"After looking over 'Five Months Make One Year'... one is persuaded that the summertime is as good if not better than winter. I am quite confident that I could be led to believe that we might 'steal a march' by advertising over the radio in the summertime in spite of the fact that we sell a product that melts at 92° F."

Excerpt from letter written by nationally-known confectioner after reading WOR's summer study, "Five Months Make One Year." Name may be had by anyone interested.

First it was "How Department Stores Use Radio—to Sell". Then, "The Story of Saturday". Now WOR erases another radio fallacy with "Five Months Make One Year". Here, backed by fact, WOR offers conclusive evidence that summer radio selling pays. "Five Months Make One Year" should be seen and studied by everybody who buys radio to sell.
Again... twice in one month... WLS, Chicago, gets national recognition for its service to Mid-West America.

WLS placed second among all clear channel stations in The Billboard Fourth Annual Exploitation Survey. Only a few weeks before, WLS received the George Foster Peabody citation for meritorious service to agriculture.

Exploitation is showmanship; but exploitation at WLS is not of the "stunt" type. We tell our story to listeners in our programming, by localizing WLS interest and coverage. An example is the WLS County Salutes, broadcast every week as part of the WLS National Barn Dance and originating in the honor county. WLS broadcasts from all leading community events in its four-state Major Coverage Area, and in so doing is accepted as an integral part of the local community.

WLS is a half-time station. Yet, in competition with other clear-channel stations, WLS is recognized for doing a full-time job in its program of constructive service to Mid-West America—a program that builds confidence in any product associated with the WLS name.
With Fans and Sponsors...

A HIT!

The Colonial Network's broadcasts of American and National League baseball games have absolutely dominated the dials in New England for a decade in 18 key buying areas. This season, sponsors for alternate games are Atlantic Refining Company (fifth year) and General Mills (Wheaties — third year).

At 6:15 each night on The Yankee Network, Jim Britt gives the highlights of the day's game, scores in both leagues, and interviews with outstanding personalities.

Jim is sponsored on Wednesday and Friday by Feigenspan. Sponsorship on Monday, Tuesday, Thursday and Saturday now available, subject of course to prior sale.

Alert advertisers will want to reach the richer than ever New England market with New England's only major league play-by-play reporter, Jim Britt.

For details wire The Yankee Network or its representatives.

The Colonial Network

21 BROOKLINE AVENUE • BOSTON

Nebraska farmers are talking big money these days!

Here's why:

1. **Estimates on big Nebraska crops point to a record yield.**
2. **The rains have come to make these estimates come true.**
3. **Prices are going up to give Nebraska farmers a chance to cash in on these crops.**

**So What? Just this:**

If you want to reach those farmers...to tell them what they need...to get some of that cash money they're spending now...there's only one radio station in Nebraska that can do a complete job for you.

KFAB is the most powerful station in the state...the established friend and confidant of thousands of Nebraska farmers and their wives. Put us to work today, and get in on that GOLD-WAVE tomorrow!
Commemorating Daylight Saving Time, 1941.

"Will You Hate Me in September As You Do in May?"

By WILLARD DURRE EGOLF

I know an advertiser who says he's sad but wiser

He always thought broadcasting was sublime

But now he cries, "Two-timer! You faithless pantomimer"

All because of Daylight Saving Time! (and so this rhyme.)

CHORUS - Brightly but Politely

Will you hate me in September as you do in May?

Just because the hours we knew are gone a way!

Oh, believe me, there are others, To whose will I must bow!

Though I don't deserve it. Say you'll love me any how!

KV00
25,000 Watts. Tulsa, Oklahoma
Ever since NBC Thesaurus was started in 1935 we've been helping local stations to secure new advertising revenue by offering them the big-time "stars" of radio at economical cost. Our "Treasure House of Recorded Programs" is getting bigger and bigger. Our success story is getting longer and longer.

Today NBC Thesaurus comprises over 2,000 selections. These include programs of dance music, popular vocal music by groups and soloists, instrumental solos, mountain music, concert and symphonic selections, as well as mood music and sound effects. Whether it's a symphonic concert, a hill-billy jamboree or a cat's meow you're looking for—it's at your fingertips in NBC Thesaurus.

Among the new stars who have recently become regular contributors to NBC Thesaurus are Horace Heidt and his Musical Knights, Sammy Kaye and his Swing and Sway Music, and Carson Robison and his
Buckaroos. Special programs built around these master showmen are available to every Thesaurus subscriber.

What's more, we've increased the amount of regular weekly continuity to 24 3/4 hours. Now NBC Thesaurus provides weekly continuity for 23 outstanding program series—a total of 68 individual program periods per week.

Best of all, NBC Thesaurus offers the extra advantage of NBC Orthacoustic*—recording of such high fidelity that it gives programs the vivid reality of live studio broadcasts!

We'll be at the New Jefferson Hotel during the N. A. B. Convention and we hope you'll drop in to see us. We're bursting with new ideas and information about new features and new plans. We'd like to show you why—more than ever before—now is the time to hitch your wagon to the "stars" now available through NBC THESAURUS.

HIGHLIGHTS OF NBC THESAURUS

1. Names that mean Sales! "Name" talent—names that listeners know—names that you can use profitably in sales and merchandising activities.

2. Expert Program Direction—by men with both network and local station experience—at "Broadcasting Headquarters."

3. The Finest of Recording—NBC Orthacoustic.*

4. A Basic Library of more than 2,000 selections, with a minimum of 52 additions per month (83 in March, 84 in April, for example).

5. Weekly Continuity for 24 3/4 hours of broadcasting each week.

6. Sales Helps. A complete set of Thesaurus artists' photographs, mats and publicity material for advertising and sales promotion purposes, sales manual and special bulletins go to each Thesaurus subscriber.

—AND NBC SYNDICATED RECORDED PROGRAMS

NBC Radio-Recording Division also offers an important group of Saleable Syndicated Programs including:

Betty & Bob

Hollywood Headliners

Face of the War

Talks by Dr. Wm. L. Stidger

Touchdown Tips

Find out what a remarkable selling job these programs are doing for leading advertisers on many stations throughout the country. Facts and figures available to N. A. B. Members at Thesaurus Exhibit, or write your nearest NBC Radio-Recording Division office for full details.

*Registered Trademark
Mr. Pullman's best pal—

WILLIAM A. CHALMERS!

Just to look at Bill Chalmers' un wrinkled brow, you'd hardly think he'd had eleven successful and tight-packed years in business—including a travel-mileage record of 75,000 miles during the past three years alone! But what with a lot of general experience, plus being account executive and time-buyer for the Popsicle account, plus having production responsibilities for the Philip Morris and the "Take It or Leave It" network shows, Bill has had a very lively life, indeed!

And, now that we mention it, that's the general sort of background possessed by all our fifteen men here at F&P. We've picked successful fellows because we think they are the only kind that can be of any help to the successful men who plan this country's successful radio work.

If you have never sampled our service, give us an opportunity to prove that F&P can help to make your job easier, more profitable and more productive. We think we can do it. And that's the way we like to work, in this group of pioneer radio-station representatives.

Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

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FREE & PETERS, INC.

CHICAGO: 550 N. Michigan
NEW YORK: 254 Park Ave.
DETROIT: New Center Bldg.
SAN FRANCISCO: 244 Sutter
LOS ANGELES: 660 S. Grand
ATLANTA: 523 Palmetto Bldg.

Franklin 6373
Plaza 5-4331
Trinity 2-8444
Sutter 4053
Vandike 0569
Main 5667
MBS Outlets Study Dual ASCAP Plan

Formula Would Cost The Industry About $4,500,000 Yearly; Miller-Shepard-Taft Urge United Action at Convention

PROPOSING a formula that would yield $4,500,000 from the entire roster of broadcast stations and networks (if all accepted its terms), ASCAP last week made a strong bid for return of its music to the air in programs approved by majority vote of the board of directors of the Mutual Broadcasting System and submitted to its 175 member stations for ratification.

Conforming with the requirements of the ASCAP-Department of Justice consent decree entered into last March that both a per-program and blanket license be offered, and that identical terms shall be proffered all elements in radio, the ASCAP plan would yield less than the $5,100,000 paid by the industry to the society during 1940.

Convention Action
But it is just about half of the estimated $9,000,000 which the industry would have been called upon to pay under the proposed 7½% of gross formula offered for networks and the sliding scale for stations in the proposition rejected in mid-1939, and which culminated in the formation of BMI to supply the industry's music needs.

Despite the MBS board approval and its recommended acceptance of the new formula, on a flat-fee rather than the per-program basis, no industry-wide acceptance of the proposal is expected prior to the NAB convention in St. Louis May 12-15.

NAB President Neville Miller, seeking united industry action, adviced all member stations telegraphically last Thursday that "in order to enable NAB members to comprehend the effect of the MBS-ASCAP proposal, a factual analysis is being made." He said this would be transmitted to stations in time to be available for consideration at the convention.

MBS, in its letter asking its 175 affiliates to ratify the proposal and wire their approval not later than May 6, said it preferred the blanket license plan because of simplicity of bookkeeping. Both forms were submitted to stations for their individual licensing arrangement, however.

MBS asked stations to reply by May 6 so ASCAP tunes might be back on the network by the end of that week. Contrary advice, however, was received by the MBS station roster the same day in wires signed by John Shepard Jr., WKRC, Cincinnati, member of the MBS operating board, who opposed the proposed agreement, and asked the affiliates to withhold their decisions until after the convention.

The licenses proffered by ASCAP are to run until Dec. 31, 1949, on the $20,000,000 est copyright agreement projected in radio history. Stations taking the per-program formula, however, may do so for shorter terms if desired.

Percentage Plan
The blanket license proposal calls for stations to pay to ASCAP 3% of their receipts from the sale of facilities less discounts and agency commissions for four years, and 3½% for the remainder of the agreement. Sustaining fees under this plan will be monthly payments equal to the highest one-hour rate of the station with the limitation that they shall not exceed 1½ times the stations' 1940 sustaining fee. Stations with annual gross receipts of less than $50,000 shall be assessed a nominal $1 a month for sustaining programs.

Network fees under the blanket license are the same as for stations: 3% royalty on all network programs for four years and thereafter 3½% until Dec. 31, 1949. This represents an appreciable reduction from the network fees of 7½% called for in the license offered by ASCAP last year and the proposal rejected by MBS as well as by NBC and CBS.

Stations selecting the per-program method of buying ASCAP music will pay the following scale of fees for commercial programs on which such is used: 10% of net receipts from musical shows; 3% of net receipts from programs using theme songs or bridges; 1½% of receipts from programs using incidental music only; 1½% of income from broadcasts of football games in connection with which incidental music is broadcast. Other sporting events broadcast require no payments to ASCAP.

In addition to the deductions of agency commissions, MBS is also allowed to deduct line charges and its own sales commissions before applying the percentages in calculating ASCAP fees.

Network sustaining fees are $1 a year for broadcasting unsponsored programs to stations having individual ASCAP blanket licenses. If the station does have an ASCAP license, or if it is buying its ASCAP music on the per-program plan, then Mutual is to pay ASCAP for sustaining program service to such station 1% of the applicable card rate.

Mutual's maximum monthly payment, however, shall not be more than (a) half the station's highest published hourly rate but in no event more than three-quarters of the stations monthly sustaining fee to ASCAP, or (b) the less of the two differences between twice that amount and the actual sustaining fees paid by the station, whichever shall be less.

Sustaining Rate
Sustaining fees under the per-program method of payment must be the highest rate applicable to the time consumed for each sustaining show in which ASCAP music is used. As in the case of the blanket license, the maximum monthly sustaining fee is the highest one-hour rate of the station, which is also not to exceed 1½ times the station's sustaining rate. Sustaining programs broadcast under the auspices of religious, patriotic or civic groups carry no fees.

Stations choosing the per-program method of payment must furnish to ASCAP lists of all compositions broadcast on each program, giving the title, composer, publisher, date of copyright, etc., for each selection. Licenses under this method also contain a provision that if payment to ASCAP on this basis amount to less than 2% of the station's net receipts during any year, ASCAP may elect to have the station operate on the blanket license formula, while if the receipts exceed 5% of the station's net receipts, it may ask ASCAP for a blanket license.

Final agreement between ASCAP and MBS executives on the terms of the proposed licenses was reached in the early morning hours of May 1, after days of almost continuous meetings and conferences, several of which lasted through most of the night, in a determined effort to arrive at a formula which both parties could accept. In the meantime, ASCAP negotiations with NBC and elsewhere foundered at a much more leisurely pace, and

(Continued on Page 40)
Increase in Power On 570 and 820 kc.

WKBV Finally Granted Boost After Quest of a Decade

A SIX-PHASE decision, involving the 570 and 820 kc. channels, under which WKBV, Youngstown, gets fulltime with 5,000 watts after a quest of a decade, was approved April 30 by the Federal Communications Commission.

Under the decision, WWSN, Asheville; WSYR, Syracuse; WMCN, New York City, and WKBV acquire fulltime operation with 5,000 watts on 570 kc. WOSU, Columbus, which previously had shared 570 kc. with WKBV, was shifted to 820 kc. with an increase in power from 1,000 to 5,000 watts and hours of operation from specified to local sunset at Dallas.

Another beneficiary was WCBU, Chicago, which was granted construction permit to shift from 1110 kc. to 820 kc., increase power from 5,000 to 10,000 watts, with hours of operation from limited to daytime only. Fairfield Broadcasting Corp., Lancaster, O., in which Chas. A. Littleton of the Democratic National Committee of Ohio and owner of WING, Dayton, is the principal, had its application for a new station on 820 kc. with 550 watts daytime, designated for hearing.

WKBV Power Boost

WKBV, of which Warren P. Williamson Jr., founder of the station, is president, was granted a construction permit to increase its power from 500 watts night, 1,000 watts day, to 5,000 watts fulltime, with installation of a directional control for night use. WMCN received an increase to 5,000 watts fulltime from 1,000 watts night, 5,000 watts daytime, for a period of 45 days in the direction for day and night use.

The grant to WWNC was subject to action on renewal proceedings, but provided for an increase in power from 1,000 to 5,000 watts day and night on 570, with a directional antenna at night, subject to approval by FCC. WWNC was given a construction permit to change its directional antenna for both day and night use and increase power from 1,000 watts day, 5,000 watts fulltime on 570, on condition of proof of performance and installation of a recording meter at a monitoring point on the radial toward WMCN.

Shell Quiz

SHELL OIL Co., Midwest Division, on April 14 and 28 started a 26-week series of five-week-five-min- utes, with a Shell Better Gas at 8 p.m. on 12 stations. Listeners are asked to send in interesting facts on jobs, hobbies, cooking, clubs, any subject in which they are well acquainted. For all “facts” accepted the cash awards are placed. Prizes are KFIZ, KSTP, WDWS, WEAU, WGIL, WHBL, WIBA, WJBC, WMAQ, WMBD, WROK, WTAQ. Account was placed direct.

Serum Campaign

ASSOCIATED SERUM PRODUCERS, Kansas City, Mo., on May 2 and 14 started a schedule of three-weekly spot announcements on 154 stations. Campaign is to induce doctors to consult their veterinarians. Contracts are for 13 weeks, in most instances. Stations being used are WLS WHO WTCN WROK, KFAB, KFDM WTAX KOWH KMBB WBNS KSOO KRNT WMT WNAH WEX WKNF KMXO KSCJ. Agency is Fairall & Co., Des Moines.

Set Makers Agree To Less Aluminum

RMA to Use Substitutes in Receivers Where Possible

ACTING to conform with Federal restrictions placed on strategic metals, the radio manufacturing industry under the aegis of Radio Manufacturers Association, last week entered into voluntary formal agreements to employ substitutes for aluminum and other metals needed for radio manufacture.

Under the plan devised at a meeting of 50 manufacturers in New York last Tuesday, it is estimated the use of aluminum in radio receiver manufacture will be reduced as much as 75%. The industry agreements came after the RMA priorities committee had met April 22 with officials of the Priorities Division of the Office of Production Management [BROADCASTING, April 28].

Hope for New Rating

Although it was foreseen that many models of receivers, particularly among the small sets, will necessarily be eliminated and that there will be a general rise in receiver prices, it was believed the use of substitutes for strategic metals, particularly aluminum, would permit the use of available supplies in construction where no substitute can be employed.

Under priority ratings for May, aluminum for radio equipment manufacture is given a B-1 rating, qualifying for 30% of normal supply.

At the New York industry meeting last week it was unanimously agreed:

1. The use of aluminum in manufacturing radio sets be restricted to material for foil in the manufacture of capacitors and rotors in vacuum tubes, with no substitute needed. Substitutes would be used for coil cans, condenser tubes, shields, etc.

2. Set manufacturers immediately will begin using variable condenser, tubes, and other equipment, instead of aluminum, and control aluminum supplies after June 15 will receive and use only condensers having stators of processed steel.

3. Set and speaker manufacturers will immediately discontinue purchase of aluminum and nickel in permanent magnets for sets for domestic and export sale other than battery, portable, and farm sets that operate from batteries, and 3- power AC-DC portable and farm sets.

OPM officials indicated last Thursday that the B-1 classification on aluminum for civilian communications needs is by no means permanent, indicating that within the near future there will be further “fairly substantial” revisions in the ratings. It was believed reasonable that materials for communications equipment, particularly telephone apparatus, would receive a higher rating of B or C. While the use of aluminum was regarded as a good possibility, it may be raised only to B-6.
Defence Measures May Disrupt Industry

Priorities, Delays in Delivery Are Factors

By SOL TAISHOFF

THE FULL-SCALE swing toward a wartime footing in this country is creating bottlenecks to the point where serious dislocations are seen in the offering.

All phases of industry operations — radio, electronic and broadcasting — are feeling the impact of the national defense tempo, and while there is no alarm evident in broadcast circles, the realization has dawned that this must be taken promptly if ultimate serious injury is to be averted.

A transmitter and tube equipment bottleneck is occurring through low priorities rating given the radio industry as a whole on essential metals, is causing real concern among manufacturers, according to a telegraphic survey made last Thursday by Broadcasting, [see story on this page].

Near the Bottom

Despite the recognized status of broadcasting as a vital defense industry, as evidenced by the functioning of the Defense Communications Board created a year ago, the Priorities Division of the Office of Production Management has classified radio in next-to-lowest bracket insofar as critical metal distribution is concerned.

Totally aside from the equipment phase, other Government activity stemming from the near tempo portends greater inroads into normal operations of broadcasting. There are no real signs of any outright Government intervention in domestic broadcasting, as in other mass media. Imposition of heavy taxes, however, will sharply curtail net earnings, it is thought.

Beyond that, indications already have appeared that the House Ways & Means Committee, considering proposals to raise $3 billion dollars in new taxes, is studying a special franchise impost upon broadcast stations. Thus far, no word has come as to the nature of such a tax, which is a warmed-over renewal of perennial efforts to tamper with anti-radio groups along this line.

This time, however, the move is regarded with more concern, even though it would be palpably discriminatory, because of the desire of the Government to tap every possible revenue source.

The thundering pace toward conditioning of the public in the national emergency is unprecedented for demands for time from Governmental agencies. While every consideration is being given by Government radio officials—mainly drafted from the industry—seeking time to promote their particular defense pursuits, broadcasters are beginning to feel the need for greater coordination of programming demands lest program schedules be disrupted inordinately.

Personnel Problem

The personnel situation is becoming critical, too. Many branches of station operations are being affected — managerial, program and technical—a shortage of operators and engineers may soon develop, and this may prove a serious bottleneck on the physical facilities end.

Virtually all reserves either have been called or are on notice with a resultant manpower and inventory replacement problem. The number called already runs into the hundreds, out of a total industry employment of approximately 21,000.

Though little is being said in official and industry circles regarding the personnel phase, as FM and television, there is no doubt about a bogging down of interest, notably in visual radio. Lack of essential materials and the transportation situation are taking care of the heavy national defense requirements of the military establishments, mitigate against any concerted move to tool up for and exploit new lines. This is particularly true in the receiving set end of FM. Television is recognized of major quarters as a forlorn industry for the duration.

FM, particularly on the transmission end, is chafing to get under way, with many companies anxious to move into new objectives. But transmitter deliveries, tower steel and other essential equipment will not be available on a quantity or prompt basis.

The outlet receiver, very little incentive, appears to exist for large-scale production.

The outlook in standard broadcast equipment manufacture was anything but bright by last weekend as members of the Radio Manufacturers Assn. got together and agreed on substitutes for certain basic metals, including aluminum [see story on page 10]. But this means more expensive production and may result in elimination of smaller units and freezing of 1941-1942 models, following the lead of the automotive industry.

Foreign Service

In the international broadcast field, the war fervor was more evident and may be indicative of what is in store for standard broadcasting. A number of stations are going to operate 24 hours in beaming programs to Europe and South America, which is interpreted as operation of a "wartime basis".

Moreover, there are indications of Government sponsorship of counter-propaganda programming by them.

The first step in the direction of more effective use of international broadcast stations came with the appointment of Stanley R. Benner, a former newspaper correspondent and former assistant to Ambassador Joseph E. Davies, as coordinator [Broadcasting, May 1, page 11].

A tendency to monitor more closely network pickups of European news broadcasts, particularly from the Axis capitals, has developed. One recent incident on an NBC network is reported to have caused a flurry. The commentator had read the text of an editorial in a Nazi newspaper relating Hitler’s plans for the new world order after he had mopped up Europe.

While there was no official confirmation, it is understood the incident aroused high Administration interest [Continued on page 47].

Equipment Firms See Danger of Delayed Deliveries

TO GLEAN from the industry reaction on the technical equip- ment side, demand is so universal among the manufacturing concerns that the following exists:

G. W. Henyan, sales manager of General Electric, reported that the company has sufficient material on hand or scheduled for delivery to fill in a reasonable time present orders, plus normal additional expansion. He has lost sales over a six-month period for transmitter tubes, FM transmitters and accessories.

