IN THIS ISSUE: CITIES ON DAYLIGHT / SAVING TIME

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BROADCASTING

The Weekly Newsmagazine of Radio broadcast advertising

AUGUST 28, 1941

Published every Monday, 53rd issue (Yearbook Number) published in February

WASHINGTON, D. C.

DENVER'S STANDOUT STATION

DENVER'S STANDOUT STATION

DENVER'S STANDOUT STATION

DENVER'S STANDOUT STATION

DENVER'S STANDOUT STATION

KZZ

CBS

5000 Watts

560 kc.

MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
IT WAS a long trail home for the settlers who came to Fort Industry's trading post on the Maumee River at the turn of the 18th century. The trips for provisions were made only once or twice a year, and it was with the prospect of several days' wearisome travel that the pioneer cracked a bull whip over the heads of his team. Today that trail is shorter. In the time it would take the curling whip to crack out its command, the voices of WSPD travel to thousands of homes in Toledo—in Northwestern Ohio—in Southern Michigan; voices crying the wares of the great city that has grown on the ground of old Fort Industry.

WSPD is particularly sensitive to the rhythm of progress, for today the Voice of Toledo celebrates its 20th birthday. Casting a quick glance backward, WSPD can sense a certain kindred nostalgia with pioneers of another day.
Leadership in Library Service

A Brilliant Innovation...

in the field of library service starts in our May first release: the first of a series of uninterrupted symphonic music on transcriptions! Standard Radio has signed the famous Los Angeles Philharmonic Orchestra conducted by Henry Swedrofsky for this series.

Except on live broadcasts, symphony music has heretofore been restricted to phonograph records. Now for the first time, stations may have the advantages of performing the world's finest music, without having to change or turn records. Now complete movements and selections, regardless of length, are recorded without a break. The further advantages of the high-fidelity, wider range and imperceptible surface noise of transcriptions, make this program material even more desirable.

The first releases include one complete movement from Sibelius' First Symphony, which runs ten minutes, and Mussorgsky's 'Night on the Bare Mountain', which runs nine and a half minutes. Other selections are 'Allegretto' from Brahms' Second Symphony and Brahms' 'Hungarian Dance No. 6', representative of the types of music to be released in the future.

It will pay you to investigate Standard Program Library Service and learn why over 300 radio stations have chosen it for their musical program needs. Standard's reputation of "leadership in library service" is based on long established leadership in extra service features.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

No finer tribute has been paid to the Standard Radio Program Library than the simple statement: "It's dependable." Dependability is the foundation upon which Standard Radio has built since its inception... Our subscribers know they can depend on brilliant showmanship, technical perfection and salability in every Standard release... they know they can depend on Standard to meet their transcribed musical requirements... It is this dependability which has won for Standard Radio a large and loyal following which answers "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

STANDARD... MY STANDBY FOR YEARS...

February 27th, 1941

Mr. and Mrs. H. M. Blink
Standard Radio
260 N. Michigan Avenue
Chicago, Illinois

Dear Mr. Blink:

As you know, I am not merely a new enthusiast about Standard Transcription Service. Yes, Standard has been my standby for several years, but it was only after my advent to Grand Rapids several years, but it was only after my advent to Grand Rapids that I fully appreciated what Standard could do for a station.

This is truly a music-wise city and difficult to please, but your music has converted snobs into complainers.

I might add also that being a member of the family has meant less perplexities during the recent controversy.

Many thanks from both myself and Mr. Versluys, and best wishes.

Cordially yours,

H. M. Steed, Manager
Radio Station WLVN

TO COAST NETWORK OF THE MUTUAL BROADCASTING SYSTEM

HOLLYWOOD CHICAGO

WELCOME TO:

KMYR-Denver, Colo.
KPOW-Powell, Wyo.
W55NY-New York City
WKWK-Wheeling, W. Va.
WALB-Albany, Ga.

Largest List of Active Subscribers!

When you think of

**New Orleans**

you think of:

Rue Royale . . .

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

FOR SALE: 903,105 Customers*

(Genuine, grade A-1, active:
Guaranteed to buy what you sell.)

KOIL

OMAHA, NEBR

---

* Number of persons in KOIL's 0.5 Millivolt Area
12 Million People To Spend
325 Million Dollars in
Michigan's Vacationland
this year

Industrial Activity
Gaining Momentum
Business Holds Near Record Levels as
Emphasis on Nation's Defense
Drive Continues

WOOD WASH
GRAND RAPIDS
WBCM
WAGRAM
BAY CITY
SAGINAW
WJIM
LANJO
WELL
BATTLE CREEK
WIBM
JACKSON
WXYZ
DETROIT

Add this BONUS Market
to Michigan's Outstanding
Pay Roll Volume
and You Have a Market
That Beats the World for
Sales.

KEEP YOUR SALES UP
this Summer in Michigan
with the
MICHIGAN RADIO NETWORK
KEY WXYZ STATION
DETROIT
KING-TRENDLE BROADCASTING CORPORATION
National Sales Representative: PAUL H. RAYMER CO.
WCAE
PITTSBURGH

announces the appointment
of

THE KATZ AGENCY, INC.

as its exclusive national representatives
effective

MAY 1, 1941
Summer Activity
MEANS EXTRA PROFITS FOR YOU IN THE NATION'S WEALTHIEST MARKET

America's No. 1 Market* is America's No. 1 Vacationland as well. And this year, more than ever, this beautiful area will be a mecca for vacationists from all parts of the nation. Take full advantage of this increased buying power. Use WTIC... the one medium which will reach all these people.

The country's wealthiest* market and that market's foremost selling force is a combination not to be missed! So why not make plans to let WTIC put your message across in Southern New England as so many national advertisers are already doing?

*1940 Income Figures of Division of Industrial Economics of the Conference Board.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
HOW'RE YOU DOING IN ST. LOUIS?

St. Louis is one of the wonder cities of America's Midlands. The nation's seventh in population, it is third in value-per-capita of manufactured products, and does a wholesale business nearly three times as large as its $385,000,000 annual retail business. That gives a pretty good picture of the city's ability to buy your merchandise—and to sell it, too!

Exclusive St. Louis outlet for the NBC Basic Red Network, and operating at 550 KC, KSD has both the coverage and the audience in the entire St. Louis trading area. The Distinguished Broadcasting Station, KSD has since 1935 led all other St. Louis stations in "Firsts" in 18 nation-wide Radio Program Star Popularity Polls, voting for listeners' preference. KSD is therefore the choice of most smart national spot advertisers. And it's an economical choice because it delivers this area without waste.

Let us give you all the facts about KSD and the St. Louis market. "Ask your Agency to ask the Colonel!"

KSD
THE POST-DISPATCH STATION
550 KC . NBC Red
ST. LOUIS

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

Exclusive National Representatives:

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
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<td>SYRACUSE</td>
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...IOWA...
WHO . DES MOINES
WOC . DAVENPORT
KMA . SHENANDOAH

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

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

...PACIFIC COAST...
KECA . LOS ANGELES
KIN-KALE . PORTLAND
KROW . OAKLAND-S. FRANCISCO
KIRO . SEATTLE
President Names Ethridge for Radio Study

Hough Heads Press Group; Thacher-Kaye Counsel

WITH THE drafting by President Roosevelt of Mark Ethridge to undertake a "survey of the entire situation now existing" in broadcasting, fears of any immediate upheaval in radio by regulatory fiat have been allayed. The view still prevails, however, that the industry faces an uphill fight against imposition of restraints on newspaper-ownership and other business phases of radio operation.

Disclosure of the Ethridge appointment by the Chief Executive came at a meeting in New York, April 22, of 200 publishers of newspapers identified with ownership of stations, at which time plans were completed for creation of an organization to resist any Government move toward divestiture of newspapers from station ownership.

A reassuring note in the President's letter read by Mr. Ethridge was that "no action is contemplated that would affect any present ownership of stations in connection with the projected inquiry into newspaper ownership.

Thacher Named

After electing Harold V. Hough, of the Fort Worth Star-Telegram, operating WBAP and co-owner of KGKO, to the chairmanship of the new newspaper station group, Thomas D. Thacher, of New York and Washington, one-time Solicitor General and a former Federal judge, was designated chief counsel. Assisting the hard-hitting attorney in the preparation of the case to be presented to the FCC will be Sydney M. Kaye, vice-president and general counsel of Broadcast Music Inc. and a prime mover in its organization, who will be associate counsel.

Mr. Ethridge read to the special session at the Waldorf-Astoria last Tuesday the letter from President Roosevelt, which asked him to become his personal advisor on broadcasting suggested changes in the existing law.

Mr. Ethridge, vice-president and general manager of the Louisville Courier-Journal and Times, which operate WHAS, on April 20 had announced to his special committee of publisher-broadcasters that he would accept the President's mandate as a "personal venture". At the same time he resigned as chairman of the newspaper station group. This group was created to prepare for the FCC inquiry which had been ordered on March 19 by the FCC majority (Order No. 79) under instructions from the Administration.

The Ethridge committee of 44 (Broadcasting, April 14), at the April 20 meeting, designated a steering committee under the chairmanship of Mr. Hough to prepare for the April 22 session, and subject to the entire group's ratification, to lay plans for meeting the issues raised by the FCC. It was at the Tuesday meeting, after hearing a full exposition of the current situation from Mr. Ethridge, including the authorized reading of the President letter (see page 10), that the Steering Committee selection of Judge Thacher and Mr. Kaye was ratified.

The entire group, impressed by Mr. Ethridge and Mr. Hough with the serious outlook and fearful of a squeeze play designed to exclude either newspapers or newspaper owners and stockholders from owning all or any part of some radio station, practically unanimously approved a budget of approximately $200,000, to be raised by assessments of newspaper-station revenues (see page 10).

Mr. Ethridge emphasized that he is undertaking the survey purely as a "personal venture", though the President's letter asked him to assume it either "as a completely personal venture or as a representative of the radio industry".

Mr. Ethridge said he felt he was accordingly obligated to resign as chairman of the original planning committee, and could serve neither on the Steering Committee nor continue as a director of the NAB. He will not stand for reelection at the St. Louis convention of the NAB as one of the two directors representing large stations.

Ethridge Survey

It is presumed Mr. Ethridge will take a leave of absence from his Louisville work and start the study, which may require several months. He may find it necessary to organize a staff. Meanwhile, it logically is expected that the FCC will not issue new regulations on business aspects of broadcasting now under scrutiny, until the President has had occasion to consider Mr. Ethridge's findings.

The Steering Committee chosen by the Committee of 44 will function at least until the FCC hearings. FCC Chairman Fly and other Administration figures have assured Mr. Ethridge these meetings will not be hastened and will not be called before full opportunity has been given the newspaper interests, the expected intervenors and the FCC's own counsel to prepare their cases. The hearing probably will be called sometime after June 1.

The Steering Committee is regarded as representative of all classes of newspaper-owned stations, and its members were elected without regard to their network affiliations. It was emphasized this was to be handled as a newspaper-ownership issue exclusively and was not to be confused with—and if possible not involved with—the network monopoly, multiple owner-

JUDGE THACHER

"He Keeps Hanging Around—I Think He's an FCC Man Investigating Joint Ownership of Newspapers and Radio."
Radio Publishers Adopt Method to Raise $200,000 to Meet the Press-Radio Issue

WITH FEW dissenting votes radio publishers, after a long debate, agreed in the meeting in New York last Tuesday to plan ways of meeting the press-radio issue raised by FCC Order 79, apropos of an investigation of newspaper license fees. The plan was devised by Ernst & Ernst, public accountants, and it was explained that it was based on gross income less agency commissions and frequency discounts.

Funds distribute which the amounts were passed among the membership and many were signed immediately. It was stated that 194 of the 294 stations involved were members of the NAB, these being included in the total of 244 stations for which confidential 1940 income records were available. From these could be raised $190,000. The other 50 stations include seven identified with newspaper publishers but not yet constructed, those attempting to get into radio, and the remainder, mostly smaller stations, for which figures were unavailable.

Chairman Harold Hough declared it the object of the Steering Committee, whose treasurer is Tennant Bryan, manager of the Richmond News-Leader and an official of WRNL and son of the president of William & Mary College, to spend the entire $200,000, if it could possibly be avoided.

The assessment schedule, based on $100,000 for the New York area:

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President Names Ethridge to Survey Whole Radio Problem...

FOLLOWING is the full text of the "Dear Mark" letter from President Roosevelt, asking the Louisville newspapers to recommend someone to undertake a "survey of the entire situation now existing" in American radio:

"With regard to the suggestions offered by you in our brief talk on April 11 and in your subsequent memorandum, these thoughts occur to me:

First, I can see no sufficient reason for delay in the executive phase of any effort that will effectuate an agreement in determining cases that arise in the future. (No action is contemplated that would affect any present ownership.)

So much for the proposed hearing. It is apparent that you have indicated a deep concern in the whole problem of radio in America—its ownership, its regulation and its public policy—made manifest by your interest in the public interest. I am wondering if you would be willing—as a completely personal venture or as a matter of the public interest—to undertake a survey of the entire situation now existing and reporting to me after you have had given sufficient time to prepare for such a survey.

I am sure that a number of publishers can object. After a thorough exploration of all factors presented it may be possible to formulate conclusions and recommendations which the NAB and BMI system of assessments of radio and newspaper ownership. As you know, the question is one that is currently under consideration by the Commission and which the Commission never yet has laid down a guiding policy.

Airing of the subject in this manner is the democratic way and I am sure is not a thing to which publishers can object. After a thorough exploration of all factors presented it may be possible to formulate conclusions and recommendations which the Commission never yet has laid down a guiding policy.

How to keep radio free, as part of our purpose to keep all channels of public information free, that is, in a very real sense, is not an objective at all. What we are concerned with is the public interest. It is the function of newspaper publishers, and those who work with them, to see that the public interest is served and that the public is entitled to as many broadcasting stations as the spectrum will permit, so long as there are operators who wish to use them, and as many stations and so long as technical interferences are avoided. This technical limitation on the number of transmitters gives the Government its principal function in the realm of radio, that of referee to determine who the operators of the limited number of transmitters shall be. I have asked Chairman Fly to determine the question and his decision will be made known. I hope you will support him in this outside study as I am suggesting here. In any case the answers to be sought are these:

1. How to keep radio free, as part of our purpose to keep all channels of public information free, that is, in a very real sense, is not an objective at all. What we are concerned with is the public interest. It is the function of newspaper publishers, and those who work with them, to see that the public interest is served and that the public is entitled to as many broadcasting stations as the spectrum will permit, so long as there are operators who wish to use them, and as many stations and so long as technical interferences are avoided. This technical limitation on the number of transmitters gives the Government its principal function in the realm of radio, that of referee to determine who the operators of the limited number of transmitters shall be. I have asked Chairman Fly to determine the question and his decision will be made known. I hope you will support him in this outside study as I am suggesting here. In any case the answers to be sought are these:

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ANPA Meeting Leaves Radio In Special Committee Hands

Publisher Tells of Frequency Discount Success; AP Session Discusses Broadcasting Indirectly

DESPITE the intense interest of all newspaper publishers, whether station owners or not, in the current FCC investigation into newspaper control of broadcasting, the subject was not discussed during the sessions of the 56th annual meeting of the New York newspaper publishers. Asen held April 22-24 at the Waldorf-Astoria Hotel, New York.

Feeling was expressed by ANPA officials that this matter is being well handled by the special committee, which conducted a meeting of all publishers with radio interests on Tuesday afternoon (see story on page 9), and that there was no need for the ANPA to take organization action.

Report Omitted

Following this line, the customary report of the ANPA radio committee was omitted from this year's convention. The investigation of new Federal Laws mentioned in its report the FCC Order 79 and the resolution of Rep. Wiggleworth (R-Mass.) asking for an FCC investigation of newspaper ownership of radio stations which has been referred to the House Committee on Rules, but there was no discussion of the matter from the floor of the meeting.

Radio, however, still received a share of attention from the publishers. On the opening day, devoted to newspapers of less than 50,000 circulation, J. S. Gray, Monroe (Mich.) Evening News, and O. S. Warden, Great Falls (Mont.) Tribune (KFBB), discussed the question of station operation by a small paper and how much advertising a paper loses through station operation.

Mr. Gray cited FCC figures showing that in the smaller the market the more the station depends on local advertising. In cities of less than 25,000 population, he said, 74% of a station's revenue comes from local advertisers. This drops to 67% in cities of between 25,000 and 50,000, and less than 50% in cities of more than 50,000, he reported.

Mr. Warden said that while his paper had felt some competitive influence from its station there had been no particular loss of business.

The question of the desirability of a paper owning an FM station was also touched on by Mr. Gray, who said that it is too early yet to determine what the effects of FM operation will be.

Lee R. Loomis, Mason City (Ia.), Globe Gazette (KGLO), reported on the experience of his paper in establishing a frequency discount rate for local advertisers, similar to radio practice. Plan was designed to stop advertising from small local concerns and was limited to copy of three column

inches or less, he said, with discounts given after 13 insertions, and further discounts after 26, 39, and 52 insertions. The plan worked out very well, he reported, the paper securing more than 200 new accounts and the advertisers getting good results from repeated insertions.

Circulation Growth

In his opening address at the Wednesday morning meeting, ANPA President John S. McCarr, Cleveland Plain Dealer (WHK, WCLE, WHKC, WKBN), said that in 1940, U. S. daily newspaper circulation in the United States averaged 41,131,611, an increase of nearly 1,500,000 over 1939, 13,000,000 over 1920. Since 1920 population has increased 26%, newspaper circulation 47%.

High spot of the Wednesday afternoon session, held under the auspices of the ANPA Bureau of Advertising, was the address of Richard R. Deupree, president of Froster & Gamble Co. Using the soap business to illustrate, he said that in 1880-90 the housewife paid 5 cents for Ivory Soap and 5 cents in 1941, though raw materials have doubled in price and wages have risen tenfold, and Federal taxes, unknown 50 or 60 years ago, now cost the manufacturer a sum equal to his factory payroll.

"It does not seem possible," he stated, "that expenses such as I have mentioned could be absorbed if we had not advertised Ivory Soap almost continuously since 1882. If through false reasoning or any other cause, worthwhile, honest advertising is crippled and hampered, it would be the death blow to real industrial development."

Improvements in national advertising in newspapers were reported by William T. Thomson, director of the Bureau of Advertising. There is an "astonishing dealer preference" for radio and magazine advertising, he declared, "because radio and magazines have been busy selling the retailers while newspapers have largely been indifferent or too busy to bother about something that doesn't affect today's lineage."

During the "Board of Experts" quiz session that concluded the afternoon's session, several of the questions concerned radio. William H. Howard, executive vice-president of R. H. Macy & Co. New York department store, said in answer to a question: "If anybody tells you that radio for a department store cannot be made to pay off, I think you ought to examine his line of reasoning because ours indicate that it can."

AP Discussion

Radio was mentioned tangentially by several publishers during the discussion of a resolution on hours of publication at the Associated Press meeting on Monday. While the debate was largely concerned with the competition of morning and evening newspapers and the feeling of the latter that the resolution favored the former by giving them the right to publish AP news from 7 p.m. to 9 a.m., or 14 hours, leaving only 10 hours to evening publishers, one of whom pointed out that he can get AP news for use on his radio station at hours when it is not available to a newspaper. As a result of the discussion the group author-

This Press-Radio Steering Committee was elected by the special committee of 44 appointed by Mark Ethridge at the preliminary meeting in New York April 20 called to plan newspaper-radio presentation at projected FCC hearings. Seated (1 to r): Walter J. Damm, Milwaukee Journal (WTMJ), vice-chairman; Harold Hough, Fort Worth Star-Telegram (WRAP, KGRO), chairman; Guy Hamilton, Clatsop Newspapers of California (KFBK, KMJ, KERN, KWG, KOH); Tennant Bryan, Richmond News-Leader (WRNL), treasurer. Standing (1 to r): James M. Cox Jr., Cox Newspapers (WHIO, WIOD, WSB); John E. Person, Wilisconsin Press (Pa.) Sun (WYAK); Nelson Poynter, St. Petersburg Times (WTSP); Jack Howard, Scripps Howard Radio (WMC, WNOX, WMP, WCPO); Gardner Cowles Jr., Dean of the Register & Tribune (KSO, KRTN WMT, WNAK).
Merchandising Needs of the Advertiser

**Station Cooperation Is Advocated To Make Advertising Effective**

By CLAIRE HEYER

Radio Director, Armour & Company

EVERY question has two or more sides—well, most questions, anyway. And that’s the way Clair Heyer feels about the merchandising problem, which has been discussed pro and con in these columns for several weeks. Moreover, Clair has seen the problem from the inside, having once been national sales manager of WHBF, Rock Island, III. Now he is radio director of an active and big sponsor, Armour & Company. Last fall Armour staged a radio campaign that was merchandised to the hilt—aided by an intensive effort to obtain station cooperation. From his strategic post he has some potent arguments to meet the claims of those who are opposed to extensive merchandising aids.

(2) Station merchandising, when properly handled, has a direct bearing on the success of a radio campaign.

(3) Station merchandising is primarily station selling—and in the long run will benefit the station just as much as the advertiser.

(4) Radio stations can give certain merchandising services which cannot be handled by the advertiser.

So (5) broadcasters should organize their merchandising departments to give cooperation the advertiser must have, and organize the operating details on an economical, efficient and mutually profitable basis.

First, if I attempt to speak with any authority on what the advertiser needs, it is not because of my vast experience—but because of lack of it. I have been on the advertiser’s side of the fence only for the past year. Under these circumstances, I sometimes found out what the advertiser needed to carry out a successful campaign—with painful suddenness.

From the station’s standpoint, radio men have a right to tell me to stay on my side of the fence. But here pure habit is responsible. I spent some years selling radio advertising—sold for the powerful basic network outlet, but for the regional and local, sometimes without network, where we had to start on national business from scratch and dig for every contract. I merely assume that whatever merchandising we found possible, reasonable and profitable for these stations would be the proverbial duck’s broth for the average station today.

Needs of Advertisers

During the past few months, I had a chance to see and work with the very best in station merchandising. The Armour & Company merchandising contest last October and November [BROADCASTING, Feb. 24] produced outstanding examples of station cooperation and merchandising operation, which was put to every practical test. It also revealed some weak points.

