"HULLO. FOLKS—
I WON!"

- A few weeks ago, dozens of excited young amateur boxers poured into Des Moines from all over Iowa Plus—covered themselves with glory (and their opponents' flying fists!). It was WHO's Golden Gloves Tournament®, and the folks back home were hanging on their radios, catching our blow-by-blow description of their local pride-and-joys' rise to fame—and subconsciously, perhaps, thanking their stars for the neighborly, friendly Station that had made the whole thing possible.

Because, you see, WHO had probably sent its own staff into their town to help them plan and organize their local tournaments... had seen to it that their boys were supplied with the proper equipment... had helped to stir up local cooperation... and had made a definite contribution to the civic solidarity of their community.

These annual Golden Gloves efforts are typical of WHO's assistance in promoting a dozen different community enterprises. And it's this sort of cooperation that makes friendly and loyal listeners for WHO—as proved by the fact that 55.4% of all radio families in Iowa vote WHO their favorite station (daytime)!

And here's the pay-off: Our loyal listeners feel much the same way about our advertisers' products! Write for the proof—or just ask Free & Peters.

* The Golden Gloves Tournament, sponsored by the Chicago Tribune in the Middle West and Southwest, is supported by 45 other newspapers—and Station WHO!

WHO

for IOWA PLUS!

DES MOINES... 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC... National Representatives
TOTAL retail sales for 1941 in metropolitan Louisville, heart of the rich WHAS market, are headed toward actually doubling the volume for 1935!

The Last Week in March Was 64 Per Cent Higher Than the Same Week in 1940 . . . The Year 1941 To Date is 30 Per Cent Higher Than the Same Period of 1940!

WHAS
LOUISVILLE
840 on the Dial . . . 50,000 Watts . . . Represented Nationally by Edw. Petry & Company
Help Wanted...

... means help given when it comes to added service for Standard Library subscribers. For instance: for a long time, stations have wanted us to go into the publicity business on a large scale: so—this month we do!

A coordinated system of publicity on Standard Library artists and talent has just been put into effect. The new system provides a really complete kit of glossy pictures for newspaper releases or display use, newspaper mats and biographical and human interest publicity stories on all of the standout Standard talent. Release of this complete and highly usable material to our stations will be routine from now on.

Watch this column for the forthcoming announcement of the May first library release. Confidentially—it's packed with dynamite!

Ever onward and upward, as the saying goes—that's the story of Standard Tailored Transcription Services, Standard Spot-Ads and Standard Super Sound Effects. Write for more of the story—it's guaranteed to interest you, as it has so many others.

WELCOME TO:
WHYN—Holyoke, Mass.
KDTH—Dubuque, Iowa
WIRX—Utica, New York
KBIZ—Ottumwa, Iowa

Largest List of Active Subscribers!

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

The showmanship, technical excellence and variety which characterize the Standard Radio Program Library, add up to just one vital factor: Salability. Time and again, our station-subscribers tell us that they find the Standard Program Library an invaluable aid in turning prospects into customers, and retaining the loyalty of present sponsors. Small wonder then, that so many stations—the largest list of active subscribers—chorus "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio
HOLLYWOOD CHICAGO
When you think of

**New Orleans**

you think of:

Rue Royale...

and

**WWL**

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

---

**FOR SALE:** One Blanket
Covers Nebraska and her neighbors
Low cost returns

---

**BROADCASTING**
The Weekly News magazine of Radio
Broadcast Advertising

April 14, 1941

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**KFAB**
LINCOLN, NEBR
Increase

WXYZ's
NEW 5000 WATTS
COVERAGE

Brings increased results in Detroit to Local and National Advertisers

Many more markets and listeners are now added to WXYZ's Primary Day and Night Area

KING-TRENDELE BROADCASTING CORPORATION
KEY STATION MICHIGAN RADIO NETWORK
BASIC DETROIT OUTLET NBC BLUE NETWORK

National Sales Representatives, PAUL W. RAYMER CO., New York, Chicago, Los Angeles, San Francisco.
1. **STOP SPLASH** or short-interval adjacent channel interference from overmodulation of your AM transmitter.

2. **STOP OVERSWING** in your FM transmission ... enjoy increased efficiency with better quality.

3. **STOP OVERLOADING** effects in other program transmission systems by governing even instantaneous peaks.

4. **START** getting the facts of the new Western Electric 1126A Amplifier, now. It offers an entirely new level controlling circuit with far faster operation, reacting in approximately 1/10,000 of a second to peaks in program input. It offers 5 db increase in average signal level ... for high quality transmission.

   Get the full details. Write or call Graybar today.


**Western Electric**
EACH year Arizona business receives over $71,000,000.00 from seasonal visitors. KTAR will tune your sales to this spendable income!
PEORIA—AN IDEAL MID-WESTERN TEST CITY!

Peoria, Illinois—the center of Peoriarea—is one of the most prosperous medium-size industrial communities in America. Its products are famous all over the world. And its people have an effective family income 26.3% above the national average!

Naturally this means that Peoria and Peoriarea are good sales territory. But in addition, Peoriarea and Station WMBD offer you the finest opportunity for low-cost radio tests in the Mid-West. First, because their 145,136-family market (larger than the total populations in six U.S. states) is typically diversified. Second, the only Peoria station, WMBD is also the only major network station whose programs satisfactorily reach the whole of Peoriarea. Third, because WMBD has actually built up an unprecedented place in the entire civic and commercial life of the area—can actually secure preference for your products from chain-stores, wholesalers and retailers as well as from the listening public.

Big words, yes—but let us prove them! Ask your Agency to ask the Colonel!

WMBD
PEORIA, ILLINOIS
5000-1000 WATTS • CBS
Edgar L. Bill, Mgr. Chas. C. Caley, Sales Mgr.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

Exclusive National Representatives:

WGR-WKBW...BUFFALO
WCKY...CINCINNATI
WDAY...FARGO
WHIS...INDIANAPOLIS
KMBC...KANSAS CITY
WAVE...LOUISVILLE
WTBN...MINneapolis-ST. PAUL
WMBD...Peoria
KSD...ST. LOUIS
WFBL...SYRACUSE

IOWA...

WHO...DES MOINES
WOC...DAVENPORT
KMA...SHENANDOAH

SOUTHEAST...

WCSC...CHARLESTON
WIS...COLUMBIA
WPTF...RALEIGH
WDBJ...ROANOKE

SOUTHWEST...

KGKO...FT. WORTH-DALLAS
KOMA...OKLAHOMA CITY
KTUL...TULSA

PACIFIC COAST...

KECA...LOS ANGELES
KQIN-KALE...PORTLAND
KROW...OAKLAND-S. FRANCISCO
KIRO...SEATTLE

CHICAGO: 160 N. Michigan
NEW YORK: 125 Park Ave.
DETROIT: New Center Bldg.
SAN FRANCISCO: 411 Sutter
LOS ANGELES: 405 S. Grand
ATLANTA: 122 Palmier Bldg.

5667 Main
5667 Main
President Orders Press Ownership Study

Mellett to Direct Survey; White House Move to Change Law Speculated

By SOL TAISHOFF

TAKING an active interest in the regulatory plight of commercial broadcasting growing out of the FCC’s all-front assault, President Roosevelt has assigned Lowell Mellett, his chief public relations advisor, to a study of the effect of newspaper ownership of broadcast stations upon general broadcast service.

This development comes on the heels of the FCC’s latest foray into the business of broadcasting, reflected in its order of March 19 for an inquiry to determine whether joint control of newspapers and stations tends to result “in impairment of radio service.” The immediate effect of this order was to suspend all pending applications by newspapers for facilities, whether standard or FM, and to cast a pall over the future of broadcasting.

No announcement came from the White House but word of the Mellett assignment has reached outside sources. Head of the office of Government Reports and one of the executive assistants to the President, Mr. Mellett is an experienced newspaper executive. He is the former editor of the Washington News and the Scripps-Hooker Newspaper Alliance. In his present post he is the chief press and radio information officer of the Government.

Ethridge Confers

Unofficial disclosure of revived Administration interest in radio regulation came shortly after the word of the Mellett assignment had reached outside sources. Head of the office of Government Reports and one of the executive assistants to the President, Mr. Mellett is an experienced newspaper executive. He is the former editor of the Washington News and the Scripps-Hooker Newspaper Alliance. In his present post he is the chief press and radio information officer of the Government.

A COMMITTEE of 44 publishers and newspapermen identified with broadcast station ownership or with pending applications was named April 9 by Mark Ethridge, vice-president and general manager of the Courier-Journal and Louisville Times, to consider the course to be followed in meeting the FCC’s newspaper-divorcement inquiry order. The committee will meet April 20 at the Waldorf-Astoria, New York, and a steering committee of five to seven will be named.

A general meeting of publishers who own stations or have stock interest, or who have applications pending, will be held in New York April 22 during the sessions of the American Newspaper Publishers Assn. Following is the membership of the Ethridge Committee:

ALABAMA—Harry M. Ayres, Anniston Star (WHMA); James Chappell, Birmingham News (WSBN).
ARIZONA—Charles A. Stauffer, Phoenix Arizona Republic and Gazette (KTAR, KVOA, KYUM).
ARKANSAS—W. C. Alspop, Little Rock Arkansas Democrat (KLRB, KGHR).
CALIFORNIA—G. W. McElroy, San Diego Union News (FMK, KMI, KERN, KGW, KOH).
CONNECTICUT—W. J. Pape, Waterbury Republican and American (WBRY).
FLORIDA—Ralph Nicholson, Tampa Times (WTAE); Truman Green, Tampa Tribune (WFPLA).
GEORGIA—James M. Cox Jr., Atlanta Journal (WSB, WHBO, WIOD).
ILLINOIS—E. H. Anttrim, Chicago Tribune (WGN).
INDIANA—F. A. Miller, South Bend Tribune (WSBPT-WFAM).
KANSAS—Marvin Morrow, Capper Publications (Topeka Capital, Kansas City Star, WIBB, KENV); Gene Howe, Atchison Globe (also Amarillo Globe & News and other Texas stations, KGNC, KPYO, KRGV, KSBA).
MASSACHUSETTS—George F. Booth, Worcester Telegram & Gazette (WTAG).
MICHIGAN—W. J. Scripps, Detroit News (WWJ).
MINNESOTA—Gardner Cowles Jr., Minneapolis Star-Journal (Iowa Broadcasting System and Des Moines Register & Tribune, KSO, KRNT, WMT, WNAI).
MISSOURI—Roy Roberts, Kansas City Star (WDAP); George M. Borbach, St. Louis Post-Dispatch (KSD); Roy Roberts, Kansas City Star (KCO, KFRU).
MONTANA—O. S. Warden, Great Falls Tribune (KFBF).
NEBRASKA—H. Doorley, Omaha World-Herald (KOWB).
NEW YORK—A. H. Kirchhofer, Buffalo Evening News (WBMP, WKEX, WKB); Charles McCabe, New York Mirror (Heart Newspapers and radio stations, WJNR, WCNE, WBAL, WINS, KYA); Jack Howard, New York newspapers and radio stations (WFCO, WMC, WMPS, WNOX).
NORTH CAROLINA—Don Eliot, Asheville Citizen and Times (WWNG); Gordon Gray, Winston-Salem Journal and Twin City Sentinel (WSJB).
NORTH DAKOTA—Norman Black, Fargo Forum (WDAY).
OHIO—Halbert Taft, Cincinnati Times-Star (WRC).
OKLAHOMA—E. K. Gaylord, Oklahoma City Oklahoman and Times (WEY, KKL, KYO).
OREGON—Sheldon Sackett, Marshall Field Telephone Co. (KBOO); Palmer Hoyt, Portland Oregonian (KKG-KEK).
PENNSYLVANIA—John H. Person, Williamsport Sun (WRAR).
SOUTH CAROLINA—Roger Page, Greenville News and Piedmont (WPTC).
TEXAS—Amon Carter, Fort Worth Star-Telegram (WBAP, KGLR).
UTAH—J. A. Fitzpatrick, Salt Lake Tribune (KSL).
SOUTHERN WISCONSIN—Walter Damm, Milwaukee Journal (WMTM).
WASHINGTON—Henry A. McCann, Yakima Sun (KBUL).
mittee of 44 publishers and newspapers identified with radio either through ownership, stock interest or who have applications pending (see list on page 9). He called a meeting of this committee at the Waldorf-Astoria, New York, on Sunday afternoon, April 20, "to consider the course of the newspaper publishers' winning radio assignments." From this group a small steering committee, probably of five to eight outstanding personalities, will be selected to undertake the immediate task of planning for the yet unscheduled hearing.

The meeting was called for the particular purpose of bringing together most of the members will be in New York to attend the annual convention of the American Newspaper Publishers Assn. Mr. Ethridge has called a second meeting of the some 300 publishers identified with radio for 10 p.m. April 22 at the Waldorf-Astoria, during the ANPA sessions.

The big convention, as representative of the various elements in newspaper ownership, both geographically and by classification. There are representatives of small non-network stations; of group-owned stations; of large network-affiliates; and of prospective station operators, who will make applications on file at the FCC for both standard and FM stations.

No Hearing Date Set

The group may not organize formally, since it is the view of FCC General Counsel Telford Taylor that the speech is not essential. It has decided not to refer to the FCC to prepare for the impending inquiry. Legal, engineering and economic counsel probably will be retained in due course. Since the precise date of hearing has not yet been set, and since the actual issues to be met have not been enumerated in a notice of hearing which must be forthcoming at least a month prior to the hearing, no great haste is indicated in actually preparing the hearing.

The White House intervention evidenced in the assignment to Mr. Mellett may have the effect of slowing down the progress of a hearing at an early date. Moreover, the Commission is still in the throes of final consideration of its explosive network-monopoly report, pending for more than two years, with no indication that it won't complete the job until early in May whereas its last deadline was late last April 15. It hopes to tackle final rule-making and clear up the rather muddled FM allocations, entirely apart from the newspaper-ownership aspects of that new medium, before clearing the decks for the newspaper-divorcement investigation.

Thus far, it is reported, few deviations from the network-monopoly draft have resulted during the bi-weekly executive sessions of the FCC on the network-monopoly report. The major conclusions, striking at exclusive network affiliation, contracts, option time, dual network operation of NBC, and other more basic considerations, it is said, have been pretty well covered. The question of FCC jurisdiction, challenged by virtually all the respondents but MBS during the hearings, also is covered in a final chapter, submitted last week. It is believed the FCC majority will sustain the law department's contention of jurisdiction under the Communications Act, with Commissioners Craven and Case dissenting as they have on most vital policy considerations.

Quick Action Possible

Mr. Ethridge was in Washington April 18 and 19 to confer with Wallace White Jr., (R-Me.), ranking minority member of the Senate Interstate Commerce Committee, who has a draft bill for reorganization of the FCC into a three-man agency. Senator White left the city that day and is expected to return April 15 when he proposes to confer with Chairman Wheeler regarding introduction of a joint bill for revamping the Commission, which probably would serve as the basis for a fact-finding study by a subcommittee.

Should the President, following Mr. Ethridge's suggestion that the FCC be extreme in its efforts to regulate broadcasting and again urge new legislation as he did two years ago, it is thought action might come quickly, despite the national defense situation. The call for FCC investigation of the industry, including the FCC, has been sound- repeated recently in Congress for several years.

Bar Assn. Suggests Bill

The Federal Communications Bar Assn., representing practitioners before the FCC, on April 10 published in its Journal a proposed bill to amend the Communications Act of 1934, as drafted by a special committee. It proposes a seven-man commission, but with two automo- tires, in three members to be elected each—one for public communications, which would cover all broadcast services, and the other for private communications, dealing with common carriers. The chair- man would be the chief executive officer and would not serve with either of the divisions except in the case of a vacancy.

A copy of this draft had been supplied Senators Wheeler and White several weeks ago by Herbert S. Ford, Jr., president of the association [BROADCASTING, March 31]. Senator White's proposed bill also would create two separate divi- sions, but of one man each with the chairman also as executive officer.

Other members of the Bar Committee which drafted the proposed bill were Duke M. Patrick, former general counsel of the Radio Com- mission, and Paul P. Plesker, Washington attorney. The proposed amendments, as suggestions on re- form of administrative procedure, were approved by the association's executive committee of five.

Amendments Proposed

Among other amendments the asso- ciation recommended reinstatement of the "protest provision" providing for automatic hearing on contested FCC grants by proper parties. The provision that protests may be taken to circuit courts of appeals within any circuit in which the applicant does business, was drafted in the U. S. Court of Appeals for the District of Co- lumbia; giving of jurisdiction to circuit courts to grant temporary injunctions of restraining orders from the FCC; the FCC's rule promulgated in the Supreme Court decision in the so-called Fostative case on carrying out of older Senate bill which provides that filing of a petition for rehearing shall automatically stay the effect date of the FCC de- cision on the matter affects an existing service; and that a hearing means a "full and fair hearing" and that the person con- ducting it shall prepare and file an immediate report.

ASCAP has issued a 10-page booklet, An American Institution, describing the Society's purposes and its history, especially in connection with the copyright laws and their relation to ASCAP and the BMI, and other pertinent facts. Booklet was prepared by Robert L. Murray, public relations di-

**Here's the Spot**

Where radio's best-known divot-diggers will compete for the ninth annual BROADCASTING tournament during the May 12-15 NAB convention in St. Louis. Created just outside St. Louis in the magnificent Sunset Hill Country Club, located about four miles west of St. Louis, the BROADCASTING trophy, awarded for the low net score in the annual blind bogey competition, is open to all convention registrants. Incidently, Sunset Hill also will be the scene of the 1941 Trans-Mississipi tourna- ment, one of the nation's top amateur meets. Par is 34-38-72.

**Convention to Consider Plan For Fund to Promote Industry**

Creation of a $300,000 to $500,000 industry public relations fund to develop a "public understanding" of the part broadcasting plays in the national scene, will be proposed to the NAB convention in St. Louis, May 12-15. A special committee of the NAB headed by Edward Klauber, executive vice-president of CBS, will submit the plan.

Proposed several weeks ago by the CBS official, the plan, most far-reaching ever projected for the industry, would provide creation of a public relations organization for the industry. Mr. Klauber was authorized by the committee at a meeting in New York April 3 to prepare such a plan.

**Lack of Understanding**

The NAB board of directors, at its meeting March 18, in New York, authorized appointment of the committee members, in addition to Chairman Klauber, and the deliber- er, NAB president, ex-officio; Frank E. Mullen, NBC vice-presi- dent and general manager; A. H. Marsee, vice-president of Buffalo; Major Edney Ridge, WIBG, Greensboro; C. T. Hagman, general manager; WTCN, St. Paul-Minne- apolis; Gardner Cowles Jr., presi- dent of the Iowa Broadcasting Co. Mr. Cowles did not attend the April 3 session. T. C. Streibert, Wor- mbs vice-president, participated as an observer.

The committee was authorized by the board to evolve a broad public relations project to be carried out by the entire industry. It is pre- sumed that funds would be raised by special assessment of stations and networks. Lack of public un- derstanding of the broadcasting operation, as reflected in develop- ments during the past few years, it is understood, motivated Mr. Klauber in proposing the project.

The industry as a whole, it is estimated, spends about $20,000 a year for public relations through the NAB. This amount, in any event, represents the budget as- signed to its public relations de- partment.

It is expected Mr. Klauber will call another meeting of the committee prior to the St. Louis con- vention, at which his proposal will be studied and modified. A special session at the convention, it is ex- pected, will be devoted to the plan.

**Convention Tag**

Nomination for one of the most sought-after awards at the NAB convention is the tag line on the stationery of Merle S. Jones, KMOX general manager, and headman of the convention committee. On the bottom of his stationery is this message: **See you at the NAB convention, St. Louis, May 12-15.** The aster- ask refers to Jones signature on the succeeding page.
President, Knox, Early Favor Voluntary Censorship of News

Publication of British Battleship Arrival Leads To Official Requests for More Supervision

CALLS for increasing voluntary control of news on the part of broadcasters and newspaper publishers were voiced in three closely-quoted quarters during the week ending Oct. 29 by President Roosevelt, Secretary of the Navy Frank Knox, and White House Press Secretary Stephen T. Early.

The spurt in censorship talk resulted from a needling of the news situation early last week when several newspapers published pictures and news stories on the arrival of a damaged British battleship in New York harbor.

No Aid to Enemies

Commenting radio and the press for their cooperation in handling certain situations arising from the war, particularly such events as the arrival of the battleship, President Roosevelt said at a press conference last Wednesday that the British ships were taken care of by a plan of voluntary control, and that cooperation should be continued.

Calling for Control

President Knox, speaking Tuesday at the Brooklyn Navy Yard, Secretary of the Navy Frank Knox last Monday asked still further voluntary censorship to avoid giving any information which may benefit the Axis powers.

The "Lease-Lend Act makes the United States a repair base for British ships," President Knox declared. "It is true that many people can see these ships as they arrive, and before they are swallowed up in Navy yards. It is also true that everyone agrees that the information that moves from Washington to London could be of great value to the Germans."

"If a British warship arrives in a British yard for repair the fact does not appear in the radio broadcast or picture. The British people know how vital it is to keep that sort of information out of the public," President Knox said.

The President has generally said, "We don't want censorship."

However, President Roosevelt has pointed out that newspapers do not want censorship. He has called for a plan for voluntary control "not a censorship, but an attempt to avoid censorship."

Early's Viewpoint

"All this will work out on voluntary ground. It's got to," Mr. Early declared, citing the educational value of the New York incident. "We don't want censorship. The newspapers don't want censorship. The President doesn't want it, I don't want and Lowell Mellett does not want censorship."

"When it was pointed out that some control must necessarily be exerted on outgoing messages from the United States to foreign countries if the voluntary plan is to work, Secretary Early indicated this was an important question for study by the Defense Communications Board headed by FCC Chairman James Lawrence Fly.

Completed Disc Code

COMMITTEE representing the transcription industry met with executives to study the American Federation of Radio Artists last Wednesday and Friday to clean up the last details of the AFTRA transcription code, which is expected to be signed this week, according to Emily Holt, AFTRA's executive secretary.

The procedure will be followed as with the network code, Mrs. Holt explained, with the transcribers signing the contracts and the advertising agencies writing letters acknowledging the terms.

For Full Article, See Broadcast Advertising, April 14, 1941, Page 11

HANDICAP FOR FILM

Radio Picture Exploitation

—Hit by Copyright

ALTHOUGH 20th Century-Fox Studios produced a cavalcade of radio titles "The Great American Broadcast," the firm is not able to use that media to full effect for exploiting the motion picture. Primarily a musical, the film has eight songs by Mack Gordon and Harry Warren, none of which can be plugged on the networks because of the current radio-ASCAP controversy.

To offset loss of network plugs, 20th Century-Fox is framing special exploitation musical trailers to be used in theatres and plans a series of music transcriptions to be released on more than 200 stations with ASCAP license agreements.

Although he will not be given screen credit and at his own request too, Ted Sheridan, NBC Hollywood writer-producer, collaborated in writing the screen play. Joseph Akens, sound man on the picture, doubled as technical advisor. He was technical assistant on the first big public event broadcast, the election of President Harding, in 1920. He has done much subsequent radio work, pioneering in early musical broadcasts.

BMI's SHEET SALES

51,000,000 IN YEAR

APPROXIMATELY 1,165,000 copies of BMI popular songs were sold during the radio-owned publishing house's first year of operation, reports Julius P. Wit- tenberg, BMI's general manager.

This figure does not include the songs of other companies affiliated with BMI, "BMI," he said, "may well be proud of its sheet music sales total when it is considered that during 1929, a banner year, the total of all popular sheet music produced by 130 ASCAP publishers was 15,000,000."

Breakdown of BMI's ton selling songs during the last year follow:

There I Go, $15,000
I Gave You My Word, $30,000
I'll Leave It To You, $5,000
You're The One, $4,000
High On A Windy Hill, $8,000
50 other BMI songs, $625,000

Consumer Group Lauds Power of Broadcasting

In Education of Public

SOCIAL EFFECTS of National Defense activities and for consumer education were discussed at the third National Conference on Consumer Education last week at Stephens College, Columbia, Mo. About 500 educators, governmental spokesmen, lobbyists, and business representatives attended the conference sponsored by the Institute for Consumer Education, supported by the Alfred P. Sloan Foundation.

Harriet Elliott, Consumer Commissioner of the Defense Advisory Commission, advocated combating unjustified price rises, fighting price copying and "scare" advertising which she described as "advertising which tends through fear for price to induce consumers to make purchases."

In a roundtable discussion led by Richard Brown, chairman of the Worker's Service Program of the WPA, the increased use of radio in consumer education program was urged.

Work of the General Federation of Women's Clubs in the next weekly Saturday morning broadcast, the marketing programs sponsored by the U.S. Department of Agriculture will be featured. "The Hour, a program on radio was one of the most powerful media through which the consumer educator could work and one which at the present was not being used to its fullest advantage.

SIX P & G SERIALS

ON CBS REAIGNED

PROCTOR & GAMBLE Co., Cincinnati, continuing to realign its radio schedule after a withdrawal of its programs from the NBC Blue [BROADCASTING, March 10], on April 28 will reaggregate the six P&G serials on CBS. Programs involved in the changes are:

10:30 to 10:46 p.m., on 37 stations for Ivory soap, will add five stations of the CBS Southeastern group, and will add Cinnati, continuing to realign its stations for Ivory soap.

CBS is White, 1:18 to 1:30 p.m., currently on 34 stations for Camay, after April 28 will add 16 CBS outlets and 26 CBS stations.