Substitutes Used

Certain substitutes have already been initiated when practical, he reported, such as brass for aluminum. He reported the future outlook of obviously uncertain and he urged that an effective "high priority rating" should be assigned to equipment and tubes for practically all orders.

E. T. Morris, general sales manager of Westinghouse, reported that OPM priorities on aluminum, nickel and stainless steel have required substitutions for some materials in many cases to permit meeting current commitments for broadcast equipment. Previously planned production of 5,000 and 50,000-watt transmitters will also be held up and deliveries over the next four to five-month period, but long deliveries of component parts from suppliers of ceramics, condensers, transformers, phos phor bronze springs, etc., will result in at least 60% increase in normal deliveries on future production, unless high priority ratings are obtained for these items.

Delivery of custom and semi-cus- tom built equipment, such as antennas, phasing equipment, tuning equipment, and operating consoles, he reported, was "seriously affected by scarcity of and long delivery for component raw material and finished parts".

P. S. Gates, president of Gates American Corp., reported as follows:

"Rays of major importance in our industry is aluminum, brass, copper, steel and nickel alloy, and of course such items as radio tubes, electrical meters and similar items purchased on the "open market" are in great demand and in many instances shut off unless priorities are given. We have pointed out many times to our as unimportant to us being put off which that industry should have
**Television Authorized by FCC On a Full Commercial Basis**

Green Light Given as Industry Accord Is Noted; 325 Lines, 30 Frames, FM Sound, AM Sight

By LEWIE V. GILPIN

DECLARING that recent developments indicate complete accord in the television field, the FCC announced its authorization of full commercial operation of television on Tuesday, July 1. The authorization extends not only to the seven low-television channels but also to the 11 higher-frequency channels. The FCC adopted technical standards essentially as proposed by the National Television System Committee at the March 20-24 hearing. It also adopted, with little amendment, the rules and regulations submitted at that time.

Test Period

The approved standards fix the television image at 325 lines, 30 frames interlaced. Frequency modulation is required for the audio-signal, while synchronized modulation will be employed for the visual signal. The FCC indicated the standards would undergo practical test for six months, when changes to the proposed standards, if any, will be made. The particular reference to color television, which has drawn much attention from Commission members, particularly Chairman Fly, since CBS first demonstrated its color television system last August. As expected, in the light of strong opposition at the March hearings, no authorization of the proposed requirement of 30 hours visual program service each week the FCC compromised with the industry in fixing a weekly minimum of 15 hours of program service. This apparently solves one of the chief objections to the proposed rules made by industry spokesmen.

Adhering to the policy set forth in its report on the April, 1940, television hearing, the FCC included a proviso directed against multiple assignment of channels, which precludes operation of more than three television stations under the same control. This proposal also drew strong opposition on the recent hearings, particularly from NBC and CBS, which maintained that visual broadcasting must necessarily embrace operation on a network basis due to the high cost of programming and production. In giving the green light, the FCC climaxed a turbulent year for visual broadcasting, dating from its rescheduling of "limited commercial" operation March 23. At that time the FCC, led by Chairman Fly, maintained the industry did not demonstrate sufficient agreement on technical standards to warrant free development on a commercial basis.

Meanwhile, under auspices of Radio Manufacturers Assn. and the FCC, the National Television System Committee was formed to study the technical problems of television and recommend standards.

Radio in Shelters
WHEN AND IF this country constructs air-raid shelters or bombproofs, communications equipment, including telephone and radio, will be part of the regular equipment, according to recommendations advanced last Tuesday by the Office for Emergency Management. The bulletin stated that communications equipment and duplicate power and lines should receive special attention in constructing shelters. It was also recommended that shelters be equipped with receiving sets.

Legality of ASCAP Statutes Is Urged

Florida, Nebraska Measures Before Supreme Court

CLIMAXING the multi-faced fight over just how far a State can go in anti-monopoly legislation, the Supreme Court last Tuesday and Wednesday heard arguments on the constitutionality of Florida and Nebraska statutes directed against alleged monopolistic practices of ASCAP.

The Supreme Court appeal came a year after a special three-judge Federal court had heard arguments of ASCAP and both States on similar ASCAP Monopoly Act. A special tribunal last August 1. handed down a decision which drew appeals from ASCAP as well as both States, partly upholding and partly breaking down the statutes.

Legislative Power

Despite the recent ASCAP consent decree, which was regarded as mitigating the effect of the Nebraska and Florida ASCAP cases, participants urged the Supreme Court to offer a definitive decision which would settle the dispute over constitutionality of the statutes and indicate how far a legislature can go in regulating monopolistic practices, a decision is expected by late May.

The State of Nebraska, in its argument presented by William J. Hots, special assistant to the State corporation commissioner, maintained that the questioned statute was an anti-monopoly measure directed against price-fixing and other activities in restraint of trade. Mr. Hots maintained that several sections of the statute are separable, and that unconstitutionally sections may be nullified, which destroying the constitutionality of the entire act. In the argument were Walter R. Johnson, G. W. Deising and Andrew W. Bennett.

Pleads For Florida

Pleading for Florida, Lucien H. Boggs maintained that the only question involved so far as either Florida or ASCAP were concerned, was whether a State can enact and enforce an anti-monopoly statute. He maintained that ASCAP did not come into court with "clean hands." In addition to Mr. Bennett, Mr. Boggs was assisted by J. Tom Watson and Tyrus A. Norwood.

Handling the argument for ASCAP, Thomas G. Wright declared that if the Supreme Court upholds the anti-ASCAP statutes, other States will inaugurate such laws and the effectiveness of the Copyright Act will be destroyed. He maintained also that even if ASCAP were to be ruled monopolistic in its operation, it would not be barred from seeking to have State laws declared unconstitutional or from prosecuting suits for infringement. ASCAP counsel also included Frank J. Wideman, Louis D. Frolich and Herman Finkelstein.

ELECTED MAYOR of Des Plaines, Ill., Chicago suburb, Charles Garland, assistant manager of WBBM, Chicago, receives the congratulations of WBBM sales staff members. As members of the staff gather around for the festivities, Mayor Garland (seated) palms off the fingers of fellowship with J. Kelly Smith (left), WBBM commercial manager and sales manager of Radio Sales. Garland joined WBBM in May, 1925, and was named assistant to Mr. Smith last Jan. 1.
NBC Adopts Stringent Monopoly Report

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FCC Adopts Stringent Monopoly Report

NBC Split, Ban on Exclusive Pacts And Options

AT A MOMENTOUS and highly secret session last Friday, the FCC jammed through its final network Monopoly Report, and adopted stringent regulations which may reduce the status of network organizations to that of "program brokers." When no details were available as BROADCASTING went to press Friday night, with the lid clamped tightly on any possible "leak," it was thought the regulations adopted would: Spell the end of NBC's dual network operation. Ban exclusive network affiliation contracts. Knock out option time. Ban ownership of more than one station in the same city by the same interests. Otherwise blast the status quo of commercial radio.

Action came despite the absence, due to illness of Commissioner T. A. M. Craven who, with Commissioner Norman S. Case, has dissented from virtually every phase of the majority's onslaught against the existing radio system. Confined to his home with a high fever, Commissioner Craven had sought to have the Commission postpone consideration, but the majority proceeded anyway.

Reaction Awaited

Fast action on the final report and regulations was ordered by Chairman James Lawrence Fly in the face of President Roosevelt's April 22 appointment of Mark Ethridge to survey the entire radio regulatory situation and report to the Chief Executive.

In some quarters, the Commission's action, by a majority vote, was viewed as in defiance of what appeared to be a direct mandate from the Chief Executive on a matter of policy embraced in the Ethridge survey. Violent repercussions are expected, but whether they will come from the White House remains to be seen.

Even after the Commission completed its Friday session, which ran from 9:45 a.m. until 1:45 p.m., it was evident that efforts were being made to thwart a dissident opinion.

Chairman Fly told BROADCASTING that the two factions were not "far apart" and that there might be a single report. This, however, was viewed as a Herculean undertaking, because of the definite schism that has resulted in FCC ranks, with Commissioners Craven and Craven on the negative side.

Only Commissioner Case dissented from the majority's action at the Friday meeting. Commissioner Craven's "no" vote was known, however, and unless all signs fail, there will be a bill along the lines of the one hearing the Craven-Case signatures.

Even before the final vote, Commission mimeographs were set in motion to turn out portions of the majority and minority reports, plus the regulations. Whether this physical task could be completed before the weekend was problematical as BROADCASTING went to press. In any event, an early formal release was expected.

Litigation Seen

Only eight persons attended the final session—Commissioners Fly, Walker, Thompson, Wakefield and Payne (all of whom are understood to have voted "aye"), Commissioner Case (who voted "no"), and General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh, Jr. The meeting had been called two days earlier with the secrecy injunction the keynote.

Litigation is expected. If the regulations or any other cutting into network operations, are earmarked for immediate enforcement, an injunction will be sought either by NBC or CBS, or both, including certain other respondents in the early three-year-old monopoly inquiry.

If the effective date is specified for some time in the future, the litigation may be delayed. In the meantime, reactions in Congress, and possibly in the White House, may provoke an immediate investigation or result in swift introduction of a proposed White - Wheeler measure [BROADCASTING, April 14-21] to reorganize the FCC from top to bottom.

No Further Action

The FCC majority's decision to act, despite the Ethridge survey and without regard to Commissioner Craven's illness, confounded many observers. In the first place, it was known that Commissioner Paul A. Walker had obtained postponement of hearings scheduled in Houston BULL-SESSION following initial broadcast of the P. Lorillard Co. new weekly half-hour variety show, Tommy Riggs & Betty Lou, for Old Gold cigarettes on 5 NBC-Pacifie Red stations, April 17, bring sponsor and agency representatives together backstage informally discussing future ideas for the series. They are (1 to r) Daniel J. Dunker, J. Walter Thompson Co., Southern California vice-president in charge of radio; Tommy Riggs, star of the show; Samuel W. Meek, New York vice-president of the agency, and executive on the Old Gold account; B. J. Ragan, P. Lorillard Co. western supervisor, and H. Calvin Kuhl, agency producer of the program.

Radio Graduation

KMA, Shenandoah, will provide a special rural school graduation program for Iowa's 3,500 rural schools May 16. Purpose of the mass program is to furnish rural schools too small to hold separate commencements with complete graduation exercises. Gov. Wilson, Earl May, president of KMA, and leading educational figures will speak on the half-hour program.

May 1 to participate in the final report deliberations. The hearings on ship-radio matters were deferred until May 5.

Commissioner Craven became ill following a meeting on Wednesday, April 30, suffering from bronchitis, laryngitis and possibly influenza. Despite his indisposition he attempted to transmit his views to the Commission in opposition to the report, via telephone.

The Commission had completed its official scrutiny of the 150-page Network Monopoly Report on April 14, and at that time instructed its law department to draft revisions as well as actual rather than proposed regulations invoking the drastic changes. The FCC, it is understood, plans no further action beyond hearings on renewal applications of licensees, under the procedure adopted.

While at this writing it cannot be stated with absolute certainty how the FCC would force NBC to cease Blue Network operation, indications are this would be accomplished through imposition of restrictions on individual station licenses. There probably will be the requirement that no station may take programs from a network organization supplying service to another outlet in the same city, thus automatically precluding dual network operation.

The Craven-Case minority consistently has held, throughout the deliberations, that imposition of bans on option time or exclusive contracts will result in deterioration of radio networks which will become program brokers, in that they would serve stations on a best bid basis for a particular "program series.

Precisely what tack the major networks, Independent Radio Network Affiliates, and other industry groups will take in attempting to forestall the complete breakdown will depend on the language used in the regulations and the report. If the regulations prescribe action through the device of renewal hearings for affiliated stations or network owned, operated or managed stations, a very different procedure than court appeal may be entailed.

It has been apparent, too, that the FCC does not propose to regulate the networks directly, but to attack the whole problem through individual station licensees. Because each network-owned and operates stations, the approach could be made that way.

Main Points Stand

Though there have been certain modifications since the original instructions given on the drafting of regulations, for the week of April 14 ending, the main points are understood to remain the same insofar as the majority is concerned.

BROADCASTING, in its April 21 issue, essayed to enumerate the salient points of attack. These, believed to be intact in over-all effect, were as follows:

1. Ban exclusive network contracts, with arrangements in every move to prevent renewal of the station license term of one-year.

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

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

4. Probable banning of multiple ownership, with a limitation of three or perhaps four stations per entity, with preference at networks and numerous other group-owned units.

5. Prohibition against dual network operation, which would be handled on renewal applications of affiliates, rather than directly on the network, itself.

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

The FCC adopted stringent regulations, which may reduce the status of network organizations to that of "program brokers."
Press-Radio Group Plans Hearing Plans

To Meet Chairman Fly; Delay Foreseen in Hearing Date

COUNSEL for the Newspaper Radio Committee, preparing to present the case for radio stations identified with newspaper ownership, began laying the groundwork for a rejected FCC hearing last weekend by arranging for an informal conference with FCC Chairman James Lawrence Fly in order to go over the issues.

Counsel for Chairman H. Rold Hough's appointment of Abe M. Herman, of Fort Worth, as associate Counsel to serve with Chief Counsel D. B. Hough, Associate Counsel Sydney M. Kaye, he announced this legal trio was scheduled to meet with Mr. Fly in Washington Saturday morning. They will seek to learn "what information he wants and when he wants it," said Mr. Hough.

Delay Is Certain

Meanwhile, at the FCC, where all grants of applications for new stations or for transfers of control to newspapers were thrown into the "pending files" by action of the Commission April 26 [see story on this page], it was made evident that the hearings on the whole subject of newspaper ownership, announced in Order No. 79 [BROADCASTING, March 24-April 25], could not possibly be held by June 1 as at first contemplated.

Even the date June 15 now being discussed is deemed too early in view of the Commission's preoccupation with other subjects and the need of more time on the part of both the newspaper and the FCC counsel to prepare.

Thus far, aside from setting up New York (Nov. 16, in Suite 260), 370 Lexington Ave., where Chairman Hough and a staff of clerks are at work, little has been done beyond preliminary details, counsel for the Commission carry on the hearing. Mr. Hough, on leave of absence from the Fort Worth Star-Telegram, has asked several publishers to loan a newspaper man to act as executive secretary of the Newspaper Radio Committee as he has redesignated the Steering Committee of Nine which he heads [BROADCASTING, April 28].

Mr. Hough said he expected this man will be made available some time this week, when he will take over New York headquarters and permit Mr. Hough to return to Fort Worth to attend to personal matters until the NAB St. Louis convention. Chairman Hough's nine-day trip is now scheduled to meet in St. Louis at 10 a.m., Friday, May 16, when a research director is to be named.

At least 100 of the nearly 300 stations identified with newspaper ownership have submitted their pledges and checks toward the $300,000 defense fund ordered by

the radio publishers at their meeting in the Waldorf-Astoria, New York, April 22, according to Chairman Hough. Aside from the Chicago Tribune (WGN), no other newspaper has indicated any intention of "pulling out," said Mr. Hough.

"We are getting plenty of money and pledges," he said, "and no one is going to break us up. One thing we want to emphasize, and that is that we are not going to allow the newspaper-ownership issue to become involved with the network monopoly or any other issue before the industry or the Commission."

WGN's Stand

E. M. Antrim, assistant business manager of the Chicago Tribune and Secretary of MBS, had tendered his resignation as a member of the original Ethridge Committee of 44 (now superseded by the Newspaper Radio Committee of Nine) on grounds that there was not sufficient assurance the $200,000 will be developed exclusively for the newspaper case and not "intermingled" with other issues, obviously referring to the network monopoly issue on which MBS and the other networks have taken opposing stands [see letters at end of this story].

The selection of Mr. Kaye as associate counsel was believed to be by Mr. Hough, as stand, Mr. Kaye's law firm being counsel for CBS and Mr. Kaye himself being general counsel for Broadcast Music Inc. It is pre

(Continued on page 50)

FCC Action on Press Stations Leaves Applicants in Quandary

Commission, Having Frozen Newspaper Situation, Says It Will Continue to Grant Improvements

A VIRTUAL "freezing" of the newspaper-radio situation until the FCC completes its inquiry into the whole broad subject under Order 79, was seen in the FCC's notice of May 15 stating it had "virtual" filing in its pending files all applications by newspaper interests for new standard broadcast stations as well as all applications for the renewal of control of existing stations to newspaper interests. The notice added, however, that improvements will continue to be authorized to stations now licensed to newspaper interests if deemed in the public interest.

Rival Applications

Meanwhile, counsel for proposed new stations in which newspapers or new pay-by-the-word WMU, broadcasting facilities pending determina
tion of the general question of newspaper control of broadcast facilities, the Commission is also placing in its pending files all applications by newspaper interests for new standard broadcast stations, as well as applications for transfers of control of existing standard broadcast facilities to newspaper interests. Such action is intended to protect applicants from its incurring substantial radio expenditures prior to the Commission's final finding.

This supplemental action is in conformity with Order No. 78, of March 26, which provides that Commission investigation and public hearing "shall also include consideration of granting, transferring or revoking of policy or rules, if any, which should be issued concerning future acquisition, ownership, control and operation of broadcast stations or newspapers." Date for this hearing will be set in the near future.

In the case of underdeveloped broadcast stations already licensed to newspaper interests, interference or transfer of ownership may be permitted if the proposed increase in service is shown to be in the public interest, covering (1) necessity, and in conformity with pre

scribed engineering requirements.

Army Lingo

DESIGNED to help broadcasters and radio writers in developing the full picture of Army life and activities on the air, the Radio Branch of the Bureau of Public Relations last week started mailing a 25-page glossy of Army plans and military terms for U.S. radio stations. The glossary is first of several editorial series. Others are now under coverage of the Army and its units. As the program develops, it is expected to make such information bulletins available upon request.

Newspaper Cases On Pending Files

FCC Action Affects Proposed Acquisition of Interests

TRANSFER deals involving the proposed acquisition of all or part ownership of radio stations by newspaper interests are apparently stymied by the FCC's action April 26, placing all pending applications for new or transferred files all newspaper applications for transfers of control along with applications by newspaper interests for standard broadcast facilities. Previously [BROADCASTING, March 24] the Commission had suspended FM grants to newspapers already authorized, and let it be known that no action out of applications would be taken until its findings as a result of Order 79 of March 20 calling for investigation and hearing. Still pending FCC approval are the proposed outright purchases of WFTL, Fort Lauderdale, Fla., by Ralph A. Horton, vice-president of the Fort Lauderdale Times; of WLA, Los Angeles, by Capt. John P. Horton, vice-president of the Fall River Herald News; of KMMJ, the Grand Island Independent; of KFQD, the City Captain, and WJOL, owned by WJOL, Inc., the Tidewater News-Miner of and KFAR, Fairbanks, among many other Alaskan interests.

Also pending is the proposed acquisition of the remaining 51% interest in WTMC, Ocala, Fla., by the John H. Perry newspaper and radio chain. This deal is involved with hearings on charges of alleged "hidden ownership" which Commissioner Walker is scheduled to conduct in Pensacola, Ocala and Panama City on May 15.

In KFNF, Shenandoah, la., the Des Moines Register & Tribune interests hold 49.75% interest and an option to buy half of this interest, and it is pending to sell the station to the Omaha World-Herald, now operator of KOWH.

In Greenville, S. C., an option to purchase the stock of the station in WMRC, a recently constructed local, is held 21.91% interest, superior to the Greenville News and Piedmont Post of WFBM.

Portsmouth Case

A case regarded as a test of the "local monopoly" issue, involving the proposed acquisition of the entire stock in WPAY, Portsmouth, O., by the Portsmouth News, Inc., has now been scheduled June 2 before the FCC. The newspaper chain, which publishes the Portsmouth Times and other Ohio daily newspapers, has paid 40% and 15% interest to purchase the remaining 50% from Chester A. Thompson, Cleve
land broker, for $200,000.

The FCC first claimed the Thompson purchase was not bona fide, held a hearing last September and raised the issue of local monopoly of all media of an area, before the Commission, covering permit applications for license renewal, consolidating this with the stock transfer issue, and after several postpone
ments fixed June 2 as the date.
Buying Power is Soaring in Detroit

WWJ is more thoroughly than any other radio station, reaches the buying power homes of the Detroit market.

WWJ
National Representatives
George P. Hollingbery Company
New York :: Chicago :: Atlanta
San Francisco :: Los Angeles
Advertising, Facing Big Task, Said to Deter Price Increases

AAA Convention Heaps Relation of Expansion in Production Facilities as Result of Defense

ADVERTISING's role in maintaining the high American standard of living during and following the defense period was described by Atherton W. Hobler, president of Benton & Bowles, New York, and chairman of the AAA, at the association's 24th annual convention in Hot Springs, Va., May 2. "Subject to direct defense needs," he stated, "the economic and social fortunes and well-being of every American must be maintained as close as possible to the normal manner to which we have long become accustomed. Such normalcy carries with it—success—for the defense program as well as success for democracy. For us to attain reasonable normalcy, advertising as an integral part of our economy plays an important role."

Keeps Prices Down

Advertising, he declared, helps to keep prices down, as advertised products are generally resistant to price increases; advertising helps maintain morale by supporting radio, newspapers and magazines, which provide information and entertainment; it helps in creating and maintaining normal business activity, employment, and wages; advertising can help to prevent needless interruptions in the normal manner of life by informing consumers of new products created to replace those curtailed by defense requirements, and in continuing to stimulate sales and thus to maintain our high level of income, make it possible for the fiscal nascence of this country to be readily met, Mr. Hobler added.

Smith Elected

Mr. Hobler was succeeded as chairman of the AAAA board by Guy C. Smith, executive vice-president of Brooke, Smith, French & Dorey, Chicago, and choice of the delegates, John Benson was re-elected president of the AAAA, and will serve a four-year term.

In accepting his nomination Mr. Benson said that his principal task would be the most tremendous task in its history as a result of expansion of production facilities resulting from the defense program. The end of the war, he said "will find America with a production capacity far beyond anything previously dreamed. And it is my belief that if this capacity is to be constructively used for the benefit of the people as a whole, it will be because the production, flow and use of consumer goods is stimulated by advertising in volume and power and something seen in this country before."