What the advertiser needs can be classified as (1) program-listener promotion, (2) dealer merchandising, (3) merchandising to the client’s sales organizations and (4) cooperation with the client’s advertising department and advertising agency.

But here I am concerned with the smaller details as well as fundamentals. After all, it is operating and administration details which grow ulcers for both advertisers and broadcasters. Probably the majority of broadcasters who view merchandising with alarm do their worrying primarily because details of their own merchandising operations are not organized on a routine basis. Any complete merchandising program involves extra work, takes staff members from other duties, and is therefore difficult and costly to handle. Judging by the Armour contest, stations which have their merchandising work well organized seem to actually have a good time and turn it to their own advantage.

The following are those station services which I feel are vital to the average program sponsor, with some illustrations from the Armour Station Merchandising Contest:

Station Support 1. The advertiser needs all the support he can get from his station to publicize his program to the public and to increase its audience. It makes no difference how the station does it—newspaper display, news column publicity, direct mail, courtesy announcements, plugs on sustainers, special broadcasts of all kinds, billboards, theatre trailers, electric signs, community contacts, fan publications and/or what have you.

The non-merchandising station uses these facilities to say “Station WOOF is wonderful, listen to WOOF!”. The merchandising station uses them to say “Listen to Treat Time on WOOF—Treat Time. Treat and WOOF are all wonderful”.

What is the difference, except that the latter is more specific?

All stations render some publicity service but a few justify limited cooperation by saying program promotion is the advertiser’s responsibility. Perhaps! But radio’s whole success is due to those individual stations which have developed and built up their own local audiences, not to those which hooked a ride on the networks’ coat tails. Radio budgets usually group the cost of station time, talent and program promotion.

But if the advertiser bought all the time, space and other facilities necessary to do the entire listener promotion job, there wouldn’t be a solitary dime left for the stations. However, stations can make reciprocal deals involving little cash for a sufficient number of the above services which can be used to

**FUR COAT CONTEST HELPS YOU SELL MORE TREET**

*The All-Purpose Meal*

It’s the simplest, most unique, most economical promotion you’ll ever hear about! Here’s how a local station uses a tea time to sell more tea for a simple single step: TREET—Your treat, everyone’s treat. Here’s how it works:

Every woman in your neighborhood over 16 will be grateful for the half-cup of her favorite tea for the simple reason that she knows she can now fill her tea in a hurry, easily make tea for one, and throughout—no spillage, or other treatment, too. And there’s no worry, too.

Don’t miss out your chance to boost your sales and profits. Display the easiest material—especially the TREET—Your treat, everyone’s treat. Call your neighbors, talk up your TREET—Your treat, and easily sell the half-cup of tea: it’s half-price, and the Half-Cup of Tea should be on your own table.

For details, turn to the “Your Treat” section of the program.

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For details turn to “Your Treat” section of the program.
plug all commercial accounts in their turn.

The advertiser who wants merchandising cooperation will furnish the necessary continuity, newspapers, paper mats, photos and display material.

Many radio stations print and distribute their own program logs and on the back of some we find white space. But such stations as KTUL, KTSA, KLZ, WCSC, KGNC, WTAR and WWL used covers or panels to publicize commercial shows.

Many broadcasters have become aware of the opportunity to tie-in merchandising work with public relations contacts. Stations have built a tremendous amount of goodwill through public service cooperation with the various civic, social, educational, fraternal and other community groups.

Publicity Ties

Officers of these groups are more than willing to cooperate with the local station by permitting it to publicize campaigns, especially consumer contests, among their memberships. Advertising has its own glamour for the public, just as Hollywood stars and the local hillbillies—if the station people work at it. It has a chance by telling listener groups about advertisers and commercial programs, as well as kilowatts and name stars.

Some years ago WIBF at Rock Island organized a group of small-town news correspondents into good-will merchandisers simply by letting them in on news about commercial programs, sending them occasional samples, conducting little contests, etc. WLW, Cincinnati, recently organized its own consumer organization.

To publicize the Your Treat mink coat contest, such stations as WSYR, KHQ, KTUL, WGST, KDAL, WCHS, WLW, KTRH, KTSA and others sent representatives direct to various women's organizations. Such as KGNC, WMGB, WRCG, WBT and WGBR whose groups, association, WTRC, KTRH, KOIL and WMBR sent wires or letters direct to listeners, while WWL and WMGB made special efforts to reach co-eds at colleges where they had contacts.

This is one of the fastest and easiest ways to make friends for advertising, to counteract the few so-called consumer groups which preach the doctrine that all advertising is wrong.

Dealer Contacts

II. The advertiser needs the station's help in securing the support of dealers and wholesalers. Again, this may be the advertiser's responsibility—and he will usually try. But drug and food retailers have hundreds of advertised products and hear an advertising story from a dozen different drummers every day.

The sponsor's salesman may tell the dealer he has a campaign on WOOF, but the opinion that dealer has of station WOOF depends entirely on his contacts and experience, and it may take a long time of test. Whether he increases his order and puts up a display, or just grunts, depends on what the station does to make it seem more than just another advertising program (see photo this page).

There are the usual dealer mailings, contacts, displays and meetings, plus distribution of display material. Some stations court dealers in the latter's own trade papers. Cooperative working agreements between broadcasters and small groups have been successful.

An outstanding example of dealer merchandising was the fur coat style show conducted at St. Louis by KMOX, attended by over 2,000 St. Louis grocers and wives.

Advertisers with no local salesmen may depend entirely on the station for some of the above services. They get the most much more punch to the drive.

Dealer merchandising does require more work. But perhaps I am old-fashioned in believing that the station man who contacts dealers for one account, hears from them when he is selling them on his station...sells them on supporting other national campaigns on his station...thereby enabling that station to sell more national advertising.

Letters, Of Course!

Program promotion often becomes dealer merchandising merely by telling the dealer what is going on. During the Mink Coat Contest, WNAX had girls pass out sandwiches signs passing out entry blanks on the streets of Sioux City. But instead of stopping there, these girls called at every retail grocer and meat market in the city.

Some stations think of dealer merchandising in terms of dealer letters. This is a step in the right direction but after the first several hundred letters how can an advertiser think of a new way to say fundamentally the same thing? Special mimeographed bulletins with a little carte, coloring, such as those used by WNAX, KGNC and WIRE and special printed cards put out by WLW (see photo page 13) and KTUL carry far more sales punch than plain.

And more and more stations are publishing regular periodicals for dealer lists, miniature magazine or tabloid style. Such pieces not only tell the entire story to dealers but in many instances are used as mailing pieces to agencies and advertisers, and cost less than the average brochure. Outstanding examples are those published by KNT, WLW, WKY, WFAA, WSYR, KTBS, WFL and WMC.

Newspapers Ahead

By handling a greater volume of food and drug retail advertising, a majority of newspapers have an advantage over radio on dealer contacts and are far ahead on the very important dealer tie-in advertising. But most stations could work out a plan something like this:

The station offers the retailer two or three announcements (no restriction on continuity or product) exchanging for spaces of equal value in the retailer's regular newspaper ad, which would give the sponsor's program, the station and the week-end price of the featured product.

On any dealer contacts, the advertiser will appreciate some kind of a summary report showing percentage of distribution, dealer cooperation, how product ranks in consumer movement, etc. Specific cases calling for immediate attention should be referred immediately to the company's local salesman instead of delaying action by sending the only report to the client's headquarters. Why not a mimeographed weekly report?

Self-Selling

III. The advertiser has a right to insist that the station sell itself to the local salesmen and field managers. An advertising department can merchandise its radio advertising program to its sales organization, but cannot sell each unit on its local stations without some cooperation. And no salesman can be enthused about his radio program, and get his dealer's support, unless he is enthused about the station itself. This responsibility rests solely with the broadcaster. Sales meetings, auditions, bull sessions or golf—the method makes little difference.

Again I say "sell" instead of merchandise, sticking to the horse and buggy analogy that the broadcaster will sell more national business by working with a man instead of on him, or by reading about new campaigns in Broadcasting, writing letters and wondering why the national rep fell down on the job. Get to know "Oscar" instead of "Mr. District Manager" and he might recommend your station for future advertising.

An advertiser's salesman can take advantage of station merchandising support only if they know about it and have the evidence for their sales portfolio. And don't wait until the campaign is over.

Stations furnish the advertiser's organization with coverage maps, up to elaborate sales portfolios. But to the best of my knowledge, no station has cut costs by plan-ographing a standard form for its salesman—one which attractively shows the stations' basic presentation, leaving space to fill in each advertiser's own story.

Informing the Advertisers

IV. The advertiser's home office needs complete, detailed and concrete reports on station merchandising activity, which in my dictionary is another "selling" operation. A station may be doing a bang-up merchandising job but few persons will know it unless the stations submit reports and evidence which can be passed along to all interested dealers.

It is the only way the story will get from the agency time buyer to the agency contact man, to the sponsor's radio director, to the advertising manager, to the department head, to the sales manager, to the vice-president...and before we get to the stockholders, this will give an idea of how many persons may be involved.

Parties far down, or up the line, usually inaccessible to station salesmen, may have strong voices in market appropriations but merchandising evidence and reports are about the only part of an individual station's story which will (Continued on page 41)

KOIL Dealer Display Right at the Meat Counter

KOIL, Private Stoves, first several legs of the Meat Counter.

PIONEER MIKE

Sends a Personal

MEMO TO... Dr. Clint Reyer

YOU WILL BE INTERESTED in the marked item on the attached monthly program schedule. Over 6,000 of these programs are mailed or delivered on a coast-to-coast radio network services whom you have requested.

This is just one of the many "extra" services not on KLZ's rate card.

KLZ-Denver
Columbia Network $60 Killacquies 5000 Watts Day and Night

"PIONEER OF THE WEST" KLZ Mails Cards to Clients
Four. Newfoundland Stations Under Terms of Havana Treaty

All Assignments Are Located in City of St. Johns;
U. S. Agreement With Mexico Is Made Public

NEWFOUNDLAND, in the extreme Northeastern portion of the Continent, has been assigned four broadcast stations under the recently concluded North American Regional Broadcast Agreement. The United States and the North American nations, though it is not an actual signatory to the North American Regional Broadcast Agreement, which went into effect on March 28, 1940.

The Newfoundland assignments, not heretofore finally made public, must be considered along with those of other nations on the Continent and in the Caribbean, in the Dominican Republic, Haiti, and the Virgin Islands.

All in St. Johns

All four of the Newfoundland stations are located in its capital city of St. John’s but only one of the four, VONF, uses more than 1,000 watts of power. VONF, assigned to 640 kc., has a directional antenna occupied by KFL, Los Angeles, with 12,000 watts, which provides the protection normally applicable to Class B station throughout Newfoundland.

The Newfoundland assignments should be added to those published in the supplement to the March 28, 1941 issue of BROADCASTING, covering all other allocations on the continent. The Newfoundland assignments follow in full text:

VOWR 600 kc. St. Johns 500 W. III-B
VOCN 460 kc. St. Johns 1 kw. II-B
VOAB 560 kc. St. Johns 25 W. IV
VOGH 1010 kc. St. Johns 100 W. II

* This assignment is accepted by Canada.

Simultaneously, the State Department announced official publication of the bilateral agreement between the United States and Mexico, covering conditions under which assignments will be made on six frequencies under the Havana Treaty, as accepted in an exchange of notes signed Aug. 24 and 28, 1940.

While the sense of this agreement had been published previously in BROADCASTING, before the notes actually had been signed, the full text of the agreement, as published by the Department of State in Executive Agreement Series 196, is published herewith for record purpcses.

Eduardo Hay, Minister for Foreign Affairs, U. S. Mexico, presented his credentials to President Franklin D. Roosevelt, March 28, 1940, addressed this communication to Josephus Daniels, U. S. Ambassador to Mexico:

CANADA STUDYING
DOUBLE DAIL Y

CONSIDERATION is being given at Ottawa to establishing double daylight saving time for the summer months in Ontario and Quebec districts which have been on daylight save- ing since April 1.

Last autumn when the change to standard time took place practically all industrial cities in Ontario and Quebec had been on summer daylight saving, were ordered by the federal government to put on daylight saving time to save electricity needed in war industries.

Now with summer daylight saving time, the effect of other municipalities throughout Canada, there is the possibility that Ottawa may follow its example.

Canada has given the broadcasting industry the jitters as no decision has as yet been made and the stations are putting on the extra daylight saving time that affects municipalities on standard time all winter.

Delivering of daylight saving time will throw all timing out, as practically all commercial network programs and national accounts are placed in Forward Daylight Time, and the stations may be affected by a double daylight saving time rule.

It is understood the broadcasting industries suggested that the entire country adopt daylight saving time as a war measure, which would eliminate many headaches for traffic departments.

Tobacco Spots


Wrigley Time Signals

W. M. Wrigley Jr. Co., Chicago (Spearmint Gum), on April 20 started a 52-week schedule of weekly time signals accompanied by weather reports on approximately 50 CBS affiliate stations. Agency is Vanderbie & Rubens, Chicago.

Mexican station’s coverage in the United States as much as possible.

D. Mexico has the privilege of choosing the location of its Class I-A frequencies;

E. Reciprocally, Mexico agrees not to assign any stations on the following frequencies to United States Class I-A frequencies:

950 kc., 1210 kc., 720 kc., 1120 kc., 700 kc., 1210 kc., 1210 kc.

F. Mexico and the United States to permit time zones with a power not in excess of 1 kw., on the channels they agree to provide the signal from these stations shall not exceed 5 microvolts per meter ground wave results.

All provisions of the agreement, in consequence the agreement as a whole, will become effective on March 29, 1941 (Treaty Series 962).

Radio Post in Navy Given Frank Mason

NBC Vice-President to Serve On a $1-per-Year Basis

APPOINTMENT of Frank E. Mason, vice-president of NBC, was announced by President Roosevelt in charge of information, as civilian director of radio activities of the Navy Department, last Wednesday by Secretary of the Navy Frank Knox at his weekly press conference.

Secretary Knox indicated Mr. Mason would join the Navy Department about May 1, on leave of absence from NBC, and would immediately start gathering new radio personnel, part of the new public relations bureau headed by Rear Admiral Arthur J. Hepburn.

Explaining he had asked his "old, old friend" to organize a new radio setup for the Navy Department, Secretary Knox said Mr. Mason would serve as a deputy civilian advisor and would function as "head man" of the new radio operations. Mr. Mason will be designated special assistant to the Secretary of the Navy, it was stated.

Jack Hartley, assistant director of special events with NBC in New York, also will join the Navy radio division. Mr. Hartley was announced for Thursday. Mr. Hartley, a lieutenant in the Naval Reserve, is expected to start his new assignment in Washington about May 1.

Remains With NBC

Although Secretary Knox did not explain the extent of the proposed reorganization, he understood Lt. Comdr. Norvelle Sharpe would remain the official naval head of the radio branch, with Mr. Mason functioning as civilian advisor, without rank. Mr. Mason indicated that he would not drop his duties with NBC nor move permanently to Washington, although his new assignment would draw his major attention for some time.

Mr. Mason, like Secretary Knox, will join the Navy Department after completing wartime career in the Army. In France with the 9th Infantry during the World War, Mr. Mason held the rank of captain and was instructor at the Army Intelligence School. He also was chief censor of Advanced GHQ at Trier, and later was assigned to The Hague and Berlin as assistant military attaché. He was mustered out of service in November, 1919. At present he holds no reserve rank in the Army.

As president of International News Service before joining NBC, and earlier as a well-known foreign correspondent, Mr. Mason came to know Secretary Knox when the latter was managing editor of the Hearst newspaper enterprises and later as publisher of the Chicago Daily News.
"WITH THE COMPLIMENTS OF WHO, MA'AM!"

- No—that headline is misleading. We’re not giving away dishes, here at WHO. But we are building a tremendous goodwill for WHO by helping various community organizations throughout Iowa Plus to get some of the things they want, such as new dishes for the P.T.A., uniforms for the High School Band, Christmas toys for various child-welfare groups, etc., etc., etc.

For instance, we quote from a recent issue of the Spencer, Iowa, Times: "The regular meeting of the Jefferson P.T.A. was held Friday afternoon. . . . The group had the pleasure of using the new school dishes for the first time, dishes purchased from the funds of the recent WHO Home Talent Show here."

Just a little local news item—but full of the stuff that makes loyal and friendly listeners for WHO—responsive listeners for WHO advertisers.

Because, you see, before that item could be written, WHO had sent its Community Service director, Arthur MacMurray (formerly professor at Iowa State College), to help the P.T.A. stage a three-performance WHO Home Talent Show. For more than ten days the director held try-outs, helped select a cast of 100 who could mimic the acts of the Iowa Barn Dance Frolic, and directed the sell-out show that produced the profits that bought the dishes!

Similar shows are produced in four different Iowa communities every week. This has been going on for several years with the result that literally hundreds of communities have had the help of WHO in securing money for some local needs and tens of thousands of families have become personal friends of ours.

Is it any wonder that WHO is the favorite station of 55.4% (daytime) of all radio families in Iowa? For the complete, amazing story, ask your agency to ask Free & Peters!

WHO

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

April 28, 1941 • Page 15
DAYLIGHT SAVING TIME will be observed by many cities in the New York State that will observe Daylight Saving Time. The following localities reported as observing Daylight Saving Time in the city of New York. The Association's survey of New York State for reference purposes is limited to the following cities: Albany, Amsterdam, Auburn, Binghamton, Buffalo, Cazenovia, Cohoes, Cortland, Dunkirk, Elmira, Fulton, Geneva, Gloversville, Hornell, Hudson, Ithaca, Jamestown, Johnstown, Lackawanna, Lockport, Long Beach, Mechanicville, Middleport, Mont Vernon, Mount Vernon, Troy, Utica, Watertown, Watervliet, and Westfield.

DAYLIGHT SAVING TIME will be observed in all of these locations, except for the city of New York, New York, which does not observe Daylight Saving Time due to its location in the Eastern Time Zone.

The effects of Daylight Saving Time are not limited to New York State. According to the Association's report, Daylight Saving Time is observed in all of the United States and in several countries around the world. The benefits of Daylight Saving Time include increased outdoor activities, reduced energy consumption, and improved safety on the roads.

In conclusion, while Daylight Saving Time may have its drawbacks, such as the need to adjust clocks and watches, it also offers numerous benefits and is observed in many locations around the world.
THE GIRL WITH THE
Golden Touch

Nancy Craig, WJZ’s “Woman of Tomorrow” conducts the most effective, result-getting cooperative program for women in the New York market.

PARTICIPATIONS AVAILABLE FOR THE FIRST TIME IN OVER SIX MONTHS

For more than six months “The Woman of Tomorrow” has been sold out. Now, because of seasonal expirations, there are a limited number of participations open for non-competitive products ... foods ... cosmetics ... household appliances ... drugs ... any of the many things women buy for their homes, their families or themselves.

And they buy when Nancy Craig tells them. During her 112 weeks on the air she has applied her “golden touch” to a half a hundred products... Her audience has broken all records in responding. Every month more than 46,000 women write in requesting information, mentioning the products she talks about, reporting on buying them.

The full story of “The Woman of Tomorrow” is one of radio’s outstanding success stories... a story of sales productiveness, of audience loyalty, a responsiveness that surpasses that of any other woman’s program in the market.

Get the story now... today. These few participations will be sold on a first-come basis.

“The Woman of Tomorrow” is broadcast over WJZ from 9 to 9:30 A.M., Monday through Friday... the most favorable time to reach and sell the thousands of women in the world’s richest market.

KEY STATION
OF THE NBC BLUE
NETWORK

Represented Nationally by
National Broadcasting Company
SPOT Sales Offices in
NEW YORK • CHICAGO
SAN FRANCISCO • BOSTON
CLEVELAND • DENVER
HOLLYWOOD • WASHINGTON
No Tax on Stations In Treasury’s Plan

Higher Corporate, Commodity Levies Urged by Treasury

ALTHOUGH it became known last week that a franchise tax on radio stations is not included among the tax recommendations of the Treasury Department, the possibility of such a tax remained as the House Ways & Means Committee opened to the public its hearings on the proposal to raise an additional 3 ½ billion dollars in taxes for 1942.

As public hearings opened last Thursday, neither Secretary of the Treasury Henry Morgenthau nor Assistant Secretary John L. Sullivan mentioned a radio franchise tax as they outlined the Treasury Department’s tax proposal.

Connery Interested

However, it was still apparent that pressure is coming both from within and outside Congress for some sort of franchise tax on radio. It was even pointed out in some quarters that since the Federal government necessarily must root out every possible tax source to foot the huge bill of increased taxes for originating such a tax on the broadcasting industry are enhanced.

Although the support has not broken into the open, it is known that several Congressmen, among them Rep. Connery (D-Mass.), have shown sympathy for such proposals as the 10 to 20% franchise tax, based on broadcast income, advanced by John B. Haggerty, president of the International Allied Printing Trades Ass’n. [See story on this page].

According to the explanation last Thursday by Secretary Morgenthau and Mr. Sullivan, the realigned tax structure is going to emphasize the ability-to-pay taxes, although increases also would be provided in corporate taxes and certain selected commodity taxes. The schedule of proportional increases in excise taxes indicated increase from 5% ½ to 10% on the manufacturers’ tax for radio sets and parts, would yield an estimated additional tax return of $6,500,000.

Radio Amusement Levy Is Urged by Haggerty

DISOWNING any intention of advocating a tax on advertising, John B. Haggerty, president of the International Allied Printing Trades Ass’n, last week, pursued a new tack in his campaign to secure a Federal tax on broadcast incomes by championing an “amusement tax” for radio.

In a letter last Monday to M. H. White, managing director of the Winona (Minn.) Republican-Herald, and part-owner of KWNQ, declared tax, levied against the “dissimulators of sponsored entertainment,” would be in line with taxes paid by motion picture theaters and other places of entertainment.

Government’s Praise Featured on 1,600th consecutive broadcast of Frank Nicholson’s Inquiring Mike on KROY, Sacramento, was the appearance of Gov. Culbert L. Olson by remote control with congratulatory messages for Nicholson and the sponsoring Capitol Chevrolet Co. Program began in regular style with Nicholson handing three or four interviews on the street and then the Governor was switched in from the State Capitol with his messages.