CBS is White, 1:30 to 1:45 p.m., on 29 CBS and 17 NBC stations for Crisco, will add six western stations.

CBS is White, 2:15 to 2:30 p.m. on 26 stations for Chips, will add seven midwestern stations where the product is advertised by the National Social Club.

CBS is White, 4:45 to 5:00 p.m., on 17 stations for Ivory soap and the Goldbergs on 25 stations will exchange time when the latter is shifted to 5:15-6:30 p.m. The Goldbergs, which now run on 24 stations for Dux after April 28, will handle all 26 stations for Dux after April 28.

The C&B and Chips accounts are handled by Fedlar & Ryan, New York; C&B by Warners, Los Angeles; Chips by Warners, Chicago; Crisco, Ivory soap and Ivory Flakes by Compton Adv., New York. The Ivory Flakes account will be transferred to Benton & Bowles, New York, after July 1.
ASCAP Negotiates First With Networks

Makes Settlement With Montana Group

TAKING a new tack in its effort to negotiate contracts as for the benefit of its music to the air, ASCAP has inaugurated the individual conference method with the major networks, preparatory to a general conference on negotiations with the NAB-industry negotiating committee.

Having settled on April 9 its differences with broadcasters in Montana, through negotiation of a final agreement on dismissal of some $225,000 in pending infringement suits and acceptance by the stations of the standard form of contract but with certain tentative and flexible provisions, ASCAP executives conferred last Friday with a committee representing CBS.

Conferences have been held during the last fortnight with officials of MBS, and initial sessions with representatives of NBC are indicated during this week of April 14.

Montana Settlement

The network conference method was requested by John G. Paine, ASCAP general manager, to which NAB President Neville Miller, chairman of the industry negotiating committee, interjected his objection. Presumably the ASCAP plan is to clear with the networks, as their potential big customers, all pre-existing claims, with clearance at the source, before meeting with the industry negotiating committee.

At the preliminary CBS conference held at the network’s headquarters, were Mr. Paine, E. Claude Mills, chairman of the administrative committee of ASCAP, and Walter Fischer, executive board member. Edward Kinuber, CBS executive vice-president; and a member of the NAB Copyright Committee, headed the group. M. E. Runyon, CBS vice-president, and I. R. Lousherry, general manager of WGR-WKBW, Buffalo, member of the CBS-Affiliate negotiating committee, also participated for CBS. Mr. Klauber said there had been a general discussion and that another meeting will be held soon.

Settlement of the Montana controversy, ending the most difficult encounter ASCAP has experienced with any single group of broadcasters, was not unexpected. Last August an agreement in principle was reached, under which the Society would drop all pending infringement suits against the nine Montana stations. ASCAP agreed to recognize the clearance at the source and to concur in the request of Ed Craney, head of KGIR, Butte, and the leader in the fight for clearance at the source, that he experiment with per-use payment to ASCAP for his three stations and help make the test.

The form of contract to which Mr. Craney agreed, it is understood, covered the State network as well as KGIR, KGBM, Bozeman, and KPFA, Missoula, which he also operates. The terms of this agreement, however, could not be drawn until the Montana anti-ASCAP law had been repealed, which occurred on Feb. 28, and after ASCAP had audited the books of the stations.

The other Montana stations are KGHL, Billings; KPBB, Great Falls; KGKE, Glendive; KBF, Miles City; KGVO, Missoula, and KGCX, Wolf Point.

While the precise terms of the contract to which the Montana stations agreed were not disclosed, it was stated at ASCAP that they embodied the standard ASCAP blanket proposal made a year ago and were rejected by the vast majority of stations, culminating in the Jan. 1 termination of ASCAP performance over most stations.

It is understood, however, that in view of the per-piece experiment and certain other factors, the agreements are in tentative form and subject to negotiation and in case, for example, the maximum results.

The contracts were not actually signed at the April 9 meeting by the broadcasters, but were agreed to in principle with the respective broadcasters and their representatives to obtain formal signatures upon their return to Montana.

The controversy dates back to 1936. Since that time, Montana stations have not paid ASCAP any royalties because of the requirements of the State anti-ASCAP law making such payments illegal unless the copyright pool comply with the provisions of the statute on per-piece payments, registration, and other stipulated acts. These difficulties reached a high-water mark in the fall of 1939 when warrants for the arrest of Gene Buck, ASCAP president, as a fugitive from justice, were sworn out.

The basic form of contract accepted by the stations, with all undisclosed provisions, provides for payment on a percentage basis of gross on locally originated programs, with network programs to be cleared at the source. The contracts are retroactive to Aug. 1, 1940, when the original understanding was reached with ASCAP.

Meanwhile, Mr. Craney will use his stations as testing laboratories for a per-use basis of payment, with the understanding that the exclusive standard blanket per-piece method, an acceptable per-use method satisfactory both to the broadcasters and to ASCAP, has been evolved.

The final understanding was reached in a meeting attended by Mr. Craney, Ed Yocum, KGHL; John Claxton, attorney for the Montana Broadcasters Assn.; and Philip G. Loucks, attorney for KBFW, and John C. Craney, managing director of the NAB who in 1933 originally proposed a clearance at the source and per-use basis.

Present for ASCAP were General Manager John G. Paine; Louis D. Frolich, general counsel; Herman Greenberg, assistant general counsel, and George Hoffman, controller. NAB President Miller had been contacted early this month by Mr. Paine regarding individual conversations with the major networks. Mr. Miller felt this procedure would not delay the networks in preventing preliminary discussions. Mr. Miller pointed out that because of the clearance-at-the-source basis, the networks would not be in a position to commit themselves until they knew precisely what arrangements would be made with their affiliates for local clearance.

MBS Negotiations

While the above statement has come from ASCAP, it is presumed that its officials desire to establish, tentatively at least, the payments from their prospective biggest customers before the deal with individual stations. The strategy used by a wholesaler deals with his Sears Roebuck and Montgomery Ward prospects before contacting the individual department stores. Meanwhile, ASCAP officials have been holding frequent meetings with Alfred J. McCosker, chairman of the board of MBS, and others connected with that network, attempting to work out a formula for submission to (Continued on page 48)
For Florsheim Shoe Dealers.

Another Production of the Covert Company

We create and produce original and distinctive radio shows—from one minute transcribed jingles to live talent network productions—complete packages—no exorbitant production costs—no so-called "idea" costs—always at a fair price.
WRITE FOR FURTHER PARTICULARS

FLORSHEIM JINGLES
A breezy song by the Carol Sisters . . . a brief, sparkling commercial announcement on Florsheim Shoes . . . a twenty-second interval for a local announcer to insert store name, address, and merchandise message.

FLORSHEIM FROLICS
Songs by the Carol Sisters . . . a Quiz Quickie that will keep the audience waiting through the commercials for an answer! Fast-moving, merry, and musical—with 30 seconds for a local commercial.

*STATION MANAGERS
The Florsheim Shoe Company have made these transcribed radio programs available without charge to Florsheim dealers provided they pay the cost of the time. Wire or write.

The COVERT Co.
Radio Programs
360 NORTH MICHIGAN AVE., CHICAGO

We have the very idea

for your radio advertising.
One minute or one hour—live or transcribed.
Farm Radio Heads Consider Problems
Hold Meeting in Washington
With Government Officials

REVIEWING present operations and discussing farm broadcast developments in the light of the war situation abroad and the national defense effort in this country, 50 agricultural program directors from clear channel station and network executives last Monday and Tuesday met with Department of Agriculture officials in Washington. The meeting was the first of its kind ever held by the Department of Agriculture and was similar to those held annually for farm editors of newspapers and magazines.

The two-day meeting featured roundtable discussions with Federal agricultural officials, emphasizing the impact on agriculture of the war abroad and the defense program. On the second day the group visited the U. S. Agricultural Research Center at Beltsville, Md.

Traveling Agents
It was revealed at the conference that the Department of Agriculture is making a study to determine a system of traveling information agents over the country to facilitate clearance of news developments from the Department to regional representatives, drawn from existing personnel, and sending personnel, would coordinate news of the activities of various agencies within the Department of Agriculture.

Following the two-day Department of Agriculture session, farm program directors of clear channel stations met Wednesday with Victor A. Sholis, director of the new Clear Channel Broadcasting Service office in Washington, to review plans for expanding the rural program service of clear channel stations.

Those attending the Washington conference included:

Attendance List
Joseph H. Buffum, WEEI; George C. Biggar, Ed Mason, WLW; Walter Raymond, WBZ; WRVA; Fred Olb, KWKH; Harry Stone, Louis Buck, WSM; Woodrow Hattie, WWX; Fox Clear, KXCE; V. H. Priehle, WTAM; Lloyd E. Yoder, Chase, WDR; W. D. Draper, NBC; Earl H. Gammons, WCOO; Ken Ellington, WBBM; A. D. Willford Jr., WRQ, WOR; Lord, WAX; Glenn Snyder, Harold A. Safford, Arthur C. Page, WLS; Phil Evans, KDKA; Charles LaRose, WOR, John Merrifield, WIAS; Franklin Tookes, WWOI; Grady Cole, WBT; John F. Urbide, Duncan Moore, WJR; Bill Prance, WSB; G. Emerson, Marham, WGY; Rex Davis, WGY; Jim Miss, WTBG; Charles P. Shotter, WCAU; C. Earl Williams, KFAB; John Thorne, KYW; Luke F. Seegers, KON; Valerie; Thomas C. McCoy, WTIC; Tom Murray, William Fay, WHAM; Herb Plambke, WBO; Charles Strokey, Harry Butcher; CBS, Washington vice-president; Mr. Aller, Stanley Hubbard, manager of KSTP, St. Paul; Paul A. Porter, CBS Washington counsel.

UPS AND DOWNS of agricultural broadcasting get a going-over from this group during the CBS-NBC cocktail party at the conference of farm program directors last night at the same shop-talk by Glenn Q. Snyder, general manager of WLS, Chicago, are (1 to r) Eugene C. Pulliam, president of WIRE, Indianapolis; Frank M. Russell, NBC Washington vice-president; Harry Stone, general manager of WOR, Nashville; Charles Strokey, CBS Washington vice-president; Mr. Aller, Stanley Hubbard, manager of KSTP, St. Paul; Paul A. Porter, CBS Washington counsel.

‘Players Theatre of the Air’ Organized
To Offer Drama Series for Sponsorship

PACKAGED series of dramatic programs titled The Players Theatre of the Air is being offered for sponsorship by The Players, noted New York actors’ club, with leading actors and actresses to be available for adaptations of stage plays or for original dramas written especially for the series.

As tentatively set up, the casts and directors for each program would be signed to contracts for each 13-week cycle before going on the air, while all involved will be remunerated for the work. Manager of profit normally intended for a package producer would go to the club.

Walter Hampden, Players’ president, will be m.c. of each program, with Otis Skinner, vice-president, as “understudy m.c.” when Hampden might be starring in one of the dramas. Included in the package for each show would be Hampden, several name stars and supporting players, an orchestra, musical arrangements, dramatic and musical direction, rights to play or originals, and a finished script.

Paul Wing, producer-director formerly with NBC, is general chairman of the permanent organization planning the programs. Harold Geeree, free-lance director, is production director, assisted by Joseph Bell, NBC; Brewer Morgan, CBS; Tom Mc- Knight, NBC, and Jules F. See- bach Jr., program manager of WOR, New York. Henry Fisk Carlton is script editor, with Pare Lorentz and Kenneth MacKenna as his staff. Howard Barlow is musical director.

Experimental Rule
ANOTHER in the long series of extensions of the rule which prohibits use of commercial programs over stations with special experimental broadcast authorizations was approved April 8 by the FCC. The extension was for 60 days from March 20 after April 23. Section 3(b) of the broadcast rules. It applies to several stations now holding such authorizations for simultaneous operation pending revision of frequency assignments.

GOOD OLD GRADE-A, fresh from the dairy, was a piece of resistance at the CBS-NBC get-together for visiting radio newsmen last Monday, and these boys gave it a big play—(1 to r) Fox Case, KNX, Los Angeles; John Merrifield, WHAS, Louisville; Charles Worcester, WNAX, Youngton, S. D.; Charles Strokey, CBS Farm Reporter; Bill Drips, NBC agricultural director; Bill Prance, WSB, Atlanta; Emerson Marham, WGY, Schenectady; Art Page, WLS, Chicago.

NEW RED PROGRAM PLANNED BY B & W

BROWN & WILLIAMSON Tobacco Corp., Louisville, on April 29 starts a new show, as yet unnamed, for Raleigh cigarettes, 10:30-10:00 p.m. (EDST) on 64 NBC-Red network stations. On the same date a new five-minute dramatic script, written by Linn Bond, will start on behalf of Sir Walter Raleigh smoking tobacco, 10:55-11 p.m. By having the time split, NBC has avoided having two cigarette accounts follow each other since the Liggett & Myers Tobacco Co., (Chesterfield), Pleasure Time broadcast. And WOR, New York, will be heard at 9:30-10 p.m. (EDST). WOR will sponsor the full hour from 9:30-10:30 p.m. on 82 NBC-Red network stations. Wings of Destiny (Wings Cigarettes) is currently heard 10-10:30 p.m. With the switch of program dates, Uncle Walter’s Doghouse broadcast on April 29, Show Boat, half-hour show, will be on NBC-Red at 10:30 p.m. The program, being heard during its second week, can be heard on 17 NBC-Red stations.

Effective Tuesday 2, Uncle Walt’s Doghouse (Sir Walter Raleigh smoking tobacco), will be heard at 9:30-10 p.m. (EDST). WOR will sponsor the full hour from 9:30-10:30 p.m. on 82 NBC-Red network stations. Wings of Destiny (Wings Cigarettes) is currently heard 10-10:30 p.m. With the switch of program dates, Uncle Walter’s Doghouse will be on NBC-Red at 10:30 p.m. THE new show, will be heard at 9:30-10 p.m. (EDST). WOR will sponsor the full hour from 9:30-10:30 p.m. on 82 NBC-Red network stations. Wings of Destiny (Wings Cigarettes) is currently heard 10-10:30 p.m. With the switch of program dates, Uncle Walter’s Doghouse will be on NBC-Red at 10:30 p.m. The program, being heard during its second week, can be heard on 17 NBC-Red stations.

New P & G Serial

PROCTOR & GAMBLE Co., Cincinnati, on April 28 is dropping the serial Kitty Keene from the Monday through Friday 11:30-11:45 a.m. period on 13 NBC-Red stations, filling the time with Lone Journey, now on NBC-Red at 5:15 p.m. Both programs are heard in the interests of Drift. Agency is Black & - Sample - Hummert, Chicago.

Choco-So Spots

ROCKWOOD & Co., Brooklyn, candy mail-order house, is marketing a new product, Choco-So, powdered milk amplifier. Announcements on participating programs are being tested for the product three times a week on WFBF; Baltimore; W2AT, Norfolk, and WSTR, Syra- cuse. Agency, New York, is agency.
“Batteries for today’s game...Feller and Hemsley.” The crowd is eager, attentive as a great pair of performers take the field. So it is with audiences of two radio stations that put over your selling message in the “Golden Horseshoe,” the market that is the heart of Industrial America.
ONTARIO HONORS FITZPATRICK
WJR Executive Selected to Address Provincial Parliament at CBS Program Ceremony

HIGHEST honor ever accorded an American radio man in Ontario goes to Leo Fitzpatrick, executive vice-president and general manager of Brinkley station, Detroit, when he spoke before the Parliament of the Province of Ontario April 9. He is the third American to be given this distinction, others being Wendell Willkie and Senator Claude Pepper, both of Florida.

He was presented on the floor of the Ontario Parliament by Prime Minister De Vanzuy, after he had been chosen to represent the group of 40 CBS officials attending a conference in Toronto in connection with the CBS series starting April 20 to promote tourist travel to the province.

ANNOUNCERS COVER
ON BASEBALL PLANS

GENERAL MILLS, Minneapolis, on April 10 held a conference in New York with announcers who will handle the company's 1941 baseball broadcasts in the east. R. De Vanzuy, sales supervisor of the eastern division of Knox Reeves, agency handling the broadcasts, arranged the meeting at which sales ideas were presented and the General Mills baseball setup explained.

Keith M. Robinson, head of commercial production for spot radio of Knox Reeves, Minneapolis, participated in the discussions. Representing the sponsor were William Slocum, GM baseball coordinator; Howard Haver, of the grocery products sales force; and E. L. Schuhman, grocery products sales manager of GM eastern division, Buffalo.

Announcers who attended were: Red Barber and Al Helfer, WOR, Brooklyn; Harry Hyatt, WABY, Albany; Jack Craddock and Roy Rutherford, WOR; KDKA, Pittsburgh; Colonial Network (originates at WAAB, Boston); WENM, Providence, R. I.; WFLY, Willamette, Eugene, Ore.; WHOL, Lowell and Lawrence, Mass.; WTHF, Huntington, West Va.; WOR, Brooklyn, and KFH, Wichita. Goodrich, Socony-Mobil Oil Co., and Lever Bros., also represented.

Brown in Yugoslavia

CECIL BROWN, CBS correspondent, who left Rome after he had been informed that his analysis of the news did not please the Fascist hierarchy, is expected this week to be "somewhere in Yugoslavia" with an American party headed by Arthur Bliss Lane, American Minister. The American group left Belgrade when the Yugoslavian government abandoned the capital. Brown reached Belgrade April 6 and his broadcast from that city a few hours before. It was arranged that Brown to broadcast from Tito's city. Lee White, another CBS correspondent in Belgrade, has not been heard from. CBS in New York since the war began.

Elmer Davis to London

ELMER DAVIS, CBS news analyst, will fly to England April 23 for an extended trip to New York before June 1, when his nightly broadcasts on CBS, 8:30-9, London time, will start. Davis was also with Palomvivee-Peet Co. for Palomvivee Soap. Bob Trout, now handling the broadcast, will Mr. Davis's vacations in Florida, will continue until June 1.

Lady Esther Changed

LADY ESTHER LTD., Chicago (cosmetics), on May 12 will replace Guy Lombardo & His Orchestra on CBS, Mondays at 10-10:30 p.m., with a program as yet untitled. Decision on a replacement program was made within ten days, according to Pedlar & Ryan, New York, the agency.

Carnation Expansion

CARNATION Co., Milwaukee (evaporated milk), is considering the addition of 50 stations to the 33 now broadcasting the twice-weekly transcribed quarter-hour program with the cooperation of Columbia Broadcasting System. Agency is Erwin, Wasey & Co., New York.

New Production Firm

CONSOLIDATED RADIO Producing Company, America Inc., with offices at 560 Fifth Avenue, New York, has been organized as a production unit specializing in network musical programs. Principal stockholder is James is president; Arthur W. Jones, jr, vice-president and treasurer; Leonard S. Smith, production manager. Telephone number is Longacre 3-9860.

Mexico Promises Treaty Adherence

XELO, XEAW Are Ordered to Operate With Lower Power

ASSURANCES from the Mexican Government that steps have been taken to adhere to the letter of the treaty reached at the signing of the treaty, and which eliminated border station assignments, have been received by the State Department through the American Embassy in Mexico City following protests from this country.

Both XELO, now operating at Tijuana, and XEAW, operating at Ensenada, have been ordered to operate with reduced power pending their removal to Monterrey and Sonora, respectively, as provided by the treaty reallocation. XANT, at Nuevo Laredo, slated for removal to Monterrey, was not mentioned in the communication.

No Word on XERA

Thus far, no word has been received on the fate of XERA, former Brinkley station at Villa Acuna, which has not been heard since March 31. It apparently had been earmarked for assignment on 800 kc., but that channel is vacant in Mexico, according to monitors.

The dispatch received by the State Department April 7 follows: "The Minister of Communications has advised us that XERA would operate under reduced power and efforts would be made to cause early transfer of location. XEAW has been ordered to move to Monterrey and Leon and change wavelength but has not yet completed arrangements. In the meanwhile it will be instructed to reduce power and take other immediate steps to stop interference. The embassy was assured that these orders are to go forward telegraphically immediately."

NDBC TO SHORTWAVE AVE

HOTEL NAME BANDS

POPULARITY of North American dance bands with Latin American audiences, as revealed in fan mail received from listeners to NBC's shortwave broadcasts, has resulted in a new series of programs of name bands playing in New York hotels which NBC will start over its shortwave stations this week. The network expects to present at least one each night of the week. Eventually two or three such periods may be broadcast.

NBC says that several advertisers have evinced interest in sponsoring the programs. Set-up has been completed by the New York local of the American Federation of Musicians, following NBC's agreement with AFI to sponsor the regular sustaining scale of $3 per man and to pay the regular commission when the programs go commercial.

Ideas for the new series came from Byrno y Danza, daily half-hour dance band, and La Excellence which has proved to be the biggest mall puller of all NBC international programs.
OUTLOOK MOST FAVORABLE IN YEARS FOR OMAHA-GREAT PLAINS MARKET!

A $1,468,451,000 Market, Dominated by WOW

3 Reasons Explain WOW's Dominance of Omaha-Great Plains Market

With both farm and city income trending upward in this territory, advertising efforts are becoming more productive. Radio Station WOW naturally figures large in the plans of those advertisers who have discovered that this station dominates more counties with more spendable income, at less cost than that of any other combination of stations covering the same market.

Location, Signal and Programs

There are three principal reasons for WOW's dominance. One is WOW's strategic location. (See map.) It straddles the Missouri River at Omaha, covering some of the richest sections of Iowa, Nebraska, South Dakota and Kansas—with an overlap into Minnesota and Missouri. Another reason is WOW's strong signal—5000 watts, day and night, with a preferred wave-length of 590 kilocycles. The third reason is WOW's programming policy, which holds wide audiences through the best Red Network programs plus top-notch local radio personalities.

The result of this "3-power" combination is the intensive and extensive coverage illustrated by WOW's mail maps, surveys and cartographs, which are available for the asking.

WOW Maps and Cartographs Create Unusual Interest

In the last two months WOW has received more requests for mail maps and cartographs than ever before in a similar period of time. The WOW cartograph, showing coverage in terms of buying power, is unique, and should be in every time-buyer's file. Write for a copy today.

Iowa-Nebraska Farm Income Reveals Upward Trend

Iowa's 1940 farm income is estimated by Iowa Farm Economist at $725,000,000, compared with $690,000,000 in 1939. The full significance of these figures is seen in the fact that Iowa's 1929 farm income was only $735,000,000, while the farmer's 1929 dollar would buy only 80% of what his 1940 dollar bought. The Iowa Farm Economist expects the 1941 income to exceed that of 1940.

Nebraska Farmer's Income 53 Per Cent Above Nation's Average

Nebraska farms yielded $23,835,000 more cash income in 1940 than in 1939. The average income per farm for Nebraska last year was $2,300.00. For the entire United States the average farm income was only $1,496.00. The difference in favor of the Nebraska farmer is more than 33%.

Rainfall Now Above Normal; Excellent Crop Prospects

Weather conditions have been very favorable in both Iowa and Nebraska. Rainfall since the end of the 1940 growing season has been well above normal, and most authorities agree that the 1941 crop outlook is excellent.

Havana Treaty Leaves WOW Same Wavelength

The not inconsiderable portion of any radio station's audience which habitually tunes to that station will suffer no inconvenience as far as WOW is concerned. WOW's excellent 590 kilocycle wave-length remains unchanged. And as a direct result of this, many new listeners are expected to get the "WOW habit."

You Can Dominate the Omaha Great Plains Market WITH WOW

OMAHA, NEBRASKA

On the RED Network
590 KC. - 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

BROADCASTING • Broadcast Advertising
April 14, 1941 • Page 17
CBS Builds Special Facilities For New Shortwave Operation

New Studios, Two 50-kw. Transmitters, as Well As 13 Antenna Arrays and FM Link Are Planned

NEW STUDIOS, to be devoted exclusively to programs designed for shortwave listening in Latin America or Europe; two new 50-kw. shortwave transmitters, each equipped to operate on any of the nine frequencies assigned to CBS for its international service; 13 antenna arrays which can be switched instantaneously from one frequency to another, affording a total of 30 possible frequency-antenna combinations, and a special FM relay link to transmit the programs from the studios in Manhattan to the transmitters at Brentwood, L. I.; these are currently under construction by CBS engineers for operation by September, according to A. E. Chamberlain, CBS chief engineer.

Rebroadcast Plans

Describing the technical nature of the apparatus and its installation in an address before the Boston section of the Institute of Radio Engineers, Mr. Chamberlain began by briefly reviewing the history of shortwave broadcasting from its inception in 1924, when it was known as “experimental relay broadcasting.”

The Latin American survey trip taken last winter by William S. Paley, CBS president, demonstrated, Mr. Chamberlain stated, that “shortwave” North American programs to Latin America was not enough since most persons in those countries listen to their local station broadcasts just as they do in the United States.

For this reason the CBS Latin American Network, already comprising 54 stations, has been set up to rebroadcast locally the programs emanating from the CBS shortwave stations WCBS and WCOR in New York. As this plan requires the new facilities to be capable of relaying programs from New York to the various Latin American cities as well as broadcasting them for direct reception by shortwave set-owners, it has had a great effect on the plans for the new transmission equipment, Mr. Chamberlain explained.

More antenna arrays, with narrower transmission paths, will be used than would have been the case were home reception the only goal, he said, since the programs rebroadcast by local stations will be expected to have signal quality comparable to the other broadcasts of those stations, a quality the listener does not expect from his direct shortwave reception.

