Any timebuyer or advertiser who has not asked to see WOR's summer study, "FIVE MONTHS MAKE ONE YEAR," is missing the greatest radio-selling opportunity of the months ahead

★ "Five Months Make One Year" is the first one-station study of summer radio selling. It is crammed with new facts which may be profitably applied to products and accounts. A call, wire or letter to WOR's offices at 1440 Broadway, in New York; Tribune Tower, Chicago; 80 Federal Street, Boston, or Russ Bldg., San Francisco, will bring a prompt answer.
for Meritorious Service to Agriculture

The George Foster Peabody Radio Awards Committee has cited WLS, Chicago, for "meritorious service to agriculture." Naturally we are proud of this citation from the Henry W. Grady School of Journalism, University of Georgia.

Service to agriculture is the keystone of the WLS program structure. In 1928, when WLS came under its present management, Burridge D. Butler, President, said:

"To give you farm families help in your business by sending prompt and accurate markets, to help in your production by giving the best and latest in farm practices, to brighten the home with appropriate musical and educational programs for mornings and afternoons, to be with you in the evening with restful, inspirational and educational music and talks—to do this every day of the year—and all the years to come wherein I am given the privilege and pleasure of serving—to do this I pledge you my utmost and untriring endeavor."

WLS has fulfilled this pledge—a half-time station doing a full-time job. From March, 1940 to March, 1941, WLS broadcast 764 sustaining agricultural programs, 175 hours of market service and 68 hours of weather service.

These figures are for only one year of our 17-year history. Year after year our effort has been consistent, for WLS has always recognized its obligation to the rural areas, to the farms and small towns of Mid-West America... and our deepest concern is to maintain this program of constructive service to agriculture.
WHEN you promote your products on The Yankee Network, you move them right into New England homes, because the complete coverage of 19 stations assures maximum delivery of your sales messages.

In this populous, prosperous market, where per capita retail sales are 23.2% higher than the U. S. average, the same community loyalty that creates patronage of local merchants is given to The Yankee Network's home town stations. It's this kind of acceptance which "wins friends and influences people"... with profit-producing results.

Get the benefit of this key buying center coverage for the balance of 1941.
The Proof of the Pudding

No matter how fancy the build-up, it's still the pudding itself that counts.

... Same way with merchandising.

No matter how much is promised, it's still the actual performance that counts!

And that's the way we serve our merchandising. KOIL 7-POINT PLUS MERCHANDISING not only looks as good as promised, but proves as good as performed.

Says one satisfied advertiser, putting it in a nutshell:

"YOU CERTAINLY DO CONTINUE TO DELIVER THE GOODS"

KOIL's 7-POINT PLUS MERCHANDISING doesn't cost one extra penny. All 7-POINTS PLUS go to work automatically for all qualified advertisers.
WE Thank You
U.S. ARMY

... for giving "KTSA" its broad schedule of "Army Life" programs

... for the Spectacular "On-the-Spot" broadcasts from Kelly and Randolph Fields—from Fort Sam Houston and the six other Army Fields located at San Antonio

... for the Sparkling Programs That Are Being Presented by the Draftees and Other Army Personnel

—AND ALL SOUTH TEXAS Thanks YOU

... for furnishing this area with the biggest business "plus" of a decade.

FULL CBS SCHEDULE

Get Attractive Combination Rate on These Four Stations

KGNC AMARILLO KFYO LUBBOCK
Taylor—Howe—Seawen Group TWX DIs 297
Central Sales Office 805-6 Tower Petroleum Bldg., Dallas,

KTSA SAN ANTONIO KRGV WESLACO
Ken. L. Sibson, General Sales Manager
Telephone Riverside 5663

5000 LS WATTS 550 KC

A Real American Station
Progress . . . growth . . . expansion!

That is the story of Oklahoma City.

April 22, 1889, a lone bugle sounded at dawn over rolling prairie and "The Run" was on. By nightfall, what was to be Oklahoma City had its beginning in camp fires that lighted eager faces of men and women who knew they had claimed the "heart" of the new land.

In 52 years, this "heart" has become the Oklahoma City of today—America's 42nd market in half-a-century!

Keeping pace with this market's growth is KOMA with a record of achievement all its own.

With a Primary Daytime coverage of 41 counties, KOMA reaches 266,840 radio families . . . families who are loyal because KOMA gives them the best that the broad scope of radio offers in News, Entertainment and Education.

With the total annual retail sales in these 41 counties amounting to $262,630,000.00, is it any wonder that so many advertisers use KOMA season after season to "blanket" this rich market?

Now, with National Defense measures and civic improvements adding thousands of buyers and millions in income to Oklahoma City, KOMA is at the highest point in its history in sales and advertising results for its clients.

Here is a combination we invite you to investigate . . . to use with confidence.

KOMA
Oklahoma City's
CBS STATION

NEAL BARRETT . . . . . . MANAGER

FREE & PETERS, Inc. • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA
Why pay à la carte prices for your national radio coverage?

These exclusive NBC Blue Plate specials can save you up to 20%...the more you order, the less you pay!

How often have you looked at a menu and noticed that although roast beef costs 80¢ à la carte, it's yours with five other courses for only $1.00 on the Blue Plate Dinner? This same modern merchandising technique is available to radio advertisers on the Blue Network of NBC through a system of "Blue Plate" discounts.

Glance at the panel below for just an instant. It shows you how much these "Blue Plate" discounts save an advertiser who buys one half hour in the evening. Naturally the discount operates in a like manner for any other time unit you may select.

Notice that when you add the first of your regional groups to the Basic Blue, you receive a discount of 5%—not merely on the cost of the regional alone but on the $5,050.20 combined cost of Basic Blue plus regional group. Likewise as you add new groups, your increased discount is always applied to your entire Blue Network instead of merely to the added groups as you might expect. The resulting accumulated discounts can save you up to 20%.

The Blue also provides the normal volume discounts and annual rebates given by other leading networks, but this system of Blue Plate discounts is exclusive with the Blue. It is offered to help our fast growing clients to expand their networks with a minimum strain on their budgets.

These NBC "Blue Plate" discounts, plus the fact that Blue stations are located in the Money Markets where the nation's buying income is centered, explain why the Blue enables advertisers to do a national advertising job at the lowest cost of any medium entering the home.

National Broadcasting Company
A Radio Corporation of America Service

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**DISCOUNTS FOR 1/2 HOUR EVENINGS**

**A TYPICAL TASTY DISH FOR ADVERTISERS!**

<table>
<thead>
<tr>
<th>YOU BUY</th>
<th>TOTAL STATIONS</th>
<th>À LA CARTE COST</th>
<th>BLUE PLATE DISCOUNT</th>
<th>BLUE PLATE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC BLUE</td>
<td>30</td>
<td>$4,560.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PLUS SOUTHERN</td>
<td>38</td>
<td>5,050.20</td>
<td>5% ($252.51)</td>
<td>$4,797.69</td>
</tr>
<tr>
<td>PLUS SOUTHWESTERN</td>
<td>48</td>
<td>5,620.20</td>
<td>10% (562.02)</td>
<td>5,058.18</td>
</tr>
<tr>
<td>PLUS MOUNTAIN</td>
<td>53</td>
<td>5,848.20</td>
<td>15% (877.23)</td>
<td>4,970.97</td>
</tr>
<tr>
<td>PLUS PACIFIC</td>
<td>64</td>
<td>6,669.00</td>
<td>20% (1,333.80)</td>
<td>5,335.20</td>
</tr>
<tr>
<td>PLUS BASIC BLUE SUPPS</td>
<td>98</td>
<td>8,082.60</td>
<td>20% (1,616.52)</td>
<td>6,466.08</td>
</tr>
</tbody>
</table>

Note: Volume Discounts have already been deducted from these prices. However, they are subject to an additional 125% rebate on 52-week contracts.

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Program of the Month "SONG OF YOUR LIFE"—Tuneful with Harry Salter's famous brand of music...Dramatic with interesting stories about interesting people and the songs that have changed their lives...MC'd by popular Ted Steele...A sure-fire commercial bet as evidenced by its last Hooper rating...On the BLUE NETWORK—9-9:30, N. Y. T., Saturday nights.
The ability to find the answer to almost any kind of problem in radio research is something far different from the mere willingness to look for it! So we're right proud of the fact that we usually come up with the answers to your questions, almost before you can say "Free & Peters!"

Part of the reason is that we have one of the most complete files of radio and market data in existence. The rest of it is that our fifteen good men are constantly on the move acquiring the sort of knowledge about markets, people, stations and programs that can't be committed to data books, but which is often more useful than stacks of statistics.

If maybe that sounds like thickly-sliced bologna, we'd like an opportunity to prove that it isn't. Now, if you like — or the next time you need any radio help.

**FREE & PETERS, INC.**

*Pioneer Radio Station Representatives*

*Since May, 1932*

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**EXCLUSIVE REPRESENTATIVES:**

- WGR, WKBW, Buffalo
- WICKY, Cincinnati
- WDAY, Fargo
- WHIS, Indianapolis
- KMBC, Kansas City
- WAYE, Louisville
- WTCN, Minneapolis-St. Paul
- WMED, Peoria
- KSD, St. Louis
- WFBF, Syracuse
- WHO, Des Moines
- WOC, Davenport
- KMA, Shenandoah
- WCIC, Charleston
- WIS, Columbia
- WPTE, Raleigh
- WDRJ, Roanoke
- WDGK, Ft. Worth-Dallas
- KOMA, Oklahoma City
- KTUL, Tulsa
- KECO, Los Angeles
- KOIN-KALE, Portland
- KROW, Oakland-San Francisco
- KIRO, Seattle
Censorship Operates on Voluntary Basis

Would Check FCC Onrush; Study of Net Report Ends; May Split Red, Blue

By SOL TAISHOFF

FORMULATION of a "national policy" for broadcasting, under Administration guidance, looms as the likely course to be adopted by President Roosevelt to check the hell-in-a-hack pace of the FCC toward remaking the whole commercial broadcast structure.

This new approach appeared to be taking shape just as the FCC, in a burst of speed, last week completed its consideration of the hot Network Monopoly Report. Among other things the report decreed separation of and banning of exclusive affiliation contracts and option time. It was tossed back to the law department for final pointing up and for drafting of actual (rather than proposed) orders to invoke its stringent provisions.

White Works on Bill

At the same time Sen. Wallace H. White Jr. (R-Me.) indicated he is prepared to introduce a bill, probably in collaboration with Chairman Wheeler, of the Senate Interstate Commerce Committee, to reorganize the FCC, possibly as a three-man agency, and change the substantive provisions of the existing law. Sen. White did not say flatly he would introduce the bill, but he has been working on a measure for several weeks and probably will drop it in the hopper during the current week.

The "national policy" move is foreseen as an aftermath of the violent repercussions which followed the summary action last month of the Fly-controlled majority of the FCC in ordering an inquiry into joint or interlocking ownership of newspapers and stations. That, together with the opposition engendered by the network monopoly onslaught and other recent FCC actions, has focused attention on the legislative rather than the purely regulatory procedure.

The President, it is indicated in informed quarters, soon may formally announce his desire that a national policy on broadcasting be developed. This may come with the appointment of a man well-known in radio to undertake the assignment. The move in this direction was launched earlier this month when the Chief Executive asked

Lowell Mellett, director of the Office of Government Reports, to study the newspaper and related issues.

Mr. Mellett's preoccupation with other matters incident to the defense emergency may result in the shifting of this assignment. Broadcasters and publishers who have visited Washington officials since the newspaper ownership issue erupted, have received the same general impression—that the FCC action was ill-timed in the light of the war emergency and that there is no necessity for speed.

Newspaper Hearing

Out of this came the view that the Administration desires to de-emphasize the importance of the newspaper issue and will urge an informal approach. Chairman James Lawreney Fly of the FCC, however, told Broadcasting last Thursday he thought the hearings would be called in "about a month" and that the notice of hearing, setting forth the issues to be met, would be available "within a few days.

"The Commission has no preconceived notions about doing a particular job," the chairman said.

Defense Censorship to Be Voluntary

Present Policy Marked By Cooperation of Government

By W. R. McANDREW

CENSORSHIP, perennial bugaboo of American broadcasters in one form or other since the creation of a Government regulatory commission, is a lively topic in Washington. Reaction of high Government officials to publication by some newspapers of news attending the arrival of the British cruiser Malaya in New York harbor has served to focus attention on this vital subject, although it has been receiving close scrutiny since the European War began.

To make the path a little easier for broadcasters, Broadcasting has made a thorough survey of the highest Government officials concerned, their attitude toward the problem, and their opinions on what broadcast station operators should do. In an adjoining column is printed a list of "don'ts". It is suggested that this list be compulsory reading for station executives and all who appear before the microphone.

At best censorship is a nasty word. Public officials like to avoid it in normal times. But—and this a significant portent of our days—officials now are pulling no punches, and it's one of the most widely discussed topics in newspaper and radio circles.

At present, while the United States is passing through what one official calls "a hazy period between peace and war", censorship is in a fluid state. However, there are very definite indications of a trend and what might be expected if the United States is involved in a "shooting war".

Primarily the basic philosophy of the Government from the President down at this writing is "no official censorship", even in time of war. Voluntary cooperation on the part of radio and newspapers is and will be expected. The Army and Navy, working on the basic philosophy of the Administration, will stress cooperation with all news agencies as far as compatible with their individual policies.

In other words, the plan now is to confine censorship to what is commonly known as military censorship. There will be censorship of outgoing communications—mail and radiograms going abroad. But it is felt there will be definite control over radio, principally of a technical nature dealing with the shutting down of stations while an air raid is on, pooling of facilities where necessary and coordination of shortwave facilities.

Drafting a Plan

The blueprint for this control is being drawn now by the Defense Communications Board, composed of leading Government and industry officials. The decision of this board will decide the amount of control to be exercised over radio, with the paramount object being to keep information that might be of value to the enemy from reaching its hands through radio.

Press and radio have been asked by the Navy to cooperate in "avoiding publicity" in four general categories of naval news. They are listed in the adjoining list of "don'ts". The Navy is the only department requesting such cooperation, the Navy being on a war footing, ready for instant action.

The War Department has made no such request and feels that it won't be necessary even with an
outbreak of hostilities. In the latter case, censorship won't take the usual form—substitution of copy to an ace—until I can tell what can or cannot be said.

While this procedure will of necessity apply to radio and news reporters, the War Department feels that in Washington and other important Army centers the procedure should be that of informal censorship. Information released to the radio and press as at present, correspondents will be expected to check unverified rumors with proper officials before using them.

The War Department now has no plan to ask the President to issue an Executive Order requiring censorship of publications. If war comes, there automatically will fall upon the commander on the scene of operations the duty of imposing any certain type of censorship which is laid down in Army regulations. These regulations, of course, are necessary if any force in the field is to operate successfully.

Secret Information

High officers of the War Department are of the opinion that only 10% of Pittman's information is secret or confidential and should be withheld. These officers believe that radio and press are their own best friends. They believe that all the information possible should be given out about the Army.

At the same time it is pointed out that persons handling news should learn to make use of unconfirmed reports and not use information that reaches them from unofficial sources without checking with proper official source.

The Army has three classes of information—secret, confidential and restricted. Items classified as secret are war plans, designs of new weapons, locations of installations and devices used to transmit secret information, certain military maps, photographs. Confidential items are those that will not endanger the public security but that are of national importance to the War Department. Restricted items are those that are of no importance to the War Department but are of interest to the United States. Restricted information deals principally with new weapons under test. News about them is classified as restricted until they are accepted by the War Department.

The Navy feels somewhat along these lines: That the present situation is one of great urgency and that if we maintain the traditional American military way we will attempt to keep naval operations from our shores. That being the case, the big job falls on the fleet. It stands to reason that divulgence of operational matters or technical matters is more important to potential enemies. As a result of this reasoning Secretary Knox last December addressed his now famous letter to stations and newspapers, recommending a withholding of all information regarding naval operations or naval intelligence.

In both the Army and Navy bureaus dealing with the press and radio there is a spirit of cooperation that hasn't been equaled in modern times in Washington. That in itself bodes well for the future, come what may. However, continuance of this happy situation depends entirely on the way radio and the press handle military items. It's not an easy problem but it isn't insurmountable. There's only one rule:

If in doubt, check.

Would Suspend Rule

BROADCASTING Music Inc. has asked MBS to suspend its rule which bars the playing of the same tune within less than a month's interval, recently suspended by NBC and CBS early this year. According to Mutual, the ruling relating to broadcasting, pickup must be done at least 7 days before the new tune is to be broadcast over the network, but the network will cooperate with BMI during the next few weeks in cutting down the interval.

DEFENSE PRECAUTIONS

What to Do in Case of Doubt

IN ITS ISSUE of Oct. 1, 1939, BROADCASTING printed an unofficial but authoritative list of precautions for broadcasters faced with the problem of operating their stations and networks in the public interest during a proclaimed limited national emergency without benefit of precedent or official guidance.

Now, after almost two years of war, the situation as far as it pertains within the United States and in turn to American broadcasters, has jelled. Censorship or to use a less harsh term, prudent editorial judgment, has become a paramount topic of the day.

Secretary of the Navy Frank Knox has requested and received promises that broadcast the War Department news of the day, along with the press, not to disseminate certain types of naval information. President Roosevelt has expressed his views in a press conference. And one incident—the publicity given the arrival of the British cruiser Malaya in New York by a portion of the press—has served to focus attention on the vital problem on what is described broadly as censorship.

Herewith, using the Broadcasting list of 1939 as a base, is a revision of "don'ts" which station managers, program directors, and news editors should read carefully.

In some instances they are official, in others unofficial but authoritative; the latter based upon information and opinion from the public relations sections of the Government departments most involved.

1—Don't broadcast actual or intended movements of vessels or aircraft of the Navy, of units of naval enlisted personnel or displaced naval reserves or prorogued facilities of the Marine Corps, unless announced or authorized by the Navy Department.

2—Don't mention secret technical U. S. naval weapons or developments thereof, unless announced or authorized.

3—Don't broadcast news of new Navy ships or aircraft unless announced or authorized.

4—Don't broadcast news concerning Navy construction projects, unless announced or authorized.

5—Don't broadcast arrival or departure in news casta or on-the-spot descriptions of British warships in our Navy yards for repair.

6—Don't broadcast arrival or departure of belligerent merchant ships.

7—Don't broadcast rumors of happenings at Army camps. Check them with the public relations officer. If you aren't satisfied with his answered, your request may be made to the War Department Bureau of Public Relations in Washington. But DON'T carry unverified reports no matter how important they sound.

8—Don't broadcast reports of large troop movements unless they are authorized by the War Department.

9—Don't carry estimates of number of troops being sent to American bases outside continental United States unless authorized.

10—Don't broadcast any news that in your opinion might furnish information to unfriendly powers regardless of the location of your station.

11—Don't publish or broadcast reports of any type of military ship or personnel except as mentioned in the above rule.

12—When in doubt check with the nearest public relations officer of the Armed Forces in New York, Chicago, or Washington. If you do not prefer to do this, a wire or call to the Bureau of Public Relations at either the War or Navy Department will get a prompt answer. These offices are manned day and night. Major Gen. Robert C. Richardson, Jr., is chief of the War Department and Rear Admiral Arthur J. Hepburn, chief of the Navy bureau.

Treasury Strikes Snag in Effort to Sell Lever Bros.

RFC Makes $40,000,000 Loan To Brown & Williamson

AS THE FIRST move came last week in connection with British-owned Brown & Williamson Tobacco Corp., heavy users of radio time [BROADCASTING March 31] with a demand for assistance from the RFC, it became known in Washington that a hitch had developed in efforts by the Treasury to bring about sale of the far-flung Lever Bros. empire, among the top users of radio time.

The Treasury, it is understood, feels it is "willing to be shown" if Lever Bros. is not a British corporation, as claimed by a member of the British Purchasing Commission in New York, and thus not subject to Secretary Morgenthau's edict that all British holdings in this country must be liquidated to pay for war materials purchased before the lease Lend Rent Act became law.

Claim Dutch Control

In New York a member of the Purchasing Commission told Secretary Morgenthau that a branch of Lever Bros. is controlled by the Dutch. This, however, it was said, took place in 1937 when the world market for tobacco production were. On the other hand, there are undoubtedly large English holdings in the entire setup.

Just how the Treasury Department would determine, whether these holdings were sufficient to bring the corporation under its liquidation policy, could not be learned.

The position of the British in connection with Lever is that the company will not be sold as far as they are concerned. They maintain it is not an English company because they do not have to do with it. Members of the Purchasing Commission contend that their job is to determine the validity of sale of British holdings only and they don't want to do that except that, as they put it, "we are compelled to do so by the American Government."

The sale of the British holdings, it was pointed out, is being effectuated by the owners of the corporation through the Purchasing Commission, which seeks to obtain the best possible price. One Commission official said "that when Secretary Morgenthau says that Lever Bros. would be included in the sale of British companies he was talking through his hat."

Mr. Morgenthau told the Senate Finance and the Relations Commission in response to questions that Lever would be among interests to be sold. At the Treasury it was pointed out that the Secretary's testimony was based on a misreading of a statement that Department by the British themselves.

One Treasury official said, when told of the statement, "We will..." (Continued on page 54)
Enriched Bread—An Advertising Bonanza

Biggest Promotion Story in History of Food Industry Is Now Available

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

IF HE HASN’T already done so, the smart radio time salesman will soon beat a pathway to the door of every bread baker and miller in the land. This goes for everybody from the largest major national network down to the smallest independent local. The reason for this is that the baking and milling industries are getting ready to put over the biggest promotion story in the history of the food industry.

The story will be based on the restoration of valuable nutritional elements—vitamins and minerals—to white flour and bread. Advertising promotion of vitamin and mineral fortification of food products is nothing new. But the bread and flour story is something new and different—it has quasi-governmental sponsorship; it has a national defense angle; and it has the support of the nation’s leading nutritionists, whose names read like a proverbial “Who’s Who” in the vitamin and mineral field.

Enriched and Enriched

In short, the new flour and bread story reads like the answer to an advertising copywriter’s prayer. From an advertising standpoint, it has everything. And indications point to the belief that bakers and millers are going to ride the story for everything that it is worth. This is the first time that white flour and bread have had nutritionists on their side, and millers and bakers are going to make the most of it. In the days to come, the American people are going to hear plenty about “Enriched” bread and flour.

Promotion of “Enriched” bread and flour already has gotten under way in a number of larger cities, but full advertising to date is nothing compared to what is being anticipated for the near future. Full force of the campaign is being delayed while leaders of the baking and milling industries iron out a number of technical and regulatory problems—until milling production can be stepped-up so that the supply of “Enriched” bread and flour will be able to meet an anticipated demand—until the two industries can make peace with the Food & Drug Administration and the Federal Trade Commission.