Election of Mr. Smith was in recognition of long activity in AAAA affairs. He served as both secretary and vice-president of the organization. He was one of the original advertising research trustees of the Advertising Research Foundation, a joint enterprise maintained by the Assn. of National Advertisers and the American Advertising Federation. He has been responsible for much of the advanced research being done in advertising and merchandising.

Other officers included:


Executive Board

Also named to the executive board were:

Members-at-large, terms to expire 1944—Mr. Hobler; William Reynell, vice-president of Newell Advertising Co., New York; Robert Bur- nett, president, Burnett Co., Chicago, and Edward Lasker, first vice-president and general manager, Lord & Thomas, New York, 1944-1946, for two years to fill unexpired term of Don Francisco, re-elected.

These members at large continue: F. R. Feeland, vice-president and treasurer, BBDO, New York; Gilbert Kinney, senior vice-president and treasurer, J. Walter Thompson Co., New York, and Chester J. La Roche, president, Young & Rubicam, New York (terms expire 1942), and Ernest V. Alley, partner, Alley & Richards Co., Boston, and Allen L. Billingsley, president, Fuller, Smith & Ross, Cleveland (terms expire 1943).


AYLESWORTH NAMED TO CULTURAL POST

APPOINTMENT of Merlin H. Aylesworth, former president of NBC, as head of the radio section of the Communication Division of the Coordinator of Information Office was announced last Thursday by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations between the American Republics, who succeeds Don Francisco, who recently was named chief of the Coordinator's Division. Mr. Aylesworth, formerly chief of the Bureau of Foreign & Domestic Commerce, resigned [Broadcasting, May 28].

Mr. Aylesworth, who has long been interested in short-wave broadcasting, was head of NBC, serving as its president from the network's start in 1926 until 1936. From 1938 to 1936 he was president of Radio Keith Orpheum Corp. He resigned in 1936 as president and chairman of the board of NBC, and president of NBC to join the management of Scripps-Howard Newspapers. Mr. Aylesworth became publisher of The New York World-Telegram, resigning Jan. 1, 1940, and subsequently relinquishing his own offices in New York.

Sales of Campbell Soup Reveal Local Increase, Traced Direct to Radio

AN INCREASE of 74.8% in sales of Campbell Soup products in a St. Augustine supermarket has been traced to the promotion of these products on CBS programs, according to a survey made in April by Glenn Marshall Jr., president, and general manager of WFOY, CBS outlet in St. Augustine since June 16, 1940. The survey compared sales figures for the first third of 1940 when CBS did not broadcast in that area with the first third of 1941 when WFOY started broadcasting the three CBS programs, Campbell Soup ad, Lany Ross and Amos 'n Andy.

The management of the Daylight Grocery Co., supermarket reporting the increase, stated that space advertising in other media had not been increased from 1940 to 1941, and that certain Campbell soups, such as Chicken Gumbo, now a leading product, had virtually no sales prior to the radio advertising. Ward Wheelock Co., Philadelphia, is the Campbell agency.

RCA Los Angeles Fire Causes $250,000 Loss

SPECTACULAR fire early last Thursday morning destroyed a one-story warehouse in the heart of Los Angeles, at 1941 North Orange St., Hollywood with loss estimated at $250,000. According to Superintendentkreśl, more than 200,000 finished records were ruined.

Firemen fought the blaze for two hours. In presenting it from spreading to adjoining office buildings, one of which houses RCA engineers, apparently started in an incinerator in the rear of the warehouse.

NEW COMMERCIALS BY AMERICAN HOME

AMERICAN HOME PRODUCTS Co., Jersey City, with the start of the insecticide season is shifting commercials on some of its daytime serials to Black Flag and Flydol creams distributed by the subsidiaries, A. S. Boyle Co. and Midway Chemical Co., in New Jersey.

From the first week in June until September, Just Plain Bill (Ans- in and Bisodol), NBC-Black: 3:45-4:45, will be heard Thursdays and Fridays for Black Flag; Romance of Helen Trent (Edna Wallace Howard) will be heard daily as Kelynos dental cream, CBS, 12:30-12:45, p.m., will be on five days a week for Flydol; Our- Gal Sunday (Anacin, CBS, 12:45-1:45 p.m.) will advertise Black Flag Thursdays and Fridays.

One-minute announcements also will be used twice weekly for the insect powders at the conclusion of John's Other Wife (Old English Wax, NBC-Black, 3:30-3:45, p.m.), and thrice-weekly at conclusion of Mr. Kem, Tracer of Lost Persons (Kelynos, CBS, Thursdays, 7:15-7:30 p.m., Tues., Wed., Thurs.).

Company also started on April 28 and 29, and now its thrice-weekly for Flydol on the following southern stations: KARK, WJW, WSM, WBRC, WJXT, WBWI, WJDX, WSPA WWVA WRDW KWKH WBIG WSAZ. The two accounts are handled by John F. Murray Adv. Agency, New York.

Lorillard Changes

P. LORILLARD Co., New York, has renewed its half-hour weekly quiz programs for Sensation cigaretses on the Colonials and CBS Pacific networks. The transcribed quarter-hour short story broadcasts on 25 stations are being canceled and a series expires, and Army Camp News, five-minute program broadcast five times weekly on WPBL, Syracuse, goes off May 9. Schedule for Ripple tobacco has been slighted 100-word announcements six times weekly placed on five additional stations—WFAA, Dallas; WRUF, Gaines- ville; WTAC, Savannah; WMAZ, Macon; WAYX, Waycross. For the new king size Beechnut cigarette, company is using six announcements weekly on Make Believe Ballroom on WNEW, New York. Loril- lard agency is Lennen & Mitchell, New York.

Spots for Cubs

NATIONAL BISCUIT Co., New York, promoting the cereal Cubs, is using a five-minute period six times a week on the Mutual Network, WBBM, Chicago; participating an- nouncements five a week on Mrs. Pyle's Household Hour on WJR, Detroit; and on Mrs. Far- rill's Kitchen, WFBM, Indianapolis. Agency is Federal Adv. Agency, New York.
COME!
BIG POW-WOW

SUITE 648-52

says Chief Engineer

Graybar and Western Electric tribes to pitch wigwam in Suite 648-52, Hotel Jefferson, St. Louis for N.A.B. Convention.

Come up and meet all braves. Have plenty talk. Get plenty information.

Western Electric

DON'T ASK YOUR ENGINEER . . . SEND HIM
NBC's Shortwaves On Wartime Basis
Will Add New Personnel and Go on 24-Hour Operation

IN PREPARATION for 24-hour daily operation of NBC's shortwave transmitters, heads of the network's foreign language broadcasting groups were ordered to submit by the end of next week lists of the additional personnel that will be required for full-time operation on a wartime basis.

The extra broadcasters in English, French, German, Italian, Spanish and Portuguese, as well as supervisors and editors, will increase the present staff of 60 plus to about 100, it was estimated. Hiring will start immediately and it is expected that the full-time international broadcasting will get under way in about three weeks.

Uncolored News
Expansion of this foreign service, said to have been instigated by the State Department, will add five hours a day to NBC's broadcasts to Europe. At present the shortwave schedule calls for transmission to Europe from 7 a.m. to 4 p.m., New York Time, and for transmission to Latin America from 6 p.m. to 12 midnight, New York time.

The new schedule will start the European transmission at 2 a.m. and will provide a morning service for European shortwave set-owners, who have listened more and more to programs emanating from NBC before afternoon in Europe.

Programs during these additional hours will feature news of the world, broadcast without color or censorship but selected to inform the nationality at whom it is beamed of the true status of its military and diplomatic activities as important objectives by American press associations.

Live talent, especially prominent refugees who can speak to their homelands, will be widely used, it was stated, in contrast to the recorded entertainment commonly used by European shortwave stations.

NBC's two stations, WNBW and WECA, each in a broadcast with 50,000 watts each on different frequencies, although carrying the same program, thus giving the listener two chances of tuning in and increasing his chance of getting on either band. Recent experiments in having both stations broadcast on the same frequency has shown, however, that a resulting signal is equal to that of a 100,000-watt transmitter, and it is planned to use this strengthened signal for at least a portion of the new schedule.

With the augmented staff, the international division is moving to larger quarters. John F. Royal, NBC vice-president in charge of international relations, supervises the division's activities.

As a part of its support of the increased service to Europe, NBC on April 28 started two new daily news programs, one in Portuguese and one in Spanish.

**DODGER GAMES** involve all these well-known figures in the radio and sports world. They get together at a knothole dinner at the start of the season. Present were (1 to r., standing): Bill Slocum, baseball coach for General Mills; Eugene Thomas, sales manager of WOR, New York; Al Heifer and Red Barber, play-by-play broadcasters; Ken Fickett of the WNY, Eddy agency handling Lever Bros. (Lifebuoy) account; Robert Devany, handling baseball broadcasts in the East for Knox Reeves, sports agency for General Mills (Wheaties). Seated: Larry MacPhail, head of Brooklyn club; T. C. Streibert, WOR, v-p., general manager.

**Big Announcement Drive Opens U. S. Bond Sales**

MORE than 5,000 separate announcements heralded the beginning of the Government's Defense Saving Bond drive April 30. The radio section of the bond drive, headed by Vincent F. Callahan, estimated that every station in the country participated in some way in announcing the drive. President Roosevelt spoke over all the networks the night of April 30 and urged everyone able to purchase a bond or war savings stamps.

Announcements urging participation in the bond campaign will be carried by practically every network commercial and will be heard on many station breaks. In addition, the radio section plans a number of special features.

**Iowa Soap's Plans**

**IOWA SOAP Co., of Burlington, la., and Enden, N.J., owners of one of the biggest soap makers on the radio for more than five years, has started a test radio campaign April 28 on KYW, Philadelphia, for its Magic Washed granulated soap. Thrice-weekly participations for 13 weeks on Ruth Welles women's shows are being used. Radio was dropped when a silverware premium was adopted for the soap. While the premium is being continued, radio is being tried by the new agency handling the account in belief that added sales will justify the added advertising expenditures. If the test is successful, participating shows on stations in the Eastern area will be added. Agency is James G. Lamb Co., Philadelphia.

**Statepost on 27**

**CURTIS PUBLISHING Co., Philadelphia, is sponsoring one-minute transcribed announcements for the Statepost feature on 27 stations. Announcements are heard 9 times each week. BBDO, New York, is agency.**

**Tax Group Studies Radio Tax Scheme**

Proposal for Franchise Levy Would Be Based on Power GROWING indication that a franchise tax on radio stations may develop as part of the Federal Government's new tax program appeared this week as public hearings on the proposal to raise $3,000,000 in new revenue started before the House Ways & Means Committee.

The proposed franchise tax came up for discussion at hearings last Thursday when it was advanced by Rep. Sauthoff (Prog.-Wis.) as a possible source of defense revenue. Also it was revealed that the Joint Committee on Internal Revenue Taxation, directed by C. F. Stare, was considering the franchise tax idea.

Although Rep. Sauthoff made no recommendation as to the amount of the proposed franchise tax, he indicated it should be levied on the basis of licensed power. He said he opposed any tax of this kind based on gross income, although it might be levied on a net income basis.

The latter basis is advocated in the proposal espoused by John B. Williams, president of the International Allied Printing Trades Assn., under which radio stations would be called upon to pay a franchise tax ranging from 10 to 20% of their income [Broad-casting, Feb. 24].

Mr. Stare indicated to BROADCASTING that while the radio franchise position as being seriously considered at the request of several members of Congress, not enough information is yet at hand to indicate what form such a tax might take. In emphasizing that he has no axe to grind with radio, Rep. Sauthoff pointed out to BROADCASTING that the franchise tax on radio stations is not new idea with him, since he advanced the idea originally as far back as 1935. He explained that such a tax now appears, more than ever, to be a possible source of Federal defense revenue, when defense needs are needed. He indicated that he knew nothing of Mr. Haggerty's proposal.

"If the Government would give me a 5,000-watt radio station, I'd be willing to split the net income with the Government on a 50-50 basis", Rep. Sauthoff declared.

He noted that the income surtax schedule suggested previously by the Treasury Department [Broadcasting, April 28] would put a heavy burden on citizens with绺 Rep. Sauthoff said he felt a radio franchise tax, along with other proposals such as boosting the price of newspaper distribution by mail, would effectively relieve the burden on this income group.

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With your CUSTOMERS in Oklahoma City

IT'S WKY

3 to 1

AND ON THIS SIDE OF THE COUNTER

4 Out of 5 Prefer WKY!

- WKY gets action and enthusiasm on BOTH sides of retail counters in Oklahoma. Daytime listeners in Oklahoma City listen to WKY 3 to 1 over any other station. In fact, more persons in Oklahoma City are listening to WKY morning, afternoon and evening than to ALL THREE other stations combined. (Ross-Federal survey.)

And among dealers in Oklahoma, the preference for WKY is equally decisive. Because 4 out of 5 of its 550 dealers preferred WKY, Superior Feed Mills, for instance, is now in its fourth consecutive year of amazingly successful daily programs on WKY. Feed dealers, home appliance dealers, retail druggists and dealers in many other fields have shown similar decisive preference for WKY time after time because WKY gets the thing done in which they and YOU are most interested. WKY sells!
Recalling $350,000 of Circus Spending
In Papers, NAB Acts to Check Free Time

CITING the $350,000 expenditure for newspaper advertising reportedly being made this year by Ringling Bros. and Barnum & Bailey Combined Shows, the NAB last Friday called upon radio stations over the country to cooperate in an effort to convert circus management to the use of commercial broadcast time and to stop the "free-time abuse" now in practice by such shows.

The NAB also asked stations to send to the NAB Department of Broadcast Advertising success stories of commercial programs sponsored by circus amusement enterprises, to be used in presenting radio's case to circus executives.

Lesson from Press
Pointing out that it took the newspaper industry years to sell the idea of paid-space advertising to circus press agents, the NAB declared that radio stations can speed up the idea of sponsored circus broadcasts by profiting from the newspapers' early example.

"As the circus rolls this year, it's certain that radio stations everywhere will be asked to broadcast sustaining special events programs, plugging the circus and covering such activities as the arrival and unloading, the parade, erection of the big top, etc., as well as interviews with star performers," the NAB stated. "Usually, when asked to purchase this time, the advanced contact man states that he has no authority to place orders for commercial advertising, but that in a case like this, his superiors will be notified of cooperation on the part of stations will have a bearing, etc., etc."

Circuses and other traveling shows will begin to use radio widely on a commercial basis, it is believed, only after stations have presented a united front for one season or two by discouraging the free-time abuse for disguised commercial.

 Plan Polish Hookup

PLANS for a special network of 17 stations, as yet not selected, are being formulated to carry the Rosary Hour, foreign language series in Polish, of Father Justyn, a Buffalo priest, this fall. Present series on 17 stations concluded April 17. Fall series will run from Aug. 1 to Dec. 26. Father Justyn has been on the air 15 years, first appearing in 1926 on WEBB, Buffalo. In 1931 he organized the Rosary Hour, placing it on a chain of six stations in the Great Lakes area and gradually expanding each year to 17 stations. Foroge & Co., New York foreign language representatives, is assisting Father Justyn in the placements.

Fly by Night

INJECTING a bit of additional excitement into the busy days of FCC Chairman James Lawrence Fly, a brief last Tuesday evening made off with the Chicago week-old Desoto coupe. The car had been parked on Washington's busy Constitution Ave., near the FCC, when Mr. Fly returned to his office for some night work. Although the car was found in the city by police the following morning, the thief had run it into a tree and bent up the entire front. However, this incident appeared mild compared to the night several years ago when Mr. Fly, then general counsel of the Tennessee Valley Authority, was forced at gunpoint to give up his car to a pair of footpads.

Many an agency account executive knows these station officials, all prominent on the commercial side of radio, who looked like this when they served Uncle Sam in World War I. For pictures of what they look like today and summaries of their war records, see page 34.

Red, White and Blue Net Proposed for Stations Adjacent to Army Camps

CREATION of a "Red, White and Blue Net" by stations adjacent to Army camps has been recommended in a special transmission now being distributed by the War Department.

Taking part in a round-table discussion of the "network" on the dial of Col. W. A. Ullio, assistant adjutant general and head of the Morale Branch, Edward M. Kirby, Ill., the committee chairman for the department, and Capt. Gordon Hittenmark, of the Radio Section of the branch.

Purpose of the "network" would be to include in early morning programs serving camp areas news of interest to soldiers, music appealing to the troops and general information of a helpful nature.

Capt. Hittenmark, announcer of an early morning program on WFB, Washington, has included a feature of this type on his own program for the last several months. Previously, Hittenmark had his program to the midshipmen at Annapolis as well as soldiers and Marines at nearby posts. The program was approved by War Department officials in Washington for its obvious morale building and Hittenmark's recommendation it was decided to enlist aid of other stations.

CONTRACT BREACH SUIT AGAINST WIP

CHARGE of breach of contract was entered in the Philadelphia Court of Common Pleas against the Pennsylvania Broadcasting Co., operator of WIP, by Philip B. White, trading as P. B. White & Co., local clothier, who charges WIP cancelled its contract with the company early in April to clear time for NBC commercial.

For the last 4½ years the clothing house has sponsored Tom Roberts' "Morning Call," a daily one-hour program, and a half-hour record, and an hour program on Sundays. Radio was used under an advertising medium used. Although the P. B. White & Co. contract for the radio time was cancellable, the attorneys bringing the action based their claim on the contention that it was not cancelled in accordance with the contract. According to counsel, the damages asked will be high since they will be accumulative over a long period during which it is contended the plaintiff will be without the benefit of its sole advertising medium.

Clothing Firm Plans

ZEEAN CLOTHING Co., Los Angeles (retail chain), devoting more than 90% of its advertising appropriation to broadcasting, is sponsoring a 15-minute program titled "Cabbage & Kings" on KFI. In addition three-weekly participation in "Knox Morning Shows" is included in their program. The show is sponsored on KNX. Firm will expand its coverage to the southern California area.

KXYW, Philadelphia, has subscribed to "The Radio News," British news service, on an experimental basis. The station is already taking up and AP.

Chicago Stations Merge In Handling Free Time

LATEST cooperative venture of Chicago radio stations is the Radio Public Service Council, comprising program directors, educational directors and station managers as well as representatives from Northwestern U, Chicago U and the Radio Council of the Chicago Public Schools.

Meeting monthly, the group will consider problems and practices of handling requests for time from pressure groups; the setting up of a clearing house arrangement for the allocation of time on the air to such groups, and a central agency to handle publicity relative to public service and educational programs.

Members are: Judith Waller, NBC; Lavinia Schwartz, CBS; Harry Hester, WLS; Myrlle Stahl, WGN; Doris Keane, WHIP; Miles Reed, WCFL; Arnold Hartle, WGR; Bradley Eichmans, WAAR; Al Hollender, WIND-WJJD; Harold Kent and Luella Hoshin, Radio Council, Chicago Public Schools; Parker Wheatley, Northwestern U, and Sherman Dwyer, Chicago U.

THEY WERE IN THE ARMY THEN

One of a Series

Many an agency account executive knows these station officials, all prominent on the commercial side of radio, who looked like this when they served Uncle Sam in World War I. For pictures of what they look like today and summaries of their war records, see page 34.
There's Only ONE
DOUGLAS B-19

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

Biggest of the super-bombers, that's the new Douglas B-19. Which, in
a way, makes it akin to WGBI, biggest and most powerful radio sta-
tion in the prosperous Scranton—Wilkes-Barre Market. Like the B-19,
WGBI has a tremendous range. For example, it's the only station heard
throughout this market . . . the only regional or clear channel station
serving an industrial population of 652,000. A Dr. Starch and Staff
survey proved that 98% of the daytime listeners and 96% of the night-
time listeners in Scranton's home county are regular WGBI tuner-iners.

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

SCRANTON BROADCASTERS, Inc.

SCRANTON, PA.

Pennsylvania

Frank Megargee, Pres.
Merchandising and the Rate Card

Special Rate Cards Are Suggested as Solution

By BARRON HOWARD
Business Manager
WRVA, Richmond

IN ANY OBJECTIVE look at so-called merchandising dangers, significant facts become immediately apparent: Should radio stations become full-fledged merchandising companies as well as advertising media, the client will have to pay the bill in one way or another; and, ethics and business principles will have to be developed and the sale of merchandising services just as they have been for radio time.

The first necessity is a definition of terms. The line between publicity and merchandising is admittedly a debatable one and it is just this room for debate that creates confusion and puts the broadcaster at a disadvantage. Where such a danger zone exists, sound business practice and self-protection require well thought-out policies, rigidly fixed in that line and applied equally to all comers. Obligations undertaken under pressure of a big contract are frequently regretted.

A Definite Policy

Of course, each station must set its own policy. The important thing is that it must be a definite policy and that the advertiser know well in advance just what he can buy with his money. For the purposes of this article, the field falls apart on a sharply divided line: Publicity, or promotion of a station and program schedule to listeners and potential listeners; and merchandising or promotion of a specific product or program to, or through, the trade. These are the definitions with which we shall work.

At the moment most radio stations are engaged in the business of selling listeners at so many thousand-per-dollar, together with all necessary equipment and service required to build and maintain that audience. It is understandable that many stations have found it desirable to include publicity services as part of the job of maintaining an audience and have made provision for such services in operating costs, reflected in the rate card.

Such publicity might include program resumes, newspaper highlights, the presence of building announcements, mats to newspapers and, perhaps, listener bulletins. All routine publicity methods used by the station and available to all clients automatically might be included in this classification.

TO MERCHANDISE or not to merchandise! That question has been discussed pro and con, and vice versa, for some months. It’s slated for a frank going-over at the NAB convention next week. In a discussion of merchandising from the sponsor’s viewpoint, Clair Heyer exhaustively analyzed the subject in these columns last week. Barron Howard, of WRVA, read the piece Monday and within a couple of hours the adjoining article was in the mails. Barron looks at it from the station viewpoint, and tells why this merchandising business can get out of hand.