Tracing the growth of CBS to its international program, he said that it will originate in one of the four new studios to be constructed in the CBS studio building for the exclusive use of the international division or any of the existing CBS studios. After passing through the master control room, the programs will be sent to the roof, where three 25-watt FM transmitters, operating in the 330-340 mc. band, will relay them to Brentwood. Uni-directional antennas at the transmitting and receiving end, will be used. There will also be special receiving, amplifying and other control equipment to de-modulate the signals and transmit them to the main transmitter building a mile away. This whole operation Mr. Chamberlain termed “truly experimental”, allowing CBS engineers to pioneer in this high frequency relay broadcast field.

Share with Mackay

At Brentwood, CBS will share the location of the main transmitting plant of Mackay Radio & Telegraph Co., which is already using 30 directive antenna arrays and operating more than 20 radiotelegraph transmitters on the 1200-kilocycle site. Location, according to Mr. Chamberlain, is “excellent for shortwave transmission from the standpoint of topography, conductility, accessibility and availability of public utility services, and removed from populous centers, airports and airways.”

The two 50-kw. international broadcast stations are now being manufactured to CBS specifications, which include such requirements as the ability to switch instantaneously from one operating frequency to another in a simple and reliable manner. This is accomplished by a manual pre-set which shifts automatically at the touch of a switch. Each transmitter will also be capable of operating on any one of 12 frequencies. Initially, 27 crystals will be required for the frequency control of the transmitters for the nine frequencies assigned to CBS—6060, 6120, 6170, 2960, 11830, 15270, 17830, 21520 and 32720 mc.—plus the frequency for the two stations will comprise radio frequency equipment for three transmitters, so that adding a third modulation and power supply unit would give CBS a third station should it be required.

From consideration of the bearings of the foreign areas which CBS plans to serve and from the distribution of population and receiving sets in South America, among other technical factors, CBS engineers decided to build 13 uni-directional antenna arrays, eight directed to South America and the West Indies and five directed to Europe or Mexico and Central America. For such an 1800 reversals. The 13 arrays and the nine frequencies will provide a total of 30 antenna-frequency combinations, he stated.

Changes in Affiliations Of NBC in Baltimore And Pittsburgh Outlined

FORMAL announcement of the NBC affiliations in the Baltimore and Pittsburgh markets, to occur later this year, has been made by Edgar Kolak, vice-president in charge of Blue Network operations.

WBAL, present Baltimore Blue outlet, will move to the Red Sept. 27, at which time WCBM, now an MBS outlet, joins the Blue. About May 1, WBCA in Wheeling, now a CBS outlet, 38 miles from Pittsburgh, will join the Blue May 2 and operate as a bonus outlet. Nov. 1, WJQ, Pittsburgh regional, becomes a Blue station on Nov. 1. WWVA is slated to take WCBM’s Blue operations.

The rate for WWVA will be $320 and for WJQ $240, a total of $560 as against $480 for KDKA alone. Mr. Kolak pointed out that this increase of $80 per evening hour will be set off against the saving of $500,000 effective in Baltimore.

WCAE, present Red outlet in Pittsburgh, is expected to join MBS as a fulltime outlet coincident with the WJQ shift. WCBM, like WBAL, is a Hearst-owned outlet.

Elwood Rejoining NBC, Heads Foreign Division

JOHN ELWOOD, former vice-president of NBC, is rejoining the network as manager of the International Division, according to John R. O’Hara, NBC vice-president in charge of international operations. One of the original vice-president of NBC, Mr. Elwood, who is a nephew of Owen D. Young, has held various positions prior to leaving the company.

In his new post he will supervise programming for NBC’s Pan American network as well as the European hours.

Recently Shirley F. Woodell, former advertising manager of the Pacific Export Corp., was named sales manager of the international division, replacing Lunsford P. Yandell.

Leaver Serial Test

LEVER BROS. Co., Cambridge, has purchased the serial, Helen’s Home. The 13-ep. serial, quarter-hour program will be heard Monday through Friday on five mid-western stations, a test for Rinso. Serial is written by Della West Decker, continuity writer for WABP, Fort Wayne, Indiana, whose the program had been heard daily. Ruthrauff & Ryan, New York, is agency.
Again this summer, more than 400,000 persons from the top layer of Midwestern and Southwestern buying power will spend vacations of from a few days to the entire season in the Pikes Peak region of Southern Colorado. They're just the class of buyers you are always trying hardest to find and to reach.

During June, July and August they'll spend an average of $150,000 a day for food, lodging, drugs, toiletries, gasoline, beverages, clothing and miscellaneous items.

Go after this business by going with these good-spending vacationists to Southern Colorado this summer. Keep selling them over the station this region depends on the year 'round for its radio entertainment, information and news.
Can't blame the poor Swami for lapsing into frenzied Phoenician. The vision of five surveys with but a single thought is enough to drive any crystal-gazer cuckoo. The five surveys? Oh, yes...

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

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

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

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

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

The Swami will tell you more, too.
WAGE, in Syracuse
In April 14 Debut

SCHEDULED to start operations April 14, the new WAGE, Syracuse, N. Y., has completed its construction and mustered its staff, and has appointed Edward Petry & Co. as national representative. The station, authorized last July, will operate with 1000 watts on 620 kc, and is owned by a group of local businessmen headed by Frank C. Revoir, local Hudson dealer, who is president and 60% stockholder.

Vice-president and general manager is William C. Lane, who has sold his Lane Advertising Agency and has resigned as president of the Syracuse Common Council to devote all his time to the station. He is 5% stockholder. Secretary of the company and in charge of technical operations is Howard C. Barth, formerly manager of WSYR, Syracuse, who is 10% stockholder. Charles Brannen is chief engineer; Vic Hanson, and Herbert Schorr, local sales representatives; Russell Lofthus, merchandising director; Jack Curren, program director.

The staff includes Tom McMahon, sports; Jacky Deal, announcer; Larry Lawrence, announcer; Glenn Williams, news editor; Thelma McNeil, musical director; Paulie Dierkmann, announcer; Gordon Alderman, continuity; Marguerite Kimball, organist.

WAGE has a four-tower directional array, designed by Paul Godied, which is said to be the only one of its kind in the country. The towers are 250 feet high, and were fabricated by Charles E. Schuler Engineering Co., Newark, N. J. The transmitter is a Collins 20-K, and studio equipment is RCA.

Searle Names Weaver
Sales Head of 3 Stations

APPOINTMENT of Art Weaver as new general sales manager of KFAB, KOIL and KFOR was announced last week by Don Searle, general manager of the three Nebraska stations. His office will be in Omaha. He comes from KMIJ, Grand Island, Neb., where he served as sales manager. Before that he was with KLZ, Denver, as well as Swift and Company.

Mr. Weaver

Mr. Weaver is a graduate of Washington U., St. Louis, and for a short time taught school at Brimton, Ill. He succeeds Frank Pellegrin, former KFAB-KOIL-KFOR sales manager, who resigned April 1 to accept a position with the NAB.

Film Engineers to Meet

TENTATIVE program has been released for the 1941 spring convention of the Society of Motion Picture Engineers, to be held May 5-8 at the Hotel Sagamore, Rochester. Multiple-Speaker Sessions will be discussed by H. J. Reiskind, RCA Mfg. Co., Indianapolis, and "New and Old Aspects of the Origins of 90-Cycle Distortion," by J. B. Baker and R. O. Drew, RCA Mfg. Co., Canada.

Fondern Joins KLZ
ELMER FONDERN, who formerly was the assistant manager of KGGM, Albuquerque, N. M., has been named as the promotion manager of KLZ. Formerly a radio salesman at WSM in Nashville, Tenn., Fondern has had several years in local and national newspaper advertising.

Mr. Fondern will include selling and program promotion. He served for five years at KGNC.

WPAT, Paterson
To Start in May

THE NEW WPAT, Paterson, N. J., is expected to begin operations between May 3-10, according to James V. Cosman, managing director of the station and half-owner.

With the recent appointment of Harold Stretch, of New York, as general manager, all major personnel appointments have been made, Mr. Cosman said. George Kelley, formerly associated with Byron G. Collier, car card manufacturer, is in charge of sales in Essex County, which includes Newark, while Wolf Kaufman, with the old WODA, Paterson, and WNEW, New York, will cover the Passaic and Bergen County territory, which includes Paterson, Passaic, Clifton and Hackensack.

Mr. Cosman said the station will emphasize North Jersey coverage, with its 1,000-watt daytime operation on 930 kc. Western Electric equipment throughout has been installed, along with a 365-foot-Le high self-supporting antenna. The antenna has a "hat" 50 feet in diameter, insulated from the body of the tower. Its performance is the equivalent of a half-wave, with only three-tenths-waves height.

Arthur Sperling, formerly with Finch Laboratories, New York, is chief engineer.

Studies are those formerly occupied by WODA, now consolidated with WNEW. Owners of the station, in addition to Mr. Cosman, are Frank Falkner, chief engineer for the CBS Central Division, and Rex Schepk, manager of WIRE, Indianapolis, who hold 25% each.

AFA Forum

AN ADVERTISING Town Meeting of the AFA forum featuring George V. Denby Jr. as moderator conducting the meeting in the same way he handles the program on NBC-Blue, will be an innovation at the 37th annual convention of the Advertising Federation of America May 29-30 at the Hotel Statler, Boston. Principal speakers will be Hill Blackett, vice-president of Blackett-Sample-Hummert, Chicago; Carle Conway, chairman of the board of Continental Can Co., New York; Dr. George Gallup, director of research and vice-president of Young & Rubicam, New York, and Harford Powel, currently on leave from the Institute of Public Relations to manage the defense bond campaign of the U. S. Treasury.
"RADIO has produced results for the American Tobacco Co. ever since we started to use it back in 1927," stated George W. Hill Jr., vice-president in charge of advertising, in an interview granted to Broadcasting on the radio advertising policies of the company. "If the commercial message can best be conveyed by sound," Mr. Hill said, "radio is obviously the natural medium to use."

"In our day-to-day work on our radio programs," Mr. Hill continued, "we are primarily concerned with the sales message. The programs themselves—Information Please and Kay Kyser on NBC-Red, and Your Hit Parade on CBS—are established on a more or less definite formula."

The Sales Message

"We therefore do not worry much about production or whether the Crossley rating goes up or down one or two points, but we calculate 90% of our efforts on the sales message where we think 90% of the value of the program lies. The transmission of the sales message—what is said, and how we say it—is of utmost importance to us."

"Radio," observed Mr. Hill, "is to a degree show business, and it is easy for the advertiser to become intrigued by the program itself and to neglect the commercial."

Mr. Hill said the company was pleased with the results of Information Please, a half-hour program. "The American Tobacco Co. has been sponsoring since last November. The program is reaching a segment of the listening audience which we felt was not being reached by our other two programs. It is an excellent program for Lucky Strike."

"Commenting on the use of spot radio, Mr. Hill said that doing a national job with spot announcements costs money, but at the same time was comparatively inexpensive in the sense that the advertiser was spending his money on the selling message rather than on entertainment."

"The trouble with most spot announcements," he said, "is that they do not offer the listener anything in return for having to listen to the commercial. We feel that a spot announcement should be a condensed program. In the spots we ran last year for Lucky Strikes, we combined a time signal and a hit tune with the commercial in such a way that the spots were effective and talked about. However, spot announcements are not a regular part of our radio schedule. We find them most effective when used as a stimulant from time to time."

"We do a considerable amount of research in an attempt to measure the effectiveness of our radio programs. But the results of our research are weighed very carefully and approached with caution, for figures can often be misleading. The most important and difficult part of radio advertising is the measurement of the selling power of a program on the audience."

"We have employed various means of finding this out. We have made correlations between the percentage of persons in certain age groups who smoke Lucky Strike cigarettes and the percentage of persons in the same age group who listen to our program. The results of this research indicate our programs have a definite selling effect."

"We know too, from our research, that we are reaching about 14,000-15,000 radio homes a week with our programs. However, we have found that the most effective measurement of the selling impact is the 'rule of thumb' reaction of our sales department."

The Chant

"For example, when we first put the chant of the tobacco auctioneer on the air, we received an immediate response from our salesmen who said distributors and dealers, as well as consumers were talking about it. We got an immediate favorable reaction through our sales department on the time signal and hit tune spots we sponsored."

"Radio," concluded Mr. Hill, "is effective because it is a personal form of selling to large masses of people; and advertising, in the last analysis, is salesmanship. We're surprised that radio is producing results for us because we can see it in our increased business."

JENNINGS IS NAMED AS KWJJ MANAGER

APPOINTMENT of W. Carey Jennings, former general manager of KGW-EX, Portland, to general manager of KWJJ, Portland independent outlet, was announced April 7 by Wilbur J. Jennings, president, executive vice-president, and John C. Egan, secretary-treasurer, owners of the station.

Mr. Jennings, who had been associated with the Oregon stations for the last 10 years, resigned recently.

Mr. Jennings, Arden X. Pangborn, former managing editor of The Oregonian, is now general manager of one of several Sears Roebuck stores in the Northwest. In addition to his radio experience, he had been trading in merchandise and general advertising.

The FCC recently authorized KWJJ to increase its power to 1,000 watts fulltime on 1080 kc. Mr. Jennings announced the new installation is being completed, along with a directional antenna, and that the station should begin operation with its new power by May 15. New studios also are contemplated.

KWG-KEX Changes

ARDEN X. PANGBORN, new managing director of WGEX-KPORTLAND, Ore., announces the following personnel changes effective immediately: H. G. Cox, program director, becomes assistant manager in charge of office staff, station promotion and special events. Paul Connet, national sales manager, is now commercial manager. Ralph Rogers, chief announcer, replaces Cox as program director.

Homer Welch will become production manager. John Bate is new chief engineer. Kenneth L. Pettus, Seattle freelance writer and former assistant director of the U.S. Department of Agriculture in Mexico, joins the continuity staff as news writer.

WACO Gets Boost

WACO, Baltimore CBS outlet, on April 8 was authorized by the FCC to increase power from 500 watts night, 1,000 day, to 5,000 day and night, along with a removal of its transmitting restriction. Operating on 600 ke, the station will install a new transmitter and a directional antenna for day and night. Simultaneously, however, the FCC set for hearing the WACO application for transfer of control of the Monument Radio Co., Inc., to Lewis M. Miller and Clarence W. Miles, as voting trustees, to themselves and L. Waterhouse, voting trustees of a new voting trust agreement.

Fred Bate to Return

FRED BATE, chief of NBC's London staff, has returned to New York from a month's holiday in Mexico and is planning to return to England via the Clipper in mid-April. Max Jordan, NBC General Sales Manager, is now in London as representative. Present in this country, will not return to Europe, however, and will probably be assigned a definite position with the network in the near future.
AMERICA'S RADIO EDITORS VOTE:

"Fizdale Best Radio P.A."

The Question:
"Which press agents seem to you to have the best service?"

The Answer:
"TOM FIZDALE INC."

Billboard's Annual Poll of Radio Editors—who should know—puts Fizdale at the top of the list for radio publicity. Fizdale led on both counts: Best Service and Best Coverage. We're not going to add anything to this announcement. We'd rather let the jobs we're doing do the talking...

TOM FIZDALE INCORPORATED

Publicity and Public Relations

CHICAGO: 485 Madison Avenue, New York

HOLLYWOOD: 1509 North Vine Street
Fred Wile Is Dead;  
First Commentator  
Famous Journalist Had Been  
Out of Radio Three Years

THE DEAN of American radio news commentators, Frederic William Wile, died at his home in Washington last Monday at the age of 67. He had been ill for several years, and had retired from radio work about three years ago. A veteran journalist who was abroad for Chicago newspapers at the time of the Boer War, shortly after being graduated from Notre Dame, Fred Wile served with the old Chicago Record, the Chicago Daily News and the London Daily Mail in London and Berlin until the World War when he was attached to the Intelligence Section of General Headquarters of the A.E.F. in France.

Broadcast in 1923

After the war he went on a lecture tour in this country, and was engaged to head the Washington bureau of the Philadelphia Public Ledger. In 1923 radio attracted his interest and he was engaged by RCA to do a weekly commentary on The Political Situation in Washington Tonight over WRC, Washington. A gifted speaker with a splendid microphone manner, his feature was highly popular and was carried on the NBC network after it was formed in 1927.

In 1929 Alfred J. McCooser, manager of WAM, then key of the newly-formed CBS, introduced him to CBS President William S. Paley, who offered him a long-term contract to broadcast over that network. He continued to be the first of the rank journalists to do a regular radio stint, and his first job with CBS was coverage of the Hoover inauguration in March, 1929.

This was the forerunner of today’s extensive public events and news coverage by the networks. CBS also sent him to the 1929 London Naval Conference, where he pioneered transoceanic broadcasting and brought to the microphone some of the first foreign notables heard on the American radio. A brilliant speaker and toastmaster, he also introduced the first “fireside chat” from the White House—that of President Hoover on Sept. 18, 1929. Mr. Hoover later sent him the notes of that broadcast as a Christmas gift.

In 1932 CBS sent him to the Geneva Disarmament Conference where he placed the League of Nations on the air for the first time. In honor of his radio work a group of citizens in his home town, LaPorte, Ind., where he was buried last week, asked the FCC for authority to erect a local broadcast-

MBS and Discs Slated By General Mills for ‘Lone Ranger’ Program

GENERAL MILLS, Minneapolis (Corn Kix), on May 5 starts the Lone Ranger on 45 MBS stations (Broadcasting, March 3). The stations are WOR WOL WIP KWBW WXYZ WSAY WCAG WLEX WORC WGN KWK WON WOR MBS KWBW WHBF KFOR KRFB KFJZ WDSM KOKC WYRC and the Colonial network of New England.

The program will be heard Monday, Wednesday, Saturday and Friday, 7:30-8 p.m. (EDST), with a delay for some outlets one hour later. Because of time clearance difficulties due to previous commitments, four stations — KFEL KSO KXYZ KOMO — will record the show off the line and release it on available time. Contracted also is WFBR, Baltimore, which will start the series Oct. 1. The programs will continue to originate at WXYZ, Detroit.

Writer of the series is Fran Striker. The dramatic director is James Jewell, creator and producer of the programs. The cast includes Jack Lawrence, John Todd, Bruce Gregory, Fred Rado, Malcolm McCoy, Ruth Dean Rickaby, Leona Krell and the Lone Ranger. Agency is Blackett-Sample-Hummert, Chicago.

Only Then You’ll See A  
0.000073 Cents per Family

And that’s not only the lowest cost per listener but also the greatest value for your advertising dollar. WTAM not only can reach over a million and a quarter families in its Primary Area but actually does reach more homes than any other Cleveland Station.

Check the surveys on this point. WTAM leads, all day, all night, all week. That’s why smart buyers of local, spot and Red Network advertising make WTAM their first choice.

WTAM

50,000 Watts

NBC Red Network

Owned and Operated by NBC

Represented Nationally by Spot Sales Offices

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Broadcasting • Broadcast Advertising

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles, California, is sponsoring the quarter-hour transcribed programs, Capt. Quiz and One Man’s Opinion, KFSD, Fresno and KFBJ, Sacramento, alternating them on an every other, seven-day-per-week schedule. On a thrice-weekly basis, the programs are being alternately used on KQW, San Jose, and twice-weekly on KHSI, Chico. Firm, in addition, on a varied schedule is sponsoring the five-minute transcribed program Inside Stories on KPSD, KKO, KMJ, and participation in Dudd Martin’s live talent early morning show on KYA. It is expected that Seattle and Portland stations will be added to the list by early May, with expansion also to include midwestern States. Stodel Adv. Co., Los Angeles, has the account.

POWER of WLW, Cincinnati, international broadcast station operated by the Ray Corp., was increased from 50,000 to 75,000 watts under a modification authorized April 8 by the FCC. Permitting station to be known as WILE but this was rejected due to legal complications.

Mr. Wile was author of several important books last year, shortly after his retirement from the CBS staff on which he had continued to serve for several years in an advisory capacity, he published his autobiography, News Is Where You Find It. Mrs. Wile and their daughter, Helen, were at his bedside when he died. He is also survived by a son, Frederic William Wile II, who is associated with Young & Rubicam, in New York.
Beemer Assumes Lone Ranger Role

Automobile Accident Proves Fatal to Earle Graser

EARLE W. GRASER, 32, member of the dramatic staff of WXYZ, Detroit, who brought the radio voice of the Lone Ranger, was killed April 8 in an automobile accident at Farmington, Mich. For the last eight years Graser had portrayed the title role on the Lone Ranger programs, which have been presented from WXYZ and are carried on an MBS hookup. WXYZ has announced that Beemer, who was the original "Lone Ranger" in the early days of the program, will return to his former role as the voice of the pioneering days of the West.

Born in Kitchener, Ont., Graser moved at an early age to Detroit where he received his entire schooling. He was a graduate of Wayne U and held three degrees—A.B., M.A., and LL.B.

Remained Anonymous

Upon graduation he held several odd jobs including soda jerker and driver of a grocer's delivery cart, his only experience with a horse. He sang in pit orchestras and worked as an usher in a Detroit theatre. Eventually he drifted to WXYZ and did character bits on the dramatic staff. When auditions were held in 1933 for a successor to Beemer, his deep vibrant voice won him the role of the Lone Ranger. He became the Lone Ranger April 16, 1933, with Beemer taking over narration. Graser's voice resembled Beemer's so much that it became necessary for Beemer to use an artificial pitch to avoid confusion.

Graser's home was in Farmington and he is survived by his widow and a one-year-old daughter, Gabriel Ann. Quiet by nature, he shunned all notoriety and personal appearances in keeping with WXYZ's desire that he remain an anonymity.

The Lone Ranger was originated at WXYZ Jan. 30, 1932. A local program, its popularity grew until it was expanded to over 150 MBS and independent stations as both a live and transcribed broadcast. The Robin Hood adventures of the crusader of the early West have captured the fancy of an estimated 15 million listeners from every State and part of Canada, South America and Australia, where transcribed versions of the program are rebroadcast. A single announcement offering a Lone Ranger badge to juvenile listeners brought 1,307,000 responses.

The Lone Ranger was originated by George W. Trendle, president of WXYZ and exploited to national fame through the promotion of Horace Allen Campbell, manager of WXYZ. Fran Striker, WXYZ script writer, is author of the series.

The two programs immediately following Graser's death were rewritten to eliminate the role of the Lone Ranger from the script before Beemer resumed his former role.

WALTER RIDDICK Co. Los Angeles, in that territory, has been appointed representative of KDIN, Casper, Wyo.

Tribute to 'The Immortal Ranger'

Editorial in The New York Times

EARLE W. GRASER was killed in an automobile wreck early Tuesday morning, but the rumor that the Lone Ranger is dead is unfounded. It was a man who died—a man with a silver voice, a modest, pleasant personality, several college degrees and, it was said, an ambition to act Hamlet. His death, like the deaths he tried to prevent in his radio campaign for safety, was pitifully unnecessary. But he didn't take the Lone Ranger with him. The Lone Ranger doesn't die, and Silver, his horse, will never get broken-winded.

The Lone Ranger, under that name, came into being in this generation for a radio public, but under various names he has been alive for many centuries. He was Ulysses, William Tell and Robin Hood; he was Richard the Lion-Hearted, the Black Prince, and du Guesclin; he was Kit Carson, Daniel Boone and Davy Crockett; he was honest, truthful and brave—and so he remains.

He got into dangers that would paralyze an ordinary man, but if there was an injustice to be righted, a wrong to be prevented, he liked danger. In the simple hearts of children, and possibly of adults who were willing to take a vacation from what unhappily has to be printed nowadays, he was as real as the policeman on the corner. He still is, and his trusty steed waits to carry him on his errands across the face of the wondrous West, where the air is crystal and virtue never lacks for its reward. Listen! There is a beating of hoofs as, in the nick of time, he swings into action. Ride, Tonto, ride, Lone Ranger. Hi-yo Silver!

How They Listen In Rochester

Between 7 and 9:30 A.M.

LISTENING TO

W-H-E-C 58%

2ND ROCHESTER STATION

3RD ROCHESTER STATION

TO ALL OTHERS OR "DIDN"T KNOW" 9.4%

For WHEC leadership rest of day and night, see CBS-CAB Survey advertisements

Court Refuses Restraint
In Appeal of Educators

MOTION for a temporary injunction against WMCA, New York, the FCC, the Joint Legislative Committee to investigate the Educational System of New York and several individuals was denied April 8 in New York Federal Court by Judge John C. Knox. Injunction was sought by the Committee for the Defense of Free Education and the New York College Teachers Union to restrain the Joint Committee from interfering with a WMCA series titled The Truth About the Schools, sponsored by the Union.

The injunction application set forth that Donald Shaw, WMCA manager, and Leslie E. Roberts, program director, had been subpoenaed by the Joint Committee, which is currently investigating the alleged spread of Communism in the school system. As a result, the application stated, WMCA was threatening to discontinue the Union's programs.
Breweries Complain

With regional users of Keglene cans unable to tie-in with the program, and other national users also out because of Pabst's quick action, American executives found that even their hands loaded with complaints from customers.

A meeting was called in Chicago between representatives of American Can, Pabst and Lord & Thomas. Pabst agreed to relinquish its contracts with stations when American Can agreed to protect the stations for committed time. To make doubly sure the stations understood they were not to be losers in the controversy, Lord & Thomas piped a message to all Mutual affiliates on the network's conference call bulletin April 5, just two days before the program was to start, advising them of American Can's agreement to protect their interests.

Mutual was advised that no beer accounts would be acceptable preceding or following ‘The Amazing Mr. Smith.’

Young & Rubicam, New York, handles the American Can account.