Although the promotion to date has been primarily a newspaper advertising story, radio has played a part. It would take a nationwide survey to list all the instances where radio is being used to promote the new nutritional flour and bread. But substantial efforts will serve to indicate the possibilities. WTAG, Worcester, Mass., has renewed a 15-minute program for Commercial Baking Co., in which also an occasional spot is devoted to publicizing a new “Mothers Vitamin B (one) Bread”.

On the same station, Town Talk GREATLY AMUSED was this group when an enthusiastic fan airmailed a pancake made from the sponsor’s product to Sam Hayes, Holt-Edwards, Hollywood commentator on the daily NBC-Sperry Flour Morning Newscast. Grinning executives are (l to r), Ed Barker, NBC Hollywood account executive; Al Holen, assistant sales manager of Sperry Flour Co., San Francisco, firm sponsoring the program on 6 NBC-Pacific Red stations; Robert McAndrews, NBC western division sales promotion manager; Sidney Dixon, western division Red network sales manager, and Sam Hayes.

Bakers use time-signal announcements in addition to a half-hour Sunday feature to advertise vitamin and mineral restoration of three loaves. In Washington, WJW, CBS outlet, has been carrying spot announcements for Continental Baking Co.’s, new vitamin-mineral bread, “Staff”. These examples probably could be multiplied many times without difficulty, but the point is that every miller and baker of any size will soon be producing a new product with a smash advertising story behind it.

England First

And here is a resume of that story; it all started last summer. By parliamentary decree, England commanded its millers and bakers to fortify white flour and bread with vitamin B (one) and calcium. The order was issued as a defense measure. Vitamin B (one), or thiamin, is one of the important group of vitamins that make up the B-complex, and nutritionists claim that it is the most important of all the vitamins. This vitamin, according to current scientific claims, aids the body cells in the proper use of carbohydrate foods (sugars and starches) for energy. Thiamin enthusiasts claim that a vitamin B (one) deficiency may lead to loss of appetite, constipation, certain nervous troubles and lack of morale.

Thus began the expensive and long campaign to make English bread and flour meet an English diet. Vitamin B (one) and calcium—then still known also as vitamin A—were added to the flour and the refining process did the job. As soon as the campaign became so strong that millers and bakers brought out whole-wheat bread as the answer—bread made from flour whose refining process did not remove the nutritional elements found in the outer brown coating of the wheat berry. Must Be White

However, despite the fact that whole-wheat bread was pushed by nutritionists and dieticians, the American public soon indicated that it wanted white bread and flour—notwithstanding the fact that the removal of all the brown portions from the flour meant the removal of important nutritional elements. With the exception of a relatively small minority of the public, the whole-wheat campaign was a failure.

So the nutritionists said—if the American people won’t eat whole-wheat bread, why not give them white flour and bread fortified with the same vitamins and minerals present in the whole wheat berry and removed in the milling operation? This process is called restoration because it restores to white bread and flour the vitamins and minerals claimed to be lost in the manufacturing process.

The first move was to urge the Food & Drug Administration to set up a standard of identity for a restored flour which would include the names and amounts of the vitamins and minerals to be added to ordinary flour. This was included in the standardization process is the means of providing an official common or usual name for this restored flour which must be applied to all flour made according to standard specifications. Once a restored flour is standardized, a restored bread also can be given the same treatment.

While Food and Drug’s standard-making procedure was proceeding along its routine legal course, certain nutritionists became impatient. Headed by Dr. Russell Wilder, of the Mayo Clinic, the Food & Nutrition Committee of the National Research Council got together with representatives of the Miller’s National Federation and the American Bakers Assn. to sponsor a voluntary restoration program.

As a result, late in January, this committee announced that the millers and bakers had agreed to add thiamin, nicotinic acid, and iron to bread and flour and call the new product “Enriched” bread or flour. The place of thiamin in the human diet has been previously discussed, and under this name, has nothing to do with nicotine which many people regard as a poison. It is another member of the vitamin B series of which leads to pellagra, a nutritional disease particularly prevalent among the poorer classes in the South. The place of iron in the diet has long been known as aids in the production of red blood cells.

Defense Angle

The National Research Council is a quasi-governmental agency dating all the way back to the Civil War. During the World War, President Wilson called on the council, an offshoot of the National Academy of Science, to advise the Government on national defense matters and it is serving in the same capacity now. The council, composed of the nation’s leading scientists in all fields, is divided into a number of committees, of which the Food and Nutrition Committee is the large, non-governmental council that the nation’s most prominent nutritionists and representatives of virtually every Government department dealing with the human diet. Thus, the American people’s claims to have a national defense angle and the support of virtually (Continued on Page 42)
LEARNING RADIO BUSINESS while working as ushers, these youths from the CBS Hollywood junior staff recently were given an opportunity to put their knowledge to actual test. They took over entire production for a four-month period of What’s on Your Mind?, sponsored by Planters Nut & Chocolate Co., on 10 CBS West Coast stations. Handling every job from that of sound effects engineer, director, producer and announcer, they were (from left), Bill Mitchell, Wayne Reeves, Bob Correll, Norm Anderson, Bill Thomas, Ray Reynolds, Andy Smith, Bill Kennedy, Harry Brenner and Chuck Johnston.

CIO Disc Strike Threat Hits Entire Columbia Organization

WITH Columbia Recording Corp. scheduled to submit a revised contract proposal to a CIO committee on April 21, William B. Eleonin, international representative, announced that unless company executives come to an immediate agreement, a nationwide campaign against CBS and Columbia Recording Corp. will be launched.

Union leaders branded the proposal to be submitted April 21 as a "stalling move" on the part of CRC. Strikers report support from several AFL studio crafts and independent guilds, including Motion Picture Painters Local 644, Screen Publicists and Screen Office Employees Guild.

Pickets Patrol Plant

When efforts of Federal Labor Conciliator Edward Fitzgerald failed to avert a walkout of 85 Hollywood shop employees of subsidiary of CBS, a strike was called April 11 by United Electrical, Radio & Machine Workers of America, Local 1421, CIO, and pickets patrolled the company plant at 6624 Romaiste.

Strike action, voted more than three weeks ago, occurred when negotiations for an increase of from 56 to 75 cents per hour in the minimum pay scale bogged down.

Actual negotiations had continued five weeks when orders for a four-day slowdown, effective April 7, went through. When that failed to produce results, the strike was put into effect. A picket line was immediately established.

Plan Rejected

Several attempts had been made to avert the strike. James Hunter and James Murray, CRC vice-presidents, went to the West Coast from Bridgport, Conn. to handle negotiations. When their efforts failed, Mr. Murray, the national executive, took over when they failed. He has since been in continuous conference with a union committee in Hollywood. Also involved are Vice-President Ed Fitzgerald, President Daniel G. O'Connell, and William B. Eleonin, international representative of CIO.

It is reported an agreement reached between Crowley and union officials prior to the strike had been turned down by company executives. Stoppage of work was then called, completely suspending operations at the plant which handles the bulk of that firm's recording and transcription business in the 11 western States. An attempt to open the plant on April 14 failed when clerical workers, ordered to report for duty, refused to cross the picket line, though only a few are union members.

Union officials said letters have been sent to all retail outlets in the Southern California area warning that a secondary picket line would be established should stores stock any Columbia records. Hollywood film studios, according to recordings from CRC have been requested to suspend relations during the strike. Although flash pickets were patrolling the CBS Hollywood studios from time to time, CIO executives established a permanent line there as well as in front of the network's Vine St. Playhouse. While hoping an amicable settlement would be reached, union executives on April 19 were planning a demonstration for that evening in front of the network's headquarters, similar to the mass costume picket line staged the previous Saturday night.

Allied's New Pact

It was further disclosed that a new wage deal had been negotiated by the union with Allied Record Mr. Co., Hollywood. That firm, as well as RCA-Victor, has also agreed not to handle any work of Columbia Recording Corp. during the strike. New agreement with Allied, as announced by union officials, calls for a minimum wage scale of 72½ cents per hour, with an average through the plant of 84½ cents. Contract, it was said, also calls for a 5½-hour day, a closed shop, and severance pay for workers called to military duty.

Bridgeport Local 237, UERMWA, CIO, has advised Hollywood union officials it will not accept any recordings or transcriptions from the West Coast during the strike.

"All compromise offers made by the union have been withdrawn."

FEDERAL REVISION ENDS BY FLY

APPEARING before a Senate Judiciary subcommittee at hearings on proposed changes in Federal administrative agencies, FCC Commissioner Thomas W. Law found a National Labor Fly last Friday favored a bill (S-675) proposed by the majority of the Attorney General's Committee on Administrative Procedure.

The Senate subcommittee, headed by Senator Hatch (D-N.J.), leader in last year's fight for passage of the Logan-Walter Bill which died after Presidential veto, is considering a number of proposals from both the majority and minority groups on the Attorney General's Committee and another draft document.

Commenting on the proposals, Chairman Fly indicated that S-675 would yield a "workable and wholesome" procedure for administration, at least so far as the FCC was concerned. A principal point in his testimony was built around a proposal requiring issuance of comprehensive rules and regulations and definitive statements of policy by Federal agencies, allegedly to the exclusion of the case-by-case evaluations.

Chairman Fly pointed out that although the FCC was attempting to reduce as many matters as possible to "case law" standards or "case law" to extend the same idea to policy matters, so far as feasible, there was a need for administrative policy if the idea were carried to extreme.

"I am certainly in favor of all rules, regulations and statements of policy that could feasibly be put out," he declared to Senator Hatch, a member of the subcommittee. "What I do want to avoid is the harmful compulsion."

He declared that under the present situation "it would be well under pressure to get in there and propound a rule."

WNOX Gets 10 Kw.

IN ANOTHER surprise deviation from its past policy in Polk County, Order 79 on joint newspaper-station ownership, the FCC last Friday approved a request for a substantial increase in status for WNOX, Knoxville, owned by Seaboard-Howard Radio Industries, Inc. Commission said that it had authorized an increase in power from 1,000 watts night, 5,000 watts day, to 10,000 watts night, 50,000 watts day, with directional antenna for day and night use. This action followed a request from station last Wednesday to KTRH, Houston, of 50,000 watts on 740 kc. [see page 20].

Kennedy said: "The company has waited this strike and we now intend to settle it on our own terms." With no statements forthcoming from executives, general impression in Hollywood is that CRC has lost its plant for some months, suspending all operations in an effort to fight the issue. The union has had a closed shop agreement with the firm for two years, as it was said. Strikers said their wage demand is based on increased living costs and is the sole remaining obstacle in the way to completion of a third contract.
ASCAP Offers First Formula Providing for Royalty Payment

But NBC Is Understood to Have Rejected the Plan; Separate Discussions Are Being Held With MBS

LATEST OVERTURES of ASCAP to the major networks on return of its repertoire to the air have embodied actual propositions on royalty payments, it was learned, though details have not yet been divulged. A defense for a formula, it is reported, was proposed to NBC at a meeting April 15 in New York, but promptly was rejected.

Meanwhile, separate conversations were being held with MBS, which, according to ASCAP spokesmen, is regarded as being in somewhat different category than the other major networks because of its mutual ownership.

Both Sides Willing

The first meeting between executives of NBC and ASCAP was held April 15, following a similar get-together between ASCAP and CBS April 11. While an ASCAP proposal was promptly rejected by NBC, it is reported that the session was entirely amicable, with both sides displaying a willingness to get down to work and attempt to reach an agreement at a formula which would permit the return of ASCAP music to NBC. No guess was hazardcd, however, as to whether an agreement might be achieved.

Meeting held in the office of Niles Trammell, NBC president, was attended for NBC by Frank E. Mullen, executive vice-president; Mark Woods, vice-president and treasurer; with Samuel Rosenbaum, president of P.I.L., Philadelphia, representing the NBC-Blue affiliates, and Paul W. Morency, manager, WTC, Hartford, acting for the NBC-Red affiliates.

Present for ASCAP were John G. Paine, general manager; E. Claude Mills, chairman of ASCAP's executive committee; and Walter Fischer, board member. Mr. Rosenbaum, who is also president of the Independent Radio Network Affiliates, and Mr. Mowency volunteered, because of their nearness to New York, to attend as many such meetings as are necessary.

No date was set for the next meeting, but it is understood that sessions will be called whenever either side has any progress to report and that there will probably be at least one meeting weekly until some basis of settlement is reached.

Copyright committee of MBS will report the results of the last negotiations into possible methods of making ASCAP music again available to the network and its affiliates to the MBS board of directors, stockholders and operators of the American Society of Composers of Saturday, April 16.

Appointed by the MBS stockholders March 21, the copyright committee met with ASCAP radio committee the following day and since then Alfred J. McCosker, chairman of board of MBS, and Fred Weber, general manager, have had almost daily conversations with ASCAP executives.

A full report of these conversations was made to the committee and while no details of the sessions were disclosed it is understood that definite plans for ASCAP licenses on both per program and blanket basis are to be reached. The most of the two-day session was devoted to discussing these plans and preparing them for presentation to the MBS board. John G. Paine, general manager of ASCAP, attended the Chicago meeting presumably to answer questions about the various details of the licensing plans.

Radio Survey Methods Urged for Newspapers

NEWSPAPERS should cease anti-radio pressure methods and should adopt the research techniques of radio to analyze readership, according to Dr. Paul Lazarsfeld, Bureau of Radio Research, Columbia University-Rockefeller Foundation. Addressing the 19th annual convention of the American Society of Newspaper Editors in Washington April 18, he said radio increases readership and circulation, but decreases advertising in newspapers.

Dr. Lazarsfeld said high income groups read more than low income groups, but lists less; those who derive information from newspapers only are better informed than those who use radio alone; failure to publish radio schedules is shortsighted and harmful to newspapers in the long run; radio should be discussed editorially.

Dr. Lazarsfeld said radio is more than the less than the more than the amount of commercial time handled for parties. He based his claim on a survey conducted during the last campaign, which showed Republicans had far more radio time on the air than Democrats in the area surveyed. Radio is non-partisan on sustaining time, Dr. Lazarsfeld conceded.

Free Speech Stays, President Asserts

"FREE SPEECH is the undisputed possession of publishers and editors, of reporters and Washington correspondents; still in the possession of magazines, of motion pictures and of radio; still in the possession of all means of intelligence, comment and criticism. So far as I am concerned, it will remain there for that which it belongs."

These reassuring words were contained in President Roosevelt's message to the American Society of Newspaper Editors meeting in Washington April 17.

Responsibility of Press

"It is important that it should remain there," the President continued, "for the suppression of opinion and censorship of news are among the mortal weapons that dictatorships direct against their own peoples and direct against the world. As far as I am concerned there will be no Government control of news unless it be of vital military information."

"Like the other liberties, liberty of speech and of the press is not a mere phrase, a mere form of words, a constitutional abstraction. It has a living meaning—whatever meaning the press itself gives it. Government and juridical process can afford a negative protection against interference with freedom of speech but it is not enough. Interference with freedom of speech and the use are responsibilities of the press itself which has never prized it so much as it should prize it now."

"That freedom should be used, what contributions it should make to national defense, national interest and national morals, are questions for publishers and editors themselves."

"It would be a shameful abuse of patriotism to suggest that opinion should be stifled in its service. Uniting national interest, all of us should desire, bears no resemblance to a totalitarian regimentation of opinion and treatment of news."

"I cannot better close this message to the American Society of Newspaper Editors than with a final assurance that those who disagree with that is being done, and with the manner in which it is being done, are free to use their freedom of speech."

Kennedy, Brokenshire to NEWNE

JOHN B. KENNEDY, the NBC news commentator, and Norman Brokenshire, vice-president and manager of WNEW, New York, April 21, as news analyst and newsreader respectively, will continue their program, "It's Happening Today," Monday through Friday, 7:30-7:45 p.m., and Sunday through Saturday, 5:15-5:30 p.m.

MRS. REGINALD A. FESSENDEN, widow of the noted radio inventor, died of a heart attack in Hamilton, Bermuda, on April 17, at the age of 75. Prof. Fessenden died in 1932.

GOOD AUDIENCE had Walter Wade, president of Wadd Adv. Agency, Chicago, when backagage following a recent broadcast, he related antics of the late Kit Kid, a former W. N. Ed Tolleson, NBC Hollywood engineer, announcer and producer, respectively. NBC program, sponsored by Miles Labs. (Alka Seltzer), emanated from Hollywood April 9 and 16.

Youngest Draftee

BELIEVED to be the first and youngest station manager to be drafted for the Army, 22-year-old Ralph M. Lambeth on April 15 left the general manage rship of W M F R, High Point, N. C. to join his unit at Fort Jackson, S. C. 

Mr. Lambeth, recent graduate of Duke U, has managed the station since last July when it was purchased by his father, furniture manufacturer of Thomasville, N. C. His mother, Mrs. James E. Lambeth, will take over the management during his absence.

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GUESTS OF THE ONTARIO GOVERNMENT on April 9 at Toronto were these CBS officials and managers of stations carrying the Ontario tourist show featuring Ned Sparke, which started April 20. After a luncheon presided over by Douglas H. Oliver, director of the Ontario Travel & Publicity Bureau, and a dinner by Premier Hepburn, each guest on leaving by plane was presented with a pair of Hudson Bay blankets by the Hudson Bay Co. through Frank Ryan, formerly manager of CKLW, Windsor, now advertising manager of the latter company. Air victories include: Standing (1 to 7): W. J. L. Cardwell, WTM, Cedar Rapids; Don. E. Inman, WAX, Yankeetown; W. H. Ensign, CBS commercial manager, H. G. Middlesworth, CBC, Toronto; Leo Fitzpatrick, WJR, Detroit; L. E. Lounsbery, WGB, Buffalo; John F. Patt, WGAR, Cleveland; M. B. Hanna, WHCU, Itasca, N. Y.; G. D. Coleman, WGB, Scranton, Pa.; J. M. Bowman, Walsh Ady, Toronto; Charles Denh, WERC, Erie, Pa.; C. A. Baker, WKB, Youngstown; L. M. Milbourne, WCA, Baltimore; H. J. Frank, WSLB, Ogdenbury, N. Y.; L. W. Lindow, WFB, Indianapolis; A. D. Meehan, director of program- ming, CBS, New York; J. C. Burwell, WMB, Uniontown, Pa.; Tom Walsh, Walsh Ady, Agency, George Allens, Walsh Ady, Agency, Toronto; A. W. Marlin, WMRS, Springfield, Mass.; N. W. Cook, WIBX, Utica, N. Y.; H. B. Walker, WEOA, Evansville, Ind.; L. Weber, assistant public relation director, CBS, New York; B. H. Swintz, WSB, South Bend, Ind. Kneeling (1 to 7): W. L. Lowman, CBS vice-president, New York; Hon. St. Clair Gordon, Ontario Liqueur Commissionaire; James Kane, WBB, Chicago; C. F. Phillips, WPBL, Syracuse; Miss Elizabeth Gledhill, WHEC, Rochester; James M. LeGate, WHIO, Dayton; E. D. Thomas, WBN, Columbus; Don Henshaw, radio director, Walsh Ady, Agency.

Defense, Boost Industry Drive Lead NAB Convention Topics

The National Emergency to Bring Up Many Problems; Attendance Record Seen; Annual Golf Meet

The Accent will be on national defense at the 19th annual convention of the NAB, which convenes at the Hotel Jefferson, St. Louis, May 12-15. While the music situation, radio regulation, industry public relations, labor and matters affecting current phases of broadcasting are on the agenda, greatest interest centers around radio's participation in the national scene, in the light of war developments.

Aside from national defense and the perennial business issues, considerable attention is expected to be focused upon a plan for creation of a $600,000 to $500,000 public relations fund for the industry [BROADCASTING, April 14].

Proposed by Edward Klauer, executive vice-president of CBS, the plan is being drafted by a special committee named by NAB president Neville Miller and will be placed before the convention. It is a “grass roots” plan, with an all-inclusive public relations and educational campaign, probably to be managed outside the NAB, as its over-all objective.

Scope of Plan

Mr. Klauer now is drafting his ideas of the scope of the project, preparatory to holding another meeting of the committee which he heads. Members of the committee in addition to Messrs. Klauer and Miller, are Frank E. Mullen, NBC vice-president and general manager; A. H. Kirchhofer, WBB, Buffalo; Major Edney Ridge, WRB, Greetsville; Gardner Connors, Jr., Iowa Broadcasting Co.; and C. T. Hamman, general manager, WTCN, St. Paul-Minneapolis, T. C. Streibert, WOR, CBS vice-president, participated in the first meeting as an observer.

While definite announcement has not yet been made on the entire roster of speakers at the convention, expected to be in attendance, several important figures already have accepted invitations. The advance registration is in excess of 400, it is reported, with the outlook for an all-attendence of 900.

Major Gen. Robert C. Richardson, Jr., public relations chief of the Army, is scheduled as the principal national defense speaker. Because the Army is entrusted with all internal communications during a war emergency, his views are expected to arouse wide interest.

Other speakers on national defense may include Lowell Mellett, director of the Office of Government Reports, and James Lawrence Fly, chairman of the FCC and Defense Communications Board.

Monday, May 12, is registration day, with no regular business sessions. The annual golf tournament for the Broadcasting Magazine trophy will be held at the Sunset Hill Country Club during that day. St. Louis broadcasters also are expected.

At the Tuesday morning business session, President Miller will submit his annual report, along with those of the various directors of departments of the NAB. By-law amendments, relating to nominations for reelection of the six directors at large, minor amendments of the dues classifications and striking at higher brackets, and changes in the geographical makeup of 6 of the 17 NAB districts will be submitted and voted upon.

Dicker for Series

NBC was reported last week to be negotiating with George Kenasew M. Landis, baseball commissioner, for the broadcast right of the World Series. Rumored price offered by NBC is $150,000, or $50,000 more than the amount paid last year by Gillette Safety Razor Co., Boston, to sponsor the games on more than 150 MBS stations. NBC would not confirm the report nor give out any statement on the matter.

Defense Discussion

The general discussion on national defense will follow the opening business session on Tuesday morning. Tuesday afternoon will be devoted to meetings of IRNA, NIB, sales managers division and the clear, regional and local channel stations. There will be no general convention session.

Wednesday will be devoted entirely to a discussion of music matters, with President Miller, Sydney M. Kaye, vice-president and council; Merrill E. Tompkins, general manager; and Carl Haverlin, station relations director of BMI leading the discussion. Tentatively, a late afternoon session of FM broadcasters is scheduled.

On the closing day, Thursday, the morning session will involve discussion of the aims and policies of the recently reorganized department of broadcast advertising of the NAB, the commercial section of the code, the unit plan of volume measurement, and other commercial problems.

Col. Willard Chevalier, publisher of Business Week and a recognized authority on advertising, will be the principal speaker at the session, with a discussion on placement of advertising in the national emergency.

At the noon session, a speaker from the National Association of Mark Ethridge, chairman of the news- paper group—will summarize the industry’s problems. Labor will be heard during the early after- noon session.