Decidedly not included would be special product announcements, series of announcements used in connection with a special selling drive by a client, window displays on individual programs, calls on dealers, soliciting orders or any other promotion devoted to specific programs or products beyond that allowed by regular station routine. These items enter the field of merchandising and start the station on a program expansion in a business field distinct for that of radio station operation.

Let it be understood that there is no objection to the entry of any person into the field of merchandising, even if that person also happens to operate a radio station. It is also understandable that a station may carry a rate higher than ordinary broadcasting circumstances justify and include other tangible services with radio time to make up the balance to the advertiser.

In either event, the advertiser is purchasing two separate services and has a right to know the true condition and that the cost of the secondary service, whichever it might be, is justified.

Sense of Proportion

Completely aside from the ethical position of the industry and the vicious competitive potential, there seems to be a tendency to award merchandising by stations a position in the scheme of things that gives it an importance out of all proportion to actual fact.

While many stations carry on sustained and valuable publicity activity, it is doubtful that most so-called station merchandising is much more than a flash-in-the-pan—the Christmas wrappings and selllophone bow on the package. This does not include those comparatively few stations, of course, which feature a complete department with trained merchandising personnel and charge for it in their rates.

We are thus threatened with the abnormal situation in which $25 worth of apparently free service might be the deciding factor in a $5,000 advertising schedule. It is a false premise to expect or to permit our stations to be judged on such a basis. That the捏 doubt many important advertisers will use any such distorted yardstick.

Selling a Service

Certainly the NAB cannot tell a station operator whether or not he may engage in the merchandising war, but the extent of such an operation. The NAB can and should adopt the position that merchandising service is a business just like radio, in that it sells a specific service. WRVA, plus a reasonable profit. Once we accept this understanding, it becomes plain that there must be some ethics in the business. That is, set prices and published policies.

This, then, is the path the industry can follow with honor to itself: Take the position that our merchandising service be given the same ethical position as our rate cards, published and available to all who would look. The merchandising policy should no more be tampered with to meet a specific piece of business than the rate card.

There was a time when many radio stations used the selling point for a bargain. Merchandising will adopt the same resolution.

Mars Candy to Sponsor Junior Quiz on the Red MARS Inc., Chicago (Forever Your candies bars) on May 11 replaces What’s Your Idea on 28 NBC-Red network stations, Sundays 6:30-7 p.m. (CDST) with Dr. I. Q. Jr. The new program is designed primarily for the juvenile audience and is patterned after the weekly Dr. I. Q. series heard Mondays 10:30 p.m. (CDST) for the same sponsor, also on the Red network.

James McClain, now Dr. I. Q., will also be the m.c. on the new series. Both shows will originate in the same city. Dr. I. Q. Jr., however, will be confined to broadcasting from studio auditoriums, while the other show originates in theatres.

In addition to cash awards, the amount of which had not been determined as Broadcasting went to press, merchandise such as bicycles will be awarded those answering questions correctly. If contestants miss, however, the awards go to those who have submitted the questions.

New promotional idea to be inaugurated with the start of the children’s programs will be the awarding of 10 completely equipped club houses to groups collecting largest number of wrappers from the sponsor’s product. It is expected that an entry of some 1,000 school groups will be awarded at the conclusion of each 13-week series. Sponsor will announce winners of the club houses built on property owned or secured by the groups participating in the contest. Equipment will include such things as ping pong tables, sewing outfits, baseball uniforms, tea tables and sets, boxing and other indoor sporting material. Agency is Grant Adv., Chicago.
WQXR is recognized as having one of the most discriminating audiences in radio, an audience of music lovers. World salutes WQXR for the “high standards of its musical programs,” so fittingly recognized in the important Peabody Citation. Along with the distinguished WQXR orchestra and other splendid talent appearing in person before this station’s microphones, World has been happy to contribute a wide variety of music recorded by the World Wide Range vertical-cut method. This musical library is known as World Program Service and fills an important role in the program departments of 225 stations around the world. In serving as WQXR’s sole transcription library, World acknowledges both a great responsibility and a great privilege.
Wallace Heads Speaker’s List
For NAB Meeting at St. Louis

Mellett, Gen. Richardson, Fly, Ethridge Slated;
Industry Topics Will Be Considered

THE NATION’S No. 2 personality—Vice-President Henry A. Wallace—heads an imposing list of householders, showmen, script writers who will address the 19th NAB convention at the New Jefferson Hotel in St. Louis, May 12-15. An overall attendance of approximately 1,000 is estimated by NAB convention officials.

Among other officials definitely scheduled are Lowell Mellett, head of the Office of Government Reports and chief public relations adviser to the President; Maj. Gen. Robert C. Richardson Jr., chief of the public relations branch of the Army; FCC Chairman James Lawrence Fly; Mark Ethridge, Louisville publisher-broadcaster now assigned by President Roosevelt to a policy survey of radio, and Cmdr. H. Ray Thurbert, assistant director of public relations of the Navy.

Full weight on topics of the main speakers have not been divulged. The Government spokesmen will emphasize national defense and the part radio is playing and its destiny to play in the war emergency.

Vice-President Wallace, a former Secretary of Agriculture and an erstwhile farm paper publisher, has more than a cursory knowledge of the radio industry. He is an accomplished radio speaker.

Messrs. Mellett, Richardson and Fly already have indicated they will discuss radio and national defense, per se.

Questions that repeatedly have arisen regarding impending censorship for both radio and the press, unquestionably will be aired during these addresses.

Though the war outlook overshadow, the tentative agenda for the convention is replete with broadcasting business items. Copyright, and the future status of BMI, again will predominate at the business sessions. Col. Willard Chevallier, publisher of Business Week, will speak on the place of advertising in a national emergency at the May 15 session.

Business Topics

The much-agitated mandatory daylight saving time issue, merchandising, code amendments, labor and other industry problems are allotted time during the three-day session. There also will be the election of directors at large from the floor, selection of next year’s convention city, and amendment of membership classification with respect to dues payments.

The convention will conclude Wednesday night with the annual banquet. Cabaret entertainment will be provided by the networks and St. Louis stations.

GOLF TOURNAMENT ENTRIES NEAR MARK

ALL PREVIOUS records for entries in the NAB golf tournament for the Broadcasters Magazine national golf tournament will be broken in the competition May 12 at the Sunset Hill course in St. Louis, according to advance reports from the golf committee.

Thus far, there have been approximately 40 advance entries, as against the record event of last year in San Francisco, which attracted 69 broadcasters-golfers. In addition to the attempt to break the record for the lowest score, the St. Louis stations will award a trophy to the broadcaster shooting the lowest actual score.

The golf committee, comprising Robert J. Richardson Jr., KWK, and J. Roy Stockton, KSD, reports also that there may be a ladies’ golf tournament if enough interest is aroused.

Among those already entered for the tournament are CarlHaymond, KMO, Tacoma, Wash.; Clyde Co., Chicago; Charley Fresco; F. Waters Milburne, WCAC, Baltimore; Bill Quarton, WMT, Cedar Rapids; R. J. LaRuffa, WJZ, Newark, N.J.; Bill Spence, NIB, Montreal; Sam G. Hale, KDKA, Pittsburgh; C. L. Thomas, WTCN, Minneapolis; R. J. Lautenbacher, WGL, Salliss, Ill.; J. B. Braddock, WGO, Toronto, Ont.; W. H. Cooke, WLOK, Lima; Milton B. Barber, KGB, Columbus; Jack Butz, WPTF, Raleigh; William S. Hedges, New York; KDKA, New York; Merrill Lindsay, WSOY, Decatur, Ill.; James L. Howe, WBTM, Duville; David Wassel, WABC, New York; Tom Mefford, KKOL, San Francisco; Jack Dailey, WUSP, Cincinnati; Harry Hooysel, C. M. Everson and G. K. Grantham, WHK, Columbus; Leslie C. Johnson, WHBF, Rock Island; Eugene S. Pulia, WHAS, Louisville, Ky.; Eleazar Taft Jr., WSKR, Cincinnati; Carl H. E. Warden, WJGH, Pittsburgh; Al Gordon, WHM, Provo; J. F. Pettit, WGN, Cleveland; J. B. Conley, WWO, Fort Wayne; George Thomas, KOIL, Lafayette, La.; Earl H. Gammons, WCCO, Minneapolis; George Kettinger, KROC, Rochester, Minn.; G. W. Covington Jr., WCOY, Montgomery; Al.; H. M. Felts, KOMO-KJR, Seattle.

NAB Convention Plans Are Discussed by BMI

BROADCASTING meeting in New York April 23 in an extended session dedicated chiefly to discussing plans for the NAB convention and plans to make BMI music available on a permission basis. No action was taken nor any details of the plans divulged, and it was reported that BMI will make no official move toward a per-per-program plan until ASCAP has brought its formula for per-per-program licensing.

Present were: Neville Miller, NAB; Walter Damm, WTMJ; John Elmer, WCMB; Niles Tannen, WRC; Mt. Vernon, Joseph Ream, CBS; Paul Morency, WTIC; John Shepard 3rd, Yankee Network; Theodore Rentz, MBS; Sydney Kaye, Merritt Tempkins, Carl Haverlin, BMI.

Razor Blade Spots

WORLD’S PRODUCTS Co., Spencer, Iowa (Razor Blade Spots), has started a 13-week spot announcement campaign on WHBF, Rock Island, Ill., WHK, Columbus, and WHBN, Cleveland, according to The Phil Gordon Agency, Chicago, which handle the account, other stations will be added.
ARE YOU "SQUARE-PEGGING"

THE PHILADELPHIA CIRCLE?

Defense contracts and geography have made the expanding Philadelphia market a gigantic circle of concentrated buying power. Philadelphia and its thriving industrial neighbors within a 60-mile radius around the compass are sharing in armament contracts totaling more than $2,000,000,000.

Now the question is, "Are you reaching all of this big, active consumer market? Or is your coverage square-pegged?"

The one sure way to reach all of the Philadelphia market, to cover all of the Philadelphia circle at the one cost is to use the only station that covers it all—WCAU—the only 1A clear channel station in Eastern Pennsylvania, Delaware, Maryland or New Jersey.

50,000 WATTS IN ALL DIRECTIONS WCAU
YOUTH PROBLEMS

PROBLEMS OF YOUTH in the modern scheme of civilization and the relation of these problems to Parent-Teachers' associations will be dramatized in Looking Ahead, to be heard on WLW, Cincinnati, starting May 11. Each program will begin by setting a phase of the problem under consideration, in dramatic form. Then Dr. Ada Hart Arlitt, child psychologist, of the University of Cincinnati, will analyze the problem, and her analysis and recommendations will be illustrated by the case.

Where the Money Goes

GOOD WILL SERIES recently inaugurated on WORL, Boston dramatizes various phases of the year-round activities of the Community Fund of Greater Boston, showing contributors where their dollars go after the annual WAVE drives in February. Titled Sunday Evening Players, the program debuted with a dramalogue on the Household Nursing Association.

Merchandising & Promotion

Dancing at Camps—River Race—Around St. Louis—Signboards and Photos—Game Books

COOPERATING with Larus Bros. Co., Richmond (Edgeworth tobacco, Chelsea and Domino cigarettes), WRVA, Richmond, is remoting weekly a half-hour portion of the three-hour Educational Dancing Party which the sponsor is rotating among various military training bases in Tide- water, Virginia, in an effort to emphasize the 'good-will angle' of WRVA talent, and an orchestra is being sent to the camps to perform for the trainees.

Famous Print

A UNIQUE merchandising scheme has been undertaken by WVL, New Orleans, which has issued a reproduction of the famous Currier & Ives print depicting the race between the Natchez and the Robert E. Lee. Tabbed to the picture is a circular gold on white captioned, "When you think of New Orleans you think of: The race between the Natchez and the Robert E. Lee—and WVL!"

Booth at Exposition

WFIL, Philadelphia, was honored by the Electrical Assn. of Philadelphia, which set aside the final day of its electrical display show as WFIL Day. Public recognition was given for the station's co-operation in making this annual fair a success. During the entire week of the show, WFIL maintained a large booth from which feature events of the show were broadcast by Bill Edmonds.

Darts and Dough

A COMBINATION dart and quiz game in which the studio audience and the listeners both participate is being aired on COD (Cash on Darts, Collect One Dollar) on CFRB, Toronto. Listeners sending in wrappers of the sponsor's products get one throw at a dart board by a studio audience member for each wrapper and collect 90c of the money won by dart thrower. In the quiz part of the program the studio audience selects questions to be thrown at a board of two experts, with the questioner collecting one dollar for every question the experts miss.

Rancher & Farmer News

AS A SERVICE to ranchers and farmers of Southern California, KMPQ, Beverly Hills, is broadcasting a daily morning program titled Farm Journal. Fred Henry, authority on livestock and agriculture, gives market reports, price scales, fluctuations of the various daily commodities on the fruit, vegetable and grain markets. In addition he covers all special events of importance to ranchers and growers.

Cheers for the Housewife

AS AN ANTIDOTE to the European news, WIL, Philadelphia, is scheduling a series of morning poetry programs. J. W. Stanistreet, a local poet, gives a daily series of original poems.

Plugs for KMOX

TO STIMULATE interest in its primary area, KMOX, St. Louis, will send more than a score of its entertainers and staff members to Cape Girardeau, Mo., May 10, to originate at least eight of the station's programs from that city, 126 miles southeast of St. Louis. The Chamber of Commerce of Cape Girardeau is sponsoring the event, which has been designated "KMOX-Cape Girardeau Day", and its two-fold purpose is to exploit the community's industrial and business opportunities and to promote interest in KMOX and its entertainers.

Signs of Blue

CALLING attention to its NBC-Blue network affiliation and popular local features, WCBS, Springfield, Ill., has placed a number of 10 x 25 feet outdoor signboards and several hundred window news pictures. Each week the window news pictures are changed to plug a different network show or local feature. Since last Oct. 13 outdoor signboards have been used.

Three Eye Games

SEVERAL THOUSAND schedule booklets of the Three-Eye League baseball games have been distributed to 100,000 fans in the Springfield, Ill., area. Booklets call attention to the games being aired over WCBS, Springfield, and include a picture of Stretch Miller, baseball announcer.
MORE than half the 800-old U. S. radio stations carry agricultural market news reports at least once each day, according to a survey recently completed by the Agricultural Marketing Service of the Department of Agriculture.

The survey, based on questionnaires sent out in January, indicates that 438 stations broadcast daily farm market reports. This compares with 387 stations in 1940 and 245 in 1939. It was pointed out also that back in 1922 only nine stations were presenting programs of this type.

Dual Personality

An analysis of the survey, covered in the 1941 Directory of Market News Broadcasts, to be published shortly by the Agricultural Marketing Service, indicates that while radio is primarily a form of entertainment for urban listeners, it has a dual personality in the rural areas—i.e., plays an important entertainment role, but also means dollars and cents to the farmer by keeping in touch with the markets for his products. The survey emphasizes that news, market information and weather reports top the preference list of rural listeners.

The survey favors a uniform time for farm programs—the rural audience should be able to locate its market reports from habit, just as it locates its favorite comedians and quiz shows. Another problem, getting information to stations located some distance from a market news office, has been alleviated during the last three years, it was pointed out, by expansion of press associations' service to include market news and the growing number of radio stations subscribing to these services.

The growing popularity of all kinds of market news broadcasts with the farmers is indicated by the steady increase in the number of stations carrying these reports, it was stated. Commenting on this growth, it was observed that William E. Drips, NBC director of agriculture, declared recently: "Radio is a 'natural' for rural people. With it comes additional facilities for collecting market news and eventually the means to spread the information. Today any farmer marketing agricultural products can get just as reliable and up-to-the-minute news as any city dealer, broker, or commission merchant".

BAMBERGER Broadcasting Service, owner and operator of WOR, New York, has been officially incorporated in New York State, following the shift of WOR studios from Newark, N. J., to New York. Stock issued is 500 shares, no par value, with directors listed as Alfred J. McCooker, president of WOR, Theodore C. Streibert, WOR general manager, and Emanuel Dunnet, WOR attorney.
Len Rile
POPULAR SPORTS COMMENTATOR
FOR
WCKY

DOING THE REAL JOB
IN THE LAND OF THE

CBS
FIFTY GRAND IN WATTS

B FOR BASEBALL

... THE CHAMPIONS...
Bleak Outlook

RADIO is beginning to feel the pinch of the national defense program. Up to now the effect has been superficial, but the outlook is bleak unless the industry promptly gets busy in Washington.

In a national emergency (and there no longer can be any doubt that one exists though not officially proclaimed) the military has the right of way. Broadcasting, as an industry, has not been mobilized. Yet one of the first moves of the Administration in preparing for "M-Day" was in connection with communications and with the "physical aspects" of broadcasting. That resulted in the creation last year of the Defense Communications Board, with important subcommittees for broadcasting, both domestic and international.

The situation facing radio today is a contradiction in Government policies. There can be no doubt about broadcasting's status as a vital defense pursuit. It is recognized as the fourth arm of defense. The roster of 900 stations is of paramount importance in keeping the public informed, in maintaining morale, and in avoiding complete breakdown of the last semblance of the "business as usual" concept. It is closer to the 150,000,000 Americans than any other medium. To disturb broadcasting's normal service would result in immediate unrest.

Yet, what is on the other side of the ledger? A virtual stoppage of basic metals essential to construct and maintain radio transmitters (and auxiliary equipment), as well as receivers, is threatened under the limitations imposed by the Priorities Division of the Office of Production Management. We do not mean to condemn OPM for its actions in the interest of national defense. Perhaps the industry is to blame for failing to present its case with sufficient emphasis and foresightedness.

But the plain facts gleaned from soundings in the industry, are that the rationing of aluminum, brass, copper, steel, zinc and nickel alloy to radio in one of the lowest priority classifications, threatens to retard manufacture and delivery of equipment all down the line, beginning this summer.

Some hair bristled when it was revealed that under the May aluminum priorities classification aluminum hoods for cottage cheese jars were ranked four classes ahead of aluminum supplies for radio manufacturers. There are sufficient inventories of transmitters and accessories to take care of immediate demand.

What will happen when priorities strike such basic materials as tower steel, and substitutes for aluminum, copper and zinc, however, is obvious.

Both transmitter and receiver plants are diversifying more and more for defense production. Following the lead of the automotive industry, several manufacturers already are freezing 1941-42 models to avoid retooling and to allow full-scale defense production. OPM already has ruled that the receiving set industry doesn't require a defense rating, since there are more than 50,000,000 sets in use. Yet, broadcast equipment is on the "critical" list of the military services. It's difficult to reconcile this reasoning.

The effect of the priorities rating on television and FM also appears ominous. The simple truth is that interest has bogged down in both, with television at this writing almost dormant. Industry investors are aware of the complete termination of television, after a three-year run, in England, with the onset of the war. Moreover, lack of materials, diversion of plants for defense work, and an indicated shortage of competent personnel have contributed to the television inertia.

FM, while off to a better start than television, also may become an innocent victim in the national defense momentum, to some extent. Slowing down of production, plus lack of essential materials, are only part of the FM story. The real rub is FM receiver production, which will be bottlenecked unless the priority restrictions are broken.

It seems to us the Defense Communications Board, functioning directly under the President, should take a hand in the whole physical radio picture, and certify to OPM that radio is a vital defense industry. Otherwise conditions can become chaotic quicker than many imagine.

The Little Things

IT'S BEEN SAID that the little things count in life. This axiom could well be applied to radio, forgetting such momentous problems as the war and censorship, FCC relations, newspaper ownership and even merchandising.

This is all by way of calling attention to an innovation announced in last week's Broadcasting by KWK, St. Louis. Simple in itself, it will prove to be a definite deterrent to hair pulling by innocent listeners tuning in late on sports broadcasts. KWK's contribution to progress is an automatic chimes, which ring every three minutes to remind announcers' time to give the score.

How many times have you tuned in, interest at a high pitch, to hear who's winning—and then have to wait, iter ineo ut, until the inning go by, period after period roll into history, while your sports announcer talks about the weather, his new car, his sponsor and sometimes even the seriousness of the international situation—but no score.

We bow to KWK for attempting to make the plight of the listener easier—nay advancing the art of evasion. Instead of innovation ingeniously. These chimes, we feel sure, will take their place with the self-starter, the automatic egg-heater, and the electric potato-peeler as milestones on the road to "the more abundant life".

And if they fail to work as gentle reminders, we know of one group of sports listeners who will willingly donate automatic air hammers to make certain that forgivable sports announcers will only suffer one lapse of memory.
JOHN BERNARD REYNOLDS

LIKE the boy who got his higher education by living in the college president's home, John Bernard Reynolds learned the ins and outs of radio by spending a busy 10 years with the Federal Communications Commission and its predecessor Federal Radio Commission.

As assistant secretary of the FCC during the years radio was coming of age, Jack Reynolds has acquired a host of genuine friends in the broadcasting industry. And they all wish him goodspeed in his first venture into commercial broadcasting, as part-owner and general manager of the new WKWR, Wheeling, W. Va. In the new venture he is associated with J. L. Smith Jr., son of Rep. Smith, and owner of WJLS, Beckley, W. Va.

Leaving his native Minnesota at the time of World War I, Jack Reynolds with his long subsequent residence in the District of Columbia and Washington, D.C., is a Washingtonian. However, he has the happy faculty of appreciating his geographic background, so with his move to West Virginia he will not be surprised one to see him identified not only as a West Virginian, but also as a Minnesotan and a Washingtonian. He likes to run over his experiences in the Gopher State and the Capital City, and is looking forward to living in West Virginia.

Born in Minneapolis, Jan. 13, 1897, he spent his teen-years down in the Southwest corner of the State, at Lamberton. He was gradu- ated from Lamberton High School in 1916 and the next year attended the normal training school there. During the winter he played on the Lamberton high school basketball team, which competed in a high school circuit extending from Mankato on the east to Tracy and Tyler on the west. During the summers he performed as an outfilder for the Lamberton baseball team.