Old Ben Coal Series

OLD BEN COAL Corp., Chicago (Green-Marked Stoker Coal), on April 4 dropped Nothing but the Truth, featuring Alexander McQueen, on WGN, Chicago, but has set plans for the same program for a 2-week series on 16 stations to start Aug. 1. New five-minute series will be transcribed, with the exception of WGN which will release it as a live show, and will be heard on a Monday through Friday basis. A. L. Gale is the account executive for Hamilton Adv. Agency, Chicago, which handles the account.
Supreme Court Review Seen Possible To Test Authority of Federal Tribunal

POSSIBILITY that the Supreme Court may pass on the power of the U. S. Court of Appeals for the District of Columbia to issue stay orders from FCC decisions, under the Communications Act of 1934, was considered likely following reconsideration of the ruling in the Arizona broadcasting case.

Mr. Rutledge, defense counsel for WIBG, Glenside, Pa., instead of classifying its news periods simply as newscasts, has now tagged each period with a descriptive title. Throughout the day, newscasts are presented by the following titles: Sunrise Edition, Commercials Special, Morning Extra, News at Noon, The Front Page, News Brief of the AVE, Three Star Extra and Night Extra.

Mr. Rutledge contended that the frequency in question no longer applied anyway, since the March 29 reallocation resulted in moves up the band 30 kc. for both the 1200 and 1210 kc. channels.

Mr. Segal made the argument that the FCC has issued orders covering the Havana Treaty reallocations automatically assigning stations to their new wavelengths.

Names for News

WIBG, Glenside, Pa., instead of classifying its news periods as newscasts, has now tagged each period with a descriptive title.
FEATURING “Just ordinary children”, Kids of the Week, made its appearance on KJR and KEX, Portland, on April 13. The program centers about an interview of some outstanding personality or a roundtable discussion, conducted by teams of youngsters, three boys and three girls to each performance, rotating age groups, of 10-11 and 12-14 and changing the team personnel every week. Purpose is to show the straightforward, down-to-earth functions of the youthful mind.

** BUNDLES for the Boys

LETTERS from boys whose homes are in or near New Haven, who are now in the Army, are featured on Bundles for Our Boys, on WELI. In addition, boys home on leave are interviewed as to their life in camp. On the program the public is asked to send to the sponsor such items as books, magazines, cigarettes, and the like, which are then made into bundles and shipped to the boys in camp.

** APARTMENT HUNTERS

A SERVICE PROGRAM for apartment hunters has been started on WQXR, New York. On the program, sponsored by a New York realty firm, listeners are asked to write or telephone their apartment problems and attempts are made to straighten them out.

Pranks and Parents

A NEW SERIES of broadcasts, dealing with a typical adolescent escapade, combining to the Henry Aldrich type of comedy with information designed to build a better understanding between parents and their children, was started on KOA, Denver, April 6. The educational feature, known as Betwixt & Between, features true-to-life situations and fast-moving dialogue.

Life of a Private

BUILT around the life of an Army private, a new series to be started on WWL, New Orleans, will feature every phase of military life, from the first oversized pair of hiking boots to the last KP duty. The program will originate at Camp Livingston, and will attempt the most complete record possible of life in an Army camp, 1941.

** STORE INTERVIEW

INTERVIEWS with the personnel of William Filene’s Sons, Boston, on WEEI, from basement bundle wrapper to executive, are used to interest shoppers in the clerks who serve them.

SOUP-TO-NUTS NETWORK

has been set up by young John Simcoe, 12, son of Robert A. Simon, continuity editor of WOR, author and music critic of the New Yorker. The microphone, set up in the middle of the dining room table has direct communication with the maid and cook. Here is 5-year-old Peggy giving her order for another helping of dessert to her brother, who relays it to the kitchen.

Drama by Workers

PERFORMERS will be the sole judge of a series of programs being planned by WDAS, Philadelphia, for cultural and industrial concerns to broadcast programs of their employe groups with the personnel manager recruiting the talent, assisted by the station program department. They will guide employes in producing a series of programs. And after they are rehearsed and ready for presentation, transcriptions will be made. Recordings will be played back to the entire force at the factories, votes taken to decide the best program to be used for station presentation. Aim of the programs will be to improve employer-employe relations and offer the station a new source of talent.

The Public Performs

THE RADIO audience will have a chance to either write dramatic sketches or act in them when The People’s Playhouse program featuring Bob and Betty White, goes on WOR, New York, April 8. Ideas submitted by the public will be dramatized and entries cast by one amateur actor and one amateur actress will appear with the Whites.

Maids and Mikes

THE SERVANT problem will be investigated from both sides in a new series, Maids & Mistresses, on KSTP, St. Paul. Broadcast as a feature of a daily women’s page program, the series will bring maids and their mistresses before the microphone to discuss mutual problems.

** WEEK’s Woman

EACH WEEK the outstanding “women of the young housewives” are interviewed on Liven, Ladies, feature of WHBF, Rock Island, Ill., conducted by Millicent Polley.

Psychological Quiz

QUIZ SHOW with a psychological twist, Was I Right?, is a regular feature of WAKR, Akron. Sponsored by the Firestone Park Trust & Savings Bank, the program features situations sent in by the listening audience who describe what happened and what they did under the circumstances. Two teams of three students from local clubs give their reactions on what they would do if confronted with a like situation, after which an Akron attorney discusses the situation with the contestants. Dr. George Hayes, head of the psychology department of the U of Akron determines what the correct average Human Behavior would be, and scores the teams accordingly.

** BUDGING Farmers’ Quiz

STUDENTS studying agriculture compete in teams on Farm Quiz, on WAXY, Buffalo. Each week high school teams from three surrounding states are featured, two for the quiz, and one for a discussion group. Idea is to help further the interest of high school students in agriculture, which they can carry with them to their various State agriculture colleges.

** BMI Quiz

NAMES of RAI-SONS in the vicinity of WDAY, Fargo, N. D., are announced throughout the commercials of Hidden Treasure, a program of popular BMI and public domain music. The names are hidden so that it is difficult to catch them; however, if a person does recognize his name, he receives a cash award.

** TAX Troubles

AN ATTEMPT to solve taxpayer troubles is being made on a new educational program Austin Pea-body, Assessor, on WDAG, Worcester, Mass. Each week a different State law is dramatized with the purpose of correcting common misunderstandings between property owner and assessor.

** INFORMATION for Children

EDMONTON’s public libraries, in conjunction with CFRN, have started Mr. Information, for school children. Pupils are requested to write in to the libraries any questions, and the answer is given out over Mr. Information.

** DANCING Drama

DRAMATIZATIONS of lives of famous exponents of the dance, particularly ballet, are the substance of Adventures in the Art of Dancing recently launched on KXL, Oakland, Cal.

** FOR the Bride

ANOTHER VERSION of a school where the husbands are still new to the mysteries of domestic economy is Brides’ Forum, recently started on KXL, Oakland, Cal.

** "KNX gets results"

says Druggist Lee

An astute and progressive Southern California retailer for fourteen years—and currently serving the industry as first vice-president of Southern California Retail Druggists’ Association—John M. Lee knows the retail drug business...knows, too, that “Radio today is the major advertising force in whooping up interest in new drug products and in keeping old-line brands on top.

“We feel KNX results here in the store.” Naturally, the station that has the most listeners tonight will influence brand choice of those drug store patrons tomorrow...Naturally, KNX is the most influential selling force in Southern California because it is the nucleus of the homes of the most Southern Californians.

KNX LOS ANGELES

50,000 WATTS

COLUMBIA’S STATION FOR ALL SOUTHERN CALIFORNIA

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

Page 28 • April 14, 1941

KOIN and KALE

CBS • PORTLAND, OREGON • MBS

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
**Merchandising & Promotion**

**Fags for Fighters—Syrup Party—Friendly Rings—**
**Club's Anniversary—Gratitude**

GLOBE BOTTLING Co., Los Angeles (Wilshire Club beverages), periodic user of radio, on April 14 starts testing the quarter-hour five-weekly transcribed adventure series, Captains Danger on KBLI, Hollywood. If successful, stations in Bakersfield, Monterey, Santa Barbara and San Bernardino will also be used, timing in with local distributors. Written and produced by Bennett Downie Associates, Beverly Hills, Cal., the series has proof-of-purchase merchandising plan, directed to children. It includes a Mystic Patrol Club, and loose-leaf Book of a Thousand Secrets, with a page being added weekly. Banner streamers on Globe Bottling delivery trucks, window and store displays and newspaper advertisements are included. For a week in advance, daily spot announcements were made to announce the series placed by McElroy Adv. Agency.

Cigarettes for Soldiers

IN COOPERATION with Lorus Bros. Co. (Edgeworth, Domino), WRVA, Richmond, is providing all participants on its story America shows, which it originates from Camp Lee and various military points in the Tidewater area, with free cartons of Domino cigarettes.

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**Sugaring-Off**

CBS Country Journal originated April 12 in the main studio of WEET, Boston. Occasion was an old-fashioned Vermont sugaring-off party conducted by George F. E. Story, county agent of Worcester, and attended by notables in the agricultural field. Genuine Vermont maple sugar and clean snow was rushed from Vermont to WEET so that the sweet could be eaten with snow in traditional fashion. Miniature churns filled with the maple sugar were sent out to the trade by WEET on the occasion.

**Friendship Rings**

"FRIENDSHIP RINGS" are being offered to listeners by Lanny Ross on his Monday through Friday quarter-hour program on CBS at 7:15-7:30 p.m. for Franco-American spaghettis. The rings are made of sterling silver, embossed on the outside with an attractive ivy leaf pattern, with the signature of Lanny Ross engraved on the inside of the band. A label and 15c are submitted with the request for the ring. Campbell Soup Co., Camden, sponsors the program.

Party for Women

CELEBRATING the first anniversary of the WBLK Woman's Club, the Clarksburg, W. Va., station, was host recently to a theatre party of the club's 1100 members. The birthday program was given from the stage which was a huge birthday cake with a single candle burning throughout the broadcast. After the program, a motion picture was shown and guests were given souvenir bonbon dishes and an album of WBLK radio stars.

**Thanks From the Red**

ALL NBC-Red network clients have received a reprint of the Red advertisement "Orchids to Our Advertisers," which appeared in Broadcasting, March 10, with a letter from Roy C. Witmer, vice-president in charge of NBC-Red, thanking them for their cooperation in making the Red Network "the outstanding broadcasting chain of the country".

**BROCHURES**

WWL, New Orleans—Four-page pictorial folder on Our Misses, weekly broadcast of the Miss at Loyola U broadcast every Sunday morning since September, 1924.

WFIL, Philadelphia—An 8-page pictorial magazine, WFIL News, in two forms, to be published monthly, for trade distribution.

WKRV, Charleston, W. Va.—Red-and-blue piece of 32 pages telling the story of the Charleston market.

WJAS, Winston-Salem, N. C.—Plated book in two colors giving coverage figures and service signal of station on new 9000 frequency.

WAOU, Vincennes, Ind.—25-page, letter-sized brochure with four-color cover "This Is Vincennes WAOU".

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**Josh Higgins of Finchville**

A Station—
with a large, ready-made, responsive audience—
that drew 6,000 requests for a poem from men and women in all walks of life on only one announcement—
which so inspired the State of Iowa that they dedicated a park to and named it after Josh Higgins—
after which the National Home and Garden Exposition named a garden—
great in influence and low in cost—

**PLUS WENR**

EVALS
increased sales and profits with less effort in the Chicago area—America's second richest market.

Further information about "Josh Higgins of Finchville" and Station WENR upon request, and remember

**YOU GET MORE FOR LESS ON**

WENR

A New Order

THE G EARS are beginning to mesh on a new regulatory order in radio. President Roosevelt, it appears, has personally taken a hand in the matter by assigning his key public relations advisor, Lowell Mellett, to a preliminary study of the effect upon public service of newspaper ownership of stations. And a move toward introduction of bills to reorganize the FCC is getting under way on Capitol Hill.

It has been evident for some months that the FCC's anti-radio tide can be stemmed only by coordinated action between both ends of Pennsylvania Avenue—at the White House and and in Congress. The FCC is too far advanced in its crusade against the status quo of commercial broadcasting to mend its ways. The check must come by legislative enactment, with White House blessing.

Since the latest reorganization of the FCC its actions have been almost entirely negative, even though the intentions of the majority may have been to promote the public welfare ultimately.

A quick inventory fails to reveal anything really constructive. For example, television, which appeared on the brink of public acceptance a year ago, has been all but scuttled as an immediate public service because of the bogging down of new non-national defense developments. FM appeared off to a good start only a few months ago, but likewise has been slowed down to a walk by the newspaper-station inquiry of the FCC. And the network-monopoly report prospects, along with the fears engendered by newspaper-ownership investigation and the onslaught against clear channels—all have tended to shatter confidence in the future.

It was not until the newspaper-ownership inquiry order of last month that an aggressive effort toward clearing the atmosphere got under way. In selecting Mark Ethridge as their leader the group of publisher-broadcasters drafted the industry's outstanding figure, who has a record of getting things done. He carried the issue direct to the White House.

What transpired at Mr. Ethridge's conference with the President on April 7, of course, has not been made public. The fact that Mr. Roosevelt saw fit to assign Mr. Mellett, himself a former newspaper executive, to a study of the newspaper-ownership issue is proof that the President is not satisfied with the FCC's course of action.

Moreover, two years ago Mr. Roosevelt, in advocating legislation to reduce the FCC to a three-man agency, said he was "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission" and that he had come to the definite conclusion that new legislation is necessary to effect a satisfactory reorganization of the FCC.

Certainly in the two years that have transpired since the President made this observation the situation has not improved. It is our humble and considered view that if a reorganization is desired it should be done. And when the President wrote Chairman Wheeler and Lea of the Congressional committee advocating new legislation, then it is ten-fold more so today.

Summer 'Naturals'

THE TRAVEL and hotels classification of sponsoring business on the networks represented less than $350,000 last year, and it is doubtful whether much more was spent on spot and local. Yet travel and vacationing, with all their concomitant activities such as fishing, boating, hunting, etc., represent billions of dollars annually in consumer expenditures and should be among the most advertiseable "commodities" on the radio.

For some reason, possibly the lack of adequate effort, radio has pulled relatively little business out of this field, though travel and resort advertising is a major item of magazine and newspaper lineage.

It is gratifying to report [Broadcasting, April 7] that the Province of Ontario signing up for a late Sunday afternoon half-hour variety show on CBS, starting this week, designed to promote tourist visits to Canada. That radio can and will "pull" for a client like this, there can be no doubt. That radio should go after more of this kind of business, goes without saying. The summer vacation season in the offing presents a challenge to broadcasters-salesmanship.

Voluntary Restraint

AS THE WAR pace quickens, we hear more and more loose talk about censorship in this country—censorship of the press, radio, motion pictures, and in fact every avenue for the conveyance of public intelligence. It is unfortunate that there is so much talk about a subject on which most of the talkers know so little. That goes for those in industry as well as Government.

In times of national stress, it should be obvious that Government cannot function normally. In the public information field, certain developments are kept secret for reasons of state. But that doesn't mean that censorship, of the brand invoked abroad, is in force. Censorship was set aside by Government censors of news dispatches or script before publication or broadcast.

Recently the Secretary of the Navy asked all news disseminating media to refrain from publication of information on movements of British ships into our ports for repair because the news might be used by Britain's enemies. The information was not released, so no stories could be written anyway, unless reporters happened to pick up the data unofficially. That is not censorship. It might be classified as voluntary restraint, but nothing more.

Publication last week by some newspapers of news and pictures covering arrival of a British battleship in New York for repairs drew sharp rebukes from President Roosevelt, Steve Early, his secretary, and Secretary of the Navy Knox. They called for voluntary control of news on a more stringent basis and Secretary Knox praised radio and the cooperating press for living up to his previous request.

Nobody in Government, press or radio wants official censorship. But obviously some control must be exercised over dissemination of news that could be of benefit to the dictator powers. The best way to avoid official censorship is to exercise voluntary control. The lesson of last week's incident would seem to be: When in doubt, check best available sources before disseminating military information.

The Radio Book Shelf

EDWARD R. MURROW, chief of the CBS European staff, has published a compilation of transcripts of his broadcasts during the first 16 months of the war, edited by Elmer Davis, CBS news analyst, This Is London [Simon & Schuster Inc., New York, $2], gives a colorful, sensitive behind-the-scenes report from the "sitzeckrieg" in its early stages through the failure of the British in Norway, the disaster in Dunkirk, the Battle of Britain and up to the Battle of the Atlantic. More than that, the book brings out the human factors in the war, the changing ideas and attitudes, the hopes and fears of Englishmen of nearly all classes.

The Canadian broadcasting industry was featured as a rapidly growing big business in an article by James Montagnes, Broadcasting's Canadian correspondent in the March Canadian Business, official organ of the Canadian Chambers of Commerce. The problems of the Canadian industry in the last few years in making its way out of the red into the black are described in detail. The work of prominent Canadian broadcasters in developing a cooperative system of working with the government-owned Canadian Broadcasting Corp., the problems still facing the industry, policy on television and FM are other topics covered.

PUBLICATION May 15 of a book containing 27 scripts from its Invitation to Learning series has been announced by CBS. Included with the scripts are a complete record of the remarks of Mark Van Doren, Allen Tate and Huntington Cairns, regular participants, together with the comments of special guests on such works as Dante, Homer, Shakespeare and Pascal.
ELMER DAVIS, CBS news analyst, has been invited to be Commencement Day speaker at exercises of Franklin & Marshall College, Lancaster, Pa., June 4. Davis is a graduate of Franklin College in Indiana and was Rotary Scholar at Oxford in 1912.

FRANK CRENNA, formerly on the program has had the Yankee work, and previously an NBC engineer, has been appointed production manager of WNEW, New York.

E. SCUYLER ENSSELL, formerly a time manager at the old New World, has joined the recently opened West Coast Station of the NBC network.

CURTIS J. HARRISON, former advertising manager of Photoscan Magazine, has joined the sales department of MBS.

ROBERT WASTON, former sales manager of WLPM, Suffolk, Va., has been appointed to a similar position with WGGV, Charleston, W. Va.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Co., has joined the sales department of the Montreal office in Montreal this week after a recent trip to London and Paris.

FRED A. PALMER, vice-president and general manager of KOE, Phoenix, for the last four years, has resigned, stating that his health condition is described as serious.

LYLE MUNSON, formerly of WILL, Champaign, Ill., has joined the sales department of WMC, Memphis.

ARTHUR O. MOORE, formerly manager of KVKO, Bellingham, Wash., has joined KMO, Tacoma, in an executive capacity.

E. GLICK, president and general manager of WSGC, Charlotte, N. C., has been appointed president of the Columbia Broadcasting Co. for the southern division.

JAMES M. LEGET, manager of WCCO, St. Paul, Minn., has been appointed general manager of the music festival division of the Dayton Commercial-Miami Valley celebration June 15-22, celebrating the 100th anniversary of the city.

LEE POTTER, WCCO, Minneapolis, salesmen, newest member of the staff, will leave about May 1 to join the new owners Al Rady, Robert Buechner, formerly of the Wainwright, Los Angeles, WARD, New York City, and brother of Thomas Buechner, vice-president of the Ted Bates Agency, has been named to succeed Potter.

JOHN M. CARNEY, formerly of the General Amusement Co., and previous executive of Paramount Music Corp. of America, has joined the sales staff of WINS, New York.

NILES TRAMMELL, NBC president, has added a new member to the staff. He has been given in honor of the Grand Duchess Charlotte of Luxembourg.

GORDON WIGGIN, of the KOE, Phoenix, has been appointed chairman of the radio committee for Cabaret Night of the American Federation of Advertisers Convention in Boston next month. Mr. Horton is to leave for a two-week vacation in the Bahama Islands the latter half of April.

WEBB ARTZ, radio news manager of United Press, is in the Indianapolis general session of the American Academy of Political & Social Sciences, "It's all in the radio day."

KINGSLEY F. HORTON, sales manager of WERE, Boston, has been appointed chairman of the radio committee for Cabaret Night of the American Federation of Advertisers Convention in Boston next month. Mr. Horton is to leave for a two-week vacation in the Bahama Islands the latter half of April.

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HAROLD LEIGH MCCLINTON

COUPLE OF YEARS ago the landing gear jammed on a plane as it was circling for a landing at the Los Angeles Airport. Passengers, among them Hay McClinton, were in an off the trouble, padded and strapped into their seats, and told the ship was going to pancake in.

Next thing Passenger-K McClinton knew, he was being tugged and manhandled by a rescue squad which had axed it as they moved through the side of the ship. Gathering his bulk (and there's quite a lot of it) as soon as he was free of the straps, he collapsed one of the rescuers and yelled——

"Hell, get me out of here. I've got to make the next plane for San Francisco!"

That crack has gone down as one of the classics in the annals of the airport. And it ought to go down as a classic in the annals of "Hay" McClinton, vice-president of N. W. Ayer & Son in charge of radio. For his life during the last ten years has been one of plane schedules and trying to be several places at one time—in spite of hell, high water or jammed landing gear.

Hay, who answers to the full name of Harold Leigh McClinton only in Social Security questionnaire, was born June 16, 1898, in the little town of Port Townsend, Wash., then the customs port of entry for Puget Sound. Perhaps the travel star marked him in infancy, for his father was a sea captain, running then between Seattle and Alaska—when Alaska was really Alaska!

Hay was just about two when his family moved home port to Seattle, and there he spent the next 22 years, with the exception of a stretch in the Field Artillery in this country and France during the War. In Seattle he attended grammar school, high school, and then the U of Washington, where he was a Beta Theta Pi, and helped pay his way as campus correspondent for the Seattle Times, and later as columnist for the Seattle Star. While in college he joined the Army, enlisting as a private and emerging with the war as a sergeant's stripes.

After graduation in 1926, he joined the Public Ledger in Philadelphia, where he remained for six years, becoming progressively head of the copy desk, foreign editor, telegraph editor and swing man who filled in for various editors on their nights off.

From the Ledger, Hay took the familiar step into publicity and promotion, serving as promotion manager for the Penn Athletic Club in Philadelphia. Then, in 1929, he joined the publicity department of N. W. Ayer & Son, where he handled publicity for the Brazilian American Coffee Assn., Warren Telechron Clocks and other accounts.

When the NRA came into being in 1933, Hay was loaned to the Government for six months to help set up Gen. Johnson's publicity department. Here he helped Charles Coiner, Ayer art director, work out the design for the Blue Eagle.

His debut in radio came about almost accidentally. Ford Motor Co. had brought the Detroit Symphony Orchestra to Chicago in 1934 for 12 weeks of outdoor concerts at the Century of Progress. Managing these was part of his job as chief of Ford publicity at the Exposition. The concerts were so successful that at the conclusion of the Fair it was decided to put the orchestra on the air—and that's how the Ford Sunday Evening Hour was born.

Because of his familiarity with the work and the musical problems, Hay was moved to Detroit to handle the Sunday Evening Hour. That eventually involved handling other Ford radio programs, which at various times, included the Fred Waring series, the Mantanare series, the World Series broadcasts, Universal Rhythm, Al Pearce & His Gang, transcription rights, and the Ford Hour, which was heard in both the daytime and evening slot in Detroit.

Because of the steady growth of the Ford radio programs, Hay has become the only radio manager in the company. This is not without precedent. Hay has handled more spot business than any other radio man in the country. He is now shaping up one of the largest programs of baseball broadcasting for Ayer's client, Atlantic Refining Co. (Incidentally, Ayer claims to handle more spot radio than any other agency.) But also Hay pointed out in a "learned" dissertation on radio entertainment he was asked to write this year for the Bulletin of the American Academy of Political & Social Sciences, "It's all in the radio day."
JACK PEACH, Canadian Broadcasting Corp. producer, has joined the CBC Overseas Unit in London as communications secretary. He joined the CBC since Feb. 1, 1937, joining the staff of CBCV, Vancouver, now CBR. He accompanied King George and Queen Elizabeth on their 1989 visit to Canada, and since summer has been special events director for CBC in British Columbia.

ELIE M. LICHTENSTEIN, 61, son of Woodrow Wilson, World War I President, has started a three-week quarter-hour commentary series on KFWB, Hollywood.

EDDIE HOLDEN, Hollywood creator of the Wabanake & Archie live and transcript series, has established a new radio production unit under firm name of Holden Enterprises, with offices at 1680 N. Vine St., that city.

DON WILSON, Hollywood announcer and NBC Maxwell House Coffee Time, sponsored by General Foods Corp., has been relieved of that assignment, with Jack Coe, m.c. taking over duties.

RAY EDWARDS, Polish language announcer, has joined the announcing staff of WLNY, New London, Conn., as junior announcer.

ROBERT D. BRIGHT, formerly of WKRM, Raleigh, has been appointed continuity head of WGBK, Charleston, W. Va.

ALBERT ST. JOHN GERARD, former staff announcer of WOKY, Charleston, W. Va., has joined WDNC, Durham, N. C., in a similar capacity.

KATHERINE CLARK, formerly a member of the news staff of WTVR, Cincinnati, has joined the news department of WLB, Cincinnati. Bob Hurles, formerly with a Cincinnati newspaper, also has been added to the WLB news room and Jack Vogel, in that division for the last three years, has been transferred to the office of the representative of the Appalachian Coal Co.

FRED CUSICK, graduate of Northwestern, has joined WCPN, Boston, as sports announcer.

Don McCall, former announcer to the announcing staff of WOR, New York, after one-day's experience with WFWA, White Plains, N. Y.

RASIL RYUSAEL, announcer on the CBS Hit Parade, has added the internationally famous Van Halen-Bon Jovi painting of "The Gods," painted in 1610, to his collection of 20 canvases.