Election of directors-at-large and the expressions of choice on the part of membership as to the location of the 1942 convention will occur at the Thursday afternoon session. These discussions are contingent upon passage at the Tuesday meeting of amendments covering the subjects.

The annual banquet will be held Thursday evening at the Jefferson Hotel. The program is being arranged jointly by CBS and NBC and MBS, with the cooperation of the St. Louis broadcasters, under the direction of Merle Jone, general convention committee chairman.

MBS UPHOLDS RIGHT TO FIGHT PROGRAMS

FOLLOWING NBC’s announcement that it had filed suits against the Twentieth Century Sporting Club, Inc. and Gillette Safety Razor Co. to prevent the proposed transfer of the broadcasts of the club’s boxing matches from NBC to MBS in June [BROADCASTING, April 14], MBS has made public the following letter, dated March 31 by its attorney, Leon Lauterstein, through Emanuell Dannett, to A. L. Ashby, vice-president and general counsel of NBC:

Your letter dated March 25, 1942 to the Twentieth Century Sporting Club, Inc., Mrs. J. A. Jacobs, Mutual and another are parties to a contract relative to the broadcast of boxing matches, to be held under the auspices of Michael S. Jacobs and the Twenty Century Sporting Club, Inc. Mutual became a party to that contract and is a co-owner, under any knowledge which it was to have, of any part of the contract and lien, of the Twenty Century Sporting Club for the right to broadcast boxing matches held under its auspices in 1941-42 and now have completed our investigation of the facts and law pertaining to the claim and are now prepared to respond to your letter.

Tweelth Century Sporting Club, Inc., Michael S. Jacobs, Mutual and another are parties to a contract relative to the broadcast of boxing matches, to be held under the auspices of Michael S. Jacobs and the Twenty Century Sporting Club, Inc. Mutual became a party to that contract and is a co-owner, under any knowledge which it was to have, of any part of the contract and lien, of the Twenty Century Sporting Club for the right to broadcast boxing matches held under its auspices in 1941-42.

Under the facts and the law applicable thereto, it is our opinion that there has been no assignment of any alleged rights of National Broadcasting Co. Inc.

Beech-Nut in Fall

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum), at present on 180 stations with spot advertisements and programs, will not represent advertisers on any of these stations for the summer. Company is tentatively planning to resume its broadcasting schedule next fall. Newell-Emmett Co., New York, is agency.
KOA's popularity in the Denver market is as towering as the hundreds of mountain peaks in the region... Listeners dial it for "the programs most people listen to most"... the outstanding features of the NBC Red Network. And they dial it for local news and local features with the same regularity.

Proof of this—and it's proof an advertiser wants—is to be found in the sales records of KOA clients... in audience ratings... in the list of KOA repeat advertisers.

Get these proofs. They'll show you why KOA is first in everything in Denver... and why it should be first for you.

50,000 WATTS
KOA
First in Denver
NBC RED NETWORK

REPRESENTED NATIONALLY BY
SPOT SALES OFFICES

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By DONALD C. BEELAR

THE BROADCASTING industry in North America, having for years been subjected to the possibility of an interference epidemic, has finally been placed on a quarantine course for a course of treatment prescribed by the North American Regional Broadcasting Agreement.

The Agreement, of course, is effective throughout the North American region comprising Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland and the United States. Restrictions or rights limited or conferred by the Agreement must be observed and recognized. For example, Section 3.28(b) of FCC Rules, as amended, provides:

In all cases where an individual station assignment may cause interference with or involve a channel assigned for priority of use by a station in another North American country, conflicting priorities must be notified to the National Broadcasting Agreement shall be observed.

Existing stations have already taken the cure as set forth in the initial notifications effective March 29, 1941, which were duly filed and registered by each of the seven countries at the Inter-American Radio Office at Havana.

To illustrate, Canada registered five Class I-A, three Class I-B and nine Class II stations on 13 of the 59 clear channels. It registered 19 Class III-A, 13 Class III-B, and 36 Class IV stations on the regional or local channels. Cuba registered one Class I-B and 20 Class II stations on 20 of the 59 clear channels; and it also registered 20 Class III-A, one Class III-B, and 43 Class IV stations on the regional or local channels.

The Dominican Republic registered one Class II, one Class III-A and three Class IV stations. Haiti registered one Class II and one Class IV station. Mexico registered six Class I-A, seven Class I-B, and 16 Class II stations on 23 of the 59 clear channels. Its initial notification also included registrations for 21 Class III-A stations, 42 Class III-B, and 79 Class IV stations.

Newfoundland registered two Class III-A stations, and one Class IV station. The United States registered 25 Class I-A stations, 31 Class I-B stations, and 56 Class II stations (not including 35 limited or part-time Class II stations), or a total of 75 stations on 50 of the 59 clear channels.

The initial notification of the

Copyright Treaty Approval Opposed

Kaye Points to Radio Effect; State Department Favors

IN THE FACE of strong State Department favor for immediate ratification of the International Convention of the Copyright Union, originally revised and signed at Berne, Offices before the Senate Foreign Relations subcommittee last Tuesday and Thursday indicated that opinion was divided sharply as to whether ratification now would be wise.

In opposition groups pointed to the necessity of first revising the domestic copyright situation, amending the 1899 U.S. copyright statute to bring it up to date in the light of the treaty, and maintained that the proposal to allow a one-year lapse between ratification and effective date of the treaty would not insure satisfactory disposal of the domestic situation.

Kaye Opposes

Testifying as the NAB copyright committee member, Mr. Kaye last Thursday declared to the subcommittee, headed by Senator Elbert Thomas (D-Utah), that adherence to the treaty would result from the public domain immediately thousands of musical works now in the libraries of broadcasters, both in published and specially non-discoverable representation of millions of dollars of investment by the radio industry.

He observed that since practically all works played over the radio, except classics, require extensive arrangement, the entire supply of foreign music would be foreclosed to American audiences by adherence to the treaty if it is not followed by legislation and reservations protecting the right to make customary and reasonable arrangements.

"The broadcasting industry has never opposed adherence to the International Copyright Convention after proper revision of our domestic law and with proper reservations to protect the rights of American citizens," Mr. Kaye stated. "At this time, however, it most earnestly opposes such adherence."

Speaking for the State Department at the proceeding, Dr. Wallace McElroy, chief of the treaty division, termed the convention, which has been popping up periodically in the Senate since 1934, "a real law with teeth in it—the 50th Century weapon against piracy."

During the first few days of the present session of Congress, the Senate Foreign Relations Committee reported out favorably the copyright convention, recommending Senate ratification with a proviso allowing one year to modernize the domestic copyright situation. After several weeks on the hearing calendar, however, the convention was recalled and the recent hearings set.
Enough miles were covered by the KSFO Public Affairs Department during 1940 to carry it from San Francisco to New York SIX times! Actually, these 20,000 miles were put to far better use...within California.

To produce an average of thirty programs a month, there was no spot within the State that was beyond “point of origination” for the KSFO Special Events crew. When there was a $350,000 fire at the San Francisco World’s Fair...when an airplane had to be chartered to fly over the flood areas and broadcast advice to the stricken...when a San Francisco Ferry boat set out on a 9,000 mile trip to South America...the KSFO Special Events boys were there. (Even more so this year!)

Besides catching the sound of important “one-time” events ...while they were happening...KSFO last year broadcast close to 250 programs about people and places of interest to Californians. (Each of these shows, of course, was produced in KSFO’s regular network calibre fashion.) National parks—San Francisco harbor—California industries—fairs and fiestas—civic organizations...all came in for their share of KSFO support. And still are.

We think these 20,000 miles and several hundred community affairs programs are important. They’re “good” company for KSFO’s brilliant array of Columbia Network and local programs. And they build a big, loyal KSFO audience...and a mighty interested one.
General Disc Industry Session
On New AFRA Code Expected

NEGOTIATING committee to call a general industry meeting in the near future, possibly within the week, to discuss the revised code of the American Federation of Radio Artists covering the employment of talent on transcribed programs.

Following a session with AFRA executives April 11 that lasted until 7:30 p.m., the committee met privately last Wednesday to examine the revised code submitted by the union earlier in the week.

**Two Groups**

On Friday the code committee and AFRA executives met again in what each side hoped would be the final meeting. If the industry meeting approving the work of its committee, as expected, the code will be signed by individual companies and will probably become effective by mid-May.

While the details of the code have not been disclosed, it is described as classifying transcriptions into two groups. Class A includes custom-built discs, to be used by one sponsor once in every location for any of the sponsor's products, and open-end transcriptions, which may be used on any number of stations of any power for one or more sponsors. Class B discs are open-end recordings restricted for use on stations of 1,000 watts power or less. Rates are higher than at present, although less than the AFRA minimums for live broadcasts. Code will expire on Nov. 1, 1943, together with the code for commercial and sustaining network programs.

It is understood NBC will work out a special supplementary agreement with AFRA concerning records made in Hollywood, where NBC has a contract with an independent union of sound effects men, who are included with actors, singers and announcers as coming under AFRA control in the national agreement.

Settlement of the differences between AFRA and WIOD, Miami, was worked out early last week, following a hearing by the National Labor Relations Board the week previous. Agreement, signed April 14, provides for AFRA shop for talent and sound effects agreements with increases in wages, minimum scales with extra pay for commercials, etc. Station also agreed to reinstate one announcer, Bill Stimson, with full pay for the 16 weeks he was out, including probable commercial fees as well as salary.

Another announcer, Bill Pennell, was also paid both salary and probable commercial fees for the 16-week period and was given an additional 31 weeks pay as severance pay, it being agreed that strained relations between him and the station management made his return undesirable. Both of the announcers, AFRA alleged, had been discharged for union activities.

Situation at WKRC, Cincinnati, where negotiations have been under way for some time, has been "muddled over" by AFRA executives, according to Mrs. Emily Holt, executive secretary of the union, who reported that the AFRA shop provision is the main stumbling block. The station, she said, had asked for arbitration of the point, which AFRA refused on the grounds that since it has more than 50 contracts with AFRA shop provisions the matter is not one for arbitration. "We won't make a contract without the AFRA shop clause," she stated.

**Foreign Tongue Check**

ARTHUR SIMON, general manager of WPEN Philadelphia, has announced further inroads in the field of foreign-language schedule. In extending the participating 350 Club of the Air by 45 minutes to 6:15 p.m., starting at 2:30, the evening foreign-language schedule has been restricted from 6:15 to 9 p.m. The move is in line with the station's policy of gradually confining its broadcasting day to English programs. As foreign-language contracts expire, new commitments are made.

BROOKLYN MERGER
APPROVED BY FCC

CONSOLIDATION of the four Brooklyn stations, now sharing time on 1340 kc, as a single station using the call WARD, was approved last week by the FCC. Griffo Thompson, former general sales manager of the Westinghouse stations, will be the new general manager of the consolidated operation.

The new corporation will be known as the Brooklyn Broadcasting Corp. and will operate WARD unlimited time. Under this consolidation, the same operating company absorbs the facilities of W2L, WPFW, WBB and operates with the equipment of WARD with 500 watts. The four individual operations identified with the owner of the time-sharing stations becomes a co-owner with the owner of the new operation.

The consolidation followed final disposition of the so-called Brooklyn cases last fall, after a number of the complaints for the consolidation of the four stations into a new organization to operate under single management and control.

Martin and Ayer Named
To WWNY, Watertown

HAROLD B. JOHNSON, publisher of the Watertown Daily Times and a founder of the Watertown, N. Y., has announced completion of the station's staff with Thomas E. Martin, formerly of WSBY, Syracuse; WIBX, Utica; WGY, Schenectady, and WIS, Cohoes, as general manager and program director. Commercial manager is Hbab Ayr, formerly a national radio representative and more recently with WIBX, Utica, and WFAS, White Plains, N. Y.

Other staff members are: Robert D. Siow, formerly with WGY, Schenectady, WOKO, Albany, and WTRY, Troy, chief announcer; Earl J. Putnall, representing Simmons, Utica; Howard Risley, N. Y., and John C. Clos Jr., from WNBZ, Saranac Lake, N. Y., and Paul H. C. Clark, formerly with WIBX, WSYR, Syracuse, chief engineer; Maynard Davis, formerly of WMBO, Auburn, N. Y., and H. H. Turner, Watertown, operating WOLF, Syracuse, and Ross Beatty, Watertown, operators.

RCA transmitter is RCA equipped throughout and the tower was erected by Lehigh Structural Steel. Station reaches 500 watts daytime on 1300 kc.

**Fox Furs on FM**

I. J. FOX Inc., New York (furrrier), on April 15 began sponsorship of Unbroken Melodies, half-hour of recorded light classics, Tuesday and Friday, 8:30-9 p.m., on W1NY, FM adjunct of WOR, New York, on a contract following signing of Longines-Wittnauer Watch Co. for evening time signals, represents first sponsorship of an actual program series.

THE Milwaukee Journal's FM station, W26X, has been licensed to W26X, signing off under the former call letters, to air two hours later as W26M. During the two-day silence, new antenna and tuning crystals were installed so the station would operate on its new frequency of 45.5 megacycles.
Don't take the selection of your antenna for granted! In the past few years new standards have been introduced that can save you valuable dollars and step up the efficiency of your station.

To be sure of the utmost in performance and the newest improvements in design investigate the Lingo Vertical Tubular Steel Radiator. Constructed of seamless copper-bearing steel tubing of uniform and narrow cross-section throughout, providing low base capacitance; high characteristic impedance; practically sinusoidal current distribution. Other exclusive features include:

- Moderate initial cost
- Exceptional high efficiency
- Low maintenance cost
- Unexcelled stability
- Five year insurance protection
- Single responsibility for constructing and erecting.

Whatever the task you demand for a radiator—whatever your special demands—you will find that Lingo gives you a full dollar's worth of performance out of every dollar you invest.

Our engineering staff will be pleased to supply you with technical details as they apply in your own particular case—without obligation, of course. In writing please give location, power and frequency of station.

The first Lingo Turnstile Radiator was furnished even prior to the Lingo Turnstile installations at the birthplace of FM at W2XMN, Alpine, New Jersey.

The improved, patented design now available offers new features with exclusive advantages—

- Antenna radiates a horizontal polarized signal with uniform circular field pattern.
- Antennas are custom built, and factory adjusted to the operating frequency, making no field adjustments necessary.
- Improved, simplified method of feeding and coupling.
- Turnstile elements fed by coaxial lines, no open turnstile wires used.
- Available with 2, 4, 6, 8 or 10 layers of turnstile elements depending upon desired gain.

Quotations available now for stations up to 50 KW and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are also available as optional equipment. Write today for complete facts and please indicate your proposed frequency, power and location.
Mexican Border Stations Under Latest Published Lists

Brinkley Station Appears at Former Location Between 790 and 810 kc.; Diplomatic Moves

See Letters on page 54

MEXICO’s new official broadcast station log for April, released April 9 by the Communications Administration, coincides exactly with that released immediately prior to the March 29 reallocation, with the so-called border stations remaining at the previously prescribed, rather than the Treaty-specified locations.

The new official list, made public by the Secretary of Communications, does not deviate in any respect from that published in the March 24 reallocation supplement of Broadcasting. Despite this, however, the FCC has announced it will regard the original log of last March [Broadcasting, March 10], as the basic list to be used for allocation purposes in this country.

The list did not provide for retention of the high-power border stations, and also made provision for some two-score more stations than appeared on the reallog.

Brinkley’s Status

The former XERA, operated by Dr. Brinkley, appears on the April 9 list as a 500,000-watt station at Villa Acuna, its former location, but is broadcast at 875 kc. It is placed between assignments on 790 and 810 kc., however, with no assignment shown for 800 kc., which is a Mexican Class I-A facility. Whether the station finally will operate on that frequency under Brinkley ownership or management is still open to speculation.

XENT, the Norman Baker station at Nuevo Laredo, is shown on the new log as assigned to 1140 kc. with 50,000 watts. XELO, on 1190 kc. with 50,000 watts, is shown at Tijuana, though its location had been specified for the province of Sonora.

XEAW, 100,000-watt outlet operated at Reynosa by Carr Collins, official of the Crazy Wolf Crystal Co., is shown as assigned to 1570 kc., though it has been operating on 1010 kc.

It was officially announced April 7 (Broadcasting, April 14) that the American Embassy in Mexico City had been assured that XELO would operate with reduced power and “efforts would be made to cause early transfer of location” and that XEAW had been ordered to move to Nuevo Leon and change wavelength.

Meanwhile, Broadcasting was in receipt of two communications in connection with the reallocation. Nicolas Mendosa, former director of radio communications in Cuba, on April 9 took issue with published comments in Broadcasting of interference from Cuban stations following the reallocation. His letter is published on page 34 in full text.

In a later communication April 14, Mr. Mendosa commented that he felt Dr. Grosman Viamonte, the new Minister of Communications, had handled “masterfully and firmly” Cuban aspects of the reallocation and that 11 of Cuba’s stations are less than five cycles off-frequency, with all but six less than 30 cycles off.

Eventually, he said, they will all be brought to safer, less troublesome limits, as engineers at the monitoring stations have been following a policy of collaborating with broadcasters, solving their problems, first as to frequency stability, later as to harmonics, high angle radiation, directive array patterns, etc.

W. E. Branch, president and general manager of XELO, giving his post office address as San Diego, Cal., wrote Broadcasting April 14 in a highly critical vein. His letter also appears on page 34. Mr. Branch has been identified with several border stations and is well known in radio engineering circles.

Designation Dropped

FOLLOWING the precedent established several weeks ago, the FCC announced April 18 that it had dismissed the applications for four stations for modification of licenses to be classified as Class III-A stations, which would permit ultimate power of 5,000 watts power at night. The FCC said that class designations “are merely for administrative convenience and is not a part of any license, nor a source of any right in the licensee.” The stations which sought classification as III-A outlets are KLX, Oakland; WSAE, Fall River; KFAC, Los Angeles; KVOR, Colorado Springs.

THEY WERE IN THE ARMY THEN

One of a Series

CBS Gross Up

CBS gross income for the first 13 weeks of 1941 totaled $14,685,777 as compared with a gross of $12,777,065 for the first quarter of 1940, a gain of 14.9%, according to a consolidated profit and loss statement issued April 16 by Frank K. White, CBS treasurer.

Profit for the period was $1,487,886, up 15.9% from the previous year’s $1,284,331. Earnings per share amounted to 87 cents for the 10-week period of 1941, compared with 75 cents for the same period of 1940.

New 50 kw. Station Granted Houston

KTRH Is Moved to 740 kc.; KXYZ Given Its Facilities

A new 50,000-watt station for Houston, born of the Havana Treaty reallocation, was authorized April 16 by the FCC, with the assignment of KTRH, Houston, to 740 kc., the FCC’s first new license of the night, 5,000-watt day assignment on 1320 kc.

Although the station, licensed to the KTRH Broadcasting Co., is a subsidiary of the Houston Chronicle Publishing Co., and therefore has a newspaper identification, the FCC granted the application without regard to its newspaper investigation order adopted March 19 which, by its terms, was regarded as holding in abeyance any action on newspaper applications.

The Houston Chronicle and KTRH are understood to be identified with the Jones interests. The Secretary of Commerce, however, is not officially listed as the publisher or head of the Chronicle Publishing Co.

Transmitter Shift

At the same meeting and as a sequel to the KTRH grant, the FCC granted KXYZ, Houston, owned by Tilford Jones, nephew of the Secretary of Commerce, a construction permit to utilize the facilities to be relinquished by KTRH with its shift to 740 kc. It granted KXYZ a construction permit to increase its power from 1,000 to 5,000 watts fulltime and shift its frequency from 1470 to 1350 kc., with a directional antenna for day and night use. The grant also authorized KXYZ to use the KTRH transmitter at a new location.

KTRH was authorized to install a new transmitter and use a directional antenna for day and night, subject to engineering approval, on 740 kc. This channel has also been assigned to KQW, San Jose -San Francisco, and is used as a Class I-A channel in Canada by CBL, Toronto.

The Fred Jones Broadcasting Co., of Tulsa, which had an application pending for a new station to operate on 1890 kc., last week filed an amendment for assignment on 740 kc. The KTRH grant, however, it was presumed, technically might preclude such an assignment.

WCAM Wants Time

CITY COMMISSION of Camden, N. J., at a meeting on April 10, adopted a resolution making formal application to the FCC for an increase of 22 hours a week in the broadcasting time of WCAM. The municipal station’s weekly schedule is now 29 hours. The additional time, it was said by City Solicitor John J. Crecy, who was designated to go to Washington to file formal application.
New Broadcast Allocations

Ordered Under The

North American Regional Broadcasting Agreement

(Havana Treaty)

Effective March 29, 1941

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Compiled by the Staff of BROADCASTING from Authoritative Government Sources

25c Each • 20c in quantities of 10 or more
Bob Hope Replaces Jack Benny in Poll Conducted by 'Movie & Radio Guide'

BOB HOPE, comedian sponsored on NBC-Red by Pepsodent Co., is winner of the "star of stars" honor in the eighth annual listener poll conducted by Movie & Radio Guide. Runner-up is Jack Benny, Jell-O comedian on NBC-Red. Hope is also named best comedian again followed by Benny.

Favorite program selected in the magazine's 1941 poll is the NBC-Blue Breakfast Club, a morning hour in which Swift & Co. is a participating sponsor. The program was also chosen as the best variety program and Don McNeill, along with other cast members, received other honors.

A newcomer to the poll is Quiz Kids, which started on NBC last year under Miles Labs. Sponsorship, the juvenile series lead the children's division and ranked second on NBC in the quiz classification. The last-ranked is sponsored on NBC-Red by American Tobacco Co. Leading actress selected in the poll is Patsy Kelly, who was selected by NBC-Red and sponsored on CBS by Thomas J. Lipton Inc. Bing Crosby, NBC-Red comedian sponsored by Kraft Foods Inc., again wins the male pop song honor. Kate Smith, General Foods sponsored CBS, leads the female singers.