Mid-May Deadline Seen In Net Monopoly Report

A NEW deadline of about mid-May is discussed at the FCC for release of that agency’s final report on the two-year-old network monopoly inquiry. Ten days ago, the FCC had indicated it wanted the report completed by April 28, after revision by its law department.

Whether it will be accompanied by actual regulations is problematical. Originally that was the plan [Broadcasting, April 21], but the appointment by President Roosevelt of Mark Ethridge to conduct an all-inclusive survey of radio may cause the FCC to revise procedure, though no instructions to that end have been issued. In some quarters it is thought the FCC would await further instructions from the President before attempting to institute radical reforms in broadcast regulation.

KMBC Seeks 770 kc.

AMENDING its pending application, KMBC, Kansas City, on April 23 filed with the FCC a request for assignment to 770 kc. the clear channel occupied by W2J, New York, with 50,000 watts, using a diagonal parasol antenna. Now operating on 980 kc. with 5,000 watts fulltime, the Arthur Church station originally sought assignment of the frequency with 50,000 watts, under the North American Regional Broadcasting Agreement. This facility, however, has been assigned to KGGF, Coffeyville, but a hearing is scheduled because of other pending applications.

Minneapolis Charge Dismissed By FCC

CHARGING “unwarranted cancellation” of a political talk, several members of the Minnesota Legislature last week filed in complaint to the FCC against WCCO, CBS outlet in Minneapolis. Despite complaints by Dem. WRTIE, and Farmer-Labor members of the Legislature, it was indicated the FCC considered the matter a question of programming to be settled by the station management.

The charges reportedly arose when WCCO, put on notice by the office of Governor Stassen, of Minnesota, that certain statements in the address were “incorrect and libelous,” cancelled a scheduled April 1 broadcast of State Senator George H. Lommen, a Farmer-Labor.

Last Monday Paul A. Rasmussen, a Minnesota Democratic leader, explained the complainants’ case at an informal conference with FCC Commissioner Frederick I. Thompson, indicating that although FCC was not asked to revoke the WCCO license, the complaint was being made “to make sure that the station will not assume such arbitrary attitude in the future”. Paul A. Porter, CBS Washington correspondent, Dem. WRTIE, and presented the station’s side of the argument to the FCC legal department.

Burgh to Agency

MILTON BURGH, for four years news editor of NBC, on May 15 will become radio director of the New York office of Tracy-Locke-Dawson. Before joining NBC, Burgh was for two years foreign editor of Transradio Press Service and previously worked on various newspapers. Francis C. McCall of NBC’s New York news staff succeeds Burgh as news editor.

‘Redbook’ Test

McCALL Corp., New York, is testing one-minute announcements on six stations for monthly Readbook test. Frequency of spots ranges from 7 to 26 times over a period of two weeks for each issue. Joseph Katz Co., New York, is agency.

They Were in the Army Then

One of a Series

THE RCA-NBC FAMILY adds these to our album of radio’s war veterans. See page 39 for identification and summaries of their service records.

Aylesworth Slated For Cultural Post

Would Succeed Francisco in Rockefeller Group Post

M. H. AYLESWORTH, first president and a pioneer in commercial broadcasting, may be named shortly by President Roosevelt to direct radio activities of the Office of the Coordinator of Inter Allied Cultural Relations.

Mr. Aylesworth, now in private law practice in New York, would be appointed to the 90-day temporary period. It is presumed he would undertake the same sort of job he handled so successfully in setting up and organizing in 1918 by seeking to interest capital in support of international commercial broadcasting, with emphasis on Latin America.

Mr. Aylesworth, it is understood, would headquarter in New York, working under Mr. Francisco and Nelson Rockefeller, coordinator of the Coordinator’s office, to parallel that of Nelson A. Poynter, editor of the St. Petersburg Times and owner of WTSF, who spends about three weeks each month in New York in charge of the press Division, succeeding Dr. James W. Young, who resigned.

Payne Transferred

John H. Payne, chief of the old Electrical Division of the Bureau of the Radio Commission, who succeeded Mr. Payne, who was loaned to the Rockefeller Committee and it is understood he may eventually return to the Bureau of Foreign & Domestic Commerce.

The Payne transfer was coincidence with reorganization of the Bureau of Foreign & Domestic Commerce under Dr. Carroll Wilson, who succeeded Dr. Young as director of the Bureau. A new Division of Industrial Economy, which includes the old Electrical Division, has been created, along with four other branches—International Economy, Regional Economy, Research & Statistics, Commercial & Economic Information.
JACKSON PROMOTED BY WESTINGHOUSE

WILLIAM E. JACKSON, for the last four years sales manager of KDKA, Pittsburgh, has been named general sales manager of Westinghouse Radio Stations Inc., with headquarters in Philadelphia, according to Lee B. Wailes, manager of WRS Inc. He succeeds Griffith B. Thompson, who resigned recently and who is now vice-president and general manager of the reorganized and consolidated WBLYN, Brooklyn.

Mr. Jackson has been with Westinghouse since 1929, when he became sales promotion manager of the broadcast department of the company. After six months he joined the KDKA sales staff, and four years later became sales manager. He is 36 and a native of Whitaker, Pa. He attended Carnegie Tech, but left college after two years to join the advertising department of the Westinghouse International Co., and from 1926 to 1930 he was advertising manager of the National Electric Products Corp. in Pittsburgh.

While Mr. Jackson was sales manager of KDKA, the station reached the highest peak of prosperity in its history, and in volume of sales ranks among the first six stations in the country, Westinghouse stated.

KGW-KEX Appoint Cox As Assistant Manager

APPOINTMENT of H. Q. Cox, program manager of KGW-KEX, Portland, as assistant manager of the two NBC outlets, was announced last week by Arden X. Pangborn, recently named general manager. Mr. Pangborn is the former managing editor of the Oregonian, with which the stations are affiliated.

A former medical student, Mr. Cox joined in 1929 the advertising department of Meier & Frank Co., Portland department store. Three years later he became assistant to the advertising manager. He joined KGW-KEX in 1936 as merchandising, promotion and traffic manager, and then became production head in charge of special events and programming.

American Family Spots

PROCTER & GAMBLE Co., Cincinnati, currently releasing Painted Dreams on WCCO, Minneapolis, for American Family soap and flakes, on April 28 added the show in transcribed form on WBGM, same city, for the same products. Agency is H. W. Kastor & Sons, Chicago. Sponsor added Painted Dreams, transcribed for Drefitz on WLW, Cincinnati, on April 28. Blackette-Sample-Hummert, Chicago, is agency for Drefitz. Programs are heard Monday through Friday.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

MINNEAPOLIS—ST. PAUL. Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco, Los Angeles.

A ten-degree change in temperature can be as important to the Northwest farmer as a ten-point shift in a C.A.B. rating can be to you.

So, with a half a million rural homes within the station's primary area, WCCO programming continually stresses its time, temperature, and weather reporting services. Between 6:00 and 9:00 a.m. alone, when the farmer planning and starting his day, WCCO gives the time and temperature over fifty times. During that period it also gives the wind velocity twenty times, and complete Government weather reports, and forecasts for six states over a dozen times.

Accent on these simple services over a sixteen-year period is one of the reasons why WCCO has and holds the bulk of the Northwest listening audience. It's one of the reasons why this station is preferred by over 70% of early morning Northwest listeners the year around, and why national advertisers have received such excellent results from early morning and all other time on WCCO.
Kroger List
KROGER GROCERY & BAKING Co., Cincinnati (Tender Ray Beef), on March 31 started a new quarter-hour transmitted daytime show [BROADCASTING, March 31] titled "Hearts in Harmony" on 15 stations. Series is released Monday through Friday. Contracts are for 52 weeks. Stations being used are KARK, KDKA, KMOX, WINS, WGN, WIRE, WLW, WMDB, WJR, WOWO, WSPD, WTM, WCHS, WDBJ, WOOD. Agency is Ralph H. Jones Co., Cincinnati.

Score Chimes
FOR THE ever-impatient baseball fan who wants to know the score as soon as he tunes in his radio, KWK, St. Louis, has the tuneful answer. Every three minutes during description of play, chimes sound automatically, reminding the announcer to work the current score into the running commentary.

School Expands
UTILITY ENGINEERING Institute, Chicago (air conditioning courses), has added seven stations to the list releasing its varying schedule of 5 and 15-minute musical programs. Contracts, placed through First United Broadcasters, Chicago, are for an undetermined time. Stations added during the last few weeks are WHO, Des Moines; WFNC, Fayetteville, N.C.; WIS, Columbus, S.C.; WCSC, Charleston, S.C.; KFRC, Columbia, Mo.; KATE, Albert Lea, Minn.; KXO, Sweetwater, Tex.

General Mills Product Will Be Introduced by 'Treasure Island' Serial
GENERAL MILLS, Minneapolis, to introduce a new product, its name as yet unannounced, on June 2 starting a five-week campaign of Robert Louis Stevenson's classic, "Treasure Island," in six markets for a 26-week campaign. Shows will be transcribed by the recording department of Blackett-Sampieri-Humert, Chicago, agency handling the account, under supervision of Max Wylie, radio director.

Broadcast times will be 5:45-6 p.m. local time. Fritz Block, veteran Chicago director, will handle that phase of the production, with the radio adaptation being written by Irving Crump of New York, managing editor of Boys Life magazine. Markets to be used are Peoria, Providence, Harrisburg, Milwaukee, Sacramento, Houston.

The serial will closely follow Stevenson's book with the exception of the introduction of a 15-year-old girl who will be written in as a first cousin to Jim Hawkins, hero of the story. The reason for this addition is to garner a larger audience of girls than the book would ordinarily provide.

It has been stated by the agency that if the initial test proves successful, transcriptions will be dropped and the sponsor will put the serial on a network.

According to current calculations, Treasure Island furnishes enough material for a full year's broadcasts. If the serial continues beyond that point another of Stevenson's works, "Kidnapped" could be introduced to carry on, or, as an alternative, "Back to Treasure Island," by George Cameron, could be utilized.

New Program for B&W To Start on Red Network
BROWN & WILLIAMSON TOBACCO Corp., Louisville, has chosen College Humor as the title for its new weekly NBC-Red feature which starts April 29 on 54 stations, Tuesday, 10:30-11 p.m. (EDST) [BROADCASTING, April 14]. It replaces Uncle Walter's Dog House.

Three novelties will be introduced as features of the new program. The first will be dramatized "Campus Experiences," gleaned from ideas mailed in by listeners for which a weekly $50 cash prize will be paid. The second is to be a "Musical Bow" to students of the university or college sending in the greatest volume of votes for the week's most popular campus tune. The third, in the final five minutes of the half-hour, will star Linn Borden, dead-pan comic, in his new monologue act, "Private Linn Borden Reports," based on experiences of a rookie in an Army training camp.

The program is on behalf of Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobacco. Tom Wallace, radio director of Russell M. Seeds Co. Chicago, the agency handling the account, will act as m.c., with Virginia Verrill, Bob Strong's orchestra, Linn Borden, and Marlin Hurt being featured.

KTBC, Austin, Tex., has named Fargason & Walker as national representatives.
S P R I N G  O F F E N S I V E in an "all-out" merchandising cam-
paign was launched by Rub-
sam & Hormann Brewing Co.,
New York, on behalf of its weekly
half-hour transcribed program, Bar-
el of Fun, on WOR, New
York. S c h e d u l e of promotion,
planned by Edward H. Acree, the
brewery's advertising manager, in-
cludes newspaper ads on radio
pages of New York dailies, giant
telegrams to dealers, window dis-
plays, blowup pictures of the stars
of the program for stores and tav-
erns, telegrams sent on opening
day of program to consumers whose
names were supplied by grocers
followed up by postcards, cards an-
nouncing the program in trains and
buses, free offer of a hostess set
of coasters and a bottle opener to
all listeners writing in during the
first four weeks, program promo-
tion on company's letterhead and
postage meter stamp, letters to new
dealers describing the program.
The program, Barrel of Fun, is a
transcribed feature for brewery
sponsorship produced by Brissacher,
Davis & Staff, San Francisco
[BROADCASTING, April 14].

IN R E C O N N E C T I O N of "outstand-
ing contribution to the cause of
safe driving", Edward G. Robinson,
star of the weekly CBS Big Town
program, following his April 16
broadcast, was presented with the
National Safety Council annual
special award plaque. Pictured at
the ceremony are (1 to r), Donald
W. Thormbough, CBS Pacific Coast
vice-president; Edward G. Robin-
son; Fox Cane, the network's West
Coast public relations director, and
Arthur Young, a director and past
president of NSC who made the
(Rinso) sponsors the program.

CBS Honors
CBS has issued to its advertisers
a large brochure telling how proud
it is to be "the first network to be
honored by the U of Georgia with
the George Foster Peabody Award".
First page of the brochure, set off
by the two faces of the Peabody
medal, quotes the Committee's full
citation, while on further pages
CBS pays tribute to its three affili-
ates whose public service programs
were cited and to Elmer Davis, hon-
ored for his CBS analysis of news.

Sprung on Amarillo
TO MAKE both merchants and
shoppers of Amarillo "spring con-
scious", KGNC distributed all sorts
of advance teasers depicting anom-
alous situations which could be ex-
cused only because spring was in
the air. The excuse was, "It's
Spring—You're Sprung". Many
apartments carrying this theme were
transcribed and produced by the
station's production department,
later auditioned in the offices of
Amarillo businessmen. Every mer-
chant participating displayed a
branch in his window carrying out
the theme "It's Spring—You're
Sprung". . . .

From 41 Dealers
SHOWROOMS of the 41 Stude-
baker auto dealers in the Philadel-
phia area have been improvised as
broadcasting studios of WPIL, Phila-
delphia. Lines have been drawn to
all the showrooms, and once a week,
Michael Blair conducts his nightly
Morning's Headlines news show,
sponsored by Studebaker, from the
store of a different dealer. Designed
to create showroom traffic for each
deraler in the area, the station has
arranged for a police motor escort
to bring Blair to each showroom in
time for the broadcast, at the same
time providing a dramatic en-
trance. . . .

Bank's Baseball Book
FOR members of its baseball listen-
ing audience, First National Bank,
Louisville, has issued the second
annual Grandstand Managers Base-
ball Book, a 42-page illustrated col-
cision of dope about the Louisville
Colonels. Series is sponsored on
WAVE, with Don Hill as announcer.

BROCHURES

NBC-Blue—To announce the results
of a recent C. E. Hooper survey of the
True or False programs, sponsored by
J. B. Williams Co., Glantonbury,
Conn., "A quiz on a quiz on a quiz
program", blue-white booklet, illus-
trated with O. Soglow drawings.

NBC Pacific Coast Red—Red-nud-
white brochure, reproducing letter
signed by Sidney Dixon, NBC sales
manager of the western division, offer-
ing best available buys on that net-
work and other data.

WCCO. Minneapolis—Book contain-
ing 24 charts and six tables on morn-
ing and evening listening habits, WCCO
listening habits and figures on re-
spondents to WCCO programs.

WGX, Schenectady—Brown-and-white
mailing folder promoting the Your
Neighbour program, featuring Annette
McCullough.

TEXAS STATE NETWORK—File
folder giving complete market data of
the network's coverage.

HOOPER-HOLMES BUREAU Inc.
—An 85-page reference booklet listing
all places in U. S. and Canada where
the Bureau is equipped to give service.

KNX, Los Angeles—Booklet showing
that the station has announced its call
letters and frequency over 47 million
times through various media.

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Lever Promotes Letter-Writing Contest
Among Dealers for Promotion of Spry

LETTER-WRITING contest, not for listeners but for dealers, has been launched by Lever Bros. Co., Cambridge, to stimulate sales of Spry, the company's vegetable shortening, by getting the retailers to tie in their store displays with the Spry radio program, Uncle Jim's Question Bee, on NBC-Blue.

Dealers are asked to write brief, simple letters telling "How I teamed up with Uncle Jim and sold more Spry," with Lever Bros. offering cash prizes totaling $5,000 for the best letters.

Two Types of Prizes
So owners or managers of large and small stores may have equal chances of winning prizes, the company has divided the awards into two identical groups, one for stores displaying six cases or more, the other for stores displaying five cases or less. In each class, first prize is $500, second prize $200, third prize $100, fourth prizes of $50 each, 50 fifth prizes of $10 each and 200 sixth prizes of 50 cents each. In addition, first prize winners and their wives will be given three-day visits to New York, during which they will appear on a Question Bee broadcast.

To aid dealers in preparing displays, Lever Bros. has sent out display kits containing price posters, window streamers and other material, each piece featuring the program as well as the product. Kit also contains smaller blue-and-white posters urging readers to "Tune in Uncle Jim's Question Bee every Tuesday night" and prominently showing the call letters of the local station carrying the program. Dealers also received a special newspaper, Question Bee, giving full details of the contest and helpful suggestions.

This Spry contest is giving many Blue station managers their first chance to use the cameras recently sent them from Blue Network headquarters to record pictorially radio-oriented displays in their stores. Complete with indoor flash equipment, these cameras permit the photographing of window, floor and counter displays or other promotion tied in with local or national broadcasts.

Cooperating with their local grocers, Blue stations have informed them that when their displays are completed all they have to do is to phone the station and someone will come over and photograph the display, the picture being sent to Lever Bros. to supplement the dealer's letter.

SPOTLIGHT FEATURE ORGANIZED IN N. Y.
WHO'S WHO on the Air Inc., with offices at 1270 Six Avenue, New York, has been organized by Fred Barnard, a former advertising director of the New York American, to market a plan to list ten programs with one large daily ad on the radio page of various newspapers and paid for by the ten advertisers.

The layout will be 3 columns wide and 32 lines deep under the heading "Who's Who on Air Today." Each of the ten ads will be a separate list, mentioning product, name of station, and reproducing stars and product. Products in the same group will be non-competing. Mr. Barnard explained, and newspapers used in the initial campaign will be in 21 large cities used by C. E. Hooper Inc., New York, for sponsor identification surveys. If the plan improves ratings of the programs advertised in these cities, it will be expanded, it was said.

Lever Brothers Co., Cambridge, has signed to advertise four evenings showing under the plan and other national advertisers are considering the idea, Mr. Barnard stated.

Cantor Pact Denied
OFFICIALS at Bristol-Myers Co., New York, denied a story appearing last week in the New York World-Telegram stating the company was negotiating a five-year contract with Eddie Cantor. Company at present sponsors the comedian in a half-hour program for Ipana toothpaste and Siel Hean on NBC-Red, Wednesdays, 9:30 p.m. Show is going off for the summer and the sponsor stated that neither a summer replacement nor next year's plans have been set.

WHYN Takes the Air
Despite Steel Shortage
DELAYS in procurement of steel have delayed construction of the projected South Hadley Falls quarters of the new WHYN, Holyoke, Mass., but the station nevertheless is already on the air in full time operation, using 250 watts on 1400 kc. It is RCA-equipped throughout with the exception of Presto turntables and recording apparatus. A Lehigh 179-foot self-supporting tower is surrounded by twin flashing beacons because of the proximity to Westover Field.

Charles N. DeRose, a newspaperman, is general manager and vice-president; Walcott A. Wylie, program director; Patrick J. Montague, commercial manager; James R. Humphrey, chief engineer; Robert R. Dixon, manager Northampton studio; Lloyd Upham, Gilbert S. Canfield, Edward J. Couture, William J. Lally and G. B. Bartlett, announcers; Joseph Sanford, Waldo Whitman and Edward J. White, operators. The station is owned by the publishers of the Holyoke Transcript-Telegram.
Network Coverage Of NBC Is Shown In New Area Maps

Many Basic Improvements in Audience Survey Claimed

ISSUANCE to advertisers and agencies of the new NBC Effective Coverage Area Maps of the Red Network [Broadcasting, Feb. 24], along with "station area" maps showing what part each Red affiliate plays in the network setup, was announced April 21 by Roy C. Witmer, vice-president in charge of sales. With the new maps went an explanatory brochure and a letter from Mr. Witmer describing the process by which the data was obtained.

It was stated at NBC that it is not planned to release the individual station maps. There have been changes in the powers and wavelengths of some of the stations which have materially affected their pattern since the maps were being compiled; these stations will be resurveyed wherever necessary.

Fundamental Changes

"For the last three years," Mr. Witmer said, "NBC has been engaged in developing a better method of measuring and mapping network coverage. The new maps embody many fundamental improvements not found on other maps—improvements which, we believe, make them the most accurate and useful measure of network coverage ever devised. Not only do they tell the advertiser where his program should be listened to but they help him to make a more intelligent estimate of his program audience in every city in the United States.

"They show, county-by-county, where the coverage of the network, as indicated by the listeners, is approximately the same as in the cities where program ratings are made. They recognize the difference in effectiveness of the coverage furnished by individual stations and that furnished by a combination of stations. They show for the first time how the country is served by the network during daylight hours, and how it is served after dark.

"The coverage of the network is determined by means of the NBC All-County Survey conducted in February, 1940, using mail questionnaires in which 100,000 families told us what stations they listened to, not just occasionally but regularly enough to be included among the three or four best stations on their dial. The response, the largest ever secured in a nation-wide survey of this type, was tabulated county by county, and separately for day and evening, by C. E. Hooper Inc.

"In addition to these effective coverage maps of the complete Red Network, we are prepared to provide custom-built maps showing the specific coverage of individual advertiser's networks.

William S. Hedges, vice-president in charge of the stations department, sent a letter to all Red

Network stations, in which he said:

"As you will note on those maps, the Effective Coverage Areas of the NBC-Red Network include only those counties where at least threequarters as many families, percentage-wise, mention Red Network stations, as mention the stations of the network in the 25 cities where the national advertiser's program ratings are made both by CAB and Hooper. This is to enable the advertiser to arrive at a much more intelligent estimate of his program audience in each county because it shows him where the network has approximately the same effectiveness as in the cities where his program audience is periodically measured.

"To further assist the advertiser in arriving at an intelligent estimate of program opportunities in every county, we have shown the Effective Coverage Areas in two shades of color. The dark red areas are those where individual stations meet the standard, and the lighter colored areas are those where it takes a combination of stations to meet the standard."