PHIL McHUGH, of the CBS New York production staff, has been inducted into the Army. McHugh, in collection with FM announcer Jim Rose, who has announced hud a song, "Right or Wrong," accepted by BMI.

LEE WOODY, formerly associated with radio St. Louis, San Francisco, has joined the staff of KCBS, San Francisco as announcer and writer.

ART CARTER, NBC Hollywood photographer, is writing a book on photography titled Flash Bulb, to be published by Simon & Schuster.

RICHARD BROOKS, NBC Hollywood commentator, is a author of new weekly novel, "Framed," published through Sutton House Ltd. Book consists of stories used on his NBC Side Street Vignette program.

JOE PARKER, NBC Hollywood producer, has written a new song, "Hold Out for Heaven," to be released through E. M. Marks Publishing Co.

J. C. LEWIS Jr., KJH, Hollywood, producer, has written a new tune titled "Mr. Franklin D.," recently recorded by Toby Junior Campbell and Maxine Gray on the weekly MHS Kids Adoration. Film record, which also wrote lyrics and melody of "Fishin' & Wishin'."

HOWARD DUFF, Hollywood radio star and former party porter, has written a weekly NBC Dear John program, sponsored by Welch Grape Juice Co., has been inducted into the Army.

JACK WORMSER, Hollywood sound effects engineer on the NBC Fisher Price & Milnor program, has been signed by S. C. Johnson & Son, has been notified to appear for Army duty.

FRANKLIN BINGHAM, NBC Hollywood announcer, has been named by the Columbia Broadcasting System as narrator of an MGM cartoon short.

DON McNAMARA, KFKI-KEKA, Los Angeles, announcer, is the father of a boy born recently.


ELMER R. HERKNER, program director of WNEW-AM, New York, has been notified to appear for Army duty.

OCTAVIO CESAR SORIANO, the Mexican news director, was killed and four persons injured March 29 in an automobile accident near National City, Ohio, March 29.

FRANK GOSS, Hollywood announcer, has been assigned to the weekly half-hour "The Hollywood Canteen" program, sponsored by Richard Hudnut Inc., New York.

DON O'BRIEN, formerly with KTUL, Tulsa, has joined WNAX, Yankton, S. D., as sports announcer. Williams will alternate with Gene Shumate, of KBO, Des Moines, in giving telegraphic descriptions of St. Louis baseball games. Also with Shumadah, KOW, Omaha, WNAX and KX, under the sponsorship of General Mills for Wheaties.

ROBERT PAGE, formerly with KYTV, Springfield, Mo., has been named the new announcing staff of WHK-CLE, Cleveland.

ARTHUR J. SMITH, program director of WNAX, Yankton, S. D., is the father of a son born recently.

CATHERINE KANE, new to radio, has been named assistant continuity editor at the WGN, Chicago, and Helen J. Jett, secretary to the American Broadcasting Co., owner of WOL, Chicago, is the mother of a baby girl after a six-week illness.

JAMES McGrath, announcer of WIXX, Washington, suffered several fractured ribs, abrasions and possible internal injuries when he fell through an open skylight while extingushing a fire in the station.

TOM LIVERZY, announcer of WPEN, Philadelphia, resigned effective April 1.

ROY A. MAYPOLE Jr., radio actor, producer and writer, formerly of NBC, Ward, New York, and WWJ, Detroit, has joined ABC, New York, as a script-writer.

ERIC SEVAREID, former CBS Paris and London correspondent, now one of the CBS Washington correspondents, is in Hollywood making a short picture, "Caged girl, in which he has been signed.

PRIVATE BILL CARLSON, former staff announcer of KMBC, Kansas City, has recently joined CBS Grand Capital, Professional Personalities and Camp Grant Comments, nightly programs originating from Camp Grant, Ill., for WORK, Rockford, Ill.

DAVE BACAL, organist of CBS, has been married Jeanne Cook of that city.

Robert E. Price

ROBERT E. PRICE, 45, joint owner of CKLW-CFRS, Detroit, was found dead in his doctor's office April 2 after a long illness. He had been in good health and bought it jointly with Lloyd Mofat in 1930. He is survived by his widow and one daughter.

Henry Burr

HENRY BURR, 56, veteran radio communicator, who died suddenly in his doctor's office April 6 in Chicago after a long illness, was the founder and owner of Durand, Durand, Inc., which he started when he first began singing for phonograph recordings in 1906. That time recorded on cylinder wax. His first broadcast took place in Denver in 1921.

Isadore Wiltzark

ISAAC W. WILTZARK, former president and a founder of the music firm bearing that name, died April 9 at the age of 71. Among the countless hits his firm produced were "Sweet Adele", "My Wild Irish Rose", and "When Irish Eyes Are Smiling". In 1930, Mr. Wiltzark wrote an entertaining and amusing book, called "From Ragtime to Swingtime".

Egbert Von Lepel

EGBERT VON LEPEL, 60, pioneer in the development of high-frequency apparatus, was found dead April 2 of accidental gas poisoning in his New York laboratory where the Lepel High-Frequency Laboratory Inc., of which he was president, maintained its plant. He was best known for inventing the fixed quick-frequency spark gap used most universally for wireless telegraphy since 1899.

PUBLICATION of the book by CBS European Correspondent William L. Shiner on his recent experiences abroad has been announced by Mr. Alfred A. Knopf, New York publisher.
What is it?

From time to time, as you listen to The Telephone Hour, you hear us refer to the Bell Telephone System, and perhaps you have wondered just what this means.

"It is a group of telephone companies, with a centralized laboratory and a manufacturing and purchasing company, geared together to give a nation-wide telephone service.

"The American Telephone and Telegraph Company is the parent company which furnishes the Long Distance and Overseas services and advises on problems common to all the companies. There are twenty-four principal subsidiary telephone companies which furnish service in their respective territories from Maine to California.

"Outside the Bell System there are 6400 other telephone companies, and 60,000 rural lines and associations, which connect with the Bell Companies so that this country has a truly national service. Included in the System are the Western Electric Company, which manufactures standard equipment and purchases supplies, and the Bell Telephone Laboratories, which carry on scientific and technical research for the improvement of the service.

"But what we'd like you most to remember is that these companies are teams of people all well trained and coached, all working toward the common purpose of giving you the best possible telephone service at the lowest possible cost."

This is a quotation from The Telephone Hour—a regular network program heard each Monday night at 8 o'clock, Eastern Standard Time. It gives a brief description of the Bell System which has worked hand-in-hand with the radio industry since the beginning of broadcasting.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KPO, San Francisco
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 4 years, thru BBDO, N. Y.
Lyon & Starks Co., Los Angeles, 3 years, thru Heinz Co., Boston.
Studebaker Corp., South Bend (auto), 3 years, thru Buche, Williams & Cannigmung, Chicago.
Bunyan Brewing Co., Sacramento, Cal., 3 years, thru Ewing-Kelley, Sacramento.
Safeway Stores, Oakland (Kitchen-Kraft foods), 6 years, thru a. walter Thompson Co., San Francisco.
Kenkco, Batie Creek (Pep), 5 years, thru Kemen & Keppel, Chicago, Ill.
Cook Products Corp., San Francisco (salad dressing), thru a. walter Thompson Co., San Francisco.
Radial Oil Corp., Los Angeles, 5 years, thru H. W. Kastor & Sons, Chicago.
Trimount Clothing Co., New York (men’s denim suits), thru Emill Mupo Co., N. Y.
Gillmor Co., Los Angeles (gasoline), thru W. H. Kastor & Sons, Chicago.
Quaker State Oil Refining Co., Oil City, Pa., thru Kemen & Keppel, Chicago, Ill.

KJH, Los Angeles
White Labs, New York (Choco), 4 years, thru H. W. Kastor & Sons, Chicago.
Poso Labs, New York (Joint Ease Hynol), thru Kemen & Keppel, Chicago, Ill.
Union Pacific Railroad, Omaha (transit), thru the Castles Co., Los Angeles.
Carnation Co., Milwaukee (canned milk), thru Kemen & Keppel, Chicago, Ill.
Bohemian Distributing Co., Los Angeles (Acme beer), thru Kemen & Keppel, Chicago, Ill.

WLNC, New London, Conn.
Navarrette Racing Assn., Pawtucket, 10 yrs, thru Chambers & Williaw, Boston.
Nehi Bottling Corp., Columbus, Ga. (Royal Crown Cola), 18 yrs, direct.
Pabst Brewing Co., Milwaukee, 2 years, thru Lord & Thomas, Chicago.

KGW, San Jose, Cal.
MJB Co., San Francisco (coffee and tea), 3 years, thru BBDO, N. Y.
Rome Wine Co., Fresno, Cal. (wines), 2 years, thru Cesana & Associates, San Francisco.

KMPC, Beverly Hills, Cal.
Simonize Co., Chicago (auto polish), thru Gen. Motors, Chicago.

WABA, Atlantic City
Stash Memorial Co., N. C., daily, thru Dave Lodge, Philadelphia.
Lever Bros. Co., Cambridge (Swan name), daily, thru Young & Rubicen, N. Y.

WOR, New York
L. N. Renault & Sons, Egg Harbor, N. J. (wine), 4 years, thru Gray & Rogers, Philadelphia.
Shell Oil Co., New York, 6 yrs, thru J. Walter Thompson Co., N. Y.
P. & P. Duff & Sons, Pittsburgh (prepared flour), weekly, thru J. Walter Thompson, N. Y.

WHK-CLE, Cleveland
Midland Radio & Television Schools, Kansas City, 7 years, direct.
Foster-Miller Co., New York (Drown’s pills), 2 yrs, thru W. T. Smith, Cleveland, O.

KECA, Los Angeles
Pomona Oil & Gasoline Co., Los Angeles, 2 weeks, thru Brinacher, Davis & Staff, N. Y.
White Labs, New York (Choco), 3 years, thru H. W. Kastor & Sons Adv., Chicago.

WCOU, Lewiston, Me.

WEEI, Boston

CHRC, Quebec

WJJD, Chicago
Foster-Miller Co., New York (Drown’s pills), 2 weeks, thru Spot Broadcasting, N. Y.

WHO, Des Moines

WFLC, Chicago
T. M. Sayman Products Co. St. Louis (cosmetics), 3 yrs, 5 weeks, thru Kelly, Stuhmiller, Lamb, St. Louis.

KFAR, Fairbanks, Alaska
Standard Brands, New York (Chase & Barney), 4 years, thru J. Walter Thompson Co., N. Y.

WAGA, Atlanta
Ex-Lax Inc., Brooklyn (proprietary), thru Joseph Katz Adv., N. Y.

WGN, Chicago

WLAI, LaGrange, Ga.

WSP-WKBK Word Hollingbery
GEORGE P. HOLLINGBERY Co. has been appointed national representative of WSB and WOR, Spartanburg, S. C. Walter Brown, general manager, stated that a contract was signed after Mr. Hollingbery had visited Spartanburg on the occasion of the 90th anniversary of the station's affiliation with WSB, where negotiations were carried on.

Rate Card Issued For Red Network
Total of 128 Affiliates Noted In Data Covering Shifts
ON THE OCCASION of the shifts in frequencies March 29 under the Hernan Treaty, the WBSB-Red Network sent the trade Rate Card No. 28, dated April 1, 1941, listing 128 affiliates, a gain of five stations compared with the 128 affiliates listed in the Rate Card No. 5, dated Sept. 1, 1940. Two former Red affiliates—WSUN, St. Petersburg, and KOH, Reno—have joined the Blue, while two West Coast stations—KZRC, Cebu, and KZRH, Manila—have joined the Red.

The five new United States stations are: WEAU, Eau Claire, Wis., and WIZE, Springfield, O., as basic Red supplementaries; and as Southcentral Group affiliates WAML, Laurel, Miss.; WFOR, Hattiesburg, Miss.; WSPA, Montgomery.

Other Changes
WAVE, Louisville, formerly listed with the Midas Red Group, is now a basic Red Station. The Florida Group now includes only four stations, WSUN, St. Petersburg, now being carried by the Blue Florida Group, operating independently of WFLA, Tampa. The South Mountain Group has been eliminated, KOB, Albuquerque, and KTSFM, El Paso, now are included in the Red Mountain Group.

The Pacific Supplementary Group also has been dropped, its three stations divided between KMEK, Medford, Ore., becomes a Pacific Coast Station group; KGU, Honolulu, is included in the new Special Service Group, and KOH, Reno, is now listed as a basic Blue Pacific Coast Station. Besides KGU, the Special Service Group includes CMX, Havana (formerly listed as Cuba), as the two original Philippine Island affiliates, KZRC, Cebu, and KZRH, Manila.

Six Red stations in different groups have had their rates increased, as follows: WBE, Indianapolis, from $200 per evening hour to $220; WGBF, Evansville, from $120 to $190; WBTR, Terre Haute, from $160 to $200; WDDN, Des Moines, from $160 to $200; KOMO, Seattle, from $220 to $340; WSBF, Greenvile, S. C., from $120 to $140.

Another change in the rate card is the reduction from 25% to 20% in rebates allowed advertisers whose billing exceeds $1,5000, a year for programs broadcast 8-10 p.m. Advertisers using time other than these choice evening periods continue to earn the 25% as before.

WSPA-WORD Name Hollingbery

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BROADCASTING • Broadcast Advertising
JOSEPH KUHN Co., Champaign, III. (clothing), is sponsoring a series of weekly half-hour programs directed from Chaske Studio, Bantouj, Ill., on WDZ, Tuscola, III. Lt. C. L. Scott, assistant provost marshal, is m.c. of the variety show which is comprised of officers and men enlisted in the ground forces of the Air Corps, including the Wing Chorus of 30 trained voices.

WILLYS - OVERLAND MOTORS, Toledo (American), on April 6 started a weekly half-hour transcribed program on WLS, Chicago. On April 1, firm started a three-weekly quarter-hour news program, featuring Ed Paul, on WCPB, Chicago. Agency is Dave Bennett & Associates, Chicago.

DR. ELLIS SALES Co., Pittsburgh (Beauty Aids), is currently sponsoring a three-weekly five-minute program titled Hollywood Murmurs, featuring Gloria Grant, on WLA, Chicago. Agency is Smith, Hoffman & Smith, Pittsburgh.

ASSOCIATED PAINT STORES, Chicago (chain), on April 15 starts a three-weekly one-minute participation in the June Baker Home Management program on WGN, Chicago. Agency is David Goldman Co., same city.

CROWN DIAMOND PAINT Co., Montreal, has started an announcement campaign on CFB, Toronto; CFPC and CKAC, Montreal; CJGN, Vancouver; CJCB, Sydney, N. S.; CHIN, Halifax; CFUT, Charlotte-town, P. E. I.; CHBR, Saint John, N. B.; CKGW, Moncton, N. B. Account was placed by McConnell Eastman Co., Montreal.

ROMA WINE Co., Fresno, Cal. (wine), currently releasing an open forum program What Do You Think? with Art Linkletter m.c. on Mutual-Den Lee network in California, has added KGW, San Jose, which transcribes off the line and releases them later. Agency is Cesana & Associates, San Francisco.


FEDERAL OUTFITTING Co., San Francisco, recently added spots on KGW, San Jose, and KKE, Berkeley, to its list of Northern California stations. KJBS and KFRC are likewise using announcements and KROW is releasing a daily half-hour program. Western Rangers Agency is Allied Adv. Agencies, San Francisco.

Copyright, 1941.
John Blair & Co.
LONDON HOUSE PRODUCTS, Montreal, has started the French show Un Homme et son Feu on CFG, Montreal; CHY, Quebec; CKHH, Hull; CJK, Chietiouti, Que. Account was placed by Canadian Adv. Agency, Montreal.

OLSON BAKERY Co., Los Angeles (Mayflower doughnuts), new to radio, in a 13-week Southern California test campaign which started in mid-March and is continuing through April 15. The campaign is using 6 to 18 transcribed announcements weekly on KMPC, KFOX, KFVD. Agency is Smith & Bull Adv., Los Angeles.

LYONS VAN & STORAGE Co., Los Angeles, uses drive-in newscasts in a 12-week promotion. Drive-in operators were invited to a preview of the newscast on the agency's truck. Sponsors include Wendy's Hamburger, the Dr. Pepper Co., Liptons and Chater's Tires. Agency is a joint account.

EILEEN BROS. WINE CO., East Orange, N.J., uses drive-in newscasts in a radio campaign on KMPC, KFOX, KFVD, KOWL, and WBNR. Agency is Smith & Wolf Adv., Newark.

THOMAS J. WEBB Co., Chicago (radio department of the National Automotive Dealers Association), uses newscasts in a 10-week program to promote the campaign's junior executive program for the National Auto Dealers Assn., sponsored by General Motors. Agency is J. H. Shaw Co., Los Angeles.

RE-COR CAMERA Corp., Chicago, uses drive-in newscasts in a 12-week program to promote the campaign's junior executive program for the National Auto Dealers Assn., sponsored by General Motors. Agency is J. H. Shaw Co., Los Angeles.

MCGIBBONY Co., Alcoa, Ind. (Tobacco Sauce), uses 10 newscast sponsorships on KMPC, KFOX, KFVD, WBNR and WGN, Chicago. Agency is Schimmer & Scott, same city.

UNITED DRUG Co., Toronto (Rexall), has started transcribed three- to five-weekly music programs in nine station announcements on 37 Canadian stations. Account is handled by Donald Adv. Agency, Toronto.

BUFFALO BREWING Co., Sacramento, Calif. (beer), uses drive-in newscasts in a 13-week campaign to promote the campaign's junior executive program for the National Auto Dealers Assn., sponsored by General Motors. Agency is Ewing-Kelly, Sacramento.

ORANGE-CRUSH Co., Cleveland (Old Colony beverages), uses drive-in newscasts in a 12-week campaign to promote the campaign's junior executive program for the National Auto Dealers Assn., sponsored by General Motors. Agency is Shearer & Ellis, Chicago.

BARKER SOUP Co., Los Angeles (beef and duck soup), uses drive-in newscasts in a 10-week campaign to promote the campaign's junior executive program for the National Auto Dealers Assn., sponsored by General Motors. Agency is Shearer & Ellis, Chicago.

GRAND RUCK Co., Dallas, uses drive-in newscasts in a 10-week campaign to promote the campaign's junior executive program for the National Auto Dealers Assn., sponsored by General Motors. Agency is Shearer & Ellis, Chicago.

FRUIT Growers Cooperative

FRUIT GROWERS COOPERATIVE Assn., Sturgeon Bay, Wis., is currently running a spot announcement campaign using KUGB, STW, KFVD, Fort Dodge, Ia.; KSO, Des Moines; WHEL, Wausau and Milwaukee; KXLY, Seattle; KSN, D. S. Contracts are for 20 weeks. Agency is Paulson-Gerlach & Associates, Inc., Milwaukee.

PROUDLY displaying his QSL card to His Royal Highness, Archduke Otto of Austria, is Dwight (Red) Kahle, operator of KLZ, Denver. Reason for that brotherhood-under-the-skin smile is that the card is from Anton Hapsburg, Archduke of Austria, cousin of Otto who is also a radio "ham." On a short vacation in Denver, Archduke Otto was interviewed on KLZ, and told listeners of his experiences with radio propaganda in France.

Hans Stage Drill

DEMONSTRATING their value in time of emergency, America's "ham" radio network on April 7 concluded a coast-to-coast drill turning over to Norman H. Davis, chairman of the "ham" radio network from approximately 1000 chapters in the East while simultaneously Miss America and her attendants were receiving reports from chapters in their sections. Starting Friday night, April 4, a "ham" drill set aside for "ham" operators, messages from Red Cross chapters were flashed to regional coordinators and relayed to Red Cross area headquarters at San Francisco, St. Louis and Washington. Mobilization of the country's amateur short-wave facilities demonstrated the importance of a reserve communication system in front of nuclear, earthquake, or other disasters. Red Cross officials said the drill was one of the most extensive of its kind ever attempted.

RCA to Televise Fight On Large-Sized Screen

SOMETIME in May, probably the night of the Joe Louis-Abe Simon championship bout, RCA plans to demonstrate its large-screen television to motion picture executives. As in the case of the FCC demonstration recently held in New York ( Twice Two, Inc., Jan. 27), the showing will take place in the New Yorker Theatre. The fight will not be generally televised, but will be piped by special wireless lines directly into the theatre.

PRELIMINARY tests of large screen reception of a boxing match were made last Friday during the Baer-Novia fight. Mike Jacobs, president of the 20th Century Sporting Club, under whose auspices both the Joe Louis and Simon fights are presented, visited the theatre to watch a preliminary match before going to the box for the main event. The transfer of the broadcasting rights of his fights from NBC to MBS, to take place in June, has not halted the experiment cooperation with RCA's television staff.

PREPARATIONS are now under way for the AP All-Star Game to be played May 9 at the Waldorf-Astoria Hotel, New York, for the benefit of the British War Enlisted Men's Activity Fund. Eddie Cantor, radio comedian, will be one of the floor show which will feature leading entertainers.

Paul Schlatter, engineer of WDY, Fargo, has joined WCHS, Charleston, W. Va., as assistant engineer for the newly formed station of KFXJ, Grand Junction, Colo., and Kent Mack, of the University of Minnesota, have been asked to the WDAY engineering staff, the latter for the vacation shift only.

RAY W. NICHOLSON, engineer, has joined the engineering staff of KLK, Oakland, Calif., succeeding Bob Walker as chief of General Electric shortwave station, KGIE.

AUBRY BLAKE, Joins 11 other engineers of KRA, Denver, in the "ham" fraternity. He is installing a new "ham" transmitter in his home.

R. E. PFEFFER, engineer of KSO-KVNT, Des Moines, has been called to the Reserve to be stationed at the naval base at Corpus Christi, other KSO-KVNT employees called are Don Haven, lieutenant in the infantry in Newfoundland, and Vern Cox, of the promotion department, at Fort Riley, Kan.

ROBERT W. WOLSKILL of the Chicago Station Brinks Commercial Radio Equipment Co., has been on an extended field trip through the West and Canada. He made residence measurements after Havana Treaty shifts. Ossen Nigh, head of the radio department in the Western Coast region, New York, has left. Harold Crippell of the Hollywood office returned from a trip to the Kansas City office; Robert T. Tchoumas of the Kansas City office has been on a trip through the West. WILLIAM BUSSEY HOFFMAN of WOR's sound effects staff is engaged to marry Miss Edith Christine Fezer, secretary at the Topical Sound, New York.

KENNETH SHIRK, chief engineer of WIND, Gary, Ind., and a lieutenant in the Navy, left April 10 for a five-week tour of duty at Key West, Fla., after which he will be assigned to the Pacific Ocean to conduct experiments in underwater sound transmission. WILLIAM T. TINEMAN, WIND engineer, has been inducted into the Army.

HAROLD MARSH, formerly maintenance superintendent of WSPD, Toledo, O., has entered selective service military training. MARSH, of the Signal Corps, Toledo, O.

CECIL 8. BIDLACK, studio engineer of WMV, Cleveland, has been inducted into the signal corps at Fort Knox, Ky.

JACK HOPKINS, engineer of WRAP-KGKO, Dallas-Fort Worth, has been inducted into military service at Fort Sill, Okla.

WCBM
Baltimore, Maryland
Affiliated With The Mutual Broadcasting System
JOHN ELKER, President GEO. H. ROEDER, Gen. Mgr.
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York Wrigley Building, Chicago
60 MILLION WATTS—that's the production record in 862's alone since our engineers developed the tube years ago. It's undeniable evidence of sound design, thorough engineering. And today GL-862's are setting enviable performance records wherever they are used. Be sure your next 862's are GL-862's.

WHATEVER YOUR TUBE-NEEDS
whether you operate at 50 watts or 50 thousand, tube-up next time with General Electric. Five warehouses with carefully regulated stocks speed up deliveries. A nation-wide sales organization saves you time and money.

AND HISTORY REPEATS ITSELF
for today G.E. is a leader in the field with high-power tubes for FM and television. Just another way that G-E research and foresight speed the progress of your industry.

NEED TUBES TODAY?
Call the nearby G-E office for quick service. And be sure you have your copy of our new transmitting-tube bulletin GEA-3315B. General Electric, Schenectady, N. Y.
Benton Calls on Universities to Lead Nationwide Drive for Adult Education

HAILING broadcasting as the greatest medium for adult education ever invented, American universities were called upon to take the lead in developing this field by William Benton, vice-president of Chicago and formerly chairman of the board of Benton & Bowles, in an address before a conference of high school principals and college educators held in Chicago late in March. Mr. Benton also emphasized the important function and growing responsibility of radio in juvenile education.

"The great educational opportunity for broadcasting, adopting the word 'educational' for use in this sense, lies in the field of adult education," Mr. Benton declared. "I need not tell you professionals how much the word 'adult' qualifies that word 'education'. In fact, it so qualifies it as to change it almost beyond recognition.

Must Be Cajoled

"Few adults will put effort into self-improvement. In the mass, adults resist intellectual stimulation. That is why the moving picture theatres would be empty if they showed educational films. That is why a political or economic pamphlet is regarded as a smash success if it reaches a sale of 25,000 copies at a dime. That is why the YMCA and other evening extension courses appeal to mere handfuls of people.

"And it is precisely because the adult public cannot be corralled into a classroom, or forced to read books or pamphlets, that broadcasting emerges as the ideal vehicle for adult education. If the turant officers would deliver the parents to the schools, there would, of course, be other and far more effective forms of instruction.

"Radio is by far the most important potential vehicle for adult education ever developed. Further, it is essential to the future welfare of this country that we learn how to focus the enormous power of radio into the field of adult education.