Putting his teacher's training to work, he started teaching grade school at nearby Jeffers, Minn., in the fall of 1917. But in January, 1918, he dropped his teaching job to go to Fort Snelling and enlist in the 50th Engineers Corps, which he was stationed there. Within six weeks he was in France.

As it happened, he was included in a group of American doughboys districted to active duty in the French Army—among the first sent overseas. In fact, he served actively with the French Army throughout the entire war, first with General Maginot's 4th French Army and later with General Petain's 10th French Army—the same Marshal Henri Philippe Petain who is now Chief of State of Unoccupied France. He remained on duty with the French until May, 1919, and finally was discharged from service at Camp Dodge, Iowa, in June, 1919.

The following month Jack came to Washington to work with the superintendent of offices in the State-War-Navy Department buildings. Shortly he became building mail duty as a Justice Department group—a group of 10 or 11 "30-day buildings" constructed in about a month to take care of the tremendous demand for official space during war days, some of which are still being used today by the War and Navy Departments.

In 1924 he joined the Department of Justice as chief of its division of supplies and printing. Promoted later to the assistant chief clerkship of the Justice Department, he there made his first association with James W. Baldwin, then chief clerk and subsequently secretary to the Federal Radio Commission and now Washington representative of Finch Telecommunications Laboratories.

In 1927 he was sent to the U. S. District Attorney's office in Brooklyn as the Department's administrative assistant, serving there until 1929. His next assignment was field duty as a Justice Department examiner checking offices of U. S. attorneys, marshals, clerks of court and referees in bankruptcy.

In 1930 Jack entered the radio field as assistant secretary of the Federal Radio Commission, of which Mr. Baldwin then was secretary. In May, 1940, he rounded up 10 years with the FRC and joined the FCC. But in a decade he distinguished himself as a specialist in matters of budget, administration and personnel.

In 1941 he married Corinne Anderson, a native of Nebraska who had come to Washington via California. They are the parents of Jack Jr. and Thomas, born in 1943, and are living in Chevy Chase, Md., near Washington. He is a trustee of the Chevy Chase Baptist Church. Jack's hobbies tend to the outdoor, his avocations including golf, bowling and fishing.

The thrill of his life, he maintains, came in 1937 when he re- presented the chief engineer of the New York Telephone Company at the conference on aviation and communications called by the Governor of Alaska. In July, 1940, he flew all over Alaska, up to Nome and Nome into the Arctic Circle and over a patch of Siberia, Bering Strait and the Diamedes—in all about 10,000 miles over the wondrous snows.

SIGMA Chi fraternity, an affiliation made during his days as a student at George Washington U in 1923-24—he was graduated in 1926 from Annapolis Academy and the United States Naval Academy—and a trustee of the Chevy Chase Baptist Church, Jack's hobbies tend to the outdoor, his avocations including golf, bowling and fishing.

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REID KILPATRICK, KIHJ, Hollywood, announcer, has taken on additional duties of handling programming for WAXO, the Don Lee network, experimental television station in that city.

MURIEL R. RICHARDSON, secretary to Commercial Manager George H. Jaques of WTAG, Worcester, Mass., has announced her engagement to Arthur E. Freer Jr., of the Peabody Labs, Inc.

LEW ALLEN, NBC Hollywood commentator-announcer, and Elisabeth Robb, on the secretarial staff of J. Walter Thompson Co., have announced their engagement. Wedding is scheduled for late July.

TODD HUNTER, newscaster of WBBM, Chicago, on April 16 was named as Special Safety Officer for the office of the Secretary of State of Illinois.

LEE GEORGE, formerly announcer and writer of KWTO-KGBX, Springfield, Mo., and WITV, E. St. Louis, Ill., has joined the engineering department of WOCN, Springfield, Ill.

LOUIS E. MARSH, of New York, has succeeded Louis Mahla, a draftee, as news editor of WBNR, Marion, O.

FRANK HEMINGWAY, formerly of KWWJ, Portland Ore., has joined the secretarial staff of KOIN-KALE Portland.

BOB FISK, KOIN, Portland, Ore., announcer, has been inducted into the Army.

REX BOWEN, former news editor and continuity chief of KYCA, Prescott, Ariz., has joined the news staff of KUC, Tucson.

HARRY W. PASCOE, continuity director of WINS, New York, has resigned to join WAAT, Jersey City, as continuity and program director. Albert W. Grobe of the news staff takes his duties.

HELEN R. PEARSE, of the program department of KYW, Philadelphia, announces her engagement to William J. Flett, former station manager and vice-president with the Carnegie Institute of Terrestrial Magnetism.

LEON ADAMS JR., publicity director of WWL, New Orleans, recently married Ruth Polk of Shreveport, La.

BOB PAGE, formerly with KGGF, Coffeyville, Kan., and KWJF, Jefferson City, Mo., has joined the announcing staff of KOYK, Oklahoma City.

CHARLES KELLY, formerly of WYCO, Knoxville, Tenn., has joined WHJL, Johnson City, Tenn., replacing Dick Crane who resigned to become news announcer of WBIR, Knoxville.

HOWARD FLYNN, formerly an announcer of WJLS, Beechley, Va., has joined KJO, Ogden, Utah.

ELEANOR OGISHER has been named as an assistant in the continuity department of WWOW-WGQ, Fort Wayne, Ind.

FAIRIE MYERS, former feature writer of the Savannah Morning News, has been added to the continuity department of WMCA, Jack Davis, of the WMCA production staff, has been inducted into the Army.

JOHN C. SPEARS, formerly connected with the Boone County Jamboree on WCYW, Cincinnati, has been named a personal management pact at Al Kaiser and his Oklahoma Outlaws, and will manage, book, and publicize the cowboys with the full cooperation of the station.

BROADCASTING • Broadcast Advertising

Page 32 • May 5, 1941
JAMES W. BRIDGE, assistant account executive of BBDO, Chicago, recently joined the sales staff of WGN Radio, Chicago, and previously general sales counsel for NBC has organized an advertising agency under his name at 250 Park Ave., New York. Telephone: Plaza 3-6200. The agency will specialize in radio, but will handle other media for its accounts as well as its own.

OSCAR LIEFFERS, formerly copy writer of Robert F. Dennis Inc., Los Angeles agency, has joined Associated Adv. Agency, that city, as production manager. He succeeds Thaine Malley, resigned. 

ARTHUR COHN, associated with Collier Adv. Service for more than 15 years and currently director of sales for New York Subways Adv. Co., has announced formation of Arthur Cohn & Asso., specialists in transportation advertising, with offices at 10 Rockefeller Plaza.

CARROLL NYE, Hollywood assistant publicist director of Young & Rubicam Inc., has been assigned a part in the daily two-hour dramatic serial, "Second Mrs. Burton," sponsored by General Foods Corp. on CBS West Coast stations.

JAMES C. McCORMICK, account executive of Associated Adv. Agency, Los Angeles, has been inducted into the Army.

NIKKI KAYE, formerly of Baltimore, Md., on April 21 joined the W. F. Long Co., Chicago, as script writer. Miss Kaye writes and comments on "That's Show Business on WAAF," Chicago, recently had her short story "Call Me Dead," published in the Chicago Daily News.

CRAWFORD U. HALL, radio director of Clark Locke Ltd., Toronto, advertising agency, has been elected president of the Young Men's Advertising and Sales Club of Toronto.

HOWARD RAY ADV. Agency, Los Angeles, has been discontinued.

PARK A. WOODS, production manager of Harry J. Wendland Adv. Agency, Los Angeles, has been inducted into the Army.

JOHN S. K. HAMMANN, formerly on the NBC sales staff and recently with Advertising Sales, has joined the sales staff of New York Subways Adv. Co., New York.

LYNN BAKER CO., New York, on May 1 moved to 521 Fifth Ave. Telephone remains Vanderbilt 3-1550.

Agency on 35-Hour Week

EFFECTIVE: April 25 all employees of Russell M. Beels Co. went on a five-day, 35-hour week according to Freeman Keys, president of the Chicago agency. Substantial salary increases for all employees became effective May 1.

As a Prelude to advertising expansion on a number of its accounts, which will include radio, W. Frank McClure, president of the Chicago agency, has arranged an inspection tour of the West Coast. John Benson, secretary-treasurer, has just returned from Cuba where he gathered market data for one of the agency's accounts.

THREE ADVERTISING MEN take time off from the fourth district convention of the American Federation of Advertisers, recently held at the Lord Taretton Hotel, Miami. They are (1 to 3): William B. Boomer, president of AFA; Norman MacKay, commercial manager of WQAM, Miami, and newly-elected governor of the fourth district of AFA; and Thomas D. Connolly, program promotion director of CBS.

Y & R Transfers

WITH advent of daylight saving time and seasonal tapering off of its West Coast program origination, Young & Rubicam is transferring several Hollywood producers to the agency's New York headquarters for the summer. Glen Hall, radio producer of the weekly CBS Silver Theater, sponsored by International Silver Co. (silveryware), with close of the season, has been shifted to New York. He is now preparing "Reg'lar Fellers" as a summer substitute for the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O). Harry Ackerman, producer of the CBS Gulf Screen Guild Theatre, has been assigned a separate corporate promotion letter plugging the Vicks schedule on WSYR which you sent to Syracuse druggists.

"We are sure that this fine work by you will be an important factor in the success of our campaign."

Moore's Double

L. T. CROSSLEY, recently announced as being transferred from the Wm. Esty & Co., New York office to Hollywood, is a mythical person, it has been revealed. He was created by William Moore, Hollywood agency manager, to act as buffer between himself and visitors. It was explained that the letter in Crossley reports means "less than one".

D. D. D. Corp., Batavia, Ill., has been ordered by the Federal Trade Commission to stop alleged misleading advertising claims for D. D. D. Representative, proprietary, according to an FTC announcement last Thursday.

Collins to Kudner


Texaco Signs 'Met'

TEXAS Co., New York, will again sponsor next season's broadcasts of the Metropolitan Opera for 16 weeks starting in November. Broadcasts will be heard on 131 NBC-Blue stations and will be shortwaved on WRCA and WNYE.

Buchanan & Co., New York, is agency.

TO HELP YOU SELL

Kirby Peake, Vick Chemical Company, writes: "Thanks very much for your letter and the enclosed copy of the promotion letter plugging the Vicks schedule on WSYR which you sent to Syracuse druggists."

"We are sure that this fine work by you will be an important factor in the success of our campaign."

May 5, 1941 • Page 33
NOW THEY LOOK LIKE THIS
See page 20

PHOTOGRAPHS ON PAGE 20 in the same (1 to r) order show: (1) George W. Smith, managing director of WWYA, Wheeling, W. Va., who served as doughboy throughout World War I with the 302d Infantry on the French and Belgian fronts. (2) S. A. (Steve) Vetter, construction manager of WIOD, Miami, who was with the 320th Infantry, 80th Division, but was left behind when his outfit went overseas, because of pneumonia; later he was assigned to Officers Training School at Camp Lee, Va. (3) Maj. Edward A. Davies, vice-president of WIP, Philadelphia, now back in active service with the 28th Division, National Guard; during the last war he was a second lieutenant, served in the Meuse-Argonne offensive and was wounded in action eight days before the Armistice.

AN IDEA THAT SUCCEEDED PDQ
Coast Quiz Merchandises Itself and Builds Both
Good-Will and New Customers

By CHET CRANK
Dena Jones Co. and Chet Crank Inc.,
Associates, Los Angeles

WHEN the Petrol Corp., Los Angeles, announced that it will sponsor a radio program in August of 1939, executives had no particular type in mind.

Their interest was to find one that would help sell its petroleum products, but the show must be inexpensive and have general public appeal. Then, too, it must interest Petrol dealers in the Southern California area.

Many shows were considered. Just as many were turned down. Then up popped the PDQ Quiz Court.

Frankly, executives of the firm were not very radio minded. They had tried the medium in the past, but results hadn't been so good. No, they weren't soured on radio. Only a bit disappointed, and other media were proving satisfactory. May be they had used the wrong type of program, they admitted. Probably the commercials weren't just right.

General Appeal

So we went into a huddle and an idea emerged: They were interested. As demanded, it wasn't expensive and it had general appeal. It seemed to have possibilities for the making of new friends for Petrol Corp.

The entire idea of the Quiz Court revolved around audience participation which assumed the leading role with a supporting radio personality.

We secured LeRoy Dawson, presiding judge of the Los Angeles Municipal Court, only because a portion of the PDQ Quiz Court was to be devoted to questions on traffic safety. As a public official, he felt it his duty to undertake the dissemination of traffic laws as a means to increase safety. His usual wit had won him an enviable reputation as an after dinner speaker throughout Southern California.

Emanating from the Paramount Theatre in downtown Los Angeles, the weekly half-hour program was started on KFI, Sept. 29, 1939. The stage, set with judge's bench and the boxes, creates the atmosphere of an actual courtroom. Assisting Judge Dawson as clerk of court is Gary Breckner, West Coast announcer.

Contestants are selected from volunteers in the audience. Each week 15 are chosen. From these, five serve as defendants, with 10 sitting as a jury of their peers. As each defendant comes to the microphone, he is presented with ten new silver dollars. If he is able to answer the question, he retains his money. If he fails, the judge levies a fine against him, which goes into the court treasury.

From Their Seats

While the jury is making its decision, "bailiffs" pass through the audience with two microphone, selecting volunteers to answer questions from their seats. Judge Dawson propounds these questions, to which contestants are required to respond in written form, depending on accuracy of the answer.

All questions, except those on traffic submitted by the public. For each question of general information used, the person submitting it is given $1, with $5 for questions relating to the special subject selected each week. All questions must be submitted on forms secure at independent gasoline dealers who handle Petrol products. More than 3,000 questions are received weekly.

With exception of the introductions which are written by David Nowinson, KFI chief publicity writer, and the two commercials prepared by the writer on a dramatic format, the weekly show is strictly ad lib. It is light and informal, entertaining and informative and appeals to all ages. In addition to building good will, it is selling the sponsor's product. Dealers throughout the Southern California area report further business increases as result of the weekly show.

Judge Is Generous

To stimulate added dealer enthusiasm, groups of distributors and employees are invited to the program. Sometimes they participate as defendants. The program occasionally originates from an outstanding Southern California festival or civic event.

A Unique Feature that is Creating Good-Will is the Generosity Displayed by Judge Dawson. He is the check which Petrol Corp. tenders him for his services each week, he turns over to some worthwhile charity. Dealers report that hundreds of new customers give his generosity as their reason for patronizing PDQ Petrol stations.

Action in WSBT Case Reversed by Thompson

IN AN about-face, the FCC announced April 29 that Commissioner F. J. Thompson had reconsidered his action of April 26 granting WSBT, South Bend, Ind., additional hours with the proviso that the station operate non-commercially. The FCC dismissed the petition of the station operated by the South Bend Tribune, for reconsideration of Commissioner Thompson's action, disclosing that the Commissioner himself had reversed his original decision.

The situation grew out of a full-time grant to WSBT on 960 kc. with 500 watts power, in lieu of operation of two time-sharing stations. The full-time grant for WSBT was conditioned upon disposal of the license to the half-time local WFM, which had been accomplished. In the new action, WSBT was given ten days' authority to operate with the additional time commercially, subject to filing of reasons for the delay in procuring new equipment, to permit the regular authorization.

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

Exclusice Affiliate in St. Louis

BROADCASTING - Broadcast Advertising
TOLEDO
A Fort Industry Market

Just to refresh your minds!

WSPD
Reaches one and a half million listeners! (Primary Area)

WSPD
Is the only basic station in Northwestern Ohio. (NBC Red)

WSPD
Is the only station in Toledo served by two world wide news services. (UP and INS)

WSPD
Is offered at a low cost—because the rate is based on the Toledo Trading Area and does not reflect the station's vast PLUS coverage.

We're Represented by Katz!

BROADCASTING • Broadcast Advertising

May 5, 1941 • Page 35
Radio Clients Seen In Sporting Goods

Dealers Declared Behind the Trend in Use of Radio

Retail sporting goods dealers, as a group, are learning how they can use radio to boost their sales volume. This is indicated in a nationwide survey of radio stations conducted by the Sporting Goods Dealer, trade journal of the retail sports business, described in the April issue of the publication.

Although the survey was based entirely on replies by stores, rather than data supplied by radioadvertising dealers themselves, several general conclusions were drawn by the magazine from the replies, among them: (1) Sporting goods stores, on the average, are behind the trend toward advertising; (2) most sporting goods advertising is on small stations; (3) programs conducted by the dealer himself rank among the most successful; sporting goods dealers have advantageous relationships with many stations, with the result that they sometimes get free plugs or cooperative coverage, where theaverage retailer may be lucky to get such on special event sports broadcasts.

Store Sponsorships

Citing NAB time unit sales figures for September, October and November, 1940, Sporting Goods Dealer estimated that about 325 programs were sponsored by sporting goods stores on the 210 stations covered in the NAB sales survey during the three-month period—an estimated average of only about five minutes per month per station, along with about 1 3 minutes per month per station for spot announcements sponsored by these stores.

"It is not likely that the 210 stations represented in the NAB study projects as much as 10 percent of the number of stations of each power range, nor are the figures intended for such a purpose," the magazine declared. It is a safe probability that there is a greater percentage of the powerful stations included in the NAB report than the percentage of powerful stations in the broadcasting industry.

"And from the replies received to the survey questions, it appears that some of the most successful radio advertising by sporting goods stores is handled through stations of lesser wattage. This is true for two reasons: The average store would be too small to pay the costs of advertising on a powerful station, and even if able to pay the costs, a more equitable buy is normally with the 'local' powered stations. Many stores find this extra cost for extra listeners outside their normal zone a method for building business, and, if they are in the majority, find the cost out of line with the return, as compared with what can be done on the smaller station."
LAUNCHING A LAUNDRY program was the assignment of Lyle DeMoss, production manager of WOW, Omaha, and he dove into the with this disdainful expression.

LAUNCHING A LAUNDRY program was the assignment of Lyle DeMoss, production manager of WOW, Omaha, and he dove into the with this disdainful expression.
**Procreation Pay**

Procreation pays dividends at WOR, New York, under President Alfred McCoiser's new plan to deposit $100 a week on the Greenwich Savings Bank. A sponsor on the station for the first 11 years, in the name of each child born to a member of the WOR staff. First beneficiary was WOR Engineer Alexander's daughter, Geraldine Julia, born April 14.

**Royal Tailors**, Chicago (men's clothing), on April 4 started a test campaign of 12-weekly quarter-hour dramatic serials. Lester Foster, the Lead's Bank, will be used for this purpose. In addition to the above-mentioned stations, WOR, New York, is also planning a 12-week test campaign, in which the Foster's idea will be tried out in a number of other markets. WOR, New York, is also planning a 12-week test campaign, in which the Foster's idea will be tried out in a number of other markets.

**Crown Dominion Oil Co.** Hamilton, Ont., on April 5 started two twice-weekly quarter-hour dramatic serials, The Martha Test, featuring Jack Kennon, sports editor of the Chicago Tribune, and RGN, Chicago. The agency is George H. Hartman Co., Chicago.

**Kroger Grocery & Baking Co., Cincinnati,** on April 6 started its second week's five-weekly quarter-hour dramatic serials. The first was a test campaign conducted by Alinkenter, Inc. The Foster's idea will be tried out in a number of other markets. Kroger, Cincinnati, is also planning a 12-week test campaign, in which the Foster's idea will be tried out in a number of other markets.

**Mid-Continental Petroleum Corp.** Tulsa, Okla. (petroleum), on April 7 started its second week's five-weekly quarter-hour dramatic serials. The first was a test campaign conducted by Alinkenter, Inc. The Foster's idea will be tried out in a number of other markets. Mid-Continental Petroleum, Tulsa, Okla., is also planning a 12-week test campaign, in which the Foster's idea will be tried out in a number of other markets.

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Baltimore Institutions:

Pimlico
America's most famed race course; scene of the "Preakness"

and

WFBF
Maryland's Pioneer Broadcast Station

WFBF has always shown a keen, "hometown" interest in local events—it has won acceptance by Baltimoreans as a Baltimore institution.

That public acceptance gives more "pull" to your radio advertising when you use WFBF.
CHILD QUIZ SERIES - GOES ON DON LEE

BECAUSE it allegedly followed too closely a formula of the NBC Quiz Kids, sponsored by Miles Labs. (Alta Seltzer), Hollywood executives of that network cancelled their show on April 28 of the weekly half-hour program, Kids of the Week, on 11 Pacific Coast NBC network stations, Sunday, 6:30 p.m. (PST).

Lime Cola Co. of California (bureaucrats), sponsor of the new show, was offered choice of two substitute programs, but turned them down. Instead, Dave & Pearson Adv. Agency, Hollywood, servicing the account, announced that Kids of the Week will start May 10 for 13 weeks on 14 Pacific Coast Don Lee stations, Saturday, 1:30-2 p.m. (PST), in a test before going transcontinental on MBS.

Don D. Davis, agency executive, said the program formula as presented to NBC Hollywood executives had originally been approved, but later tabooed. He said the Lime Cola program differs from the Quiz Kids in that it has only one quiz angle, that of the six youngsters hurrying questions at a guest personality. Otherwise, it was said, they discussed current topics, with a "kid of the week" chosen for some controversial statistic. Show in under the new setup, is to originate from Hollywood, with Doris Sederholm portraying the role of Betty Ross.

Action of NBC executives in cancelling Kids of the Week, it is understood was to avoid any infringement of ASCAP, the Mutual copyright committee sent a letter to all MBS stations, asking them to sign the letter which contains the full text of the Mutual copyright committee's report.

We believe the ASCAP "can and should" be handled as it is with the Laval report. Any interference would make the entire radio industry. Recently the ASCAP has demonstrated an increasing alarming tendency to enter into controversial subjects affecting competitive advantage between the Mutual and the Mutual Broadcasting System.

and Mutual stations.