Pa. Names Chafey

CLIFFORD M. CHAFEY, president of WRAW-WEEU, Reading, was nominated to continue in office for another year as president of the Pennsylvania Assn. of Broadcasters. Meeting recently in Philadelphia, at the Benjamin Franklin Hotel, unopposed nominations also went to Roy Thompson, WFBG, Altoona, vice-president; C. G. Moss, WKBO, Harrisburg, secretary; and George Coleman, WGBI, Scranton, treasurer. For the three seats on the board of directors: Benedict Gimbel Jr., WIP, Philadelphia; George Joy, WRAF, Williamsport; and John Tully, WJAC, Johnstown. Issac A. Levy, WCAU, Philadelphia, was elected representative to the NAB board of directors, to be seated after the May 12 convention.

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Eidmann Gets Control Of WLAK, in Lakeland

BRADLEY R. EIDMANN, program director of WAAF, Chicago, was granted authority by the FCC April 22 to assume control of the Lake Region Broadcasting Co., operator of WLAK, Lakeland, Fla. In relinquishing the 100 shares of $100 par capital stock and assigning a $5,000 mortgage upon the property of WLAK to Eidmann for $10,000 the present owners, J. P. Marchant, D. J. Carey, W. Walter Tison, Melvin Meyer and the Tribune Co., publisher of the Tampa Tribune, have stipulated that they will have no stock interest in, security interest against or any part in the management of WLAK.

Designated for hearing the same day was the application of the Lake Region Broadcasting Co., to transfer control to Russell E. Baker but in view of the aforementioned action, it is believed the latter application will be withdrawn.
CONGRATULATIONS
BOB HOPE
Radio's New "Star of Stars"
and his sponsor
The Pepsodent Company

NBC RED NETWORK SWEEPS
THE 1941 MOVIE-RADIO GUIDE
STAR OF STARS POLL

Coast to coast by listeners' vote, NBC Red sweeps the Movie-Radio Guide 1941 Star of Stars Poll. More than 50,000 radio listeners cast their votes—ballots were tabulated under the supervision of the American Audience Institute—and here's what they show.

The ballots for radio's "star of stars" placed the crown on the brow of Bob Hope, ace comedian on Pepsodent's Red Network program. And what's more... seven of the ten "Best Comedians"... seven of the ten "Best Announcers"... six of the ten "Best Actors"... seven of the ten "Best Masters of Ceremonies" and eight of the ten "Best Serial Dramatic Programs" are heard on the RED.

Congratulations to Bob Hope and to all the artists and sponsors whose outstanding showmanship is making NBC Red the nation's first network again in 1941.

National Broadcasting Company  •  A Radio Corporation of America Service
### Radio Star of Stars
- Bob Hope
- Jack Benny
- Don McNeill
- Bing Crosby
- Edgar Bergen
- Don Ameche

### Best Comedian
- Bob Hope
- Jack Benny
- Fibber McGee
- Edgar Bergen
- Eddie Cantor
- Ransom Sherman
- Frank Morgan
- Bob Burns

### Best Announcer
- Don Wilson
- Milton Cross
- Ken Carpenter
- Harlow Wilcox
- Durward Kirby
- Ralph Edwards
- Ben Grauer

### Best Actor
- Don Ameche
- Charles Boyer
- Ezra Stone
- Michael Raffetto
- Hugh Studebaker
- John Barrymore

### Best Actress
- Joan Blaine
- Betty Winkler

### Best Master of Ceremonies
- Don McNeill
- Bob Hope
- Bing Crosby
- Garry Moore
- Clifton Fadiman
- Rudy Vallee
- Don Ameche
- Ransom Sherman
- Milton Cross
- Don Wilson

### Best Male Singer of Popular Songs
- Bing Crosby
- Jack Baker
- Dennis Day
- Tony Martin
- Rudy Vallee
- Harry Babbitt
- Frank Munn
- Curley Bradley

### Best Woman Singer of Popular Songs
- Ginny Simms
- Evelyn Lynne
- Connie Boswell
- Nancy Martin
- Dinah Shore
- Bonnie Baker

### Best Male Soloist of Classical Songs
- Richard Crooks
- Donald Dickson

### Best Woman Soloist of Classical Songs
- James Melton
- Frank Munn
- Jack Baker

### Best News Commentator
- Lowell Thomas
- H. V. Kaltenborn
- Walter Winchell

### Best Sports Commentator
- Bill Stern
- Fort Pearson
- Graham McNamee
- Hal Totten

### Best Dramatic Program
- One Man's Family
- Aldrich Family
- Everyman's Theater

### Best Musical Program
- Kay Kyser
- Voice of Firestone
- Metropolitan Opera
- Hour of Charm
- Pleasure Time
- American Album of Familiar Music
- Telephone Hour

### Best Variety Program
- Breakfast Club
- Kraft Music Hall
- Chase & Sanborn
- Bob Hope
- Fibber McGee
- Club Matinee
- Rudy Vallee
- Maxwell House

### Best Dance Orchestra
- Kay Kyser
- Horace Heidt
- Fred Waring
- Tommy Dorsey
- Sammy Kaye
- Abe Lyman

### Best Audience Participation
- Kay Kyser
- Dr. I. Q.
- Truth or Consequences
- Take It or Leave It
- Breakfast Club
- Horace Heidt
- Town Meeting

### Best Quiz Program
- Information, Please
- Quiz Kids
- Dr. I. Q.
- Take It or Leave It
- Kay Kyser
- Battle of Sexes
- Truth or Consequences
- Uncle Jim's Question Bee

### Best Educational Program
- Information, Please
- University of Chicago Round Table
- Cavalcade of America
- Music Appreciation Hour
- America's Town Meeting
- Farm and Home Hour
- Quiz Kids
- World Is Yours

### Best Children's Program
- Quiz Kids
- Coast to Coast on a Bus
- Bud Barton
- Tom Mix
- Our Barn
- Jack Armstrong

### My Favorite Program
- Breakfast Club
- One Man's Family
- Kraft Music Hall
- Jack Benny
- Metropolitan Opera
- Fibber McGee and Molly
- Bob Hope

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Congratulations also to NBC BLUE for its excellent showing... (The BLUE tied for second place with six "first awards")

(RED CHECK) Indicates Red Network program or personality.

(BLACK CHECK) Indicates Blue Network program or personality.

(RED & BLACK CHECK) Indicates program or personality appearing on both Red and Blue.
THOSE who have seen what is happening in Britain and who have experienced the hardships of existence in countries under Nazi domination will provide graphic word pictures for Canadians. The Canadian Broadcasting Corp. will feature them on a new Sunday evening half-hour program We Have Been There on the CBC national network starting April 27. Those to be heard on the series will include Wendell Willkie, Leland Stowe, Ralph Ingersoll, Col. William Donovan, William Shirer and Fred Bate. Malcolm MacDonald, recently arrived New British High Commissioner to Canada, leads off the series.

Induction Interview
INTERVIEWS with draftees from Syracuse and Central New York as they pass through the induction center, is the theme of We're in the Army Now, a 15-minute transcribed series, sponsored by Merchants Bank & Trust Co., WSYR. The program is transcribed at Fort Niagara by two of the station’s announcers equipped with a portable transcription machine, who have been assigned to the Quartermaster Corps thru by the Army. Newspaper ads inform WSYR’ listeners of the names of those to appear on the show that night.

Quiz of News
GOLDEN GLOW BREWING Co., San Francisco, on May 2 will start sponsorship of News Quiz, a weekly half-hour program with Cliff Howard as m.c.’s, on KSFO, San Francisco. Program will be an audience participating show, with contestants asked questions regarding names, places and facts prominent in the news during the preceding week. Prizes will be awarded. Contract is for 26 weeks. Agency is Erwin, Wasey & Co., San Francisco.

International Quiz
A NEW PROGRAM on CKLW, Windsor, International Quiz, presents high school students from Canada and the United States in competition. The program is sponsored by the Canadian Legion and the American Legion to foster international goodwill.

For Defense
IN COOPERATION with the Hollywood Junior Chamber of Commerce, a new series of six broadcasts titled, That America Might Be Strong, has been started on KECO, Los Angeles. Aimed to re-veal what Southern California is doing for defense, the series will include interviews and informal discussion by Army, Navy and Marine officers as well as executives of aircraft factories, steel manufacturers and others.

Food of the Week
WITH THE advent of the Department of Agriculture's surplus food stamp plan in the Chicago area, WCBD, that city, is presenting a weekly five-minute series titled Food of the Week. Talks explaining the uses and nutritional value of the surplus product available that week are given by U. S. government employees. Same program is presented in Polish and Italian on WGES, Chicago.

Unseen Accompaniment
USING the “Add-A-Part” series of records issued monthly with sheet music by Columbia Records, WNYC, New York’s Municipal station, is presenting a weekly program Let’s Play Music. The music that has been recorded with certain instrumental or vocal parts missing is played on the program and listeners can play or sing the missing part in their homes along with the ensemble.

Sidewalk Snoop
NEW TWIST to the man-on-the-street is Sidewalk Snoop, re-moted from the front of a local construction company, on WTSP, St. Petersburg, Fla. Interviewee on answering question correctly is permitted to pull a capsule out of a jar from which he can win anything from a new tape recorder to $100 credit on a new home. The sale of more than 40 houses is directly traceable to the program.

Child Guidance
CHILD-PARENT problems are aired on Minor Problems, new child-guidance round-table discussion on WOWO, Fort Wayne, Ind. Panel consists of a clergyman, a typical mother and a doctor, who discuss problems sent in by listeners. Anyone is permitted to have special guests connected with your organizations speak.

Purely PROGRAMS

WRVA
50,000 WATTS
serving Richmond
and Norfolk
CBS

Covers Virginia's
two
great
cities
at one
cost

Ask any Paul Raymer office for more information about WRVA, one of the sixteen CBS 50,000 watt stations

CAROL GAY

the foremost feminine name
in St. Louis radio — exclusive
over ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

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BROADCASTING • Broadcast Advertising
SKI-SHOP for the occasion, this quartet from KV1, Tacoma, went up Mt. Ranier’s slopes with their equipment to supply an on-the-spot description of the open alpam race in the sixth annual Seattle Post-In- telligencer Silver Ski Skirnay, early in April. Paused at one of the stations along the difficult si'am course are (1 to r) Larry Husby, announcer; Bill Haase, chief engi- neer; Wes Mace, announcer; Er- nie Estes, engineer. * * *

Service of All Sorts

SERVICE PROGRAM sponsored by the Industrial Federal Savings & Loan Co., Denver, on KLZ, features music, announcements of local club meetings, civic affairs of importance, weather and road reports and temperatur readings. Known as the Friendly Service Bureau, this program is a weekday feature. * * *

Tips for Readers

LOCAL LIBRARIANS in the Salt Lake City Free Public Li- braries are given a chance twice a week to tell KDYL listeners what they might find in way of new reading material. Short book review of the libraries’ latest books are given together with sug- gested reading for children and grownups. * * *

Army Swing

REGIMENTAL swing bands of the 27th Division now stationed at Fort McClellan via for “best-swing- band-of-the-Division” honors, on WHMA, Anniston, Ala. Ten bands compete, each playing one tune and the finalists are left to battle it out. Competition is keen because many of the soldiers come from the top-ranking orchestras. * * *

Hits or Flops

DEPENDING entirely on his ear and background for judgment, a Tin Pan Alley music expert judges new songs sent in to him on Hits of To- morrow, weekly feature on WBAB, Atlantic City. Tunes are judged accord- ing to his own rating system as either possible “hits” or “flops.” * * *

School Bands

OUTSTANDING preparatory and military school bands in its radius, will be aired weekly on WRVA, Richmond. When necessary some concerts will be remoted from the school campuses. * * *

Bowling Quiz

BOWLING QUIZ directed from one of the local alleys is conducted weekly on WTMV, E. St. Louis, III. It is titled Spare Time.

SESSION TO STUDY RELIGION ON RADIO

ADVISABILITY of a national code for religious radio broadcasting will be discussed at the 12th Institute for Education by Radio, sponsored by Ohio State U at Co- lumbus, O., May 4-7.

Numerous important current problems in religious radio will occ- upy two workshop meetings May 5 and 6, devoted to the theme, “Broadcasting in Religious Educa- tion,” it was announced by James H. Scull, in charge of radio for the National Conference of Christians & Jews and chairman of the sessions.

Reports on religious programs will be presented by Frank Good- man, department of radio, Federal Council of the Churches of Christ in America; Edward J. Heffron, executive secretary of the National Council of Catholic Men; and Dr. Jomah Wise, of the Message of Israel program.

Scheduled speakers at the con- ference are Gilbert Harrison, di- rector of radio, University Reli- gious Conference, Los Angeles; Rabbi Barnett R. Bricken, Clevel- and; Edward J. Heffron; H. B. Summers, director of public service pro- grams, NBC eastern division; Sterling Fisher, director of radio talks and education, CBS; Frank Nelson, Bureau of Institutional Broadcasting, Lakewood, O.; Rev. Roy Burkhart, Columbus.

WLW’s Farm Service Expanded for Summer

MOST EXTENSIVE summer ac- tivity was reported scheduled on an agricul- tural broadcast series on WLW, Cincinnati, will take place this year over a five-month period. The new schedule was to take effect April 28, day after radio time change. Its highlights include news and on-the-spot coverage of the AAA, Future Farmers of America, Farm Credit Administration, county fairs, the annual Vegetable Growers Show at Columbus, 4-H Club, farm bureau field days, regional grange meetings, extension services, and highlights of state fairs. All will be heard on Everybody’s Farm Hour, Mondays thru Fridays at 12:20 and Saturdays at 7.

Throughout the summer, exten- sion service workers from the four immediate States in WLW’s lis- tener territory will appear on the program present timely farming information. How the scientific approach to farming works out will be reported scheduled from the sta- tion’s experimental farm adjoining its transmitter at Mason, O., 20 miles north of Cincinnati.

Bakery Campaigns

W. E. LONG Co., Chicago agency, has sold its W. E. Long Transcribed Featurettes to three bakeries, all of whom are featuring them in spot campaigns which started the first week of April 14. All bakeries sell Hol- sum bread. Holsum Baking Co., Fort Wayne, Ind., is using 24 week- ly for 42 weeks on WOWO; Car- penter Baking Co., Milwaukee, Wis., is using 24 weeks for 26 weeks on WISN; Grocer’s Baking Co., Gastonia, N. C., is using WGNC for 52 weeks with number of announcements undetermined.

...and the first accurately calibrated recording channel for making di- rect playback transcriptions. The new Presto 88-A amplifier, com- bined with the Presto 1-C cutting head, makes recordings identical in response to the finest commer- cial pressings. These recordings give you full range reproduction when played back on the N. B. C. or standard lateral settings of your reproducing equip- ment. A switch on the amplifier selects either of the two recording character- istics.

You’ll hear a new quality in your recordings when you use this Presto equipment...a fuller, more natural bass...crisper, cleaner highs. Pre-emphasized high fre- quency response reduces surface noise well below audibility. Out- put of the 88-A is 50 watts with 1¼% distortion. Gain is 85 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You’ll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

Presto Offers a New 50 Watt Recording Amplifier...

Canadien Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal, P. Q.

Chicago Rep. L. W. Beier — Sound Sales Corp.
600 S. Michigan Ave. Phone Harrison 4240

WPEN always has been a hit with sponsors who want to cover the greater Phila- delphia market—an area enriched with more than three billion dollars worth of defense contracts.

Cover the nation’s defense centre—use Philadelphia’s most powerful independent station.

WEBEN PHILADELPHIA

5000 WATTS C.F.
FULL TIME
950 KC

Presto Offers a New 50 Watt Recording Amplifier...
Ethridge, Surveyor

THE HARRIED broadcasting industry would make a serious mistake if it regarded the latest developments in the radio regulatory picture as a cure-all. But the President did much to reassure the industry against arbitrary or hasty action when he drafted Mark Ethridge to undertake a survey destined to result in a new "national policy" for broadcasting.

Aside from the selection of Mr. Ethridge, however, there is little solace in the President's latest expression on radio, embraced in the letter which Mr. Ethridge read to the publisher-broadcaster meeting in New York. The industry has unbounded confidence in the Louisville lawyer, who twice before has rallied dissident groups in broadcasting and effected a united front. That the President likewise has an abiding faith in Mr. Ethridge's judgment and ability is reflected in his letter naming him his personal advisor on radio.

The effect of the Chief Executive's latest action will be to forestall any sudden move that might disrupt an essential medium in time of national-stress. It may hold up projected rules to alter network-affiliate relations or otherwise change fundamentals in broadcasting until the President has opportunity to appraise Mr. Ethridge's conclusions and recommendations. It seems to us that it should stay the hand of the FCC until there is a further expression from the President, though the newspaper-ownership inquiry can go forward concurrently.

There is temporary consolation, perhaps, in the President's observation that "no action is contemplated that would affect any present ownership", so far as the newspaper issue is concerned. But it should not be overlooked that the present law specifies all applications for license renewals of existing stations must be considered on the same footing with new applications.

Thus if there eventuates a ban against granting of broadcast facilities to newspapers not now in radio, the same standard would have to be applied on renewal applications. And there is serious question whether a law could be enacted, freeing newspaper ownership to those already in that could stand the Constitutional test.

Mark Ethridge, clear-eyed and level headed, has done another outstanding job for radio in its latest dilemma. His spadework in probing motives and impressing upon newspaper-radio owners the importance of the inquiry is more than praiseworthy. He will be missed on Chairman Harold Hough's Steering Committee, but he undertakes a larger task for the public and for radio.

In meeting the immediate newspaper-ownership issue, publisher-broadcasters have created with essential speed an organization under the Ethridge-Hough leadership. A distinguished and forceful attorney has been selected in former Judge Thomas D. Thacher. A competent staff will be assembled. The issue presents a challenge not merely in law but in statesmanship. The newspaper fight must be won if radio by the American Plan is to be preserved.

We wish we could be as sure as others, in view of the past record of the FCC, that this will be solely a fact-finding inquiry free of "pyrotechnics and oratory and screaming". But the assurances from the President and from Chairman Fly, at this time, must be accepted at their face value—that nothing precipitate will be done and that no action is contemplated that will affect present ownership.

It will be a pity, however, if in the meantime, improvement of existing plants and the development of FM and other services, no matter by whom, should be stymied by banning the flow of capital into radio from willing and qualified sources.

Fortunately for both the newspaper and radio industries, the approach to the hearings is being made calmly and objectively, though not without trepidation. It is fortunate, too, that Ethridge report to the President, which he will make as a personal venture, will probably weigh as much in the final determinations as the FCC inquiry.

Despite the many imponderables in the picture, the opportunity exists for the writing of a Magna Carta for American Radio. We think it can and will be done under the guiding hand of Mark Ethridge.

The Buyer's Slant

SOME WEEKS ago we shot a little merchandising arrow into the air [Broadcasting, Feb. 17]. And it hit the jack-pot.

Ever since we have received "Old Subscriber" epistles pro and con, hot and cold. It added up to a good healthy controversy. Now it's due for a going-over when sales managers meet at the NAB convention in St. Louis May 12-15.

To set the stage for the controversy, we enjoyed Clair Heyer, Radio Director of Armour & Co., who presented his views on the merchandising needs of the advertiser. Having formerly been national sales manager of WHBF, Rock Island, and having staged the Armour Treet-Mink Coast campaign last fall, he knows the problem from both sides.

His powerful piece, published in this issue, cracks between the eyes Broadcasting's editorial stand. It is an exhaustive demonstration of radio merchandising—a young primer, replete with guideposts and gives every salesman in radio plenty to conjure with in evolving future campaigns.

Mr. Heyer's epic, amply illustrated, might on the surface refute our claim that merchandising is a "Frankenstein's monster" when it is given away.

Sure, we agree that the advertiser needs merchandising cooperation from the station! But we insist there should be a floor and a ceiling, perhaps elastic, on such service. It goes back to simple arithmetic. When you have an established rate, and you subtract so many digits for something other than the time you sell, you're really rebating.

Let's talk it out in St. Louis!
JAMES CARSON BRANTLEY

I F YOU happen to be in Salisbury, N. C., and meet a tall, thin man, immaculately dressed and with an ultra-dignified bearing and a tiny mustache, you can safely bet it is J. Carson Brantley. For he has no double in Salisbury; or elsewhere. His serious mien and kindly expression will attract you.

And if you still do not know the subject of this sketch, any southern radio station man will promptly tell you that he is the sole owner of the J. Carson Brantley Advertising Agency, big user of spot time.

Carson, as he is generally known in radio, was born in Taltobott, Ga., June 1, 1903. In childhood he moved to Salisbury, where for the most part he has lived ever since. He was educated in Salisbury schools. His business career began as a lad when he sold magazine subscriptions door-to-door. With a native artistic ability, young Brantley put it to work in writing show cards and decorating windows. Before he was 21 he was advertising manager of a Carolina chain of department stores. He was offered a similar post with the Capitol in Fayetteville. Yearning for a business of his own, he formed on March 6, 1928, the J. Carson Brantley Advertising Agency.

In the early 30s’, the breaks began coming his way and he listed a few small accounts. Most of these were newspaper advertisers exclusively. But he sensed that his own organization might fare better in radio. He could see in this new field untold possibilities for moving merchandise for his clients-to-be. He liked people and to deal with people. He could find no realm where this desire could be better satisfied than in radio. So, to radio he turned his efforts and today more than 70% of his agency’s billing is in broadcasting.

Early in 1932 Brantley was appointed to direct the advertising of Stanback Co., makers of Stanback Headache Powders, a Salisbury concern. He turned immediately to his radio. He carefully-planned copy clicked from the start and Stanback sales began ascending. From three small Texas stations this account has advanced steadily, currently using approximately 200 stations in all sections of the land. And J. Carson Brantley still is its agency. The acquisition of Stanback can be said to be the turning point in the agency’s existence. Many regional and national accounts have been added to the clientele, including Duke Power Co., Owen Drug Co., and a slice of The Chattanooga Medicine Co. The latest addition is Brown’s Mule Chewing Tobacco, a product of R. J. Reynolds Tobacco Co. of Winston-Salem. Only radio is being used in the South for this account. This agency’s 1940 broadcasts totaled more than 92,000 and 1941 will exceed this.

Never much of a joiner, Brantley is a great family man. In 1925 he married Fallie Shoaf, of Lexington, N. C. They have an 11-year-old daughter, June. He is active in the Salisbury Civitan Club and in Saint John’s Lutheran Church, where he has taught a Sunday School class of teen-age boys for 13 years.