Complete results of the poll follow:

**Famous Stars—Bob Hope, 15.1; Jack Benny, 14.4; Don McNeill, 16.0; Bing Crosby, 13.9; Helen Hayes, 8.6; Eddie Cantor, 8.3; Ramona Sherman, 7.3; Frank Morgan, 6.4; Bob Burns, 7.5; Al Pearce, 1.3.**

**Actress—Don Ameche, 10.5; Les Tremayne, 10.8; Edward G. Robinson, 10.6; Charles Boyer, 7.9; Extras, 8.6; Michael Raitt, 5.9; Hugo Studebaker, 6.0; Ronald Colman, 6.6; James Stewart, 6.9; John Barrymore, 4.7.**

**Actor—Helen Hayes, 10.6; Barbara Lodge, 10.7; Nat Gare, 7.9; Betty Davis, 7.8; Joan Blaine, 7.2; Alice Frost, 7.0; Betty Winkler, 6.5; Helen Menken, 5.8; Jeanette MacDonald, 2.7; Oona Munson, 2.5.**

**Master of Ceremonies—Don McNeill, 15.7; Bob Hope, 13.5; Bing Crosby, 13.1; Garry Moore, 6.8; Clifton Fadiman, 6.3; Rudy Vallee, 4.1; Don Ameche, 4.7; Don Ameche, 3.8; Ramona Sherman, 3.2; Milton Crosby, 3.1; Don Wilson, 2.6.**

**Male Singer of Popular Songs—Bing Crosby, 32.7; Jack Baker, 24.9; Lanny Ross, 16.0; Benny Baker, 9.3; Tony Martin, 8.1; Rudy Vallée, 2.7; Hal Hals, 1.5; Frank Munn, 1.4; Curly Bradley, 1.6.**

**Woman Singer of Popular Songs—Kate Smith, 33.2; Betty Grable, 22.8; Ginny Simms, 13.8; LaVina Lynne, 12.1; Connie Boswell, 11.1; Nancy Martin, 10.9; Dinah Shore, 9.5; Binnie Baker, 7.7; Frances Langford, 5.3; Beatrice Lillie, 4.3; Virginia Rees, 3.6.**

**Male Singer of Classical Songs—Richard Crooks, 24.8; Donald Dickinson, 18.3; James Mooney, 18.1; Frank Tasheny, 13.9; Jack Peer, 10.0; Tibbett, 6.4; Lanny Ross, 6.2; Jack Baker, 3.7; Frank Tasheny, 2.8; Charles Thomas, 5.4; Kenny Baker, 3.0.**

**Woman Singer of Classical Songs—Ivy Lewis, 23.9; Frances Langford, 18.4; Don McNeill, 14.8; Frances White, 13.2; Jessica Fletcher, 13.0; Lucille Manners, 13.2; Rise Stevens, 8.9; Gladys Swarthout, 4.9; Marion Claire, 3.7; Grace Moore, 2.3; Virginia Rees, 1.5.**

**News Commentator—Bob Hope, 24.9; H. V. Kaltenborn, 17.9; Walter Winchell, 10.9; Don Ameche, 9.8; Raymond Gram Swing, 6.9; Paul Sullivan, 5.5; Edwina Hill, 4.9; Robert Montgomery, 4.5; Gabriel Heatter, 3.6; Fulton Lewis, Jr., 3.6.**

**Sports Commentator—Bill Stern, 6.5; Bob Elson, 10.2; Ted Hunsley, 8.3; Forum Pearson, 3.9; Graham McNamee, 2.5; Red Barber, 2.4; Phil Carley, 2.4; Jim McCarthy, 1.8; Bob Trout, 1.7; Donald Tracy, 1.6.**

**Dramatic Program—Lux Theater, 40.5; One Man's Family, 11.6; Helen Hayes, 8.3; I Love You Love, 7.8; First Nighter, 5.7; Bing Crosby Show, 4.9; Screen Guild, 2.5; Every Man's Theatre, 3.2.**

**Musical Program—Ford Sunday Evening Hour, 19.5; Voice of Firestone, 8.9; Metropolitan Opera, 8.9; Hour of Charm, 7.9; Pleasure Time, 7.8; American Tobacco Co., 2.6 Regional; NBC, 1.8; Horace Heidt's, 1.6; Hit Parade, 0.5; The Band's Leader, 0.5.**

**Variety Program—Breakfast Club, 40.1; Kraft Music Hall, 13.8; Chase & Sanborn, 8.4; NBC's Hour of Varieties, 6.8; Judy Garland, 5.8; Bob Burns, 5.8; Columbia Matinee, 4.8; Kate Smith, 4.8; Rudy Vallée, 4.5; Maxwell House, 4.0; Bob Allen, 3.8.**

**RICHFIELD EXTENDS ITS AIR CAMPAIGN**

RICHFIELD OIL Corp. of New York will accelerate its 1941 advertising and promotional campaign this month according to B. N. Polk, Richfield advertising and sales promotion manager.

Campaign, he stated, will center around Arthur Hale's Confidentially Yours whose broadcasts under Richfield sponsorship have increased to three nights weekly over 30 MBS stations. Schedule will continue throughout the winter and fall months. Intense public interest in world news plus sponsorship of richly programmed Richfield provides interesting listening for Richfield stations for the 3,000,000 copies of the Richfield world news map which is a promotional program bringing listeners to Richfield stations.


**Pre-Game Series**

COMMUNITY OPTICIANS, Boston, is sponsoring 104 pre-game fan interviews preceding home game baseball broadcasts on WAB, Boston; WLH, Lowell; WSAR, Fall River; WPEA, Manchester, N. H. The series is titled Baseball Fans Interviews with Jerry O'Reilly, Agency of Common Wealth Ad. Agency, Common Wealth Ad. Agency, Boston.
The most pampered audience
you’d ever expect to meet...

We buy its clothes...snaffle its sniffles...
round up its mules...oversee its children

We don’t believe there’s another audience
quite like WBT’s. Its extraordinary loy-
alty to WBT (known to everyone in
radio) hasn’t just happened. It’s been
well-earned, and is still earned by the
sweat of many collective brows.

No headline-seeking publicity depart-
ment dreams up the services we render.
There’s little or no need to devise ways
and means to keep WBT listeners happy.
Simply by standing by our firm policy that
no listener request is too small to be
ignored or a listener problem too slight
to be overlooked, we stay plenty busy.

We find their lost mules and name
their children. They send us sample
swatches, we buy their clothes. We even
help guard their school children from
colds...sniffing juvenile sniffles in the
bud. We are nursemaid, adviser and
friend. These and many more.

What WBT...pioneer station of the
South...has gained by catering to so
many whims of its audience for 20 years
is very apparent to WBT clients. WBT
listeners have always been more than
ordinarily responsive to sales messages...
because they like and are loyal to WBT.
That’s why WBT broadcast advertisers
are so successful in selling the Carolinas.

Pierce’s Extension
PIERCES MEDICINES Inc., Buf-
falo (Golden Medical Discovery),
has extended for two weeks its schedule of 6 to 10 weekly tran-
scribed announcements on the fol-
lowing stations: WOKO WGR
WHAM WPBL WCAU WHP
WGBI WBAL WJAR WDBJ
WRVA WXYZ WJR CKLW
WOOD WJJD WIND WLS WDZ
WISN WKBW WGAR WWVA
WHK WIL WCHS WSM WSB
KXOK KPRU WBT KWTO
WIBW KMOX KRTN WMT
WNAX WCAE WMNN. Agency is
H. W. Kastor & Sons, Chicago.

WBT 50,000 WATTS • CHARLOTTE
"THE STATION AN AUDIENCE BUILT"
Owned and operated by the Columbia Broadcasting System. Represented by Radio
Sales: New York • Chicago • Detroit ( ) St. Louis • Los Angeles • San Francisco

BROADCASTING • Broadcast Advertising
April 21, 1941 • Page 23
We said it in an advertisement last fall

and

A lot of people we know still won't listen to this program

And it's still because they're advertising men - people who don't get much kick out of any daytime feminine program.

But they're buying KGO's Home Forum. Here's why!

It's a very different story with your customers - the homemakers of San Francisco. They tell you that KGO's Home Forum, and the useful household and menu tips from its Mistress of Ceremonies, Ann Holden, are both pretty swell. (We've got letters galore to prove it.)

And in a recent test, the KGO Home Forum gave the advertiser the lowest cost per inquiry of the five participation programs tried!

Details on request

Total cost per program as low as $18

Represented Nationally by NBC Spot Sales Offices:

Merchandising & Promotion

Contra-Dextrous—Flocks of Secrets—Bucolic Fete—Year in Miami—Arkansas Introduction

LATEST EXPLOITATION stunt of NBC Central Division press department is the International Assn. for the Protection of the Rights of Left-Handers. IAPRL is headed by Henry Hunter, NBC actor who plays leading roles in Wings of Destiny, Girl Alone, Midstream and Forest Rangers sketch on Farm & Home Hour.

Other officers of the club include Rudy Valle; Joe Sanders; NBC Musical Director Roy Shield; William E. Drips, NBC agricultural director; William Ray, NBC Central Division press manager; Judge Graber of Criminal Court in Chicago.

A banquet was held in "Portside" room of Chicago's Sherman Hotel, April 16. WGN, Chicago, carried an account of the affair. Speeches demanding equal rights for southpaws in matter of dinner service, telephones, gestures on cars, and such, and a constitution were adopted.

Books and Clubs

GLOBE BOTTLING Co., Los Angeles (Wilshire Club beverages), periodic user of radio, on April 14 starts testing the quarter-hour five-day a week syndicated adventure series, Captain Danger, on KHJ, Hollywood. If successful, stations in Bakersfield, Monterey, Santa Barbara and San Bernardino will also be used, tieing in with local distributors. Written and produced by Bennett-Dowme 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 puppet show, broadcast 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 on KHJ to announce start of the series. McElroy Adv. Agency, Los Angeles, has the account.

Community Tieups

EFFECTIVE May 3, WLS, Chicago, will resume its series of "Salute" broadcasts to communities in its coverage. The series was started last year and proved highly successful with over 107,000 people attending nine broadcasts originating in nine different counties. The half-hour remote programs will be a part of the WLS National Barn Dance with the first broadcast originating in Rock Island, Ill. The program will serve as a climax to Rock Island's Centennial Celebration during the week of April 28.

Booma Book

WITH the engaging title "How to Play the Booma, or Sock Dancing Taught Free", a booklet sent out by WOR, New York, contains a list of the 207 advertisers who used that station during 1940, in addition to the articles named in the title. Booklet was prepared by Joseph Creamer, promotion director of WOR.

"Showcase Meeting"

SO THEY could get firsthand information on what is being done to merchandise and promote the weekly Hollywood Showcase, sponsored by Richard Hudnut (cosmetics), on 6 CBS Pacific Coast stations, more than 600 employees of Sontag Drug Co., Los Angeles (chain stores), attended a dealers' rally at the network's Hollywood studios on April 15, following the broadcast. Sherman Pruitt, Pacific Coast sales manager of Richard Hudnut Inc., outlined the sales campaign, with George Moskowitz, CBS Pacific network sales promotion manager, revealing cooperating plans of his organization. There were also brief talks by Alvin F. Jacobsen, vice-president of Sontag Drug Co., and Mary Asten, m.c. of the program.

Rural Shindig

ORIGINATING from Long Beach (Cal.) Auditorium a new weekly 60-minute variety show titled Sea-Side, Shindig & Barn Dance, has been started on 31 Pacific Coast Don Lee network stations. Produced by Roy Rogers Inc., Hollywood program builders and directed to semi-rural population, cast includes Jim (Texas) Lewis and the Miller Ranch Gang; Cipher, the Drug Store Cowboy; Oscar Elmore; and the range Singers Quartette; Grandpappy Doolittle; Senator Fishface and guest film talent. Peter Potter is m.c. with Stu Wilson, producer.

Miami Report

AS A SORT of "annual report" to its constituency, WQAM, Miami, has issued a booklet titled WQAM: Record of Its Service to the Community for the Year 1940. The inside cover of the booklet, the seventh to be issued, is devoted to a letter from CBS President Paley felicitating Fred Bottor, president, on the high standards maintained by the station. In outline form, all of the public service activities of WQAM during the year are presented.

Getting Acquainted

FACE-TO-FACE meeting of the public and KOTN's talent and sponsors was arranged in a four-day fete staged in Pine Bluff's largest auditorium. Booth space was sold to business firms. Lectures, demonstrations and shows were staged, along with fashion display and jitterbug contest. Public was pleased, judging by letters, says General Manager Jack Parrish.

Twin City Swap

ADVERTISERS using WCCO, Minneapolis, are receiving reprints of a recent WCCO ad appearing in the Minneapolis Star-Journal and the St. Paul Dispatch Pioneer Press. The newspapers are promoting their features and building their circulations through regular programs on WCCO, and WCCO uses daily institutional space in these papers.
GLOWING with satisfaction is this group as they hold post mortem following the initial broadcast of the weekly half-hour Hollywood Showcase, which started April 1 under sponsorship of Richard Hudnut (cosmetics), on 8 CBS Pacific Coast stations. They are (1 to 7), Russ Johnston, CBS Pacific network program director, producer; Tom Revere, New York vice-president and radio director of Benton & Bowles; Mary Astor, film actress and m.c.; Mann Holmer, Hollywood production manager of the agency.

Employees' Rally
TO STIMULATE interest and explain purpose of the weekly Spelling Bee/iner, sponsored by Seaside Oil Co., Santa Barbara, Cal., on 6 CBS Pacific Coast stations, a Southern California employees' rally was staged in the network's Hollywood studios April 13 following the initial broadcast. In addition to pep talks by F. E. McLean and G. B. Tucker, general sales and advertising managers respectively of Seaside, George L. Moskovics, CBS Pacific Coast sales promotion manager, outlined what is being done by the network to promote the program. Other speakers included W. W. Mann, executive of The McCarthy Co., Los Angeles agency.

Peps' Co-Pilots
CO-PILOT CARDS are sent to listeners sending in telegrams and letters for record requests on the all night Dusk Patrol sponsored by Pep Boys, auto accessories chain stores, on WIP, Philadelphia. Mort Lawrence, who handles the all-record show, is billed as the "Pilot" and the invitation to become a "Co-Pilot" brings the certificate in a specially bound wallet with the compliments of the sponsor.

Tags for Staff
WJSV, Washington, through its sales promotion manager, John Heiney, is distributing small metal plates bearing the station's call letters to staff members. Plates are to be affixed to the license plates of employees' cars.

BROCHURES
WJR, Detroit, Mich.—Brown on buff four-page booklet of the station's market area.
KNX, Los Angeles—Two-color folder on the ABCDE of KNX, audience, business, coverage, dealers and economy.
CBS—Yellow folder "August is bigger than Illinois . . ." with map of that State superimposed on cartoon drawings of August amusements covered by radio.
NBC-Blue—Four page booklet describing coverage-costs.

A Limited Offer to Radio Stations Everywhere!

Presenting Collins Driggs at the Hammond Novachord is like presenting Spalding on the violin . . . Iturbi at the concert grand . . . Goodman on the swing clarinet. Driggs was waiting in the next room when the Novachord was born in 1939 . . . has stayed with it ever since . . . and when it comes to playing this fascinating, wonderfully versatile instrument—he's the Old Master!

That's why we think you station owners and managers will be eager to add the new 1941 Hammond Novachord Record to your transcription library. There's a full half hour of delightful music on its two sides—eight favorite selections played as only Collins Driggs at the Novachord can play them. The music is all Public Domain—you may use it on any broadcast, any time you wish.

This sample of the Novachord is prepared to show you the many, many ways you can use this amazing instrument in your studios. It is a brilliant demonstration of what can be done with the Novachord's thrilling array of instrumental effects: as of piano, flute, violin, English horn, trombone, Hawaiian guitar, trumpet, saxophone, and many more—all yours at the piano-like keyboard of the Novachord.

This transcription disc is FREE to all station owners and managers—yours to use as you choose with no obligation whatsoever. Many already have been sent out. For yours, just send your name . . . your position . . . and your station call letters to: Hammond Instrument Co., 2989 N. Western Ave., Chicago, In Canada: Northern Electric Co., Ltd., Montreal.
New Paid Air Campaign Is Started by Dominion To Promote Bond Sale

CANADIAN broadcasters start another paid government financial drive, as Dominion has launched a part-campaign to keep interest in the War Savings Stamps and Certificates drive low. The drive has $200,000 of paid air time as part of the drive for the Third War Loan to start sometime in June for about $750,000,000.

All three major station groups will take part in this latest network campaign which continues the campaign of advertising for the War Savings drive. Present plans call for 45-quarter-hour morning shows, "Our Family," on 41 English and 10 French stations nightly during the period through Friday until June 20; and nine one-hour all-star variety shows for the same stations.

Plans call for a coordinated use of both network and local time, with transcriptions, live announcements and studio programs.

All networks and radio patterns will play an important part, in addition to free plugs on commercial shows in cooperation with sponsors.

Full cooperation of all stations is already apparent. Over 550 answers have been received to a letter sent out by Secretary of Treasury Morgenthau on May 29 [BROADCASTING, March 24] calling for their cooperation. More than that, 60 stations have sent in specific suggestions which are being worked over and used by the DSS.

No Time Requests

It is the policy of DSS to work out plans with stations and networks. Each will make suggestions and come to agreement. Stations are urged to keep their own schedules. The DSS will make no requests for specific time, Mr. Callahan pointed out.

Keynote address will be made by Harold Gravie, Assistant Secretary of Treasury, in charge of the DSS, on May 5, over the National Radio Forum, on NBC-Blue. Plans are in the making to have the President, Secretary of Treasury and the Postmaster General speak the night before the opening of the network campaign. These, however, were still nebulous as BROADCASTING went to press.

On Monday, April 28, local stations will announce the coming drive to start Saturday. That date, these locals will tell listeners details of the drive, using live announcements from material sent out from DSS headquarters. They will continue through May. At the same time five-minute transcribed scripts have been prepared for broadcast by mayors of all communities, for April 29, when the drive will open with a 15-minute interview with the local postmaster by a local announcer.

Special transcriptions will be featured for May on the locals. Six five-minute interviews with a cross-section of the American people have been transcribed and will be used twice weekly on the second, fourth and fourth weeks of the month. For June 30, one-minute transcriptions of interviews with movie stars will be featured.

Foreign languages will be used extensively during the drive. Already 182 stations have agreed to broadcast in 22 different languages during May. These, for the most

Extensive Use of Free Radio Is Planned In Federal Drive to Sell Defense Bonds

HOME FOR THE DAYS
WDGY Announcer and Wife in Housing Project

PROMOTING regional interest in small home building, W. G. Ivers, President of Minnesota home building contractors, is presenting a daily dramatic serial on WDGY, Minneapolis. Promotions, Free To Dick and Dorothy Build a Home, draws a real life parallel with the casting of Dick Day, WDGY announcer, and his wife, Dorothy, in the leading role.

The venture is sponsored commercially by the Wally and Ultra heating equipment manufacturer, plastering contractor, millwork company and several other enterprises that are participating in the actual construction of a WDGY model home. Upon completion in June the Days with their four-month-old son will move into the model home.

Format of the broadcasts are the experiences of the Days, here examining a model project, in homebuilding with interviews with FHA personnel, contractors, manufacturers' representatives, etc. as highlights of the scripts.

Currently a contest for a name for the WDGY model home is being conducted with an engagement ring as prize. During the recent North-west Builders show, Dick and Dorothy broadcast several shows from the exhibition floor.

part, will be transcriptions. Final plans were completed at a meeting April 16 of foreign language announcers of Irvin Sults, who has special-arranged with the Treasury for the last ten years, seven of them in the division of public relations, has been transferred to DSS.

Created by Trendle

CREATOR of the Lone Ranger series is George W. Trendle, president of WXYZ, and not James Jewell, as incorrectly stated in the April 14 BROADCASTING. Jewell has not been with the WXYZ interests for four years, but is now in a story listing stations to be used by General Mills when it assumes Lone Ranger sponsorship May 5. The following is a sampling article about the death of Earle Graser, who acted the role of Lone Ranger, it said.

Trendle was originator and creator and that Charles Livingston is producer and Fran Striker is writer of the program.

RCA transmitter equipment and a Wally-Ranger tower have been ordered for the WDGY, Medford, Wis. authorized last November for 100 watt operation, was transferred to the WXYZ, New York, owner, reports that construction will begin as soon as 200-watt power is authorized and that he hopes to have the station on the air by July 15.
Rare indeed are the stations which achieve the pronounced listener popularity of WKY. Few penetrate their markets so deeply and deliver to advertisers such a maximum of their markets' potential audience so consistently morning, afternoon and evening.

A recent telephone coincidental survey conducted by the Ross Federal Research Corporation to determine radio station popularity in Oklahoma City showed WKY to be a 3-to-1 favorite over the next most popular station daytimes . . . almost a 2-to-1 favorite nights. In fact, 23% more persons were listening to WKY day and night than ALL THREE other Oklahoma City stations combined.

That is popularity, penetration, and selling power!
No monkey

Maybe it's a draft. With
When Mr. never has
KXOK sold its primary more than
profits in for you.

NBC BASIC BLUE STATION • ST. LOUIS, MO.
AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, CH
do-over on their income tax . . . maybe they're signing up for the
dover it is, we can tell by their expressions that it's serious business.

The advertiser selects a sales medium, that's serious business too, but he
ficulty choosing in the rich Mid-Mississippi Valley Market. Here,
penetrates four states and receives mail from seventeen. KXOK, in
area alone, reaches more than 3,500,000 people, people who spend
26,000,000 per year. If you are after greater sales and bigger
center of America . . . learn what KXOK's sales enthusiasm can do

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

GO, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
‘Enriched Bred’

"ENRICHED BRED" makes its bow as a child of the war emergency. In this issue Wallace Werble, editor of Food-Drug-Cosmetic Reports, tells about "the biggest promotion story in the history of the food industry." He regards it as a natural for radio advertising. Vitamin and mineral fortification of foods is hot now, Mr. Werble points out. But the story of enriched bread and flour is its inspiration comes from the British war experience. From an advertising standpoint, says the food expert, it has everything, and reads like the answer to a copywriter's prayer. We think Mr. Werble's article merits a couple of dollars reading by every man identified with radio sales.

Fourth Arm of Defense

ONE OF THE curious anomalies of broadcasting always has been that it is about the most hazardous yet the most fascinating of business operations. Never was that better exemplified than under current conditions. The broadcaster, the agency middleman and the advertiser, buried in their budgets and balance sheets, are pretty well satisfied that business is booming. But when they cast a glance at the headlines or tune in a new broadcast they find little that is comforting.

There are many inponderables in the present outlook. Priorities, taxes, the draft drain on personnel, and the alarming regulatory prospects—all make for a confused outlook for future operations.

One thing, however, appears certain. There will always be an American broadcasting system. The complexion may be changed somewhat by virtue of national defense requirements, but the basic plan of commercial operation does not appear slated for any fundamental revamping.

An NAB convention is coming up in St. Louis May 12-15. Advance reservations indicate a record-breaking attendance, with possibly 900 industry people representing substantially more than half of the stations. They want to know about copyright, of course. They are interested in merchandising, the daylight-saving time issue, rates, rebates and other purely business operations.

But their primary concern is the war's effect upon radio. Maj. Gen. Robert C. Richardson, Jr., of the Army, is a speaker. He heads public relations for the Army. In time of war emergency the Army is charged with control of internal communications, which embraces broadcasting. More than any other individual in public life he can project for a hungry broadcasting industry the niche it is expected to occupy in the war economy.

We hope such key figures in the national scene as Lowell Mellett, the President's No. 1 public relations adviser, and Chairman James Lawrence Fly as, the head of the Defense Communications Board can appear before the convention to impart their views on radio in the national defense picture. What is needed is clarification of that vital consideration.

