...and we can prove it!

FROM the very day back in 1922 when we pioneered radio for the people of this area, WHAS has never ceased to be the dominant station in its market.

A survey made public over a year ago satisfied us and you that, for listeners out in our rich Bluegrass counties, WHAS still is, as always, the No. 1 favorite.

Now we have a new survey of metropolitan Louisville which is startling in its emphasis on WHAS as the far-and-away top-ranking station of this area.

FOR ONE OUTSTANDING THING . . . IT REVEALS THAT DURING 119 BROADCAST HOURS CHECKED IN A SINGLE WEEK FROM 6 A.M. to 11 P.M., WHAS HAD THE TOP AUDIENCE IN 83. THE NEAREST OTHER STATION HAD ONLY 28, THE REST WERE THINLY SCATTERED.

Wherever dollars are waiting to be spent in this market, WHAS is, emphatically, all you need.

And don't overlook that this normal Primary Area of 5,100,000 population and two-and-a-half-billion spending power now affords you the “plus” of Louisville’s new $125,000,000.00 defense progress, creating 35,000 new jobs and a new 1941 defense payroll of $7,500,000.00 per month.

Ask us to tell you more about this market and the new survey.

WHAS
LOUISVILLE

Basic C.B.S. • 50,000 Watts
Represented by Edw. Petry & Co.
Shooting the Works on Name Bands

... may be a little tough on our production budget but it makes a happy February for Standard stations. Following right on the heels of our sensational Duke Ellington release, comes now another top flight recording orchestra. Our newest band is none other than Freddy Martin, whose popularity is tops all over the country.

Add to this more dance material by two of Standard's best liked orchestras, Marvin Dale and Jimmy Walsh, and season it with popular novelties by Frankie ("Sunrise Serenade") Carle and Ronnie ("Cecilia") Kemper of the Horace Heidt aggregation and the result is just what the sponsor ordered!

Looking into our palms we see the future looming up plenty bright. Recording sessions now on schedule call for more Henry Busse, Alvino Rey and then another new band—the MacFarland Twins.

All this has to do only with our pop releases; our concert and standard units go on as usual to make up that big package of a hundred tunes a month. No wonder the "Welcome" list below continues to grow faster than any other. Standard's various plans of tax-free libraries, Standard's Spot-Ads, and Standard Super Sound Effects are truly an unbeatable combination.

Write for information.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

Leadership in any field carries with it the obligation to maintain that leadership for the benefit of those who depend on it. For us, this means building into every transcription in the Standard Radio Library Service the highest possible degree of Showmanship, Technical Perfection and Salability. That we succeed is best shown by letters of praise from our subscribers, members of that growing family of stations who answer "Yes!" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD  CHICAGO
When you think of New Orleans you think of:

Carnival Balls...

and

WWL
NEW ORLEANS
50,000 WATTS
The greatest selling POWER in the South's greatest city

CBS Affiliate  Nat'l. Representative — The Katz Agency, Inc.
Detroit officials plan a Network of Airports. Phenomenal growth of aviation makes widespread scheme inevitable.

Detroit gets $50,000,000 Plane Orders

Arms Orders up 49 Millions

Orders for $50,000,000

Detroit's Sales

Orders for $5,000,000

Get $50,000,000

With FORESIGHT

REGARD WXYZ AS DETROIT'S NO. 1 RADIO VALUE

WXYZ

5000 WATTS DAY AND NIGHT

KING TRENDLE BROADCASTING CORPORATION

KEY STATION MICHIGAN RADIO NETWORK

BASIC DETROIT OUTLET NBC BLUE NETWORK

National Sales Representative • PAUL H. RAYMER CO.
"FARGO" means the
RED RIVER VALLEY!

Fargo, N. D. is a little city which, with its immediate environs, accounts for only some 71,855 souls. But walk down Main Street with any native son, and you'll find that he knows perhaps only one of every hundred people you pass. That's because Fargo is the only trading center for the rich Red River Valley—the only larger shopping center for over 1,000,000 better-than-average consumers. These people drive in from a radius of nearly 100 miles to buy in Fargo—and do 46% of all the retail purchasing done in North Dakota, South Dakota and Minnesota (exclusive of the counties containing Minneapolis and St. Paul).

This really big market is well-served by one, and only one, radio outlet—Station WDAY (940 KC—5000 watts) ... With almost nineteen years of broadcasting experience, WDAY is doing some amazing things for its advertisers—and at surprisingly low cost. Ask your Agency to ask the Colonel—WDAY's exclusive representative since 1933.

WDAY
Fargo, N. D.
N.B.C. 5000 WATTS, FULL TIME

Exclusive National Representatives:

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

Franklin 6573    Plaza 3-4151    Trinity 2-8444    Sutter 4533    Vandyke 0169    Main 5667
Sweeping Majority Action Against Networks Is Expected, With Minority Likely to Challenge Jurisdiction

By SOL TAISHOFF

HAVING disposed of the standard broadcast reallocation providing for the wholesale shifting of stations next March 29, the FCC has set its sights for swift handling of the network-monopoly case as its immediate order of business. Consideration of the final report is slated to get under way this week.

In executive session last Monday, the FCC approved an outline of the report as drafted by its Law Department. The final draft, by Commission request, is to be placed before it in the end of this week—probably Wednesday. Since every phase of the two-year-old inquiry has been beset with delays, there can be no assurance that the consideration will be as expeditious as proponents of a "radical" report would like.

How Far?

The degree to which the Government proposes to go in regulating business aspects of broadcasting constitutes the crux of the network-monopoly issue. If past events can be accepted as the criterion, there will be two reports—a majority finding in favor of "economic bondage" for the industry, and a minority report contesting the FCC's jurisdiction over broadcasting as a business. On these broad precepts, the majority is expected to constitute Chairman Fly and Commissioners Walker, Thompson and Payne. A minority report will be filed by Commissioners Craven and Case, unless all signs fail.

The FCC majority is anxious to get the report out of the way, whatever the repercussions, because of the repeated threats from Congress to investigate the whole radio regulatory scene. Congress now is so engrossed in national defense matters that few observers see any immediate chance for a full-scale inquiry, having as its goal a new definition of the Communications Act of 1934. This in effect, would take the regulatory ball away from the FCC until a new law is enacted.

Three members of the FCC already are committed to an extreme report by past expressions. Commissioners Walker and Thompson were members of the Network-Monopoly Committee which drafted the proposed report recommending FCC regulation of network-affiliate contracts, and control over programs, transcriptions, talent, records, and, in the end of the Red and Blue, was deprecated as resulting in suppression of competition. Clear channels, an indirect approach, were attacked.

Chairman Fly has not had occasion to express himself on the Committee's draft, while he is believed to be inclined toward a more conciliatory course, and probably favor a toning down process, as viewed with real concern, as being favorable to more stringent regulation and to licensing of the networks.

On the other hand, Commissioners Case and Craven are disposed to concur in the views of the majority of the respondents at the inquiry that the FCC does not have jurisdiction over business aspects of broadcasting in the manner proposed by the Committee. That will be the thesis of their minority finding, should one be made.

The fact that the FCC at present has a membership of only six, the vacancy existing since last June when Col. Thad Brown retired, will not pertain from established Commission's final conclusions. If a new member is appointed prior to final action, he hardly would be disposed to vote on the report. The docket was closed Jan. 2 with the filing of final briefs.

The FCC majority would like to clean up the final report by the end of March. Whether it can meet that deadline is problematic. Once the report hits the full Commission, a lively encounter is inevitable. Every time the report has been mentioned in meetings during the last few months, verbal pyrotechnics have raged. Chairman Thompson, ardent advocate of an all-out crack-down, intermixed with implied approval of Government ownership, has found himself pitted against Commissioner Craven, staunch advocate of Radio by the American Plan, and a minimum of interference with the status quo.

Seek Careful Study

Delay may be occasioned in final consideration because of absences. Commissioner Thompson has been ill, and Payne has been winter-vacationing. There could be no decisive vote with two members absent; the lineup now is

It is a foregone certainty, too, that Commissioners Craven and Case will desire to pursue a fine-tooth-comb process of justification of the majority's conclusion. The ponderous pondering of the hearings which ran from Nov. 14, 1938 through May 11, 1939, and the 1,300 page report submitted last June 15 by the Network-Monopoly Committee may be read and re-read before the FCC concludes its deliberations.

Working under the direction of Teford Taylor, FCC general counsel, two FCC attorneys are devoting practically full time to the preparation of the proposed majority report. They are Robert Cooper,

(Continued on page 60)

Subsidy for Rural Service Is Seen in New FCC Study

AN ENGINEERING study, without regard to economic laws, designed to disclose how service can be provided to the "cow country," was ordered last week by FCC Commissioner James Lawrence Fly, and caused immediate consternation within the FCC.

Accordingly proposed on the public utility concept that the nationwide networks should be forced to provide service to sparsely settled areas, where the revenues derived from the major markets "paying the freight," the embryonic project was well established. It was regarded as tying in with the project to break down clear channels, as well as a means of forcing networks to diversify profits for station operations, which, in effect, would be non-profit making.

While no formal comment came from the FCC, it was understood that Chairman Fly, at a meeting last Tuesday, asked the engineering department to undertake such an exploratory study. In essence, he asked that a coverage pattern be drafted, indicating placement of stations of substantial power in rural areas otherwise not afforded primary service. This would take in substantial geographical areas west of the Mississippi. The Department was instructed to give no consideration to economic laws as such and to make its study purely on the basis of technical coverage considerations.

Purely Technical

This move, though purely preliminary, is viewed as significant since it constitutes a marked departure from the FCC's policy as established in a previous study. Current rules require that applicants advance proof that a station in a given location will be economically feasible. In order to insure sufficient revenues to supply adequate program service. Any departure from that policy would involve a subsidy whether by the networks or other established private broadcasting interests, or by the Government itself.

Clear channels are drawn into this development since these stations provide virtually the only secondary service available to listeners residing on farms and in other localities remote from centers of population. They were originally set up in the 1928 broadcast allocations for such service, particularly at night, when the channels so assigned are given only one station. Under the 1928 allocations, 40 such channels were set aside. This number has been whittled down to 26 under the allocations slated to become effective March 29. Whether Chairman Fly's request for a survey ties into theories advanced by other Commission members for a high-power Government network is debatable. Some months ago it was suggested the Government should operate international broadcast stations, largely because of national defense aspects. Within the last three years, other Government officials have advocated setting up of a standard broadcast network by the Government and also a television network. These projects died aborning, however.
Video Committee To Be Continued
Will Carry on More Studies Prior to March 20 Hearing
CONTINUATION of the National Television System Committee, enabling it to participate in the March 20 television hearing scheduled by the FCC and to carry on its study of visual broadcasting standards, was authorized Feb. 12 by the executive committee of Radio Manufacturers Assn. at a meeting in New York. NTSC, organized under RMA auspices in cooperation with the FCC, on Jan. 27 presented 22 recommendations for commercial television standards which are to be considered at the March 20 hearing.

NTSC Chairman W. R. G. Baker, of General Electric Co., made a complete report of the committee's work to James S. Knowlson, RMA president, and the executive committee at the meeting. In addition to preparing for participation in the hearing, the NTSC will study further its proposals for television standards concerning particularly synchronization and the 441-line image.

Possible Changes
Additional study may bring amendments in these recommendations, it was stated. Subscriptions for the complete reports of NTSC and its nine panels, whose chairmen will participate in the March 20 proceeding, also were authorized at the meeting.
Wide activity by radio manufacturers in the national defense program is indicated by preliminary returns received in the RMA survey of the industry's productive facilities. Questionnaires for the survey, recently authorized by the RMA board of directors, were distributed Feb. 5 to member companies. Preliminary replies indicate that while some manufacturers are at peak production on national defense work, a large number are in position to expand their plants and personnel to meet future needs of the Government.

WTRF Joins Blue
WTRF, Troy, N. Y., recently authorized to operate fulltime with 1,000 watts on 1460, will join NBC's Basic Blue network, making a total of 228 NBC affiliates. Station rate for WTRF will be $60 per page with 100 words, and with 500 words, and with 500 words, 50% discount on 500 word rate.

WEEI Names Garland
DAVID S. GARLAND has been named sales promotion manager of WEEI, Boston, by manager Harold E. Fellows. Mr. Garland, a native New Yorker, has served on newspapers, trade papers, and in advertising agencies there and at one time operated his own agency.

Divorce of Radio And Press Urged
Conflict of Opinion Needed, Ernst Tells Liberty Group
RADIO should get a “divorce” from the press, Morris Ernst, New York attorney, told a group discussion of “Censorship” following a Lincoln Day luncheon of the American Civil Liberties Union at Hotel Commodore.

Taking part in the discussion, which followed a speech by F. Chalmers Mathewson (see page 24), were Quincy Howe, newspaperman and author; Joseph Miller, NAB director of labor relations; Lewis B. Clark, CBS day news editor; Telford Taylor, general counsel of the FCC; James Boyd, author; John Sullivan, of the shortwave department of PM, and Mr. Ernst.

Sees Flexibility
Speaking on “Radio and the National Emergency”, Mr. Taylor said that with television, facsimile and FM all in the development stage, radio will be much more “flexible” in the future and can render the public greatly improved service. By discussion with Mr. Taylor to a large extent, Mr. Ernst brought out that some of the over 850 stations in this country were owned outright by newspapers or con- trolled by newspaper interests. Essentially competitive media, radio and the press are so boosting each other today that America is losing out on the “conflict of opinion” so necessary to preserve democracy, he declared. The powers of radio are so consolidated in the hands of the major networks, Mr. Ernst contended, that the local station, as well as the local newspaper, is practically overlooked.

Sharp Buys KXO
ACQUISITION of KXO, El Centro, Cal., local, by Tom Sharp, owner of KXO, was approved Feb. 11 by the FCC. The assignee was F. M. Bowles, also engaged in the radio retail business. He purchased KXO for $250,000, as was disposed of to Mr. Sharp at the same time for approximately $3,000. Mr. Sharp is president of Vairadio, Inc., the parent company, and is listed as 21 2%-stockholder, with Airfan Radio Corp., licensee of KFSD, listed as holding the balance of the stock. KXO is licensed to operate at 1,000 kw with 100 watts unlimited time.

Starkist Texas Series
STARKIST Co., San Antonio (Starkist Flotation trademark), is using amateur programs for 15 weeks on six stations, KMAC, San Antonio; KNOX, Austin; KTEM, Temple; KOXO, Yoakum; KBST, Brownwood; WJPR, Greenville, Miss. Programs, a half-hour in length, are heard Sunday afternoon, aug- mented by a series of newspaper announcements. Starkist also is using announcements on more than 20 other stations.
Realigning Radio Selling for Defense

Changes in Work Hours and Increase in Wages Opens Opportunities

By JOSEPH CREAMER
Promotion Director, WOR, New York

The change in the hours of work, the other
rebroadcasting Churchill's
Realigning
occurring throughout the
more Christmas savings accounts
spattered stretches
it from the
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gatherer, advertising
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Here are some indicative quotes from the Times story:

“A lot of York girls who a few months back had to be satisfied with $2 and $3 dresses have jumped to the $5 class thanks to a few banks reports, typically, that 20% more Christmas savings accounts (by value) were started this year than last . . . Over the holidays York's three State liquor stores sold one-third more bottled gos than they did a year ago. And it seems all along the line.”

“Station selling must align itself to meet these changes which are occurring throughout the country. How will stations do it? What will stations do? What are the dividends the whole thing presents?”

This, first of all, is the problem for the station promotion man, fact-gatherer, advertising director or whatever he calls himself. Agencies and advertisers are sold on facts, not opinions.

Let him first determine the value by manufacturers in the cities and towns within the area his station sells. Balance against permanent contracts, either pending or received. Check bank clearings and deposits and changes, if any, in retail and city welfare.

Schools, colleges, beauty parlors, liquor shops, stationery stores, theaters, automobile agencies, department stores, the personnel managers of plants, factories and business firms all have their individual stories to tell.

This, then, is the basis. No attempt has been made here to suggest a method either for the gathering or presentation of the material. Individual stations and their needs will determine the quantity and arrangement of the facts. The promotion man's own ingenuity will direct the force and sincerity of the inducement which the station's salesman offer.

What About Audience?

There's no doubt that station listening audiences in heavy manufacturing and industrial towns and cities will be affected. Listeners who once followed the "Carlina Song Spinners" at 6 p.m., will be turning in at that time with, month or six months from now.

Exaggerating a little? Not exactly. Let's consider a theoretical, but perfectly realistic example.

Let's say a manufacturer of shaving cream is placing spot broadcasts on eight or ten Pennsylvania stations. Assuming — something which is becoming increasingly unnecessary—that several, or all, of the towns and cities covered by the stations carrying his broadcasts have manufacturing plants which will devote all or part of their production to defense material, how will this change the manufacturer's listening audience?

Considering one typical city, we find that a plant ordinarily producing 2 million dollars worth of material annually is to meet defense requirements, stepped-up production to 8 million dollars worth of material annually.

Doing this is a matter of —. Adding labor, skilled and unskilled, in varied shifts. 2. Plant expansion, if present equipment and property don't meet contract requirements. 3. Extending the normal working day. To these points, then, immediately affect the sponsor of the shaving cream broadcasts and the station's sales staff; i.e., more people working at varied hours, more money available, a change in listening habits.

What about this change in listening habits? Well, if 500 people (a modest figure!) in each of the nine towns and cities covered by the sponsor's broadcasts have had the habit of listening to his program at 6 p.m., and a high or low percentage of these people are employed or their hours shifted, it may mean a loss of 40,000 regular listeners and potential shaving cream purchasers. It also means that these 40,000 people may be wowed away from the shaving cream they're using, or about to buy, because of exposure to a competitor's message at a new listening time.

Some Problems

This automatically poses two problems for the station, agency and sponsor — 1. To retain and continue to sell the audience during the regular broadcast period, which, theoretically, has been reduced. 2. To recapture all, or a portion of, the old audience and additional prospects at another time of the day . . . with a rebroadcast or plus-program.

The rebroadcast and plus-program are comparatively new. Casually considered, it would seem that there are different terms for the same programming technique. Actually, they're not.

The term rebroadcast explains itself; i.e., the same or a different program, live or transcribed, broadcast over a station at a different time of the day, or at a different period of the week, to interest new listeners, or a different kind of listener, or a listener not available at the time of the original broadcast.

The plus-program, on the other hand, is a term growing out of an increasing tendency on the part of heavy radio buyers to broadcast more than one program on different stations in such large and diversified markets as Chicago, San Francisco, New York.

Now, let's see how these two programming techniques can be used profitably to retain old listeners and create new ones in manufacturing and industrial towns and cities affected by rearmament and defense production.

Turning back to our theoretical shaving cream manufacturer for a moment, let's suppose that he has been broadcasting a show five times a week at 6 p.m. To study working conditions in the industrial and manufacturing towns and cities which are covered by the stations. The total of 2,000 to 7,500 men have been employed by plants for new working shifts. These shifts, we'll say, are concentrated between 4 and 11 p.m.

Our shaving cream manufacturer retains his original broadcast at the 7 o'clock time to take care of his old but, theoretically reduced audience, and then spots a series of weekly rebroadcasts between 2 and 4 p.m.

The Big Market Job

This, generally, takes care of the sponsor who, like our shaving cream manufacturer, is airing his broadcasts in specific manufacturing and industrial areas. But what about the sponsor whose program is being carried in New York, Chicago and other diversified major market combinations? Here major stations not only cover metropolitan listening centers, but concentrations of industrial and manufacturing towns and cities in their guaranteed and bonus areas.

