Service office in Washington. Mr. Sholl plans to have the cleared-channel farm editors present to expand rural program service for these stations.

Farm service directors and editors, along with several station managers, scheduled to attend the Department of Agriculture meetings include:

- William Drips, NBC director of agriculture; Charles Stoecker, CBS agricultural editor; Harry Stone, general manager, and Louis Buck, WSM, Nashville; Charles Shoffner, WCAM, Philadelphia; John Merrifield, WHAS, Louisville; George Snyder, general manager, Art Page and Harold Safford, WLS, Chicago; Ed Mason, WLW, Cincinnati; Bill W. Johnson, WMAQ, Chicago; W. Wacker Drive, Chicago; Mason, WMAQ, Chicago; W. Wacker Drive, Chicago;

- Jesse Buffum, WEZI, Boston; Grady Ogle, WBT, Charlotte; Earl Williams, KFAB, Lincoln; Harold Aaine and John Zufall, WBAL, Baltimore; Rex Davie, WCKY, Columbus; L. C. Grant, WABC, New York; Thomas Murray, WHAM, Rochester; Herb Flammbeck, WHO, Des Moines; Woody Hatte, WTIC, Hartford; WLS, Chicago; WGN, Chicago; WPRL, Providence; WOR, New York; Paul W. Morency, manager, and Thomas C. Van Acker, WOR, Montpelier, Conn.; Richard Veil, WENL, Henry Hutchison, WMBG, Walter R. Bishop, WRVA, Richmond; Charles Worchester, WNAV, Yankton, S. D.

RED BARBER, sportscaster of WOR, New York, has signed with Patsy Noll as narrator and consultant for its sports newscasts and shows. Barber will handle all sports except racing, currently described by Clem McCarthy, and will work with Joe Walsh, Pathe editor.

CRYS'TALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal equipment, is now able to offer the broadcaster and manufacturer of electronics the larger production of fash new and exclusive Hipower crystal models. Your crystal need may be Hipower crystal upon it. Write today for full information.

HIPPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago Factory—2035 Charleston Street, Chicago, Ill.

GAVEL FROM KDKA
Fashioned for First Sponsor—From Original Tower
JOSEPH HORNE Co., Pittsburgh department store, which claims to have been radio's first advertising sponsor, paid a unique tribute to the broadcasting industry at the semi-annual meeting of the Retail Research Assn. last month in Miami. As it was the custom for one of the 22 member stores to present a gavel to A. Lincoln Filene, president of the association, at each meeting, it came the turn of the Joseph Horne Co. to make the presentation.

The store asked KDKA, Pittsburgh, for a small piece of the original antenna pole used by Frank Conrad in his early experiments which led to the founding of the pioneer Westinghouse station. This was fashioned into the gavel and presented to Mr. Filene with a letter of authentication from Dr. Conrad. Here James B. Rock (right), manager of KDKA, hands the gavel to W. H. Burchfield, president of Joseph Horne Co.

Joseph Horne also distributed at the gathering an attractive booklet, How Radio Broadcasting Began, sketching the early history of broadcasting and how Horne's became radio's first retail advertisers after being partially responsible for the actual establishment of KDKA.

H. C. MULBERGER Inc., Milwaukee agency, has organized Atomic Research & Engineering Co., as a subsidiary, to analyze various products manufactured for it by its clients and to aid in the development of new products. Mr. Mulberger was director of research. The research and experimental staff comprise of Charles Kruse, instrument maker, electronics, radio and sound engineer; Dr. Gabriel del Pilar Flores, research chemist; and Leland H. Snyder, former director of development and research of the Bendix Corp., South Bend; A. C. (Tony) Lange, president of the Lange Aviation Corp., Milwaukee.

NIGHT BALL GAMES BOUGHT ON WNEW
UNDER Joint sponsorship of General Mills, Minneapolis (Wheaties), and Lever Bros Co., Cambridge, Mass. (Lifebuoy), WNEW, New York, will broadcast the entire schedule of 11 night games, home and abroad, played by the Brooklyn Dodgers. Play-by-play and between inning commentaries will be handled by Red Barber and Al Helfer, sportscaster covering the games by day under the same sponsors on WOR, New York.

The broadcasts will be heard on WNEW from approximately 9 p.m. until conclusion of the game. The first takes place May 28 in Philadelphia between the Dodgers and the Philadelphia National League team. Agency for General Mills is Knox-Reeves, Minneapolis, and Wm. Easly & Co., New York, is the Lifebuoy agency.

WE DON'T TRAVEL THE PRIMROSE (Ky.) PATH!
Sure, WAVE gets around—but we aren't boasting of our coverage in Primrose, Pyramid or Plutarch (Ky.)! The loss is small when you consider that the Louisville Trading Area—which WAVE covers completely—normally buys twice as much as the rest of Kentucky combined, now buys even more because of extra defense payrolls in excess of $1,150,000 a week! This is the productive path in Kentucky—and it's paves with sales for WAVE's advertisers! Shall we hit the trail for you?
Decisions...