The tentative program for the convention provides for other discussions of radio's role and outlook in the emergency. Willard Chevalier, publisher of Business Week, will discuss advertising's place in the war picture. The sales managers will have strategy to work out on institutional and prestige advertising by companies which, because of war contracts, have little to merchandise directly during the peak demand for national defense purposes.

The 1941 NAB convention is destined to open a new era for radio. There was no broadcasting industry during World War I. In World War II, broadcasting even in Europe has been called the Fourth Arm of Defense.

Free and Freely

THE GOVERNMENT of Brazil, to foster good neighborliness and to sell its coffee crop, buys time on an American network. The Government of Ontario, to promote summer tourist travel, buys time on another. The Government of Canada buys time on the CBC network, linking both Government-owned and private stations, to sell War Savings Stamps.

On the other hand, the U. S. Army and Navy seek recruits. The Civil Service Commission needs certain specialists. The Treasury is about to launch a war bond drive. All want radio time, and all get it—free and freely, from networks and from individual stations. It's part of the national defense; the profit motive isn't there.

All this is well and good, and radio isn't kicking—indeed, is cooperating wholeheartedly, as the Government agencies, notably the Treasury Dept. at the moment, will attest. But radio doesn't want to be played for a sucker either in the event Uncle Sam sets up promotional budgets that might mean buying newspaper and magazine space. We don't say such budgets should be set up, but if they are there is no reason why radio should not be included, as it was in Canada.
HENRY WILLIAM SLAVICK

HENRY WILLIAM SLAVICK seems to have worked his whole life with one ideal in mind: Whatever he was doing, there were no wrong jobs in his work of radio broadcasting. Born in St. Louis Sept. 21, 1902, Mr. Slavick attended the public schools where most of his vents were to mechanical engineering. At 17, he became interested in radio, and in the Merchant Marine Service got his apprenticeship in installation of radio transmitting apparatus on Mississippi transports. He was in the service from 1919 to 1921, when he enlisted in the Army to learn more about radio engineering. Within a year “Hank” Slavick was a first-class sergeant. With this promotion he was placed in charge of the radio and telephone section of the communication school of Vancouver Barracks, Washington. Here he got his first experience in general radio broadcasting. The small 10-watt broadcasting station he operated was the second station on the West Coast to broadcast regular programs. This experience is a source of many stories known to the broadcasting fraternity. The station was heard on innumerable frequencies at strange times.

In 1924 Hank “went South” to join the Government Barge Line as a dispatcher at WPI, a 5 kw. spark outlet in Memphis. This station was the only control for Government boats plying the Mississippi between New Orleans and St. Louis. A year later he joined the Memphis Commercial Appeal’s WMC as a control operator.

By 1929, as chief engineer, he had shown such ability that he was placed in complete charge of erecting WMC’s new transmitting plant, one of the first directional systems. In February, 1930, he was promoted to general manager.

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KEN NILES, Hollywood announcer, has been assigned to the CBS Take It or Leave It program sponsored by Eversharp Inc., during its West Coast origination. He will continue to handle commercials on the weekly CBS Big Town series, sponsored by Lever Bros. Co.

EDDIE DAVIS, Hollywood writer, has been added to the J. Walter Thompson Co. production staff to write the Bud Abbott and Lou Costello comedy material for the weekly NBC Chase & Sanborn Show, sponsored by Standard Brands.

TOMY LeFRANZO, KFI, Los Angeles announcer, recently became the father of a boy.

ARTIE PHILLIPS, Hollywood free lance writer, has been added to the writing staff of the weekly CBS All Power & His Gang, sponsored by H. N. Reynolds Tobacco Co.

ARTHUR ROBINSON, of the music clearance department of WEIL, Boston, is to marry Marguerite James May 3.

ROBERT WEAR, formerly manager of the Rocky Mountain Bureau of UP at Denver and assistant UP manager in Dallas, has been named news editor of WBAI-KGNO, Fort Worth. Milton Adams, continuity writer of WBAI-KGNO, has been promoted to assistant publicist succeeding Thaine Eagle, recent draftee. Jean Fisher Campbell, from the public relations office of Neiman Marcus Department Store, has filled the continuity vacancy.

LOIS HAMPTON of KYA, San Francisco and Adrian Genito, script writer of KFRC, San Francisco, have announced their engagement and plan a June wedding.

REED BROWNING, announcer of KG0-KPNO, San Francisco and known in private life as Bill Livesay, is the father of a baby girl, Wendy Lauret, born April 6.

JERRY BURNS, baseball announcer of WJDD, Chicago, last year, has joined WSAY, Savannah, Ga., to handle the Atlantic Refining Co. baseball broadcasts of the Savannah Indians this year. At WSAY he will also do a quarter-hour sports commentary, "Sports From a Different Angle."

BERNARD JOHNSON has been named continuity editor of Carl Howard, WOR, Washington, succeeding Dorothy O'Donnell Freund, resigned.

RUTH HOWARD, daughter of radio commentator Carl Howard, is conducting a daily half-hour program titled Your Radio Hostess, on WELI, New Haven.

AL HELFFER, sports caster on WOR, New York, is conducting a five times weekly sports round-up 6:45-6:50 p.m. on W7NY, FM station owned by WOR, New York, as the FM station's first regular sports commentator.

MARCUS BARTLETT, production manager, Elmo Isabel, director of publicity relations, and Manuel Cooper, assistant publicity director, all of WSB, Atlanta, were initiated last week into the newly-established Emory U chapter of Sigma Delta Chi professional journalism fraternity.

STANLEY RAYBURN, talent agent, has joined Consolidated Radio Productions of America, New York, as general manager.

DOUGLAS MCKELLER, former announcer of KMTR, Hollywood, and prior to that on the KGU, Honolulu, state has joined KFPI-KECA, Los Angeles.

LEE VICKERS, announcer of WJSY, Washington, will do the commentaries on a series of film shorts which the Department of Agriculture is producing.

FAYE CASEY, of the WWL, New Orleans, commercial department, is to marry Edward Lutes, an Army engineer, May 6.

ELDON CAMPBELL, production manager and announcer director of WOWO-WGL, Fort Wayne, Ind., on April 19 married Helen Jones of the continuity department.

DICK MARTIN, newscaster of KXON, Amarillo, Tex., has joined the Daily News as aviation editor. He will be succeeded by Jack Sitten of the Daily News. After a six-month absence, Dorothy Hooper Holbrook has rejoined the continuity staff.

EDGAR C. DEFFENBAUGH, program director of WSQY, Decatur, Ill., on April 14 joined KPSP, Herrin, Ill., as production manager.

JACK RATHER, has been promoted to program director of WHIP, Jacksonville, Fla., succeeding Speed Yeal who joined the Navy Air Corp. Kenneth Houseman, formerly at WHAI, Greenfield, Mass., and Bob McConnell, brother of "Smilin'" Ed McConnell, have joined the announcing staff.

IRVIN CUTFEL, of New York, has joined the announcing staff of WBC, Easton, Pa.

GUY DENION, stage actor and recently program director of WKX, Hollywood, has joined the announcing staff of KXOF, St. Louis.

ELIZABETT WINSLOW has been appointed music librarian of KFRC, San Francisco, succeeding Jean Tavernetti, resigned.

JACK BENNETT, announcer, formerly of KHJ, Los Angeles, has joined the announcing staff of KGOL, General Music, shortwave station in San Francisco.

AUSTIN FENGER has been named farm reporter for the agricultural broadcasts of KSFO, San Francisco, succeeding Bill Adams, who has joined the ABC.

ABBOTT TERSMAN, Hollywood announcer, has been assigned to NBC Mutual House Coffee Time, sponsored by General Foods Corp., replacing Don Hoff.

EDGAR BERGEN, the Charlie McCarthy creator, will receive a master of arts degree June 11 at commencement exercises of Northwestern U, Chicago.

LEO BRIGH, Hollywood pianist, has been made permanent musical director of the CBS All Star Hour and His Gang, sponsored by R. J. Reynolds Tobacco Co. He has been filling in since resignation of previous director.

JAMES SHELTON, announcer of WROK, Rockford, III., on May 1 will be inducted into the Army.

RICHARD DORF, formerly announcer for WNTY, New York, has joined the announcing staff of WTVX. FM station owned by WOR, New York, replacing Len Sterling, who has been transferred to the WOR announcing staff.

Page 32 • April 21, 1941
WHOOPS! gasps the audience, and Lucky Pierre splashes off his log into the water. The teetotal faced gent really is Lowell MacMillian, sports-caster of WHEC, Rochester, N. Y., who decided to take a flier at log-birling during Rochester’s recent fourth annual Sports Show. As the camera clicked, Birler MacMillian had just completed eight seconds on the log and was on his way to the bottom of the pool—carrying with him a WHEC mike on which he was describing his sensations! Some 5,000 persons saw him immerse, and listeners for 10 or 15 seconds heard real-life gurglings as the Mike went down with him.

Walker Leaving WIBA; In Station, Agency Work
W. E. (Bill) WALKER, business manager and sports announcer of WIBA, Madison, Wis., for 10 years, effective May 1, will devote all his efforts to the W. E. Walker Co., advertising agency, and to supervising stations WSAU, Wausau, Wis., and WMAM, Marinette, Wis. Mr. Walker constructed WISJ for the Wisconsin State Journal in 1930, and was instrumental in consolidating WISJ and WIBA in 1931 and has been business manager of the stations since.

He established the Walker advertising agency in 1921, and shortly will open enlarged offices in the Tenney Bldg., Madison. Mr. Walker is also president of the Northern Broadcasting Co which owns WSAU, and of the M & M Broadcasting Co., which owns WMAM. He will continue to supervise the operation of these stations.

Buchanan to CBS
STUART BUCHANAN, former program director of WOV, New York, and previously program director of KFJ, Los Angeles, and news and program supervisor of KNX, CBS station in Hollywood, has joined the CBS program service department, filling the position left vacant by Richard Voynow, who left CBS recently to become radio director of Ward Wheelerlick Co., New York. Mr. Buchanan will handle principally the sales side of the program division, but also will be engaged in the creation of program ideas, according to Francis C. Barton Jr., director of the department.
THE OTHER FELLOW'S VIEWPOINT

Cuban Allocations
EDITOR, BROADCASTING:
In the March 24 number of your magazine I have noticed two statements regarding Cuban stations which, it seems to me, are not justified by past history, if for the purpose, we forget the causes and focus exclusively on the facts; but on the other hand, it seems, at least to a few Cubans, that they do not coincide with the positive efforts of Cuba to cooperate wholeheartedly in a North American set-up to orderly organize the use of the standard broadcast band.

In the article on page 10, 3d column, 2d paragraph, it states, "And despite anticipated interference with Cuban stations, which will undergo a wholesale shift"; and again, in the second editorial column on page 32, second sentence of the fourth paragraph, we find: "Cuba will not be ready for the full-scale shift of its 87 stations," referring to the not foreseen interference when the changeover develops.

With statements like these, it seems to me, and knowing that your magazine is in an ideal position to learn firsthand from any of the "anticipated interferences" I would sincerely appreciate if you could have a few lines dropped to us informing us of said interferences, as I have heard comments to the effect that to date the Cuban authorities have received no complaint.

I stated above Cuba's positive efforts to cooperate, and proof of it rests with the fact that our Country was accorded treaty, but in the presentation of the idea for a preliminary conference, and in the apparent success of both the preliminary and the First Inter-American Radio Conference, both invited, organized and accomplished in Cuba.

Cuba was the first nation to ratify the December 1937, reporting the allocations before March 1, 1941, and complied with it after the 29th; has kept power down, and maintained all stations off frequency. That seems to be, I believe, what Americans call "Playing Ball!"

NICHOLAS G. MENDOZA
Havana, Cuba
April 9, 1941

Editor's Note: Senior Mendoza is the former director of Radiocomunicaciones of Cuba, and was largely responsible for Cuba's participation in the North American Regional Broadcast Agreement. The dates of the reports to the FCC following the March 28 changeover tallied of interference to one large station in the Midwest caused by a Cuban station, which promptly was corrected, and also of similar but minor complaints from listeners in Florida.

MBS Sales Service
WITH creation of a sales service division, MBS has appointed John Mitchell, formerly of Erwin, Wa., as sales manager. Mr. Mitchell will head the division in New York. Donald Pontius of the network's midwestern sales promotion staff, takes charge of the Chicago office.

Border Blast
EDITOR, BROADCASTING:
Your magazine has a reputation for fair and accurate reporting, and this reputation well earned except in the cases of slurring news of radio news, makes it imperative for us to ask you to correct a series of slurring remarks in your April 7th issue. Station XELO which harms this station's reputation, and may even affect its business. The statement "Treaty Switchover Is Engineered Smoothly" of your April 7 number.

First, you say: "The third departure from the Treaty understanding is that of XELO, operating at Tijuana, to which it has been moved to Sonora, with 50 kw. as an I-B station using a directional antenna. This channel to which KEX, Portland, Ore., is assigned, with 5 kw. and a proposed 50 kw. transmitter". Your facts are correct, but you imply what causes an interference between stations XELO and KEX is the fact that it remains in Tijuana instead of moving to Sonora. This has evidently been moved to Sonora, distance between XELO and XELO would remain practically as it is now.

Oregon Situation
This unfortunate state of affairs has been brought about by a departure from the treaty by the Government of the United States. Oregon's I-B channel was accorded treaty, but in the presentation of the idea for a preliminary conference, and in the apparent success of both the preliminary and the First Inter-American Radio Conference, both invited, organized and accomplished in Cuba.

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ON THE TRAIL with pack and mike, KFAR's commercial manager, Wilson (Bud) Foster, who enjoys an occasional remote control job, goes out to meet Jake Butler, winner of the All-Alaska Dog Derby, with shortwave equipment which relayed the account to the Fairbanks station's audience.

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D. E. ROBINSON, general manager of the Avenue Agency, announced on April 15 he was elected chairman of the New York Council of the AAA. He succeeds William Hummali, Erwin, Wasey & Co., was elected vice-chairman, and Martin Scott Kimball, head of the Kimball Agency, was named secretary-treasurer. Governors elected were: Edward J. Owens, vice-president, Arthur Kuder Inc.; C. F. Hanby, president, Ferry-Hanby Co.; H. C. Marschalk, president, Marschalk & Pratt; H. Paul Warwick, president, Warwick & Leventhal.

J. STIRLING GETCHELL Inc., New York, having been appointed advertising counsel for the Wadham Dairy Corp. of Somers, Conn., has opened a new branch in Milwaukee, in the First Wisconsin National Bank Bldg. May 15. Harry H. Scott, active in Milwaukee marketing and advertising circles for many years, will be Wadham account executive and Paul V. Carpenter, formerly representing the Allis-Chalmers' account for the Getchell agency, will also be located in the Milwaukee office.

OSCAR M. SCHLOSS, spacebuyer of McCann-Erickson, New York, has been made chief timebuyer succeeding Robert W. Tannhill who has joined Benton & Bowles, New York, as chief of merchandising. Jack Thompson, assistant timebuyer, has been drafted into the Army. His successor has not yet been named.

STUART LUDLUM, radio director of McCann-Erickson, New York, about May 1 joins the radio department of J. Stirling Getchell Inc., New York, in a creative capacity. Mr. Ludlum's resignation follows the recent resignation of four persons from the agency's radio department.

RUTH LOVEAIRE, for the past eight years with McCann-Patterson & Keesley advertis- ing, has joined the commercial radio department of Benton & Bowles Inc.

MARGARET JESSUP, formerly radio production manager of McCann-Erickson, New York, has joined Parent's Magazine, New York, as assistant to the publisher.

WEBER SALES Co., distributors of Egofoam shampoo, has moved to 724 Fifth Ave., New York. E. F. Wheaton, president and general manager, will move his agency. Wheaton-Adv., Inc., will be installed at the same telephone. Address is Circle 6-5240.

CHARLES H. MAYNE Co., Los Angeles agency, has moved to 1709 W. Eighth St., the same telephone number as the old address.

EMIL MOGUL Co. on April 14 moved its New York offices to 250 W. 57th St.

Dinner for Benny

TESTIMONIAL dinner to Jack Benny, in observance of his ten years in radio, will be staged May 9 in Biltmore Hotel Bowl, Los Angeles, with Niles Trammell, NBC president, as sponsor. Clay McRae- gan, New York assistant to Trammell, is in Hollywood for conferences with Young & Rubicam executives and to make arrangements for the event which will be attended by radio and film dignitaries. Plans call for a half-hour broadcast on NBC. Benny made his first radio appearance May 2, 1931, on a New York station as guest of Ed Sullivan, columnist. He has been with General Foods Corp. (J. J. O.), star of the weekly NBC Jack Benny Show for seven years.

'DE SWEET ADELINE' is sung by Nick Keesley, talent buyer of N. W. Ayer & Son, New York (right), with Robert Weede, Metro-ropolitan Opera baritone, as they raise their glasses of milk to toast Sheffield Farm's 100th anniversary as a New York distributing company at that organization's dinner April 2 at the Waldorf-Astoria.

FARM EXPERIMENT IS BEGAN BY WLW

AN EXPERIMENTAL FARM, to be known as "Everybody's Farm," from a broadcast of that name, will be operated by WLW, Cincinnati, starting April 24, to demonstrate modern agricultural methods. A 120-acre farm and scientific methods to transmit its output in Warren County, Ohio, from which broadcasts of Everybody's Farm Hour will originate intermittently, has been taken over for the purpose. It is to be operated not as showplace but as a one-family self-sustaining property, paying its expenses all the way.

The project will adopt the most efficient methods and scientific methods to build up the soil, increase its livestock feeding capacity, and make it as profitable on operation as possible, sharing a 50-50 basis with the present tenant, who will continue operation.

Special broadcast equipment is being installed so programs can be originated from any place on the property. Listeners to the program will be kept closely advised of the complete operation, including costs, etc. Farmers, 4-H Club members, high school and vocational agricultural students will be invited to visit the farm, to check and study its workings and appear on the broadcasts.

Auto Insurer Adds

ALL-STATE INSURANCE Co., Chicago (auto insurance), has added four stations in the New York market bringing the total to approximately 35 stations being used on a schedule of undetermined length. Being used in this series are spot announcements and local programs according to the market. E. H. Brown Adv. Agency, Chicago, handles the account.

Welch Using 8

WELCH GRAPE JUICE Co., Westfield, N. Y., on April 14 started a 10-week-weekly one-minute dramatic transcription announced by Miss Joanne Robinson. Stations are WMCA WQXR WHN WBNX WTC WJAR WEEI WBT. Agency is H. W. Kastor & Sons, Chicago.

WAVE AIN'T MAD ABOUT MUSIC (Ky.)!

"Somehow we can't get excited about the sales possibilities in Music (Ky.)... Music, y'see, simply hasn't the tempo to make your sales thermometer run much of a temperature. On the other hand, you'll be a little delirious about the Louisville Area's buying power. Normally double the rest of Kentucky, it's now enriched with an extra $5,000,000-a-month defense payroll! ... To get your share of this monetary melody, you need only WAVE—the bargain buy for complete coverage of the Louisville Area. May we send you the facts?"

Saley Shift

A. E. STALEY MPG Co., Decatur, Ill. (starch & syrup), on April 25 switches its weekly quarter-hour transcribed dramatic serial, Betty & Bob, from WENR to WMAQ, Chicago. Contract is for 52 weeks. Betty & Bob is currently heard on WPFT, Raleigh, and WTAM, Cleveland. Agency is Blackett-Sample-Hummert, New York.

Colgate Changes Show

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate dental cream), on April 17 changed the format of Ask-It-Basket from a quiz program to a variety show featuring Ed East as m.c., Charles Hathaway orchestra, and five acts of "undiscovered" professional talent. Program will be titled Spotlight and will retain the same time, Thursdays, 8-9:30 p.m. on 62 CBS stations. Agency is Ted Bates Inc., New York.

KATE SMITH, in early April was advised by Screen Actors Guild to take cognizance of the recent Louella Parsons-Guild controversy over free talent on the CBS Hollywood Premiere (Broadcasting, March 31). The Guild, it was understood, made no direct comment to Miss Smith other than sending her a copy of Hollywood trade publications with advertisement letters which were exchanged between Miss Parsons and SAG. Miss Smith, on April 18 completed a four-week contract with Paramount to preview current films, with the studio supplying guest talent on the weekly CBS Kate Smith Hour, sponsored by General Foods Corp. It is understood that Miss Smith has agreed to do no more on the same basis.

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Sports Quiz

A NEW TWIST to the quiz craze is "Rumble, Hits & Errors," heard on WCBI, Columbus, Miss. Civic clubs compete in teams with each answer credited with a hit, error, out, etc.

Evening Programs

From the Heart of San Francisco's Chinatown comes Chinese Good Neighbor Hour, inaugurated April 10 and shortwave via KGEI on a direct beam to Asia. The program consists of the finest Chinese operas and music, and unbiased reports of world news in both Cantonese and Mandarin dialects. Special events such as the Chinese New Year and Rice Bowl celebrations will be described by roving Chinese-speaking reporters.

Radio Playhouse

"AROUND THE TOWN" Participating Program

9:30 A.M. Daily

ST. PAUL

MINNEAPOLIS

OWNED AND OPERATED BY THE ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE AND TIMES-TRIBUNE

Featuring the NORTHEAST HARDWOODS TESTING BUREAU
With 2-30 Housewives Volunteer Test Panel Services to a Committee
Drapery, Mail Service to Your Order, Close of Approval for Your Use on Point of Purchase Dalloys.

CURRENT NATIONAL AND REGIONAL ADVERTISERS

Using "AROUND THE TOWN"

Monterey Biscuit Company
John Morrell Company
Kennon
Loomer-Carlin, Nestlé
Northern Mill, Loaf Meal Dog Food

Write for Further Details

Free & Peters, Inc., Enfield National Representatives

New York Chicago Detroit Atlanta Los Angeles San Francisco

KROW The Showmanship Station
SAN FRANCISCO-OAKLAND - 1000 Watts - 960 Kc.
Ask your Agency to ask the Colonell!

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BROADCASTING - Broadcast Advertising
Detroit Power

"IT'S THREE TIMES and out," for the local electric company, as far as WBK, Detroit is concerned. When, according to the station, by coincidence or not, the municipal power system failed three times in as many days during the regular daily remote from APL and CG headquarters during the Ford strike, Ed Mackenzie, announcer-engineer who handles the broadcasts, has made certain the show would go on. He has rigged up his own power system so that he does not have to rely on the utility company's power. What's more, he has a flashlight at his side to be sure he will read without interruption.

Ketcham Reelected

FRANK A. KETCHAM, president of Graybar Electric Co., was reelected for another year at a recent meeting of the directors. Elbert A. Hawkins, who has been vice-president in charge of sales, was elected senior vice-president, and Alfred H. Nicoll was reelected vice-president. Three district managers were elected vice-presidents: Walter P. Hoagland of Chicago, Walter J. Drury of New York and Alfred L. Hallstrom of Philadelphia. Elmer W. Shepard was reelected treasurer and Martin E. Wagner continues as secretary and comptroller.