Here the plus-program comes to the rescue.

Assuming that a sponsor is using a major New York station, obviously his greatest and most valuable coverage is the thickly populated listening centers of the five boroughs and such cities as Bridgeport, Trenton, Newark and the outlying suburban areas of Westchester, Long Island and New Jersey.

He discovers, however, that his station also covers such manufacturing and industrial centers as Hartford, Elkhart, Bethlehem and Wilkes-Barre, to name but a few.

A study of factory production, concerned one of these, (Continued on page 15)

- Twenty-six sponsors used WOR in addition to New York stations during 1939. In 1940, 47 sponsors placed plus-programs on WOR, an increase of 81%.
Rockefeller Group to Boost Interchange Of Products

By BRUCE ROBERTSON

WITH the goal of increasing trade between the United States and the Latin American countries as a means of strengthening the economic defense of the Western Hemisphere, the Rockefeller Group for Coordination of Commercial & Cultural Relations Between the American Republics is setting up two projects designed to aid the producers and exporters of each group in merchandising their goods to the other.

Advisory Services

These projects, as announced Feb. 8 by Nelson Rockefeller, coordinator, are:

1. To set up in New York a merchandising advisory service to publish export information about other American republics with information and assistance in marketing their products in the United States. This project will be operated by the Inter-American Development Commission, whose purpose is to develop new products of a non-competitive character and to stimulate trade between the Americas.

2. To inaugurate a series of merchandising studies in Central and South America, providing United States manufacturers with information about the needs, tastes and habits of living of our Latin American neighbors. These studies, which will include intensive surveys of Latin American markets and advertising media, will be made under the direction of the American Assn. of Advertising Agencies. The results will be made available to all American exporters and advertisers through the AAAA and through the Department of Commerce.

James W. Young, veteran advertising man who is chairman of the Committee on Communications of the Office of Coordination, told Broadcasting, "With knowledge of the markets and media of these neighboring countries is considered a fundamental requisite for the increased use of local advertising by American manufacturers, which the Committee is trying to encourage. The cost of collecting the needed information would be prohibitive for any individual advertiser or advertising agency, he said, but the results should be of sufficient importance to American business generally to warrant the government undertaking the job."

The AAAA was selected to handle the surveys, Mr. Young said, because it is the organization most closely connected with the advertising industry as a whole and because it is experienced in handling work of this type. The Government will underwrite the entire project, the personnel chosen to carry out the work will be engaged by the AAAA, which will also plan and direct the various studies.

A technical committee will be set up by the AAAA to supervise the work. The technical director appointed to carry it out under the direction of the Department of Commerce, added, will present plans, which are more or less tentative, seven field men will be sent to various Latin American cities to carry out the actual work of collecting data, with a field director traveling from point to point to coordinate the individual surveys.

Technical Work

As now planned, one man will cover Brazil, with headquarters probably in either Rio de Janeiro or Sao Paulo; another will cover Argentina, Paraguay and Uruguay from headquarters in Buenos Aires; a third will operate out of Mexico City, covering Mexico. Santiago, Chile, will be headquarters for a man covering that country and also Bolivia. Bogota, Colombia, will be headquarters center for the Central American survey. One man will cover Ecuador and Peru, and a headquarters point not yet selected. The seventh survey area, the Caribbean, will probably have its headquarters in San Juan, Puerto Rico.

The field investigators are now being selected, Mr. Young stated, adding that every effort is being made to start the actual work as soon as possible.

When all three are in the field and have had opportunity to get a knowledge of the problems of these countries, the bureau plans to have representatives in the various countries in the research techniques employed in gathering information so that in the near future nationals will carry on the study.

Research Training

"The studies to be undertaken by the bureau shall supply this information, and the result should be increased use by our advertisers of the press, radio, and other media of these countries. It is important to note that the bureau plans to train representatives of the various countries in the research techniques employed in gathering information so that in the near future nationals will carry on the study."
''GET READY, OLD MAN—SUMMER'S COMING!''

To those not familiar with the radio situation in Iowa, February 17 may seem an odd and amazing time to be talking about summer. Fact is, however, that now's the best time, because a little later will be too late!

You see, summer is the time when half of Iowa's vast income is produced. Iowa people don't simply exist through the hot weather, longingly anticipating the winter opera season, or something! Summer is our oyster, and we open it with a bang.

If you manufacture anything that's eaten, worn, or used in the summer-time, write right now—or ask Free & Peters—for the opportunities that WHO can offer you now but not later. Exactly as in 1940, the summer of 1941 is going to be a sell-out. So please don't construe this as high-pressure—and don't say we didn't tell you!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Term Copyrights Urged in Canada
Board Hears Society's Appeal For Increase in Rates

By JAMES MONTAGNE

CHANGES in the Canadian Copyright Act to allow long and short-term copyrights for musical compositions were discussed Feb. 12 preceding the Copyright Appeal Board at Ottawa, during the opening appeal of the Canadian Performing Rights Society for an increase in the 2 per cent fee to 3 per cent on the licensed set, and a 50-50 split with CPRS fees from broadcasting stations by BMI (Canada) Ltd.

The Canadian Copyright law was set to expire on Dec. 31, 1941. If the law is not renewed, thousands of radio stations would no longer have to pay copyright fees.

"There is a feeling growing among the music publishers that the Copyright Act needs to be amended," Justice A. K. McLean, chairman of the board stated. "When the Canadian copyright law was passed this situation was never anticipated. I think the time will come when the Copyright Act will have to formulate some classification of music. For one grade of music we could have a copyright for one year, for another two or three years and so on. I suppose that for some grades the author should have a copyright for life."

The hearings were originally scheduled for Feb. 6 and 7, but were postponed to Feb. 12 because of the United States copyright situation. Increased fees asked by the CPRS, Inc., Canada's broadcast

defendants would pay $178,321.98 in 1941 as against $97,839.45 in 1940.

Sedgwick Apprears

Joseph Sedgwick, representing BMI (Canada) Ltd, and counsel for the Canadian Assn, of Broadcasters, told the board BMI wished to enter the Canadian field "so that it may encourage authors, composers and publishers who could not get into ASCAP's ring-and there are thousands of them."

Brooke Claxton, counsel representing the Canadian Broadcasting Corp, said the CBC opposed any increase in the fees and believed any allowance made to BMI should come out of the present rate. The CBC welcomed BMI "because it provides competition for CPRS and brings a new set of authors and music and because we will no longer be forced to depend on CPRS." In opposing the proposed CPRS increase he cited a steady trend in music's loss of popularity on the air.

Claxton said his view was that "CPRS has had the most importanceto the broadcasting industry, and I think to itself". Ability of United States networks to identify ASCAP music. He felt, lent strength to this view. Sydney Kaye, of BMI, New York, was present as a witness. Hearings were continued Feb. 12.

ONE OUT OF TEN
Detroit Students Know About Music Fees

"BMI stands for Boston Medical Institute."

That was one of the answers received in an inquiry among 200 junior high school pupils, made by Prof. Merle Oberon, Hollywood film producer, the song That Uncertain Feeling, written by Jack Owens, will be exploited along with the United Artists picture of that title. The song is to be recorded for distribution to radio stations, and will also be given full play in the half of the allegations therein the United States, and of the performers, Merle Oberon, Melvyn Douglas and Burress Meredith, will ornament the sheet-music versions of the tune. Those who BMI assures the film considerable radio exploitation on network and other stations, it was said.

Group of ASCAP Composers Charges Networks, Affiliates With Intimidation

NBC, CBS and MBS and their affiliates are charging ASCAP with using intimidation, coercion and boycott tactics and abusing the rights given in their licenses to force ASCAP music from the air in a petition filed with the FCC last Monday by a group of 13 composers of popular music.

Complaint states that in the latter part of 1940, while the ASCAP licenses were still in force, the broadcasters "compelled recognized bands to either cease playing ASCAP music or to fire the ASCAP musicians throughout the United States to refrain from playing the music and compositions of the petitioners and others which are in public demand and of accepted and proven merit and popularity, all against the public interest, convenience and necessity and contrary to law."

Inquiry Asked

Complaint further states that "since Jan. 1, 1941, by a continuance of the conduct hereinafter alleged and by taking advantage of the unlawful results achieved thereby and by various other illegal and improper means against the public interest, convenience and necessity the radio licensees ... have unreasonably refused to procure copyright licenses to broadcast compositions and music of the petitioners and others and they have acted solely in the interest of promoting and building up the business of BMI in promoting their own commercial profits."

The FCC is asked to conduct an investigation to determine whether the broadcasters have violated the Federal Communications Act or the FCC ruling that ASCAP and BMI have to pay and revoke licenses of stations found guilty of such violations and to permit the petitioners to appear in opposition to any extension or renewal of the licenses of any station committing the alleged acts.

Petition was signed by Ernie Buskard, National Council, and R. G. Claxton, Frank Madden, Allan Flynn, Sammy Myelns, Vincent Rose, Ira Schuster, Larry Stack and Stanley Adams. All except Madden are ASCAP members.

Robert Darro, attorney for the group, said their attack would be concentrated on the 23 stations affiliated with the NAB which are wholly owned by the networks. The other stations, he added, "were coerced into buying BMI stock and are really suffering from the whole mess." He said he had examined the Department of Justice complaint against BMI and various network officials and stated that "if the allegations therein contained are true, many radio stations have forfeited their right to hold licenses."

Mr. Darro also said the complaint does not ask the FCC to "intercede, arbitrate or adjust the dispute between BMI and ASCAP", but that it is "a direct complaint" to the FCC in connection with renewal of license or revocation proceedings.

An answering statement from the NAB points out that the FCC has consistently taken the viewpoint that it has no jurisdiction, under the statute, with respect to program content. "Admitting that band

BROADCASTING • Broadcast Advertising

ASCAP Attempts Split in Industry

Latest Trick Is Designed to Bring Intramural Strive

ASCAP appears to have reverted to its old tactics of "divide and destroy" and is now working the networks against the independent stations in an open letter to radio station owners appearing over the signature of John G. Paine, ASCAP's general manager, in a new propaganda piece, "Chords and Discords."

Stating that the music controversy is "merely a fight to decide whether the three chains shall have a complete monopoly of the air, and whether you individual station operators have to pay the entire cost of music while the chains continue to pay nothing," Mr. Paine charges BMI with failure to provide music programs.

The Other Side

"Even the radio station owners are beginning to wake up," he declares. "They are beginning to ask: "What have we done to deserve to have many of our station owners are refusing to meet further assessments for the financing of BMI?"

This last statement BMI denies wholeheartedly and in rebuttal stated Feb. 10 that in all BMI has made six calls for money on its membership, the last on Jan. 15 and that 92.3% of all money called for has come in. Of the remaining 7.7% more than half (or 3.9%) of the money called for is still outstanding in the quarter and cannot be considered overdue, leaving only 3.8% of all money asked for by BMI which may properly be described as delinquent.

BMI also announced that more than $1,000,000 has been subscribed in license fees for the renewal period of BMI license running from April 1, 1941, to April 1, 1942, which BMI calls "strong evidence of the general approval of BMI policies among the broadcasters."

leaders have been prevented from playing ASCAP music, the statement continues: "The reason why the music is not being played, however, is not because of intimidation of band leaders by broadcasters, but because ASCAP has refused to license the performance of its music subject to certain terms which the Federal courts and the Department of Justice unite in denouncing as illegal. Since broadcasting stations have acquired the right to play the music, they must, of course, refrain from performing it, since any performance would subject broadcasters to the penalties of the Copyright Law."

"In view of the fact that ASCAP denied broadcasters the right to play music, of course, except on very narrow and monopo

listic and illegal terms it was obviously not only legal but eminently proper for broadcasters to refrain from playing ASCAP's supply of music. This source of supply is BMI, which was not organized by networks but which is owned by over 670 broadcasting stations."

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ASCAP Thought Ready to Toss in Sponge

Fires Its Publicity Staff; ‘Parade’ Dropped

 LOSING an estimated $100,000 a week by virtue of the almost total withdrawal of its music from the air, ASCAP appears about ready to throw in the sponge in its battle with both the broadcasting industry and Uncle Sam.

Since the filing Feb. 2 of criminal information [Case No. 449-Q] in the Federal District Court in Milwaukee, ASCAP’s new counsel have been in almost daily conference with Anti-Trust Division attorneys, looking toward agreement on a consent decree. The ASCAP Board likewise has been meeting almost daily, but no actual compromise on the terms of the decree yet has been reached.

Exclusive Clause

The only remaining bone of contention is Section 1 of the proposed decree, which would enjoin ASCAP from exercising exclusive rights as agent for copyright owners. ASCAP attorneys Lieut. Gov. Charles Poletti, of New York, and Milton Diamond, have insisted that the Society would be utterly destroyed if this proviso is retained intact. There is a possibility of revision, though no agreement was reached during the conversations last week.

Messrs. Diamond and Poletti held their final discussions with the week Assistant Attorney General Thomas Armour. Mr. Armour, Baldrige, chief of the Litigation Section, Anti-Trust Division; Victor O. Waters, hard-hitting Special Assistant, and Attorney General Socony-Vacuum, talked about the age of the copyright action, and his assistant, Warren Cunningham, last Thursday and Friday. It was expected they would return this week.

Meanwhile, the Anti-Trust Division is engrossed in its preparation of evidence for the criminal suit in Milwaukee. Filed against ASCAP’s officers, its 24 board members and 19 of the more important publishing houses, the defendants are scheduled for arraignment before Federal Judge F. Ryan Duffy in Milwaukee on March 5. If a decree is agreed to prior to that time, however, it is presumed a new civil suit will be filed, as was done in the case of Broadcast Music Inc. last month, when it assented to a stipulated settlement.

Decree Rumors

While all sorts of stories emanated from ASCAP Board meetings about acceptance of a decree, no confirmation could be procured in Washington. However, it is believed perhaps a majority of the board would be disposed to take a decree at any cost, but that all efforts to remove the sensitive bone of the censing provision will be exhausted before a decree is accepted. ASCAP members apparently are reconciled to a top-to-bottom reorganization, whatever the nature of the decree.

It is clear, too, that the Department is not disposed to await ASCAP’s answer, if there is any indication of industrial fighting. ASCAP itself, however, probably is desirous of settling by decree as soon as possible because of the heavy loss of revenue, plus the expense involved, which unquestionably has been under-3

Clearcut indication that ASCAP anticipates a consent agreement was reflected in discontinuance of the ASCAP on Parade series after only three broadcasts, which is dismissal of its entire public relations staff of nine persons, headed by A. P. Waxman. Both moves were regarded as indicative of a reorganization ahead.

$100,000 Weekly Loss

The estimated loss of $100,000 a week for ASCAP came from BMI. It pointed out that in 1940 ASCAP got $67,000 from BMI, while ASCAP estimates that the cost of the elaborate transcription checking system set up to detect infringements, plus the expense involved in the ASCAP on Parade series, and the legal fees, brought the total up to at least $100,000 weekly.

The ASCAP publicity staff, hired last summer to keep the public and press informed on ASCAP’s side of the controversy, has sent out hours of releases, statements and promotional pieces. It was a new venture for ASCAP, which previously had operated without special public relations personnel. It was this staff that concocted the “justice for genius” motto, along with other propaganda that in many instances proved a boomerang rather than a benefit. Presumably, it was concluded that with a consent decree in negotiation, and with conversations probably to be reopened with broadcasters once that is accomplished, the propaganda war against broadcasters will weigh both the poor policy and needless expense.

ASCAP on Parade, originally scheduled for 18 weeks, was sponsored by ASCAP on four New York stations—WHN, WMCA, WNEW and WOY—and carried on a sustaining basis by more than 100 other stations. The New York outlets, and several other stations which received the broadcast by direct wire, broadcast the program.

Debated in School

ASCAP vs. BMI was debated on the school front when the fourth grade students of Rob-bins Elementary School in Omaha, Neb., conducted a recent debate on the music controversy. The judge of the debate was Bill Wiseman, publicity director of WOW, Omaha. After the debate Mr. Wiseman answered students’ questions about radio.

THEY FAVOR RADIO

Philadelphia Poll Discloses Antipathy to ASCAP

PUBLIC SENTIMENT in Philadelphia favors radio in the current ASCAP-radio battle, according to a poll conducted by Dan E. Clark Jr., and published in his From Door Ballot Box Column in the Evening Public Ledger. Questioning a typical cross-section of Philadelpia citizens, the mathematician discovered that 32% of the people are unaware of any music controversy going on and that the people of their private commitments more than favored barring ASCAP tunes from the air, regardless of whether their listening enjoyment suffered or not.

Asking the question, “On whom did they favor to win?”, 62% voiced their confidence that radio would eventually win, while only 32% sided with ASCAP. The principal reason given by those who favored radio was that the elimination of ASCAP had enabled the stations to give more time to classical music.

On Saturday nights, 8 to 9. The remainder of the list received the program by transcription.

Announcement that there would be broadcasts, Feb. 15, and Feb. 22, might have been made after Billy Rose, producer, and Oscar Hammerstein Jr., writer, had resigned, pointing out that the preparation of the pro-grams was taking almost all of their time and that pressure of their private commitments made their carrying on with the program impossible. Rather than attempt to replace them with a new producer and writer, the ASCAP board decided to drop the series.

In the three programs that were broadcast, ASCAP had appealed to the listener, the advertiser and the broadcaster, publicizing the direct deals by Gene Buck, ASCAP president, and other ASCAP members and in drawings. These sketches illustrating the ASCAP viewpoint. Public reaction, as reflected in the mail pulled by the programs, was good, ASCAP reports. Mr. Buck’s appeal to the broadcasters, made on the opening broadcast Jan. 25, to “meet me and my fellow songwriters to try to reach an agreement”, evoked the response, Mr. Buck declared on the final program, when he repeated the request for a meeting.

Exclusive Clause

After the majority of the ASCAP Board, plus counsel, conferred with Government attorneys Feb. 7, conversations were continued by Messrs. Poletti and Diamond during the week. Last week, when Messrs. Baldrige and Waters declined to agree to any modification of the exclusive licensing provision, the attorney-general appointed Mr. Arnold last Thursday. Then conversations were resumed on Friday.

The paragraph in question is identical in meaning with that con-4

tained in the BMI decree. It specifies that the defendant shall not, with respect to any musical composition, “acquire or assert any exclusive performing right as agent, trustee or otherwise, for the benefit or behalf of any copyright owner or other owner of the performing right, or pursue to any understanding or arrangement, with such owner, to pay for such right a share of, or an amount measured by, the receipts or revenues of said defendant”.

Long Litigation?

All other clauses of the proposed decree were virtually omitted in the conversations, which dealt largely with interpretation and applicability to ASCAP. Apparently, the differences has been resolved all down the line and Section 1 remains the only stumbling block.

While some compromise is deemed possible, the Department must apply to ASCAP restraints similar to those invoked against BMI in the decree negotiated last year, who would have to be accorded similar privileges. Since the Department apparently feels that Section 1 constitutes the crux of the anti-Trust law controversy and views the current exclusive licensing practice as a violation of the Sherman anti-trust laws, it appears certain that some sort of restraint in this connection necessarily must be imposed.

If decree conversations again collapse on that point, the Government will pursue its criminal case. Months and possibly years of litigation may thus be entailed.

Poll Taken of Stations On Music Fight Attitude

INDIFFERENCE or approval on the part of independent broadcasters in the Midwest in an ASCAP-BMI poll conducted by station managers in the Midwest in an ASCAP-BMI poll conducted by station managers in its February issue. Few stations, according to the publication, reported strong protests against the shift to BMI. In all cases, however, those who favored reopening of negotiations with ASCAP, 53% of the broadcasters voted “yes”; 25% “no”; and 21% “no comment”.