He cares little for most sports but is an ardent fisherman. Carson is well-known in Morehead City and other coastal points, to which he makes frequent fishing trips. His other hobby is helping people. That he has been successful in this endeavor is attested by the number of men he has placed in radio.

This man, who at an early age saw possibilities of an advertising agency prospering in a small southern town, is as familiarly known in New York as at a gathering of North Carolina broadcasters. His agency’s NBC and CBS billings prove it.
LEROY W. MILLER, announcer of KYW, Philadelphia, and Hope Alessandroni, daughter of Judge and Mrs. Thomas Alessandroni, of the Philadelphia Court of Quarter Sessions, have announced their engagement.

RUTH LAFERRITY, assistant to Dr. Horace Loffler, president of Union College, Schen- delphia, has been named personal director of the station.

JIM McCANN, formerly of WINS, New York, and Bob Roberts, formerly of WDEL, Wilmington, Del., have joined the announcing staff of WFEN, Philadelphia.

LARRY LANSING, KHI, Hollywood announcer, has joined KVEE, San Luis Obispo, Cal.

PHILIP MAXWELL, editorial production director of the Chicago Trib-une, and "Citizens of Tomorrow on WGN, Chicago, will be the commencement speaker May 25 at the Sacramento City High School, Piscataway, Ill.

SANDY BAKER, formerly of the announcing staff of WTVY, Columbus, Ga., has joined WFDE, Olean, N. Y.

RAY HART, formerly of WNOX, Knoxville, Tenn., and visually handicapped, has joined the announcing staff of WQXI, Long Island, N. Y., which has added WHDL, Olean, N. Y.

WILLIAM ROBINSON, former newscaster of WCAU, Philadelphia, has succeeded Sid Walton as news announcer of WOR, New York.

WARD LANG, announcer on KTSA, San Antonio, was selected to act as master of the colorful Battle of Flowers Parade, one of the highlights of San Antonio's Fifteenth Fiesta De San Jose, which was held the week of April 21.

JACK CONNALLY, an announcer, has been elevated to the regular staff of WCLO, Janesville, Wis. Paul Rohls, recently drafted, has returned to WCLO, having been rejected at the induction center.

PHIL BARRY, formerly of WNYC and WOR, New York, has become the first regular news announcer of the newly-formed CBS Dixie Network as director of news and special events, with headquarters in Charleston, S. C.

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JACK KNEZL of the CBS special events staff has been transferred to the newly-formed CBS Dixie Network as director of news and special events, with headquarters in Charleston, S. C.

FAIRLIE MYERS, former feature writer of the Savannah Morning News, has joined the announcing staff of WMCA, New York.

JOHN RICHMUND, free-lance writer and former editor of Photo Magazine, has joined the news staff of the CBS public relations department.

PHILIP KEITH PALMER, formerly of WMCA, New York, has joined the announcing staff of WYUR, New York, replacing William D. Strauss, who is in the Army at Fort Jackson, S. C.

ROGER SHAW, former foreign news editor of The Review of Reviews and cur-rently the host of the show, has been assigned to the CBS Dixie Network as the first regular news analyst of WTVN, FM station owned by WOR, New York. Hearings are broadcast on Thursdays at 8:15 p.m. and Fridays at 6:30 p.m.

ALICE BRADFORD, formerly budget editor of the NBC press division in New York, has been transferred to the magazine section. She has been with Bill Miller, manager of that department.

RICHARD MORENS, of the NBC script division, has resigned to take up free-lance script-writing.

HAL KOSUT, formerly an announcer of WATL, Jersey City, N. J., has joined the announcing staff of WWRD, Windsor, N. Y.

OLIN TICE, formerly of WIS and WCMR, Columbus, S. C., and WDDN, Durham, N. C., has joined the announcing staff of WRIC, Richmond, Va.

CARL ERICKSON, formerly of KTAO, Visalia, Calif., has joined the announcing staff of WOW, Fort Worth, Texas.

DON HOSMER, formerly of the program staff of WIS, Chicago, has joined the announcing staff of WINS, New York.

VIC HAWKINS, formerly of the staff of WLS, Chicago, has joined the announcing staff of KWK, Bettendorf, Iowa.

STANLEY RYMBURN, formerly of the Yiddish Broadcasting Network, New York, has joined Consolidated Radio Productions of America, New York, as general manager.

JAY MILTNER, formerly of NBC in New York, has joined the announcing staff of W3F, Norfolk, Va.

GREGORY ADIBOTT, Paramount News announcer for ten years, on April 21 joined WMCA, New York, as a newscaster. He is heard five mornings a week under sponsorship of Crawford Cloths, New York. Previously he was in Al Paul LeFon New York, Co., New York.

PAUL KEEFE, announcer of WCP, Boston, recently married Connie Ruth, daughter of Boston Salesman.

STEPHEN McCORMICK, chief announcer of WOL, Washington, volunteered for the Army and was inducted April 6. Although a leader in the profession, he will continue as the announcing staff has not yet been named.

DON WIRTH, formerly of WETA, Madison, Wisc., has joined the announcing staff of WTMW, Milwaukee.

JAMES IANTZ, formerly of KNCL, Salina, Kans., Jimmie Burke, from WRAW, Raleigh, N. C., and Robert A. Darvi, from KCKN, Kansas City, have joined the announcing staff of KYOR, Colorado Springs.

BOB OLSEN, formerly of KGNU, Eugene, Ore., has joined the announcing staff of KGB, Longview, Tex.

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HERDEE hangs up his radio program to conclude his career in radio. He will return to the Western States, where he has worked in radio for many years.

EDDY CALLAWAY, program director of KCU, Denver, Col. has resigned to return to his home state. He is to take up farming in the mountains of New Mexico.

BILL STEEL, formerly of KBIN, Muskogee, Okla., has resigned his position with the announcing staff of KLO, Ogden, Utah.

VOLNEY CUNNINGHAM, head of the Family and Consumer Service Department, has taken over the management of the department and has been appointed to the position of Director.

BRIAN HAWORTH, KHI, Las An-geles, announcer, has returned to his duties after an illness of two months.

DONALD H. CLARK, Hollywood writer of the weekly half-hour program, has returned to his duties. He is to return to his regular duties.

MRS. WILLIAM FAY, former announcer of KFI, Los Angeles, has resigned to return to her home state to be near her family.

MEIN ADE, formerly of the old KEHE, Los Angeles, has joined KROD, that city, as announcer.

DANNY CORTES, Charles Cooper, of the announcing staff, has been added to the announcing staff of KSAN, San Francisco.

JOHN LYNCH, program director of KTRB, Modesto, Cal., on April 1 be-came the father of a girl.

MAJOREE SPRIGGS, formerly of WXYZ, Detroit, has joined the announcing staff of WOWO-WG, Fort Wayne, Ind., as announcer.

MARY MARGARET VESSEY, secretary to Frank V. Webb, sales manager of WOWO-WG, Fort Wayne, has joined the announcing staff of KFTR, Fort Wayne, Ind., as assistant to the announcing staff of KSAN, San Francisco.

PHILLIP ELLIS, staff announcer of WPTF, Raleigh, will marry Mary Lou Haywood also a member of the staff, in Trenton, N. C., May 11.
McNutt to speak at AAAA meeting

FEDERAL Security Administrator Paul V. McNutt will be among well-known guest speakers at the 24th annual meeting of the American Assn. of Advertising Agencies, to be held May 1-3 at Hot Springs, Va., according to Bruce Barton, BDDO president and chairman of the guest day program committee. Sessions on May 1 are to be open to AAAA members only, with advertising media and supply guests invited to the May 2 and 3 meetings.

Speaking at the annual dinner May 2, Mr. McNutt will talk on "The 38,000,000 Families," covering the effect of social welfare upon public morale, production of consumer goods and marketing problems. Dr. Paul Austin Wolfe, pastor of Brick Presbyterian Church, New York, also will speak at the dinner.

At the morning business session May 2, Arthur Hays Sulzberger, publisher and president of the New York Times, is to speak on "A Free Press & Freedom of Advertising." Carl Snyder, formerly of the New York Federal Reserve Bank, also is to speak on "You Can't Buck Economics." Other speakers include Mrs. Harriet R. Howe, of the American Hardware Assn.; Allen L. Billingsley, president of Fuller & Smith & Ross; Atherton W. Hobler, president of Benton & Bowles.

You can buy a minute spot, evening time—on WMBG—the Red Network Outlet in Richmond for only $15.00. A minute spot—evening time—on Richmond's other leading station costs $35.00. So WMBG not only offers you $20.00 per spot discount, but can also give you definite proof of results.

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

Before you buy—get the WMBG story. WMBG NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.
Ethridge to Make Survey

(Continued from page 10)

interest in a station, and certainly if applicants for standard or FM stations, was vitally concerned. This was an old issue now being seriously revived, he said.

Pressure groups, he told the publishers, were disturbed over the effect of newspaper ownership, some asserting that it is possible that newspapers might translate their editorial bias into the hours of their radio station programs. They wanted to know, as does the Administration, whether the trend toward increased newspaper holdings in radio might mean "clogging the channels of information and therefore be contrary to the public interest."

"For what I observed," he said, "it will not be easy for you to meet the issue merely by showing that you have abided by the laws of the FCC. You will be asked: Have you denied the use of the air to minority or majority groups opposed to your point of view? Has your editorial attitude been translated into station program content?"

"There is an expressed fear in some quarters that since newspapers are crucaders, in some future time they may become part of big movements and may translate their editorial bias politically and in that way become enemies of democracy."

Mr. Ethridge listed as some of the "abuses", actual or potential, which he said would be investigated thoroughly:

1. The degree of local responsibility of stations—whether multipe ownership and combinations of capital might take some man sitting at a distant desk directing the operations of eight or ten stations.

2. Joint exclusive ownership of newspapers and radio stations in a community—whether, though a creation of the FCC itself, this is not in violation of the anti-trust laws.

3. Joint newspaper-radio rates—whether these violate the Sherman Act. "Here," he said, "my advice is to abolish them where they exist, for the Commission says they do violate the anti-trust laws."

4. Publishers using their own newspapers to exploit their own stations, denying the same opportunity to competitive stations. Here, he said, some publishers will face the charge, with sympathetic ears in Washington, that their newspapers are two layers strong once by their control of newspapers and then by having a publicly granted facility that gives them added competitive advantages. "You owe it to the public," he said, "to keep the programs of your competitors.

The basic problem, he continued, is whether the combination ownership of the two media of expression is detrimental to the public interest.

Commission’s Power

In suspending FM newspaper grants, Mr. Ethridge expressed the opinion that the Commission went beyond anything President Roosevelt contemplated, for he had been assured there was no purpose to impair present investments in radio. At the Commission it was pointed out that 27 out of 94 pending applications for licenses, being from newspapers, were withdrawn, and bargained, and "compounded a bad situation."

He has been told by Mr. Fly and Mr. Tennant that the entire disposition of the Administration is to conduct the hearings "without pyrotechnics, oratory or smearing. The hearings should be "perfectly friendly, and the inquiry will be into facts on which we are not without our resources."

"I think we can prove by factual statement that we have observed the law. In only two cases have charges of political partnership been made—and neither of the stations involved was a newspaper station."

Mr. Ethridge cautioned against placing too great faith in amendments to the radio law. "The Commission's wide powers to abolish violations of the anti-trust laws in the United States ought to be. "The Commission's wide powers have been widened by the courts. There may possibly be legislation relief for radio as a whole, but not for newspaper-owned radio. And it is idle to assume that any law covering radio can be enacted without Administration approval."

Then Mr. Ethridge read the text of President Roosevelt's letter, and the parenthetical statement there in ("No action is contemplated that would affect any present ownership") evoked considerable questioning from the floor. He could not in fairness expand upon this, he said, and he wound up by asserting:

"The only issue is: Is there any reason a newspaper should not own a radio station? We have no intention of carrying anybody else's load. Network monopoly, multiple ownership, clear channels—all these are not our concern except as they involve the radio picture as a whole."

After ratification of the Steering Committee's actions, Mr. Hough announced the appointment of Judge Thacher and Mr. Kaye and laid before the group the Ernst & Ernst assessment proposal. The latter occasioned some discussion and pledge sheets were distributed to the membership, several speaking heartily in favor of the scheme. E. H. Asthm, of the Chicago Tribune was the only one in the three thousand-odd hasty action, pointing out that his station was the only one in the $1,000,000-$2,000,000 category that would pay $10,000 toward the fund under the plan. All of the actions of the Steering Committee, however, were approved, including the assessment plan.

Mr. Hough's closing statement was:

"We newspapers in radio have a wonderful story to tell, and we ought to get the opportunity to tell it. I believe newspapers have done more for broadcasting than broadcasting for newspapers. We have cleared the air. There may be a fellow here and there who went out of line, but never maliciously."

"This is a big case, and it must be proved. We are going to be proud of it when we do present it."

Attending Early Session

Most of the members of Mr. Ethridge's committee of 44 [BROADCASTING, April 14] attended the Sunday meeting April 20 at the Waldorf-Astoria, and they elected the steering committee of nine members as follows.

The proxies were approved and in a few cases there were attendees who were not on the original list of 44. Among those present were:

Mark Ethridge, Barry Bingham and John Penn [Courier Journal and Times (WHAS)]

National Director: Tennant Bryan, Cranston Williams, general manager, ABC.

Guy Hamilton, McClatchy Newspapers (steward, KFKG, KOKF, KTRM, WFEA, WLAW, WLAW (Dayton}), M. E. Williams, much effort, "I think it is possible that we will have a concrete answer and after some hurried explanations a line was cleared for the broadcast.

TRYING TO CONTACT anyone on the rural telephone to feed an on-the-spot description of the congratulatory picture, sylvania-Central Airliner crash 12 miles from Charleston, to the West Virginia Network are Engineer Munson Robinson (holding mike) and F. J. Beerbower. When its mobile unit was unable to reach the scene, Engineer Robinson tapped the line and tried for a half-hour to rouse farmers on the line. He finally got one sleepless answer and after some hurried explanations a line was cleared for the broadcast.

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NO SEASONAL SLUMP at

WLAW

LAWRENCE, MASS.

5000 watts - 680 k.c.

3 NEW network shows in 3 weeks.

57 National and Regional accounts since December 1, 1940.

Prices vs. Coverage, WLAW is the Biggest Buy in Radio!

IN ROCHESTER

it’s

WHFC

BASIC CBS

Page 32 • April 28, 1941

BROADCASTING • Broadcast Advertising
Newspapers Urged By Cowles to Meet Changes in Times

Cites Radio's Broad Appeal; Criticizes Photo Handling

URGING newspapers to adapt themselves to changing conditions, Gardner Cowles Jr., associate publisher of the Des Moines Register & Tribune (KDSM/KSF, WMT/WNAK), cited radio's appeal to the whole family at the Tuesday morning session of the National Newspaper Promotion Ass'n, held concurrently with the ANPA meet-
ing in New York.

Stating that newspapers must themselves change to gain the attention of readers in a changing world, he continued: "Perhaps I can make my point better by a reference to radio. I happen to be responsible for the operation of four midwestern radio stations. I have been tremendously impressed by a number of almost unbelievable radio advertising suc-
ess stories. In these programs, I have been struck by two basic advantages which, at least up to now, radio has enjoyed and publications have lacked.

A Hold on Everyone

"(1) Top radio programs hold the attention of the whole family—not just the men, not just the children—but all three groups. This ability of radio to sell to the whole family accounts in a large degree, it seems to me, for the outstanding success of radio.

"(2) Radio also has an ability to make a deep emotional impression on its listener audience which no conventionally-edited publication has ever been able to do with cold type.

"I have pondered for a number of years if there is a new type of newspaper which could be created that would maintain the important and definite visual advantage of the printed word and yet add radio's two most compelling points: the ability to get and hold the attention of the whole family plus the ability to stir that family audience emotionally. I'm rash enough to say that I think picture magazines are being evolved which will do just that. And I think it can be done in the daily newspaper field."

WHDH Rehearing Asked

TO PAVE the way for an ultimate appeal from the FCC move toward the breakdown of clear channels, NBC last Friday filed with the Commission a petition for rehearing of the application of WHDH, Boston, for fulltime on 830 kc., with 5,000 watts, duplicating the clear channel of KOA, Denver. The FCC April 7 granted the WHDH applica-
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ial for reconsideration, the FCC April 7 granted the WHDH applica-
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tion, and after receiving denial for reconsid-
ervation, the FCC April 7 granted

WGN, Tribune, Quit Ethridge Group, Questioning Handling of $200,000 Fund

FIRST defection from ranks of the organized newspaper-radio group, preparing for FCC hearings on the ownership of radio stations by newspapers, occurred the day after the April 22 general meeting in the Waldorf-Astoria, New York, when E. N. Antrim, assistant secretary of WGN, owned by the Chicago Tribune, tendered, his resignation as a member of the Ethridge Com-
mittee of 44.

In a letter to Harold Hough, chairman of the Steering Com-
mittee of C, Mr. Antrim, MBS execu-
tive secretary and director, said "there is not sufficient assurance that the large fund of $200,000 to be collected from the newspapers will be devoted exclusively to the preparation and presentation of the case on behalf of newspaper ownership of broadcasting stations on the merits of the issues involved."

Unrelated Items

He objected to the "intramural" of these issues with other and un-
related issues and activities in which the newspaper group as such have no interest," referring ob-
viously to the network monopoly situa-
tion in which MBS and the other major networks have taken different stands. It was learned that the appointment of Sydney Kaye as associate counsel for the radio publishers aroused objections in some quarters by reason of his law firm's representation of CBS and his own position as general counsel of BMI.

Mr. Hough said he first learned of Mr. Antrim's resignation from a story appearing in the New York Daily News, under same ownership as the Chicago Tribune, and said he would immediately place it before the Steering Committee. WGN is the only newspaper-owned sta-
tion in the $1,000,000-$2,000,000 annual volume class, and would be the only one to pay $10,000 toward the fund being raised to prepare and present the case before the FCC.

"If anyone has confidence in this outfit as we have set it up," said Mr. Hough, "it certainly is his privilege not to join up with us. That's my horseback opinion, but it's up to my committee to take any formal action. The Hough commit-
tee, however, has superseded the Committee of 44, and its next meet-
ing will be called during the NAB convention in St. Louis, May 12-15.

Staying With BMI

A PUBLISHED report that he was giving up active par-
ticipation in BMI, in which he is first vice-president and gen-
eral counsel, was denied April 24 by Sydney Kaye, who has been engaged by the radio publishers' steering committee as associate coun-
sel with Judge Thacher. Mr. Kaye stated: "The major work of organization of BMI has been accomplished, and this, of necessity, reduces the volume of work which I must personally do. I regard BMI as a continued responsibility and I intend to give to BMI all of the time that it needs."

To Hear ASCAP Appeal

U. S. SUPREME COURT has agreed to hear an appeal by ASCAP following the second refusal of the Federal District Court in Tacoma to accept the Society's suit to test the constitutionality of Washington State's anti-ASCAP law. Acting to Schwab & Frohlich, ASCAP counsel, this appeal probably will not come up dur-
ing the current Supreme Court ses-

MECHANIZED STAND

OF AFM ILLEGAL

A BODY-BLOW to the efforts of the American Federation of Musi-
cians and its president, James C. Petrillo, to force use of live musi-
cians in lieu of mechanical music in radio, motion pictures or other enter-
tainment fields, was delivered last Thursday by the Court of Ap-
peals of New York in Albany in a 4-2 opinion denying musicians and sta-

gehands the right to strike on such grounds.

In deciding the injunction suit brought by Opera on Tour Inc., against AFM and the other unions in a case that has been pending since December, the court majority held the sympathetic strike called by the stagehands' union was the result of a conspiracy, was an il-
legal use of the strike weapon and involved no lawful labor objective. The majority said that for a union to insist that machinery be dis-
carded so manual labor may take its place and secure additional em-
ployment would be the same as if labor demanded a printing plant discard type-setting machinery be-
cause it would furnish more em-
ployment if the setting were done by hand.

The case is important to radio, because of repeated demands, some-
times intimated, by AFM that stand-
broadcast orchestras be employed and that transcriptions be restricted.

ROBERT B. BROWN, assistant vice-

president of Bristol-Myers Co., New York, has been appointed by the Assn. of National Advertisers as one of the five members of the governing com-
mmittee of the Cooperative Analysis of Broadcasting.

"you're welcome, NBC!"

On Friday evening, May 2, the entire NBC Blue Net-
work of 23 stations in the nine western states will carry a new program sponsored by Neighbors of Woodcraft. The program will be produced for NBC by KEX.

Although few commercial programs of this scope have come from the Pacific Northwest, network origination is no novelty for the staff of KGW and KEX. No less than 50 network programs have been originated in recent years.

Whether it's a big job or a little job, if you have a broad-
casting problem, you can safely entrust it to the staff of KGW and KEX.

KGW ★ KEX

820 kc. 1190 kc.
6000 watts date-1000 watts nights
NBC RED
National Representatives—EDWARD PETRY & CO., Inc.

3000 watts continuous
NBC BLUE

Operated in the Public Interest by

THE OREGONIAN

The Great Newspaper of the West

BROADCASTING • Broadcast Advertising

April 28, 1941 • Page 33
**The Business of Broadcasting**

**STATION ACCOUNTS**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGIB</td>
<td>San Francisco</td>
<td>Marin Martin Co., San Rafael, Calif., (county wide chamber of commerce), thru Sonoma, Berkeley.</td>
<td>American Drug Co., Long Island City (Dentex), thru Bauer &amp; Rinehart, N. Y.</td>
</tr>
<tr>
<td>KJBS</td>
<td>San Francisco</td>
<td>Martin Bros., San Francisco (booth polishes), thru Young &amp; Rubicam, N. Y.</td>
<td>American Tobacco Co., Long Island City (Dentex), thru Bauer &amp; Rinehart, N. Y.</td>
</tr>
</tbody>
</table>

**Station Breaks**

- **Opposition by ANA to Station Breaks**
  - Session sees Public Interest Affected by Use of Spots
  - Station break announcements were a major topic of discussion at a meeting of the Radio Committee of the Assn. of National Advertisers in New York April 17, the ANA reported last week.

- Raising the discussion on a detailed study of station breaks, the committee viewed with alarm the seemingly growing practice of selling station announcements between programs, especially immediately before and after the most popular network programs during the evening hours.