ANNUAL GE AWARD PRESENTED TO KGO

KGO, General Electric-owned station in San Francisco, set a new high in efficiency of operation among all NBC-operated stations during 1940 and as a reward its engineering staff was awarded GE's annual merit award for least lost time through technical failures.

A plaque was presented A. E. (Shorty) Evans, engineer in charge of the transmitter, by Raymond M. Alvord, GE vice-president in charge of the Pacific District, at a luncheon April 14. The ceremony was recorded and broadcast on KGO.

During 1940, KGO was on the air 6,406 hours and 53 minutes. In that time the station only lost 31 seconds or 0.0000134% of total time, a new high in efficiency since the GE awards have been made. WGY, Schenectady, was second for 1940 with 59 seconds of lost time.

The trophy is a silver plate 9 x 12 inches mounted on a wood base 11 x 15 inches. Associated with Evans in establishing the record were H. C. Dunston, James I. Ball, Myron Case, A. E. Eldredge and A. E. Fisher. O. B. Hanson, NBC vice-president and chief engineer, was special guest at the luncheon.

THE 1941 summer convention of the Institute of Radio Engineers has been scheduled for the Hotel Statler, Detroit, June 22-24.

GOVERNMENT PRINTING OFFICE
Washington, now has available for immediate distribution 5,000 copies of Treaty Series No. 948, which contain the General Radio Regulations adopted at Cairo in 1935 (50 cents).
128 Stations Listed In CBS Rate Card

CBS Rate Card 28 to become effective July 1, just ahead of the network's new station fiscal year, works out a total of 128 affiliated stations, a net gain of nine stations since the last rate card, issued July 15, 1940. Payment increases have been granted 44 CBS stations and new day and night operations for WCCB, Charleston, S. C., is reduced from $125 to $100 per night. Effective for the 11th, KFRC, Spartanburg, S. C., is increased from $100 to $125. Both stations are members of the Southeastern Group.

All other rates are scaled proportionately. WRCV, Richmond, previously in the Southeastern Group, is announced on the new card as a member of the Basic Supplement, rate being increased in millions.

Recent legislation in Georgia places Atlanta, Albany and Columbus in the Eastern Time Zone.

Other improvements made by CBS stations since July 15, 1940 include new transmitters for 18 stations, new identification facilities for 13 stations; new transmitters sites for 18 stations; new antennas for 41 stations; new antennas for 14 stations; new systems for 21 stations; new ground screens for 11 stations; new programs-limitations for 13 stations; new "feedback" installations for six stations; new transmitter-checking facilities for 20 stations; changes from other than those due to the Havana Treaty, etc.

New Fitch Series

F. W. FITCH Co., Des Moines, on May 3 starts a new weekly quar-

Fitch's Shampoo, 9-10 a.m. (CDST), on 10 NBC-Red network

stations. As BROADCASTING went to press, format of the program was not definitely set. Stations selected are WPAT WACG WMAT WBLEM WBN. Contract is for 22 weeks. Agency is L. W. Ramsey Co., Dayton, Ia.

McKesson Adds

MCESSON & ROBBINS, Bridgeport, Conn. (Purina, blood tonic), has added WLS, WMAG, Chicago, and WTM, Cedar Rapids, 1a., to its varying schedule of one-minute transcribed announcements, thus making 24 stations now used. BROADCASTING, March 3].

Agency is H. W. Kastor & Sons, Chicago.

MISS F. E. CLOTWORTHY, secre-
tary-registration manager, Canadian Broadcasting Corpora-
tion, for the last 25 years, died April 10 at her home in Toronto. She was working in business and advertising circles.


Lewiston, Me., not being by Per- fume Co., Ballantine agency is J. Walter Thompson Co. with Franklin Bruck Adv. Agency handling the Manhattan soap account.
PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), in a 52-week Southern California campaign started April 16, is using 14 transcribed announcements weekly on KFWB and KFVY, with 28 per week on KGFW. Firm in addition is also currently using 15 transcribed announcements per week on KVEO, KGLO and KOX, KFBC, with 30 weekly on KFXY. Radio Recorders Inc., Los Angeles, cut the series, with placement through Milton Weinberg Adv. Co., that city.

RAINIER BREWING Co., San Francisco (beer, ale). Frequent users of West Coast radio, June 2 starts a 15-week summer campaign on 13 California stations, using 100-word night announcements five times weekly. Stations are KJH KBFM KFMC KXO KVBC KFRC KERR KFIV KOMY KARN KFBR. Agency is Buchanan & Co., Los Angeles.

WBBM, Chicago, on April 14 started a six-weekly quarter-hour Morning Sports Page program. Series is conducted by Warren Brown, sports writer for the Chicago Herald-American, and presents highlights of the sports scene, predictions for the day’s baseball games and other major sports events. The program is sponsored by the Morris & Sachs Clothing Co., Chicago, through Wde Adv. Agency, same city; on Monday, Wednesday and Friday, and Local Loan Co., Chicago, through George H. Hartman Co., same city, on Tuesday, Thursday and Saturday, 7:15-7:30 a.m. (CST).

AMERICAN HOME PRODUCTS, Jersey City, and Sterling Products, Wheeling, on April 16 renewed for 52 weeks the two-hour block of transcribed programs, 1:15-3:15 p.m., on WMCA, New York. Blatchley-Sample-Hummert, New York, is agency.

CONTEST WINNER on the weekly prize program, What's Your Idea, sponsored by Mars Inc. each Sunday on NBC-Red, 5:30-6 p.m., Mrs. Del Sangliquet of Beltingham, Wash., pens a contract entitling her to royalties in addition to the cash award for her radio program idea. H. H. Hobson, Grant Adv. Agency, Chicago, handling the account, flew to Beltingham to present the contract. Winning idea was a verbatim description of the song, “Alexander the Great.”

JOHN MORRILL & Co., Ottumwa, Ia. (Red Heart Dog Food), on June 2 reviews for 17 weeks its Doggy Den series on WMAQ, Chicago. Program will be heard five weekdays, 12:45-12:55 p.m. (CDST), during a nine-weeks and three-weekly at the same time during the last eight weeks. Agency is Hurst & McDonald, Chicago.
Saturday's radio works for a living!... and pulls 1,068,593 'votes' in 5 weeks for McKesson & Robbins

The time when commercial radio toiled not on Saturday is past. Consider KMOX in St. Louis.

A year ago nine “pioneering” advertisers had Saturday morning and afternoon programs on KMOX. They were discovering that we can sell to the thousands of listeners we entertain, instruct and excite on Saturday just as well as we do on Friday or Thursday or Tuesday.

Today there are twice this number—18 advertisers sponsoring a total of 25 quarter-hours on KMOX between 6:00 A.M. and 6:00 P.M. Saturdays.

Typical among them is McKesson & Robbins, sponsor of a half-hour amateur program called “The Opportunity Hour” and broadcast each Saturday morning, with cash prizes for contestants who secure the most votes from the listening audience. In the very first week of the show, the votes totalled 132,807. The second week vote was 182,892. The third week went to 222,891 and the fourth reached 238,056. And in the fifth week 291,947 votes were cast. A total for five weeks of 1,068,593! All voting was done in drug stores by CASH customers only.

There are still some choice time availabilities in KMOX’ Saturday schedule. We, or any Radio Sales office, shall be glad to tell you how to take advantage of them.

**KMOX** • THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York • Chicago • Detroit • Charlotte, North Carolina • San Francisco • Los Angeles

RE-COR CAMERA Corp., Chicago (Re-Cor camera) on April 14 started a test campaign of six-weekly spot announcements on WIBW, Topeka. Agency is Newby, Perau & Flintcraft, Chicago. Walter E. S. is account executive.

SNYDER AIRCRAFT Corp. (sub. of Chicago School of Aircraft) Chicago, on April 20 starts a 12-time test of five, five-minute Sunday dramatic programs on WAPA, same city. The scripts, written and produced by P. Sherman Perlman, radio director of Lois Benson & McClure, Chicago, the agency handling the account, depict incidents in which aviators have been saved due to knowledge of instrument operation. If the test is successful additional stations will be used.

STANDARD FEDERAL SAVINGS & Loan Assn., Los Angeles, out of radio for some time, on April 7 started a five-week, five-minute afternoon newscast on KFWB, Hollywood. Contract is for 32 weeks. Darwin H. Clark, Los Angeles, has the account.

IOWA TRACTOR & IMPLEMENT Co., Des Moines, (Ford Tractors) on April 7 started a three-week quarter-hour program Farm News by Herb Plumb on WHO, same city. Contract is for 25 times. Agency is Western & Individual, Waterloo, la.


MORTON SALT Co., Chicago, is running a 13-week schedule of six-weekly participation announcements in Galen Drake's program on KSFQ, San Francisco. Agency is Blackett-Sample-Hummert, Chicago.

**Cosmetic Campaign**

DR. ELLIS SALES Co., Pittsburgh (cosmetics), on April 1 started six-weekly spot announcements on the Novel Tones program on WFIL, Philadelphia. In addition firm is currently sponsoring a five-week, five-minute program Hollywood Musings, featuring Gloria Grant, on WAPA, Chicago; two participating announcements weekly in Janet Ross Shopping Circle on KDKA, Pittsburgh; Caroline Gehret Shopping Service on WEEI, Boston; Ruth Merriam Wells program on WGAN, Cleveland; Sally Work's Chats on WCN, Buffalo; three participating announcements weekly on Home Chat, featuring Myrtle Libbitt, on CKLW, Detroit; Your Timekeeper on WRC, Washington; Woman's Hour, featuring Ruth Lyon, on WKRC, Cincinnati. All contracts are for 13 weeks with the exception of KDKA which is for 48 times. Agency is Smith, Hoffman & Smith, Pittsburgh.

**Shade Firm’s Spots**

SYDNEY-THOMAS Corp., Cincinnati (window shades), is making a test campaign using participation in home forum programs on KDKA, WOR, WABC, WJZ, KDKA, WOR, WABC, KDKA, used for a few weeks last year, may be added later. Agency is Julian B. Behr Co., Cincinnati.

IN THE March 31 issue of Broadcasting it was stated that Joseph Bogner had severed connection with Bogner & Martin, station representatives. This was incorrect. Mr. Bogner will continue his interest in the firm of Bogner & Martin.
**Network Accounts**

All time EDT unless otherwise indicated.

**New Business**

NEIGHBORS OF WOODCRAFT, Portland (insurance), on May 2 starts for 52 weeks Grandstand & His Prizes on 27 NBC-Red stations, Fri., 8:30 p.m. (PST). Agency: Mac Wilkins & Co., Portland.

F. W. FITCH Co., Des Moines (shampoo), on May 3 starts a variety show on 18 NBC-Red network stations, Sat., 12:30-1:30 p.m. (CDST). Agency: W. L. Ramsey Co., Davenport, la.

**Renewal Accounts**

PURE OIL Co., Canton, Ohio, on May 3 renewal for 52 weeks Rattenbread Edits the News on 38 NBC-Red stations, Tues., Thurs., Sat. 7:45-8 p.m. (EST). Agency: Leo Burnett Co., Chicago.

MARROW's Inc., Chicago (Mar-O-Oil shampoo), on April 29 renewal for 18 weeks Hollywood Whispers on 37 MBS stations, Sat., 8:00-12:45 p.m. (EST), with West Coast repeat, 10:15-10:30 a.m. (PST). Agency: Hays MacFarland & Co., Chicago.

AMERICAN OIL Co., Baltimore, on April 28 renewal for 4 weeks Men of the Hour on 40 MBS stations, Mon. thru Fri., 6:00-6:30 p.m. (EST). Agency: Joseph F. M. Hinnebrook & Co., New York.

IRONIZED YEAST Co., Atlanta, on April 20 renewal for 52 weeks Good Will Hour on 47 NBC-Blue stations, Sun., 10-11 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

**Network Changes**

WILLIAMSON CANDY Co., Jersey City (O.H. Bandy), on April 29 shifts Famous Jefr Yrly TreasURY to 15 NBC-Blue stations, Mon., Thurs. 7-7:30 p.m. (EST), to 66 NBC-Blue stations, Mon., 10-10:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on April 27 replaces Silver Theater with Silver Theater Summer Edition on 57 NBC stations, Sun., 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

**HACKET Products Corp., New York (Shinola on May 3 adds 35 NBC-Red stations to Lincoln Highway, making total 75 NBC-Red, Sat., 10-10:30 a.m. Agency: Benton & Bowles, N. Y.

**N. Y. Agency Merger**

CECIL & PRESBREY, New York, on May 1 will absorb Husband & Thomas, New York. James M. Ceci, president of the former agency, will continue in that position; David C. Thomas, president of the latter agency, will become secretary and treasurer; H. L. Knee land, vice-president of Husband & Thomas, will retain that post in the new organization.

**WANTED**

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

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**Daylight Change**

ANNUAL spring change of network and station program schedules from standard to daylight saving time will take place at 2 a.m. Sunday, April 21. All major network schedules will be based on daylight time.

**A Party for Kate**

Songstress to Be Guest on Tenth Anniversary

WHEN Kate Smith celebrates her tenth anniversary on the air April 28, William S. Paley, president of CBS, and Clarence Francis, president of General Foods Corp., New York, present sponsor of her programs, will be guests on the CBS Kate Smith Hour to extend her congratulatory messages.

After the broadcast, CBS will give Kate Smith a party at the Hotel Astor, New York, organized by Louis Roppel, CBS director of publicity, and Bill Thomas, Director of publicity of Young & Rubicam, New York, General Foods’ agency, and Kenneth Roy, who handles publicity for the Kate Smith-Red Collins office.

Kate Smith’s first sponsored program began with Congress Cigar Co. in 1931 on CBS. In the fall of 1934 she started a program for Hudson Motor Co., and in 1935 began her two-hour program for Great Atlantic & Pacific Tea Co. She has been sponsored since 1937 by General Foods for the Kate Smith Hour and by that company on her noon-day chats on CBS since 1938.

**CBS Payment Plan**

CBS STOCKHOLDERS, at the annual meeting of the corporation April 16, adopted a plan allowing additional compensation up to 6% of net profits for certain executives and last year because of ill health, started his career with Austin Nichols & Co., as a clerk and five years later, in 1905, joined Procter & Gamble, remaining with them until 1919. In that year he joined the Boston office of the George Pat ten Co. as account executive. When that company merged with Batton, Durline & Osburn, he served as new business head of the company and later was in charge of a division specializing in the promotion of package goods. He had also been associated with the Curtis Publishing Co. in Boston.

**Bell Clothing**

BELL CLOTHING Co. of Tulsa in placing its advertising schedule on KYVO has landed over a 60% return from out-of-town business. Never having missed a day on the station since placing its first radio advertising contract in 1934, the company, with stores in Oklahoma City and Tulsa, renewed for the seventh successive year.

At the signing of 1941 contract were (l to r) Wm. B. Ray, vice-president and general manager of KYVO, Gene Esterline, general manager of Bell Clothing Co., Tulsa and F. Kenyon Brown, account executive.

Starting with a program centering around the “Bell Boys,” who are now heard on the current Gene Austin series, and who are under contract to Republic Pictures, Bell Clothes in 1939 started a quarter-hour daily newscast, working on a four-hour rotating schedule, using a different time schedule for four successive days. As a result of the increased demands on the Tulsa store, it has been doubled in size, and its personnel increased.

**Women’s Radio Lunch**

To Hear Annual Awards

WOMEN’S National Radio Committee has invited all committees to its annual awards luncheon, to be held May 15 at the Hotel Astor, New York, N. Y. Awards, this year going to programs which have advanced the cause of democracy, will again be presented by Mme. Yolanda Merion, WNRC chairman.

A special award will be made to Mrs. Franklin D. Roosevelt. Speakers are Raymond Gram Swing, MBS commentator; “Radio as a Force in Education for Democracy in the United States”; Dr. Anton ion C. Grau, recently appointed assistant director of Latin American relations of CBS, “Radio and Pan-American Relations”; John Gunther, NBC commentator and author, “Radio and World Wide Democracy.”

**KFCR**

**1941**

5000 WATTS DAY AND NIGHT BLANKETS 33 CENTRAL AND NORTHERN CALIFORNIA COUNTIES ... AN AREA OF OVER 2,500,000 POPULATION

**WFIL**

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

63% OF DAY & NIGHT

As Reported by C. E. HOOPER, Inc.

NBC BLUE QUAKER NETWORK


"Didja know, Chief, that WFDF Flint Michigan is now a kilowatt on 910?"
MUSICIANS AT KWK WORK DAY-TO-DAY

FOLLOWING a conference with James C. Pettrillo, president of the American Federation of Musicians, Robert T. Convey, president of KWK, St. Louis, has announced return of staff musicians to the station on a day-to-day basis, pending settlement of an employment dispute which resulted in a walk-out April 6.

The musicians returned April 12 under the arrangement suggested by Pettrillo, it was said, with further conversations to be held regarding a full settlement.

The rupture in negotiations developed on the issue of year-round retention of a staff band of 10. Mr. Convey had proposed that the quota be reduced to 7 during the summer, with a 15-man orchestra to be retained from Oct. 1 to Jan. 1. In that fashion, the same amount of money would be expended but the work distributed on a seasonal basis. Sam Meyers, head of the St. Louis local, refused to accede to this arrangement and the men walked out. Subsequently, remote pickups for MBS, involving KWK, were ordered discontinued.

SESC has announced that Maxwell Wein, New York music publisher, is its latest affiliate.

Enriched Bread

Further From Page 11)

of food products—FDA and FTC—have announced they will not let the situation get out of hand. Advertisers can go as far as they like as long as they stick to the truth.

In this particular case, the truth is stranger than fiction. There is plenty to be said about "Enriched" bread and flour without getting off-base so one or both of the agencies can have a chance to crack down. The sad part, however, is that some advertisers already have gone too far. With so much that can be truthfully said about the new products, industry leaders are hoping that, for the good of all concerned—advertising media as well as everybody else—enough restraint will be shown to prevent drastic Government regulatory action, which might choke the program at length.

Although a number of millers and bakers started production of "Enriched" flour and bread immediately after the Research Council Committee gave it the "big push," a majority held back to see what the Food & Drug Administration would do in the standardization line. This is the reason why there has been some advertising of the program already, and why the big campaign still lies ahead. Those who have already gone, to their sorrow, that FDA was not entirely satisfied with the program worked out by the Research Council Committee.

And, since FDA has complete control over the content and naming of standardized foods, this is important. When FDA issued its tentative standard, millers found they would have to add still another vitamin to their flour—and later bakers would have to incorporate it in bread. This time it is riboflavin (or vitamin B (two) or G), another member of the B complex which, according to nutritionists, will cause inflammation of the eyes, mouth and tongue when deficient in the diet.

This isn't all there is to the story, but it will suffice to indicate the magnitude of the campaign on which the bakers and millers will embark in the near future. There are many other details—there are the variety of processes for incorporating the various vitamins and minerals into bread and flour, but an explanation of these processes and their virtues is a matter to be left to the media as they like as long as they stick to the truth.

In this particular case, the truth is stranger than fiction. There is plenty to be said about "Enriched" bread and flour without getting off-base so one or both of the agencies can have a chance to crack down. The sad part, however, is that some advertisers already have gone too far! With so much that can be truthfully said about the new products, industry leaders are hoping that, for the good of all concerned—advertising media as well as everybody else—enough restraint will be shown to prevent drastic Government regulatory action, which might choke the program at length.

CONTRACTS GALORE abound at WACO, Waco, Tex., the management claims. Typical Waco scene is said to be contract renewal ceremony in a sponsor's office—in this case that of L. Fred & Son Jewelers which has signed for paid advertising in news programs a week. Present at the signing were (l to r) D. D. Davidson, credit manager; Lee Glasgow, general manager of WACO; Isie Fred, owner of L. Fred & Son; Bernard Helton, newscaster; Hugh Tarrant, a member of the WACO sales staff.

Baltimore Institutions:

WASHINGTON MONUMENT
First monument to Washington erected in the U.S.

and

WFBR
Maryland's Pioneer Broadcast Station

Because WFBR keeps a finger on the local pulse; because WFBR covers matters of local as well as national import, it is respected as a Baltimore institution.

That public acceptance gives more "pull" to your radio advertising when you use WFBR.

WANTED

by independent station in major market

Musical Director with successful program experience in building both hillbilly and popular type shows. Experience must include ordinary ability with some musical instrument. Salary $100 weekly. Box 381, BROADCASTING.
By GUNNAR WIG
Manager, WHEC, Rochester

PARDON US, but even with a few "frames" remaining in the series of bowling broadcasts completed by this sports-minded station this winter, WHEC scores itself with "300" for the program's success in comprehensively covering bowling activities, building interest in the sport, providing unusual entertainment and instruction for its late-night audience, and in more than meeting the expectations of Rochester bowlers. For this was the first presentation in Rochester of "play-by-play" bowling description.

With an estimated 26,000 persons bowling regularly in the city, WHEC decided that more time could be devoted to pin-pickers and that a general program incorporating all phases of the sport would prove of greatest interest to listeners and simultaneously best serve the sport. Lines were put in Buonomo's local bowling hall, and throughout the entire 1940-41 season, Monday nights from 11:05 to 11:45, have been devoted exclusively to bowling.

Rumble of Balls
A novel sound effect signifies the beginning of each broadcast. An engineer stands half-way down the alleys with a microphone picking up the rumble of two balls on adjacent lanes, and the resultant crash with the tenpins is now a well-known signature of 40 fast minutes of broadcast action.

The program each week consists of several features. There is a pin-by-pin, ball-by-ball description of the closing frames of one of the feature matches. Two outstanding men and women Rochester bowlers, selected each week as guests, are interviewed on the air for bowling background and highlights of their careers. With tickets at stake, these two then engage in a split-picking contest.

Another popular feature is a question-and-answer session during which the knowledge of the guests is put on the spot by questions from listeners. An impartial board of judges chooses the most interesting questions from the large number received each week. Correct answers are rewarded with tickets, and stumpers get the tickets for those who sent them in. Program concludes with general news on bowling and the listing of the high scorers ruling on the various alleys throughout the city on each particular night.

Because of the interest created by this new series, arrangements were made at the invitation of the Eastman Kodak Co. to broadcast its annual inter-plant match. Other specially planned broadcasts included descriptions from the feature team-match between the city's two outstanding feminine teams, and the semi-finals of the Rochester Times-Union women's handicap championship bowling tournament.

All the bowling broadcasts were presented by WHEC's sports director, Lowell MacMillan, assisted by Tony Buonomo, the city's No. 1 bowling instructor.

Our experience pretty well indicates that other stations, who might not have done much in the sport, will find strikes "made" and not "called" in good-will and listener-interest with the presentation of such a series.