Questioned whether they believed the ASCAP-BMI differences should be patched up by compromise as soon as possible, 64% responded affirmatively; 17% voted “no”, while 19% had no comment. Several stations reported the change had added extra work, but regarded this as a gain, since it would save more attention on program planning.

BMI Hawaiian Catalog

BROADCAST MUSIC Inc. has acquired a catalog of selections from Golden Gate Publications, chiefly Hawaiian music, in an agreement with Peer International Corp., BMI has announced. Songs include: "Dusky Hula Eye", "Happily Hulaing At the Beach at Wakiki!", "Moon O’er Hawaii", "Love Song of Old Hawaii", "Sweet Hawaiian Maid".

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Basic Pattern of the American System To Remain During Defense, Fly Asserts

ALTHOUGH the United States' defense problems may require some sacrifice, they will not require fulfilling the basic pattern of the American system of broadcasting, and no presently conceivable circumstance would require us to take over radio operations in this country. This assurance was emphasized Feb. 12 by Chairman John J. Fly in an address before the American Civil Liberties Union in New York, broadcast by NBC and CBS.

“Following up the thesis that ‘democracy and censorship are incompatible’, Chairman Fly stressed the need for freedom of speech on the air, unhampered by Government censorship, commenting that the only limits on this freedom arise from practical considerations, the NAB Code and the FCC's duty to see that licensed stations serve the public interest, convenience and necessity. Public Service

“Every man can have his day in court, but unfortunately every man cannot have his hour on the air,” he observed, noting that these limitations did not amount to censorship, either by station operators or the Government. He cited the radio industry's coverage of the 1940 elections as an accomplishment in impartial public service on which it can pride itself, remarking that “other media for the distribution of ideas and opinions may well envy its record”.

“The United States has not found it necessary to interfere in any way with regular broadcast programs,” Chairman Fly commented. “Nor can I conceive an emergency so grave that it would require taking the vast burden of broadcasting operations out of the hands of the broadcasting industry. I do not believe that our defense efforts will make it all the more important that radio broadcasting continue to play its part, under private auspices, in the home life and daily activities of the American listener to public. It is conceivable that our defense problems may require some sacrifice, but they will not require sacrificing the basic pattern of our American system of broadcasting.

“In saying this, I have in mind not merely the activities of the Defense Communications Board. So far as radio broadcasting is concerned, I do not anticipate that the potential effect of the Board's plans will extend beyond purely technical matters of procedure and coordination; or that they will reach such substantive matters as control of program content.”

“Democracy, which is another name for self-government, can work if and only if citizens have adequate knowledge of the issues which confront them, and make their decisions in the light of that knowledge. If we are cut off from sources of news or from well-rounded discussions of public issues, our ability to govern ourselves is impaired, and we end up letting others govern us.”

Right from Wrong

“The function of distinguishing truth from error and right from wrong resides and should reside, not at the transmitting, but at the receiving end of our radio system. It belongs to the millions who listen, not to the few who broadcast. Depairing radio listeners of their rights to their own judgment; striking at the very roots of democracy and self-government. Banning free discussion on the air, far from reducing confusion, consternation and strife, would tend to compound the confusion and consternation of which we complain. The right of the public to know, and to discuss, the events forming the news of the day, should never be taken away from us.”

More for Armand

ARMAND Co., Des Moines (Brisk Shave Cream), currently testing daily one-minute transmitted announcements on WIRE and WFBM, Indianapolis; KGKO, Los Angeles; KPO, KFRC, San Francisco, and its schedule. Agency is Rüsself M. Seeds Co., Chicago.

Grants of FM by FCC Bring the Total to 34

AUTHORIZATION of commercial FM stations in Delaware and Philadelphia by the FCC Feb. 11, brings the total number of grants thus far to 34, for construction of licenses. The first was to John Lord Booth, operator of standard broadcast station WMR, to operate on 44.9 mc., covering 5,600 square miles and a population of 2,900,000. The Philadelphia grant, the third in that city, was to Gerald P. Divinagracia, owner of Delaware Broadcasting Co., license of WIP, to operate on 44.7 mc., to cover 9,200 square miles and a population of 4,500,000. Call letters have not yet been assigned.

The FCC left the number of pending applications at 55. The only application received during the past week was from the Moody Bible Institute (WMBI), Chicago, to amend their original application, requesting 47.6 mc. instead of 43.9.

Platers Spots

PLANTERS NUT & Chocolate Co., Wilkes-Barre, Pa. (chain), through Raymond R. Morgan Co., Hollywood, on Feb. 3 started for seven spots daily on 28 announcements weekly on KDKA and WCAE, Pittsburgh. Schedule is to be 34, four announcements daily for the following six weeks effective March 24. Firm also sponsors this hour for the next six weeks and quiz What's on Your Mind? on 10 CBS West Coast stations, (KNX KFBK KIRO KVI KFPP KSL KLZ KVOR), Thursdays, 7:15-7:45 p.m. (PST).

Bekins Coast Spots

BEKINS VAN & STORAGE Co., Los Angeles (chain), user of West Coast radio stations for eight years, on Feb. 18 starts for 17 weeks three-times weekly spot announcements on KHJ KMJ KFBK. Firm is currently using from five to seven announcements weekly on KNX KSFO KFSD, about $30,000 yearly on radio, the firm will increase the appropriation byapproximately $10,000. Agency is Brooks Adv. Agency, Los Angeles, has the account.

Insurance Spots

FEDERAL ACCIDENT Insurance Co., New York, through its newly appointed agency, Huber Hoge & Sons, New York, has started daily five-minute announcements on KHJ KHJ KJY KJY KHJ KHJ KHJ KHJ KHJ, 7:30 a.m. to 10 a.m. each day. More stations are expected to be added.

casts, especially at a time when so many influences are competing for the allegiance of our foreign-born citizens and residents, might prove to be a safeguard against many of the influences which we would at least tend to cut them off from the democratic influence of well-managed radio stations, broadcasting to them in the languages they best understand and to which they are most responsive. These stations can, and in large measure must, be understood for such a purpose. The great significance of radio, and its power for evil as well as for good, is demonstrated by the fact that nearly all the invaders first of all seize the broadcasting station and utilizes it shrewdly for his own ends.”

They Were In the Air Corps Then

One of a Series

This trio flew for Uncle Sam, one of them coming over from the Lafayette Escadrille, during World War I. Their identities, their records and what they look like today will be found on page 24.
CHARACTERISTICS:

ELECTRICAL
Frequency Range . . . . 550 to 1600 kilocycles
Phase Angle Range . . . . 0 to 360°
R. F. Input Impedance . . . . 65 ohms
Rated Frequency Input Power Min. 1/8 watt
Power Supply 105-125 volts, 40 to 60 cycles
Power Consumption . . . . 40 watts
Tube Complement
1-283A, 2-259A and 1-274A

MECHANICAL
Height . . . . Approximately 15 1/4"
Width . . . . Approximately 19"
Depth . . . . Approximately 7 1/4"
Weight . . . . Approximately 43 lbs.
Direct Reading . . . . 360° dial.

Ask your Engineer!

Just what you need! The 2A Phase Monitor is the last word in accuracy for measuring phase and amplitude relations of currents in antenna elements.

It’s self-checking, self-calibrating—by simple methods which give you clear indication of the accuracy of initial adjustments. With this monitor, you can rely on the measurement of a particular phase angle within ±3° and can detect a change in phase angle of 1°. You can measure or re-establish all phase angles on the antenna system with an accuracy of 1°.

The Phase Measuring Circuit contained in the 2A Phase Monitor has established a new standard of accuracy for such service.

R. F. Current Meters are hand calibrated throughout their full range. For full details: Graybar Electric.
WHO Is Granted Super-Power To Test ‘Polyphase’ System
Will Use 150 kw. in Experiments With Antenna Transmission Said to Over-Ride Fading

NEW SUPER-POWER experiments utilizing “polyphase” transmission, a new technique which appears to provide more effective coverage and reduces fading, will be undertaken by WHO, Des Moines, under an FCC authorization last week permitting it to use 150,000 watts power, during early morning hours.

For several months WHO has been testing polyphase operation with a 1,000 watt station operating on its regularly assigned frequency of 1,000 kc. The new grant authorizes construction of new equipment and will permit the station to operate with 150,000 watts from midnight to 6 a.m., to ascertain the advantages of the new technique. Maximum authorized power during February was only 1,000 watts, but 25 polyphase broadcast stations are 50,000 watts. A number of stations, including WLW, held developmental permits for polyphase operation, power up to 500,000 watts after midnight.

Saving of Power
Paul A. Loyet, technical director of Central Broadcasting Co., which operates WHO, told the Fourth Annual Broadcasting Engineering Conference at Columbus last Thursday of the 1,000-watt experiments with polyphase operation. He explained that the effect of the arrangement is that half of the modulated power is saved. The system consists of the regular tower and four auxiliary towers suspended away from the tower on cables. The central tower transmits the carrier only and the auxiliary towers transmit the sidebands. It was indicated that the system probably could not be adapted to directional antenna operation, but appeared to be a economical method of operation for high-power stations of 50,000 watts or more.

Non-technically, it was stated at WHO that polyphase broadcasting lays down a directional pattern that rotates with modulation. It is said to increase antenna efficiency and makes a definite gain on fading. It is thought that polyphase broadcasting will make possible operation of high-power transmitters at little or no increase in operating cost of a 50,000 plant.

Operation with 150,000 watts for W9XC, the experimental call letters gives WHO, will involve a number of changes. There will be extensive alterations in the broadcasting antenna system, with Blaw-Knox towers tentatively selected. The present WHO 50,000-watt transmitter will be rebuilt and extensive additions made.

For two engineers will be assigned to the new station. One will be Dr. John F. Byrne, of Collins Radio Co., Cedar Rapids. Dr. Byrne is described as the "sire of polyphase broadcasting" and the WHO engineering staff, under Mr. Loyet, as the "wet nurses". Mr. Loyet estimated that the changes and additions would require about six months.

First Nationwide Mile O’ Dimes Drive Brings Donations to Almost $200,000

IN ITS FIRST year as a radio project on a national scale, the Mile O’Dimes campaign held in conjunction with the President’s birthday broadcast, collected contributions in 24 communities, for a total of $150,000, according to a report by Charles C. Barry, director of the Mile O’ Dimes Committee of the President’s Birthday.

The money, along with other funds raised from the March of Dimes and birthday balls throughout the nation, will be used to support the National Foundation for Infantile Paralysis.

Almost $200,000
Registered totals already have reached $185,620, and late returns and additional contributions are expected to boost the total to about $200,000. Mr. Barry estimated to broadcasting. Results of the first national Mile O’ Dimes campaign drew hearty praise for radio from both Director Barry and former District Commissioner George E. Allen, chairman of the Mile O’ Dimes Committee.

This was the first nationwide Mile O’ Dimes campaign to help raise funds to fight infantile paralysis," commented Commissioner Allen. "It was almost $200,000 raised, in addition to the millions of dimes sent direct to the White House. A large part of this success was the result of the splendid cooperation received from the leading radio stations in all parts of the United States. On behalf of the Committee and the President, I am very happy to express our sincere gratitude to all those who helped to make the Mile O’ Dimes such a success and sponsors were: Chicago, $17,571.76, WENR-WMAQ and Chicago Daily Times; St. Louis, $3,175, KMOV and St. Louis Globe Democrat; Oklahoma City, $1,558.88, KOMA; Denver, $3,633, KOA and Denver Post; Jersey City, Newark, Union City, N.J., $2,522.10, FAAT, Jersey Daily and Jersey Observer; New York, $32,000, WEAF-WJZ; Pittsburgh, $1,000, all stations; Cleveland, $10-

TO CELEBRATE the fifth anniversary of Frankie and Johnnie Sidewalk Swoopers, man-on-the- street promotions of WGBS, was the program's.m.c.a. Frank Gaither (left) and John Fulton (right). They are pictured with the cake commemorating their "wooden" anniversary.

Operation Proves Fatal To Swagar Sherley, 69

SWAGAR SHERLEY, 69, former Chairman of the House Appropriations Committee and elder statesman of Washington radio attorneys for nearly two decades, died in Louisville last Thursday following an operation for a glaucomal ailment. A charter member of the District Bar Association and active in its affairs, Mr. Sherley headed the law firm of Sherley, Wilson & Weaver. He represented a number of leading firms in Washington, including WHAS, Louisville, and Don Lee. A close advisor of President Wilson during the World War, Sherley had practiced law in Washington since his retirement from Congress in 1919. He is survived by his wife and five grown children.

Special Stunts
An additional lump donation, estimated at between $5,000 and $10,000, was turned over to the Detroit sponsors by CIA unionies, according to word reaching Washington headquarters. This is cited as an opening event for the forceful appeal of the drive. In Hartford, it was stated, a parade held in conjunction with the campaign, featuring Elsie the Borden cow, who ambled through the streets carrying coin buckets about her neck, netted $1,200. In New York the two Newday stations, WEAF and WJZ, carried 117 programs from the Mile O’ Dimes stand as well as about 200 spot announcements.

In Florida a unique auction conducted by WKAT, Miami Beach, and WIOD, Miami, netted an additional $1,500 for the infantile paralysis fund. Broadcasting simultaneously from two different parties Jan. 30, a special medal, made by the Duke of Wellington and contributed by the Duke of Windsor, was placed on the auction block. With each party netted $500 the sale of the radio, the medal finally was sold for $1,500. Don McNeill, NBC Breakfast Club m.c., and Elsa Maxwell acted as auctioneers.
Farmers Get Market News by Radio

Speedy Air Reports Revise Sales Methods

By ANTHONY J. KOELKER
NBC Farm Editor, Chicago

"Q. S. T. Daily radio market report, Dec. 15. This daily report will give daily market prices. It is prepared by the U. S. Bureau of Markets, and released daily at 5 p.m. from the U. S. Bureau of Standards radio station. Receiving operators will please deliver reports to newspapers, county agricultural agents, farmers' organizations, shippers and others. Estimated livestock receipts at 7 markets. Cattle 34,200, calves . . . . ."

With these words market news broadcasting was born back in 1920. Actually it was "wireless" and reception depended upon amateurs to interpret the "dots and dashes". Secretary of Agriculture Bernard M. Baruch and his staff of amateurs heard that first message which went out from Washington but these amateurs proved most co-operative. They listened carefully to each dot and dash, then made copies of the reports, posted them in local stores where farmers gathered, and turned them over to newspaper editors, county agents and others who could help in spreading the news.

20th Anniversary

The 20th anniversary of that first "farm market broadcast" was observed recently with a special program on the NBC National Farm & Home Hour. Appearing on the program were C. W. Kitchen, chief of the Agricultural Marketing Service; Wallace Haggard, chief of radio service for the U. S. Department of Agriculture; E. J. (Mike) Rowell, radio specialist in the Agricultural Marketing Service; and Market Reporters E. R. Biddle of New York, L. M. Wyatt of Chicago, and Frank H. McCombs-Waukegan, III. These men, all veterans in the business of farm market news, traced the history of this important radio service from its modest beginning to the present day when 400 radio stations are sending out this information several times daily to an estimated 10,000,000 country homes equipped with radios.

In these 20 years many changes in market news reporting have been made. For example, in the New York market there has been a great decrease in the quantity of fruits and vegetables arriving by rail and a corresponding increase in the receipts by truck. Ten years ago one-seventh of the fruits and vegetables received in New York arrived by truck. Today, more than one-third come by truck.

It would have taken 80,000 railroad cars to bring in what came by truck last year. And those trucks bore license plates from 22 different States. This development served to speed up the process of getting the market reports out to the farmer and other interested parties. Market news reporting has changed considerably in these two decades and radio has played a vital part in helping the farmer get what he needs.

With good roads, trucks were being used more and more by near-by farmers who wanted to get their produce on the market at their convenience and just as quickly as possible. Now a broadcast is on the air at 6:30 each morning and covers trading during the previous three or four hours. These early morning reports make it possible for producers to get on the market and cover the trading that prevailed up to 8 o'clock that morning.

Times Have Changed

In the Midwest, similarly, farmers are tuning in their radios as early as 6:15 a.m. for estimated live stock receipts and a summary of the market to help them decide whether to sell or hold. They have to know early in the day in order to get a truck lined up and stock the way in time to be sold that day.

The first broadcasts out of the Chicago live stock market were on the air in the late afternoon or early evening. Actually, they were a review of the day's trading. But the marketing of livestock has changed considerably in the last two decades and radio has played a vital part in helping the farmer get what his livestock is worth.

Lighter reports at the big stockyards due to direct buying, auction markets, concentration points, interior packing plants, quick frozen meats etc., have changed the system of livestock marketing. Take the auction markets for instance. Instead of sending their livestock to the large public markets, as their fathers did, some farmers have discovered equipment which makes marketing by auction markets possible. Many of these auctions do not start telling until their radio has given them reports from some of the big markets within 2 Chicago office of the Agricultural Marketing Service starts the day with a report on estimated receipts at about 6:30 a.m. Soon after trading begins there is an early flash on the wire to radio stations. Later, a mid-afternoon report gives the trend of the market. Then, about 12:30, a final, complete report on the day's trading is prepared. Throughout the afternoon every radio is carrying a running story to give the farmer the "feel" of the market.

What has been said of fruits and vegetables and livestock is, in general, typical of market news reporting on a long list of commodities. In fact, every farm radio is a model of importance—cotton, tobacco, hay, grain, wool, and many others. The reporting is done on all the more important markets, that is, terminal markets such as Atlanta, Boston, New York, Philadelphia, Los Angeles, San Francisco and Portland.

From Shipping Points

Market news also comes from shipping points. For example, during the potato shipping season market newsmen are stationed at Presque Isle, Me.; Waupaca, Wis.; and Idaho Falls. With reports from these places available the broadcasters can quickly and accurately inform producers in any one part of the country about prices, which are equal to the price of potatoes in all parts of the country.

Many market news reporters broadcast one or more times daily direct from their offices, thus getting farmers and other information on supplies, demand, and prices while the news still has real value. In other places the market men send their reports to the stations by telephone and messenger.

The press associations also provide extensive distribution of these reports direct to radio stations. Through this arrangement stations located at some distance from the nearest market news office are able to present reports comparable with those presented by stations in the market centers.

Twenty years ago most farmers didn't get their reports until the day after they were issued. Now they are getting them a full working day earlier, thanks to radio. Because of this service radio has become a necessity in the day by day business of the farmer. It has played a part in the development of an equal bargaining basis. Until the market news began the only way a farmer had of finding out about the prices of his livestock was from the market or other financially interested party.

Now, as Mr. Kitchen pointed out, the importance of having the work done by an unbiased agency is recognized by farmers and dealers alike. Agriculture in realizing that objective, radio has taken market news to farmers quickly to provide the retailer the equivalent of the businessman's ticker tape.

Dick Mack Is Appointed To Direct Sealtown Show

DICK MACK has been appointed successor to Ed Gardner, Hollywood writer-producer of the weekly NBC Sealtown Show, broadcast over National Dairy Products Corp. (Sealtown). Joining the West Coast staff of McKee & Albright, agency servicing the account, he takes over the assignment on Feb. 27.


National Dairy Products Corp., effective Feb. 13 added 6 NBC Pacific Coast stations (KFSD KTVF KGO KEX KJR KGA) to Ruby Valley Show. KECA, Los Angeles, part of the show, is the only West Coast station to receive the weekly program. Sealtown here in New York, Kraft cream cheese is being advertised on the West Coast release, with J. Walter Thompson Co. taking a 15% cut of the advertising on the commercials. Later, the agency services the Kraft Cheese Co. account.