- **Public Reaction**
  - Some of the advertisers felt that sale of announcements, which cash in on the audiences built by the programs of other advertisers, interferred with public acceptance of radio and adversely affects its value as an advertising medium. The feeling was expressed that the sale of such announcements should not even be considered as against public interest.
  - It is understood that in addition to the feeling that these announcements are in unfair competition with the commercial messages programs of entertainment, several advertisers expressed fears that the insertion of a break announcement into the pause between the closing segments of a program may interfere with the opening commercial of another program and tend to lump the advertising of these three distinct products into such proximity that the listener is confused rather than impressed by the sales messages.
  - It was also stated that many stations selling these chain breaks pay little attention to the products advertised in the announcement, so the relation to the products advertised on the preceding and following programs, so that too frequently one hears, "Are you a fan of ...?" or similar propaganda with that just before or after, again causing confusion or antagonism on the part of the listener and defeating the purpose of the advertisers.

- W. N. Connolly, of S. C. Johnson & Son, sponsor of Fibber McGee & Molly, presided at the meeting. Other committee members are:

- **ZNET. NINE STATIONS THAT PRODUCED ASTONISHING RESULTS**

- **BROADCASTING**
  - Broadcast Advertising

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**Page 34 • April 28, 1941**
PARCING sponsors for Arthur Godfrey's new 70-minute series of programs starting April 25 on WABC, New York, now total five with the addition of the New York newspaper PM and the R. C. Williams Co., New York. PM started on WABC April 21 with early morning announcements, shifting April 28 to the Godfrey program, and also is sponsoring the WABC Woman's Page of the Air three-weekly. Agency is Henry A. Berk, New York. R. C. Williams plans to sponsor the Godfrey series three-weekly at 7:15 a.m., for Roy's Quick Cup Coffee. Agency is Alley & Richards, New York.

OGILVIE SISTERS Corp., New York, for its beauty salon is participating thrice-weekly on Antoinette Donnelly's daily program For Women Only on WMIC. In New York, featured is features questions and answers to beauty problems submitted by listeners. Agency is Mears Adv., New York.

OSCAR SERLIN, producer of "Life With Father," has purchased the stage rights to the film to Air. The Story of the New, best-seller by Oliver Gramling, assistant general manager of Press Ass'n. Production for the Broadway play next season will start immediately upon completion of the script, which will dramatize the story of the Associated Press since 1848.

GENERAL FOODS Corp., New York (Joel-O), on April 24 adds CBS stations to Henry Aldrich on 82 NBC-Red stations. Thurs., 8-10 p.m. Agency: Young & Rubicam, N. Y.

WEINSTEIN BROS. & SURVOL, Los Angeles, in a seven-day campaign to publicize opening of its new $500,000 Surv-All Market Market, April 27 to May 3 is sponsoring daily participation in Sunnise Sales and Housewives Protective League on KKN; four participations in Art Baker's Notebook and one in Monterey's Garden Patch on KFI; four-hour programs of recorded music on KIAC; and one during that week on KMPC and RMIC, respectively. In addition, a total of 15 interview broadcasts are to be sponsored May 4-17 on KMPC, KFMB, KMPC, and direct from show stage in conjunction with market opening. Tom Benezian will handle interviews. Warren P. Fehman, Adv., Huntington Park, Calif., has the account.

ICE-CAPADES Inc., Pittsburgh, to promote the "Ice-Capades of 1941" at Pan-Pacific Auditorium, Los Angeles, used 307 spot announcements from April 11 to 22 inclusive, on eight Southern California stations. KFI KFWB KMPC KFAC KMTD KSSD KPFY KFOX. In addition, a scattered schedule of quarter-hour remote broadcasts from the show which ends May 11, is being broadcast by Allied Adv. Agencies, Los Angeles, has the account.

SEIDELING RUBBER Co., Akron (rubber heels), in an eight-week spring campaign ending June 6, is sponsoring a three-weekly, quarter-hour program titled Texas Jim Lewis and His Gang on 16 California-Don Lee stations, Mon. Wed., Fri., 7:15-7:45 p.m. (PST). Series originating from KJH, Hollywood, features Western cowboy music, and has local dealer cut-in announcements. Stu Wilson is producer-announcer. Agency is Melendro & Fews, Cleveland.

NASSOUB Bros., Los Angeles (42 oil shampoo), on April 28 shifts the twice-weekly quarter-hour Hollywood Tattle-tales, with Erskine Johnson, commentator, for KECA to KFI, and reduces the schedule for the summer to one broadcast per week. Series has a weekly hook, with writer of the best submitted letter of 25 words giving reasons for product preference, being Johnson's guest at one of the major film studios. Each letter is accompanied by a carton top. Agency is Milton Weinberg Adv. Co.

YELLOW CAB Co., San Francisco, recently renewed for another 13 weeks its transcribed spot announcements on KFPO and KPO and its weekly 15-minute program Tales of Old San Francisco on KFRC. Agency is Julius Rhoades & Co., San Francisco.

NEILSON BROS. Co., Chicago (furniture), consistent user of local radio, on April 15 started seven-weekly quarter-hour Westinghouse broadcasts, conducted by Bob Perry, on WCFL, Chicago. Contract continues for 26 weeks. Agency is George H. Hartman Co., same city. Oscar Sclafani Bottling Co., Chicago, on April 21 started five-weekly quarter-hour transmitted programs Saturday on WCFL. Contract is for 26 weeks. Agency is William B. Wisdom Inc., New Orleans.

ROYAL SHOE MARKETS, Philadelphia (chain), is extending its radio time for the spring and summer for its seven shoe stores in Philadelphia, Chester, Pa., and Wilmington, Del. In addition to the current spot campaign on WDAV and WPEN in Philadelphia, WPIL has been added to the list for a transmitted quarter-hour program, thrice-weekly. Program is Royal Time, conducted by Howard Jones. Agency is Pan Rivkin, Philadelphia.

STEFENSON, LEYDECKER & Co., Oakland, Cal. (Investment bankers) recently started sponsorship of one hour of transmitted and recorded classical music six nights a week on KRE, Berkeley, Cal. Agency is Jack Udal & Associates, San Francisco.

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"This Road's Faster — Less Traffic"

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

John Blair & Company

National Representatives of Radio Stations

CHICAGO 520 N. Michigan Ave. SU/Herler 9639
NEW YORK 341 Madison Ave. Murray Hill 9-6084
DETROIT 3340 Grand Blvd. Madison 7868
ST. LOUIS 349 Paul Brown Blvd. Chestnut 5688
LOS ANGELES Chamber of Commerce, Bldg. Prospect 3584
SAN FRANCISCO 608 Russ Building Douglas 3188
Columbia Record Strike Continues

Fight to Finish Is Threatened By Officials of CIO Union

ALTHOUGH striking Hollywood employees of Columbia Recording Corp. on April 22 voted unanimously to accept a compromise settlement recommended by Edward Fitzgerald, CIO national conciliator, Bridgeport executives of the company turned it down. Company maintains its previous offer of a 4.7-cent over time wage increase for hourly workers, but has withdrawn all amended proposals, it was said.

William B. Elconin, CIO international field organizer, announced "a fight to the finish."

"This is complete proof to us and the Federal Conciliator, too, that Columbia Recording Corp. executives have but one desire, and that is to smash organized labor in its plant," Elconin said.

Compromise Offer

Fitzgerald is understood to have stated that the compromises put forth by the recording company indicated to him that the factory was considered as the basis for settlement of a labor dispute. He proposed, instead, hourly wage increases of 6, 7½, and 10 cents, with a 65-cent minimum, or an increase of 10 cents over the present 55 cents per hour.

Fitzgerald's proposal also called for a 30-cent raise for production workers. The agreement to run until June 30, at which time either side could reopen wage negotiations. At present no paid holidays are granted CRC employees.

His proposal includes one week's vacation with pay for workers employed one year or more, with continuation of the present seniority and closed shop policy. Union's original demand was for a 75-cent minimum, or an increase of 20 cents over the present 55 cents per hour.

At the meeting April 21, presided over by Fitzgerald, Homer H. Mitchell, a t o r n e y representing CRC, offered a written contract proposed by the recording company when negotiations were broken off April 16. Besides the 1.7 cents increase per hour, the pact offered by CRC would abolish the plant-wide seniority system.

Approximately 85 workers are affected by the strike, the plant having turned out 25,000 discs a day. The strike was ordered at 4:30 p.m., when the order was agreed to not to restock with Columbia records until the strike is settled, the United Electrical, Radio

Negotiating Committee of Disc Industry To Hold Final Meeting on AFRA's Code

A FINAL MEETING of representatives of the transcription industry to discuss the terms and conditions of the transcription code of the American Federation of Radio Artists will be held in the NBC board room in New York Monday afternoon at 2:30, it was announced Thursday following a preliminary meeting in the by about 26 transcription company executives. Members of the industry negotiating committee reported on their dealings with labor representatives and presented to the group copies of the code as worked out during more than a year of negotiations.

Thorough Study

It had been expected only one meeting would be necessary, but since many of those present were examining the code for the first time and wanted to go over it with their attorneys before accepting the provisions, a second code meeting was arranged for Monday. Invitations were sent by Charles Gaines, WBS, chairman of the negotiating committee, to the transcription companies and it is hoped that more of them will be represented on Monday than on Thursday. John MacDonald, NBC, in absence of Mr. Gaines because of illness.

At the Monday meeting the industry representatives are expected either to accept the present code or to go on strike. They are meeting with specific suggestions for revision which the committee can take back to AFRA. It is considered unlikely the group will voice any general objection to the code as a whole, but there is possibility it will wish to change certain of its provisions. Major points of the code in its present form follow:

Code sets up two classes of transcription industry workers: Class I includes all technicians who build transcriptions used by one sponsor once only in each town or city for one product, any earnings made may be used on any number of stations of any power for one or more sponsors.

Class II includes open-end transcriptionists, who may work for a number of stations of over 1,000 watts power, provided they use such a disc on more than one station or on one station of higher power. Class II will automatically be classified as Class A.

Class A minimum fees for actors and announcers: $2 for single 15 minutes; $3 for two minutes; $5 for five minutes; $10 for 15 minutes; $30 for 30 minutes; $50 for 60 minutes, with rehearsals at $5 an hour, one hour required, allpay for over five minutes. On Class B discs minimum fees for announcers and actors range from $2 for one minute to $17.50 for an hour, with rehearsals at 75 cents an hour.

Class A minimums for singers vary with amount of work involved. Without itemizing the whole scale from one minute to an hour for each group, a representative idea may be had by calculating the 16-minute rates, as follows: For greater than five minutes, $14.50 per person; for five to eight voices, $16 each; for two to four voices, $20 each; and for one voice, $40 per hour.

Recording fees, for programs and counseling, are $25 per hour, regardless of number of minutes.

Rates for Singers

Minimum rates for singers are the same on Class B as on Class A records. The fee is different for programs of 15 minutes or less; $14 for two programs and $20 for hour programs.

For transcriptionists, the rates are as follows: $3 for a short file, $4 for medium file and $5 for long file.

Executives of MBS Meet With ASCAP

Entire Governing Body Holds Discussion in New York

MBS DIRECTORS, stockholders and operating board met in New York last Friday and Saturday for a thorough discussion of their copyright committee's reports on exploitation developments and the return of ASCAP music to the network. Meeting, called by Fred Weber, MBS general manager, followed prior discussions of a committee in Chicago, April 16-17, which is still in progress as BROADCASTING went to press and no details of the discussion were available at that time.

Neither have the committee's deliberations in Chicago been made public, but it is understood that at that time two ASCAP proposals were discussed, one for a blanket license similar to the present ASCAP licensing plan and the other for a per-program arrangement. There is no indication that the committee signed an ASCAP contract and whatever the nature of these proposals, it is at least certain that the committee found interesting the idea of calling the entire committee body to New York to hear the committee's report.

Others Watching

Last week preceding the MBS meeting, ASCAP's radio committee and the Society's board had been watching developments in Chicago feverishly to perfect the details of its proposals before the MBS group assembled. No meetings have been held between ASCAP and the other networks since the preliminary discussions with CBS April 11 and with NBC April 15 [BROADCASTING, April 14, 21].

The Consent decree binds ASCAP to give each station or network as good terms as his competitors under a "favored nation" clause, it is believed that NBC may ask MBS to go into the negotiations with ASCAP and that when and if MBS signs an ASCAP contract it will not take long for the other networks to accept similar deals if they so desire at that time.

PM Campaign

THE NEWSPAPER PM, New York, has started an intensive PM station sponsor campaign to promote circulation among women readers. The paper is sponsoring spot announcements on prominant stations WABC, WOR, WQXR, WEAFF WJZ WMCA WHN. Agency is Harry A. Berk Inc., New York.

Feed Firm Test

DUNLOP MILLING Co., Clarksville, Tenn., is testing radio for a new flour. Testing agency for the company, a subsidiary of General Foods Corp., New York, is using local quarter-hour programs one to three times weekly on five southern stations. Young & Rubicam, New York, is agency.
Network Accounts

New Business

BROWN & WILLIAMSON Tobacco Corp., Louisville (Sir Walter Raleigh smoking tobacco), on April 29 added 2 stations to its network; 54 NBC Red stations. Mon., 11:15 p.m., Agency: Russell M. Seeds Co., Chicago.


Ime Lole Co., California, Ver- mon, Cal. (beverages), on April 27 starts a 38-week Kids Corner on 8 NBC Pacific Blue stations (KKEA KFSB KTMS KFI KFRE KGB WKBW KKBW KEX), Sat., 5-5:30 p.m., Agency: Davis & Pierson Adv. Agency, Los Angeles.


Small Poundage

Although little was heard from radio concerning defense needs when restrictions on aluminum supplies were announced by OPM several months ago, it has now become evident that although a comparatively small poundage of aluminum is used in broadcast equipment manufacture, cutting off this supply would strike a heavy blow at fabrication of radio receivers and other broadcast apparatus. OPA representatives indicated to the Priorities Division that, if the aluminum used for making receivers for ordinary domestic use will be forced to a standstill.

The latest move of the Priorities Division in listing various industries by their preference ratings, according to the priorities schedule announced for aluminum several weeks ago, has drawn fire in some quarters. Under the latest rating, aluminum supplies for radio manufacture have been given a B-7 preference rating—indicating that no reasonably satisfactory substitute is available, and allowing the use of as much as 30% of the 1940 average monthly supply of aluminum. This amount of aluminum could be supplied, according to OPA, of course, only if it remained after defense demands—given a C rating—were met.

It is pointed out, among other instances, that such items as aluminum hoods for cottage cheese jars and lightweight aluminum furniture for laboratories and hospitals have been given a B-3 rating—meaning that substitute materials are adapted.

EVIDENCE that the aluminum shortage resulting from national defense activity was striking more deeply at the radio manufacturing industry than first thought came to light last week as the priority committee of Radio Manufacturers Assn. met with officials of the Priorities Division of the Office of Production Management.

The conferences with OPM are to be followed this week, starting Tuesday, by RMA group meetings in New York at which discussions will be held with representatives of the various subcommittees for restricted strategic materials, curtailed production and shortages in such materials as aluminum, nickel and zinc.
HAWORTH BROMLEY has joined the Hollywood staff of Dolan & Doane, talent agency, as head of the story and writers department.

LEW KERNER, formerly account executive of CBS Hollywood artists bureau, has joined William Morris Agency, that city.

WALTER BLANKS, formerly manager of California Model Service, Hollywood, has joined T. Tyler Smith Adv. & Merchandising, that city, as account executive.

LICHTIG & ENGLANDER, Hollywood agency specializing in stories and writers, has expanded its services. Jack Eife, formerly associated with A. George Volck Agency, has been appointed director of the talent department, with Abe Christe taking over management of musicians, composers, conductors and concert artists.

PAUL F. ADLER who recently re- signed as eastern manager of Sears & Ayer, station representatives, has established his own agency in Hollywood under firm name of Eastern Advertiser’s Service, with offices at 3600 X St. Fink will service eastern advertising agencies and advertisers as West Coast representative for Spire’s advertising department, San Francisco and Seattle branch offices will be established.

DAVE MCILLIAN, formerly of Blakely, Portland, Oregon, has joined Walsh Adv. Agency, Toronto, as account executive.

R. E. GREEN, regional manager of Walsh Adv. Agency, Toronto, has re- signed to become Ontario sales representa- tive of Collins & Aikman of Can- ada. He was formerly in the advertising department of Chrysler Corp. of Canada.

DURINg FEW DOLLARS IN PENNY (Ky.)!

Frankly, we haven’t a thing ag- ainst Penny (Ky.)—or many of the other small villages in this here state. It’s just that these “towns”—all of them together—are a mere drop in the bucket when compared with the Louis- ville Trading Area, which has more than twice the spending power of the rest of Kentucky combined! . . . WAVE offers huge coverage of the Louisville Area at low cost! What more could you ask?

H. H. CHASE, Los Angeles manager and co-owner, having retired, Norman R. Pease has purchased the interest of his partner in Barnes-Clace Co., Southern California advertising agency, and will continue to operate under the same firm name. E. W. Rutledge, formerly production manager, has been elevated to manager of the Los Angeles office. Mr. Rutledge will be responsible for the operation of the Seattle division of the agency. Miss G. W. Roche, after an absence of several years, has recently returned to the San Diego staff as copywriter and radio director.

GINNY SIMMS has been added to the Hollywood staff of McKee & Albright, Inc., as script assistant on the NBC Radio variety shows presented by Na- tional Dairy Products Inc. (Seafret). She was formerly in the KHL, Hollywood, production department.

HUGH BLAND, onetime copywriter of the defunct Richard T. Clarke Co., Beverly Hills agency, has joined Hugo Schaefer Inc., Los Angeles, in a similar capacity.


POTTER & BLACK Adv. Agency, Los Angeles, has moved to new offices at 7000 Santa Monica Blvd., Hollywood.

IDA HORN, formerly of the Willard Palace Theatre, New York, has joined United Broadcasters, Chicago, as assistant to Hugo Bl- ractor. Miss Horn replaced Midge Marx, who resigned and will make her future home in California.

ROY DODGE, for the last five years account executive of Albert Kircher Co., Chicago, has joined First United Broadcasters, same city, in the same capacity.

MILTON GUSTAFSON, recently in public relations, and radio and television in Nebraska, has joined Bert S. Gitten Ad- vertising, Milwaukee, as agricultural copy writer for the Allis-Chalmers ac- count.

EDWARD H. PEARSON, formerly of Lord & Thomas in the New York office, has joined John Falkner Arndt & Co., Philadelphia, as copy writer.

RAY BUFFUM, formerly NBC pro- gram executive, has joined the staff of Ted Bates Inc., New York, as script editor and writer. He will write City Dar- ling, sponsored on CBS for M. A. Plompe’s Charlotte, N.C., radio station.

JAMES SHELDY, for the last 15 months associated with production and script writing department of Grant Adv. Co., Chicago, has joined the firm’s Chicago office as head of the agency’s publicity depart- ment.

CONTRACT for the first full sym- phony music releases in the library transcription field was issued by Henry Svedstrof, conductor of the Los Angeles Philharmonic, which will perform for Standard Radio. Milton Blink, co-owner of the trans- scription firm, said of the undertak- ing: “The ever-increasing appetite of radio listeners for symphony music has inspired this move. While records of such music have always been available, good transcriptions have not—not—most important advantage will be the uninterrupted playing.” For use on the air, the Los Angeles Orchestra will be known as the “American Philhar- monic”. Watching Mr. Svedstrof, put his name on the dotted line are Don Allen, Standard Radio produc- tion director (and) and Gerald King, co-owner of Standard Radio.

Vanderbie, Rubens Buy Interest in Large Boat

FROM a start as salesmen of lake cruises via the medium of radio, H. S. Vanderbie and Walter L. Rubens, partners of the Chicago advertising agency of Vanderbie & Rubens, have become part owners of the largest cruise ship on the Great Lakes, the SS Seabreeze. The $2,000,000 vessel plies regularly during the summer on seven- day trips from Chicago to Mackin- nae, Detroit, Cleveland and Buffalo (Niagara Falls).

Larger than many ocean liners, the ship is 500 feet long, 100 feet wide, with five decks, large ball- room, three dining rooms, sundecks, cafe and deluxe suites.

One of the novel uses that the Chicago advertising executives in- tended to make of their new pos- session will be to book it as a floating convention hall. The American Nur- seryman’s Assn. of 600 members will occupy the ship from July 7-11.

Oelwein Series

OELWEIN CHEMICAL Co., Oel- wein, Ia. (Oeco mineral compound), thru Cary-Ainsworth, Des Moines, has completed arrangements to re- establish on Aug. 1 its currently expiring thirteen-week spot cam- paign on 19 stations in North and South Dakota, Minnesota, Iowa, Wisconsin and Illinois. According to current plans the business will be placed on the same stations as well as a number of others.

William M. Spire Given McCann-Erickson Post

WILLIAM M. SPIRE, assistant radio director of Standard Oil Co. of New York, has been named radio director, succeeding Stuart Ludum who joined Stirling Gettell Inc., New York. Mr. Spire’s appointment follows a number of re- cent changes in the agency’s radio department. 

Oscar M. (Pete) S chloss of the Chicago staff, appointment, was made Mr. Spire’s new radio director.

Other changes are: Jack Thomp- son, chief timebuyer, into the Army; Miss Helen Morton, assistant to Mr. Tannehill, to Benton & Bowles in New York, as advertising assistant; Margaret Jessup, production assis- tant, to Parent’s Magazine as advertising assistant; Doug- las Humphries, script writer, to Badger, Browning & Hersey, New York, as advertising assistant to give any reason for the changes, but said that shift in the radio de- partment had been “in the air” for some time.

Hodapp Joins Grant

BILL HODAPP, writer-producer of NBC in Chicago and New York, has joined the radio department of the Grant Adv. Agency, Chicago, in charge of writing and produc- tion. In addition to writing the NBC-Bulldog-Red and Ward B. Co. (Soft-Bun Bread) serial Jane Arden, and many other shows for the network, he did extensive free- lance writing which included scripts for Procter & Gamble (Drum), Knickerbocker Playhouse, NBC-Red feature, and Brown & Williamson Tobacco Corp. (Wing Ex-President of Destiny, also on NBC-Red. His first assignment at the Grant agency is What’s Your Idea, sponsored by Mars Inc. Canada, candy bars on NBC-Red. Several other shows are currently under production. Mr. Hodapp is a graduate of Centre College, and took a post-graduate course at the Indiana U. He re- placed Willia Cooper, resigned, who has returned to New York.