MARCH 29

MISCELLANEOUS—WNYC, New York, dismissed without prejudice petition interlocutory application Camden Broadcasting Co.; North, Butler Broadcasting Corp., Tex., dismissed motion to amend application to 1400 kc under treaty; AAA, Greensboro, N. C., dismissed motion to amend application to 1400 kc for new transmitter; NEW, CBS, Boston, petition denied in motion to amend application to 1400 kc; BAY, WSBW, Mass., motion to amend application to 1400 kc under treaty; WGM, Amos Broadcasting Co., Mass., dismissed petition under treaty; WRB, WJAR, RIC, dismissed petition for reconsideration of proposed conclusions; IVB, WJAR, Providence—Granted application for license to cover 1370 kc 250 w untl; WKBW, Rochester, Kan., granted leave to amend application for license to cover 1370 kc 250 w untl; WMAA, Davenport, Iowa—Withdrawal without prejudice application 1370 kc 250 w untl.

AMENDMENTS—WOC, New York, issued and granted amendment application to 1400 kc to 1400 kc under treaty; WJAR, Providence—Granted amendment to 1400 kc and offer of 1400 kc under treaty; WICT, Chicago—Amended application to 1400 kc; WJAR, Providence—Amended amendment application to 1400 kc to 1400 kc under treaty; WAFB, Raleigh, N. C.—Amended application to 1400 kc to 1400 kc under treaty.

FOR HEARING—WOC, New York; WJAR, Providence; WICT, Chicago; WAFB, Raleigh, N. C.; WAFB, Greenville, S. C.; WJAR, Providence; WICT, Chicago; WAFB, Asheville, N. C.

April 4

KSWO, Lawton, Okla.—Granted modification of CP new station for new transmitter, 1150 kc under treaty.

WJAR, Providence, RIC, granted modification CP increase power etc. for 1470 kc under treaty.

WHRB, Rock Island, III.—Granted modification CP increase power etc. for 1470 kc under treaty.

WJ立体, Scranton, Pa.—Granted new transmitter.

WNCB, Burlington, N. C.—Grant new television station; WNBX, Wilkes-Barre, Pa.—Grant new television station.

APPLICATIONS

WNCB, Burlington, N. C.—Grant new television station; WNBX, Wilkes-Barre, Pa.—Grant new television station.

FOR HEARING—WOC, New York; WJAR, Providence; WICT, Chicago; WAFB, Raleigh, N. C.; WAFB, Greenville, S. C.; WJAR, Providence; WICT, Chicago; WAFB, Asheville, N. C.

April 10

NEW, Granite District Radio Broadcasting Co., Murray, Utah—CP 1490 kc 250 w untl.

KGNU, Dodge City, Kan.—Modification license to 1490 kc 500 w D untl.

WTMC, Ocala, Fla.—Re-verification of license, to be held in Panama City.


KIRL, Midland, Tex.—Modification CP to 1500 kc 250 w untl.


KFGO, Spartanburg—New transmitter.

KOMO, Tacoma, Wash.—Modification CP for new transmitter.

KFCU, McMinnville, Tenn.—Granted CP 1590 kc 5 w untl.

Tentative Calendar

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Western Electric

"Ways to Kill Feedback" says Chief Engineer

"If you're on warpath for feedback or reverberation, Western Electric 639B 6-way Cardioid Mike is best weapon," says the Chief. "Select any one of six pick-up patterns at turn of switch—adapt microphone to practically any conditions." Get full details. Write Grigaray Electric Co., Graybar Building, New York, N. Y.

WEBIC, Duluth—Modification CP change antenna N, and 1320 kc under treaty.

WABC, New York—CP increase to 1 kw N & D directional N, amended power 1000 w.

WJBO, Hammond, Ind.—CP increase to 250 w.

WCBS, Springfield, III.—CP change to 1170 kc under treaty.

WNYC, New York—CP move transmitter.

WJAR, Providence, RIC—CP change 1220 kc 250 w untl.

WNBX, Wilkes-Barre, Pa.—CP change directional antenna N, 790 kc under treaty.

KRAL, Wallace, Ida.—Voluntary assignment license to Silver Broadcasting Co.

KCA, Chisholm, Minn.—Grant to 1210 kc 250 w new, equipment, amended to be coherent on grant of KFYO application.