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Wheeler Charges Slanting of News
Seeks All Scripts Used of Net Commentators in 1940

CHARGING that radio news commentators have been "editorializing the news", particularly war news, Senator Wheeler, chairman of the Senate Interstate Commerce Committee, has been trying since the end of the war to get three national networks to furnish him lists of network commentators and their sponsors, along with a copy of commentators' scripts of the last year.

In a Feb. 12 letter to Fred Weber, MBS general manager, following personal conversations Feb. 10 with Harry C. Butcher and Frank M. Russell, NBC Washington vice-presidents of CBS and NBC, respectively, Senator Wheeler voiced his "editorializing" charge, declaring that "editorializing" of propaganda have become so numerous that official notice must be taken of them. Although radio commentators drew primary attention in the letter, Senator Wheeler commented that newspapers, columnists and motion pictures also were guilty. In addition to the list of commentators and networks included in the letter, Senator Wheeler requested the names of the president and board of directors of sponsoring corporations.

Claims Editorializing

"You will recall that just recently the FCC reprimanded a station for editorializing the news", Senator Wheeler declared in the letter. "In checking up on your commentators, I find that on the war issue particularly they have been not only editorializing, but in many instances propagandaizing. I would like very much to have an exact copy of the script of your commentators during the past year. Complaints of propaganda by the radio, by some of the newspapers, by many columnists, and the motion picture industry have become so numerous that official notice must be taken of them."

"When we passed the Communications Act we tried to write into that legislation provisions which would require all broadcasting chains and stations to give equal time to both sides of every public question. When the originating stations of the chain have generally given equal time to individual sponsors on the more important public issues, I question whether or not their affiliates have done so, and sponsored news commentators on the chains have been well placed on the great issue that is pending before the country at the present time, namely, the lend-lease bill, to make the question of our own neutrality."

"If we are to preserve democracy in the United States, it is absolutely necessary on fundamental issues, such as granting dictatorial powers to the President, and the question of peace or war, that the people should be fully and impartially advised. The only way that Hitler or Stalin or Mussolini are able to keep their people in subjection is because of controlled press, radio and motion pictures."

Networks Respond

NBC made no formal comment on Senator Wheeler's charge, although indicating that Mr. Russell had supplied the Senator "with all the information he has requested of us."

CBS in a detailed statement declared it has maintained "a strict impartiality" in matters like the controversial lease-land bill, noting that as of the time of its statement opponents of the lease-land proposal had have more CBS time than proponents. The network statement declared: "CBS allows no editorializing of the news by any of its news reporters or news analysts on either sponsored or sustaining programs. It requires of all announcers and news broadcasters a complete objectivity, free from personal bias or editorial slanting of the news. Moreover, as a company CBS maintains no editorial position of its own on any controversial public issue, including aspects of the war."

"In the field of such questions as the lease-land bill, CBS has maintained a strict impartiality, making time available to numerous spokesmen both for and against the legislation. At the moment our records show that CBS has carried 15 broadcasts on the lease-land bill and that the opponents of the bill have thus far had somewhat more time on the network than proponents. In this maintaining a fair and open forum of public debate on great national issues, CBS is following its historic policy of allowing the American listeners for the proper discharge of its obligation as a broadcasting network."

Applications of Stations For Symbols Are Denied

HOLDING that classification of stations under provisions of the FCC rules is "a matter merely of administrative convenience" and that "these classifications are not a source of any right in licensees or applicants," the FCC on Feb. 13 denied applications for six dozen of stations in Miami, Fla., and KFDM, Beaumont, Tex., for classification as III-A stations. The FCC noted that "the first formal interpretation of the prerequisites of such classification must await the petition of WQAM requested not only III-A classification, but also that action upon its application for frequency from 1,000 to 5,000 watts, top power limit for a III-A station, be deferred until final action is taken by the FCC on the classification matter. WQAM operates on 560 kc., a regional channel. KFDM had requested the FCC to add "Class III-A" to its license, submitting the request as an application for modification of license. In both cases the FCC noted that "no provision is made either in the Commission's rules or in the authorization provisions of the Act authorizing any classification such as is here requested."

Windmill Test

DEMPSTER MILL MFG. Co., Bel- trice, Neb. (windmills), on Feb. 4 and 7 started a three-month test campaign for five-minute programs on KMA, Shenandoah, la., and WIBW, Topeka, Kan. Campaign features a letter writing contest on the subject of "Winning in the Windmill". Ten windmills, or water systems, will be awarded for the best letters. Agency is Cole's Inc., Des Moines.

My-T-Fine Spots

PENICK & FORD, New York (My-T-Fine desserts) is sponsor- ing an all-spot spot program as described below. Spot announcements four times weekly on the following 18 stations: KOMA OKC., KFMB SAN. DIEGO, WKCT GB, WCKY WFBQ WICX WPNF WABC WABC WABC, WACR WACR WACR WACR WACR WACR, WMCA New York. Contract for three weeks.

CBS is presenting both sides of the lease-land question as effectively and fairly as it did in the Supreme Court controversy, the neutrality fight and innumerable other public issues during the past 10 years. The CBS approach to this subject pioneered in network broadcasting are followed likewise by all eight of the stations which CBS operates. We will be ready to make available to Senator Wheeler the text of any news broadcasts in which he is interested, although to a large degree the material is transcribed and transmitted to the three great press associations. We feel confident that our news policies and care taken in their ap- plication to the material is transcribed is one of the highest purposes which radio can serve in a democracy."

ROUND and round go the wheels at WCLE, Cleveland when It's a Gift is on the air, sponsored by Rosenblum's store. Carl Mack (right) describes spinning of wheel as Duke Lidyard (second from right) calls off the number selected by member of studio audience.

Here's the latest in successful programs with a cash give-away! It's called It's a Gift, created by Lustig Adv. Agency, Cleveland, for Rosenblum's, one of the country's largest charge account family clothesiers, of that city. It's a Gift has been on the air for Rosenblum's over 100 consecutive 15-minute programs on WCLE, Cleveland, 11:45 a.m. On Feb. 17 the program switches to 6:15 p.m. on WKH, Cleveland. The new feature is a variety program featuring recorded music, a five-minute spot of news of the day and the newest in cash giveaway ideas. As the above photograph indicates, three announcers handle the program, along with a sound effects man.

Wheels Three

Three large numbered wheels, placed on a permanent platform, are used to determine the names of the winners. These names are chosen from the City Directory of the town in which the program is broadcast. Consequently no telephone is needed to win. In fact, the winners don't even have to hear the program to get the cash award.

In Cleveland $20 is given, free, no strings attached, to a winner each day. Another feature of It's a Gift is a means of checking listeners and reaction. For an extra $5 is given if the winner calls the sponsor within a half-hour after the winning name is announced on the air. The winner is not paid for the money is given to the American Red Cross.

So far all but 12 winners out of over 600 winners to American for the extra $5. Queries and checks have shown that the program, at noon time, had one of the largest audiences of any daytime program in Cleveland. It's a Gift has been sold by Lustig Advertising Agency to Cherniash's in Windsor, Ont. (department store), Palace Credit Clothing Co. of Pittsburgh and Bay's (department store) of Dayton. O. Lustig Advertising has created a simple and fair system of numbering the wheels so that the City Directory may be set up easily and every name listed in the directory has an equal chance to win.

Historical Notes

The City Directory has supplied the Senator "with all the information he has requested of us."

Networks Respond

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Broadcasting
Mr. Ralph Miller, for 15 years Advertising Manager of the Farmer-Stockman, assumes new duties as Commercial Manager of Radio Station WKY.

Mr. Miller returns to Oklahoma City after a year's leave of absence in New York, where he served as Manager of Basic Newspaper Group, Inc.

Succeeding Mr. Miller as Advertising Manager of the Farmer-Stockman is Dewey Neal. Mr. Neal, associated with the Farmer-Stockman for more than ten years, has been acting as Advertising Manager during Mr. Miller's absence.

Mr. Robert Chapman, during the past three years Commercial Manager of WKY, returns to the National Advertising Department of the Oklahoma and Times, to resume his 13-year affiliation with the newspaper field.

The varied backgrounds and broad experience these men bring to their new assignments assures the continuation and extension of the complete, efficient co-operation advertisers have always received from

THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY
Needed
One Blue Suit
with plenty of room
at the seams!

Enlarged by new stations, bursting with new improvements, broadened by new clients, no wonder the fast-growing BLUE NETWORK out-dated its September Rate Card in five short months!
YES, WE HAVE OUTGROWN OUR OLD CLOTHES, BUT WE LOVE IT

Compared to last September we're not only a bigger Blue, but a better Blue, and a better buy as well. There have been many changes made, changes that are outlined for you in the new Blue Rate Card. More about that later. Now we're going to take you traveling.

Where business is booming and the Blue Network is blooming. Latest move finds Station WSUN keeping its choice frequency, but expanding to full time with 5,000 watts night and day as the official new Tampa-St. Petersburg outlet for the Blue Network. With other progressive Blue Stations in Daytona, Orlando, Ocala and Miami Beach, no wonder that advertisers who “go to Florida” stay on the Blue all year.

Good news too from the Pacific Coast. For advertisers interested in regional campaigns, the Blue Network now announces a tailor-made schedule of Pacific Coast regional volume discounts. Starting with 2 1/2% for a gross billing of $350 per week on contracts of 13 weeks or more. (Advertisers using national Blue Network facilities as well, may combine their contracts for all NBC facilities and apply the National dollar volume discounts to their entire billings instead.)

Your new NBC Blue Network rate card issued February 1st, tells you all these facts and more. By now you must have received your copy. Read it carefully. It will give budget-minded advertisers some brand new ideas. It will give agency time buyers more news than their morning newspaper. News about the 31 new stations affiliated with the Blue Network since last September . . . about power increases and improvements on the Blue . . . important news that says “Better Buy Blue.”

There are now 97 Blue stations under the provisions of the Blue Network Discount Plan. They are located in the Money Markets, where the nation's buying power
NAB to Promote Drive to Inform Public of Shifts

Educational Activities Are to Include Printed Broadsides

DESIGNED to enable United States radio stations and their listeners to have Havana Treaty frequency reallocations in stride, the NAB last Friday announced a comprehensive national broadcast promotion, to start March 10, in culmination with Radio Moving Day on March 29, when Havana Treaty shifts are scheduled to go into effect. Plans for the educational promotion, developed by Arthur Stringer of the NAB Washington headquarters, were set out in detail in a letter mailed to member stations, manufacturers and servicemen's organizations all over the country.

Meanwhile, both the FCC and State Department were awaiting word from Mexico and Cuba regarding approval of the revised allocations as drafted at the engineering conference in Washington, Jan. 14-19. Mexico's approval is expected to be forthcoming shortly, at which time the official list of the reallocations will be revealed.

Cuba Not Heard From

Thus far, no word has been received from Cuba, though it is expected approval will be received prior to the March 1 release deadline. If, by March 1, neither country formally has notified the FCC of its reallocation, the terms of the agreement will be regarded as having been accepted and lists will be released simultaneously in the signature nations. Optimism still prevails and nothing is expected to happen that will in any way disarrange the March 29 changeover.

The industry-wide effort to minimize the reallocation problem, particularly from the listener's point of view, emphasizes that the reallocation of 795 of the 883 stations in the United States and one other forward step in the constant improvement being made in broadcasting, which has been carefully planned for a large part on its affording better overall program reception.

29 Stations Eligible for 50 kw. When Treaty Goes Into Effect

WHEN THE Havana Treaty allocations become effective March 29, potential 50,000-watt operation will be available to 29 stations which become unlimited time outlets on Class I-B or Class II assignments, according to an analysis of the Treaty assignment roster. Excluded from this list are a substantial number of daytime stations which, under the Treaty terms and the FCC rules, can nominally procure the maximum power but for economic reasons probably would not find such operation feasible.

Several Applications

Under the FCC regulations and the Treaty terms, any station assigned to Class I-A, I-B or II facilities is eligible for 50,000 watts assuming it conforms to engineering requirements specified in the Treaty standards and FCC rules. A number of the stations so situated already have filed applications for 50 kw, and in several instances the FCC already has granted the initial construction permits.

Several limited time or daytime stations may find it economically expedient to file for 50,000 watts. On the other hand, a number of the stations slated for fulltime operation on potential 50,000-watt assignments, may decide not to seek that power because of market, economic or technical considerations.

Along with the 29, there are two of potential 50,000-watt operation, including those already under construction or for which applications have been filed as follows:

WLAW, Lawrence; KIRO, Seattle; KFAB, Lincoln; KGQ, Oak-land; KJZ, Seattle; WCFL, Chicago; WINS, New York; WHN, New York; KTHS, Hot Springs; WAPI, Birmingham; WOY, New York; WOW, Fort Wayne; WWVA, Wheeling; KRX, Portland; WLAC, Nashville; KGA, Spokane; WKBW, Buffalo; KOMA, Oklahoma City; KFBK, Sacramento; KFYX, Fort Worth; KEQW, San Jose; KGGF, Coffeyville; KVOO, Tulsa; WQXR, New York; KMPC, Los Angeles; WJAC, Johnstown; WNOX, Knoxville, KGU, Honolulu.

Advertising Medal Given Armstrong

Ewald and Swing Honored At New York Award Dinner

MAJ. EDWIN H. ARMSTRONG, inventor of FM broadcasting, and Raymond Gram Swing, MBS news consultant, were two of the three bronze medal radio awards, presented with 15 medals in six other classifications at the Annual Advertising Awards dinner, held Feb. 13 at the Waldorf-Astoria Hotel, New York.

A gold medal for distinguished services to advertising was presented to Henry T. Ewald, president of Campbell-Ewald Co., Detroit, advertising agency of which he was co-founder 30 years ago. Silver medals were given to Walter Dorwin Teague, noted industrial designer, and the Bureau of Advertising of the American Newspaper Publishers Assn.

Program Awards

Among the radio awards, Major Armstrong was cited as "the individual, who by contemporary service has added to the knowledge and technology of Musical Advertising," while Mr. Swing received the award "for excellence of sponsored news broadcasts." He is heard currently on MBS three nights a week under sponsorship of General Cigar Co., New York, for White Owl Cigars.

Medal awards also were made "for outstanding skill in commercial program production" to Needham, Louis & Brophy, Chicago, for the Fibber McGee & Molly program, by Mr. Louis; to Mr. Johnson & Son, Racine, Wis., and to Lord & Thomas, Chicago, for the Bob Hope program, sponsored on NBC-Red by the Pepsodent Co., Chicago.


WTCN, WHB Petitions Set for Joint Hearing

CONFLICTING applications of WTCN, Minneapolis, and WHB, Kansas City, to switch to 710 kc., increased by one were designated Feb. 11 for joint hearing by the FCC. At the same time the FCC announced in part the petition of WTCN and KSSO, Sioux Falls, S. D., to amend KSSO's application to shift from its present 1110 kc. to 1320 kc., continuing to depend upon WTCN's switch from 1250 to 710 kc. No dates have been set for the hearing.

WTCN, which operates with a 1,000 watts night and 5,000 watts day on 1250 kc., is seeking a change to 710 kc. with power increased to 10,000 watts, using a directional antenna. WHB, at present on 860 kc. with 1,000 watts daytime only, would change to 5,000 watts unlimited time, using a directional antenna.

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Pioneers Receive Awards at Dinner

VWOA Pays Tribute to Work Of the Defense Board

WITH national defense as the keynote of its 16th annual dinner-cruise, held at the Hotel Astor, New York, Feb 11, the Veteran Wireless Operators Assn. honored the work of the Defense Communications Board in keeping communications as "the nation's first line of defense". The VWOA presented to the board the VWOA Marconi Memorial Service Award. William J. McGonigle, president of the VWOA, presented the plaque to James Lawrence Fly, chairman of the DCB as well as of the FCC.

Marconi Memorial Medals of Service were presented to Major General J. O. Mauborgne, chief signal officer of the Army, and to Rear Admiral Leigh R. Noyes, director of naval communications, both DCB members. George H. Clark, radio aide in the Navy, was awarded a Marconi Memorial Medal for History, for his work in compiling the "History of Radio".

A Marconi Memorial Scroll of Honor was given to Richard Nebel, radio aide to the signal officer, second corps area. A paralysis victim since the age of three, Mr. Nebel is prominent in the ranks of amateur wireless operators and the award cites him as "a splendid example of how those unable to serve in the active forces in the national defense may serve their country." A similar scroll was presented to David Sharp for outstanding radio service as a ship's operator in 1915.

Arthur A. Isbell, Lieut. Comdr., United States Naval Reserve (retired), received a Marconi Memorial Wireless Pioneer Medal for his work in radio's early days. This presentation was made at a VWOA dinner in San Francisco, held concurrently with the one in New York, as were similar gatherings in other cities throughout the country. Honorary membership in VWOA were tendered to Chairman Fly, General Mauborgne, Admiral Noyes, Niles Trammell, NBC president, and George Bailey, president, American Radio Relay League.

Awards were made during an NBC broadcast from the dinner and from Washington, D. C., where General Mauborgne and Admiral Noyes, detained on official business, acknowledged their awards. Dr. Lee de Forest, honorary president of VWOA, addressed the group by telephone from Los Angeles.

WWL's Regular 50 kw.

ENDING a special experimental authorization in existence for several years, the FCC Feb. 11 authorized fulltime operation of WWL, New Orleans, on 850 kc, with 50,000 watts. Heretofore, technically, it has been authorized under its regular license to share time with KWKH, Shreveport. KWKH, however, for the past several years has operated fulltime on 1100 kc, clearing the way for WWL fulltime. It also uses 50,000 watts.
Traffic Jam Confronts FCC In Allocating FM Facilities

New York Confusion May Be Followed by Similar Situations in Other Major Market Regions

WITH TEN applications pending for five or more frequencies for FM stations in the New York metropolitan area, the FCC has met with its first serious problem in this field. Ten competing applications have been set for competitive hearing, as will others expected to be filed.

Possibility that similar situations will arise in other major markets, such as Chicago, Los Angeles, Boston and San Francisco, also is foreseen. Having already granted seven FM applications in New York, more or less on a first come-first served basis, out of the total of 34 authorized for the country, the FCC may find it necessary to reappraise its whole allocation policy. At the hearings on the pending New York applications, dates for which have not yet been set, it is extremely possible that additional testimony will be sought to ascertain whether a new allocations policy can be established for any of the national facilities in major markets.

Adjacent Assignments

Under the present allocations structure, 22 channels are set aside for Class B or major metropolitan area service, such as that specified for New York City. Of these stations, it is expected that additional testimony will be sought to ascertain whether a new allocations policy can be established for any of the national facilities in major markets.

The present channeling system specifies allocation of every other frequency to Class B or major metropolitan area service, such as that specified for New York City. Of these stations, it is expected that additional testimony will be sought to ascertain whether a new allocations policy can be established for any of the national facilities in major markets.

NOW THEY LOOK LIKE THIS

PHOTOGRAPHS ON PAGE 14 in the same (1 to r) order: Clem J. Randus, business manager of United Press handling radio as well as newspaper contracts; the Adjutant General's Office in charge of NY Guard, Field 7 at Issoudun, France, later serving with the 22d Squadron, 2d Pursuit Group of the First Army during the Meuse-Argonne drive; William S. Hedges, an NC stations v.p., photographed during graduation from the School of Military Aeronautics at Austin, Tex., in 1916, before going to Fort Sill to get his commission as second lieutenant in the Observers School, where he learned radio as well as bombing technique; Marion Kyle, head of the Los Angeles advertising agency bearing his name, who quit Stanford in 1916 to join the Lafayette Escadrille, fought with it nine months at the front, won the Croix-de-Guerre, then was transferred to the U. S. Army Air Corps in July, 1916, to be assigned as instructor in the bombing school at Clermont-Ferrand.