Huss Wins Award
PIERRE J. HUSS, Berlin correspondent and central European manager of INS, on April 24, will be awarded the George R. Holmes Memorial Trophy for 1940, at a luncheon at New York's WaldorfAstoria before 500 editors from all parts of the country at the annual convention of the American Newspaper Publishers' Assn. Cited for "the best example of an INS reporters' work", Huss will be declared the winner on the basis of battle-line dispatches, describing the collapse of Belgium and predicting that the Maginot Line could not hold.
Problems Created by the Treaty
(Continued from page 16)

sibility of conflict exists in the use of any of the total 106 channels. The Agreement, at least in theory, recognizes the right of all countries to use every channel in the broadcast band.

In practice, the possibility of conflict is in relation to power and class of station. For example, conflict between Class IV stations in different countries is not likely to occur, except in the border areas of border states. Class III stations may present conflicts, and assignments of full-time stations on any clear channel are apt to involve conflicts. A clear channel to which has been assigned a Class I-A station cannot be shared in another country, unless the proposed station is at least 650 miles from the nearest border.

Conflicts to Come

Interference conflicts between proposed assignments in different countries or between a proposed assignment and existing assignments will vary in degree from those which are obviously mutually exclusive to those which call for a determination of law and fact in the particular case.

At least one applicant has already been deprived of any opportunity for favorable action by the Commission because of the prior registration of a conflicting assignment in another country.

Another applicant has been required to prove in a hearing that his proposed assignment is in compliance with the Agreement. Another applicant has been confronted with an official engineering opinion that there is a "double standard of interference", based upon a difference between a root-square field intensity with a 70% limitation [Standards of Good Engineering Practice] and a root-mean-square without any limitation [Agreement, Section II D 2].

A problem of foremost importance concerns the apparent conflict between Appendix I and the initial notifications. This question determines what clear channels were assigned to the countries under the Agreement.

The Agreement in a sense preempts priority of use of the clear channels in the several countries which is not so of regional or local channels. There is divided opinion as to whether the assignment of such clear channels was affected by Appendix I or by the initial notifications which were actually registered and put into effect. The notifications actually made differ in many respects from the assignments as intended under Appendix I. There are differences as to frequencies, class of stations, location of stations and operating power, and, in some instances, registrations were not made on frequencies listed.

To illustrate, under Appendix I "priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country." Canada is assigned 14 but it filed registrations on 17 Class I and Class II stations.

Cuba is assigned nine but it filed registrations on 21 Class I and Class II stations. Mexico is assigned 15 but it filed registrations on 29 Class I and Class II stations. The United States is assigned 63 but it filed registrations on 75 Class I and Class II stations.

Some 39 Class I and Class II stations were registered in addition to those listed in the Appendix. If priority of use is limited to the number shown in the Appendix, what is the priority status of the additional 39 Class I and Class II stations?

The other opinion is that the initial notifications under Section III were the ones which the treaty (which in this respect was not self-executing) actually put into effect and that the initial registrations operated as a modification of Appendix I. In this case, the priority reserved under Section II is limited to the assignments in fact registered. Each initial list is designated "assignments".

Change in Procedure

Another problem of some urgency has to do with procedure for registration of assignments and the determination of conflicts between notifications (Section III). To illustrate, an applicant applies for the use of a frequency in the United States and there is no conflict with any existing station in the United States or in the North American Region, or existing stations are adequately protected by a proposed directional antenna.

The Commission grants the application and proceeds to effect registration of the assignment. It is then discovered that there is a conflicting assignment just previously registered for use of the frequency in another country.

If both assignments are in accordance with the terms of the Agreement, the American applicant, although given a grant by the Commission, is precluded from operation. There can be many variations of the problem illustrated. Obviously, it is serious, if applicants are in continuous jeopardy of being precluded from registration.

The Commission is understood to be working on procedure for notifications. Whether or not the procedure evolved will give an applicant before the Commission any protection pending action by the Commission upon the application is still problematical.

Will the Commission give tentative notification of each application filed? Will registration by the Commission be made at the time the application is granted? Will registration be withheld until after petitions for rehearing have been disposed of? Or until after time for appeal has expired?

Up to Supreme Court

Suppose the Commission grants an application. There can be a new station on May 1, 1941, and registration is promptly filed which has priority. Such priority of notification is forbidden under the terms of the treaty, unless the new station, within one year, has "actually commenced continuous operation".

Suppose in this case an appeal is taken from the Commission's decision and carried to the United States Supreme Court, which might take more than one year. Even though the United States Supreme Court affirms the Commission's grant, the applicant may lose priority and be precluded from operation.

An applicant before the Commission is now required to submit a great deal of engineering and other data in support of the application, which may involve considerable expense. From the time an applicant decides to file an application until after it is granted by the Commission, he is in jeopardy of a prior registration which may preclude use of the assignment requested.

In the case of conflicting notifications received at Havana, priority in the date of mailing governs. Notification is required by registered mail. After the filing of any notification, each government has...
30 days within which to make an objection.

There is no procedure yet for promptly advising the industry of notifications officially registered with the Inter-American Radio Office. It is understood that these matters and procedure for notifications and determinations of conflicts is being given thorough consideration at the Commission and at the Department of State.

Limit on Priority

A third problem of equal importance concerns the limitations, if any, on priority in the use of channels assigned either by the initial notifications or by Appendix I. Is the priority nationwide or limited to the assigned location? Is the priority preempted for one assignment or for multiple assignments within the same country?

Is priority on any channel frozen for five years, or for one year? Or does any assignment in accordance with the Agreement, if not objected to within 30 days, obtain priority? Can priority be maintained where the assignment is to power or as to class of station is not "in accordance with the Agreement"? There are many such questions and their importance cannot be discounted at this time.

Documents outside of the Agreement and the Appendix include the various footnotes in the initial notifications and the gentlemen's agreement between Mexico and the United States recently made available as Executive Agreement Series No. 196: Radiobroadcasting Agreement between the United States of America and Mexico [Government Printing Office, 5 cents]. Insofar as such documents may derogate from rights expressly granted under the Agreement, there are problems of legal construction. (See also Executive Agreement Series No. 109, and No. 136.)

The questions suggested above are by no means inclusive. However, enough has been indicated to show that day by day the industry is going to feel the effects of the treatment administered under the Agreement—good, bad, or indifferent—for a long time to come, at least until March 29, 1946. It is important now to look ahead at the problems arising in the coming months.

WLAN are the call letters assigned to the new station in Endicott, N. Y., permitted March 12 to Thomas J. Watson to operate with 250 watts on 1430 kc. [BROADCASTING, March 17].

THE HOT SPOT

740 between

NBC's Red and Blue

KQW
San Jose, Calif.

San Francisco Studios
1470 Pine Street

Rep's: Reynolds-Fitzgerald, Inc.

THESE MEN IN WHITE are not surgeons. When a Detroit columnist said that hundreds of TB patients in Detroit's Herman Kiefer Hospital were without their radios because there was no fund to finance the change of push buttons, WJB went to work. Leo Fitzpatrick, general manager, sent Control Chief A. Friendenthal (left) and his assistant, Colin McClellan, to the scene. They are shown in white surgeon's coats as they dug into the job. The patients are now hearing their favorite stations for the first time since the reallocation went into effect.

Baseball in Washington

Is Sponsored on WMAL


Under the contract with Clark Griffith, head of the ball club, the sponsors are understood to be paying $20,000 for rights to the games, a $10,000 reduction from asking price. Negotiations had been delayed while the Steuart firm arranged with Chrysler to obtain a supply of new cars to meet the anticipated demand. No war clause is included in the contract. Until the daylight time shift of schedules, game broadcasts will start at 4:15. After April 26 they will start at 3:15. Agency for General Mills is Knox Reeves Adv.; for Steuart, J. Stirling Getchell Inc., New York.

RoY SIIULTS, formerly in the sales department of Wm. G. Rambou, Co., New York and previously of Compton Adv., New York, has joined the sales staff of International Radio Sales.

Two FM Transmitters Are Ordered From REL

W5SPH, Philadelphia, and W3BB, Mt. Washington-Boston, have each ordered 10,000-watt FM transmitters from Radio Engineering Labs., according to announcement April 19 by Col. Gustavus Reinger, REL sales manager. The No. 520DL units, the third development in REL's 10 kw. transmitter construction, feature a unique design combining aluminizing ducts for 10 kw. tubes and the plate circuit of the final stages of amplification with mechanical support for the high-powered tubes.

The John Shepard 3d FM station on the peak of Mt. Washington at present is using a temporary installation of the well-traveled REL 1 kw. transmitter which was used for demonstration purposes at the last NAB convention. However, as soon as weather conditions permit, the Mt. Washington station will install its 10 kw. transmitter.

RESPONSE-ABLE COVERAGE

It's big news in Central- Southwestern Coverage when KWKH reaches 425,683 Listening families*... that, Mister, is circulation! If it's maximum results you're after, let KWKH tell your message to 425,683 families*... and THAT, Mister, is our RESPONSE-ABILITY.

FAMILIES

KWKH

50,000 WATTS — CBS

SHREVEPORT

425,683 FAMILIES

LOUISIANA

MEMBER SOUTH CENTRAL QUALITY NETWORK

KWKH — Shreveport • KTBS — Shreveport • KARK — Little Rock

WJDX — Jackson • WMC — Memphis • WSBM — New Orleans

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

WANTED

Chief Engineer

with executive ability and experience with maintenance of direction array.

Salary $75 weekly. Box 382, BROADCASTING.

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NOW THEY LOOK LIKE THIS
(See page 20)

PHOTOGRAPHS ON PAGE 20 in the same (1 to r) order show: (1) Arthur B. Church, president of KMBC, Kansas City, who was 21 in 1917 when he enlisted and was assigned to the Signal Corps Buzzer School at Fort Leavenworth as an instructor in radio; he mustered out as a sergeant, first class. (2) Henry C. Merritt, of the CBS sales department, who served overseas with the 38th Infantry in engagements at the Marne, Chateau Thierry, Neste, St. Mihel and Meuse-Argonne, was wounded in action and won the Distinguished Service Cross, Legion of Honor and Croix de Guerre with palm; he rose to a captaincy and while with the Army of Occupation was aide de camp to Maj. Gen. R. L. Howe. (3) S. C. Vinsonhaler, manager of KELA, Little Rock, who served at Fort Sill, Houston and Fort Sill with the 3d Cavalry and 19th Field Artillery Brigade in 1917-18; his adjutant at Fort Sill was the present Supreme Court Justice Hugo Black.

KOY Cooperates

A HELPING HAND by KOY to its fellow Phoenix station, KTAR, according to the former’s press release, recently KOY moved KTAR to bring Arizona farmers the news of the water spilling over Roosevelt Dam. Winter rains flooded the entire district and filled the huge reservoirs of the dam for the first time in 20 years, preventing a drought. The KOY special events crew fought its way through a storm to the giant dam for a special broadcast. However, KTAR’s special crew was detained by slides and floods. In the emergency KOY Announcer Jack Williams turned a KOY mike over to Lee Carson, KTAR announcer. An inter-station line was arranged in Phoenix between the two stations and the big event became a joint cooperative broadcast.

Movie Industry Awards Plaque to ‘Screen Guild’

FIRST PLAQUE ever awarded a radio program by the motion picture industry was presented to the CBS Screen Guild Theatre on the last day of its current cycle for the Gulf Oil Co., Pittsburgh, April 20.

Mary Pickford, representing the Assn. of Motion Picture Producers, Screen Actors Guild, Screen Directors Guild, and Screen Writers Guild, made one of her rare radio appearances to present the silver plaque to Roger Pryor, director and m.c. of the program. Plaque read:—“Award to the Gulf Oil Co.’s program for eminent achievement in furthering the advancement of the allied arts of motion pictures and radio.”

The Gulf series has contributed more than $800,000 in the last three seasons, the campaign of the Motion Picture Relief Fund to build a home for needy motion picture industry workers, while this year’s receipts will be more than $300,000. Replacing the program April 27 after its current cycle will be World News Tonight in the Sunday 7:30-8 p.m. period on CBS. Agency is Young & Rubicam, New York.

Plans for New KRJF

ONLY the general manager and chief engineer of the soon-to-be KRJF, Miles City, Mont., have been selected thus far, but it is expected the station will be ready for operation by July 1. This is reported by W. F. Flinn, general manager of the Star Printing Co., publisher of the Miles City Star, who stated he will be general manager and will select a station and studio manager. Chief engineer, who has already joined the staff, is Henry Poole, former Navy and Transradio operator and recently with KWAL, Walla Walla, Id., Transmitter and control equipment have been ordered from RCA and tower from Truscon. KRJF will operate with 250 watts on 1740 kc.

WSAM, Saginaw, Mich., has established commercial offices on the mezzanine floor of the Hotel Bauricht.

Fibber’s First

THE APRIL Hooper Radio Report, released April 15, shows Fibber McGee & Molly as the top ranking program, leading all other evening programs by a three-point margin. The program was rated in second place in the March Hooper Report, slipping into fourth place in February. Walter Winchell’s program in April knocked one place, after being ranked seventh in March. First five programs in the April Report are: Fibber McGee & Molly, Jack Benny, Walter Winchell, Bob Hope, Charlie McCarthy.

FIRST FM OUTLET GRANTED MISSOURI

MISSOURI was authorized to get its first commercial FM outlet April 16 when the FCC granted a construction permit to St. Louis U., operator of standard broadcast station W.E.W. The grant, 44.7 mc., covers 15,000 square miles and a population of 1,500,000.

The action leaves two pending applications for the St. Louis area before the Commission—one from the News Publishing Co., licensee of KXOK, seeking 44.7 mc., to cover 12,000 square miles; the other from the Pulitzer Publishing Co., operator of KSD, applying for 43.5 mc., covering 6,500 square miles. As both are newspaper owned, action on the applications will not be taken by the FCC at the present time.

An application for FM facilities was received during the last week from Indianapolis Broadcasting Inc., licensee of W.I.E., Indianapolis, 100% owned by Central Newspapers Inc., publishers of Indianapolis News. Presenter, Redskins, Reporter and Vincennes Sun-Commercial, all Indiana dailies. It seeks 45.3 mc., covering 15,040 square miles, a population of 1,977,000.

Other applications were filed with the Commission by Hughes Productions, Division of Hughes Tool Co., asking for a station in Los Angeles on 44.5 mc. covering 7,218 square miles and a population of 2,276,588 and for facilities in San Mateo County, Calif., also on 44.5 mc. covering 10,700 square miles and a 1,893,302 population. Pending applications now total 55.
FIRST in the Field of F-M BROADCAST RELAY EQUIPMENT

• R. E. L. developed and installed the first F-M Broadcast Transmitters and Relay Equipment. We specialize exclusively in the Armstrong phase-shift method of modulation whereby frequency stability is directly controlled by a crystal, eliminating the necessity of counter feed-back. Our advanced facilities and pioneering research keep R. E. L. F-M equipment far ahead of the rest of the industry. Today, in the broadcast F-M field, you'll find more R. E. L. equipped stations in daily operation than all other makes combined. And NOW R. E. L. offers a line of F-M Broadcast Relay equipment.

HERE'S THE R.E.L. MODEL 538 150 W. F-M RELAY TRANSMITTER

SPECIFICATIONS:
- Operating Frequency: 156-161 MC
- Frequency Stability: plus minus 500 cycles at 161 MC
- Fidelity: plus minus 1 db. 30-16000 cycles
- Distortion: Below 100 cycles 1%
- Above 100 cycles less than 1%
- Noise Level: 76 db. below 100% modulation—hum included.
- Frequency Swing: 100 KC max. for 100% modulation
- Contained in single cabinet with necessary power supplies for operation from 220 volts 60 cycles—associated relay pick-up receiver furnished with self-contained power supply for operation from 115 Volt 60 Cycle.

SOON TO BE ANNOUNCED:

The New Model 560 50 WATT F-M Relay Broadcast equipment for operation in the 330-344 megacycle band. Here is the perfect circuit for studio-to-station F-M program relaying AND HERE ARE ADVANCED SPECS:

- Operating Frequency: 330-344 MC
- Frequency Stability: Plus minus 1000 cycles at 344 MC
- Fidelity: Plus Minus 1 db. 30-16000 cycles
- Distortion: Below 100 cycles 1%
- Above 100 cycles less than 1%
- Noise Level: 76 db. below 100% modulation—hum included.
- Frequency Swing: 500 KC max. for 100% modulation.

Contained in single cabinet with necessary power supplied for operation from 115 volts 60 cycles—Associated relay pick-up receiver also furnished.

The first F-M relay transmitter (250 watts at 156 Mc) in the World, installed by R.E.L. for the Yankee Network in Boston, Mass., relaying to Paxton, Mass. (45 miles, airline) and in operation 16 hours daily since May, 1939.
May Frame Policy
(Continued from page 8)
order (No. 78) to determine whether joint control of newspapers and stations tends to result in "impairment of radio service".

A meeting of his committee of 44 (BROADCASTING, April 14) was slated to be held at the Waldorf-Astoria, in New York, Sunday, April 20, at which time an executive committee of five to seven men was to be named. There also was to be a financial committee and a research group, with plans to be discussed for retention of legal counsel, a research head and a consulting engineer. Presumably, selection of legal and engineering counsel will await the actual FCC hearing call, but a research project may be launched promptly.

The Sunday meeting will be followed by a general session April 22 at the Waldorf-Astoria, during the annual meeting of the American Newspaper Publishers Assn. The some 300 publishers identified with ownership or affiliation of broadcast stations have been invited to this session. Steps will be taken to raise sufficient money to defray the probable hearing costs.

Ethridge Approved
Drafting of Mr. Ethridge to head the newspaper group, it is indicated in official quarters, has been received favorably by the Administration. After his first conference with the President April 3, the assignment of Mr. Mellett to the newspaper ownership study first was disclosed.

It is believed, however, that the new "national policy" study will encompass all phases of broadcasting, rather than merely the ownership issue. In certain White House quarters, the view is advanced that some abuses do exist in broadcasting but that these can be corrected without disrupting normal processes.

That the FCC is not adhering to an ironclad policy of holding in abeyance all newspaper applications is indicated in a surprise decision announced last Wednesday, granting KTHK, Houston, newspaper-owned station affiliated with the Jesse Jones interests, 50,000 watts power on 740 kc. The Houston Chronicle is the parent of the station. Previously, in the VIC detail, the FCC had refused the application of Gordon Gray, Winston-Salem publisher and station owner, for a new FM station at Mt. Mitchell, near Asheville, despite the newspaper ownership investigation order and the suspension of other newspaper grants.

The KTHK grant was followed with an announcement that WNOX, Knoxville, owned by Scripps-Howard Radio, had been granted a construction permit to increase its power to 10,000 watts on 990 kc. The Knoxville grant was not announced until Friday, though the Commission's press release stated the action was taken Tuesday—or one day before the KTHK announcement. This constituted a third important deviation from the originally indicated policy under the newspaper investigation order of holding all newspaper applications in abeyance. In some quarters it was regarded as an "offset" to the KTRH grant.

The FCC's sudden completion of its scrutiny of the 150-page Network Monopoly Report came on Monday, April 14. It was indicated the Commission wanted to issue the report by April 28, after revisions according to instructions by its law department, but there was doubt that that deadline could be met.

It took the Commission a little more than a month to complete its review of the law department's version of the final report, having begun consideration March 10.

A Drastic Document
All current signs are that the report will be just as drastic as at first indicated, proposing to revise, by regulation, virtually the entire business structure of broadcasting as it exists today. In addition to the report, there will be actual orders, rather than merely proposed orders, to invoke the conclusions reached by the Commission, the majority having concluded (Case and Craven dissenting) that the Commission has the jurisdiction. The theory is that the hearing already has been held (having occurred during 1938 and 1939) and that no further steps need be taken by the Commission.

It appears that only sketchy and vague instructions were given the law department by the FCC on pointing up the report. General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh Jr. were instructed to revise the document along the lines specified, and to submit the orders carrying the terms into effect as speedily as possible. Since Commissioner Paul A. Walker will hold hearings in the Southwest beginning May 1, the Commission would prefer to have the report completed in final form before his departure, although this is not now regarded as likely.

Whereas the original law department version proposed nothing in the nature of direct separation of the Red and Blue network of NBC, the FCC, in its instructions to the department, is understood to have requested that such a separation be stipulated on grounds of policy.

In no instance does the FCC propose to regulate the networks directly. Rather it would be accomplished through individual station licenses. Since each network owns and operates stations, the approach may be made in this way.

Possible way of forcing separa-
tion of the Red and Blue, insofar as the FCC plans are concerned, may be the requirement in the new rules that no station may take programs from a network organization without complying programs to another outlet in the same city. That automatically would preclude dual network operation.

It was clear that NBC would fight in the courts any move to force the sale of the Blue network. Despite this, reports have been recent for some weeks that overtures have been made to NBC by a syndicate headed by an important New Dealer to take over the Blue. As far as could be learned, however, these conversations now have collapsed.

The whole complex of the Monopoly Report, when it is finally released, may be altered by the indicated trend of events under White House guidance. A definite move toward formulation of a national policy, or introduction of ripples legislation to limit the FCC, as urged two years ago by the President himself, may result in sharp toning down of the report.

The whole philosophy of the FCC majority is, at this writing, that there should be no exclusive contracts and no option time and that licensees should be free at all times to sell what they believe, as far as all responsibility for station operation, irrespective of network originations.

Basically, the relationship between the independently-owned station and the network would be that of a time broker, although that language probably will not be used in the report. But instead of an exclusive network affiliation or option time, a station simply would contract for a particular "program series", whatever the network.

The Craven-Cove minority consistently has held that such an operation would reduce the status of networks to that of mere program brokers and that it would have grave industry operation. The best programs, they have argued, would gravitate to the bigger stations in particular markets, with secondary stations, now protected by exclusive network affiliations, probably losing out entirely.

Outstanding Provisions

Based on views expressed in official circles, the following may be regarded as the salient provisions of the report as it stands approved today, though it cannot be emphasized too strongly that the document may be far different when finally released, probably next month:

1. Ban exclusive network contracts, with arrangements in no event to run beyond the station license term of one-year.

2. Conclusion that existing network-affiliate contracts covering option time are contrary to public interest and restrain competition. Networks to serve stations on a "program series" basis rather than on full-scale commercial schedules.

3. Banning of ownership of more than one station in the same city by the same interests. Opportunity would be allowed for owners to "dispose" of other stations. Otherwise renewals would be set for hearing under the projected new rule.

4. Probable banning of multiple ownership, with a limitation of three or perhaps four stations per entity, which would strike at networks and numerous other organizations.

5. Prohibition against dual network operation, which would be handled on renewal applications of affiliated stations and against the network or networks.

6. Prohibition, not yet clearly defined, against network participation in the transcription field, as resulting in suppression of competition, and possibly also in the concert and artists fields.