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WBKR Sale Approved

MONROE B. ENGLAND, retired coholder of Pittsfield, Mass., was authorized by the FCC to purchase WBKR, Pittsfield, for a reported sum of approximately $60,000. He bought the station from Harold Thomas, operator of WATR, Waterbury, Conn., who established it about two years ago. The station operates with 250 watts on 1340 kHz. Thomas is also holder of a construction permit for the 250-watt WNAB at Bridgeport, Conn., scheduled to operate on 1450 kc.

Vel Suds Test

COLGATE-PALMOLIVE-PEET CO., Jersey City (Vel Soapsuds Co.), on April 5 started a 10-minute spot advertisement in the weekly Saturday Morning Open House program on WCCO, Minneapolis. Contract is for 13 weeks. Agency is Sherman & Marquette, Chicago.

Merck Tests Spots

MERCK & Co., Rahway, N. J., is testing one-minute spot announcements twice daily on KYW, Philadelphia, for Di-Chloride, a crystalline moth preventative compound. More stations will be added if the test is successful. Charles W. Hoyt, Co., New York, is agency.

WANTED

Experienced radio-time salesman between 22 and 35 years old, for popular 1000 watt regional station, located in a Middle Atlantic State and serving a primary area of 1,700,000 people. Chance for advancement. Replies will be held in strict confidence. Send complete qualifications and photo to Box 327, BROADCASTING.

Help Wanted

'Experienced Announcer—With operator's license. If you have selling experience it will help. Box 346, BROADCASTING.'

Announcer-Writers, Salesmen, Operators, Directors—Investigate our national service. Central Registry, Orpheum Bldg., Wichita.

Combination Announcer-Engineer-Network Stations—In West Texas. Salary liberal. Send transmission experience and photog

Opportunities Are Here For qualified employees—every department—announcers, operators, combinations, transmission girls, salesmen, etc., except talent. National Radio Employment Bureau, Box 364, Denver, Col.

Situations Wanted

Announcer-Program Director—56, news, patiotic shows, experienced, References recording available. Box 321, BROADCASTING.

Chief Engineer—Competent, cooperative. Take complete charge of station,Make engineering department click. Employed. Box 355, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis—can't you? Box 326, BROADCASTING.

Announcer-Producer-Continuity—Two years' metropolitan or regional experience. Draft-exempted. College. Go anywhere. Box 354, BROADCASTING.

Announcer—Wishes connection with eastern network affiliate. Thoroughly trained in ads and all general assignments. Has tested early morning chatter show, Network endorsement. Thirty year old. Married. College education. Address Box 329, BROADCASTING.

Newman—Five years' experience writing news on one of the nation's largest stations; newspapers background. Have written both feature and spot news broadcasts for nation. Married, with family and desire permanent location. Box 332, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 335, BROADCASTING.

Yong, Experienced—Merchandising, publicity, radio manager and salesman desires to make change, 34 years old. "5 years' experience in handling all types of accounts. Very familiar with good contacts. Present disposition of interest in station in North prefers location in South. Box 339, BROADCASTING.

P & G Disc Hour

WITH the addition of the quarter-hour serial "Via & Sade on March 31, WOR, New York, is presenting a complete hour of Procter & Gamble Co. shows five times weekly via transmission. Programs are The Goldbergs for Oxydol, 8:15-8:30 a.m.; Vic & Sade for Crisco, 8:30-8:45 a.m.; and Life Can Be Beautiful for Ivory Flakes, 10:30-10:45 a.m. Compton Adv., New York, is agency for Crisco, Duz and Ivory Flakes, while Blackett-Sample-Hummert, Chicago, is the Oxydol agency.

J & J Breaks

JOHNSON & JOHNSON, New Brunswick, N. J., has started the test of a spot on 36 stations. Company will use 50-word evening station break announcements seven time a week. Ferry-Hanly Co., New York, is agency.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—
1. REGRIND your present crystal to higher new frequency . . . $17.50
2. NEW CRYSTAL, (less holder) . . . $22.50
3. NEW CRYSTAL fully mounted . . . $30.00
LOW DRIFT - APPROVED BY FCC

SCIENTIFIC RADIO SERVICE
124 Jackson Ave.
University Park, N. J.

McNARY & CHAMBERS

Radio Engineers
National Press Bldg. D.C. 10125
Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7659

PAGE & DAVIS

Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

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

RAYMOND M. WILMOTTE

Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference

BROADCASTING • Broadcast Advertising
April 7, 1941 • Page 53
REVOCATION Orders Against Six Stations In Texas Are Vacated in Action by FCC

TURNING another handspring in its regulatory procedure, the FCC announced April 3 that it had vacated its revocation orders against six Texas stations because of purported hidden ownership, involving mainly Rev. James G. Umler. In reversing its previous proposed revocations, the FCC said that need for continued broadcast operation and other public interest cases was responsible for the new ruling.