Winant Considered

THE NEW Ambassador to the Court of St. James, John G. Winant, almost became the "czar" of the broadcasting industry several years ago, at the time reorganization of the NAB was being effected. Mr. Winant, confirmed as Ambassador to Great Britain by the Senate last Monday, was considered along with Neville Miller, who was finally selected for the post, and several other prospects. Mr. Winant was former governor of New Hampshire and was the first director of the Department of the Social Security Board. He was supported for the NAB post by Elliott Roosevelt, then vice-president of Heurtz Radio Inc., during the 1938 reorganization.
It's confusing, in a nice sort of way, keeping tabs on these surveys of advertising trade-paper preferences of agency executives and radio advertisers. Confusing, because every time we turn around there's a new one. Nice, because they all tell the selfsame story . . . BROADCASTING tops with time buyers. Here's the current lineup:

**Transcription Firm Survey:** 1,000 national advertisers and agency men picked at random from McKittrick's. BROADCASTING received nearly as many votes as choices two through six combined.*

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

**Station Representative Survey:** Agency executives queried to determine which of three leading magazines carrying this reps ads was best read. BROADCASTING tops again.*

**Midwest Station Survey (just completed):**
Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you". BROADCASTING tops. *

**Eastern Stations Survey (just completed):** 160 agency executives mailed postcards worded, "If I were buying trade paper space for a station I would use . . ." Nine publications were listed. BROADCASTING way on top, with nearly as many first mentions as all eight others combined.*

* Names furnished on request.
A COOKBOOK built on recipes of talent has been assembled and published by WFBF, Syracuse. The 64-page book contains pictures and biographies of the WFBL stars and staff, along with recipes. It was developed as part of the promotion drive for the recent power increase to 5,000 watts at night.

Each commercial account of the station was offered a half-page in the book for each program on the station. Each staff member rated a half-page. Cover is a Du Pont material. Reproductions are used to provide distribution. The first 2,500 copies distributed had a return postage paid questionnaire with survey questions.

WFBL is making the collected material available to other CBS stations. Its publicity staff handled all work on the book, which contains 114 recipes, 100 half-pages and numerous small cuts.

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Plane Promotion

ESTIMATES BY the Chicago office of MBS indicated that more than 1,000 planes throughout the country participated in a special promotional venture Feb. 8-9 for the Wonder Co. (Outline) serial, Capt. Midnight, heard over 86 stations. Members of Capt. Midnight’s radio club, the Secret Squadron, were told to look for signals from the air by planes that would dip their wings twice at intervals as a message to their commander. Only members of the club would know the meaning of the signals, as it had been explained in a secret code message decipherable only by those possessing one of the club’s code-o-graphs. WGN, Chicago, was responsible for 127 planes performing the maneuvers. This promotion will be repeated at regular intervals upon order of Capt. Midnight.

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Richmond Display

IN THE Sears-Roebuck store, Richmond, Va., WRVA promotional material occupies the center display window. The store is located in the heart of the shopping district. Aside from two prominent maps illustrating WRVA’s coverage in and outside of Virginia, the WRVA display material includes photos of network stars heard on the station and shots of Gabby Hayes performing, among other events. WRVA service in public education is also highlighted in the window display.

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Fruit for Coffee

BUNN CAPITOL Wholesale Grocers, Springfield, Ill. (Golden Age Coffee), is currently sponsoring a three-weekly quarter-hour musical program, Golden Age Caravan, on WCBS, Springfield. Each week the Caravan representative delivers in person, with the can of Golden Age Coffee to four housewives. In the event the housewife has a can of this brand coffee on hand, the sponsor sends her a case of assorted canned fruits. Account was placed direct.

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For Smiths Only

AN INVITATION to all listeners of Chicago named Smith to attend the first in a series of broadcasts at WGN, Chicago, Feb. 28, has been issued by Frank P. Schreiber, WGN station coordinator. The occasion will be the premieres of Whispering Smith, a serial based on the book of the same title by Frank Spearman, first published in 1908. Whispering Smith is a legendary character whose name is associated with the stories of the winning of the West. When danger threatened, he lost his voice and was able to speak only in a whisper. He was a supermarksman and a friend of presidents and section hands alike. Only those who spell their names S-M-I-T-H will be admitted to the first broadcast, with variations of that spelling excluded. The series directed by Blair Walliser will be heard each Friday, 7-7:30 p.m. (CST), and photos depicting the episodes of the serial will be published in the Graphic section of The Sunday Tribune.

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Grab Bag Trio

NO CONTEST, no box top is involved in Furniture Grab Bag, sponsored on KWK, St. Louis, by Franklin Furniture Co. Featuring recorded dance music, the program offers a daily piece of furniture as a prize. Three grab bags contain numbered capsules. Those in the first bag correspond to number of pages in telephone directory; in second are four capsules for number of columns per page; in third are 121 capsules, maximum number of listings per column. Grand prize of a suite of furniture is awarded each Friday. Consolation prizes are awarded to those not answering when their numbers are called.

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Following the Major

RESPONSE to Major Bowes Amateur Hour, sponsored by Chrysler Corp. on CBS, is bigger than ever in the program’s seven years on the air, according to the Bowes’ office, which reports that in January the Major honored four cities he had honored three years before, with the following increases in telephonic calls: Detroit, 1182%; Cleveland, 400%; Philadelphia, 200%, and Baltimore, 200%. The program’s General Manager for January is up 10% from December and BMI, citing these increases, points out that since Jan. 1 only BMI music has been used on the show.

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Information Swap

WPTF, Raleigh, has made an arrangement with the local leading theatre to pay its share of interest in the radio show and movie brief “Information Please” Station runs a series of announcements when the picture is having a run at the theatre. In return, the station has had a streamer made which is shown directly after the presentation calling attention to the radio broadcast on WPTF each Friday evening.

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They put the finger on KPO

And we mean it literally. 124 radio dealers in 70 cities—scattered over 35 Northern and central California counties—were recently asked what stations their customers most frequently request on push-button type automatic tuning installations. Every one listed KPO. And KPO was the only station listed by every one. There are still choice spot availabilities to be had on KPO. Ask your NBC Sales Representative about them. Or write or wire KPO direct.


KPO SAN FRANCISCO 50,000 WATS - 680 KC.
LANDING a one-year contract for quarter-hour news periods daily on \( WSUN, \) St. Petersburg, Fla., the station's newly-established merchantizing division got busy and plastered these eye-compelling pla-
cards on the front of the delivery fleet of the sponsoring Bell Baker-
ies. Here are some of the fleet units.

* * *

Radio and Candy

FOR longest list of first names coined from the words "Starkist Flotation Toothpaste", Starkist Co., San Francisco, will give Crosley combination radio-phonograph. Best daily entries get candy. Six
daily announcements promote the contest on southwestern stations. A carton must be enclosed with each entry.

* * *

Window at Sears

BY AN arrangement with the local Sears, Roebuck & Co. store, promotional material of WRVA, Rich-
mond, is being used as a window display. A huge coverage map of
WRVA has been set up as a back-
ground upon which photos of
WRVA and network talent are
shown.

BROCHURES

NBC-Blue — Blue-and-white folder "Rating Ourselves as Advertisers Rate Us", telling client activities since
the creation of the Blue sales department last July, together with a letter signed by Edgar Kobak, NBC vice-president,
enlarging new Blue "improvements".

WFIL, Philadelphia—Mailing piece, employing the "bitch your wagon to a star" theme, giving statistical
information about the Quaker Network, regional, originating with WFIL.

WCAR, Pontiac, Mich. — "Financial Statement" folder giving mail results for various sponsored programs on the
station, incorporating coverage and market figures and testimonials.

NBC, Hollywood—Illustrated folder, "Inside Story of the Longest Success in Radio's History", relates success of
Richfield Reporter [BROADCASTING, Jan. 27].

WGN Concert — Twelve-page blue folder picturing talent available through the bureau's New York, Chi-
cago and Hollywood offices.

CBS—Booklet in olive and white listing CBS and WABC national accounts with an insert of recent trade paper
advertisement citing network coverage.

KPYR, Bismarck, N. D.—Blue and white folder charting the renewal records of the station's national accounts.

WXIR—New York—A new coverage map, based on the station's increase to 5,000 watts.

\( \text{NBC and the} \)

Novachord

writes Ken R. Dyke, NBC's direct-
or of national sales promotion:
"The adaptability of the Novachord
in the varied demands of radio pro-
gram production is obvious when
you glance at some of the NBC
programs on which we use the
instrument."

Yes, the Hammond Novachord is
versatile—amazingly so! Whether
a station is large or small . . .
whether the broadcast is local "fill-
in" or coast-to-coast network . . .
whether the requirement is a fan-
fare, signature, incidental back-
ground, or rich, colorful music that
can carry the full weight of enter-
tainment—the Novachord's marv-
elous resources make it ideally suited
to radio. Right there at the artist's
gift is a thrilling array of
enchancing instrumental effects—
flute, violin, English horn, clarinet,
trumpet, saxophone, and many
more!

Easy to play ... conveniently mov-
able . . . and unmatched in the
wide scope of its usefulness, the
Novachord has proved in countless
instances to be one of the most
practical and profitable musical in-
vestments a radio station or a net-
work can make. That's why NBC
has three Novachords in its Radio
City studios alone!

Give your programs the added ele-
ment of enjoyment the Novachord
can supply. Investigate this marvel-
ous new instrument . . . hear it
. . . play it YOURSELF and see
how easy it is! Find your nearest
Hammond dealer in the classified
telephone directory. Or, for the
portfolio of Novachord Experience
in Radio, write to: Hammond In-
strument Co., 2989 N. Western
Ave., Chicago. In Canada: North-

See . . . Hear . . . Play

The Hammond Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

The New Idea in music—by the Makers of the Hammond Organ!
3 metal cubicles make up this one attractive unit

The exciter, radio frequency power amplifier, and modulator cubicles are attractively designed to form a single unit when assembled. Finish is two-tone lustre gray with chromium trim.

OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Low operating costs.
- Except for the rectifier supplying power to the "B" modulator, metal rectifiers are employed throughout.
- Inductive neutralization is employed in all radio frequency stages requiring neutralization.
- Equalized feedback.
- Compressed gas condenser.
- Complete fuseless overload protection.
- Simplified circuit adjustments.
- Automatic control is realized.
- Conservative operation of all tubes.
- Current and voltage indicators are provided in all circuits where such instruments are normally desired.
- Split second switching to 1 kw reduced power.
Two NBC stations go to 5,000 watts with the new Westinghouse 5 kw transmitter

With increased power WPEN and WNBC will now give advertisers a new opportunity to reach ALL of the great Philadelphia and Hartford markets. The typical Westinghouse 5-HV transmitter is illustrated at the left. The transmitters installed by these two NBC stations will each consist of three cubicles with two additional racks holding the measuring and antenna phasing equipment.

After looking over the entire field of equipment available for 5 kw operation WPEN and WNBC selected Westinghouse 5-HV transmitters. The distinctive operating advantages of this equipment are a natural result of radio station operating experience since the earliest days of radio broadcasting.

When the rear door of the modulator cubicle is opened all component parts are within easy reach. The two 891-R air-cooled modulator tubes have convenient handles for lifting them from air jackets.
Don't Give It Away

IT WAS ONLY natural for radio to follow the course of least resistance when it took its first faltering steps as an advertising medium some 20 years ago. It borrowed generously from its distinguished contemporary, the newspaper, by adopting many of the sales and promotional practices, mainly because radio's early personnel came principally from the city rooms and business offices.

In one respect, however, it is now evident that broadcasters erred in their aping of newspapers. "Merchandising", born of an unhealthy competitive yen to outdo the other fellow whatever the cost, is the Frankenstein. Newspapers, both in advertising and circulation, have been almost totally taken over. And now radio may be in on the same thing.

If the present trend continues in that all-encompassing field which "merchandising" appears to cover, it is conceivable that it will be to radio what the "double feature" is to the cinema. Fundamentally, the problems are not dissimilar. "Merchandising" really isn't anything more than getting something for nothing. You buy a program and you may get free spot announcements, letters to the trade, personal calls on dealers and distributors, and space in other media spotlighting the radio campaign. Then, you may get window displays, calls on prospective retailers, "point-of-purchase" exhibits, and the like. Distribution of your product, if you (His Exalted Honor, the Advertiser) howl loud enough.

All this is so because the account or the agency can furnish written proof that the competitive station offered to do it, or that it is being done by competitive media. The station doesn't want to lose the business and will compromise. The upshot is that the station in effect is rebating to the advertiser, because much of that "merchandising" service is out-of-pocket expense.

The broadcaster quotes on his rate card only one commodity—time,—just as the publication should sell only white space.

There should be rigid limits on the type of "merchandising" offered, and so far as possible it should be uniform. Perhaps there should be teaser announcements on a new program, but they should be limited. There also should be a limit on the number of letters sent to distributors, and other sales aids. Anything over the maximums specified should be billed at cost, and uniformly throughout the industry.

An NAB convention is coming up in St. Louis May 12-15. We think the Sales Managers' Committee should bring in a definite proposal, projected as an amendment to the commercial section of the NAB right.

The committee might require that broadcasters be honest and truthful in their advertising. And it might contain provisions that will make the current practice easier to enforce. More, such a proposal will help to banish what is easily considered monopolistic practices.

The reality of "merchandising" is that it is nothing more than a by-product of the business. As such, it is a by-product of the individual's earnings. Sooner or later, it will be reduced to its proper size by the laws of supply and demand. We believe that the time has come for a "merchandising" code to be drafted by the NAB and the Bakstor, to be adopted by the stations and enforced by the Commission.

FM Saturation?

IF THERE are any lingering doubts about FM being viewed as radio's newest bonanza one has only to scan the New York scene. Saturation is evident even before the new commercial radio medium gets underway.

The FCC collided with this sudden realization last week. It found that on its first-come-first-serve basis, it had already granted seven of the eleven assignments available for the nation's radio hub. And already on hand awaiting action were ten applications for the four remaining channels. At least a dozen others are known to be in preparation. The answer was the designation for hearing of the applications ready for action, with others slated for consideration in the NAB right.

Under the allocations structure provided by the FCC after months of consideration, eleven stations constitute the maximum for any metropolitan area. There are some two dozen standard broadcast stations in the New York metropolitan area, falling within the "sphere of economic influence" prescribed in the FCC FM rules. All of them are classified as commercially viable, and the FCC's expressed desire of infusing new blood into FM correspondingly is limited.

What exists today in New York is destined to happen perhaps in a dozen major markets. Thus, it is evident that the supply will not equal the demand even before FM has been accorded a real trial. Present AM broadcasters feel they must get into FM for their future economic salvation. And the glamour of radio has attracted outside capital.

What the answer will be must await future developments. It may be found technically feasible to assign FM stations on adjacent channels, rather than on an ever-narrower-channel system, as now prescribed. But there are those who feel even that would be only a temporary expedient.

Those in radio have learned long ago that the word "impossible" is not in the radio lexicon. Both the technical and economic answers will be found when it becomes essential. "Saturation" was reached in standard broadcasting a dozen years ago, but for better or worse, the number of standard broadcast stations has doubled since then.

As a result, the FCC has been faced with the problem of how to handle an invasion that was unexpected. The result has been that there have been no FM licenses awarded since a July 1949 report by the FCC's Advisory Committee on Radio Frequency Assignment.

In a letter to Broadcasters Association officials, FCC Commissioner Edward L. Fielder has been quoted as saying that the number of FM stations in operation would be limited to 150, the same number now assigned by the National Broadcasting Co. for its own network.

If a station is not to be made available for FM, it may be assigned to AM. In the case of WOR, the NAB has already assigned for AM.

R ECENTLY, we hired an announcer. Scores of applications came in from all over the country, and they were of such style and variety that I thought it would be a good idea to tell announcers just what station managers expect.

We are buying a voice, a personality, making an investment. And the transcription applications that we get must convey to us a great many things. Here are a few basic facts which should go into every application for an announcer's job:

In the first place, many who sent in transcriptions didn't seem to have much of an idea of what would be expected and accepted in an audition. This extended to men who had had considerable experience.

To illustrate: Two announcers submitted interviews with another announcer. In one of these cases, the interviewer was so bad the entire effect of the transcription was spoiled. In the other, the man doing the interviewing was much better than the applicant! Don't try tricky things on transcriptions. These are supposed to mirror your best work, and that alone.

Among the transcriptions received, every style, size, make, speed, and kind were represented—even made on home recorders! Many were poorly labeled or not at all. Many were very poor in quality. Many were scratchy. Here's some advice: Get the best transcription-maker you can find, and the best possible material. Label the transcription clearly with the date, your name and address, specifying the speed and whether inside or outside start.

The material chosen by many announcers who submitted transcriptions was poor. A transcribed audition should contain material of the type used day in, day out, over most of the stations in the country. This includes long and short commercial announcements, news, something to show ad-lib ability, some serious music commercials, and a bit of everything—all with musical terms, foreign names and phrases. If an announcer has a specialty—sports, swing, street interviewing, serious music—this should also be included. The ad-lib portion of the audition might well be an autobiographical sketch with emphasis on radio experience and aims and ambitions in radio.

Ability to write and sustaining continuity is an asset to any announcer. If you have this ability, don't hide it behind the teletype. And don't say you can write; throw in a few samples. Two or three announcements on the transcription and several more in the letter accompanying the disc will suffice. Writing is not absolutely vital—but it's a help. If you type well, write your own letter.

Why not give a full 15 minutes to the audition—one side of a 16-inch disc? If you expect to be given final consideration, this disc should represent the best work you can do. The script should be carefully rehearsed, timed, and gone over until it is as good as you possibly can make it. When applying for any job, you put your best foot forward. Doubly important this is, when you can't talk to your future em-
We Pay Our Respects To — Personal Notes

FRANK E. MULLEN, NBC executive vice-president and general manager, has been named to the board of directors of the American Forestry Association. Mr. Mullen, well known in the conservation field, receiving a degree in forestry at Iowa State College, and assisted in conducting the first radio broadcast for conservation in the early 1920's.

FOSTER W. FORT, manager of the Marshall studios of KFRO, Longview, Tex., has resigned to join the Longview News Journal.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected president of the local Kiwanis club.

KENT SOBLE of CHML, Hamilton, Ont., and Metropolitan Broadcasting Service Ltd., Toronto, became the father of a daughter Feb. 5. The same day he received word that CHML had been granted a power increase from 100 watts to 1,000 watts under the Havana Treaty reallocations.

HENRY BOYD, for more than 35 years a highway salesman in San Francisco, for newspapers and radio, on Feb. 10 rejoined KTA, San Francisco, for the first time in ten years and his resignation was submitted by the sales staff to that executive, resigned two years ago to join KJBS.

MORTON SIDLEY, formerly advertising manager of a large San Francisco dry goods firm, recently was asked to the sales staff as account executive of VBSO, San Francisco.

WALTER DAVISON, for the last year NBC Hollywood national spot sales account executive, has resigned and joined the salesman's firm of KMPC, Beverly Hills, Cal. He is with the newly created advertising service, now Cockfield Brown & Co., to learn the advertising business. Convinced after some time that advertising was not his forte, he resigned, and the following month, Dec. 8, 1928, to be exact, married Jean Elizabeth MacKay of Hollywood. On determining to go out of advertising, he was nevertheless persuaded to join the mail order catalogue division of the Roosevelt-Sinclair Co., a national chain department store organization. After two years with the Simpson organization he resigned and joined the Ronalds Advertising Agency Toronto.