New Advertising ‘Register’

STANDARD ADVERTISING REG- ISTER has announced the completion of its 20th Annual Edition, listing over 12,000 national adver- tisers. The classified advertising section, with total 1,040 expenditure, includes trade ads for network advertisers in network and spot radio, magazines and farm papers.

MARGUERITE LYON, copywriter for Henri, Hurst & McDonalz, Chi- cago, has published a book titled Take to the Hills, relating her experiences as a farmer in the Ozark Mountains.
Agency Personnel Depleted by Draft
Several Already in Training

THE DRAFT descended upon the radio departments of leading New York agencies in the past few weeks, creating personnel problems within the departments, hitherto unaffected to any considerable degree by the selective service program.

A number of agency radio personnel are already in training, others have been notified when to report, and others have received questionnaires and are in various stages of Army induction.

Already Summoned

Among those who have or are being called to the colors are: John Christ, producer of "True or False," J. Walter Thompson Co.; Jack Thompson, assistant timebuyer, McCann-Erickson; James Cannon, promotion director, Lord & Thomas; John Schultz, timebuyer, Erwin Wasey & Co.; Harmon Nelson, promotion assistant, and Byron Collins Jr., writer, Young & Rubicam; Fred Gropper, radio promotion, Compton Adv.

Officials at the agencies explained there are more eligible draftees in radio than in other agency departments, and as the national defense program goes into high gear, more of these men, it is expected, will be drafted.

Ezra Stone, star of the Aldrich Family, has received and returned his Army questionnaire. The program is sponsored on NBC-Red by General Foods Corp., New York for Jell-O, and at Young & Rubicam, New York, the agency, it was stated the program would continue if Stone were drafted.

HIGH PAY IN RADIO
Broadcast Workers Set Top Earnings

COMPAREd with Labor Department compilations of average weekly earnings in various other industries, workers in the broadcasting industry receive a higher average pay than workers in any other industry, according to estimates by Joseph L. Miller, NAB labor relations director.

The Labor Department figures, released in mid-April and based on average weekly earnings in February, 1941, show a weekly high wage of $41.78 for workers in the machine tool industry. Although the broadcasting industry is not ranked, Mr. Miller pointed out that FCC figures as of Oct. 15, 1939, showed an average weekly earning of $41.08, and observed that increases in radio's wage level since then doubtlessly bring the level for broadcasting workers above that of machine tool workers.

Other average earnings listed in the Labor Department compilation include automobile manufacture, $40.05; brokerage, $37.71; insurance, $37.76; telephone and telegraph, $31.30; printing, newspaper and periodical, $38.42.

PHOTOGRApHs ON PAGE 18 in the same (I to r) order show: (1) Frank E. Mason, NBC v.p., who was assistant editor of American Boy magazine in 1917 when he enlisted; he was sent to France immediately as intelligence officer with the 9th Infantry, was instructor at the Army Intelligence School, became chief censor of Advanced G.H.Q. at Trier, was assigned to The Hague as assistant military attaché, then went to Berlin in the same capacity, he was mustered out a captain in November, 1919. (2) Clayland T. Morgan, assistant to the president of NBC, who was a first lieutenant of the 5th Pioneers Infantry with the Army of Occupation. (3) Horton Heath, RCA director of advertising and publicity, who was a first lieutenant of Field Artillery and served through 1919 as an instructor at the School of Fire, Fort Sill.

Kelly Promoted

AFTER having travelled some 100,000 miles annually since 1937 as regional director of Knox Reeves Ad., sports broadcasting activities, James T. Kelley, has been transferred to Minneapolis headquarters to take over the newly-created post of sales development manager, streamlining new markets, it was announced last week by E. Sylvestre, Mr. Kelley president. Mr. Kelley has travelled on behalf of baseball broadcasts sponsored by General Mills, Socony-Vacuum Oil Co., B. F. Goodrich Rubber Co. and miscellaneous local companies. His new duties are in a field in which the Reeves agency will become increasingly active during coming months, Mr. Sylvestre said.

'Rake' for Schmid

ROBERT A. SCHMID, MBS director of advertising and promotion, on April 24 was one of ten young men, 30 or under, receiving the "Award of the Rake", annually conferred by the New York Advertising Club to young men who have distinguished themselves early in their careers. Award states it is for those "who have exchanged the crying towel for the rake and scratched for their own opportunities rather than waiting for them."

Crawford Renews

CRAWFORD CLOTHES, New York, has renewed for nine weeks its contract for 12 hours weekly on WMCA, New York, and has added two news programs to the schedule.

BEE LINE to Alaska's New Business—
Is KFAR ... Serving a "Honey"
of a Market?

1000 Watts KFAR 610 KC.


THE KMBC DINNEr BELL ROUNd-UP
NEWS with John Cameron Swayze, famous reporter, editor, columnist.

MARKETS with Bob Riley, exclusive reporter for K.C. Livestock Interests.

FARM CHATS with Phil Evans, nationally-known KMBC Farm Service Director.

MUSIC, COMEDY, VARIETY with 28 artists—all featured each Saturday on "Brush Creek Follies"—CBS, coast to coast!

No wonder National Biscuit, Colgate, Vick's, Kellogg's and other advertisers anxious to reach both rural and city listeners call the KMBC Dinner Bell Round-Up.
Daylight Saving Cities

(Continued from page 18)

Lima
Limerick
Lincoln
Lowell
London
Londonderry
Lubbock
Lowe
Long Island City
Longmont
Laramie
Lansing
Lauderdale
Lawrence
Lebanon
Lancaster
Lansing
Lancaster
Laredo
Lincoln
Lehigh Valley
Lebanon
Lawrence
Las Vegas
Lawton
Louisville
Lawrence
Los Angeles
Lima
Lancaster
Lebanon
Lawrence
Las Vegas
Lawton
Louisville
Lawrence
Los Angeles
Lima
Lancaster
Lebanon
Lawrence
Las Vegas
Lawton
Louisville
Lawrence
Los Angeles

Third Daylight Bill

INDICATING growing interest in the proposition of establishing a 'nationwide daylight saving time system as a national defense measure within the next few weeks' was the claim of John A. Reilly as commercial manager, who announced last Thursday in the House the third proposal of this session to provide universal daylight saving time in the United States. The earlier proposal (HR-3789) of Rep. McLean (R.-N.J.), Mrs. Rogers' bill (HR-4024), providing for daylight saving between the last Sunday in March and the last Sunday in October each year, and the bill introduced by Rep. Keough (D.-N.Y.), would provide seven months daylight saving time, from the last Sunday in April to the last Sunday in October. All three have been referred to the House Interstate & Foreign Commerce Committee.

EXECUTIVE SHIFTS ARE MADE BY K O Y

REORGANIZATION of the executive staff of K O Y as a result of the appointment of John A. Reilly as commercial manager, was announced last week by Burrridge D. Armstrong, executive vice president of WLS, Chicago, and The Prairie Farmer. The staff changes followed the resignation of Fred A. Palmer as general manager.

Mr. Reilly, a former regular Army captain, has been with K O Y for the last two years. He was director of special events for both Chicago and New York World's Fairs and is well-known in that field. He joined K O Y immediately following the close of the last year of the New York World's Fair and has worked in all departments of the station.

John R. Williams, with K O Y for 12 years, has been named manager of operations. He had been program director for the past three years.

Albert D. Johnson, who joined the staff two years ago, was named business manager. Robert I. Thompson, at K O Y two years, is chief engineer. The changes are the result of the installation of a new 50,000-watt Western Electric transmitter and studios are being remodeled.

Hillman-Clapper News

WILLIAM HILLMAN, former European correspondent for Collier Magazine, and Raymond Clapper, Scripps-Howard political writer, on April 28 start a thrice-weekly quarter-hour series News--The World Abroad on NBC-Blue. Hillman heard last year from London on NBC, speaks from New York, while Clapper gives his views on the nation's affairs from NBC's Washington studios.

WITH FOREST FIRES RAGING

New England and Nebraska Stations Among Those Handling Urgent Disaster Messages

PRACTICAL DEMONSTRATION of how radio functions in a public emergency was given on two fronts in recent weeks. On April 21, when forest fires were raging throughout New England, Lieut. Gov. Horace T. Cahill of Massachusetts delivered an urgent safety message to the people of his State over the entire Colonial Network of 20 stations, warning them against the dangers which threatened.

Transcriptions of the broadcast were made and served to all the other stations in Boston. These were broadcast repeatedly for several hours. By carrying the messages, the Colonial network, the six New England States were warned of the fire hazard.

As functioning the directive force and the only communication with stranded motorists and between towns where telephone lines went down, KGFW, Kearney, Neb., helped save countless lives when an unprecedent fire blazed raging April 19 through Central and Western Nebraska. Lloyd Thomas, owner and general manager of KGFW, Paul Roscoe, program director, Leslie Cox, announcer, and Kemper Wilkins, staff announcer, all performed in the country in various directions to aid in rescue work and to report back by telephone wherever possible.

At the request of KGFW's staff took telephone calls, sent out bulletins, and gave directions, coordinating efforts of all rescue groups. Rooms were secured for the homeless, food was donated for a soup kitchen which was set up, and a truck for missing persons was carried by the station.
Advertiser Merchandising Needs

(Continued from page 13)

reach them. It will certainly make them more conscious of what radio is accomplishing, and the value of radio advertising.

Any advertising department has to know what to go about on to make possible the coordination of other departments' work with the advertising program. The sponsor will beaternally got to stations which make this job easier.

These reports to the client may involve a tremendous amount of data work—too simple. For example, one station has to write a daily letter and pay three cents postage to report content mail, while the efficient merchandiser has a mimeographed postcard for all mail reports.

Here the rubber stamp, printed or mimeographed form will save stations hundreds of hours and dollars. A simple form or stamp can be prepared to report essential information accompanying courtesy announcement reports, newspaper tear sheets and clippings, dealer call reports, photographs and others. And these will be a lot easier for the advertising department to digest (see KLZ photo page 13).

Answering Inquiries

The advertiser expects the station to answer mail and furnish requested information with reasonableness promptly. It is strange that this point should be mentioned at all—but when an advertiser sends out a questionnaire regarding merchandising details, he is lucky to hear from 60% of the stations. It takes three follow-up letters and four more weeks before the response reaches 90%! At least one station is allergic to mimeograph ink, refusing to read, let alone answer, mimeographed communications!

Remember when national advertising was so scarce that we missed meals to answer our queries, then slept with the letter under the pillow for two weeks?

Advertisers have been accused of sending out questionnaires just to kill time. True, they sometimes cut paper dolls, too, but the client who is spending reasonably sound money at least deserves the benefit of the doubt.

Broadcasters may forget that the advertiser is working with 50 stations instead of one, plus up to several bureaus and agencies, and has to set up administration details on his basis instead of the station's. Often five minutes time for a station man to fill out a questionnaire will mean several hours. Some of the information asked for is essential if the advertiser is to give the station sufficient material and support. Questionnaires often serve as a check to see if stations received a certain material. They help the advertising department to prepare summary reports.

Photographs increase the effectiveness of station merchandising reports. Regular 8 x 10 enlargements of good shots are more usable, but snapshots taken by the boss's secretary are far better than none.

Coverage Facts

In addition to basic merchandising services—

a. Large, elaborate mailing pieces are impressive. But basic station information usually finds space in permanent files only when 8 x 11 size.

b. When stations become familiar with their new frequency surroundings, it will be nice to have some up-to-date coverage maps and statistics. Don't accuse the advertiser of using coverage maps for scratch paper when he asks for more than one copy. He may need it for others and departments.

c. Accurate coverage information is vital and exaggerated coverage claims usually boomerang. It is impractical for an advertising department advises a branch manager that his territory receives some coverage from WOOF and that advertising costs are being charged against him accordingly. If the manager never heard of WOOF, the advertising department looks pretty silly.

d. An advertiser may want to assemble own market figures according to his own sales divisions. So basic statistics, such as population, radio homes, food and drug sales, etc. should be broken down by counties.

e. The lack of reliable listener surveys for single markets is amazing—or else they are being kept in rep and station files.

An advertiser may have to take the cure before he can figure out what percentage of individual station costs should be charged against each of two or more sale divisions or territories which may fall within the station's coverage area. A method of pro-rating station costs apparently has received less attention from broadcasters than any other major topic—and is one of the most important to the advertiser.

Line of Distinction

Lacking any complete study, such as the one recently completed by WLMW (Broadcasting, Jan. 29), the next best thing is a county breakdown of mail response, separated according to average day and night periods. Eliminate early morning mail, unless as a study of that particular period. A surprising number of stations keep no mail records, believe it or not, and those who do usually combine daytime and night totals, which distorts the coverage picture.

It seems that any radio station which has or hopes to have any volume of national business should be able to render enough of the

HIZZONER the mayor (right) was guests together at WGMF, baseball announcer, and Mortimer C. Watters (left), vice-president of Scripps-Howard and general manager of WCPO, Cincinnat. Hartman held out for more money to announce the Cincinnati Reds games on WCPO under General Mills and Soony-Vacuum sponsorship. Hartman's contract was drawn up last year before the Reds captured the world's championship. His income, incidentally, is said to exceed that of Mayor Hiram, by which any media specialist playing with other sports programs. WCPO has carried the games for 13 years. WSAI also broadcasts the games above services to meet the principal requirements of any national advertiser. A number of prominent station and commercial managers claim that a majority of broadcasters are any attempt to regulate or regiment station merchandising, feeling it is impossible to draw a sharp line between station merchandising, selling and promotion — that such a code could result in simply adapting a code, with such provisions as:

Mostly Reasonable
(1) not more than one call per prospect per month; (2) not more than one letter per month to any advertising agency; (3) not over one salesman per 5 kw.; (4) not over 10% of the dealers permitted to display radio matter; and (5) no mention of a sponsor or his product except on duly authorized commercial broadcasts or in the men's room. When this happens we can all turn to FM and television.

A few broadcasters say advertisers make unreasonable demands, but most of us find it good business to keep our merchandising requests reasonable. Have stations lost many desirable accounts directly because they refused an unreasonable request? Will mana refer to advertisers like adopting a code, with such provisions as:

SALES O'NEING

Popular station in Middle West Metropolitan market has opening for radio-time salesman experienced in selling local and national business. Excellent opportunity for the man who can measure up. Give full particulars before March 1. Applicants, submit photo and references. Address Box 416, BROADCASTING.

Most station managers are good enough business men to operate a merchandising department on a sound basis. And judging by their stand against the FCC, ASCAP and other punches from all directions, I furthermore believe these same broadcasters will have the courage to resist the ultimatums of any advertiser with a dictator complex.

Radio stations might follow the policy of KFPY and send their own merchandising questionnaires to the sponsors such as "If the following are the merchandising services we have available, and the material we need from the advertiser to make this cooperation possible. Please check those services you desire and indicate what material you will furnish ...."

I am curious to know how many advertisers would answer.

More for Fels

FELS & CO., Philadelphia (Fels bath soap and clutch), has enlarged its radio schedule to include six-weekly five-minute Polish programs on WEDC, Chicago, and six-weekly five-minute Italian programs and a weekly participation in the Polish Telephone Hour on WQV, Chicago. Contracts are for six months. Placed direct by Fels & Co., Chicago office. Sponsor, through S. E. Roberts Inc., Philadelphia, is currently running Happy Hallow Gang on WDGY, Minneapolis, where program originates and is fed to KDAL, Duluth, Minn.

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PHYSICALLY FIT for Army service was the recent commissioning of 2d Lt. Donald Yapp, recently second in command of the sailing vessel Nautilus, to the rank of 1st Lt. on the USS Columbia. Navy Department announcement.

ALAN MUNCEY of the engineering department of the British Caledonian Line, Philadelphia, became the second member of the station to be called to active duty by the Navy when he reported at the Great Lakes Naval Training Center in New London, Conn.

On Friday, Father John A. Orfeo announced, in a pastoral letter, that he was sending his traveling companion, Mr. Peter H. Kealey, MD, for five weeks to teach at the University of Notre Dame in Indiana.

In the COUNTRY controlling room was WJLA, transmitter operator of WJLS, Beckley, W. Va., who has been appointed a transmitter operator of WJLS.

ELLIS W. CALL, announce-engineer of WJLS, Philadelphia, and former chairman of the board of WJLS, has announced, in a personal letter, that he has returned to the engineering staff of WJLS.

JOE HANICHTZ, engineer of WJLS, and former chairman of the board of WJLS, has announced, in a personal letter, that he has returned to the engineering staff of WJLS.

JULIUS C. GEISE JR., engineer of WJLS, Philadelphia, and former chairman of the board of WJLS, has announced, in a personal letter, that he has returned to the engineering staff of WJLS.

JACK H. TAPLIN, former transmit- ter operator of WJLS, has announced, in a personal letter, that he has returned to the engineering staff of WJLS.

ART TURENZE, chief engineer of WJLB, Globe, Ariz., is the father of a baby boy born April 15.

GLEN GLASSCOCK, studio engineer for WJLS, has been promoted to the rank of senior first lieutenant in the naval reserve, Glasscock is com- mitted to the naval communications reserve for Colorado.

BERNARD J. FULD, of the engineer- ing department of WJLS, Philadelphia, has been called to active duty as one of four naval communications reserve officers to participate in the course at the Naval Academy, Annapolis.

BILLY BETTS of the WRAY, Rich- mond, VA, has joined WJSL, Washington, D.C.

JAMES FELIX, formerly of WKBH, La Crosse, Wis., has joined the engineering staff of WABE, Syracuse, N. Y.

WHEN the new WJTL transmitter was opened recently at Potomac, Md., the transmitting engineers who were present at the original station downtown Washing- ton was purchased by the Capitol Radio Engineering Institute to be used in training radio engineers for national defense jobs.

PETER H. KEALEY, MD, former chairman of the board of WJLS, has announced, in a personal letter, that he has returned to the engineering staff of WJLS.

The Radio Information Board has announced, in a personal letter, that it has returned to the engineering staff of WJLS.
NEW WBYN, Brooklyn
CALL LETTERS of the new Brooklyn station formed by the consolidation of WLTH, WKBG, WTVF and WBYN, will be WBYN, under ownership of Unified Broadcasting Corp., announced Saturday by Thomas D. McAdam, WBYN vice-president and general manager. Studios will be operated in Manhattan as well as Brooklyn, Mr. Thompson said. The Brooklyn studios probably will be at 545 Atlantic Ave. Board of directors of WBYN, consists of Samuel Gellard, president and general manager of WLTH; Aaron Kronenberg, president and general manager of WTVF; Salvatore di Angelo, management director of WVFV; and Peter Testa, manager of WBSC.

CONSERVING FOOD
WSB Promotes Collection of Jars for Canning

The wide-spread campaign to conserve food for national defense through the collection of jars for canning purposes has been started by WSB, Atlanta, in cooperation with the Georgia Agricultural Extension Service. The station has bought 2000 promotion pieces in the form of counter cards and window streamers to devote cooperating stores. Each person will know where to bring the jars they wish to donate. This has been supplemented by spot announcements and extensive publicity through the press. Chain and independent grocers alike, have been contacted and cooperating agencies.

The project has been undertaken as a supplement to the Government's A.P.A. program of granting a money payment of $3 to families canning the required amount of fruits and vegetables specified for 1941. It has been estimated that the cost of containers for each family's supply of conserved food will be about $20, and it is proposed to cut this cost considerably through distribution of containers donated by public officials.

WSR are the call letters assigned to the new station in Rutland, Vt., granted April 1 by the Butler Broadcasting Co. to use 220 watts daytime on 1340 kc. [Broadcasting, April 7].

WAGE Formal Debut
FORMAL OPENING of WAGE, Syracuse took place April 22, after eight days of actual operation [Broadcasting, April 14]. The independent station was staged from Loew's Theatre and coast to coast on MBS, whose key the station was granted last Dec. by the FCC. It has been authorized by the FCC April 22 to construct a new local in Covington, Va., to operate with 250 watts full time. The license has been assigned the call letters WJMA.

At the same meeting the Commission also adopted its previously proposed order of March 19 granting unconditionally a construction permit to the Natchez Broadcasting Co. for a station in Natchez, Miss.; 250 watts on 1490 kc. [Broadcasting, March 24]. Principals of the new company are F. K. Ewing, manager of WDSJ, New Orleans, who also owns WGBM, WBNM, Guilford, Miss., 91% stockholder; his son, P. K. Ewing Jr., manager of WGRM, 3%; another son, F. C. Ewing, manager of WGCM, 3%; and M. E. Wearing, 3%.

KSWO Starts May 12
SETTING May 12 as the starting date of the new KSWO, Lawton, Okla., Byrne Ross, manager and co-owner of the station, has announced staff appointments thus far. The local was granted by the FCC last Dec. 5 to Mr. Ross, an insurance man, and Willard Carver, former owner of KTO, Oklahoma City, has been named chief engineer and Winifred Stabler, graduate of Oklahoma U with experience at WNAD, Norman, will be program director. Other staff members have not yet been chosen. Western Electric equipment is being installed and a Blaw-Knox tower erected.

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**April 19 to April 25, Inclusive**

### Decisions

**APRIL 21**

WBCA, New York—Granted temporary authority 970 kc 100 kw.

WBN, St. Louis—Granted extended temporary authority FM experiments.

WIXG, Boston—Granted extended temporary authority FM.

**APRIL 22**

NEW, John & Marcia Arrington, Covington, Va.—Granted CP 1340 280 w.

NEW, CBS, New York—Granted CP development time.


WLAK, Lakeland, Fla.—Granted authority under contract to Bradley R. Edmiston (100 shares capital stock, par $100) and all license and engineering fees; no cash on condition neither Tribune Co. nor any office, station, agents, directors or employees will express interest, security interest against or in management of WLAK, Lakeland.

WATK, Waterbury, Conn.—Granted CP new transmitter, change fractional decrease to 1 kw.

WFM, For HEARING—VEN, Elamia, N.Y.—CP change to 990 kw 1 kw. etc.

WJKQ, Shreve, Tex.—Granted CP change to 600 kw.

KRFQ, St. Joseph, Mo.—CP increase to 540 kw.

WANTLR, Corpus Christi, Tex.—Granted CP new transmitter in 1460 w.