The decisions affected KGKB, Tyler; KBRA, Lufkin; KSAM, Huntsville; KTBC, Austin; KNET, Palestine; KGFI, Brownsville. Commissioner Payne, who last year conducted the hearings which involved also KAND, Corsicana, dissent in all of the reversals, while Commissioner Case dissented in the case of KGKB. The cases were bitterly fought and resulted, at one point, in a strong attack on Commissioner Payne's handling of the proceedings.

Service to Public

The FCC said that though the "hidden management" revelations provided "ample foundation" for revocation, it considered the program service of the stations involved is in the public interest, since they are for the most part in communities not otherwise provided with broadcast facilities.

In view of subsequent acts by the licensee to remedy unlawful aspects of past operation, the Commission said it agreed to license five of the stations on a temporary basis for 90 days, during which time they must show that Rev. Umler has relinquished all interest in their operation. Further, the announcement said, the Commission is keeping the records in all six cases open for use in any future proceedings which might involve licensees.

With reference to all of the stations but KGKB, the Commission, in issuing the 90-day licenses said that necessary and moving figure was Rev. Umler. The decision stated: "His actions, coupled with lack of understanding displayed by the other participants in the proceedings with respect to the duties of Radio broadcast licensees, particularly concerning the requirements of the Communications Act of 1934 and the rules and regulations of the Commission, combine to present a clouded and dubious history for each of the stations involved. But we think in this respect that the various licensees in the light of the several hearings will accord, in the future, more respect and, consequently, a stricter adherence to such duties and requirements."

Because KGKB had endeavored to "purge itself of unlawful past operation", the Commission said it would permit the licensees to continue operation, but added that this was not to be construed as in any way approving Dr. Umler's past activities in connection with the station. "To the contrary," the Commission said, "we unequivocally condemn these activities and the complete disregard of the duties of radio broadcast licensees shown by the other principal participants."

Ivy Snow to B & B

PROCTOR & GAMBLE has announced appointment of Benton & Bowles to handle Ivy Snow. Office of Ivy Snow, according to the advertising agency, said this move was in line with a company policy established two years ago of having competing brands handled by the same agency. The change will become effective approximately July 1.
"EXTRA BUSINESS—when advertised over WLW"

The Frechtling Co. have three men covering six Ohio counties and two Indiana counties.

"The influence of WLW in promoting sales in the food field is certainly a paramount one in our own trading area. Their brands are among our best sellers; their merchandising services for the wholesalers and retailers are certainly helpful in obtaining greatest benefits from the manufacturers' advertising.

"We immediately have our salesmen go after the extra business available when we receive notice of new items being advertised over WLW."

(Signed) Edward P. Frechtling
The E. H. Frechtling Co.
Wholesale Grocers
Hamilton, Ohio


WLW THE NATION'S most Merchandise-able STATION
FOR Higher Fidelity AUDIO

THESE TWO RCA AMPLIFIERS!

RCA Model 86-A
LIMITING AMPLIFIER
★ Compression-ratios to 18 db.
★ No audible "thumps" on peaks
★ Optimum return-time value
★ Flat within 2 db., 30-15,000 cycles
★ Calibrated level controls
★ Meter indicates reduction in db.
★ Meter measures plate currents
★ Built-in power supply
★ Ideal for recording

$275* with one set of tubes
( Less 36-B Mounting, shown above)

RCA Model 82-C
MONITORING AMPLIFIER
★ High fidelity at low cost
★ Flat within 2 db., 30-15,000 cycles
★ High gain—105 db.
★ Output level: 12 watts (3% distortion)
★ Less than 1½% distortion, 50-7500 cycles, 8 watts
★ Compensating Network Available
★ Built-in power supply
★ Remote volume control furnished

$85* less tubes
($15.00 extra for rack mounting)

YOU can raise the average program level of your transmitter several db... with corresponding increase in coverage... easily and at low cost with this RCA Type 86-A Limiting Amplifier. Protection against overmodulation and transmitter outage is safe and certain—for the 86-A provides fast pickup time. Return time is slow enough to prevent low-frequency distortion, fast enough to avoid obvious level-reduction following a volley peak. Controls are calibrated in VU, to indicate exact input and output levels on the verge of compression. And even with maximum compressor-action suddenly applied, there are no audible "thumps" to mar your program. Write for the complete story of this low-cost, flexible Limiter Amplifier.

HERE is an improved version of the highly popular Type 82-B Monitoring Amplifier. Like its predecessor, it affords high-fidelity audio at extremely low cost... is flexible and easily adapted to your studio arrangements. Because of its high gain it can be used directly in studio talk-back circuits without preamplifier or for driving speaker directly from turntable. High output level insures low distortion even when feeding into several speakers. Inverse-feedback keeps the overall response low in distortion and unusually uniform in frequency-response.

* F. O. B. Camden, N. J. Prices subject to change without notice.

Use RCA Radio Tubes in your station for finer performance