With this agency he made his first radio contacts, directing the production of dramatic programs for L. O. Grothe, Montreal cigarette manufacturer. Here he met and worked with Edgar Stone, now of the commercial department of the Canadian Broadcasting Corp. Asked to handle the Hudson Motors account, he was connected with the Tuggalope in Canada, he did such a good job that when the Hudson people set up a Canadian organization they asked the agency to release him to be their sales manager in charge of advertising for Canada.

As president-general manager of the Glenn Bannerman plans to put into operation his tried plan of informal round-table conferences to thrash out any problems which might arise. While he will

(Continued on page 88)

GLENNY FRANKLIN BANNERMAN

FROM Canada's national advertisers steps chubby 44-year-old Glenn Bannerman to head the Canadian Assn. of Broadcasters as its first full-time paid president-general manager. No newcomer to radio, Glenn Bannerman has seen many phases of the industry in the last eight years, but always as the representative of one or all national Canadian advertisers.

He has been closely in touch with the industry and its problems, for as president of the Assn. of Canadian Daily Newspapers, of which he was a founder, he had attended all the past four national CAB conventions. Thus it was not strange that, when the CAB at its convention in Montreal Jan. 20 decided to have a paid president-general manager, the name of Glenn Bannerman was most voiced by individual broadcasters as the logical man for the job if he could be wooed from his post as advertising and merchandise manager of the Hudson Motors of Canada Ltd. In mid-February he officially moved into his new position, severing many years in the advertising field to take on the leadership of advertising's most rapidly growing medium.

His work on the news cast is said to date back to last year under the second important contribution to the Canadian broadcasting industry. It was in 1935, when he was assistant sales manager in charge of advertising for the Canadian division of the Hudson Motor Co., that his first major contribution was made. At that time the parent company in Detroit was broadcasting a network program which went to two NBC outlets in Canada, CFCF, Montreal, and former CRCT, Toronto. Bannerman wanted to bring this program to other Canadian cities and had completed all plans when his request for a network was turned down by the then ruling body, the Canadian Radio Broadcasting Commission.

As a result he brought the problem to the ACA, was made chairman of a newly formed radio committee and presented a brief before the Parliamentary Committee investigating radio broadcasting in Canada early in 1936. This had an important bearing on the scrapping of the Canadian Radio Broadcasting Commission and the formation of the present government-owned Canadian Broadcasting Corp., which has brought many national advertisers as network sponsors from Canada to the United States.

Born in West Gwillimbury, some 45 miles north of Toronto, Dec. 9, 1896, Glenn Bannerman first came to Toronto in 1913. With the outbreak of World War I, he enlisted with the 2nd University Company and went overseas, where he served from 1915 with the Princess Patricia Light Infantry, the famous Princess Pats. He was awarded the Medal of the British Empire. He left the Pats in 1917 to accept a commission with the South Staffordshire Regiment and was promoted to acting captain on the field. On returning to Canada he completed his course at University of Toronto, was business manager of the university's daily newspaper, the Varsity, and in the summer of 1929 became for a short time secretary to Vincent Massey, now Canadian High Commissioner to Great Britain, first Canadian minister Plenipotentiary to Washington.

In the summer of 1927 he joined BROADCASTING • Broadcast Advertising

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BOB ELSON, sports announcer of WGN, Chicago, will make a baseball movie for Republic Pictures in Hollywood this summer.

PAUL FOGARTY, producer of WGN, Chicago, is producing a comic strip, Draftie, based on his experiences as a captain of U. S. Infantry during the World War.

JOE NOVENSON formerly part-time announcer of WPEN, Philadelphia, rejoins the station in a similar capacity after a spell at WIP, Philadelphia.

LAWRENCE MENKEN, radio director, has been appointed director of the Radio Workshop of the National Youth Administration, New York.

NELSON CASE, CBS announcer, recently broke his leg during a skiing trip to Stowe, Vt., but is continuing his announcing of the Rate Hopkins program, sponsored on CBS by Food Corporations, from a wheelchair. His new program, the Ask-It-Basket program, sponsored by Colgate-Palmolive-Peet Co., has been taken over by CBS announcer Matt Crowley.

WARREN GERZ of the NBC press department, New York, recently became the father of a baby boy, Warren Allen, Jr.

ROBERT LOCKWOOD, announcer of WEI, New Haven, leaves Feb. 23 to serve a year in the National Guard.

MARVIN CADE, announcer of WKN, Youngstown, is the father of a baby boy, Richard Warren, born recently.

ODETTE LEVET, of the program department of WWL, New Orleans, is convalescing from a recent appendectomy. Until his return, Joel Lang is assuming his duties.

VIC PAULSEN, announcer-operator, formerly of KJBS, San Francisco, resigned recently to join the announcing staff of KFRC, San Francisco.

LARRY ALEXANDER, announcer, formerly of WDNC, Durham, N. C., has joined the staff of WSB, Atlanta.

JOHNNY HACKETT, sports announcer, has joined the staff of WING, Dayton, O.

AL HECK, junior college student, and new to radio, has joined the announcing staff of WNKZ, Muskegon, Mich.

WENDELL ADAMS of the CBS production department has been appointed supervisor in charge of CBS popular music sustaining programs, by William H. Fineshriber, CBS music director. Mr. Adams, who has a master's degree in music from the Eastman School of Music, Rochester, N. Y., joined CBS in 1936 as assistant to Julius Mattfeld, CBS music librarian.

JULIAN FORD, announcer of WRIA, Richmond, has been reinstated as secretary of the Richmond Theatre Guild.

AL GODWIN, sports announcer of WWJ, New Orleans, was injured slightly in a railroad accident while returning from the Southern Bowling Tournament at Knoxville.

MILDRED W. CARLSON

JUST ten years ago Mildred W. Carlson presented her first Home Forum broadcast over WBZ-WBZA, the Westinghouse stations in Boston - Springfield, and this home economics participating feature has continued daily without interruption ever since. After being graduated from the U of Connecticut, Miss Carlson became a hospital dietician, then joined the food research laboratories of the Childs restaurant chain and then became kitchen manager for the famous Alice Foote MacDoughall restaurant chain in New York. In 1950, while on leave of absence to see her famous Miss Farmer's School of Cooking, she came to WBZ-WBZA. In 1954 she published her Favorite Radio Recipes, which is still a housewives' bible in many a New England kitchen. Her Home Forum has such participants as John Merrill & Co., Dremedary Products, Ten-B-Low Ice Cream Mix, Bill B. Van's Pine Tree Soap and Oakite. She is a prominent Boston clubwoman, member of Boston's Altrusia Club, lecturer and interior decorator. Her hobby is collecting unusual and practical gadgets, carvings and leather objects.

RUTH KEATOR formerly of WGY, Schenectady; WIBX, Utica; and more recently with KPO-KGO, San Francisco, is currently the staff of KYA San Francisco, as home economist and is known on the air as Kathlyn Allen.

GEORGE FISHER, commentator on the weekly 16th hour quarter-hour MBS Hollywood broadcast, has been signed by Hollywood Theatre Syndicate to write a column similar to his radio program. It will be released to 62 newspapers.

GEORGE MATHEWS of KOA, Denver, general office staff, has resigned to join the Army. His successor is Betty Logue, formerly of a local advertising agency.

LEONARD FINCH of CBS Hollywood publicity staff and Nancy Foggwell, production manager of John H. Hildran Co., Los Angeles agency were married in the latter city on Feb. 7.

HELEN HERIC secretary to David Young, KHJ, Los Angeles, continuity director, has been appointed assistant to Robert A. Shepherd, music librarian of that station and the Don Network. She succeeds Frances Fusfeld.

FOUR RADIOOLYWOOD radio announcers were being used as narrators on film trailers for the Warner Bros. picture, picture, picture. They were Reed Kilpatrick, Wendell Niles, Frank Ross and John Deering.

RAYMOND RUFF, head of the traffic department of KOC, Oklahoma City, has absorbed the duties of the promotion staff. Mr. Ruff was formerly program director of KWPT, Wichita Falls, Texas, has joined SP, the station's manager's editor and assistant to Mr. Ruff.

NEIL NORMAN, program director of WIL, St. Louis, married Helen Jean Maluc of Pittsburgh Jan. 18.

BOB RAWSON, formerly of WLL, Washington, D.C., has joined the announcing staff of WIL, St. Louis, Frances Mary Ilge, from KWK, St. Louis, and Margaret Harris, who has been added to the continuity department.

TED COURTNEY, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WTHY, Troy, N. Y.

ROBERT DALL has been placed in charge of music at WMTM, Danville, Va. He replaces Earl Hoteling who has taken a job in Va.

H. V. KALTENBORN, NBC New York commentator, now on a lecture and concert tour, has been named station manager in Birmingham, WMCB, Detroit, and KTBG, Des Moines, has been appointed assistant station manager.

JOE FORD announces on WSGN, Birmingham, WMBC, Detroit, and KTBG, Des Moines.

DOROTHY DOERNBECHER, formerly program director of KVI, Tacoma, Wash., plans to enter the U of Southern California to work for a master's degree in international relations.

TOM McKEE formerly of WJTN, Jamestown, N. Y., has joined the announcing staff of WPTO, Youngstown.

JACK FOGARTY, former high school teacher, has joined the reorganized sales department of WCPO, Cincinnati. The news staff also includes Tom McCarthy and Tim Elliott.

“Which Southern California radio station is doing the biggest job of moving grocery items off your shelves?”

We put the question to Gilber Carrasco of the G & M Super-Market in Santa Barbara, 85 miles north of Los Angeles, and like most men on the Southern California retail sales front, Mr. Carrasco answers “KNX!”

“When things are advertised on KNX we feel it here in the store. Customers begin asking about them,” he said.

Southern California retailers recognize KNX as their most powerful sales-building factor. Naturally, the tune-in choice of most Southern Californians is the choice of retailers for its power to move merchandise.

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

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

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Hillybilly Fame

SONS OF THE MOUNTAINEERS, hillybilly trio of WWNC, Asheville, N. C., get the thrill of their lives Feb. 17 in Washington. They have been invited to sing at the White House before Mrs. Eleanor Roosevelt, wife of the President, and guests in a presentation called "American Folk Songs". Trio consists of Wade Mainor, Tiny Dodson, and Jack Shelton.

Finance Spots in West

PERSONAL FINANCE Co., Hollywood, through Anderson, Davis & Platte, that city, with local office tie-in, on Feb. 3 started a daily quarter-hour public service program, Auction Block, on KTRB, Modesto, Cal. Firm is also using an average of 40 spot announcements weekly on KERN, Bakersfield, and KTMS, Santa Barbara. In addition a daily quarter-hour news-cast is sponsored on KTUC, Tucson, with a three-weekly 15-minute musical program featuring Ruthie Reece, on KOY, Phoenix.

Single Station Coverage

of a Solid Block of the Midwest

More than 2¼ million prosperous city and farm folk live and spend their earnings in these 62 rich counties of Indiana, Ohio and Michigan. WOWO is the only single station in a geographical position to reach effectively this solid block of the Mid-West.

They Have Our Number

In all this territory, twirling to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. If so, let us know.

WAIR
Winston-Salem, North Carolina
National Representative
International Radio Sales

Westinghouse Broadcasting Station

EL PASO
A "natural monopoly"
118,786,000 market
best reached by
KROD-the Southwest's newest station-the only
Columbia Outlet
serving the REAL SOUTHWEST

Broadcasting - Broadcast Advertising

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HUNDREDS of gallons of gasoline are given away weekly on the new Texaco Tele-Quiz program heard twice weekly on WGBR, Goldsboro, N. C. Would-be contestants must register with a local Texaco dealer. Names are selected at random and the persons called by telephone, with the two-way conversation picked up for broadcast. The contest is given 30 seconds to answer a question. Top award is 50 gallons of gas free, with the award dropping each five seconds to $10, 25, 15, 10 gallons. A clock ticks in background and a gong sounds each five seconds. The program was originated by Harry Bright, WGBR production manager, who presides as The Old Fire Chief on the quiz.

CHINESE on Air

PARKS originated gasoline gallons of CA-110'S between Illinois and Indiana, which completely blankets the area In Peoria region, which completely blankets the area. The series is being directed by Harry Hoy, research editor of the Society, appears on the microphone. The feature is a part of the KSAN Chinese Hour, released nightly 10-11.

High School Quiz

A NEW weekly half-hour quiz is on the air, Acres of High School Acres, designed to stimulate interest in American history, started Feb. 8 on WGN, Chicago. The program is broadcast before a studio audience of 100 high school boys, with a group of four, one from each of four different high schools in Chicago, taking part in the broadcast. The questions are prepared under the direction of L. Hubbard Shattuck, director of the Chicago Historical Society. Cash awards in the amount of $10 first prize, second $5, third $3, fourth $2 are given to boys partaking in the broadcast. Listeners are requested to send in questions and for each question used, the person answering correctly receives $10, as does the person answering correctly the number of questions.

MINOR OMISSION

PERPLEXED and annoyed was Fletcher Wiley, Hollywood ad-lib commentator on his five-week quarter-hour CBS program sponsored by Campbell Soup Co., recently, when a masterly discussion of marriage, he had to be almost forcibly reminded to sign-off. Then, to his dismay, he realized he had convicted a coast-to-coast commercial into a simple sustaining program by never once mentioning his sponsor. Five minutes later, a long distance telephone call from New York revealed that Campbell Soup Co. was also aware of the omission.

Faculty Meeting

CONDUCTED on the order of the town meeting, a new weekly half-hour series has been launched by KSFQ, San Francisco, in cooperation with the international relations committee of the Faculty Club of the U of California. The broadcasts are conducted by a group of professors, one taking each side of the proposed question, expounding thesis and antithesis for the first half of the period. The second half comes from the floor of the Faculty Club meeting room.

Flying Adventure

FANTASTIC adventure series, Latitude Zero, has started on NBC-Pacific Red network. Quarter-hour weekly series is written and directed by L. Shepardman and presents the exploits of five men who roam the seas in an epic flight for their ideals. Featured are Fred Shields, Jimmie Eagles, Vin Havworth, Lou Merrill and Edwin Max.

And Now, Bob

OZARK philosophy is highlighted in a new program Time to Burn, on KYW, Philadelphia. Bob Burns, brother of radio's Bob Burns, offers folklore and songs of the Ozarks mountain folk.

SKIPPER AND CREW look mighty happy with their trophies emblematic of first place in the initial Winter Penguin Regatta, sponsored by Gen. C. B. Blethen, publisher of the Seattle Times. They are Paul Morris, announcer-engineer of KRSC, and Margie McMemick, who deals out general information at KIRO, Seattle. The pair early in February topped a stiff field, piling up a total of 61% points to their nearest competitor's 39, in Morris' Penguin Mike Fright.

Hangar Quiz

ORIGINATING in an airplane hangar at the Army Air Corps Technical School at Lowry Field, the new quiz program, Test Flight, started Feb. 14 on KLZ, Denver, under a six-month sponsorship by Adolph Coors Co., large brewing concern making its radio debut. The weekly program, written by Derby Sprout, KLZ production manager, puts Lowry soldiers against another for cash prizes running as high as $50, a portable radio, and gag gifts. An audience of three to four thousand soldiers is expected at each show, with Bud Thorpe as m.c. and Bob Harris as announcer. W. W. MacGruder & Co., Denver, handles the account.

Eye Dramas

LIVING DRAMAS in the science of vision, Learning to See, written by Philip Van Sluyck, are being released Sundays on KROW, Oakland, Cal. The series is sponsored by two local optometrists.

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BROADCASTING • Broadcast Advertising
**Scavengers Wanted**

A RADIO scavenger hunt has been started on KYW, Philadelphia. Each weekday at 6:15 pm objects to be collected are announced, and listeners are invited to find them. Articles remain the property of the contestants. Each Friday evening at 10:30 the articles are brought to the studios for judging. The person who has found the most is interviewed on how it was done on the half-hour Name It—Find It program. Weekly prizes include a wrist watch, trip to Atlantic City, an RCA personal radio, and 10 prizes of two tickets each to a downtown movie. Also cash prizes are given for the best list of articles for succeeding contests. The program is sponsored by the Public Service Transportation Co. of New Jersey, which has a swap arrangement with the station.

**Soldiers Speak**

ALONG with a daily five-minute news period covering the activities of 94 local boys in training with the Pennsylvania National Guard at Camp Shelby, Miss., WKST, New Castle, Pa., is carrying weekly recorded programs transcribed at the camp. The news is received daily by telephone from the public relations department of the camp. When the boys left New Castle, the sponsoring Chamber Motor Co. sent along a portable recorder for use at the camp to let them tell of their experiences. Under the plan, the voices of all the boys will be brought regularly to their friends and families over WKST, sometimes just telling of their activities and other times asking for articles they forgot to take along.

**Ralph Miller Is Named**

**As Commercial Manager Of WKY, Oklahoma City**

RALPH MILLER, for the last year manager of Basic Newspaper Group Inc., newspaper representatives in New York, returned to Oklahoma City Feb. 1 as commercial manager of WKY, owned by the Oklahoma Publishing Co. He succeeds Robert Chapman, who has returned to the national advertising department of the Oklahoma & Times. Mr. Miller for 15 years was advertising manager of the Farmer-Stockman, Oklahoma Publishing Co. property. He was given a leave of absence last year to form the Basic Newspaper Group, retaining his position as Farmer-Stockman advertising manager. Succeeding him on the Farmer-Stockman is his long-time assistant, Dewey Neal, for 10 years a member of the paper's advertising department and acting manager during the year of Mr. Miller's absence.

Mr. Chapman, who returns to the newspapers, was drafted to fill the post of commercial manager of WKY three years ago. He resumes his 15-year affiliation with the daily field. All three men are widely known in national advertising circles.

**Attention Time Buyers**

Commercial Department figures show Savannah leading all Georgia cities in retail sales increase.

State as a whole +13% Savannah +36%
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WHO, Des Moines
Kellogg Co, Battle Creek (cereal), 91 ea., thru Kenyon & Eckhardt, N.Y.
Lever Bros. Co., Cambridge (Syrup, Baking), 560 t., thru Ruthrauff & Ryan, N.Y.
White Lake, New York (Coffee), 85 sq., thru Wm. Eby & Co., N.Y.

WMAQ, Chicago
Rockwood & Co., Brooklyn (chocolate bitters), 5 sq weekly, thru Federal Ad
Agency, N.Y.

WBZA, Waco, Tex.

WMAQ, Chicago

WFAA-WBP, Dallas-Fort Worth

WGN, Chicago

Radio station announcement

WILLIAM T. MERRIAM, Inc.

KUTA, Salt Lake City

Faultless Starch Co., Kanose City, 14 t, weekly, through Ferry-Hanly Co., Kansas City.

Dundie Storey, Salt Lake City (chain clothing), 10 sq weekly, through Featherstone Ad Agency, Salt Lake City.

Grimes of Gold Co., Salt Lake City (cereal), 3 sq weekly, through Featherstone Ad Agency, Salt Lake City.

National Schools, Los Angeles (aircraft course), weekly sp., thru Huber, Rogers & Sons, N.Y.

Stop-Lite Products, Salt Lake City (cold tablets), 2 sq weekly, thru Featherstone Ad Agency, Salt Lake City.

WEEI, Boston

National Bakers Service, Chicago (Hollywood Health Bread), as series, thru H. M.

Thompson & Co., Boston.

WBCI, Washington

California Fruit Growers Exchange, Los Angeles (bonsai lemons), 6 sq., thru Lord & Thomas, Los Angeles.