"Now who should take this leadership in the field of adult education by radio? It seems to me there can be but one logical answer—the universities. The universities may not like the assignment; it is a new kind of assignment to most of them. But I see no other alternative; and the responsibility is not out of line with many respectable university objectives.

"Where are the programs which are educational, and at the same time attract and hold substantial audiences? We should not count on the broadcasting industry to develop the programs for us. We must seek for these programs ourselves. We must respect radio as the greatest medium for adult education ever invented. We must learn to work through this medium, and through it to carry to the American people the knowledge and the stimulation to more knowledge, which they need and want."

Canadian Stations Start Fund for War Victims

CANADIAN broadcasters April 7 started a campaign to raise funds for British war victims through the sale of a biography of Winston Churchill. Prepared at the instigation of the Canadian Assn. of Broadcasters, all broadcasting stations in Canada will offer the biography to listeners at 25 cents, the proceeds above cost to go to the government-sanctioned "Churchill Fund For British War Victims".

Distribution of the booklet will be by individual stations, which have ordered through the CAB an initial 250,000 copies printed. It is expected that over 200,000 copies of the booklet, written by John Collingwood Beade, CPR, Toronto, commentator, will be sold by the stations. Negotiations are at present under way to have the same booklet printed in the United States for distribution by NAB member stations, with proceeds for the same fund.

IT'S Pay Day EVERY DAY In NORFOLK

UNCLE SAM's billion two hundred million dollar defense program in the Norfolk Market is shooting every business indice sky-high.

44% GAIN in DEPARTMENT STORE SALES and 26% gain in general business, February over a year ago. Other sales far exceed the national average.* And destined to shoot still higher when the peak of work is reached!

WTAR can make every day a sales PAY DAY for you in Norfolk. With the heaviest NBC Red and Blue Network commercial schedules in the entire Southeast—PLUS local programs cued to the special interests of this nautical area—WTAR contacts more listeners in the Norfolk Market than all other stations combined.

*Call Edward Petry & Co. for the complete story on the rich Norfolk Market.
Tarleton and Hollister
Buy Getchell Holdings

JOHN V. TARLETON, and Paul Hollister, through the purchase of the common stock holdings of the late J. Stirling Getchell from his estate, have assumed control of the agency and on April 8 were elected president and vice-president respectively.

Mr. Tarleton, who with Mr. Getchell founded the agency in 1913, has been vice-president since its formation. He had been associated with Mr. Getchell in J. Walter Thompson Co. and Lennin & Mitchell before becoming a partner in J. Stirling Getchell Inc. Mr. Hollister, formerly executive vice-president and publicity director of R. H. Macy & Co. and vice-president of BBDO, joined the agency last year.

Other officers elected include M. P. Franceschi, vice-president and general manager; E. G. Nickerson, vice-president and chairman of the plan board; Frank R. Griffin, vice-president; Harry T. Mitchell, vice-president; William E. Berchold, vice-president; Charles M. Coon, treasurer, and Orville H. Schell Jr., secretary.

Koehler Opens in Chicago

ALLEN R. KOEHLER & Associates, radio production firm, has been opened at 410 N. Michigan Ave., Chicago; telephone precipitation 3016. Mr. Koehler, president, was formerly classified advertising manager of the Chicago Tribune and was one-time salesman of WTMJ, Milwaukee. At present the company is handling a number of productions in script form but will start building and recording shows within the next few weeks.

Huber Hoge

HUBER HOGE, president of the New York advertising firm of Huber Hoge & Sons, died April 5 after a week's illness. Mr. Hoge was on the staff of Frank Seaman Inc., New York, from 1912 to 1919 when he founded his own firm, and was well known for his work in developing such standard agency methods as group handling of advertising accounts.

ROGER PORYR, director of the CBS Gulf Screen Guild Theater plans an aerial tour of the country this summer while his program is off the air. A licensed pilot, he will fly his own plane.
AT THE PLANE CRASH
Florida Stations on the Job
During Disaster

COVERAGE on the spot of the crash of an Eastern Airlines plane in the swamps of the Everglades April 5 was provided by WMJ, Daytona Beach, and WIOD, Miami, Fla. One minute after news of the discovery of the missing plane had been flashed to the EAL office in Daytona Beach, WMFJ carried a bulletin to the waiting world.

Further news, WMFJ dispatched by auto special events crew headed by Mr. and Mrs. W. W. Scheinman, owner of the station, to the scene of the crash 110 miles south. Enroute Mr. Each marred a 30-year-old record of passenger and racing driving, as well as airplane piloting, without an accident by colliding with another car. Two, was the last WMFJ contingent hired another car and raced the remaining distance to carry a special broad cast at 12:30 a.m. April 4, for a nationwide NBC network on the condition of the 13 passengers and 3 crew members as they were brought into the hospital. Webster Ellwood, chief engineer, and Commercial Manager Bill Johns handled the special broadcast.

WIOD, aided by staff members of the Miami Daily News, carried a eyewitness account of the scene of the wreck as it was viewed by Bill Daffron, News reporter. James McLean, another news writer, gave a report from the Vero Beach Hospital where the injured were taken. The following morn ing, WIOD featured an exclusive interview with Ted Frutkoff, news photographer, who had spent the night on the scene of the wreck.

Mrs. James M. Cox Jr., daughter in-law of the owners of WIOD and the station's chief, was the last on the wrecked plane. She escaped uninjured.

ACA-WHOM Dicker
AMERICAN COMMUNICATIONS Assn., CIO union, reports that negotiations are now being conducted with CHWL, Jersey City, for an annexers' contract, which should be signed within the next few days. A contract with WNOC, Worcester, is in negotia tion with close reports, and that Graham Dolan, chief organizer for the broadcast division, who has been operating in New England, will proceed to Pennsylvania and Maryland. Dolan is planning a monthly publication, The Log, to keep members and others informed of the progress of the ACA radio membership drive.

"Columbia Island!"
CBS has rebuilt and renamed Little Fen Island in Long Island Sound, location of the new 50,000 watt transmitter for WHO, New York. Concrete sea walls have been built, four concrete piers have been sunk into the bed of the island, and the island has been rebaptized Columbia Island.


BROADCASTING conditions in all parts of the nation were discussed by these network and station executives at a recent Hollywood luncheon. There were (1 to 2) Gordon Southern California sales representative of WLS, Chicago, and KOY; Phoenix; John A. Reilly, manager of KOY; Donald W. Thurber, CBS Pacific Coast vice-president; George Cook, WLS treasurer, and Burridge Butler, owner of WLS-KOY.

Yankton Nights
GEORGE GERMAN, traffic manager of WNAX, Yankton, S. D., has come up from sleep less nights with this doggerel, occasioned by the approach of the daylight saving time changes:

Now I lay me down to sleep,
I pray the Lord those spots to keep,
If they should go, before I wake,
My God, what will the sponsor make?

FLORIDA STATIONS AID CITRUS DRUVE
AS A GESTURE of public service, 14 Florida stations are offering their services to the citrus growers of the state by broadcasting bi-monthly educational features Citrus & You. Scripts are written in the offices of the Florida Citrus Commission, State regulatory and promotional agency, and are presented by Bob Wilbur, former Bosstown.

The interview plan is used, with the material on the lighter side. The romance, magnitude, health values and economic effects of the citrus industry are brought out. It is estimated that Florida growers alone represent about 17,000 persons, with at least 100,000 directly affected by the course of the $100,000,000 industry.

Stations carrying the program are: WFLA, Tampa; WLAK, Lakeland; WSUN, St. Petersburg; WADA, Tampa; WFTM, Fort Myers; WJAX and WMIR, Jacksonville; WMJF, Daytona Beach; WTMG, Ocala; WKAT, Miami Beach; WFTL, Fort Lauderdale; WLOF, Orlando; WRUF, Gainesville; WFOY, St. Augustine.

Clothing Chain Spots
JIM DALE, New York (clothing chain), is opening "roadside" clothing store units in the East, located on traveled highways within short commuting distance of metropoli tan areas. First unit has been opened on U. S. Highway 9 between Bridgeport and New Haven. Radio will be extensively used by the chain, according to Roselle Adv., New York, agency handling the account. One-minute spot announcements will be placed on WICO, Bridgeport, and WELI, New Haven, to announce opening of the first unit.

PROFESSOR'S FIFTH
Coast Quiz Still Sponsored
By Gallenkamp

GALLENKAMP STORES CO., San Francisco (shoe store chain), on April 6 started its fifth year of sponsorship of Professor Puzzlewit on the NBC-Red network on the Pacific Coast. Program heard Sundays 4-4:30 p.m. (PST) and originating at KPO, San Francisco, is one of the oldest quiz series under the same sponsorship.

In tribute to the program NBC sponsored the anniversary broadcast April 6 with an impressive stage show and presented the entire entertainment in the Community Playhouse before an audience.

Arnold Marquis, who originated the show, is still producer and Last Kasting, who enacts the title role, is still in that spot. Ber ton Bennett has announced the broadcast since its inception. In the Puzzlewit program contestants are divided into teams of three women and three men. Answers are scored on a point basis and members of the winning team receive cash prizes.

All participants receive merchandise orders, each good for a pair of shoes at one of the stores of the sponsor. One of the unique features of each program never employed on any other quiz show is the animated question. A cast of actors creates a dramatic situation leading up to the question and Professor Puzzledwit proposes that query to his contestants. The agency is Long Adv. Service, San Francisco, and account executive is Hassel W. Smith, manager of the San Francisco office.

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BROADCASTING • Broadcast Advertising
Alert Monitor Picks Up Hitler’s Order, Giving NBC Scoop on Balkan Campaign

ALERTNESS of Jules Van Item, chief monitor of NBC’s shortwave listening post in New York, scored an impressive beat for the network April 5 when he picked up the official German announcement of the invasion of Yugoslavia and Greece minutes ahead of the other networks and before press associations received the flash direct from Berlin.

Van Item, monitoring DZD, Berlin, heard five minutes of martial music and then the German announcement reading Hitler’s order of the day to the German Balkan Army. Two minutes later, at 11:18 p.m., a bulletin was cleared over both networks and shortwave stations WRCA and WNBI, at that time beamed to South America. At 11:31 p.m., the network carried special talks by the Greek and Yugoslavian ministers from Washington. News picked up by the monitoring post was fed to press associations which gave full credit to NBC.

A promotion piece including tear sheets from newspapers and press association copy was turned out under the direction of A. A. Schechter, director of news and special events, and reached the desks of New York agencies, sponsors and editors Monday.

CBS Comments

CBS also picked up the German broadcast on its shortwave listening post, but due to technical difficulties did not broadcast the bulletin until 11:32 p.m. when Bob Trout gave summaries of the situation, continuing his reports at intervals until the network signed off at 4 a.m. A. A. Schechter, director of news and special events, and reached the desks of New York agencies, sponsors and editors Monday.

Both CBS and NBC broadcast early morning news from London April 6, but neither was able to pick up correspondents in Berlin until later in the morning when NBC carried a Berlin report. In fact American radio correspondents in Berlin were the only United States newsman permitted to transmit news of Germany’s thrust into Yugoslavia and Greece April 6.

For 26½ hours ending at 12:30 a.m. April 7, the German high command blocked efforts of all newspaper correspondents in Germany to transmit news of the invasion. During that period the only news from Germany that reached newspapers outside of Germany was picked up in Switzerland, London, and New York from the wireless transmissions of DNB, the German official news agency, from the naval stations in the Baltic and the radio broadcasts of the German ministry of propaganda, all of which continued as usual.

11-Hour Silence

Following this blockade on communications from Italy and Germany, authorities of both countries notified this country April 7 that

MBS, which does not have a listening post, carried the news of the declaration of war by Germany April 6, as picked up from press news association wires, but no news of war was broadcast direct pickups from the BBC and from Rome, WOR, MBS New York station, stayed on the air until 4 a.m. April 5 under the direction of Alvin Joseph Jr. of the special features division.

CBS organized a new system of blind delays for emergency use, whereby three to four times daily
Gordon Gray’s Grant Only FM Station 
Exempted From FCC’s Newspaper Ruling

FORMAL announcement of issuance of construction permit to Gordon Gray, Winston-Salem publisher and broadcaster, for a new FM station in City of Carolina despite his identity with ownership of a newspaper, was made April 7 by the FCC. The action had been taken the preceding week [BROADCASTING, April 7].

The FCC said that pursuant to Order 79, calling for a hearing on newspaper ownership of broadcast stations, both AM and FM, and to “related announcements”, it had ordered issuance of a construction permit for the Gordon Gray station, which will have the call W41MM. This action was taken “under the last proviso of Order No. 79, upon finding that the public interest, convenience and necessity will be served by construction at this time”.

Other Grants

In the case of six other FM applications, aligned with newspapers, the FCC said it had ordered issuance of construction permits with the condition “that no construction facilities shall be undertaken or completed until the Commission has acted on the general newspaper-ownership question”. These station were W71SB, South Bend (Ind.) Tribune; W45D, Detroit News; W5BM, Milwaukee Journal; W41P, Pittsburgh, licensed to Walker & Downing Radio Corp. but owned by the Paul Block newspapers; W45RG, Baton Rouge Broadcasting Co. identified with the Baton Rouge Advocate & State Times; W456CM, licensed to WBNS Inc., Columbus.

In the case of the Chicago Tribune station, W59C, licensed to WGN Inc., the FCC announced it had placed in the pending files the application for modification of construction permit previously granted. Similar action was taken in the case of W11RF, licensed to Rockford Broadcasters Inc., which operates WROK and publishes the Register-Republican.

The FCC said that these actions were taken “without prejudice to the provisions in Order 79 that newspapers’ interests whose applications for FM stations had already been acted upon could come in and make a special showing that they should be allowed to go ahead immediately.”

First FM Sponsors

FIRST commercial sponsor of a new FM station will be the Daily Globe, a symbol of time signals every hour on the hour daily on the FM adjunct of WOK, placed by Arthur Rosenberg Co. Longines thus becomes the second sponsor in FM history, the first being Standard Candy Co., Nashville, on W47NY, adjunct of WSM [BROADCASTING, March 10].

Applications of A. S. Abell Co., Baltimore, which publishes the Baltimore Sun; of Mercer Broadcasting Co., near Trenton, N. J., which publishes the Trenton Times; and of News Syndicate Co. Inc., New York, publishing the New York Daily News, were placed in the pending file.

The FCC announced also that it had granted special temporary authorization to the Milwaukee Journal to operate commercially for a period of 60 days its FM experimental station [BROADCASTING, April 7]. The grant was made subject to any rules and regulations “which might later be adopted by the Commission in the newspaper investigation.”

In an action announced April 8, the FCC granted consent to assignment of the construction permit for an FM station from Howitt-Wood Radio Co. Inc., which operates WNBH, Binghamton, to its present company, Wylie B. Jones Adv. Agency. With the call W40BN, the station is authorized for 44,900 kc. with a coverage of 5,500 square miles.

FM in Washington and Boston Sought

APPLICATIONS for commercial FM facilities were received by the FCC during the last week from the Boston Edison Co. for a station in Boston, and from McNary & Chambers, Washington consulting engineers, for an outlet in the capital city.

The Boston Edison Co. is owner of WEEI, which it leases to CBS, and its FM application was for 44.7 mc. to cover 6,390 square miles with a population of 5,972,927. McNary & Chambers, in making the first such application for an FM station in Washington, applied for 47.5 mc. covering 2,610 square miles and a 762,485 population.

Pending applications before the Commission now total 56. Columbia Broadcasting System Inc., applicant for FM in Boston on 44.1 mc. with a 12,520 square mile coverage reaching a population of 5,972,926, has amended its original application to request 43.5 mc., covering 20,000 square miles and a population of 5,834,179 and to move its transmitter site to the summit of Mt. Ameubuskit, Paxton, Mass.

Boston Games on FM

COMPLETE COVERAGE of all the home games of the Boston Bees and Red Sox will be made via FM for New England sports fans this year, in addition to the regular broadcasts via AM on the Colonial Network, according to John Shepard, president of the Colonial Network. Both WIXOJ, Paxton, Mass. and W9BF, FM station on the peak of Mt. Washington, which on April 5 became the first FM stations in that area to begin operation on a commercial basis, will feature the play-by-play accounts.

VETERAN WIRELESS OPERATORS Assn. will hold memorial services in Battery Park, New York, on April 16, the 25th anniversary of the sinking of the Titanic. A portion of the services will be broadcast on NBC Blue.

Limited Supply of Extra Copies Available!

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

Effective March 29, 1941

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

BROADCASTING • Broadcast Advertising

25c Each • 20c in quantities of 10 or more

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Broadcasting
Radio's Newest
Transcribed Attraction

"Barrel of Fun"
Starring
Charlie Ruggles
Produced by
Brisacher-Davis & Staff
LOS ANGELES - SAN FRANCISCO
Recorded by
Radio Recorders, Inc.
of Hollywood
Processing and Pressings
by

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

THERE'S ALWAYS AN EASY WAY TO DO A JOB

• The Presto 10-A turntable proves the point.
  It has only 2 moving parts... A rubber-rimmed
  turntable, dynamically balanced, driven by a
  steel step-pulley on the motor shaft. A lever
  changes the speed instantly from 78 to 33 1/3
  RPM. It's the simplest drive mechanism of any
  table made... Inexpensive, too... maintenance
  averages $2.00 a year. As for performance,
  speed accuracy is 3%... speed regulation
  2%, vibration noise 50 db below zero level.

  .006W). Decide now to improve your transcrip-
  tion broadcasts. Replace your turntables with
  the new Presto 10-A. Catalog sheet on
  request.

Presto 10-A
Turntable
Price complete & cartons ready for use, $140.00

COLUMBIA RECORDS

Columbia Records Has Biggest Month
Division Cuts
Large Sponsored Campaigns

NEW HIGH in volume of business booked for March was reached by
the transcription division of Columbia
Record Corp., Bridgeport, Conn., according to William A.
Schatz Jr., the division's general manager.

Biggest account was the 26-week contract to record and manufacture
discs for Nemi Corp., Columbus, Ga.

Other new accounts included trans-
scriptions for Pall Mall cigarettes and Dodge Division of
Daimler Corp., both through Ruthrauff &
Ryan, New York; for Wm. R.
Wrigley Jr.'s Spearmint gum,
through Vanderhue & Rubens, Chi-
icago, and for Dr. Pepper Bottling
Co., through Benton & Bowles, New
York.

Recording session took place dur-
ing March three to five times
weekly in the CRC New York, Chi-
icago and Hollywood studios for
the Lang-Worth transcription li-
brary, while transcriptions were
ordered by the following motion
picture studios - Paramount,
M-G-M, United Artists, 20th Cen-
tury-Fox and Universal Pictures.

Other accounts included Richman
Baking Co., through The Elmer
Cline Agency, New York; Sweet-
heart soap, through Franklin
the Canadian radio series for
Franco-American spaghetti,
through Ruthrauff & Ryan, New
York, while CRC's Chicago office
reported recording for J. Walter
Thompson Co., Sherman & Mar-
quette, Hays-McFarland agencies
and Swift & Co.

**Hamilton Discs**

**Promotion** campaign to ac-
quaint station managers and pro-
gram directors with the Hammond
Novachord has been launched by
Hammond Instrument Co., Chi-
icago. Eight selections by Collins
Driggs were recorded by NBC
Radio-Recording division to form a
half-hour transcription. The discs
were sent to over 400 stations to-
gether with a sample continental
for sales promotion. Recordings
and a radio script also are being
supplied Hammond dealers in con-
nection with a special dealer co-
operative campaign for Solovox.
An enlarged appropriation has been
set aside for the pre-August period.
Agency for Hammond is George
Hartman Co., Chicago.

**Columbia Transcriptions**

**Featured** paying up Colorado.

The Service is being set up on a pay-to-own-way basis, with
schools and groups using the discs
paying transportation and handling
costs.

**NBC THESAURUS** is recording a
series of three-quarter hours weekly
featuring Carson Robison & His
Buckaroos, western harmonians, for-
merly sponsored by Munterole Co.,
Procter & Gamble Co., Hecker Prod-
ucts and White Labs. Series will be
titled Ridin' the Range with Carson
Robison.

**Series of recordings** dramatizing the
various phases of YMCA activities is
in preparation by NBC's Radio-Re-
cording division, under the direct-
ion of Henriette K. Harrison, radio direc-
tor of the National Council of YMCA.
The transcriptions will be used by
some 100 YMCA's throughout the
country.

**Photo & Sound**, San Francisco
transcription company, recently pur-
chased the physical assets of Metro
Recording Productions of San Fran-
cisco. Mrs. Ida M. Baer, owner of
Metro-stated that her company has
ceased operations. Paul Smith, Metro's
chief recording engineer, has joined
Photo & Sound.

**Nbc Questionnaire**

TO DISCOVER the best means of
supplying its affiliated stations with
material for merchandising pro-
grams, NBC has mailed a question-
naire to the dealers managing both
its Blue and Red Networks.
The information will be used by the
NBC sales department. An explan-
atory letter accompanied the ques-
tionnaire, signed by Aetan C.
Woolley, manager of the service di-
vision of the NBC station relations
department.

**Florida Hearings May 5**

The FCC has postponed until May 5
the hearings to be conducted by com-
misioner Walker on its proposed
revocations of the licenses of WTMX,
Ocala, and WDLP, Panama City, Fla.,
localities identified with the John H.
Perry newspaper interests, on charges
of "hidden ownership." The hearings
have been moved to Pensacola.

**TRANSCRIPTIONS**

**standard program library service** announces the following
new and renewal subscribers: KYUM,
Yuma, Ariz.; KITM, Dallas; WQSL,
Galesburg, Ill.; KFBB, Great Falls,
Mont.; WBBM, Chicago; KGO, St.
Francisco; WOR, New York; WBZ,
Boston; WMAQ, Chicago; KELO,
Sioux City, Iowa; KSNB, Lincoln,
Nebraska; KSOP, Parma, Idaho;
KROX, Pier Park, Michigan; KELO,
Sioux City, Iowa; KSOO, Pierre,
South Dakota; WSM, Nashville,
Tenn.; WSB, Atlanta, Ga.; WPTF,
Durham, N.C.; WENR, Greenville,
S.C.; WABC, New York; WOR,
New York; WXRK, New York; WIP,
Philadelphia; WJNO, Baltimore; WCAU,
Philadelphia; WOR, New York; WLS,
Chicago; KMBG, Denver; WOR,
New York; WSM, Nashville, Tenn.;
WGN, Chicago; WOR, New York; WLS,
Chicago; WOR, New York; WSM,
Nashville, Tenn.; WLS, Chicago; WOR,
New York; WSM, Nashville, Tenn.;
WLS, Chicago; WOR, New York; WSM,
Nashville, Tenn.; WLS, Chicago. 3

**Transcriptions of several hun-
dred public service broadcasts are now
available to schools, clubs and other
groups in the Rocky Mountain region through the establish-
ment recently of a Transcription Library Service by the
Extension Division of the U of Colorado. The Service is being set up
on a pay-to-own-way basis, with
schools and groups using the discs
paying transportation and handling
costs.

**NBC Thesaurus** is recording a
series of three-quarter hours weekly
featuring Carson Robison & His
Buckaroos, western harmonians, for-
merly sponsored by Munterole Co.,
Procter & Gamble Co., Hecker Prod-
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**Columbia Records Has Biggest Month**

**Transcription Division Cuts**

**Large Sponsored Campaigns**

NEW HIGH in volume of business booked for March was reached by
the transcription division of Columbia Record Corp., Bridgeport,
Conn., according to William A.
Schatz Jr., the division's general manager.

Biggest account was the 26-week contract to record and manufacture
discs for Nemi Corp., Columbus, Ga.

Other new accounts included trans-
scriptions for Pall Mall cigarettes and Dodge Division of
Daimler Corp., both through Ruthrauff &
Ryan, New York; for Wm. R.
Wrigley Jr.'s Spearmint gum,
through Vanderhue & Rubens, Chi-
icago, and for Dr. Pepper Bottling
Co., through Benton & Bowles, New
York.

Recording session took place dur-
ing March three to five times
weekly in the CRC New York, Chi-
icago and Hollywood studios for
the Lang-Worth transcription li-
brary, while transcriptions were
ordered by the following motion
picture studios - Paramount,
M-G-M, United Artists, 20th Cen-
tury-Fox and Universal Pictures.

Other accounts included Richman
Baking Co., through The Elmer
Cline Agency, New York; Sweet-
heart soap, through Franklin
the Canadian radio series for
Franco-American spaghetti,
through Ruthrauff & Ryan, New
York, while CRC's Chicago office
reported recording for J. Walter
Thompson Co., Sherman & Mar-
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The Sales of Bread and Cake Rising

Continental's Program Based on Problems Of Marriage

IN THE OLD days, a leading lady "played the road" to increase her prestige and popularity.

Today a product—in this case, Wonder Bread, sometimes sharing the limelight with its sister product Hostess Cake—takes up stage and goes on tour.

Its starring vehicle is Your Marriage Club, an itinerant radio show, heard on CBS every Saturday night at 8-9:30 p.m. And the "Happy Wonder Bakers" are indeed happy because sales are clicking in the path of Your Marriage Club which has toured 13 cities in six months, and will broadcast from 11 additional cities in coming months.

City to City

Continental Baking Co., New York, sponsors the itinerant broadcast; Ted Bates Inc., New York, is the agency; Haven MacQuarrie, an ex-vau-dullian familiar with playing the road, authored the idea, and is producer and m.c. of the program. The program is taken from city to city, where Continental has bakeries and where there is also a CBS outlet; two weeks is the usual "run" in each city long enough to win enthusiastic audiences for Your Marriage Club and to give a decided boost to Wonder Bread and Hostess Cake sales.