On May 2 Fred Weber, MBS general manager, sent the following letter to the Mutual stations. This is an excerpt from an analysis of their reports:

"We understand that the NAB was an association supported by the entire radio industry. Recently the association has demonstrated an increasing alarming tendency to enter into controversial subjects affecting competitive advantages between the Mutual and the Mutual Broadcasting System. This is emphasized by your action in entering into a matter of business which concerns the affiliates and Mutual."

"We protest against your attempts to coerce, influence, and restrain the free choice of action of independent broadcasting stations."

RADIO commentators Johannes Steel, Lisa Sorig and Linda Littlejohn will be among the well-known radio figures speaking at the First National Town Hall Conference to be held at Town Hall, New York, May 16-17, under the direction of George V. Bernay Jr., president of Town Hall, and moderator of the NBC America's Town Meeting of Air program.

MBS Outlets Study ASCAP Plan (Continued from Page 8)

License fee

on Friday there was no indication that either of these networks would conclude their arrangements with ASCAP until after the NAB convention.

Infringement Clause

All the proposed license forms carry ASCAP's agreement to release station or network and its sponsors and advertising agencies from any liability claims that have recently arisen since Jan., 1941, because of broadcasts allegedly infringing on copyrights controlled by ASCAP, Contracts also for the first time provide for indemnification of advertisers and agencies as well as stations against infringement claims.

In a letter accompanying the license forms, the Mutual copyright committee reviews its negotiations with ASCAP which it states were undertaken at the decision of MBS shareholders that the return of ASCAP music to the air was in the public interest. Reason for Mutual's independent negotiations, apart from the public interest involved, was the advice of our attorneys that negotiations should be entered upon separately and in good faith to avoid any charge of conspiracy with other elements in the industry in violation of the anti-trust laws, the letter states.

Analyzing the proposed plans, the letter points out the 3% blanket license station fee in place of the 5% paid previously; the deduction of the charges and fines, sales expenses; the length of the contract, eight years and seven months, which "removes any question as to ASCAP licenses for a substantial period of time_; the extension of indemnity to advertisers and agencies; the "most favored nation" clause and other advantages, including the reduction in royalty rates which "should make it possible for broadcasters to secure additional music from other sources, so that the total music cost might well be the same or less than the percentage paid to ASCAP in 1940."

Letter was signed by the full copyright committee: Alfred McEacher, chairman; E. M. Antirin, H. K. Carpenter, Lewis Allen Weiss, Fred Weber, and approved by W. E. Macfarlane, MBS president.

Minority Report

The Shepard-Taft telegraphic "minority report" against the action of the majority of the Mutual board in approving the proposed formula, reads as follows:

"We understand you today information regarding contracts not yet drawn which ASCAP has promised to sign with Mutual and individual stations. Mutual asked for quick reply which would commit stations without allowing time for analysis of proposal and without waiting for NAB convention being held within 10 days."

"Present proposal should be compared with offer ASCAP made to you in March, 1940, and which you turned down. In most cases present offer through Mutual affords you no saving. On basis best figures procurable ASCAP would collect under proposed deal close to amount paid in 1940. We believe it would be suicide to put ASCAP music back on air as Mutual committee suggests before individual station contracts are negotiated. Alternative program deal contains guarantees and we believe does not comply with consent decree. We trust you will not be stampeded and will wire Mutual you are withholding your decision until after convention. Letter follows as soon as can make detailed analysis."

Releasing the telegram to the press, Mr. Shepard said that of the 142 stations which are exclusive MBS affiliates, 122 are subscribers to BMI. Breaking down by groups on the basis of 1939 revenue figures, he said that 78 of the stations had incomes of $50,000 or less and so would have paid ASCAP only 3% under the terms of the license offered by ASCAP last year and rejected by the stations. Of the other 44 Mutual stations, 37 fall in the $50,000 to $150,000 class, which the license proffered by ASCAP last year would have taxes 4%, and seven stations in the $150,000 and over category, for whom the ASCAP fee would have amounted to 5%.
Color Television Given First Exhibition by NBC

NBC last Thursday took its color television out of the laboratory for its first demonstration, with a panel of newspapermen as witnesses. At the present stage of development, NBC's system is partly offset by the greater resolution of the black-and-white images.

Like the CBS television, previously demonstrated, NBC's system is mechanical, with the color supplied by three-color discs, operated in synchronisation at transmitter and receiver. Scanning of the two systems is also similar, 120 fields giving 20 interleaved frames a second. Like the CBS demonstration, NBC's broadcast would not last, but was sent by cable directly from the studio to the receiver. O. B. Hanson, NBC vice-president and chief engineer, stated, however, that during the past four weeks NBC has broadcast 20 hours of color television for field tests. He reported that he had received the colored pictures clearly at his suburban home some 45 miles from the transmitter.

Mr. Hanson said the ultimate answer is to provide an all-electronic system for color as it does for black-and-white television, but not the present mechanical color disc provides the simplest method.

SANTA FE TRAILSWAYS & BURBANK TRAILWAYS, Los Angeles (bus transport), will jointly sponsor weekly programs of the quarter-hour transcribed serial, "The girl from the other side," on KIUL, Hollywood. Contract is for 26 weeks, starting the second week in April, as previously planned. Agency is Ferry-Henly Co., Los Angeles.

PORT WORTH POULTRY & EGG (Armory Co.) for Cloverblom butter April 25 renewed Clover-Bloom Quartet for 13 weeks over 15 Texas State Network stations, Fri., 12:30-12:45 p.m. (EST).


Network Changes

CAMPBELL SOUP CO., Camden, on May 5 shifted "Andy Farkas"


HECKER PRODUCTS CORP., New York (shampoo), on May 5 re-started "Lincoln Highway" from 10-11 a.m. to 11-12:30 a.m. and broadcast time from 12-11:30 a.m. to 11-12:30 a.m. on 61 NBC stations. Agency: Benton & Bowles, N. Y.

MARS Inc., New York (candy bars), on May 26 shifts "Dr. J. Q." from Washington, D. C., to Detroit, for six weeks on 9 NBC stations, Mon., thru Fri., 7-7:15 p.m. Agency: Great Adv., Chicago.

ROMA WINE CO., New York (wines), on May 2 shifted origin of "What's New in Wine" from Los Angeles to 19 NBC stations, California & Arizona stations, Mon., Fri., 6:45-7 p.m. (EST).

GENERAL FOODS CORP., New York (La French, Satins, Minute tapioca), on April 29 placed "Bubbles in Venice, Jordan, Girl Intern, making a total of 19 stations" on 5 NBC stations, Mon., thru Fri., 2:15-2:30 p.m., rebroadcast 3:00-3:45 p.m. The additional 19 stations will be in the Pacific. Agency: Young & Rubicam, N. Y.
Two FM Station Grants Conditioned on Order 79

DEVIATING from its practice under the newspaper inquiry order, the FCC last Wednesday announced granting of the Class B FM application of the Milwaukee Journal, to which the call WSYM already has been assigned. Action is taken on petition of the newspaper company, which operates WTMJ, setting forth that construction of the station had been about half-completed, with approximately $50,000 already spent and another $100,000 earmarked.

The Commission ordered issuance of the construction permit under the last provision of Order 79, adopted in March, upon finding that "the public interest, convenience and necessity will be served by construction at this time and without prejudice to determination of the newspaper issue."

At the same meeting, the FCC ordered issuance of a construction permit for a new FM station to Radio Service Co., Inc., of Milwaukee, which operates KSL, but with the condition that no construction shall be undertaken or completed until the Commission has acted on the general newspaper ownership question. The proposed FM station, to which the call WSYM has been assigned, is corporately linked with the Salt Lake City, Utah, and Seattle, Wash., stations.

John F. Fitzpatrick, publisher of the newspapers, is listed as an approximate 20% stockholder, with the Mormon Church owning 60.5%.

AACA Elections

LOUIS LITTLEJOHN and Edward Darlington, both of Philadelphia, have been elected chairman and secretary-treasurer respectively of the newly created Broadcast Council of Local 1 of the American Communications Assn. Elected board members were: Sidney Adler, New York; Raymond P. Griswell, Buffalo, and Charles S. Safford, Philadelphia. Sanford Alger was elected secretary-treasurer of the New York Union. John E. Kriemendahl was elected secretary and Ernest Jensen treasurer of the newly created Broadcast Council of Local 1 of the American Communications Assn.

Baltimore and Washington bankers will hold their elections shortly, it was stated.

LIP-STICK and lip-stick brigade is what this out-door shot was labelled by Everett L. Dillard, manager of Commercial Radio Equipment Co., Kansas City engineering firm. When spring fever struck, the crew adjourned to the balmy outdoors.

Morris Granted Control Of KSUN, Lowell, Ariz.

CARLTON W. MORRIS, manager of KSUN, Lowell, Ariz., was authorized by the FCC April 28 to assume control of Copper Electric Co., Inc., licensee of KSUN. Under the deal Mr. Morris will purchase 55.7% of the issued and outstanding capital stock from the present holders, Lawrence R. Jackson and James S. Maffeo, for a total consideration of $6,001. KSUN operates with 350 watts at 1020 kc.

The FCC the same day also authorized Sarah M. Scanlan, executive of the estate of Joseph M. Scanlan, deceased, to transfer control of the Star Printing Co., permittee of KJRF under construction in Miles City, Mont., to Sarah M. Scanlan personally. Action involves 68.1% of the stock. A station is 100% controlled by stockholders of the Star Printing Co., publisher of the Miles City Star. KJRF will operate with 200 watts on 1340 kc.

NEW YORK financial circles reported April 28 that RCA, which last October postponed a group of loans, has borrowed $100,000 to cover expenses for defense orders and other increased business. Both loans are for five years at 1 1/2%.

Rules for Applications Are Amended by FCC

Rules governing the submission of applications to the FCC for standard broadcast, FM, international and television stations were amended by an action of the Commission April 30. Hereafter applicants may submit applications in triplicate rather than in duplicate as required by items d and f in section 11.382 of the Commission's Rules of Practice and Procedure. The previous day the FCC had ordered the FCC governing studio transmitter link broadcast stations to provide for utilization of stations in this service by commercial stations. The revised rules will permit the holding of not more than two STL stations in connection with each license for a national station.

New FM Transmitter

LEWIS ALLEN WEISS, vice-president and general manager of the Pennsylvania Broadcasting System, has placed an order with Graybar Electric Co., Los Angeles, for a high power FM transmitter to be erected atop Mt. Lee, Hollywood, site of the Don Lee television station, W6XAO. New unit, expected to start operation by early summer, will consist of a 2300 foot tower on top of a six bay turnstile antenna, adding another 70 feet to the tower's height.

Frank M. Johnson, general manager, is to supervise installation of the FM equipment that will service an area of 7,000 square miles.

IBEW Signs KIEV-KFVD

AFTER several weeks of negotiation, KIEV and KFVD, in Los Angeles, in late April announced the signing of 100% union shop contracts with Local 40, IBEW. Contracts call for standard union wage scales for all technicians, two-week vacation, sick leave and other improved working conditions. All Speede, business agent, for KIEV, negotiated the contracts with the IBEW, negotiations are under way with KFAC, Los Angeles.
47.8 of Population Lives in 140 Cities

THAT 47.8% of the population of the United States lived in the 140 metropolitan districts of the country as of April 1, 1940, was disclosed in a U. S. Census Bureau report released April 30.

Statistics gathered as part of the 1940 decennial census showed there were 62,958,703 persons living in the 140 metropolitan districts, and that these districts also contained 18,184,116 dwelling units, or 48.7% of the nation's total. The latter figure was taken from the 1940 housing census gathered concurrently with the population count. Of these dwelling units 850,731, or 4.7%, were vacant and for sale or rent as compared with 5% in the country as a whole.

3.7 Persons Per Dwelling

The average population per occupied dwelling unit was 3.7 in the total area of 140 metropolitan districts, 3.6 in the central cities and 3.8 outside these cities. In the nation at large, the average population per occupied dwelling unit was 3.8.

Summary population and housing data for each of the 140 metropolitan districts are given in tables now available from the Census Bureau. The population figures are final, with the housing figures subject to possible slight revisions. Separate announcements are being released by the Census Bureau for the individual metropolitan districts, giving the population and housing data on each.

Earlier, the Census Bureau issued a preliminary report on total farm population in the United States as of April 1, 1940, showing that it numbered 30,475,206 as compared to 30,445,350 in 1930. The difference between the preliminary 1940 and the 1930 figure—30,848, or 0.1%—is so small that it is not possible to state, until the complete returns are available, whether the total farm population of the United States has increased or decreased during the decade.

The preliminary table of farm population figures by geographical divisions and States is also available from the Bureau.

“We have established and are maintaining the daytime audience with our INS.”—John C. Sweeney, KPHO, Phoenix.

INTERNATIONAL NEWS SERVICE

RADIO SAMPLES MERCHANDISE

Music Store Makes Unique Use of Air Medium to Sell Its Products in the Denver Area

By RUSSELL B. WELLS

Vice-president

Charles E. Wells Music Co., Denver

FOR THE FOURTH consecutive year, the Charles E. Wells Music Co. has a 62-week contract with KOA. That, I believe, is the strongest endorsement our company can give for a job well done.

In the 22 years of its existence our company has expanded from one to five stores and from 13 employees to 30. All this, of course, has been due partly to the fact that we are, I believe, one of the leading musical instrument dealers in the Rocky Mountain area. But the growth of our “music service” since we started using radio is the greatest satisfaction I have. Chas. E. Wells, the founder, has had throughout the store's history.

A Saver of Time

Reports of our salesmen working out of the five stores have indicated the great assistance our broadcasts have given. They report that much time is saved for them in their calls upon prospects in homes and businesses. A characteristic of the salesmen receive is, “Oh, yes, we listen regularly to your Wellese of Music programs and we think much of them. This value aside, opening doors more easily, we regard as amply justifying our regular listening.

But, in addition, sales of items in the various stores consistently reflect, in the cash registers, the division of our profits. Furthermore, the heightened attendance at music study classes conducted by the store is another important factor.

The Chas. E. Wells Music Co. has conducted free accordion classes for boys and girls seven years of age or over. Information concerning these classes has gone to the public via the WELLS of Music broadcast. The children receive free instruction, free music and are supplied with an instrument. Results have been outstanding. Mothers and fathers in large numbers have taken advantage of this service for their children. The training begins with the fundamentals of music, and as the children progress, they join the Wells Elementary Accordion Band. Hundreds of children have thus been enabled to learn music; and, of course, many sales of musical instruments have resulted.

An Aid in Sampling

Among the other activities of our musical merchandising organization have been the Junior Police Band of Marimba Orehon and the Derrell Barbee Band. Mr. Caldwell has received the high approval of civic officials and has been the means of stimulating a love of band music among hundreds of youngsters.

In general, the Chas. E. Wells Music Co. has used radio broadcasts in a way to effectively to emphasize our merchandise in all departments. While our main instrumental department, music, where the radio programs have been the Steinway Piano, programs also have carried Hammond Electric Organ, xylophone, stringed in-

NEW FM/AM TUNES TO 165 MC

COVERS FM RELAY FREQUENCIES

HALLCRAFTERS Model S-27B tube FM/AM Communications tuner operates on 3 bands: 36 to 60 mc; 56 to 94 mc; 92 to 165 mc. Changes from FM to AM with the push of a button. RF amplifier first detector and oscillators are high frequency Acorum tubes High gain 1852 tubes in iron core IF stages. Push-push high fidelity audio amplifier uses beam power tubes. Controls are: RF gain; bandswitch; antenna trimmer; IF selectivity control; volume control; beat oscillator pitch control; tone control with bass boost position; S-meter and Verite Tuning Scale; AVC on-off switch; standby switch; phone jack; amplitude or frequency modulation operation switch; 110 volt 50-60 cycle AC. Available for 25 to 133 cycles, 110 to 250 Volts. Price upon application. Model S-27B with tubes, $195.

MODEL S-31-A

HIGH FIDELITY AMPLIFIER

Delivers 25 watts of the fidelity audio power to either speaker or 500 ohm load—6 tubes. Fidelity within 2 DB gain from 30 to 15,000 cycles. Channel No. 1, microphone; Channel No. 2, phone; Channel No. 3; telephone (low impedance) 60 DB power output 25 Watts, power consumption 120 Watts, output impedance No. 1, 500 ohms; No. 2, 8; No. 3, 4 ohms. Model S-31-A Amplifier complete with tubes $49.50.

the hallcrafters co.

CHICAGO, U. S. A.

USED BY 33 GOVERNMENTS SOLD IN 89 COUNTRIES

REVIEWS

Blue Moon Test

Blue Moon Foods, Thorp, Wis., is testing announcements by the Bavarian cheese spread on participating programs, five times weekly on Besse Buxley, WOR, New York; three-weekly on Jack Baker, WOR; Dean Schenck, WOR, and Dick Stone, WIRE, Indianapolis. Agency is H. W. Quattle, New York.
Many Mike Stars Appear in New Pictures

By DAVID GLICKMAN

HOLLYWOOD film producers, running their seasoned eyes over radio names on the lookout for motion picture talent, have uncovered several potential stars. Some film companies have people assigned to nothing else but listening in for likely acting material. Others have scouts out around the country.

Barbara Jo Allen, Hollywood comedienne, featured as Vera Vague on the weekly half-hour Signal Carnival, sponsored by Signal Oil Co., on 14 NBC-Pacific Red stations, Sunday, 7:30-8 p.m. (FST), has successfully completed her first major film assignment in the Paramount production, "Kisses the Boys Goodbye", has been engaged by that studio for a comedy lead in another picture, "Buy Me That Town".

The Great Profile

Cliff Nazarro, double-talker comedian, featured on the weekly NBC West Coast sustaining, This Is the Show, will have an important role in the Paramount picture "World Premiere", which is to feature John Barrymore, now a radio star on the NBC Rudy Valley Show, sponsored by National Dairy Products Corp. (Sealtest). The picture is in production.

Nazarro, on completion of that assignment, switches to Warner Bros. for a part in the musical film, "Navy Blues", which goes into production shortly. He recently completed important roles in the Republic Studios service comedy, "Rookies on Parade", and "The Night of Jan. 16", produced by Paramount. Martha Raye, who built her reputation through radio, has been signed for the second feminine lead in "Navy Blues". Mary Jane Walsh, former New York radio and night club comedian, has a part in that screen play, too.

The Feminine Side

Making their vocal film debut will be Gleason's Royal Guards, popular radio sextette, who have been signed by Fleischer Studios in Miami, Fla., to sing chorus numbers for "Mr. Bog Goes to Town", the new $1,000,000 feature length Technicolor cartoon, which Paramount will release this year. Composed of former university men, Gleason's Royal Guards include Tommy Gleason, Ollie West, Joe De Lisie, Henry Austin, Ricky Tanzi and Roy Russell. Kenny Gardner and Grom Williams, also radio singers, will do solo versions of the melodies. Fleischer Studios, incidentally, will also produce a Superman and Popeye cartoon series.

Marilyn Hare, daughter of Ernie Hare, radio pioneer comedian, who did some work before the microphone herself and is now under contract to Republic Studios, has completed her first major screen assignment in "Country Fair". She has a top part in "Angels With Broken Wings", a Broadway-background musical now being produced by that film company.

Featured with Miss Hare in the latter film are Mary Lee, singer on the CBS Melody Ranch, sponsored by William Wrigley Jr. Co. (Doublenint gum), and Jane Frazee who was part of the noted Frazee Sisters singing team. Miss Frazee has a part in "Country Fair". She made her film debut as romantic feminine interest in Universal's service comedy, "Buck Privates", and has the lead in "Sing Another Chorus", recently completed by that company.

Republican Studios has long capitalized on the popularity of radio names and features several others from well-known local and network programs in "Country Fair". There are Whitey Ford of the NBC Plantation Party, sponsored by Brown & Williamson Tobacco Co. (Bugsy), and Hal Peary who portrays Throckmorton P. Gildersleeve on the NBC Fibber McGee & Molly program, sponsored by NBC-Red by S. C. Johnson & Son. Cast also includes the Vass Family, singing group of the ABC Alec Templeton Time, sponsored by Milburn Laboratories (Alka-Seltzer), as well as of Lulubelle & Scotty, singing stars of the ABC County Jamboree on WLB, Cincinnati. Latter two are also signed by Republic for "Village Barn Dance".

Bud and Lou

Following completion of their next service comedy for Universal, which is titled "Bud Abbott and Lou Costello in the Navy" the duo will hit the great open spaces in "Fiddle 'Em Cowboy", scheduled for June production. They are featured in "Oh Charlie", which will not be released for some time. The comedy team, which got its start to popularity on the CBS Kate Smith Hour, sponsored by CBS by General Foods Corp. (Grape Nuts), also has a featured part in "Buck Privates". Under a 13-week contract, Abbott & Costello on April 6 returned to radio as a feature of the weekly NBC Chase & Samborn Show, sponsored by Standard Brands.

When that program resumes in September after a summer layoff, they will continue to be featured along with Edgar Bergen and other cast members. Walter Thompson Co., agency servicing the Chase & Samborn account, has a three-year option on the comedy team. The Andrew Sisters, back in Hollywood after a 16-week personal appearance tour, have also reported to Universal for a singing spot in "Buck Privates".

Arthur Q. Bryan, who portrays Waymond Wadcliffe on the weekly CBS Air Pearce & His Gang, sponsored by R. J. Reynolds Tobacco Co., has been assigned a featured role in the upcoming Bros. picture, "Manpower", starring Edward G. Robinson, radio and film star. Dick Lane, fast-talking man of the Al Pearce Show, will have a part in the RKO production, "Sunny", to be released this spring. Martha Tilton, NBC vocalist, has a singing and dialogue part in the latter picture.

Jerry Colonna, ab lib comedian of the NBC Bob Hope Show, sponsored by PepsiCoent, has a leading role in the "Sis Hopkins" film. Brendan & Cobina were recently borrowed by Columbia Pictures from the Bob Hope Show for a comedy spot in "Time Out for Rhythm", which stars Rudy Vallee. When the latter studio made "Penny Sere-nade", Johnny Johnston, Holly wood vocalist featured in several West Coast NBC network programs, did the voice dubbing.