**APRIL 23**

MISCELLANEOUS—WSBN, Birmingham, Ala.—Granted CP revised for renewal of license.

NEW, Networks Broadcast Co., New York—Granted unlicensed antenna.

NEW, Wannamaker Broadcasting Co., E. St. Louis—Granted CP increase to 5 kw.

WMPR, Lebanon, Pa.—Modification CP new station re transmitter, antenna.

**APRIL 24**

WMAS, Springfield, Mass.—Granted motion for decision on preliminary application CP change to 910 1.5 kw directional.

WTWL, York, S.C.—Granted conditional application 15 kw.

WTWL, Philadelphia—Petition enlarged issues withdrawn.

MISCELLANEOUS—KOVO, Provo, Utah—Granted conditional application 5 kw.

KJLJ, Galveston, Tex.—Granted renewal license.

KDFN, Denver, Co.—Granted CP new transmitter, antenna.

**APRIL 25**

WABC, New York—Granted modfed, CP new transmitter for 150 kw under treaty.

WFEL, Manchester, N.H.—Granted CP 40 kw under treaty.

WLCN, Richmond, Va.—Granted CP increase power 9 kw under treaty.

WFXL, Macon, Ga.—Granted CP 1260 kw.

**Applications**

**APRIL 19**

NEW, Radio Voice of N. H., Manchester—Granted CP new transmitter; 910 kw.

KGO, San Francisco—Granted CP new transmitter 3 kw.

KLOW, Los Angeles—Granted CP new transmitter.

**APRIL 21**

KWMR, Lewiston, Pa.—Modification CP new station re transmitter, antenna.

KWSH, Portland, Me.—License increase power 990 kw.

WPAT, Paterson, N.J.—Modification CP increase 950 kw.

WBEN, Buffalo—Modification CP for 950 kw.

WNAC, Boston—Modification CP for 1250 kw.

NEW, Genesee Broadcasting Corp., Flint, Mich.—CP 600 kw.

WKOD, Turtle Lake, Wis.—Modification CP new transmitter.

WJZ, Philadelphia—Modification CP 1340 kw.

**APRIL 22**

WDJ, Chicago—Modification CP 1250 kw.

NEW, Finfield Radio, Finfield, O.—CP 1260 kw.

**APRIL 23**

KFW, Wheeling—Modification CP for new transmitter.

WJLA, Cleveland—Modification CP 1540 kw.

**APRIL 24**

WJTN, Trenton, N.J.—Modification CP 1320 kw.

**APRIL 25**

WNLQ, Toledo, Ohio—Modification CP 1340 kw.

KDRO, Sedalia, Mo.—Modification CP 800 kw.

KEXF, Portland, Ore.—Modification CP new transmitter.

KSC, Santa Cruz, Calif.—Modification CP new transmitter.

KGKO, Fort Worth—Modification license.

KFW, Fort Worth—Modification license.

KNSY, Dallas—Modification CP.

KXHA, West Publishers Inc., Houston—Modification CP.

**Tentative Calendar**

**APRIL 28**

WHRD, Augusta, Me.—License renewal.

**APRIL 29**

WIXG, Boston—Modification visual license.

**APRIL 30**

KMBL, Monroe, La.—CP 1410 kw.

**MAY 1**

WGST, Atlanta—License renewal.

**MAY 26**

WCAM, Camden, N.J.; WCAP, Asbury Park—Modification CP.

**JUNE 4**

NEW, Butler Broadcasting Co., Hamilton, Ohio—CP 1450 kw.

**JUNE 25**

WFNC, Fayetteville, Okla.—Assignment license and renewal license.

**JUNE 26**

**July**

KDKO, Sedalia, Mo.—CP 800 kw.

### ABCS Activities

**NBC-PACIFIC BLUE BILLINGS INCREASE**

NBC-PACIFIC Blue network billings for the first quarter of 1941 will be substantially in advance of 1940. Tracy Moore, Hollywood representative of the NBC Blue Network, announced on April 23, that NBC will contract for increased time with the following groups and stations for the three weeks ending April 30.

**Neighbors of Woodcraft, Portland, Ore.**

Event began May 2 and will end May 5, 1941.

**Los Angeles Soap Co., Los Angeles (Sierra Pine soap)**

Event began May 2 and will end May 5, 1941.

**Lime Co., California, Vernon (Wcbg)**

Event began May 2 and will end May 5, 1941.

*New Station Affiliations Are Promoted by MBS*

TO ANNOUNCE the switchover this October and June, 1945, of five stations from their present network affiliations to MBS, the network ran a half-page advertisement in the Los Angeles Times beginning April 21 and will take a similar ad in the New York Times the first week in May. The ads are timed to break during the conventions of the ANPA and the 4 A’s.

WCAE, Pittsburgh, and WFBR, Baltimore, both local network-affiliated stations, become MBS affiliates Oct. 1, as does WGR, Buffalo, now a CBS station. WBAC, Boston, now NBC-Red and WEAN, Providence, now both Mutual and NBC-Blue, will become full-time MBS affiliates in June, 1942.

### Holland Festival

HOLLAND FURNACE Co., Holland, Mich., on May 17 will sponsor a half-hour broadcast, "Holland Festival From Holland," over 105 NBC-Blue network stations 1:15-1:30 p.m. (CDST) [BROADCASTING, April 7]. Agency is Ruthrauff & Ryan, Chicago.

PADUCAH Broadcasting Co., opera-
ing under contract, Paducah, Ky., to WIRE, Hopkinson, Ky., has applied to the FCC for a new 250-watt daytime station on 880 kc in Henderson, Ky.
Help Wanted

Announcer-Engineer—Good voice, experience unnecessary. Small city Rocky Mountain West. Box 403, BROADCASTING.

Salesman—Experienced in selling in medium size city. Give complete record. Salary basis. Box 424, BROADCASTING.

Combination Announcer—Ad-libber, draft exempt. Gentile, for regional station. $500 starting salary. Box 408, BROADCASTING.

Wanted Immediately—By New England Network Station—Program Director. Send transcript, experience and references. Box 406, BROADCASTING.

Experienced Announcer—$100.00 per month to start plus talent fees. Send transcript. Chance to advance to program director. Box 425, BROADCASTING.

Positions To Offer—Combination operator-announces, transradio press, salesmen, others except talent. Register with recognized employment service—Nationals, Radio Employment Bureau, Box 884, Denver, Colorado.

Sales Manager-Station Manager—One who can buy minority interest in full time local station. Give full details of experience and location preferred. Box 437, BROADCASTING.

Wanted—5-piece versatile hillbilly combination play oldtime dance, stage acts, radio programs. Must be versatile entertainer with genuine oldtime dance rhythm. Permanent job for right group. KFBI, Twin Falls, Idaho.

Secretary-Stenographer—Young woman to assist Manager of local station. One who desires radio career. Pleasant surroundings in middle Atlantic city of 20,000. State age, marital status and salary desired. Box 420, BROADCASTING.

Salesman—Wanted at once for local accounts. Must be clean cut, aggressive, and able to furnish good references. Salary position with new midwestern network affiliate sales agency. Send picture, full particulars and references first letter. Box 425, BROADCASTING.

Situations Wanted

Announcer—Excellent voice, years of experience, college education, references. Transcript now employed. Box 418, BROADCASTING.

Commercial Man—Five years’ experience. Now employed. Desires affiliation with progressive station, regardless of location. Excellent record. References. Box 414, BROADCASTING.

Help Wanted

Positions Wanted (Continued)

Why Lose Money?—Will manage Southern station profit sharing basis—you can’t lose. Box 417, BROADCASTING.


Announcer-Engineer—Experienced, first class, copywriter, employed. $25 per week. Young, transcription. Box 410, BROADCASTING.

OperatorLicensed—Studio, Remote and transmitter. 4 yrs. standard broadcast. 1 yr. U. F. broadcast 5 yrs. experience. Box 422, BROADCASTING.

Manager-Program Director—For local station. Extensive program, continuity, sales, promotions, publicity, public relations, and agency experience. Age 42, draft exempt. Box 419, BROADCASTING.

Newscaster-Commentator—Man with broad cultural background; exceptionally fine voice; capable preparing, editing copy; available part-time. Fill-in—moderate salary. New York or vicinity. Box 417, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 404, BROADCASTING.

Sales Executive Producer—Thirteen years’ experience as salesman, commercial manager, with outstanding network affiliate, independent, regional, national sales. Wide agency acquaintance. Beside executive duties, have produced personal sales volume averaging over forty thousand dollars annually. Now employed. Prefer commission basis. Past references. Box 415, BROADCASTING.

Coordinator—Married. 39 years. Now connected with Major originating Network Station. Good reason for change. Twelve years background production-programming—continuity, Network credits. Have proven ideas and programs to replace kicked around off-sides. Offer salesmen that needed confidence. Prefer middlewestern affiliation. BAILEY, Los Angeles.

Wanted to Buy

Pacific Coast Station—Wishes to contact anyone handling good $20,000 transmitter for sale. Box 409, BROADCASTING.

Recording Equipment—Either Presto Model "Y" or similar model in another approved make. M. D. Wyane, Griffin, Georgia.

Wanted To Buy—Used one Kilowatt Transmitter; also used Tower, two hundred feet or over. Box 411, BROADCASTING.

Wanted Used Equipment—Late by Transmitter, good condition. W.E., RCA, or Commercial. Address—Bill Brown, Blackfaced insulated Tower. Wire KERC, Enid, Oklahoma.

For Sale

Amortization New And Used—Mica transmit- ter condensers prices very reasonable. Box 401, BROADCASTING.

Daylight Finder

WITI daylight saving time for many U. S. cities at hand and Government action on universal daylight time not yet undertaken. NBC-blue last week rushed a time-finder through the printing plant and the mailers to civic agency executives an easy, rapid way of translating New York time into the time of any other major city.

SITUATION WANTED...

Spots for Pipes

CONTINENTAL BROAR PIPE
Co., Brooklyn, in a Father’s Day promotion for Royal Duke pipes, is using spot announcements three times weekly on WOR, New York; WLW, Cincinnati; WMAQ, Chicago; WJR, WBZA, Boston-Springfield. Agency is Masonon Inc., New York.

WANX, Yankton, S. D., has required from Brownell Transcription Features a series of transcribed shows from Camp Clasborne, La. The series follows the Wrigley Dear Mom show Sunday evenings.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldgs., Wash., D. C.

There is no substitute for experience

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

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

Telephone National 7757

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

CLIFFORD YEWDALL
Empire State Bldg., NEW YORK CITY
An Accounting Service Particulariy Adapted to Radio

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

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

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

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

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

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

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Brown Bldg. • WASH., D. C. • N.A. 6718

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC (10-17)

Advertise in
BROADCASTING
for Results!

April 28, 1941 • Page 45
Creator Defends Freedom Program
Boyd Replies to Attacks by Recounting Its Background

WHILE CBS last week maintained its official attitude of ignoring the continuing attacks of the Hearst press against the Free Company programs broadcast each Sunday afternoon over its New York station, WOR, James Boyd, national chairman of the Free Company, explained the inception and purpose of the organization at a press meeting held April 22 in the group’s headquarters in New York.

A well-known historical novelist, Mr. Boyd was called to Washington last fall to aid in publicizing the alien registration program, he stated, and while there and constantly encountering foreign propaganda he and others, including Attorney General Robert H. Jackson and an accomplished writer of radio, Dan Biddle, conceived the idea of combating this by restating in dramatic terms the basic American belief in democracy.

Wide Commendation
Mr. Boyd contacted other writers, and the project contributed to their work. When enough members had been obtained to insure the production of a series of dramas, he then got the support of CBS in broadcasting the series. From its inception Feb. 23, thousands of letters of commendation have been received, he said, including none from Mr. Hearst.

It was not until Orson Welles presented his broadcast of the series, on April 6, Mr. Boyd said, that the Free Company met with any opposition or disapproval, but immediately thereafter the Hearst papers began their attacks.

In Washington a spokesman for the Department of Justice confirmed a statement recently made by a member of CBS, and said the Department did not pass on scripts for the individual plays. The spokesman said the Department had approved the general idea of the Free Company.

Rival Campaign
RIVAL PACKING Co., Chicago (Rival Dog Food), on April 7 started a three-weekly-five-minute broadcast sponsored by WABC, New York. In addition sponsor is running a varying schedule of station break announcements on nine stations [BROADCASTING, Jan. 20]. Contracts are for an undetermined length. Agency is Charles Silver & Co., Chicago.

History of Regulation
COMPILED by Mary O’Leary, assistant to the director of the information of the FCC, Short History of Radio Regulation, was released last week by the FCC. The 135-page mimeographed document includes a chronology of the Federal Radio Commission, the FCC, and is available as FCC Interoffice Information Memo, Release No. 49332, on request at the FCC.

Boyd replies to attacks by recounting the history and purpose of the Free Company.

AFA to Consider Problems of Radio
Departmental Planned May 28; Roundtable Discussion

A RADOW departmental session, devoted entirely to problems of advertising on the air and conducted under the auspices of the commercial division of the NAB, will be held May 28 during the 37th annual convention of the Advertising Federation of America, meeting at the Hotel Statler in Boston, May 25-29.

Plan Roundtable
Another feature of the AFA convention will be the “town meeting” on advertising on Monday, May 25. George V. Denny Jr., moderator on the Town Hall broadcasts, will act in that capacity, with the following participants: Hill Blackett, vice-president, Blackett - Sample - Humert; Carle Conway, chairman of the board, Continental Co.; Dr. George H. Gallup, vice-president, Young & Rubicam; Harford Powel, director of information, Defense Savings Staff, United States Treasury Department.

Raymond Rubicam, chairman of the board, Young & Rubicam, will be the featured speaker of the convention, at the general luncheon session on May 28 on the theme, “What is ahead for advertising in the world of tomorrow.” In addition to the radio departmental, similar sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Assn., was asked to hold its general convention coincidentally with that of the AFA.

Aside from the May 28 radio departmental, several other broad- cast features are being planned for the convention. The evening of May 27 Boston stations in cooperation with the networks will furnish entertainment for a cabaret party. Kingsley Horton, sales manager of WABC, will be in charge as chairman of the radio entertainment committee. Also it is planned to present as a feature of the May 28 luncheon session a shortwave interview between the AFA president, Fred Horton, and the head of the British Advertising Federation in London.

Songwriters’ Suit
FOLLOWING the action started in New York Supreme Court in March by 14 songwriters against NBC, CBS and its officers and directors of those companies [BROADCASTING, March 17], suit for $1,217,500 damages was filed April 25 in that court. The petition to be tried by the court alone, one, charge the defendants conspired to acquire control of the songwriting business at the time of the ASCAP-BMI fight. ASCAP is in no way associated with the action, it is understood. Attorney for the plaintiffs is Robert Daru of Daru & Winters, New York.

Newsmen’s Banquet
SECOND annual dinner of the Radio Correspondents Assn., governing body of the House and Senate Radio Galleries, will be held May 8. Invitations have been sent President Roosevelt, Vice-President Wallace, Speaker Sam Rayburn, Senate Majority Leader Barkley, Senate Minority Leader McNary, House Majority Leader McComb, Secretary of Commerce, Minority Leader Martin, Albert Warner, CBS Washington commentator, retiring presi dent of the AFA; Judge Lee, is in charge of general arrangements. H. R. Buhkage, NBC Washington correspondent, is in charge of the incoming president, will take office.

Newsman’s Banquet

‘SUBURBAN HOUR’
By H. G. BULLOCK
Vice-Pres., The Caples Co.

WHEN an advertiser buys radio station time for a 30-day period for a special purpose, and the program proves so successful that it is still on the air and going strong after 5½ years—that’s success in any man’s language.

That is the story of the Suburban Hour with Norman Ross over WMAQ, Chicago, every Tuesday morning 7 to 8 a.m., sponsored by the Chicago & North Western Railroad. In September, 1935, our client, the Illinois Central System, made extensive changes in suburban train schedules and fares. To get the story over to regular and potential patrons, it was decided to use time for a 20-day period, and the Suburban Hour got its start. It consisted of recordings and transcriptions of classical and semi-classical music of the best type, frequent time signals and weather reports, and commercials adlibbed by Norman Ross.

More Than Its Job
Before the original 30 days ended, it became evident that the program was not only doing its job but it was intended to do for the railroad’s suburban service, but it surprised everyone concerned by producing unexpected sales of the railroad’s other services.

It sold tickets to Florida, New Orleans and Mexico and cruises to the Caribbean and South America.

There were very definite indications that the service features, such as the time signals and weather reports and the high-class music, were earning goodwill for the advertiser that was very influential in the routing of freight shipments.

Direct evidences of the productivity of the Suburban Hour were so conclusive that it continued under the sponsorship of Illinois Central until February, 1937 when Chicago & North Western took over the sponsorship.

On March 24, 1941, the program was renewed by the Chicago & North Western for its fifth consecutive year.

The most remarkable thing about it is that for almost six years no change of any kind has been made in the program itself and yet its popularity and listening audience have been steadily growing until both are greater now than at any previous time.

Every one of the tests that have been made from time to time have proved this steady growth. These tests include telephone surveys, surveys among passengers on board trains, and mail tests. All have produced similar results.

The latest test was made on the occasion of the last renewal, March 24, when Norman Ross asked his audience to tell him whether they liked the program, or would like changes in the music or the announcements.

Why It Succeeds
Several thousand letters were received as a result of this one request by Ross. An analysis of these letters gives a good idea as to why the program has been so successful:

Fifty-five percent told us they listened because they liked the music. Sixty-seven percent gave credit to Norman Ross’ unique personality. From the agency point of view the most pleasing and remarkable fact was that 92% of the writers actually said they “liked the commercials”.

Whether it’s the high-class music, Norman Ross’ unfailing cheerfulness, his entertainment for the audience, or the personal commercials that have made it so, the Suburban Hour after 5½ years on the air is one of the most popular local programs on the air today, and “Uncle Norny” is looked upon as one of the family in hundreds of thousands of homes throughout the Midwest.
MEET H. G. KESTER AND FAMILY

The family of H. G. Kester is representative of the thousands of farm families in the midwest to whom WLW is an integral part of daily life. Mr. Kester, a member of the Ohio Farm Bureau Federation, cultivates 240 acres in Darke County, Ohio, which is more than 90 miles northwest of Cincinnati. The Kester farm is a model of intelligent, progressive farming typical of that found in the WLW area.

Mr. Kester is one of the many midwestern farmers who appreciates the fact that WLW is making a conscientious effort to give the farmers through its clear channel facilities not only the best in entertainment, news, and up-to-the-minute weather reports, but also the most timely and comprehensive agricultural data that can be assembled by its large staff of specialists.

Mr. Hester, here busy hitching his fine team with son Lowell, prefers WLW's Boone County Jamboree and frequent news programs. He finds Everybody's Farm Hour entertaining as well as useful and considers the weather reports by Staff Meteorologist James C. Fidler of special interest. Lowell Kester's radio favorites parallel his father's choice. Like his mother, he enjoys the clean-cut humor of Fibber McGee and Molly.

Helen Kester, shown with her prize-winning calf, is a member of the 4-H club. Listens regularly to Everybody's Farm Hour to keep in touch with activities of 4-H clubs throughout the Midwest, especially enjoys the various quiz programs heard on the Nation's Stations.

Mrs. Kester enjoys and profits by WLW's women's programs. She listens regularly to the Homemakers' Review and the Consumers' Foundation. She chuckles at the wistful sketch antics of Fibber McGee and Molly and joins with husband and children in enjoying The Light of the World, a dramatization of Biblical stories.

Mary Kathryn Kester, snapped holding her pet hen, enjoys the Sunday morning Children's Hour and is an avid follower of the mischievous Charlie McCarthy.

The Kester family—Lowell, Mary Kathryn, Mrs. Kester and Mr. Kester—gather about the radio for their favorite programs from their favorite station, WLW. Mrs. Kester enjoys and profits by WLW's women's programs. She listens regularly to the Homemakers' Review and the Consumers' Foundation. She listens to the wistful sketch antics of Fibber McGee and Molly and enjoys the weather reports by Staff Meteorologist James C. Fidler, as well as the clean-cut humor of Fibber McGee and Molly.

Helen Kester, shown with her prize-winning calf, is a member of the 4-H club. Listens regularly to Everybody's Farm Hour to keep in touch with activities of 4-H clubs throughout the Midwest, especially enjoys the various quiz programs heard on the Nation's Stations.

Mary Kathryn Kester, snapped holding her pet hen, enjoys the Sunday morning Children's Hour and is an avid follower of the mischievous Charlie McCarthy.
New RCA Measuring Instruments TO SIMPLIFY STATION OPERATION!

RCA Model 322-A
F-M MODULATION MONITOR

Precise indications of carrier-swing up to 90 kilocycles (equivalent to 120% modulation on standard 150 kc. channels) are secured directly with this RCA Type 322-A monitor. The Neon warning indicator may be set to flash at any predetermined threshold of peak modulation.

Asymmetrical modulation—in which the carrier swings farther on one side of the resting frequency than on the other—presents no problem with the 322-A. Overswings are eliminated, because the 322-A will read either plus or minus swings at the touch of a switch.

Wide band discriminator, low temperature-coefficient crystal control, and extremely stable amplifier design keep the 322-A highly accurate over the entire scale.

Unique linear circuit creates less than 0.1% distortion in the discriminator—gives accurate overall distortion measurements in conjunction with standard RCA Model 69B Distortion Meter. The 322-A operates directly from your 110-volt line; requires only to be plugged in and connected to the R-F supply.

RCA Model 300-C
PHASE MONITOR

Here is the simplest, most accurate phase monitor for directive-array systems that has yet been developed! With the 300-C, you can read the current in up to three lines simultaneously ... without switching or complicated preliminary adjustments!

Balance can be read to within 1/2° of 1° on the three-inch cathode-ray screen. Voltage division is independent of the total signal amplitude ... and circuit-errors are balanced out by a unique comparative method of indication. Scale extends a full 8 inches.

Usable with any type of sampling coil, the 300-C comes equipped with sampling coil and meter of the parallel-tuned-circuit type for each element in your array. Because the sampling current is fed into a pure resistive load, coupling-variations introduce no more than negligible error. Write for complete data.

Use RCA Radio Tubes in your station for finer performance

Broadcast Equipment

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