Your Marriage Club is based on the ever-growing popularity of the audience participation program. Its subject is the universally appealing theme of marriage. Married couples—brides and golden wedding celebrants alike—are interviewed on problems of family life. Each couple appearing on the program receives $20, and the man and wife who give the best answers to their problem, in the opinion of the guests, are awarded an advertising prize of $25. Good humor and friendly bantering prevail throughout the program.

This is the half-hour broadcast that's on the air, but the part of the show that the radio listeners don't hear is the entertainment that has made Your Marriage Club a success on the road.

Movies and Amateurs

Before each broadcast, of which there are two every Saturday evening—one for the East and Midwest, and a repeat for the Coast—Haven MacQuarrie entertains his local guests with an extra hour-and-a-half performance.

An audience participation show, So You Want to be An Actor? with which MacQuarrie has had success in vaudeville and on the air, comprises part of the program, while movies of the New York World's Fair, showing scenes of Continental's own model bakery, complete it.

Auditoriums are packed at every broadcast. Wonder Bread is the star of the show, and here's the reason for its success:

Wonder Bread and Hostess Cakes are sold through the retail grocer. There are about 2,000 to 6,000 grocery stores served by each one of the Continental Bakeries, and the goodwill of each one of those grocers is a prime requisite in the Continental sales program. Your Marriage Club acts as that necessary good-will builder because it is tied directly to the grocery store counter.

It is there that customers must secure tickets to admit them to the broadcast. Tickets are free, of course, but each person desiring one must come to the store—first, to fill out a request card, and then a second time to pick up the ticket. Thus each member of Your Marriage Club has visited the grocery store twice.

Dealers like that. It means new customers, added sales and goodwill for everyone concerned. The popularity of the show in each city has meant a "sellout" of tickets.

For instance, in St. Louis, when a combination of rain, sleet and snow made traveling a hazard, the combined audiences of the two broadcasts totaled 16,427 prospective customers for Wonder Bread. In each city where the program has played, the enthusiasm of the audience has been reflected in immediate sales increases.

Theatre Displays

From the minute the curtain goes up, the showmanship of this travelling broadcast is apparent. Advertising displays are hung throughout the theatre or auditorium. The lobby and stage is decorated with Continental products. Wherever possible, clean white Wonder Bread trucks—each supporting a giant loaf of bread in its gay balloon wrapper—are placed on the floor beside the stage.

The nature of Your Marriage Club lends itself naturally to tie-ins with local activities. The program is heartily endorsed by civic authorities because their city receives national publicity on the CBS network. Two mayors have proclaimed "Married Folks Day" in honor of the program, and women's organizations, parent-teacher groups give the program their support. Local papers know the news value in the origination of a national broadcast in their home city—and they take advantage of it.

The program is one of the pioneers as a radio road show, and its first six months have already brought it a long way from the experimental stage. Not only is the rating steadily rising, but the men who sell Wonder Bread and the customers who eat it are expressing their enthusiasm for the program through the grocers. The proof of the sales of Wonder Bread is in the eating, and Continental Baking Company's is dividends in sales.

MBS Names Brewer

SAM BREWER, correspondent in Greece for the Chicago Tribune, has been appointed MBS warfront correspondent in Athens and will start a series of news broadcasts from that area, the exact time of which will be announced shortly.
Levy Is Returned To Board of NAB
J. Harold Ryan Is Re-elected As District 7 Director

AFTER an absence of five years, Isaac D. Levy, co-owner of WCAU, Philadelphia, and a major stockholder in CBS, was returned to the NAB board of directors April 7 at a district meeting in Philadelphia. He was elected as district director to succeed Clifford M. Chafey, WEUP, Reading, for the area comprising Pennsylvania, New Jersey and Delaware.

Confidence in BMI

Both meetings adopted resolutions unanimously in favor of the license to Broadcast Music Inc. and commending the industry-owned copyright organization for its work. NAB President Miller attended the Cincinnati session, while C. E. Arney Jr., assistant to the president; Joseph L. Miller, labor relations director, and Frank E. Pellegrin attended the Philadelphia meeting.

Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, addressed the Cincinnati session. He repeated his oft-expressed opposition to Government ownership or control of radio, but advocated stronger regulations by broadcasters to assure equal opportunity on the air to both sides of controversial issues.

Mr. Levy, who has been active in industry publications, notably copyright, resigned from the NAB several years ago because of disagreement with policies. He is expected to figure prominently in the copyright discussion at the NAB convention in St. Louis, May 12-15.

Youth Serial Renewed

GENERAL MILLS, Minneapolis (Wheaties), on June 2 renew for 17 weeks Jack Armstrong, the All American Boy, on 13 NBC-Red stations. Effective with the renewal the series will be broadcast Monday through Friday 5:45-6 p.m. (EDST), in place of its former time 5:30-5:45 p.m. (EST), over 11 stations in the eastern time zone. WMAQ, Chicago, and WLW, Cincinnati, will transcribe the program off the home broadcasts of the broadcasts on a delayed basis. Agency is Knox Reeves Adv., Minneapolis.

DISTRICT managers and salesmen of the Eastern toilet goods division of Colgate-Palmolive-PEET Co., Jersey City, on April 10 were guests at a special performance of the company's Ask-It Basket program on CBS for Colgate dental cream, following the regular 8:30 p.m. broadcast.

NBC Seeks Legal Test of FCC Decision In WHDH Case, to Define Clear Status

PAVING the way for a court test of the validity of the FCC's proposed clear-channel breakdown throughout its recent split vote granting of fulltime to WHDH, Boston, on the clear channel occupied by KOA, Denver, NBC last Friday petitioned the FCC to stay this action pending reconsideration to be sought by KOA.

On March 27 the FCC, by a 3-2 vote, announced granting of the WHDH application on 830 kc, with 5,000 watts and fulltime, in lieu of limited time operation [Broadcasting, March 31].

The final order was issued April 7. In the NBC petition, filed by A. L. Ashby, vice-president and general counsel, Duke M. Patrick and Philip G. Hennessy Jr., Washington attorneys, the FCC was asked first to stay the amendment of its rules governing clear channels and the issuance of a construction permit to WHDH, until it had an opportunity to act on a petition for rehearing to be filed by NBC on or before April 23. Under FCC rules, 20 days from the date of final order are allowed for rehearing petitions.

Other Requests

NBC's second request was that the Commission grant the petition for rehearing, then a further stay of action is asked until conclusion of any hearing which may be held. Finally, NBC asked that should the FCC deny the rehearing petition, then a stay of action be issued until a final determination of proceedings, which NBC intends to institute in the United States Court of Appeals for the District of Columbia for judicial review of the FCC action. This was interpreted as meaning that in such an eventuality, NBC will seek to procure a stay order from the courts against the KOA channel breakdown.

Stern Heads NBC Sports

BILL STERN, ace NBC sports announcer since 1937, on April 15 will become NBC director of all sports events. Stern will handle both sustaining and commercial sports programs and will cooperate with William Hilltop, NBC-Blue program manager, and Philip Carlin, NBC-Red program manager. A. A. Schechter, who has been handling sports programs, continues as NBC director of news and special events.

THE EFFECT of defense spending in various sections of the country with some defense spending in various sections of the country, is the basis of a new market survey service announced last week by Ross Federal Service Inc.

RICHARD H. DIGGS, story editor of Lenann & Mitchell, Hollywood, has been transferred to the agency's New York office.

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Flow-in Indiana Day and Night

Here's real punch and power for those "plus" merchandising services that make WFBM the outstanding outlet for the Indiana market...

- Indianapolis newspaper display advertising...
- Window and interior displays in Indianapolis department stores...
- Rear fire cover posters in Indianapolis' largest taxi-cab fleet...
- Page illustrated promotional leaflet published bi-monthly and carried inside these same cabs...
- Screen trailer and publicity tie-ups in Indianapolis' leading theaters.

AND MORE POWER MEANS ADDDED PUNCH

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- Rear fire cover posters in Indianapolis' largest taxi-cab fleet...
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- Screen trailer and publicity tie-ups in Indianapolis' leading theaters.

**BROADCASTING • Broadcast Advertising**
April 14, 1941 • Page 45
WHIO. Dayton, O., sponsored the 9th Annual Miami Valley Spelling Bee on Feb. 4 to March 20. The eight-week contest for grade school students was conducted three weekly from the WTVG studios and the finals were broadcast from the local Biltmore Hotel before an audience including 250 school teachers. More than 75,000 students from schools in the Miami Valley district participated, and the final prizes were contributed by WHIO.

WPT, Charlotte, N.C., will shortly begin installation of a new $15,000 auditorium-studio, the Winder Bit Manager A. J. Jocelyn announced that work will be completed in about six weeks. The auditorium will hold 200 persons.

KHOD, El Paso, gave a complete description of events during a general blackout on April 7. The station's airwaves were interrupted by announcements from the local mountains and valleys surrounding El Paso, and made available a running account of the movements and exhibits for the listeners.

WTAG, Worcester, Mass., has undertaken an all-out radio drive to promote enlistments by publicizing the many opportunities to be found in the armed forces. Over 100 announcements weekly tell educational facts, career opportunities, and the like, but newspapers have not been used as an advertising medium.

WTAX, Springfield, Ill., was presented with an American Legion Flag by the Springfield Unit No. 92 American Legion Auxiliary. Presentation was made to Manager Jay A. Johnson by Mrs. Cyril Milbourn. American Legion chairman. Flag has been placed permanently in the WTAX main studios.

KOA, Denver, late in April, will receive Nature Sketches, a series of nature talks from famed Estes Park in Colorado. The series features Raymond Greer, park naturalist for Rocky Mountain National Park. These will be broadcast from various points in Estes Park.

KAK, St. Louis, has inaugurated St. Louisans in the Army, a program Friday evenings 9-15 to 9:30. This program consists of transcribed interviews with St. Louis men and women who are serving in the Army at Camp Robinson. John Conrad, former KWW radio announcer and continuity writer, who is in the Army, acts as master of ceremonies. General questions arise on their daily routine and their reaction to Army life. The interviews are transcribed at KAKK, Little Rock.

KBAP-KGKO. Fort Worth, has conducted 500 grade and high school students from Port Worth schools on sight-seeing tours through the studio in the last two weeks. Receiver of a George Foster Peabody commendation for its educational and public service program, the future policy of the station will continue to emphasize such programs. KGKO, in the past two years has been conducting the KGKO-Days School series, a 25-minute show prepared and presented by local high school seniors.

CHML, Hamilton, O., which is listed under Have-All Advertisements on 1000 kc, with 1,000 watts and a directional antenna, has had the requirement that a directional antenna lifted, according to Ken Sobel, station manager.

WFCL Forts. A. L., which started operations on April 26 as a MW affiliate for the Providence market, will use two radio news plans and plans to operate until 1 am daily and possibly later, if late dance pickups warrant.

Local Promotion Drive Urged in Philadelphia A. W. DANNENBAUM Jr., sales manager of WDAS, Philadelphia, has proposed that Philadelphia stations appropriate a sum for mutual promotion, utilizing only their own media but newspapers as well. He stated that as a result of Radio Moving Day, when all the local stations combined their resources to publicize the change in dial positions, an influx of new business came to the stations. He believes stations could promote themselves locally as public service mediums as well as effective forms of advertising.

While stations boost themselves individually, no local joint effort has been tried and Mr. Dannenbaum believes the results, from a commercial standpoint, would be most encouraging. In addition, if the local outlets were to finance institutional advertising for the industry as a whole in the local newspapers, it would tend to eradicate entirely any lingering animosity toward radio. If the local newspaper publishers added that such an effort would supplement the promotional work of the NAB, localizing the promotional efforts.

C. of C. Radio Stand REAFFIRMATION of the 1936 resolution of the U. S. Chamber of Commerce favoring the conforming of Federal regulation of broadcasting to technical considerations is regarded as certain at the 29th annual meeting of the Chamber, to be held in Washington April 29 to May 1. The proposition of reaffirmation was placed in a booklet of questions for consideration at the annual meeting, sent recently to Chamber of Commerce members over the country. Under ordinary procedure, Chamber resolutions expire after five years unless extended. Reaffirmation of the 1936 resolution, which expires this year, will extend it to 1946.

WBAL means business in Baltimore

Page 46 - April 14, 1941

BROADCASTING • Broadcast Advertising
RAILROADING on a small scale is the hobby of Roger Baker, sports commentator of WLW-WSAI, Cincinnati. He has set up an entire railroad system in his basement, with three trains, loading and unloading docks for coal and lumber, and a maze of tracks and switches.

**MUSICIANS AT KWK**

**START A WALKOUT**

UNION musicians of KWK, St. Louis, walked out April 6, after a rupture in negotiations on year-round retention of a staff band of 10 men, according to Robert T. Convey, president and general manager of the MBS outlet.

Mr. Convey, during several weeks of conversations with the local, headed by Sam Meyers, proposed that the number of men be reduced from 10 to 7 during the summer, with a 15-man orchestra to be retained from Oct. 1 to Jan. 1. There was no dispute over hours or wages, and the amount of money expended in that fashion would have been equivalent to the disbursement for 10 men on a year-round basis, according to Mr. Convey.

He added that the union spokesman insisted upon a 10-man year-round operation, irrespective of the amount of money expended. When the station declined to accede to this proposition, on the ground that the union was attempting to tell KWK how it should spend its money, Mr. Meyers called out the musicians.

**Conoco Spots**

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco) will sponsor transcribed announcements broad-cast 52 times during June on 120 midwestern and southwest stations. NBC Radio-Recording Division re-corded the announcements, placed through Tracy-Loce-Dawson, New York.

Picketing at W LAW

MEMBERS of the local chapter of Associated Broadcast Technicians Union of International Brotherhood of Electrical Workers have picketed W LAW, Lawrence, Mass., for several days, because of failure of protracted negotiations to produce an agreement, according to T. G. Tyler Byrne, treasurer of the Lowell chapter. The chapter covers also engineers of W LLI, Lowell-Lawrence, and WP EA, Manchester. Mr. Byrne said that all station managements, with the exception of W LAW, have signed union shop contracts after negotiations of several months.

**KSTP Pays Out $2,700**

For Musicians Not Used

TO AVOID IT, a threatened strike of musicians, Stanley E. Hubbard, president of KSTP, St. Paul, reports that on March 31 he handed over a check for $2,700 to officers of the Twin Cities America- n Federation of Musicians local, that being the difference between what the union claimed he actually spent on musicians and what he should have spent between June, 1940 and January, 1941.

KSTP was focal point of a threatened musicians' strike last summer which would have held up network service under orders of James Pettrillo, AFM president, who also ordered the reduction, according to Mr. Hubbard. "I did not want to be in the position of not living up to our agreement," said Mr. Hubbard, "yet I was unable to find use for the men required to be employed under our agreement."

Vic Connors Negotiates

AFRA Coast Contracts

VIC CONNORS, executive secretary of the San Francisco local of AFRA, has been appointed national PRC representative. He will make his temporary headquarters in Detroit and will leave for New York this week. Connors negotiated a contract with KG W- KEX, Portland, Ore., which, he announced, calls for a raise in salary for all announcers on the staff reaching a maximum of $50 per week. Before taking over his new duties he will attempt to sign up the four remaining stations in the San Francisco Bay area which are non-AFRA—KRE, KLB, KY A and K S AN. KSFO signed a contract with AFRA recently, calling for a considerable increase in salary to all announcers, retroactive to Jan. 1.

The contract established a parity among the four network stations in San Francisco, calling for a minimum wage of $200 per month.

**NBC Wins Suit**

VERDICT in favor of NBC was handed down April 2 in New York Supreme Court by Justice Frederick Shientag following a three-day trial of the radio plagiarism suit for $176,000 brought by Lodewick Vroom and George W. Butler. The programs complained of were four and a half shows titled Rising Star. After finding that NBC had not entered into a contract, the court held that, as a matter of law, the writers had not submitted anything new, novel or concrete which was used by NBC.

**BOOM TOWN**

**A RICH NEW MARKET**

**WHO'S GETTING YOUR SHARE?**

On the crest of new expansion, pay roll dollars in this area are buying new, novel or concrete which was used by NBC.

In the search for new business, paid labor dollars are making their way into the pockets of NBC, with the result that many new, novel or concrete which was used by NBC.
THE FAMED Z-BAR symbol exploited in these columns by Ed Craney, operator of KGIR, Butte, Mont., and the Z-Bar network, has reached New Zealand, judging by this letter just received by Craney. The letter contained the Z-Bar symbol, featured in the Z-Bar and KGIR advertising, was drawn in on the envelope. Ed’s conclusion is that “this listener must have seen an advertisement in Broadcasting”. He gets, incidentally, about 30 letters a month from New Zealand.

ASCAP Negotiates With Networks

(Continued from page 12)

MBS stockholders. It was emphasized that these conversations are not negotiations but merely preliminary discussions leading toward a method of permitting MBS stations to resume the broadcasting of ASCAP music. An MBS board meeting on March 24 authorized such conversations but specifically stated that “no negotiations be carried on with ASCAP in the name of MBS until further action of the board of directors” [Broadcasting, March 24].

ASCAP’s radio committee has also continued with its formulating task and, according to Mr. Paine, a formula has been devised which it believes is just about ready for submission to any interested person.

The committee will probably present the formula to the ASCAP board early this week, Mr. Paine said, and if the board approves it, the committee will then offer it to broadcasters.

Admitting that he did not consider this formula by any means a perfect solution and that he was not sure whether it would work out in practice to the advantage of either ASCAP or the broadcasters, he expressed the hope that it would be tested out experimentally by enough stations to uncover any defects and to develop a workable plan for the use of ASCAP music on a per-program basis.

“We don’t want anyone to think we’re not trying to work this per-program plan out, because we are,” he stated. “And we’re trying to make it as simple as possible.

But a system broad enough to cover all conditions can rapidly become so complicated that its application is practically impossible.”

The consent decree provides that a broadcaster can inform ASCAP he wishes to present a program of such and such length on so many stations with this talent at that time and using these compositions. ASCAP is then to fix a price for the use of the music requested. That’s relatively simple, even when allowance is made for last-minute substitutions in music caused by the illness of a soloist or some other unforeseeable factor.

Bookkeeping Cost

“But that’s only the beginning. There are a number of variations needed, covering all-musical shows, variety programs, dramatic programs with background music and script shows with only music, which must then be classified as commercial or sustaining, as individual station broadcasts or regional networks or national networks, and to provide for clearance at the source in some cases and not in others. Each variation complicates the accounting, and every complication of accounting makes the formula more expensive and so less satisfactory.”

Mr. Paine said that one broadcaster, operating a small station had told him that the compilation of records for BMI use in calculating royalty payments to composers amounted to more than $100 a month, a sizable proportion of his entire payment to ASCAP under the blanket license system. This broadcaster, Mr. Paine reported, said that when he had to spend money for music he preferred to give it away rather than bookkeeping.

The ASCAP committee appointed to revise the Society’s by-laws in accordance with the provisions of the Federal consent decree has completed its task, Mr. Paine said, and the ASCAP general counsel are now going over the recommended changes and putting them into the form necessary for submission to the membership.

A general membership meeting will be called as soon as the attorneys are ready, he said. Following the adoption of the amended by-laws, an election of directors will be held, with 11 of the 24 posts on the board to be filled by vote of the membership. For the first time the board will participate in the election of its own directors. The newly elected directors will meet at the beginning of the year, giving the membership an opportunity to name a majority of the board before the beginning of 1942.
Universal Daylight Saving Is Advised

Miller Asks Knudson for His Views on Defense Measure

CALLING for a public statement from the National Defense Advisory Council on the desirability of establishing national daylight saving time as a defense measure, NAB President Neville Miller last Tuesday in a letter to William S. Knudson, director of the Office of Production Management, declared that a universal daylight saving time system would solve the broadcasting industry's perennial programming headaches. No answering statement had been made by OPM as Broadcasting went to press.

Pointing out that both the NAB board of directors and the board of the Assn. of American Railroads have voted to support the daylight saving proposition, and noting that two bills providing for a universal daylight saving time system have been introduced in the House—HR-3789 by Rep. McLean (R-N.J.) and HR-4206 by Rep. Keogh (D-N.Y.)—Mr. Miller stated:

An Aid to Programming

“Our board of directors has voted unanimously to support national daylight saving time for the reason that it will solve the broadcasting industry's semi-annual programming problems arising out of the fact that some shortwave stations operate on daylight saving time and others do not. I do not know what consideration, if any, the Defense Commission has given to the question of the desirability of national daylight saving time as a defense measure. Our association, and others, deem it of transcendent importance. If you concur in our view, we urge that you make a public statement to that effect.”

Although final tabulations have not been completed and no official announcement made, it is understood the daylight saving survey being conducted by the NAB indicates that a preponderance of U.S. stations favor universal daylight saving time base as the best solution to programming difficulties.

Capps With WITH

NOW OPERATING on a 24-hour-a-day basis, the new WITH, Baltimore, which was inaugurated last month, announces the appointment as program director of Charles Capps, former program director of WMCA, New York, and recently with WRQ, Scranton. Mr. Capps recently produced the ACAP on Parade series. He was director and producer of War Letters From Britain and Ex-Lax's Five Star Final, and was script writer for the Lever Big Town series.

BMI DEFINES PLAN ON INFRINGEMENTS

OCCASIONAL innocent infringements of BMI music by stations not members of Broadcast Music Inc. will not be prosecuted, with only two exceptions, according to Carl Haverlin, station relations manager of BMI.

Mr. Haverlin last month advised non-BMI stations that use of its music without a license may be subject to infringement action, causing a future moratorium for those stations [Broadcasting, April 7].

After Calvin J. Smith, general manager of KFAC, Los Angeles, had branded these tactics as "the same old threat that the industry as a whole object to on the part of ASCAP for many years", Mr. Haverlin on April 3 advised the California broadcaster that no arbitrary action was contemplated.

He said he had written his original letter after he had been "bedeviled by a number of BMI licensees who heartily dislike the idea that some non-subscribing stations seem to feel free to use the music that subscribers have to pay for—music which would not exist had it not been for their payments."

From other broadcasters not members of BMI, protests have been registered against the request that such stations, in joining the industry-owned company, would be required to pay assessments for the preceding year during which they were not members.

Stern Tests Spots

L. & H. STERN Co., New York, is teating one-minute spot announcements on WNY, New York, for Zeus cigarette holders. More stations may be added if the test is successful. Alan Lefringer, New York, is the agency.

GE Records Speeches For English Rebroadcast

BECAUSE most of the important speeches made in this country are broadcast in the evening when no shortwave stations are booming to England, WGEQ, General Electric shortwave station in Schenectady, has worked out a special system for rebroadcasting such talks at the request of the BBC.

While a speaker is broadcasting in America, WGEQ transcribes the talk and after signing off its program to Latin America at 11 p.m. (EST), sends the recorded talk via shortwave to the BBC in London. The BBC in turn re-records the WGEQ broadcast and presents it for London listeners the first thing the following morning.

Armey Shifts Brehner

JOSEPH L. BRECHNER, former of the U.S. Army Recruiting Service where he wrote a series of quarter-hour recruiting publications, has been transferred to the Pictorial & Radio Division of the Public Relations Division of the War Department. He will continue as a script writer in his new post, working with E. M. Kirby, civilian advisor.

Tootsie Rolls on 9

SWEETS Co. of America, Hoboken, has started a 25-word chain breaks and minute transcribed announcements for Tootsie Rolls on WNAC WMAQ WTAM WFAA CKLW-KMBC WCJO WGY. Bower Co., New York, is the agency.

15c Never Bought More Premium Value

MARY ELLEN QUINLAN'S
UNIVERSAL COOK BOOK
- Full Library Size
- 256 Pages
- Washable Covers

In sheer appeal and quick response, no housewife premium outpials a good cook book! The Universal Cook Book is one of the greatest values ever offered for this purpose. It's big and thick, never fails to please. Yet its cost is only 15c a copy! You can't possibly appreciate what a value this is until you've seen a sample. Send for one today.

Address Dept. B-14

THE WORLD PUBLISHING CO.
1225 W. 110 S.
Cleveland, O.

$20 REWARD FOR PLAYING THE RED

That's right $20.00. Here's how. A minute spot, night-time, on WMBG—the Red Network outlet in Richmond costs only $15.00. A minute spot—night-time on the other leading Richmond Station costs $35.00. Reward for playing the Red—$20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.

BROADCASTING • Broadcast Advertising
April 14, 1941 • Page 49
Help Wanted

Wanted—Man with Radiotelephone first class license. Experience not necessary. Apply Box 368, BROADCASTING.

Experienced Announcer—With operator’s license. If you have selling experience it will help. Box 356, BROADCASTING.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 357, BROADCASTING.

Wanted—By midwest chain station. Experienced mail man m.c. announcer. Good opportunity for right man. Apply immediately. Box 367, BROADCASTING.

Wanted—Radio operator telephone 1st Class location Puerto Rico. Combination announcer preferable. Twenty-five Dollars ($25.00) week. Box 366, BROADCASTING.

Salesman—Two hundred fifty watt full time in rich market, city thirty thousand midwest. Salary and commission. Give details and references. Box 361, BROADCASTING.

Growing Regional Needs Young, Aggressive Announcer-Copywriter—Minimum two years experience. Send photo, transcription, qualifications. KLO, Ogden, Utah.

Midwest Fulltime Station—To go on air in approximately 60 days desires complete staff with exception of manager. Write full details of past experience etc. Box 365, BROADCASTING.

Salesmen—Well established MBS affiliate South East offers excellent opportunity to producer. Drawing account plus commission. Will consider on aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 373, BROADCASTING.