Consolidated Drug Trade Products, Chicago, 6 sq weekly, thru Benson & Dal, Chicago.

Lever Brothers Co., Cambridge, Mass. (Swan), as series, thru Young & Rubicam, N.Y.

O'leary Rig Co., Chicago, 6 sq weekly, thru Frankel, Fellers & Frenkie, Chicago.

WRC-WMAL, Washington

Lever Bros. Co., Cambridge, Mass. (Silver Crown, etc.), thru BBDO, N.Y.

Rockwood & Co., Brooklyn (candy), 3 sq weekly, thru Federal Ad Agency, N.Y.

Lever Bros., Co., Dallas, 2 series, 29 weeks, thru Benton & Bowles, N.Y.

Dr. Ellis Sales Co., Pittsburgh (school polish, wave set), 3 sq weekly, thru Smith, Hoff & Co., Chicago.

Lever Bros. Co., Cambridge, Mass. (Swan), thru_regularizer, 26 weeks, thru Young & Rubicam, N.Y.

Froster & Gamble Co., Cincinnati (Dusl), 4 sq weekly.

WMAQ, Chicago

American Chicle Co., Long Island City (gum) 6 sq weekly, 13 weeks, thru Badger and Browning & Hershey Int., N.Y.

Beaumont Labs., St. Louis (4-Way Cold Tablets), 2 sq weekly, 5 weeks, thru Frank & Ryan, N.Y.

Manhattan Soap Co., New York (Sweetheart soap), thru_regularizer, 26 weeks, thru Franklin Bruck Ad Corp., N.Y.

WOAI, San Antonio

Beacham Packing Co., Cansherris, Tex., 14 to weekly, thru Newell-Emmett, N.Y.

Campbell Cereal Co., Norrhfield, Minn., 14 sq, thru_regularizer, thru_regularizer, thru_regularizer, thru_regularizer, thru_regularizer.

Manhattan Soap Co. & Waco, Tex. (lumber), 3 to weekly, thru_regularizer.


ARMY SEeks DATA TO AID PROGRAMS

TO ASSIST radio stations in preparing programs for military reservations in the Second Corps Area as well as to obviate any last-minute difficulties arising at the broadcasting time, the Army Information Service, New York, has mailed a letter and questionnaire to all stations in the area requesting their cooperation.

Signed by Lieut. Col. J. F. Pearson, officer in charge of the Radio Public Relations Section of the Service, the letter states that "there have been cases in the past where entire programs have failed to materialize due to faulty arrangements with unauthorized personnel in the station offices."

The Radio Service has been set up therefore, to coordinate programs, advise on script material so that Army information included will be correct, and generally assist the broadcasting companies.

Essential data required in the questionnaire includes date, schedule and length of time of program, whether it is commercial or War Department, and brief outline of type of show.

If Army talent is to be used, the station is asked to state its type and nature. Location of microphones in what building of the Army post, and what buildings of the Army post, will be used are also required. If the program is to be transmitted, the Service asks whether the station will be open to other stations at a later date.

Speakers Are Selected For Broadcast Studies

EUGENE S. THOMAS, sales manager of WOR, Newark, is director of the radio production clinic, one of six being held by the advertising and selling club of the Advertising Club of New York, from Feb. 10 to 17.

"

March 20, 1941 - Broadcasting - Broadcast Advertising"

Army Town Hall Meetings

GROWING out of its successful radio program, "Origin of the Mic, " Army Town Hall Meetings have become a regular feature of the Army Information Service. The "Town Hall Meeting of the Air, " are two new ventures, recently announced by Major General H. H. Johnson, both of which will be under the direction of Dr. and Mrs. Harry A. Overstreet, co-authors of "Town Hall Meetings Come to Town."

First of the plans is the First National Town Hall Conference, to be held May 29 to 31, and the second is the Town Hall Leader's Course, to be held May 12 to 20, which will offer a three-week course in the techniques of adult education.

Town Hall Ventures

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Guestitorial

(Continued from page 30)

player face to face. When he must judge mainly by his voice alone.

Now to sum up: Carefully prepare, rehearse and time your audition. Get the best transcription you can find. See that everything follows in logical order with no embarrassing pauses while you struggle for words. It should be the best broadcast you ever made.

Carrying out these simple suggestions will give you an even break with other announcers submitting transcriptions, and a much better break than those who are careless and shiftless and who ask that either their transcription or letter be excused for its poor quality for some vague reason. Such carelessness merely warns a prospective employer that a man who would be careless in an audition, would probably be careless when he got to the station, too!

Advice is cheap. You can take it or leave it!

HEARD SUNDAY A. M.
Grady Cole Draws Audience,
Signs a Sponsor

RADIO has an audience for the sponsor any hour of the day, any day of the week. So proved Grady Cole, conductor of the popular early morning feature, the Grady Cole Farm Club on WBT, Charlotte, from 5 to 7 a.m. During the 2 1/2 years this daily feature has been on the air, listeners have deluged Cole with requests for a similar Sunday morning club. One morning he asked his listeners for their reactions to the idea and what the format of such a program should be.

The avalanche of replies resulted in a two-hour show on Sunday mornings, 7-9, with every feature completely requested. The Grady Cole Sunday Farm Club now includes, farm news, weather and market reports, 4-H Club news, hymns, popular music, guest talent, etc. Impressed by the regular fan mail of the club's 5,000 members, the local Leonard Hathegby signed for 15 minutes of the program.

Mickey's Missing
A MUCH-PUBLICIZED premiere of a symphonic suite, "Melodante," by film star Mickey Rooney, failed to come off Feb. 9 over the Ford Sunday Evening Hour when the actor and CBS were unable to agree on release terms. The broadcasting chain wanted Rooney to sign a release of the kind required of all composers of unpublished works played over the air. Rooney and his attorneys refused to do this. As a result the program of the Ford Symphony was changed at the last minute and the heralded first playing of the suite did not materialize.

IN CASE of emergency or a possible line failure between its new 5,000 watt transmitter at Carlstadt, N. J., and its New York studios, WBTX, has equipped its transmitter with microphones, turntables, and complete transcription and recording libraries.

RCA Latin Programs
RCA MFG. Co., Camden, is sponsoring eight separate shortwave programs to Latin America, broadcast on the NBC shortwave stations WRCA and WNBI and advertising RCA products. The individual programs, according to Ovid Riso, advertising manager of RCA International Division, include Hollywood gossip, recorded dance music, classical recordings and woman's features. Programs are merchandised in Latin America by newspaper publicity, store posters, RCA advertisements. The account is handled direct.

Quiz Kids Get Revenge
TABLES WILL BE turned when six parents of the Quiz Kids, NBC-Blue network feature, sponsored by Miles Laboratories Inc. (Alka-Seltzer) will compete with each other on WLS, Chicago, Feb. 21, 7-7:30 p.m. (CST), in answering the same questions their sons and daughters tackled. Juvenile star of the network show, Gerard Darrow, will act as m.c. and the questions used on the program will be submitted by the Quiz Kids themselves.

STATION KTSA SAN ANTONIO ANNOUNCES THE APPOINTMENT OF JOHN BLAIR & COMPANY AS NATIONAL REPRESENTATIVES EFFECTIVE MARCH 1, 1941

With 5000-1000 watts power at 550 KC . . . with an outstanding record for local showmanship, plus a strong schedule of Columbia features . . . KTSA is the top radio-buy, dollar for dollar, in the rapidly growing San Antonio market. For further details, consult the nearest John Blair office:

CHICAGO  NEW YORK  DETROIT  ST. LOUIS  LOS ANGELES  SAN FRANCISCO
520 N. Michigan Ave. 341 Madison Ave. New Center Bldg. 549 Paul Brown Bldg. 608 Ross Building
SUperior 8659 Murray Hill 9-6084 Madison 7889 Chestnut 5688 Omaha Building 3188

The Value of Information IS MEASURED BY ITS RELIABILITY

BROADCASTING • Broadcast Advertising February 17, 1941 • Page 37
KUTA's Expansion
CONSTRUCTION of facilities for the recently authorized 1,000 watts of KUTA, Salt Lake City, is expected to be completed by next June according to Frank C. Carman, general manager. KUTA, operating on 570 kc., will continue as the city's NBC-Blue outlet. In line with the new expansion is the appointment of Edward J. McCullum as sales manager. Mr. McCullum was formerly manager of KVA, San Francisco. Prior to that he was West Coast manager of Hearst Radio national sales.

FURNITURE THAT MUSIC SELLS
Concert Program in Portland, Now in Ninth Year,
-Forms Vital Part of Powers' Promotion-

STARTING its ninth year on KALE, Portland, Ore., the quarter-hour weekday feature, Concert Gems, has made radio history in the Pacific Northwest, according to Edward P. Casey, president of the sponsoring Powers Furniture Co. Unchanged in format since it started eight years ago, the program has established itself as an important factor in Powers' advertising activities, tying in closely with the firm's extensive newspaper lineup.

The six-weekly feature, built around transcribed musical classics, has been heard year in and year out every weekday morning, generally just before noon, with Ashley C. Dixon officiating. The Powers' advertising department informs Mr. Dixon each morning what items are to be mentioned on the day's program, after which he chooses the music and personally writes the continuity and announces the program. It is a rule that Dixon inspects the merchandise he plugs before going on the air, so he can write a convincing piece of copy. Besides the specific merchandise plugs on each Concert Gems program, Dixon opens and closes with an institutional plug.

Commenting on the success of the program, President Casey declared: "There was no thought of inaugurating a routine daily program when the series was started. But after a year or two it became so popular, due to the way in which it was produced—as shown by letters and comments received from our firm and the station—that we have continued. And the program has made radio history, here in the Pacific Northwest."

Printed Toup

"We consider Mr. Dixon's personal participation a large contributing factor in both the popularity of the program and its selling ability. Naturally, Powers' use of many full-page and double-truck ads. Each such ad is used by Dixon for his program, on the day the ad appears. Our advertising department has informed me that this toup enhances the value of both the printed ad and the spoken one. The full cooperation of KALE, and their sincere desire to give us the ultimate in value for our advertising dollar, has helped materially in making my associates and myself 'radio-minded.'"

From the station's side, C. E. Douche, KALE-KOIN advertising manager, declared: "While the close cooperation between Mr. Dixon and the Powers Furniture Co., from the standpoint of the program's commercial value, no doubt has had a great effect on returns to the sponsor, it seems to me that the secret of its success is its consistent use. In any community where there are enough music lovers to support a program of this type after they become acquainted with it, and there is no doubt that many thousands of people in this territory have formed a habit over the years of turning to it as a contrast from the more generally used types of daytime program material."

Mrs. Franklin D. Roosevelt will be the featured speaker on the Feb. 10 broadcast of the Friendship Bridge program, presented tri-weekly on WMCA, New York, under the auspices of the British-American Ambulance Corps, and shortwaved abroad on WRUL, Boston.

Several Canada Stations Order New Equipment

A NUMBER of Canadian stations, because of Havana treaty power increases, have ordered new equipment and have bought sites for new transmitter buildings. Included are CHML, Hamilton, Ont., a new RCA 1-kw. transmitter for use on its new frequency of 900 kc. A new site of 50 acres has been purchased near Hamilton, just off the Queen Elizabeth express highway, and a new transmitter house is to be built, with directional antenna. New speech input equipment will be purchased. CHML expects to spend upwards of $50,000.

CHAB, Moose Jaw, has purchased a Canadian Marconi 1-kw. transmitter for use on its new frequency of 1220 kc. Delivery was to be made during February.

Glenny F. Bannerman
(Continued from page 31)

lean heavily on the CAB directors at first, he plans to familiarize himself with all the CAB's problems, to meet the members on their own ground, to learn about station relations problems from NBC and CBS, to study methods used by the NAB in working out industrial problems from Major Gladstone Murray and Dr. Augustin Frigon, general manager and assistant general manager of the CBC respectively, that the CBC doors are open for cooperative solution of the industry's problems.

Glenn Bannerman is a member of Phi Kappa Sigma and Sigma Delta Chi, professional journalistic fraternity. He is active in the affairs of the Advertising & Sales Club of Toronto. He plays a good game of golf and has made the study of the international scene his hobby for many years. What spare time he has after other activities he devotes to his 8½-year-old son Glennie Alexander, oftener called Sandy.

Only WWNC serves ALL of Western North Carolina...

- The average family income here is nearly DOUBLE that of the average for the south.

- That means...WWNC is a Best Buy on CBS's Southeastern Group and a Must for National Spot.

WWNC
570 Kilocycles
ASHEVILLE, N.C.

BROADCASTING - Broadcast Advertising
BASEBALL PLANNED BY SOCONY-VACUUM
SOCONY-VACUUM OIL Co., New York (petroleum products), is arranging its 1941 baseball schedule of baseball broadcasts. Contracts have been signed for the sponsorship of the games of the two American League clubs, the Cleveland Indians in WCLE, and the Detroit Tigers.

Negotiations are under way for co-sponsorship of the games of the champion Cincinnati Reds of the National League, and for the home games of both the Philadelphia Phillies of the National League and the Athletics of the American League.

In the American Association, it is understood that WNEW and General Mills will co-sponsor the games in six cities: St. Paul, Minneapolis, Kansas City, Toledo, Columbus, and Indianapolis.

J. Stirling Getchell, New York, is the Socony-Vacuum agency.

WWJ Baseball Contract
WWJ, Detroit, will continue to broadcast both local and out-of-town games of the Detroit Tigers this year for the 10th consecutive year, according to W. J. Scripps, general manager of WWJ. Contracts for this season were signed with White Star Refining Co., General Mills and the Detroit Baseball Club were announced by Mr. Scrippr, calling attention to error in a Detroit baseball story carried in Broadcasting Feb. 10.

BROADCAST BANNED BY MINOR LEAGUE
INTER-STATE LEAGUE, minor baseball league with franchises in eight cities in Eastern Pennsylvania, New Jersey, Delaware and Maryland, has voted to bar the broadcasting of the major league baseball games in any of its cities, under baseball territorial rights. Meeting in Philadelphia recently, Arthur H. Ehlers, of Baltimore, executive vice-president of the league, cited the loss of patronage in cities where the games were aired last season as the reason for the ban.

"We are banning the broadcasts principally because the fans in our cities feel that if they go out to the game they will first hear about it on the radio. They feel that our game is being ousted or not covered at all by the broadcast of the big league game," Mr. Ehlers said.

The baseball ban will seriously affect plans of Atlantic Refining Co. in sponsoring games of the Philadelphia clubs this coming season. Last March, when the league endorsed a general plan of utilizing a regional network, embracing most of the cities in which the minor league clubs played, the play-by-play descriptions of the Philadelphia games, through WIP, 20,000 Extra Men
NOW IN EL PASO
An Advertising Bonus For You
Doesn't this rate an Inquiry?

KTSM 500 WATTS
EL PASO, TEXAS

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special assistant to Mr. Taylor, and Seymour Krieger, both former Anti-Trust Division attorneys of the Department of Justice. Economic help has come from the Accounting Department through Quincy V. Sutton, who participated in the protracted hearings as account-ant-expert.

There may be another reason why the present FCC majority wants to get the network-monopoly report out of the way with greatest possible dispatch. That is a strong undercurrent against maintenance of clear channels. The issue cannot be attacked until the March 29 reallocations become fully effective. If any clear channels were to be broken down prior to that time, this country would lose its priority on them, under the Havana Treaty terms. The whole fabric of the allocation thereby might be imperiled.

It is an open secret that Messrs. Walker, Thompson and Payne regard clear channels as monopolistic. It is likewise known they favor duplication on East-West Coast clearies, possibly with three stations per channel. Similarly, it has been evident that several members of the FCC have not been enthusiastic over the Havana Treaty allocations, feeling that it was devised largely to satisfy commercial broadcasters, and more particularly the clear-channel occupants.

Sensing this impending clear-channel threat, independent clear-channel stations, numbering approximately a dozen, have established the Clear Channel Broadcasting Service as an information office in Washington. Naming Victor A. Short, former public relations chief of the Department of Commerce as its director, this group will combat inroads on the remaining 26 clear channels as a means of preserving broadcast service to rural and remote areas.

May Be Resurrected

In the Network-Monopoly Committee's report of June 12, there were no clear-cut recommendations on clear channels. However the Committee concluded that competition could be enhanced by a "revaluation" of the clear-channel policy.

It said "the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them." This was interpreted as a direct recommendation for breakdowns.

Despite this back-door recommendation, the clear-channel issue did not again arise in subsequent deliberations relating to the Network-Monopoly report. It was taken for granted it would be dangerous, in the light of Havana Treaty requirements. But the anti-clear-channel segment apparently is only awaiting the March 29 allocation deadline to resurrect it.

The first test is slated to come in deciding the so-called 380 kc. case. KRO, Denver, licensed to NBC, but owned by General Electric Co., is the dominant station on this channel. WHDH, Boston, now a daytime station on the channel, seeks fulltime with 5,000 watts. Oral arguments are set for Feb. 20. Clear-channel stations, through the Clear Channel Group, are ready for the challenge.

This case is that of the 510 kc. channel, on which WWCO, Minneapolis, CBS-owned outlet, is the dominant station, and on which WNYC, New York municipally-owned station, seeks fulltime. New York's Mayor LaGuardia is in the thick of this project.

The jurisdictional question may provide the turning point on the extent to which the FCC program will go in its regulation of the business of broadcasting. NBC, CBS, Independent Radio Network Affiliates, and other industry groups contended the FCC is limited to regulation of the physical aspect of broadcasting. FCC General Counsel Taylor and Assistant General Counsel Joseph L. Rauh Jr., contended the FCC had ample authority to act without new authority from Congress, under existing laws. Only MBS, among the networks, supported the view of FCC legal counsel.

It long has been apparent that the FCC majority is disposed to draft new rules without seeking additional legislative instruction from Congress. Should this eventuate, with stringent contractual regulation all down the line, the networks can be expected to seek redress in the courts, and probably would be joined by affiliated stations on the ground that the economic salvation of the industry would be at stake, with rate regulation the inevitable result.

If, on the other hand, the FCC majority decides to confine its projected regulatory scope to such issues as dual network operation, and the talent and transcription exclusion phases, there probably would not be a full-scale offensive by the industry, aside from MBS. Instead, the burden probably would be NBC's primarily, particularly on the dual-network issue. The undercurrent here, however, is that the FCC majority is not of a mind to pull its punches and that an all-out industry-versus-Commission legal snarl is in the offing—unless Congress decides to interfere and stay the Commission's hand.

Film Commentator Poll

IN A NATIONALWIDE poll of film commentators conducted by the National Radio Film Commentators Circle, New York, it was found that of 178 respondents, approximately 38% were sponsored. Of the sponsored group, 87% were on the air for film exhibitors, while the remaining 13% were sponsored by women's wear houses, furniture dealers, jewelers, newspapers, restaurants, cosmeticians, and wine dealers. Of time on the air, 51% replied they broadcast in the afternoon, 39% in the morning, and 10% in the evening. The survey was conducted under the direction of David Lowe, president of the group and film commentators for WNEW, New York.

Video Structure Entirely Shielded

Don Lee's Moves Rapidly; Hughes' $2,000,000 Fund

SYMBOLIC of Hollywood's future is a television station, the first in the United States to be erected exclusively for telecasting advertising. The station, to be named WXTA (700-foot Mt. Lee. Overlooking Hollywood, the two-story structure to house WXTA is being erected by Don Lee Broadcasting System at a cost of more than $100,000. It will be the last word in modern architecture, telecasting equipment and facilities, according to Thomas S. Lee, president.