### WFMJ

Youngstown's Favorite Station

A Horder-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

### CBS FIELD TESTS FOR COLOR VIDEO

CBS plans to begin regular field testing of its television transmitter in New York about June 1, according to Adrian Murphy, CBS Executive director of television. Emphasis will be put on transmission of pictures in full color, he said, but it has not yet been decided whether black-and-white images should be dropped completely.

The chief problem, he explained, is not at the transmitter end but one of reception. Several manufacturers have expressed considerable interest in making color receivers and work is progressing towards putting them into production although none are being produced at this time. There is no doubt about their eventual production, Mr. Murphy stated, but it is doubtful whether color receivers will be available by June 1.

### Educational Council

TO ADVANCE education by radio and to make the CBS School of the Air of the American a truly Hemispheric project, representatives of most of the countries on the American continent have joined to form a Pan American Council, a project discussed recently at the National Education Colloquium in Washington. CBS Director of education, is chairman of the new council.

J O H N H. LITZELMAN, of the FCC legal department, is to leave April 28 for Fort Meade, Md., where he will undergo physical examination before starting active military duty at Fort Eustis, Va., as a captain in the coast artillery reserve.

### NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WELCOME BACK WORLD'S CHAMPION REDS AND "ROOTERS"

I take them out to the ball game—they take me into their homes. Here in Cincinnati are the World's Champion Baseball Fans! Enthusiasm runs wild from April through September. But Crosley field will only hold 35,000 people, so thousands of fans go to the games with me. For home runs in Cincinnati, let the Winged Plug of WSAI score "hits" on your selling team!
Frank King Heads NAB 5th Region
Continued Aid Is Voted BMI; Sales Managers' Session

ELECTION of Frank King, general manager of WMIB, Jacksonville, as NAB district director for the 5th district, comprising Florida, Georgia, Alabama and Puerto Rico, occurred at the April 11 district meeting in Jacksonville. He will serve for two years, effective with the NAB convention next month, and succeeds W. Walter Tison, general manager of WFLA, Tampa. The meeting was the last of the series of pre-convention district sessions required by the bylaws.

The 50 broadcasters present heard a discussion of industry problems, including the Music Highway, by Carl Haverlin, station relations manager of BMI, led a discussion on the music problem, with C. E. Arney Jr., assistant to NAB President Miller, representing the NAB executive staff. The meeting endorsed the work of BMI and urged its continued support by the industry.

Sales Meeting

Following the general session, sales managers of the 5th district held a meeting, presided over by Norman McKay, sales manager of WQAM, Miami, and chairman of the committee for the district. Attending the meeting were:

- Don Jost, Maurice C. Coleman, WAGA
- B. G. Lovely, WADC
- Bob Heintz, WAB
- John D. Page, WADU
- Jack Williams, John J. Young, WATX
- J. C. Reed, WAGC
- W. B. Elkins, Jr., WACO
- Bill educators

The meeting approved the committee's report and the committee was directed to continue its work.

9th District Session

SALES MANAGERS of the 9th District, comprising Illinois and Wisconsin, met at the Stevens Hotel, Chicago, April 11 to discuss payment of salesmen, coordination of sales and program departments, and merchandising efforts. Attending from Wisconsin were Ed Conlin, WBKB, DeCrosse, presiding; Haydn J. Evans, WTAQ, Green Bay; J. C. Gallagher, WHBY, Appleton; Harold J. Newcomb, WFLA, Racine. From Illinois were Walter M. Kossler, WROK, Rockford; Jack Heintz, WCHS, Springfield; Don W. Craig, WSSL, Joliet; Roy O. Pearson, WHFC, Cicero; Art Hartle, WAAF, William R. Cline, WLJ, Chicago.

Stoker in KDLY Post

ED STOKER, since 1938 assistant musical director of KDLY, Salt Lake City, has been appointed musical director, replacing By Woodbury, according to S. S. Fox, president and general manager. Mr. Stoker joined the musical staff of the station in 1937, aiding Mr. Woodbury in forming the KDLY orchestra. Previous to that, he toured the West with an orchestra of his own, and is a pianist and violinist. In his new post Mr. Stoker will m.c. the studio band and handle music clearance for all talent shows.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

3 REASONS

THE three most important characteristics of a radio antenna are:
COVERAGE, STRENGTH, APPEARANCE. In all three the highest rating goes to BLAW-KNOX Vertical Radiators. Their wide coverage makes them more profitable, their greater structural strength cuts maintenance cost, their clean lines lend distinction to a station. We'll gladly explain more fully why these three superiorities are your three best reasons for using BLAW-KNOX Vertical Radiators. Write or wire.

BLAW-KNOX VERTICAL RADITORS

ARBOR DAY PROGRAM of WCKY, Cincinnati, featured Bolton S. Armstrong (right), president of Mabey & Carew Co., local department store, interviewed by Jack Foster, WCKY announcer. Mr. Armstrong during the last 30 years has given away 2,000,000 trees. Arbor Days to Cincinnati school children. The interview was part of WCKY's High School Treasure Chest which is conducted by local high school students. Mabey & Carew Co. has used spot advertising on the station for ten years.

oregon Session Reviews New Radio - Libel Law
OREGON STATE BROADCASTING ASSN., in a meeting at Portland April 12, presided over by President Lee Bishop of KMID, Medford, discussed the various phases of music copyright, legislative matters and local radio problems.

John W. Kendall, Portland attorney, reported on the activities of the association which resulted in the passage of the radio-sponsored libel bill in the Oregon Legislature. C. W. Myers of KON-KALE, Portland, spoke on the latest copyright developments. George Murphy, of Pacific National Ad Agency, delivered an address to the meeting at a luncheon session on the aspects of radio-agency relations.

Attending the sessions were:
- Glenn McEachern, KORE; Marshall Pons, KORI; Harold D. Reed, KALM; John G. Bauzeide, KUIN; Gene Bertrand, KWIL; Carl Caro, KJWJ; Mark DeGaunt, KROSS; James Wallace, KAST; Frank Loggen, KEND; Lee Bishop, WABD; Mrs. Zella Brownfield, KOAG; Sheldon F. Sackett and Ben E. Stone, KROO; H. C. Cox, Robert Plemrose, James Marshall, Ralph Rogers and Bill Mock, KGW; C. F. Roy Hunt, Ted Koerster, H. M. Swiftwood, C. W. Meyers, Harry Berkendahl and John Walker, KON-KALE.

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Oregon Session Reviews New Radio - Libel Law
OREGON STATE BROADCASTING ASSN., in a meeting at Portland April 12, presided over by President Lee Bishop of KMID, Medford, discussed the various phases of music copyright, legislative matters and local radio problems.

John W. Kendall, Portland attorney, reported on the activities of the association which resulted in the passage of the radio-sponsored libel bill in the Oregon Legislature. C. W. Myers of KON-KALE, Portland, spoke on the latest copyright developments. George Murphy, of Pacific National Ad Agency, delivered an address to the meeting at a luncheon session on the aspects of radio-agency relations.

Attending the sessions were:
- Glenn McEachern, KORE; Marshall Pons, KORI; Harold D. Reed, KALM; John G. Bauzeide, KUIN; Gene Bertrand, KWIL; Carl Caro, KJWJ; Mark DeGaunt, KROSS; James Wallace, KAST; Frank Loggen, KEND; Lee Bishop, WABD; Mrs. Zella Brownfield, KOAG; Sheldon F. Sackett and Ben E. Stone, KROO; H. C. Cox, Robert Plemrose, James Marshall, Ralph Rogers and Bill Mock, KGW; C. F. Roy Hunt, Ted Koerster, H. M. Swiftwood, C. W. Meyers, Harry Berkendahl and John Walker, KON-KALE.
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WELCOME: recently to WPTF, Raleigh's Ten-Year Club, were four additions to the staff of Colgate Dugout. The watches, presented to them, have been manufactured by Seth Thomas; Robert L. Philipp, director of public relations and advertising, Union Oil Co.; and Leon L. Eiler, advertising manager, California Fruit Growers Exchange; Dr. Thurston Ross, director of School of Merchandising, U of Southern California.

KHE, Berkeley, Calif., recently presented a broadcast which would have been alarming to some listeners, but not the station's rejected frequent explanations. The production was a dramatized broadcast of how Berkeley's "disaster plan" would operate under actual circumstances. L. K. Kidd of the Berkeley police department wrote a realistic script of a hypothetical disaster. The scene was opened with a thundering explosion. Screaming sirens, clanging bells and staccato orders followed. Born Hambly, of KHE, produced.

MUTUAL understanding, and lots of it, is sought by Al Nelson, general manager of KGW, Portland, Ore. Weekly staff conferences include all station employees, as well as department heads. For instance, writers, salesmen, publicists, engineers and announcing personnel exchange ideas and try to provide programs that will interest prospects. Complaints are thrown in. Production men accompany salesmen on their calls. Complete records are kept of the weekly staff meetings.

KQW, San Jose, Calif., has four sponsors whose messages are heard either preceding or following baseball games. The sponsor is being purchased on an optical chain. The station, San Jose, Calif. (original chain purchased by Mose). Each day last week, the sponsor was heard during baseball games.

KQW, San Jose, Calif. (optical chain) purchased "disaster plan"'s voice for weather announcements for all listeners.

WAGA, Atlanta, is transmitting weekly religious sermons of Dr. Harry Emerson Fosdick, heard Sundays over WAGA and the NBC-Blue network. The library of transcriptions is built for the Council of Churches in Atlanta, with clergymen and others assigned to perform the functions of the church or institutions.

WWL, New Orleans, has organized a safety patrol to help the local police department reduce traffic accidents. The WWL mobile unit is cruising the principal streets of the city together to all traffic violations. Announcer Frank Hennessey is on duty with the patrol, assisted by a policeman.

KMCB, Kansas City, recently carried the second-round games of the World Series over its 25,000-watt station. The broadcast, conducted by Phil Evans, KMCB farm counselor, on behalf of the sponsoring Midwest Wool Marketing Cooperative, wound up a sheep-shearing contest in which the "sheep-shear" team, won first prize for a rural listener.

KMBC, Kansas City, recently carried biographies of the opponents' and their opponents' arguments for final distribution to about 15 stations located near the participating institutions.

TREAT THEM RIGHT

WMAZ Employees Directed to Be Cordial to Visitors

As a result of a oft-repeated disagreeable experience in other stations, Wilton Cobb, promotion manager of WMAZ, Macon, Ga., has issued a set of rules to his staff concerning the treatment of visitors to the station. He tells of standing around more than 15 minutes in the reception room of a station waiting for any of several employees standing around to recognize him and ask his business. Such a visitor, Cobb states, that a time-buyer or an advertiser, and with such treatment all will be lost.

In his order, Cobb said: "As long as our door is open and we are able to serve our visitors, they are our guests. Our reception desk is a welcoming center to visitors, and we must keep it open and we must be prepared to provide a friendly reception to all who enter. We are here to serve the visitors, and we must be prepared to serve them with a smile and a friendly welcome. If a visitor, through no fault of ours, is unable to get a friendly reception, we must take immediate steps to correct the situation."

Dixon Tells of Qualities Required in Radio Jobs

"A college education is not needed to break into radio," Sidney Dixon, NBC Public relations manager, declared in a recent round-table discussion before 300 advertising students from Southern California schools and colleges. "A very high percentage of network executives and employees never went to college."

Speaking as part of a panel arranged by the Los Angeles Junior Advertising Women and Men, Mr. Dixon asserted that hard work and sincerity are more important. "I've always believed ideas make budgets and that the right idea will create a budget. You've got to have an idea first, you've got to believe in yourself and your work and know how to present it."

Participating in the panel discussion of radio advertising were Don Bording, vice-president, Cordco; Thomas; Robert L. Philip, director of public relations and advertising, Union Oil Co.; and Meriwether, advertising manager, California Fruit Growers Exchange; Dr. Thurston Ross, director of School of Merchandising, U of Southern California.

Disc Debates

DEBATES by transcriptions have been contemplated by Colgate U with six colleges throughout the country. Each institution will make a recording of its own speeches, questions and answers after manuscript covering the three phases of the contest have been exchanged with Colgate. Colgate will then make a record of its own and its opponents' arguments for final distribution to about 15 stations located near the participating institutions.

KMBC, Kansas City, recently carried the third-round games of the World Series on its 25,000-watt station. The broadcast, conducted by Phil Evans, KMBC farm counselor, on behalf of the sponsoring Midwest Wool Marketing Cooperative, wound up a sheep-shearing contest in which the station's "sheep-shear" team, won first prize for a rural listener.

KWW, St. Louis, has started its KWW Patrol on that city's defense work. The station's "sheep-shear" team, won first prize for a rural listener.

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

APRIL 12 TO APRIL 18, INCLUSIVE

RADIO IN BLACKOUT

The indespensibility of radios to the nation was underscored in an Americanism contest attracting thousands of entries April 9. Listeners had been asked to submit 100 words completing the sentence, "I'm glad I am an American because..."

Each entrant received a copy of the "100 Rights of Americans" suitable for framing. Prizes for the winners are valued at $1,500. First prize is an all-color set of North-West Air Lines to Washington. Other awards include: a refrigerator, piano, paint, radios, groceries, "Winter Fun" and silver coffee service, diamond ring, clothing and saving accounts besides cash prizes. All were donated by North-West Air Lines.

Judges are President Everett of North-West Air Lines, President VanSlyke of the Western Electric Company, President McClain of Howard State Teachers, President Brown of Con- APLICANS. APRIL 15

Applications... APRIL 15

Western Electric...
Help Wanted

Announcer—Engineer—$100 per month. Send transcription. Box 387, BROADCASTING.

Announcer—Engineer—Good voice, experience unnecessary. Small city. Rock Mount, West. Box 358, BROADCASTING.

Combination Announcer—Assistant, draft example. Gentile, for regional station. $50, starting salary. Box 386, BROADCASTING.


Operator—Preferred experience combination engineer $6600 Watt CBS affiliate. Send transcription record and salary expected. Box 384, BROADCASTING.

Combination Announcer—Engineer—Network Station—In West Texas. Box 369, BROADCASTING.

Operator—Graduate student, with license on air. Give full details. If you can announce, so much the better. Address Box 361, McComb, Miss.


CBS Station in Central West—Looking for chief engineer, preferably married. Please give complete background and experience record as well as starting salary expected. Box 377, BROADCASTING.

Salesman—Well established MBS affiliate. South East offers excellent opportunity to producer. Draw on account plus commission. Will consider only experienced, aggressive, sober salesman with means to get ahead. Write full details concerning yourself to Box 379, BROADCASTING.

Situation Wanted

Experienced Announcer—Copywriter—Now with NBC station. Addresses change. Box 385, BROADCASTING.

Sports Announcer—Baseball—Sport Commentator—Also 10 years’ experience, general references, recordings. Box 392, BROADCASTING.

Operator—1st class phone, no experience. Married, 38 yrs. old, wishes position. Box 398, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis—you can’t lose. Box 395, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the largest successful license holders of the NBC affiliates. Details on request. Box 383, BROADCASTING.

Announcer—Technician—With complete mobile 16 inch transcription equipment. Ten years’ experience in radio; sales background. Desires position with progressive station. Draft exempt. Married. Box 398, BROADCASTING.

Writer—Promotion copy that crackles, presentations that sell, publicity that gets printed. 14 years’ advertising experience last 4 with network. Now employed. Wants $800 per month. Box 350, BROADCASTING.

Need A Mall Full Announcer—With experience as Farm Program Director, now producing successful rural shows? Employed on 5kw Midwest network station. Looking for opportunity to help you and myself. Box 388, BROADCASTING.

To Promote Styles

NEW YORK Dress Institute, recently organized jointly by the International Ladies Garment Workers Union and New York dress manufacturers to establish New York as the style center of the world, has appointed J. Walter Thompson Co., New York, to handle its $1,000,000 promotional campaign. No details of promotion plans have been divulged, but it is understood radio will be included.

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

PAGE & DAVIS
Consulting Engineer
Munsey Bldg., District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting 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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

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
Designer of First Directional Antenna Controlling Interference
Bown Bldg. • WASH., D. C. • NA. 6718

Advertise in BROADCASTING for Results!
Radio to Be Prominent in Discussions 
Of AP and ANPA at Annual Meetings

NEWSPAPER - RADIO relationships, always a favorite topic of discussion when publishers gather, is expected to receive even more than normal attention at this year’s meetings of the Associated Press and the American Newspaper Publishers Assn., following the recent FCC announcement of an investigation of newspaper ownership of broadcasting stations.

Both organizations will convene at the Waldorf-Astoria Hotel in New York, the AP on Monday and the ANPA the following three days.

Etridge Group

Preceding the AP meeting, the committee of 44 newspapermen appointed by Mark Ethridge, vice-president and general manager of the Courier-Journal and Louisville Times, to plan means of combating any move to outlaw station ownership by newspapers, will hold a preliminary session on Sunday, at which time a steering committee will be appointed.

On Tuesday there will be a general meeting open to any publisher owning a radio station, holding station stock or having an application for radio facilities pending.

These are the only scheduled discussions of radio during the week. The subject is conspicuously absent from the ANPA agenda, which this year even omits the customary report of the radio committee. It was explained at ANPA headquarters that the only occurrence during the past year worthy of committee report was the FCC move toward newspaper-radio divestment and that since this was being handled by the Etridge committee the ANPA officially would neither discuss the matter nor take any action.

The only mention of radio in the convention’s preliminary program was in the list of topics suggested for discussion at the Tuesday meeting of publishers of papers with circulations of less than 50,000. This is a question concerning the costs of station operation and the loss of advertising of the paper to the station.

There is possibility, however, that the subject of station-ownership may be raised from the floor during the general ANPA sessions Wednesday and Thursday, which might result in the adoption of a resolution voicing the group’s opinion of the FCC move. Whether or not this occurs will undoubtedly depend on the outcome of the meeting of station-owning publishers on Tuesday.

Not on AP Agenda

The same situation applies to the AP meeting, at which radio is not part of the official agenda but which may discuss any subject raised by any AP member. Nor has radio any scheduled part in the convention of the National Newspaper Promotion Assn., also meeting at the Waldorf, Monday through Wednesday, although it may be mentioned by Gardner Cowles Jr., associate publisher, Des Moines Register & Tribune and owner of KRTV and KBOI, in his paper on “Tomorrow’s Newspaper Promotion”.

Government officials are scheduled to give the major addresses at the luncheons and banquets during the week. Jesse Jones, Secretary of Commerce, will speak at the AP luncheon Monday, Col. Frank Knox, Secretary of the Navy, and C. R. Smith, president of American Airlines, are featured speakers at the ANPA Bureau of Advertising dinner Thursday. Paul V. McNutt, Federal Security Administrator, and Richard R. Deupree, president of Procter & Gamble Co., will address the Bureau’s Wednesday afternoon session, which will also feature a “board of experts” quiz with Col. Leroy W. Herron, advertising director, Washington Star, as interlocutor.

London Raids Hit Networks’ Offices

Two Suffer Slight Injuries
As NBC Branch Is Struck

LONDON headquarters of both NBC and CBS were completely wrecked in the intensive German air raid April 16, NBC for the second time and CBS for the third time since the start of the Nazi bombings of England seven months ago.

None of the employees in the two offices were injured although Florence Pearson and Mildred Boutwood, secretaries in the NBC office, were shaken and bruised by falling debris. Both girls are survivors of the Dec. 8 bombing of NBC headquarters, when Fred Bate, NBC chief London representative, was injured.

CBS received first word of the bombing at 6:45 p.m. New York time when Edward R. Murrow, chief of the CBS London staff, reported it on The World Today news round-up. As Murrow expressed it:

“Tonight having been thrown against the wall by blasts which feel like nothing so much as being hit by a covered Ford and having lost our third office which looks as though some crazy giant had operated an egg-beater in its interior. Now we know that we have been bombed.”

Soot Everywhere

At 8 a.m. on April 17 on the CBS new of Europe program, Charles Collingwood of the CBS London staff described the debris-covered streets of London and the wrecked CBS office “with soot lying everywhere and chairs and tables strewn all over.”

John MacVane, NBC London correspondent in charge while Bate is in this country on vacation, described the bombing on the 7:15 p.m. NBC News Round-up and on April 17 at 1:50 p.m. gave a vivid first-hand account of the devastation wrought by the raid.

“Bombs raked practically every part of the London area,” MacVane said. “Bombers dropped in clusters while the office was in operation after dark. Judging the number of bombers is pretty much guesswork but if you figure 400-600 bombers dropped on London in a single attack you get them in sticks of two or three or more. The incendiaries, many of them Molotoff Cocktails that explode in the air and shoot out the bombs in a flat, loose pattern, started blazes that lit the sky.”

Stong Suit Dropped

INJUNCTION suit brought by Phil Stong, author, against CBS and Wm. Wrigley Jr. Co., continued April 14 out of New York Federal Court when Judge Murray Hulbert dropped a contempt complaint on request of the plaintiff. Plaintiff charged plagiarism by defendant in their “Bugs Bunny” program. Mary Stong, author’s daughter, in the defendants’ program Gateway to Hollywood from July 9, 1939, to Oct. 1, 1939.
WE’RE NEIGHBORS TO 1,305,180 MIDWEST RURAL FAMILIES*

Our rural programs reflect our genuine interest in the lives of these families and show that we make every effort we know how to understand the needs and wishes of our rural, as well as our urban, audience.

48.21% OF WLW’S AUDIENCE IS RURAL*

WLW DEVOTES 24 HOURS PER WEEK SPECIFICALLY TO ITS RURAL LISTENERS—91.7% OF THIS TIME ORIGINATES IN THE STUDIOS OF THE NATION’S STATION!

Designed to meet the vital, specific needs of the midwest.
Planned to appeal to midwest tastes and preferences.
Produced by men and women who know the rural midwest.
Featuring favorite midwest entertainers and agricultural specialists.
Kept ALIVE by constant contact with rural listeners of the midwest.

*Based on number of radio homes in WLW Nighttime merchandiseable area.

WLW THE NATION’S most Merchandise-able STATION
New York: foreign purchasers account for nine more. Efficiency, have
never before accorded the area of American stations, built
TRAVEL. where you like throughout
the length and breadth of America...you're seldom far from the service area of someone's 250-K transmitter! For
the RCA 250-K has won an acceptance never before accorded to any transmitter by any manufacturer!
American stations, built or building, have purchased 60 of these high-efficiency, high-fidelity, 250-watters. Foreign purchasers account for nine more.
Performance alone can make that kind of record possible...and performance is precisely what the 250-K offers! Flat within 1/2 db. from 30 to 10,000 cycles up to 95% modulation, with extremely low inherent distortion and noise-level, the 250-K puts out the quality that pleases audiences and advertisers alike.
Learn the advantages of the 250-K for yourself—write for the complete story.

Use RCA Radio Tubes in your station for finer performance

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