Sheriff Wilson

Don Wilson, announcer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), did several bit parts in pictures before he was signed by Harry Sherman, who has a major role in "The Round-Up", a western comedy now being released through Paramount. He portrays the sheriff.

Douglas Evans, KFI-KKEA, Los Angeles producer, has been cast as an announcer in the Universal picture, "Too Many Blondes", which stars Rudy Vallee. Purely a coincidence, his name in the film is Don McNamara, which is that of a KFI-KKEA announcer. Ton Frandsen, a KFI-KKEA announcer, is attending dramatic classes at MGM studios and getting paid for it. The studio has him under consider-
STANDARD TWIN ATTRACTIONS is what Standard Radio calls their comely 1941 NAB convention hostesses to illustrate the double attraction of the 1941 Standard Radio Transcriptions. Like their twin, they are "bigger and better". These duplicate beauties are Helen and Margaret Roach of Chicago, 20-year-old twins who have appeared on several radio programs. In addition, Standard Radio personnel at the convention will include Gerald King and Milton Blink, co-owners; Alex Sherwood, sales manager; Don Allen, production director and Herbert Denny, southern sales representative.

These are scores of others taken from radio who are making names for themselves in motion pictures. The list is long and varied with talent hailing from all parts of the country. Among top personalities are Dorothy Lamour, Jack Benny, Bing Crosby, Bob Hope, Don Ameche, to name but a few. Even Rochester (Eddie Anderson) of the Jack Benny Show, is being passed around after being an apparent fixture in pictures starring Benny.

Texas Cheer

RELEGATING war news and the grimmer aspects of the world to an obscure position is the determination of KGNR, Amarillo, Tex., during May. Messages to this effect will be inserted throughout the broadcasts day reminding people to forget their worries and let romance replace routine. Local merchants are cooperating with KGNR by playing up the station's slogan, "It's Maytime...so... let's live" in their window displays. One station official even suggested, "that we send our startled wives a bouquet".

Sam Moore, radio writer-producer, has just completed his writing assignment on the MGM screenplay, "The Merry Merrivateers". Louis K. Sidney, will produce the film play. Sidney was formerly a radio producer. Prior to that he was a New York radio station manager.

Audrey Wisberg, former New York radio writer, has sold an original story, "Come Blow Your Horn", to Jacques Thiery, for major release. Ted Sherden, NBC Hollywood writer-producer, has collaborated in screen adaptations, to mention just a few.

The Other Fellow's VIEWPOINT

'Summer Naturals'

EDITOR BROADCASTING: I couldn't help but notice the splendid editorial in the current [April 14] issue, "Summer Naturals," which I rather surprised this question didn't pop long before this. One partial, but important, answer is the fact that stations (not networks) have done little or nothing to slant their selling to entice this kind of business.

This year WOR is taking the first step ever taken by any station to plug the hell out of summer. The attached presentation shows you how. Particularly novel and important are two sections of this story:

1. The listening survey of boats page 12.
2. The remarks on "available" and listening audiences, pages 9 and 10.

The boat survey is the first of the kind ever done by any station anywhere. In fact, it was done secretly last August to scoop the boys this spring.

So far, we've had some rather breath-taking responses on this thing: the next few months will really indicate what we may expect.

JOSEPH CREAMER, Promotion Director, WOR, New York.
April 14, 1941.

* A 20-page brochure titled Five Months Make One Year.

HUB JACKSON, TBN-KFJZ announcer, Ft. Worth, has joined the Texas Defense Guard and is sergeant in Company B, 25th Battalion.

70,000

defense workers in the Youngstown district have just received a liberal pay raise. Most of them listen regularly to WFMJ.

A great new voice commands the air of Central New York...
Procter & Gamble Leads Schedule Shifts As Networks Juggle to Meet Time Change

PACED by the activity of Procter & Gamble, Cincinnati—sum-mer removal of five of their day-time serials, reshuffling six others on the NBC-Red, and the realign-ment of three series—daylight saving time went into effect on April 28, accompanied by the annual minor head-phones to network traffic managers and agency terminalers.

The usual changes in summer schedules were made with the shifting of some midwest stations from the early broadcast to the late broadcast time for some programs, while other programs are or will take a summer hiatus.

Many to Stay

Although the summer plans of a number of sponsors have not as yet been decided, it becomes clear that a number of programs that went off the air last year will remain on through the summer this year.

“We have found”, one agency official explained, “that the summer audience is there, and the network discount is all the more reason for staying on the air right through the summer”. The summer replacements thus far indicate a con-tinuance of the popularity of dra-matic and other non-musical pro-grams. A number of agencies understood to be auditioning dr-a-matic shows as summer replace-ments. Interestingly enough, there has not been a straight musical program as a summer replacement so far this year.

Summer and daylight time changes on NBC, CBS, and MBS programs to date are as follows:

NBC-RED

PROCTER & GAMBLE CO., Cincinnati—Life Can Be Beautiful (Ivory soap). House-wives for MBS (Oxidyl), Kitty Keena (Dreft), and This Small Town (Dus) went off the air April 28, on the same date, Robert Lee (Chalk) and Oxydyl was shifted to 10-45 a.m. (also on NBC-Red); He is Better for His (Pliodex) to 11-11:15 a.m., Pepper Young’s Family to 11-12 a.m., and First For Whole Month (Soap) to 11-12:15 a.m. (on NBC-Red). The Golden Years (Flecks) to 3-3:15 p.m.; Guiding Light to 3-3:15 p.m. and now on for Camay soap.

GENERAL FOODS CORP., New York—Jack Benny (Zell-o), stations in the central time zone switch to soap, and after soap programs will be replaced by Regular Food. Alibrich Family added a repeat to the Country Doctor (9; Home of the Brave (Baking Powder and Swoodswon cake nore), and Rona and Fossie’s Life (Post Toasties) shifted from CBS on April 28, now on at 5-15 and 5:15-6 p.m.

GENERAL MILLS, Minneapolis (Wheaties) June 2 shifts Jack Armstrong to 5-45 p.m.

BEST FOODS, New York (Hellman’s may-onnaise)—June 2 shifts We the Albobie from CBS to NBC-Red, 5-30-6:45 p.m.

R. T. KUNKEL, INC., Cleveland, Ohio—Wink-ler, Salem, N. C. (Came1 cigarettes)—Tide¬Elvira off for the summer (date undecided).

LIONEL & CO., New York (York Chesterfield cigarettes)—Fred Waring and his Groupers, stations in central time zone switched to repeat, April 28.

PHILIP MORRIS & CO., New York (Philip Mor-ris), stations in central time zone switched to repeat, April 28.

PHILIP MURRIS & CO., New York (Philip Mor-ris), stations in central time zone switched to repeat, April 28.

NBC-BLUE

AXTON-FISHER TOBACCO CO., Louisville (Camel and Mocha) presented Happy Birthday on May 1 added a repeat at 11-11:30 p.m. for Midwest and Far West.

Story of Pressure

Coffee Firm Finds Solution

—By Use of Radio—

WHEN, slightly more than a year ago, Tone Bros., Des Moines, announced the Pressure Pack Coffee, both the account and its agency, Son De Regger & Brown of that city, admitted its first story of pressure packing was difficult to sell. Various advertising tests would have to be made to determine the most effective way of getting the story across. Radio’s portion of the initial schedule was limited.

Following the first announcement in April, 1940, Tone Bros. salesmen carefully reacted the reaction of grocers and consumers alike. By December all advertising plans were abruptly changed and Tone Bros. put all their eggs in a news show on KRNT, Des Moines.

The response on the part of the consumer was instantaneous according to the sponsors. In some cases grocers actually quadrupled their purchases and sales of the new coffee alone. Retail grocers who had previously refused to include the new product in their store, standing behind the sponsoring and discussing with salesmen the unique claims made in commercials. They were convinced.

Pure Oil Series

PURE OIL Co., Chicago, is currently sponsoring a varying sched-ule of five to seven-weekly, 10 and 15-minute news broadcasts on WLS, WRUN, WDFM and WBYA; three-weekly sports programs and three-weekly newscasts on WLSL and six-weekly sports broadcasts on WDEL. Contracts are for 13 and 26 weeks. Agency is Leo Bur-nett Co., Chicago.

Double Daylight Dropped

Double Daylight saving time will take effect in industrial areas of Ontario and Quebec, as con-templated. While it was seriously con-sidered by various industries which have been on daylight time last summer, this proposal was finally decided not to go ahead with the plan adopted in Great Britain. But within the broad industry it is thought daylight saving may be nationally ap-plied as a wartime measure to save electric power in the autumn, following the experience at Ontario and Quebec with year round daylight sav-ing.
Priorities
(Continued from page 11)
quarters and steps are being taken to avert any repetition.
Both the Domestic Broadcast and the International Broadcast subcommittees of the Defense Communications Board have been holding periodic meetings, to blueprint operations in these fields under actual emergency conditions. The domestic broadcast phase is limited by the President’s Executive Order of last year to jurisdiction over “public service broadcasts” as a means of reassuring the industry against any censorship implications.
Essential to Defense
While the sessions of all the DCB committees are being held in strict confidence, the Domestic Broadcast Committee has been meeting regularly during recent weeks under chairmanship of NAB President Neville Miller. A number of studies have been undertaken to create a pattern for wartime operation. In these deliberations radio’s status as a first-line medium and as an essential national defense pursuit is fully recognized. The fact that this status does not jibe with the OPM conclusion on priorities has caused disturbance within the industry. Moreover, the DCB itself has been thinking along the lines of 100% spare equipment for the 900-station broadcast structure as a war measure—presumably having in mind availability of auxiliary transmitters for immediate installation, in the event existing facilities are disrupted. Unless production schedules are maintained, it appears hopeless without the essential metals, to evolve such a replacement plan.
Preparation of a guidebook or manual of broadcast station operations is under way under DCB Committee auspices, it is reported. This is designed to provide a complete picture of the broadcast structure, presumably to be used in some contingency that might develop as a result of the war. Mr. Peare

Peare Heads Session
ROBERT S. PEARPE, director of publicity and department of General Electric Co., Schenectady, has been appointed chairman of the radio departmental session to be held May 28 as part of the 37th annual convention of the Advertising Federation of America, Hotel Statler, Boston [Broadcasting, April 28]. Other speakers at the session have not been announced.

Capper Post to Zach
PHILIP ZACH, for 17 years eastern advertising manager of Capper Publications, and manager of the New York office, has been named vice-president and director of advertising, in which capacity he develops the advertising programs of WIBW, Topeka, and KCKN, Kansas City, both Capper stations. Mr. Zach joined the Capper organization in 1919 and has been a director of the company since its incorporation.

Greeting Card Plans
ARTISTIC CARD Co., Elmira, N.Y. (greeting cards), early in the fall will start a 13-week announcement campaign on 25 or 28 stations. The Phil Gordon Agency, Chicago, handles the account.


IOWA SOAP Co., Burlington, Ia., and Canden, N. J. (Iowa soap and James G. Lamb Co., Philadelphia, to handle a radio test campaign in the east.

CHICAGO GARPEE Co., Chicago, to Robert Kahn & Assoc., same city.

Currently running thrice-weekly telephone on the June Baker Home Management program on WGN, Chicago.

CONSUMERS OIL Co., Chicago (Bluebird) to Robert Kahn & Assoc., Chicago. Currently using a 13-week thrice-weekly quarter-hour transcribed musical program on WJZ, same city, and WIND, Gary, Ind.

LOWENBAUM MFG. Co., St. Louis (junior miss dresses), to Neb Adv., New York. Plans being formulated for a fall promotional campaign.

W. E. BUCKLEY Ltd., Toronto (pro-

prietary), to WGB Co., Ltd., Toronto. Radio advertising will be continued in the autumn.

DISTILLERS WAREHOUSE Inc., St. Louis (Glen Echo wines) to Ollan Adv., Co., same city. Currently conducting a test campaign of 24-weekly spot announcements on WIL, St. Louis. Sponsor plans to expand as market develops.


GORDON BAKING Co., Detroit (Silvercup bread), to Geyer, Cornell & Newell, N.Y. Extensive advertising.

BLUE MOON FOODS, Thorp, Wis. (cheese spreads), to H. E. LeQuatte Inc., N.Y. Testing spots.

OSTER SHELL PRODUCTS Co., New Rochelle, N. Y., to Cecil & Pressley Inc., N. Y.

STANDARD OIL Co. of Kentucky, Louis-

ville, to Burton E. Wyatt & Co., Atlanta, Ga.

LAURA LEE CANDY Co., Alexandria, Va., to Vincent Tuttle & Assoc. Inc.

Using participations on WJR, WJBV.

Shaler Spots
SHALER Co., Waupun, Wis. (Rid-

eone Motor Turn-up & Karboust) on May 23 starts a special spring campaign of seven-weekly live spot announcements on 24 stations. Present schedule is for one week but may be expanded later. Station selected are WLB, WBEI, WWB, WBBM, WGB, WGB, WHI, KLZ, WHO, WJR, KPAM, WDAI, WRE, WTMJ, WFTW, WKO, KON, KSL EKLO KIRO, KOM, WABC, KMOV, WCCO KNX. Agency is Kirkgasser-Krew Co., Chicago.

...and a little child shall lead them...
O N A G R E A T  B I G  H O R S E !

Defense contracts are making a world of difference in markets today. Take Wichita, for example. Last year, under an understanding total earned income amounted to approximately $2 million dollars. Add to that another $90 million in the form of defense contracts for Wichita industries, and there’s more coming all the time. And you’ll have some idea of how things are booming out Wichita way. So, though Kansas may not be your biggest potential market, we believe it has the opportunity to be one of your most profitable markets, particularly if it is part of your wave area.”—The Wichita Station with the Program’s.

That Selling Station for Kansas

WKBG
ALTOONA PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

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

THE HOT SPOT
740
between NBC’s Red and Blue
KQW
San Jose, Calif.
San Francisco Studios
1470 Pine Street
Reps.: Reynolds-Fitzgerald, Inc.

NAB Committee Will Ponder Public Relations

A FORMAL plan for the creation of a $300,000-$500,000 public relations fund for the broadcasting industry, will be considered by the NAB “Grass-Roots” Committee at a meeting called by its chairman, Edward Klauber, CBS executive vice president, on May 11 in St. Louis.

Mr. Klauber told Broadcasting last Thursday he is completing his draft of the plan for an all-inclu-

sive industry promotional and educational campaign and would submit it to the full committee at the pre-NAB convention meeting—the first session of the group since its organization meeting in New York April 3. If approved, the plan, as modified, will be presented to the convention during the May 12-15 sessions.

Members of the Committee, in addition to Chairman Klauber, are Neville Miller, NAB president, ex-officio; Frank E. Mullen, NAB vice-president and general manager; A. H. Kirchhofer, WEN-WEBE, Buffalo; Maj. Edney Ridge, WJFB, Greenmeadow, Gardner Charles B. Iowa Broadcasting Co., and C. T. Hagan, WTCN, St. Paul-Minneapolis. T. C. Sperber, WORB-MBS vice president, participated in the initial session as an observer.

WYD, Baltimore and WWDW, Washington, have signed with Charles Michelson, New York, for the Speedy Q sound effect record library.
The Clearing House for the Broadcasting Industry

Use Broadcasting Classified Columns for:

- Help Wanted
- Situations Wanted
- Wanted to Buy OR Sell

Copy should reach this office five days prior to date of publication, 7c per word for Help Wanted and Situations wanted. All others 12c per word.

TECHNICIANS UNDER FAIR LABOR LAWS
AS A GROUP, radio technicians do not qualify as professional employees under the Fair Labor Standards Act and cannot be exempt, as a group, from overtime provisions of the Wage-Hour Act. This opinion was expressed by Harold Stein, attorney of the Wage & Hour Division of the Labor Department, following an inspection during the last fortnight of engineering operations at stations in Washington and conferences with Joseph L. Miller, NAB labor relations director, and Lynne C. Smeby, NAB director of engineering.

Depending upon their duties, chief engineers and supervisors may be exempt as executives, Mr. Stein commented, although he explained that both educational requirements and duties led him to believe that all technicians, as a group, could not be called professionals.

Acting upon a query from station operators, Mr. Miller last week sent the Wage & Hour Division an inquiry regarding the classification of "outside salesmen" who, in addition to their dominant function of selling, write commercial continuity for use on programs they have sold and even in some cases announce the programs they sell. The question arose since "outside salesmen" are exempt from overtime provisions of the Act, and if these additional functions were to be interpreted to weigh against the "outside salesman" classification in individual cases, these employees must necessarily be paid overtime.

Puerto Rican Grant
ADOPTING its findings of fact and conclusions of March 5 proposing to grant a new station in San Juan, P. R., to Enrique Abarca Sanfeliz, Puerto Rican sugar refining machinery manufacturer (BROADCASTING, March 10), the FCC on April 25 made the grant final. The new outlet will operate on 850 kc. with 6,000 watts day and 1,000 night. Action also denied finally the rival application of United Theatres Inc., for like facilities in San Juan. The Commission in giving preference to Senor Sanfeliz's application, stated he was better qualified financially and had proven he could provide superior technical service.

BONUSES FOR IDEAS
WOR Staff to Profit From Good Suggestions
WOR, New York, is offering bonuses of $25 and $5 to members of its staff for the best "suggestions" turned in twice each month covering program or production ideas, slogans, more efficient business or office methods, etc. Members of the program, special features and publicity departments, however, are not eligible for awards on program ideas.

At the end of each six months, first, second, and third prize 10s. of $75, $50 and $25 will be given to those who have submitted the three best individual suggestions during that period, with possible adjustment if the suggestion proves more valuable than originally estimated.

Ideas are to be submitted in sealed envelopes to a suggestion committee composed of J. R. Poppele, chief engineer; Joseph Creamer, sales promotion director, and Jules Seebach Jr., program director.

Stores on Gaspipe Station
FINCHLEY and Brooks Bros., New York stores for men's clothing, have signed for a series of 15-27 spot announcements on the new broadcasting station WPRU, to coincide with the arrival on the campus of the travelling representatives of the two stores. Spots will run about three days a week during May. Finchley also will sponsor spots on the station of Brown U. in Providence in mid-May.

Contrasts are planned through the Inter-collegiate Broadcasting Station Representatives, New York.

Film Based on Serial
AS A SHORT subject for its current "Headlines" series, Paramount Pictures on June 6 will release a film dramatizing the CBS serial Those We Love, sponsored five times weekly by Procter & Gamble Co., Cincinnati, for Teel and Denson. The one-hour picture, narrated by Jimmie Fidler, gives a graphic idea of the show in rehearsal and on the air.

New Fitch Program

LETTERS and thousands of them, with telegrams too, were the response when Frank A. Graham asked listeners how they felt about his late evening one-man theatre series, Nightcap Yarns, on CBS Pacific Coast stations. Seated, he is discussing the more than 11,000 letters received by Arthur Kemp, the network's West Coast sales manager. Consolidated Drug Trade products, Chicago (Yeast Foam tablets), on April 28 starts sponsoring the six weekly quarter-hour program on KKNX, Hollywood, in a 13-week test as a possible Pacific Coast network release. Agency is Benton & Dall, Chicago.

Cleveland Flags
FLAGS, 3,000 of them, for all Cleveland schoolrooms are to be provided out of a campaign conducted by WGRF in cooperation with the American Legion. Civic leaders and school officials are featured on several programs each week. An essay contest on the flag is being staged. The drive culminates May 10 in an all-night broadcast that will include the entire WGRF staff, as well as local flag bearers. The staff of operators will accept telephoned pledges. Head of the committee is John F. Patt, WGRF manager.

WABC-Guild Pact
CBS on April 28 signed a contract with the Radio Writers Guild cover- ing staff news writers employed by the network for WABC, CBS key station in New York. Besides the standard clauses the one-year contract, retroactive to Jan. 1, covers salary mini- mums for three groups of writers, senior writers with three or more years experience receive $60 per week; juniors with three years or less experience, $35 weekly minimum, and apprentice writers of less than six months experience, who may be paid less than $35.

ENTER YOUR SUBSCRIPTION NOW . . . GET
- 52 issues of BROADCASTING WEEKLY
- including New 1941 YEARBOOK Number
- and revised 33" x 22" Radio Outline Map

☐ Check for $5 is enclosed ☐ Please send bill

Name ____________________________
Firm ____________________________
Title ____________________________
Address ____________________________
City ____________________________ State ____________________________

Add $1 per year for Foreign or Canadian Subscriptions.

Page 48 • May 5, 1941
WWDC, WASHINGTON TAKES AIR MAY 3

WWDC, Washington's sixth station, went into operation May 3. Station was authorized by the FCC last Oct. 29 to the Capital Broadcasting Co. [Broadcasting, Nov. 1] and uses 250 watts on 1450 kc. with a 100-foot antenna at the northern limits of the city. The owners are Stanley Horner, local auto dealer, with 40% of the stock; Ira J. Har-kins, from WBTM, Danville, Va.; Willby Goff, from WGH, Newport News, Va.; Carlos Larrasolo and Earl Hage, E. C. Kohlaas Jr., new to radio, is chief engineer.

Studies at Connecticut Ave. and K ST are Wen-Tel Electric equipped throughout and a Lehigh tower was erected. AP news will be used every hour on the hour, and long news items will be taken from both BMI and ASCAP.

Dried Soup Tests

SKINNER & EDDY Corp., New York, is testing announcements for Minute Man soup mixes in the New York market, through J. M. Mathies Inc., New York, for the newly-appointed agency. Company is using three announcements a week on Make Bel-ieve Ballroom of NEW, and on Alfred McCann's Pure Food Cereal on WOR.

Barbasol Series

B A R B A S O L Co, Indianapolis (shaving cream), is sponsoring Close Shaves a thrice-weekly five- minute program relating miraculous escapes from death on WCAE, Pittsburgh; WMAQ, Chicago; and KFRC, San Francisco. Listeners are awarded cash prizes for best stories. Erwin, Wasey & Co., New York, is agency.