CBS Station In Central West—Looking for chief engineer, preferably period. Will give complete background and experience record as well as starting salary expected. Box 372, BROADCASTING.

Situations Wanted

Announcer, Technician, A-1 Salesman—Sales manager experience, all phases of radio production and sales. No high pressure type; can produce. Want to manage small station. Have capital for right proposition. Experience. Box 360, BROADCASTING.


Engineer—Steadily employed, desires permanent connection as Chief Engineer or connection with promotion possibilities. Qualified for general broadcasting installations, operation and maintenance, etc. Also familiar with FM and Directional Antenna systems. Qualifications furnished upon request. Gladly arrange an interview. Prefer Stations operating with five to fifty kW. Box 369, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis—you can’t lose. Box 359, BROADCASTING.

Agency Man—Four years’ experience all phases, production-programming with a top five national agency, desires Program Directorship eastern station. Draft exempt. Box 364, 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 355, BROADCASTING.

Operator, Licensed—Four years studio, remote and transmitter experience. Immediately. Box 350, BROADCASTING.

Sports Announcer—Baseball-sport commentary, also handle general duties. References. Boxings. Box 359, BROADCASTING.

Chief Engineer—Competent, cooperative. Take complete charge. Make engineering department click. Employed. Box 351, BROADCASTING.

Engineereder—5 years’ construction, maintenance, controls. Excellent references available. Desires steady position, eastern state preferred. Box 353, BROADCASTING.

For Sale

Assessment New and Used—Mica transmitting condensers very reasonable. Box 371, BROADCASTING.

For Sale—78B RCA Deluxe Audio Amplifier equipment complete with control console and 64A cabinet speaker. Will handle two studios, two turntables, and two nomes: also RCA microphones. Box 358, BROADCASTING.

Wanted to Buy

Wanted to Buy Used 5 Kilowatt Transmitter—Give particulars. Box 364, BROADCASTING.

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**CLASSIFIED Advertisements**

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

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**PROFESSIONAL DIRECTORY**

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

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

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and 
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NATional 7757

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

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

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**MCNARY & CHAMBERS**
Radio Engineers
National Press Bldg. Di. 1205
Washington, D.C.

**J. C. CULLUM, JR.**
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

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**PAUL F. GODLEY**
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

**PAGE & DAVIS**
Consulting Radio Engineers
Munsey Bldg., District 8456
Washington, D. C.

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

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

**RAYMOND M. WILMOTTE**
Consulting Radio Engineer
**BROADCASTING**

**Wm. C. Grove Room 220**
**Plains Hotel, Cheyenne, Wyoming**
Gross Named to FCC Broadcasting Post With Adair Appointed as His Assistant

WITH THE APPOINTMENT of Gerald C. Gross as assistant chief engineer of the FCC in charge of broadcast engineering, the Commission on April 9 also approved promotions for nearly a dozen broadcast engineers, with increases in salary and grade.

George P. Adair, chief assistant to Andrew D. Ring who resigned last month to enter private consulting service, was named assistant chief of the Broadcast Division, with a promotion in grade. Mr. Adair will serve under Mr. Gross, who formerly headed the international operation of the engineering department.

Simultaneously, the FCC appointed Philip F. Siling, assistant chief of the International Division, won to succeed Mr. Gross. The latter's promotion to the Ring vacancy had been expected [BROADCASTING, April 7].

Change in Functions

Revision of the functions of the Broadcast Engineering Unit, Mr. Gross also was approved by the FCC, upon recommendation of Edward A. Jett, with promotions in rank for several engineers. John A. Willoughby was named chief of the non-standard broadcast-apply sections, with Robert M. Stilman appointed assistant chief.

William C. Boese was named chief of the standard broadcast-apply sections, covering F.M. television and sound. Mr. Cyril M. Braun was made his assistant.

Harriett H. Owen was appointed chief of the hearing section. H. Underwood Graham was named chief of the allocation section, with James E. Barr assistant chief. A. L. Kreis was named chief of the broadcasting-equipment section, with Mrs. Virginia Colonna chief clerk of the records section.

Mr. Gross, a veteran engineer, participated in the formation of the engineering division of the former Radio Commission in 1928. He represented the Government at 21 international conferences on communications and since 1933 has served as secretary of the Interdepartment Radio Advisory Committee. He is 37 and a graduate of Haverford. Before joining the Radio Commission in 1928, he was on the radio engineering staff of the Bureau of Standards.

Mr. Adair has been with the FCC since 1931. A native of Texas, he is 37 and holds his B.S. degree in electrical engineering from Texas A & M College where he was ROTC officer in charge of radio and at the same time was in the Air Corps. Following graduation, he served in the Philippine Department of Electrical Engineering, and was commissioned a first lieutenant in the United States Army in 1935 and served as assistant chief engineer of the United States Advisory Board for Radio. He graduated from the University of Colorado in 1939 with a degree in electrical engineering.

Nine Cities Show Double Population

ONLY NINE U. S. cities in the 10,000 and over class doubled their population in the decade between the 1930 and 1940 censuses, according to a report made public April 8 by the U. S. Census Bureau. The fastest growing city in the 10,000 and over class was Hobbs, N. M., with a gain of 1,675.8% from 598 in 1930 to 10,619 in 1940, Florida and Texas were tied with three cities each in the charmed circle of "double" counts.

Miami Beach, Fla., was second fastest growing city of the nation in this class, with a gain of 331.4% from 6,404 persons in 1930 to 28,012 in 1940, Panama City, with a gain of 114.9% from 5,402 in 1930 to 11,610 in 1940, and Fort Lauderdale, with a gain of 107.7% from 8,666 in 1930 to 17,996 in 1940, were the other two fastest growing Florida cities.

The third fastest growing city in the 10,000 class in the country was University Park, Tex., suburb of Dallas. This place gained by 242.4% from 4,200 in 1930 to 14,488 in 1940. The other two fastest growers in Texas were Longview, with a gain of 173.2% from 5,036 in 1930 to 13,768 in 1940, and Corpus Christi, with a gain of 106.6% from 27,741 in 1930 to 57,301 in 1940.

Burbank, Calif., gained by 106.1% from 16,602 in 1930 to 34,397 in 1940.

Arlington County, Va., suburb of Washington, classed as an incorporated urban place under a special rule, gained by 114.5% during the decade—from 26,615 in 1930 to 57,471 in 1940.

The tenth fastest growing city in the 10,000 class was Hickory, N. C., but it did not quite double in size during the decade, Hickory gained by 83.2% from 7,683 in 1930 to 13,498 in 1940.
Commercial Video
By May 1 Is Seen
Prospects of FCC Action in Near Future Is Observed

PROSPECTS are foreseen for full commercial operation of television by May 1, with technical standards recommended by the National Television System Committee. The legal and engineering departments of the FCC are studying the record of the March 20-24 hearing on visual broadcasting. [Broadcasting, March 24, 31], and it is expected the FCC will be able to act quickly when their study is completed.

Full Commercial
It is thought the FCC authorization will cover full commercial operation, in contrast to the "limited commercial" authorization rescinded by the FCC March 23, 1940. Also favored is the 525-line image, 30 frames interlaced, recommended at the hearings by a number of respondents by the large majority of participants in the recent hearing. In the light of testimony that the 30-frame interlaced program service recommended by the FCC would impose too heavy a burden at first, it was thought the requirement should be about 16 hours weekly.

FCC could eliminate a turbulent year in the coming-age of visual broadcasting. The whole problem of introducing television on a commercial basis was tossed back to the FCC after March proceedings when RCA proposed that the Commission ascertain that all elements in the industry and the public are ready to move forward before setting a definite date to start commercial operation.

At the time CBS also pointed to the advisability of avoiding another "false start" and cautioned against proceeding with television operations before determining what might be the effect of the national defense program on the industry.

Gaspipe Net Trouble
REPORTEDLY causing interference to radio reception in nearby areas, the wire radio "gaspipe" net-work of Brown U, Providence, is undergoing technical adjustments to its operation out of the "radio communication" classification. Although there has been no official FCC announcement, it is understood an FCC field man monitoring the wired radio setup recently discovered interference resulting from harmonics, affecting the listening in the community. The "network" is continuing operation.

M A R Y N E L L E W I L L I A M S of WRBD, WJAC, Wilkes-Barre, Pa., and WDRC, Hartford, have been awarded prizes of $100 each in the song-writing contest conducted by Associated Music Publishers for staff members of stations other than those conducting the Recorded Program Service. Miss Williams, pianist and continuity writer, received first prize for her original songs, "Let Come What May," while Mr. Byres, announcer, wrote the prize-winning lyrics for "My Love Is Gone."

Cost of Record Music Talent Is Found Above Expectations
Spelvin Finds From Early Returns in Survey That Various Agencies Are Using Recorded Music

"THE AMOUNT of money spent for musical talent on recorded programs is much higher than anyone in the industry would have guessed," Ben Spelvin, vice-president of Associated Music Publishers, stated last week after analyzing preliminary returns to questionnaire sent out to advertising agencies and producers of transcriptions and phonograph records.

A musician and a member of the American Federation of Musicians of long standing, as well as a transcription company executive, Mr. Spelvin was appointed by AFM's president, James C. Petriolo, to conduct a fact-finding survey of the effect of recorded music on the employment of union musicians [Broadcasting, March 17].

Accord Sought
In the letter accompanying the questionnaires, Mr. Spelvin explains: "The AFM recognizes the desirability for a general and comprehensive survey of mechanized music in order to clarify the complex workings and correlation of the general record companies, transcription companies, advertising agencies, radio stations and coin phonograph industry. . . . All of us, I sincerely feel, will benefit materially from this effort of the AFM to work toward better understanding and cooperation with the record industry as a whole in its relation to the 130,000 AFM musicians who are involved in the creation of recorded music for every phase of the entertainment business."

Transcription companies are asked the number of stations served; whether they employ a union musician as conductor, controller, arranger, program director, turntable operator or other capacity; whether they export or import master recordings; if they sell or lease transcriptions; if they sell or lease reproducing apparatus to the subscribers to their library service; the amounts of money spent for musicians for their library services during each year from 1935 through 1940 and the sums spent for musical talent for company-produced programs during those years; the number of selections currently in the libraries and the approximate number of selections added and deleted annually, and the average size of orchestra employed.

The questionnaire addressed to advertising agencies asks the amount of money spent "directly by you and your clients for musicians in making electrical transcriptions for commercial sponsors, from 1935 through 1940," and the same question for live broadcasts during the same years, with places for reporting the answers by individual years. Agencies are also asked in what cities their transcriptions are recorded; whether their list of transcribed programs using music is increasing, decreasing or remaining the same, and how many of their stations originate transcriptions at the same time for supplemental use.

Some Unanswered
Several radio executives of major agencies informed Broadcasting they have returned the questionnaires unanswered, explaining that they consider the information requested to be of a confidential nature between themselves and their clients. However, Mr. Spelvin reports that in general he has received the utmost cooperation.

Forms to the coin phonograph industry and to the broadcasters will probably be mailed within the week, Mr. Spelvin stated. The station letters have been delayed, he said, until he has conferred with Neville Miller, NAB president, who is expected to do late last week. Survey must be completed by the first of June so the date can be turned over to Mr. Petriolo in time for him to analyze them and draw his conclusions before he makes his annual president's report to the AFM national convention, which will meet June 8 in Seattle.
REMEDY FOR POOR RECEPTION

WFBL Makes Tieup With Repairman and Develops
Good Will When Listeners Complain

A NOVEL plan to remedy listeners' complaints about faulty reception of the station's signal has been put into operation by WFBL, Syracuse. The personalized campaign, originated by Bob Aller, vice engineer, appears to be bearing fruit for the station both in goodwill and better reception.

Several months ago Aller noticed that intermittently the station received complaints from the same listeners about poor reception of WFBL programs. They seemed inclined to blame flaws in the technical operation of the station, although Aller reasoned that they probably were getting bad reception all along the dial—and they wanted WFBL to supply a remedy.

Taking up the matter with station officials, Aller was instrumental in working up an agreement with Pat Cerone, a local radio repairman, for routine examination and "diagnosis" of all complaints coming to the station from listeners. It was understood that Repairman Cerone would receive a flat rate for each call, and that he would be working, in each case, for the station and not for himself—he was to try and work up jobs for himself during these calls.

A Call Is Made

Now when a complaint on reception comes in, the WFBL switchboard operator turns it over to Aller. In turn, he makes an original typewritten report and two carbon copies—giving the name, address and telephone number of the complainant along with the specific complaint. The original goes into a looseleaf book which he keeps. Both carbons go to Cerone.

The repairman then makes the call. If the complaint arises from a major technical difficulty, which Aller was instrumental in correcting the condition and notes it on his report. In the many cases where poor reception results from careless tuning by the listeners, he delivers a tactful lesson on the fundamentals of good radio operation. If the receiver is obsolete, Cerone makes this plain, but without putting in a plug for himself.

After these visits, Cerone sends one carbon back to the station, so his "diagnosis" and "treatment" can be transcribed to the file original and the case record kept up to date. The second carbon he presents to the WFBL business office as a voucher for payment. As a checkup, WFBL engineer a few days later phones the listener to find whether the set is working correctly.

Results of the program have been definite and encouraging, WFBL reports. An average of two complaints are received daily, and Cerone is able to take care of this volume handily. The station also receives calls from aided listeners, attesting their appreciation.

"There is no doubt that a listener once so helped out is on WFBL's side," a station official remarked. "He knows the station has an interest in him. He undoubtedly perks up his ears every time he hears WFBL mentioned after that."

Jack Campbell Named

JACK CAMPBELL has been appointed manager of sales promotion for KGO and KPO, San Francisco, succeeding Gene Clark, who goes to NBC production department. A native of Bedford, Ind., Campbell attended Indiana U., and began his career in the outdoor advertising department of Foster & Kleiser in 1922. Moving to Young Adv. Agency in 1931, and three years later to Langendorf United Bakers as advertising manager handling radio, newspaper and outdoor advertising over the entire Pacific Coast. In 1939 Campbell became Western regional advertising manager for Schenley Distilleries, coordinating advertising and sales activities for that corporation in the West.

Survey of Reading

THE READING of books during such months as June, October and November of last year was replaced by the urgency of radio listening and newspaper reading, according to the 1940 report of the New York Public Library. More books were circulated during 1940 than 1939, but the volume dropped sharply during those months due to world affairs. The report also shows a change in travel books requested, with interest turned toward this hemisphere.

RCA Plans Spots

AS FURTHER promotion for its personal radio, RCA plans campaign, including announcements, to start May 15 in time for the outdoor season and run on a large list of stations.

WANTED... in America's Money Belt
Food for a Fourth of ALL
the Nations' Tractors!

Nearly $300 a minute — every minute of the night and day — all year long ... that's what it costs to keep the farmers' tractors and trucks running in "America's Money Belt." That's a lot for plowing — but no wonder ...

More than one-fifth of all the tractors of the nation are owned by "Money Belt" farmers. Only 10.7% of the U.S. farms — BUT 25.1% OF THE TRACTORS! Reason? farmers, and other folks too, have money to buy the things they need. Those "other folks" spend plenty for their automobiles too, out here where there's practically a car for every family.

Reap your harvest while "Money Belt" farmers plow this Spring. The four-way voice of The Cowles Stations will plant your message in this fertile ground. May we tell you more? A

RECESSION

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Reap your harvest while "Money Belt" farmers plow this Spring. The four-way voice of The Cowles Stations will plant your message in this fertile ground. May we tell you more? A
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

APRIL 5 TO APRIL 11, INCLUSIVE

Decisions...

APRIL 5
KABB, Aberdeen, S. D.—Granted license increase to 5 kw.

APRIL 7
W41MM, Winston-Salem; W1SSB, South Bend; W41D, Detroit; W51M, Milwaukee; W77P, Pittsburgh; W41RG, Kansas City; W41CM, Columbus.—Ordered issuance CP on condition to construct facilities for undertaking or completing until Commission has filed on general newspaper-ownership question.

W41C, Chicago; W11RP, Rochester, N. Y.—Placed in pending file applications for modification of CPs previously granted.

NEW, A. S. Abell Co., Baltimore; Mercer Broadcasting Co., New York.—Granted CP increase to 10 kw D & N.

Broadcasting has acted on 275 applications to increase directional grants.

APRIL 8
WGAI, Athens, Ga.—Granted voluntary assignment to CP 1,900 kw.

EARL Brawswell, Tate Wright, C. A. Howard, and A. Leo Brannan of J. K. Patrick & Co. to J. K. Patrick, Earl B. Brawswell, Tate Wright, and C. A. Rowland, 6/2-2 J. K. Patrick.

RJ7J, Portland, Ore.—Granted modification CP to 1-300 kw D & N approval present site.

W5AC, Baltimore.—Granted CP increase to 5 kw D & N, move transmitter, directional N & D.

SET FOR HEARING.—KAPC, Part Arthur, Ia.—Modification of CP 100 kw has been granted to increase N 1 kw, change antenna; NEW, Constitu- tion Broadcasting Co., CP 27 kw to increase 1-5 kw un directional N, W5AC, Baltimore, amendment for permission to transmit control from Lewis S. Milburn and Clarence J. Turcotte to themselves and L. Waters Milburn as voting trustees.

APRIL 9
WARM, Scranton, Pa.—Granted modification CP new station for shift to 1400 kw under treaty.

KFJF, Mesa, City, Okla.—Granted modification CP to 1100 kw to increase 1 kw, change antenna; WJ5KN, Biloxi, Miss.—Granted consent assignment CP from Howitt-Wood Radio Co. to WJ5KB, to 5 kw.

WLWQ, Cincinnati.—Granted modification international station increase from 50 to 75 kw.

WKMD, Kalamazoo.—Adopted order vacating action of 5-61 granting in part application D to 5 kw, and set applications for hearing.

W9EN, Fremont, Neb.—Set for hearing application for renewal of license and transfer of control.

APRIL 10
MISCELLANEOUS.—WAAF, Jersey City, N. J.—Granted modification CP new transmitter, directional N 970 kw under treaty; W5SH, Portland, Me.—Granted modification CP to 970 kw under treaty; WYFL, Pawtucket, R. I.—Granted modification CP new station to extend operation; KEYS, Corpus Christi, Texas.—Granted license as modified new station for 1490 kw under treaty; WPAT, Portmouth, N. H.—Granted continuance hearing on application to transfer control to 6-3-41; WIXG, Boston, granted continuance hearing 6-29-41; NEW, Westwood, Mass.—Granted indefinite postponement hearing on application for 1490 kw under treaty, 100 kw un; W5LAX, Tenoson, R. D.—Granted leave withdrawn without prejudice application to transfer of operation; WKZQ, Kalama, Mich., action granting in part application ordered vacated.

Applications...

APRIL 8
W41AT, Waterbury, Conn.—CP increase to 10 kw, new transmitter, amended to 1320 kw under treaty.

WW2MC, Greeneville, T. N.—CP change antenna, CP change antenna, CP change antenna for new antenna changes, 1300 kw under treaty; NEW, W5AM Inc., Lafayette, Ind.—CP 1250 kw 100 kw un, facilitated W41AT.

WGG2E, Chicago.—Modification CP change transmitter, antenna on 1300 kw under treaty.

FIRST ARMY DUTY of Manager Roy Powell, of WCOS, Columbia, S. C., after being drafted into active duty as a first lieutenant and assigned the position of assistant public relations director in charge of radio at Fort Jackson, Columbia, was the handling of the spin & win. With Jimmy Flynn show for NBC-Blue from the post. Standing here in uniform he watches the principals in the popular coast-to-coast quiz gathered for a WCOS interview (1 to 1), NBC announces Bob Stanton, WCOS Announcer Dave McGowan, Perry Ward (Flynn), Tom Hoyte, producer.

APRIL 11
WNBQ, New Britain, Conn.—Modification CP for 1419 kw under treaty, 8 kw un directional.

NEW, Indianapolis Broadcasting Inc., Indianapolis—CP 45.5 mc 15,549 sq. miles 1,017, population, FM station.

WTMA, Charleston, S. C.—Modification CP new transmitter etc., asking 1250 under treaty, change antenna.

NEW, Capital City Broadcasting Co., Texas—CP 1170 kw 5 kw D II, amended to 1210 kw under treaty.

KPG, Wenatchee, Wash.—CP new transmitter, change to 450 kw 500 w kw D.

NEW, Hughes Productions, Los Angeles—CP 44.5 mc 7,915 sq. miles 1,275,508 population.

NEW, Hughes Productions, San Mateo Co., Cal.—Same except 10,790 sq. miles 1,892,902 population.

NEW, Western Mass. Broadcasting Co., Pittsfield—CP 1500 kw (1400 under treaty) 100 w un.

WAPI, Boston.—Modification license to 60-66 mc 500 w visual, 42-46, 50-60 mc 500 w visual.

WANNX, Yankton, S. D.—Transfer of control.

KFNF, Shenandoah. la.—Renewal license.

NEW, J. Leslie Dott. Bessemer, Ala.—CP 1090 kw 150 w un.

NEW, CBS Inc. Boston—CP 43.5 mc 25,200 sq. miles un.

WIXG, Boston.—CP modification license.

KGST, Atlanta.—License renewal.

KMA, Shenandoah, la.—Renewal license.

KRBC, Abilene, Tex.—CP 940 kw 1 kw un directional. N & D.

WRDW, Augusta, Ga.—CP 1400 kw 1 kw w un directional.

JUNE 2
NEW, Syncoma Broadcasting Co., Ellens- burg, Wash.—CP 1000 kw 500 w directional.

WPAT, Portmouth, N. H.—Transfer of control and license renewal.

JUNE 4
KPRO, Longview, Tex.—Modification CP to 1540 kw 6 kw directional.

Ring, Clark Are Feted At Testimonial Dinner

A TESTIMONIAL dinner in honor of Andrew D. Ring, former assistant chief engineer of the FCC, and Ralph L. Clark, former senior engineer, who resigned with Mr. Ring to engage in a private engineering practice in Washington, was held at the Willard Hotel, Washington, April 9. More than 100 attended, including members of the FCC engineering practice, law and accounting departments, broadcasters and legal and engineering practitioners in Washington, and others identified with radio and who were acquainted with Mr. Ring during his 12-year tenure at the FCC.

Prior to the dinner, FCC engineering-department employees presented Mr. Ring with a desk set and Mr. Clark with a traveling bag. At the dinner, Mr. Ring was presented with a traveling bag and a planimeter, and Mr. Clark with a brief case. Paul D. F. Spearman, former general counsel of the FCC, presided at the banquet, with the presentation to Mr. Ring made by his first chief government service, Dr. C. B. Jolliffe, chief engineer of RCA Laboratories.

R. C. FOSTER, Statler Blg., Boston, has been appointed new FCC representative of the National Association of Manufacturers.

Tentative Calendar...

APRIL 14
NEW, Western Mass. Broadcasting Co., Pittsfield—CP 1500 kw (1400 under treaty) 100 w un.

PAD, Boston.—Modification license to 50-66 mc 600 w visual, 42-46, 50-60 mc 600 w visual.

APRIL 18
NEW, J. Leslie Dott, Bessemer, Ala.—CP 1090 kw 150 w un.

NEW, CBS Inc. Boston—CP 43.5 mc 25,200 sq. miles un.

APRIL 29
WIXG, Boston.—CP renewal license.

KGST, Abilene, Tex.—Modification CP 940 kw 1 kw un directional. N & D.

WRDW, Augusta, Ga.—CP 1400 kw 1 kw w un directional.

JUNE 2
NEW, Syncoma Broadcasting Co., Ellens- burg, Wash.—CP 1000 kw 500 w directional.

WPAT, Portmouth, N. H.—Transfer of control and license renewal.

JUNE 4
KPRO, Longview, Tex.—Modification CP to 1540 kw 6 kw directional.
SHELBYVILLE, IND.
1½ hours from Cincinnati by train, but part of Cincinnati by WLW.
Population 1940 .......... 10,791

"INCREASED BUSINESS INVARIABLY FOLLOWS WLW CAMPAIGN"

"As wholesale grocers active throughout our trading area, we find that products advertised over Station WLW move regularly. When a new product goes on the air over the Nation's Station, our organization goes into action to obtain our share of the increased business which invariably follows. Our salesmen are unanimous in agreeing that WLW advertising, reinforced by WLW merchandising services to the wholesaler and retailer, make for better business for all concerned."

(Signed) George M. Walker
H. H. Walker Wholesale Grocery Co.
Shelbyville, Indiana

The H. H. Walker Wholesale Grocery Company travels three men in six Indiana counties.

Every hour, millions of RCA radio tubes glow with an invitation for everybody—a friendly, ever-present invitation. For Radio's latchstring is always out, in the greatest entertainment centers: Radio City in New York and Hollywood . . . the Metropolitan Opera . . . Studio 8-H with Arturo Toscanini and the NBC Symphony Orchestra. Or it may be drama, a comedian, a swing band!

Radio is Better Than Ever this Year!
New RCA Victor Radios, with finer tone—finer engineering than ever before—this year will bring even more pleasure to Americans everywhere. Push a button of one of these RCA Victor Radios . . . and you're in a front-row seat! You hear perfectly the lifelike, colorful performance, every note of the music, every inflection of the human voice.

And when the show is over, Cinderella-like you're home in a flash! No crowds. No traffic. No weather-worries. You've been across the city or across the ocean . . . without leaving your children or your household routine.

Distance doesn't matter—radio whisks you home as quickly from 3,000 miles as it does a mile. All the world is just across the street.
You have had a great time—and you are informed right up to the minute!