Odora's Plans

ODORA Co, New York, starting seasonal campaign for its moth Preven-tive is sponsoring a new spot program with WEAF, New York, a quarter-hour newscast four days a week for eight weeks. Company is considering programs in the Boston and Chicago markets, but plans have not been definitely set. H. A. Salz-man Adv., New York, is agency.

Calox Returns

M E S S O N & ROBBINS, Bridgeport, Conn., off the air since the spring of last year, on May 5 starts a thrice-weekly series of quarter-hour spot programs with Mel Allen on WABC, New York, in the interests of Calox toothpowder. Agency is J. D. Tarcher & Co., New York.

RUDY VALLEE, star of the Spot- test program on NBC and veteran radio showman, will be on May 9 at the anniversary dinner for Jack Benny given by Niles Trammell, president of NBC, at the Los Angeles Hotel Biltmore.

Drive for Emblems

SOCIETY OF ST. DUN-STANS, London, through First United Broadcasters, Chicago, started a national spot cam-paign to sell novelty wooden pins, to be taken from buildings that have been bombed in that city. Pins will be used for British war relief with a special effort made to see that persons from whose home this wood is taken are cared for.

Store's Big Schedule

ADAM, MELDRED & ANDER-SON, Buffalo store, has signed what WEBS claims is the largest local time contract in the city's ra-diography. It includes six weekly quarter-hour chats by Ruth Paige as Amanda; five-weekly noon re-views, half-minute; ten-minute news programs twice weekly, five days a week; two Sunday news periods, Thursday and Sunday.

Precedence on Red

NBC has granted exclusive rights to broadcast the Precedence series at Pimlico May 10. The race was sponsored last year on NBC-Red by American Oil Co., Balti-more, but up to Saturday no sponsor has signed for the 1941 broad-cast of the event.

Sowell Buys Weekly

F. C. SOWELL, general manager of WLAC, Nashville, has purchased an interest in the Mary DeW orst, a widely published in Columbus, Texas, on which he served as a cub reporter. The weekly has been in his family for the last 30 years and formerly was published by his brother, Ashley B. Sowell, now commercial attaché in Panama. Recently it has been managed by a sister, Louise, Mr. Sowell will continue fulltime with WLAC, whose stock is wholly owned by J. T. Ward.

All in An Hour

WARDE ADAMS, announcer of WRVA, Richmond, has been named assistant program director to succeed Ira Spence, who recently joined WOR, New York. An hour after he learned of his pro-motion, Adams got word that he had become a father.

PULLING POWER PLUS PROSPEROUS PROSPECTS

You get both when you buy KBTS... 1,000 watts NBC in Shreveport, the 7th city in the 100,000 or more group in the entire South for per capita effective buying income...industrial center of a Tri-state area formed by North Louisiana, East Texas and South Arkansas...one of the really important markets.

For effective concentrated coverage of this center of rising prosperity, tell your sales message to able-to-buy prospects through KTBS.

KTBS 1000 WATTS • NBC SHREVEPORT, LA.

A Shreveport Times Station Member Southcentral Quality Network

REPRESENTED BY THE BRANHAM COMPANY

"SOUND" DOLLARS!

When you buy RADIO, you buy SOUND. When you buy WAIR, you make SOUND a SOUND investment. You'll agree after your campaign starts:

Winston-Salem, North Carolina
National Representatives
International Radio Sales

RKO Pictures to Carry NBC Shortwave Series

RKO PICTURES, New York, on May 1 signed a 52-week contract with NBC's International Division for a series of twice-weekly pro-grams in Spanish to be shortwaved to Latin America on WRCA and WNB, NBC's shortwave stations.

Starting May 6, the programs will be heard Tuesdays, 8:15-8:45 p.m. (EDST), when live dramatiza-tions of current RKO pictures will be featured, and Thursdays, 8:15-8:30 p.m. (EDST), featuring dramatizations of the lives of vari-ous RKO stars. The programs will be written, produced and cast by Frank Forte, Spanish author under the direction of Michael Hoffay, director of foreign publicity for RKO. Account is handled direct.

Breaks for Lava

PROCTOR & GAMBLE, Cincinnati (Lava soap) during the week of April 28 started a varying schedule of three to six station-breaks week-ly on WLW, Cincinnati; WWJ, Detroit; WTMJ, Milwaukee and WCAE, Pittsburgh. Contracts are for 26 weeks. Agency is Blackett-Sample-Hummert, Chicago.

Candy Test

M & M CANDY Co., Newark, introducing a small five-cent box of assorted chocolates, is testing station break announcements six times on WMBC, Richmond, and WCAO, Baltimore. Lord & Thomas, New York, is the newly-appointed agency.
Press-Radio Hearing
(Continued from page 14)

sumed the Chicago Tribune and WGN will present an independent case before the FCC hearing.

The new associate counsel, Mr. Herman, has long represented the Fort Worth Star-Telegram, including some of its radio interests (WBAI and KGKO), through his law firm, Samuelson, Foster, Brown & McGee, of Fort Worth. He is virtually the personal advisor of Mr. Hough, upon whose shoulders fell the task of leading the fight after Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal and Times, had resigned to undertake a study of the radio situation as a whole at the personal behest of President Roosevelt [Broadcasting, April 28].

Letter of Resignation

The text of Mr. Antrim's letter follows:

I hereby resign as a member of the Newspaper Radio Committee. I am further authorized to state that WGN Inc. cannot support, or continue to support, the proposal in its present form. The issue in question has been repeatedly stated by our representatives, particularly at the meeting held in New York on March 25, 1941, that we believe that the issues involved in newspaper ownership of broadcasting stations are as significant to the public as those involved in the personal ownership of broadcasting stations.

Our reason for this action is that developments to date indicate to us that there is not sufficient assurance that the larger fund of $900,000 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, and that there is not sufficient safeguard against intermingling of these issues with others and unrelated to issues in the field.

Hough's Reply

On April 25, upon receipt of the Antrim letter, Mr. Hough addressed the following letter to Mr. Antrim, accepting his resignation:

I acknowledge with regret the receipt of your letter of April 25 resigning from the Newspaper Radio Committee. If you lack confidence in the committee which was appointed by the approximately 200 newspaper publishers at the meeting which you attended, you have not alone, no other course open to you but to resign.

At the same time, I insist that no one can be considered a wholly disinterested party. The committee subscribed not only to the principle that any hearings on newspaper ownership of radio stations should be limited strictly to the actual issues involved. It is in our belief that a disinterested consideration of the question will demonstrate that the newspaper publishers who have had radio facilities entrusted to them have been operating them in the highest public interest. It is in this belief that the committee desires to approach the Federal Communications Commission in a spirit of full cooperation and in full confidence that hearings will establish the truth that there is neither legal nor social justification for the classification of newspaper publishers as a category of persons whose rights are in any way different from other citizens.

I am convinced that the progress and actions of our committee will ultimately establish the fact that your personal suspicions with respect to the committee are wholly unfounded. But, meanwhile, I must exercise my decision in your best interest.

Wayne U Awards

WINNER of the third annual Broadcasting Guild script writing contest of Wayne U., Detroit, is Russell Beggs, according to Garnet Garrison, Guild director. Beggs, editor of the university newspaper and a regular contributor to the Guild's presentations on Detroit stations as well as gag-men for the Guild's comedy-variety program on W4GDF, FM station of the Detroit News, won the $25 award for a character sketch of a "professional-ami" tennis player entitled "Tennis Tramp." Second prize of $10 went to Robert Farmer for an experimental script, "I Had to Die Happy," and third prize was awarded to Evelyn Linder for her psychology study, "Only Child.

On N. Y. Defense Committee

FOUR radio airmen among the 11 members of the Defense Information Committee named April 26 by Governor William S. H. Coate "to facilitate the dissemination of information on defense activities and defense responsibilities of New York State and its localities". The radio representatives are: Alfred C. Cross, president of WOR and chairman of MBS; William S. Paley, president of CBS, chairman of Cable Tramway Network; Clarence Wheeler, WHBC, Rochester, representing the NAB. Others represent the press and movies.
AFRA's New Code Awaits Signatures

IATSE Claims Jurisdiction Over Sound Effects Men

AMERICAN Federation of Radio Artists is distributing its transcription code among transcribed programs employing actors, singers and sound effects men, groups under AFRA Jurisdiction, for signature.

Questions raised by record manufacturers at industry meeting April 24, 25, were ironed out at a final meeting of industry representatives and union executives April 29, at which time a few minor changes were made in the code and both sides termed it acceptable.

First Nationwide Pact

Code, like its forerunner covering network broadcasts, will be signed by companies making transcriptions, while agencies producing transcribed programs will sign letters binding them to live up to the terms of the code.

AFRA is hailing the new code as its first national agreement, since it covers all transcriptions made in the United States, whereas the transcription code specified the four major points of network program origination, New York, Chicago, Hollywood and San Francisco.

Need for a special contract with NBC covering Hollywood, where NBC has a pact with an independent sound effects union, was obviated when this group last week voted to join AFRA, which took over its contract with NBC, enabling the network to accept the AFRA code without reservations.

Code became effective May 1 and will run until Nov. 1, 1943, expiring coincidentally with the network codes for sustaining and commercial programs.

AFRA's organization of sound effects men and its claims to jurisdiction over them have been contested by another AFL union, the International Alliance of Theatrical Stage Employees, stagehands' union. The IATSE claims that the kind of work a man does determines the union he should belong to and that the work of sound effects men in radio parallels that of stagehands.

A Waits

SEARCH by the National Defense Operating Committee of the FCC for an unauthorized radio transmission which trespassed on Government frequencies was claimed to be in the service of "foreign agents" culminated April 30 in the arrest at Peoria, Ill., of a Charles W. Johnson, who identified himself as "Friz," and frequently concluded his transmissions with "Heil, Hitlers." He claimed to be a cryptographer for a signal unit in a German military of occupation and his general procedure was to broadcast that he was a foreign agent and to attempt to engage in communications with U. S. Government stations. A second station was relayed information from foreign agents and on one occasion threatened to be joined by United States high-powered stations being constructed for that purpose. Special equipment, recently perfected by the FCC, was used to trace the station.

AFRA Officers

SUCCESSORS to Vie Connors, San Francisco official of AFRA and AGVA, and Andrew J. Person, appointed national field representative of AFRA (Broadcasting, April 14) have been named in the Golden Gate City. Vincent Silko, formerly organizer for AGVA, was appointed executive secretary of AGVA. Adele West, former secretary to Connors, was named office manager of AFRA and Max West part time business manager and representative for AFRA. Appointments became effective April 28.

in the theatre. Stagehands, they point out, construct and operate scenic and lighting and sound effects, just as soundmen in radio construct and operate their effects. AFRA states that sound men in radio are performers, whatever they may be on the stage.

Issue was officially raised by IATSE, National April 25, when it brought the alleged invasion of its field by AFRA to the attention of the Associated Actors & Artists of America comprising AFRA as well as Actors Guild, American Guild of Musical Artists and other performer unions.

AFRA suggested that the question of union affiliation be put to a vote of radio sound effects men in an election to be held under the supervision of the American Arbitration Assn. IATSE has not responded to that proposal but is not expected to agree, in which case the broadcasters employing sound effects men may find themselves involved in a jurisdictional union battle.

New Station for Denver, KMYR, in Formal Debut

DENVER's sixth station, KMYR, made its formal debut after five days of actual operation with an official dedicatory broadcast April 27. Station had been granted by the FCC in November of 1939 to F. W. Meyer, former manager of KLZ, Denver, but appeals against the decision by two other Denver stations had retarded its actual construction.

KMYR operates with 100 watts night and 250 watts day on 1340 kc. The three-hour inaugural presented the talent and personnel of the new outlet. Owner F. W. Meyer, also manager of KMYR, outlined in brief the aims and ideals of the station. Gov. Carr of Colorado and Mayor Stapleton of Denver extended their greetings.

KMYR also became the first station in Denver to obtain use of both ASCAP and BMI copyrights and news every hour on the hour will be presented as a feature of the station.

Fulford in Canada

C. E. FULFORD Ltd., Toronto (proprietary) has started three-weekly quarter-hour musical transcription show in 34 Canadian stations across Canada. Account was handled by F. H. Hayhurst Co., Toronto.

NO SEASONAL SLUMP at

WLAW

LAWRENCE, MASS.

5000 watts - 680 k.c.

8 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!

KIPU

IN COLUMBIA, COVERS THE HEART OF MISSOURI

Winner of the "George Foster Peabody Award" as representative of Public Service Programs in the local channel group during 1940.

May 5, 1941 • Page 51
TODAY'S MODERN RADIO PLANTS represent a far cry from those pioneer installations in the South, both the product of W. Walter Tison, general manager of WFLA, Tampa, a veteran radio man prominent in the industry as NAB district director. Upper photo shows interior of new WFLA transmitter building in the South, to be owned by a newspaper— the original 100-watt set of WSB, Atlanta, which Tison as chief engineer put on the air March 17, 1922. He's at the desk. Standing beside him is George Jaler. Lower photo shows the original WFLA, to install which Tison and associates left WSB in 1926, becoming its manager and chief engineer. Seated with the headphones is L. C. McKeown, operator.
Enaineer
Excellent
Married

Broadcasting.

unlimited. If your experience, background, wire Sports Announcer to

guese. Apply

BROADCASTING.

ence and location

SIRIDE.

AIR WORK. STATE SALARY DE-

ING OR

Bldg.,

436,

base.

RATHER.

ing or vicinity.

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files.

BROADCASTING.

or
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nouncer

sition

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Prefer

References. Radiotelephone

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write

city.

opportunities.

or

As

Now employed. Desires change.

KANSAS

Wichita, Kans.

Four years experience.

Continuity-Transr-

station.

Random.

-also

granting

was

reason for this ad: my present

this

issued.

five-

minute live news prediction programs on four northwest st

ations [Broadcasting, March 10].

Identity of the commentator, "Bill

Sanders", is secret. He is known as the "mystery man" and wears a

mask during his broadcasts. Contracts have been extended to 52

weeks on WNAX, Yakonk, S. D.; WDAY, Fargo, N. D.; KOIL, Omaha

and KFAB, Lincoln, Neb. Agen-

cy is Mitchell-Paust Adv. Co., Chi-

cago.

SITUATION WANTED

Successful Radio Time
Salesman

I like to sell radio time and I know the ins and outs of radio station

operation in a way that appeals to advertisers. Seven years with pres-

ent station, a basic CBS outlet in the midwest, selling, servicing,

writing, merchandising, promotion. Reason for this ad: my present

station is nearly sold-out. Let me tell you more. Box 429, BROAD-

CASTING.

PROFESSIONAL

DIRECTORY

JANSKY & BAILEY

An Organization of

Qualified Radio Engineers

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Advertising in

BROADCASTING

for Results!

May 5, 1941 • Page 53
Rosenbaum to Quit Post With IRNA

Moorey, Mentioned, Adaman; Group to Meet on May 13

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates Inc. since its permanent organization in 1937, plans to resign the latter post May 13 because of the pressure of business in Philadelphia.

Mr. Rosenbaum has advised the IRNA board of his inability to continue in the office. In addition to his presidency and counsel for Albert H. Greenfield Co., investment bankers, and a director of I. B. Ross department store, as well as an executive of the Philadelphia Symphony Orchestra.

Activities arising out of contracts with production for national defense, in which the Greenfield firm is active, make it difficult for Mr. Rosenbaum to stay outside of Philadelphia on broadcasting business, according to his IRNA colleagues.

Moorey Mentioned

Paul W. Moorey, general manager of WTIC, Hartford, and vice-chairman of IRNA, is outsiders of Mr. Rosenbaum's logical successor. Mr. Moorey, however, also has indicated to associates that his service on the boards of Broadcast Music Inc. and NAB, as well as his work in Hartford, would make it difficult for him to take over the IRNA helm.

IRNA called a general meeting of its membership of some 300 affiliates on May 13, at the New Jefferson Hotel in St. Louis, in conjunction with the NAB convention. The terms of three directors expire at the meeting. These are John A. Kennedy, West Virginia Network, Charleston, and Charles W. Myers, KOIN-KALE, Portland, former NAB president, CBS representatives; Mr. Moorey and W. J. Scripps, WWJ, Detroit, NBC representatives; and T. L. Linderberry, WGR-WKBW, Buffalo, CBS representative. The new terms will be for three years.

It is believed Mr. Rosenbaum, who also serves as chairman of the NBC Program Policy Negotiating Committee for IRNA, will remain as a member. He was not a candidate for re-election last year, but was drafted by the membership. In some quarters it is thought an effort will be made to draft him again, in spite of his repeated desire to be relieved of this duty.

U. S. TELEVISION MFG. CORP. has moved to 100 Seventh Ave., New York. Telephone is Chelsea 2-3060.

WHK'S SHELL DISCS
Spot Series Is Merchandised

By Transcriptions

DEVELOPING what he believes to be an entirely new method of merchandising spot announcements, Robert Greenberg is putting the plan in operation at once with a campaign on WHK, Cleveland, for Shell Oil Co., placed by the New York office of J. Walker Thompson Co.

When the contract, calling for three transcribed one-minute daily, 7 days a week for six months, was signed, Greenberg (left seated) outlined his plan to E. M. Shelton (standing), Shell's Cleveland merchandising manager, and J. G. Jordan (center), the company's division manager. Under the plan, WHK is making and sending out to a selected list of 100 Shell dealers six-inch discs upon which are copies of the Shell transcribed announcements the station is broadcasting.

The discs are made to be played on the dealers' home playback machines, giving them directly the sales talk that goes on the air. In this way they learn what Shell is doing for them in the way of radio advertising, and at the same time pick up the best sales arguments they can use on customers.

Also listening with interest in the photo is Charles A. Stevens of the Radio Adv. Corp., national representative of WHK.

Edward Soman, head of Edward Soman Productions, Hollywood program firm, has taken over the sales and production duties formerly handled by Sam Martin Kerner.

Government in Canada Adds Two Paid Series

The Canadian government is branching out with more paid radio shows following successful use of broadcasts for a number of financial campaigns. Two of Ottawa's departments now have programs on the air. The Department of National War Service for its campaign for the collection of scrap of all kinds has furnished local committees three-five minute transcribed talks by the departmental minister and other officials for use with paid broadcasts and live announcements on local stations. R. C. Smith & Son, Toronto, is agency.

The Department of Mines & Resources has started local paid campaign on practically every station in the Dominion on forest fire prevention. School children are competing for local and a grand prize on essays on forest fire prevention. Prize essays are being aired locally on a program in every Canadian station May 9, and on May 23 the complete Canadian Broadcasting Corp. commercial network will feature the essays on the national prize winners and prizes will be awarded before the microphone. Cockfield Brown & Co., Montreal, is handling this account.

Milwaukee R. R. Spots

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC R. R., Chicago, on May 1 started a series of daily one-minute transcribed announcements on 23 stations promoting its summer travel service. Announcements are scheduled to run through May, June and July on KIRO KOMO KPFY KHKQ KGBR KBBM KPPA KGWG KGLO KABW WTAQ WKBB WSAU WMT KRTN WNAZ WKWB WSWH KBOI 3KBO WTCN KSTP. Agency is Roche, Williams & Conyngham, Chicago.

Illinois Campaign

ILLINOIS OIL AND FARMOWNERS' EQUITY Asso., Centralia, Ill., on April 21 started a special one-month campaign of six-weekly quarter-hour transcribed programs on WDZ, Tuscola; WFPB, Herrin; WHER and WHER, Harrisburg; WJBC, Bloomington. Ill. Programs feature Charles Cowdye, oil man analyst, who offers help to any listener with problems in which that product is concerned.

Order for New Station in Honolulu Is Recalled

IN AN UNUSUAL action April 29, the FCC recalled a construction permit issued for a new local station in Honolulu to the Hawaiian Broadcasting System Ltd., and set the application for rehearing before the petition of KGU, Honolulu, operated by the Honolulu Advertiser, alleging an economic monopoly in the Islands in a number of industrial fields by the owners, Hawaiian Broadcasting System, which also operates KGMB, Honolulu, and KHBC, Hilo.

The FCC granted the KGU petition testing the recall of construction permit and stay order. It set aside the action of Feb. 15 and remanded for decision of Feb. 25, granting the application for a new local on 1310 kc., with 250 watts power, unlimited.

Food Firms' Spots

READY-TO-SERVE FOODS, New York, is testing one-minute transcribed announcements daily on WDEL, Wilmington, and WFTAR, Norfolk, announcing they are promoting a new line of canned custard and pudding desert products under the trade name of Alice Bailey. Campaign will be expanded; test is successful. J. Walter Thompson Co., New York, is agency.
“My 50,000 Watt ‘Coming Out Party’
Is Set For May 25, 1941”

For listeners—an entirely new and glorious strength of signal, quality of tone, and excellence of programs.

For advertisers—an entirely new opportunity to publicize and merchandise their products over—

The BASIC advertising medium of the Central Atlantic States

National Representation By INTERNATIONAL RADIO SALES, NEW YORK, N. Y.
AGAINST the horizon of "the spires of Princeton," the world's largest radio research laboratories are to be built by the Radio Corporation of America at Princeton, New Jersey. The new RCA Laboratories, to be completed before the year-end, are planned to promote the growth of radio as an art and industry, and to meet the expanding demands of national defense. Several hundred research experts and engineers will coordinate their efforts to create new products and services, and improve existing ones, in all fields of radio and electronics.

The march of progress which has led to Princeton started back in 1919 when the first RCA laboratory was located in a tent, later to be augmented by a shack 15 feet square at Riverhead, L. I. From that humble beginning, with public service as the watchword, RCA has pioneered in radio manufacturing, international communications, marine radio, broadcasting, sound reproduction and television. Through continuous research it has discovered keys that have unlocked new doors of radio science, and has extended the usefulness of radio into many realms of public service.

Now, RCA research experts on a united front at Princeton are to take another historic step to enhance America's preeminence in radio, and to increase the services of radio to the Government, to the people of the United States and to industry.