FOURTH consecutive year of Man on the Street was started recently on KROW, Oakland, by Davidson & Light, pioneer wholesale and retail jewelry firm. Here R. W. Rinehart (left), advertising manager, looks over the new contract with Philip G. Leaky, KROW manager. Scott Weakley (center), announcer, watches. The program has a forum aspect, covering ques-tions of the day.

HIGHEST Video Antenna

A 500-foot self-supporting gal-vanized iron tower, now being erected adjacent to the studio building by International Tower Co., Glendale, Cal., under supervision of Harry B. Lubke, television director to Don Lee Broadcasting System. It will be the highest television antenna in the world, enabling video-sound signals to reach prac-tically all communities in California, according to Mr. Lubke.

Antenna, measuring 248 square inches of cross-section and tapering off to 18 square inches at the top, will have at its pinnacle a 4,000,000 dollar system, enabling its use as a portable airplane guide.

Having received authority from the FCC to erect television stations in the Los Angeles and San Francisco areas, Howard Hughes, millionnaire flyer and sportsman, has asked a senate committee for finance his entry into the field of television. Hughes has already spent more than $150,000 for preliminary experi-ments, and he has been carrying on for the past year. Television permits were given to Hughes in the name of Hughes Productions, division of Hughes Tool Co., his motion picture producing unit.

Seeks N. Y. Regional

APPLICATION for a new Class III-B station in New York City, to operate on 620 kc. with 1 kw., has been filed with the FCC by Yankee Broadcasting Co., Inc. Principal owner is Jonathan B. Mercianni, export-er and manufacturer of pharmaceutical products, advertising 75% of the stock. His wife, Ophelia, consulting and realtor, who owns has the remaining 25%.

PAN AMERICAN AIRWAYS' NEW STRATOSPHERE PLANES WILL REACH FAIRBANKS FROM SEATTLE IN 8 HOURS! BUT YOU CAN REACH THE RICH ALASKAN MARKET IN A FEW SECONDS VIA:

610 Kc. 1000 Watts Unlimited Time

Seattle rep. G. A. WELLINGTON • 1011 American Bank Bldg.
**RADIO IMPARTIAL, SAYS ROSENBAUM**

Declaring that no class of businessmen is more aware of public service obligations than owners and operators of network affiliated stations, Samuel Rosenbaum, chairman of Independent Radio Network Affiliates, on Feb. 14 took issue with charges advanced by Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, that radio news commentators “editorialized” and spread war propaganda (see story on page 18).

“Senator Wheeler is quoted as stating that he questioned whether the affiliated stations have been as careful as the networks’ originating stations to give equal time to both sides of every public question, particularly on the lend-lease bill and American neutrality,” Mr. Rosenbaum commented to Broadcasting. Speaking for the affiliates, I am quite positive Senator Wheeler is not correctly informed. There is no class of businessmen in the country more aware of public service obligations than the owners and operators of the affiliated stations. We are at all times eager to bring to our listeners views on both sides of current controversial questions.

“We have no editorial policies. We do not color our news. It may be that we are more conscious of the current of public opinion running one way or another, but we do not color it. We are supposed to preserve freedom in radio from unwarranted censorship or coercion. If Senator Wheeler believes that individual stations have knowingly departed from this standard, our group will be the first to see to it that it be maintained.

Camels Drop Games

B. J. REYNOLDS TOBACCO CO., Winston-Salem (Camels) which sponsored Yankee and Giants games on WABC, New York, in 1940, will not sponsor the games this year, according to William Esty & Co., the agency. Inability to get time on major network stations is the reason given by the agency.

Lance Candy on Blue

LANCE Inc., Charlotte, N. C., on March 3 starts its second coconut on 16 NBC-Blue stations, Monday, Tuesday and Wednesday 5:45-8:30 p.m. Nachman-Rhodes Adv Agency, Charlotte, is agency.

**NOT AT ALL DEAD**

Station Raises Fund to Get Body—and Returns It

WTCM, Traverse City, Mich., had a little nightmare all its own last week. In response to an appeal by a local group for $177 to help the body of a local boy back to Traverse City from Dallas, the station put a special program on the air. The boy was reported burned to death in a Dallas fire. Listeners donated the required $177 within 25 minutes. Twenty-four hours later the sum had grown to more than $300, with offerings still coming.

At that moment who should walk into the studio but the supposedly dead boy! The station explained the embarrassing situation and told listeners all donations would be returned upon request. The lad had run away from home last November and had secretly come back to the broadcast.

Dr. Durrett Named

DR. JAMES J. DURRETT, since 1936 chief of the drug division and president of the American Medical Association, has been appointed director of the Medical Advisory Division of the Federal Trade Commission, according to a Feb. 7 announcement by the FTC. Dr. Durrett, a graduate of Harvard Medical School, has served as a public health administrator from 1916 to 1927. In 1928 he became chief of the drug division of the FDA, resigning in 1931 to become director of professional relations for E. R. Squibb & Sons. He returned to the FDA in 1936.

N. C. Town Applies

SLATED to become an MBS outlet from the start, a new station is sought for Burlington, N. C. in an application filed last week by Alliance Broadcasting Co. The company seeks 1,000 watts during the day and 890 kc. Ownership would repossess in 24 leading citizens of the city of 12,000, serving an area of approximately 200,000, with no one individual holding more than one-fifth of the stock. Paid in capital totals $10,000, with another $9,000 subscribed. President is V. Wilton Lane, proprietor of a dry cleaning company, with R. R. Isenhour, manager of the local Penny Store, as vice-president, and Ben V. May, hosier manufacturer as treasurer. Secretary and counsel is Thomas D. Cooper, city attorney.

ASCAP College Drive

RESOLVED to carry the ASCAP-radio controversy to colleges and churches throughout the country, "standard" works composers at a recent Hollywood meeting unanimously voted united stand. Group, headed by Charles Wakefield Cadman, appointed Mary Carr Moore, professor of music, Chapman College, and Dr. Ernest Toch, board member of the U. of Southern California, to head the college committee. Vigorously denying alleged charges that members were being exploited by ASCAP, the group passed a resolution voicing continued confidence in the Society and its president, Gene Buck.
Horace Hagedorn Plans To Leave Howard Wilson

Horace Hagedorn, general manager of the New York office of Howard H. Wilson Co., station representative, will resign April 1 and will announce his plans in the near future. John F. Johns of the company's Chicago office succeeds him.

Mr. Hagedorn formerly owned his own radio sales representative company and previously was eastern sales manager of the Virginia Broadcasting System. He also was one of the organizers of the Broadcasters' Bull Session, weekly luncheon meeting of New York radio executives, formed two years ago. Mr. Wilson was in New York last week in connection with the reorganization.

Costly to California

Because of the ASCAP-radio controversy, California is losing money. When Charles Loveland, composer of "The One Rose," died without heirs, California inherited copyright to the ASCAP-controlled song. With radio stations refusing to play ASCAP music, royalty on the song has dropped from $51.08 to $34.88, or 36%.

NEW 1940 BLUE BOOK of the Association of Canadian Advertisers listing data on all Canadian advertising media, carries detailed listings of all Canadian radio stations, and gives a detailed analysis of distribution of radio receivers, of population and households.

PINING FOR SALES IN ADELINE (Ky.)?

If Adeline (Ky.) is the flower of your heart, don't try to cover it with WAVE! Adeline is one of the tiny Kentucky towns we don't reach... But here in the MILLION-plus Louisville Trading Area—where income-tax payers outnumber all the rest of Kentucky by almost two to one—WAVE does a job!... When you buy WAVE you buy complete coverage—at lowest cost—of the most profitable market in all of Kentucky! Let us send you the proof!

KILPATRICK BAKING Co., San Francisco (chain bakeries), currently sponsoring The Lone Ranger on Don Lee stations in California, on Feb. 1 augmented its radio campaign with 18 spot announcements weekly on KBGO, Santa Rosa; KDON, Monterey, and KHUB, Watsonville, for weeks. Agency is Emil Reinhardt, Oakland, Cal.

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cubes), on Feb. 15 started a CBS campaign on CFCF, Toronto; CFRL, London, Ont.; CKCO, Ottawa; CKNW, Windsor, Ont.; CBFM, Montreal; Sat. 5:30-6 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

SHIRIFF'S Ltd., Toronto, (jams, jellies), starts on Feb. 17 did I Say That on CKAC, Montreal, thir-eweekly, and Feb. 18 on CFRC, Montreal, twice-weekly; on Feb. 19 Fun Fables weekly on CFRC, Toronto. In addition newscasts have been started six times weekly on CFMB and a participating program is to be started later in February, four times weekly through Cockfield Brown, Toronto.

LAURA SECORD CANDY SHOPS, Toronto (national chain store), on CFCF, Toronto, an hour special program You Like to Hear weekly to CHIC, Quebec; CFRC, Kingston, Ont.; CKYQ, New Haven, Conn.; CHJB, New York; CRSO, Sudbury, Ont.; CFPL, London, Ont. Account was placed by Cockfield Brown & Co., Toronto.

CAMPBELL SOUTHERN CO., Toronto, will extend transcribed shows & Andy on March 1 to CFRQ, Saskatoon, Sask.; on May 5 to CKY, Winnipeg, bringing total stations carrying the program to nine. Account placed by Cockfield Brown & Co., Toronto.
BOYS SERIES ON DISC

CLAIMED as the most elaborate coverage given its type of program, the Father Flanagan's Boys Town series, heard Sundays on WLU, Cincinnati, is being transcribed for broadcast on 121 other stations in 27 States. Recordings are made in WLU studios under supervision of Harold Carr, production chief, using the WLW dramatic staff, with John Amrine playing the role of Father Flanagan. Actual cases of homeless boys, taken from Boys Town files, are dramatized. Charles Lammers directs the series.

BOOKHOUSE FOR CHILDREN.

Chicago (My Bookhouse—children's series), on Feb. 4 started a three-week program of three-weekly participation in Mrs. Niles' Program on WJR, Detroit. Contract is for 24 weeks through Presler, Fesler & Presler, Chicago.

S. & G. GUMP, San Francisco, famous importer of oriental objects, on Feb. 10 started sponsorship of Gallery of Celebrities, conducted by Art Lintner on KSFO, San Francisco, Sundays, 5:30-5:45 p.m. (PST). Famous personalities visiting the city are interviewed subjects upon which they are best qualified to speak. Account is placed direct.

GAINER & KOEHLER, Chicago (Interstate Furniture Co.), consistent user of local radio, on Jan. 24 assumed sponsorship of The Bureau of Missing Persons, Monday-Friday 11:15-11:30 a.m. on WJJD, Chicago. Because of requests the program was renewed for the air Jan. 24 after an absence of two months.

MISSION WATER HEATER Co., Los Angeles, new to radio, in a 15-week campaign started Feb. 10 by sponsoring this twice-weekly program of Miss Sallie Young's Happy Homes on KJL, that city. Agency is Robert F. Dennis Inc., L. A.

THE PARIS, Cincinnati (women's fashions) has named Key Adv. Co., Cincinnati, as agency and plans a spot campaign to start March 1. Floyd Baldwin is account executive.


MADISON LONG ISLAND Personal Loan Co., Bayside, exclusive in its use of radio in Metropolitan New York, on Feb. 10 started 52-week sponsorship of six programs weekly, in New York, and five four-minute programs weekly on WBAI, Jersey City. Conduction is by Bob White, M.T., starting Monday and several ten-minute and quarter-hour programs daily. Company also uses 21 spots weekly on WINS, New York, to promote its loan service.

HAROLD P. RITCHIE & Co., Toronto (Braydor), has started a test campaign on CHOR, Sudbury. Account was placed by J. Gibbons Ltd., Toronto.

EASTERN STEEL PRODUCTS, Preston, Ont., has started market broadcasts twice weekly on CFRB, Toronto, and spot announcements in six Ontario stations. Account was placed by Cockfield Brown & Co., Toronto.

STEEL EDEBLEY Co., Chicago (wholesale grocers), on Feb. 17 started Marriage License Bureau Transcriptions, to promote savory coffee, on WGN, Chicago, featuring remote interviews direct from the bureau of couples applying for licenses. Quim Ryan will conduct the programs. Three-weekly quarter-hour shows are heard Monday, Wednesday, and Friday at 5:30 p.m. (CST). Agency is Erwin, Wasey & Co., Chicago.

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cakes), on Feb. 20 received a three-month and quarter-weekly transcribed half-hour children's quiz show, Stone Age Jammers on CFBN, Edmonton; CJOR, Vancouver; CJBC, Sydney, N. S.; CKSO, Sudbury, Ont.; CFRN, Kingston, Ont.; CBNS, Halifax; CHSJ, St. John, N. B.; CFBC, Charlottetown, P. E. I.; CFBP, Winnipeg; CFCAC, Calgary, Alta. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

S. C. JOHNSTON & Co., Racine, Wis. (Wax-O-Name), on March 3 renewed for three months its three-weekly quarter-hour A Brighter World, conducted by Alexander McQueen, on WBBM, Chicago, as well as on WINS, Los Angeles, and KFSD, San Diego, respectively. The program is heard Monday, Wednesday, and Friday at 5:30 p.m. (CST). Account is maintained by Rockwell & Brorby, Chicago.

HORN & HARDART Automats and Retail Shops, New York, on Feb. 10 started a new series of early morning news programs on WMCA, New York, The 7:15 a.m. newscast, The Morning Herald, Free Newspaper of the Air, features Alton Williams as editor.

TODD'S CLOTHES SHOP, Los Angeles, has started a weekly quarter-hour commentary program, Don't be late on KECA, that city. Contract is for 12 weeks, having started Feb. 6. Program features Don McPherson with Jack Stubbins discussing controversial subjects. This is also sponsoring a three-week quarter-hour newscast on KECA, and will continue to use spot announcements on Southern California stations. N. J. Newman Adv. Agency, Los Angeles, has the account.

FEDERAL OUTFITTING Co., Los Angeles (chain clothing stores), through Heinz, Pickering & Co., that city, is sponsoring the three-weekly quarter-hour comedy musical series, Drug Store Cowboy, on KNX, Hollywood. Featured is Elmore Vincent, Maury Welcher announces. Agency is Heinz, Pickering & Co., agency radio director, produces, doubles as straight man on the program. Dean Holt is organist.

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New Building Planned Following KRRV Fire

KRRV, Sherman-Denison, Tex., has announced plans for a new brick building to house its Sherman studio which was damaged by fire Feb 4. Construction of the new building is already under way. Plans for the new studios call for an auditorium, a main studio 18 x 24 feet, two offices, a control room, a supply room and air conditioning plant.

Fire partially destroyed the studio when a blaze which broke out in a storage closet burned the control room and manager's office. The main studio was damaged by smoke and water. Included in the loss was a new supply of transcription and records as well as furniture and control room equipment. The station was off the air only 45 minutes, resuming operations from Denison.

These are just a few...

- GENERAL FOODS
- GENERAL BAKING
- AMERICAN TOBACCO
- STANDARD BRANDS
- TEXACO
- FELS NAPTHA
- ADAM HATS
- COCA COLA
- RALSTON PURINA
- PHILIP MORRIS
- CITIES SERVICE
- TUMS
- BROWN WILLIAMSON

who know

IT'S THE ONLY WAY TO REALLY SERVICE

300,000 RADIO HOMES

WCBA-WSAN

(Leland Valley Broadcasting Co.

ALLENTOWN, PA.

NBC RED AND BLUE

CLUAKER NETWORK

PENNA. REGIONAL

NEW YORK OFFICE:
30 ROCKEFEELLER PLAZA
CIRCLE 7-0228

The Other Fellow's VIEWPOINT

Another Side
EDITOR, BROADCASTING,

May I suggest that you put that "Media Trends" editorial, which ran in your Jan. 27, 1941 issue, in the follow-up for a reading five years hence to get the true answer to your floating of the "39 newspaper that gave up the ghost during 1940".

Maybe newspapers deserve the kind of a sock that you passed out in editorial but I'm wondering if you've given any thought to the kind of cooperation that radio is receiving from newspaper publishers.

Dont' radio owe something to newspaper publishers for the space that they contribute for radio listings plus the many publicity stories written by trained writers? Last, but not least, what about the news service that has developed to such important proportions?

Radio may be "red hot" as an advertising medium but it's not so powerful that it can afford to brag or gloat at the expense of newspapers or, for that matter, any other media.

A. C. G. HAMMERSFARH

Metropolitan Sunday Newspaper Line

New York

Feb 10

KFEQ's 680 kc.

EDITOR, BROADCASTING.

On Page 49 of the Feb. 3 issue of BROADCASTING, we note that you make the statement, "The FCC made no effort to decide in advance the disputed assignments on 680 and 690 kc. Under the Sept. 10 lists, KFEQ, St. Joseph, Mo., was shifted to 680 kc., a Class II facility. KWK, St. Louis, has applied for this facility and both applications have been designated for hearing."

We wish to inform you that this statement is absolutely incorrect, since Station KFEQ's 680 kc. has been shifted or changed from its present 680 kc. assignment in any way. For your information, this station has been operating on this 680 kc. frequency since 1930. KWK, in St. Louis, now on the 1380 kc. frequency and scheduled to go to 1380 kilocycles as of March 29, has filed an application to usurp and appropriate our present assignment on the 680 kc. frequency.

Since we have spent considerable money advertising this station's facilities and its use of the 680 kc. frequency, including space in our own publication, we shall expect to have this contention made in the next issue of your publication.

B. PRTTS, Manager

KFEQ, St. Joseph, Mo.

Feb 11, 1941.

EXPORTS OF RADIOS SHOW SLIGHT DROP

EXPORTS of radio and radio equipment from the United States in 1940 were valued at $22,180,561 as compared with $22,180,561 in 1939, according to the Electrical Division, Department of Commerce. These exports amounted to 15.9% of the total electrical equipment exported to all countries.

Radio receiving sets shipped to foreign markets during 1940 were valued at $10,156,445, a decrease of 5.9% from the $10,452,020 in 1939. Transmitting sets and tubes and parts thereof, marketed abroad, increased in 1940 to $7,276,175, a 6.9% increase over the 1939 total of $6,769,770.

Exports of radio tubes in 1940 were smaller than for any year since 1932 and were valued at $2,451,920. This compares with foreign sales of radio receiving tubes in 1939 valued at $4,006,701. Exports of radio receiving sets components had a valuation of $5,166,757 in 1940, an increase of 4% over the 1939 total of $4,965,016. Sales of other receiving sets accessories enjoyed the best year since 1929 with the exception of 1937, exports being valued at $621,947 compared with $492,116 in 1939.

Capt. Redman to Capital

CAPT. JOSEPH R. REDMAN, coming off duty as TRS Ranger, has been assigned to duty in Washington, Head of the Office of Naval Communications, under Rear Admiral Leigh Noyes. He succeeds Capt. E. C. Logrig. }(null)
manufacturers' investments, scheduled production and employment convinces him that there has been an accumulative shift of hours among 100,000 skilled and unskilled workers in these towns and cities. The next step is to determine the exact working schedules and place a plus-program to reach these listeners at a new time.

Does It Pull Audience?
A natural question at this point might be, "Does plus-programming pull audience?"

It does. At least, that has been the experience at WOR.

WOR has aggressively promoted plus-program buying during the past three years and part of the selling used has demanded careful audience checking of plus-programs on the station.

For instance, one WOR plus-program, according to a check made by C. E. Hooper, was averaging 4.4% of the radio houses in the New York area while on another major station. Within the brief period of approximately nine months on WOR as a plus-program, this show increased its total audience 106%—which was 2 3/4 times greater than the percentage increase obtained by the live show on the other major station!

Four months after another major station sponsor placed a transcribed version of his show on WOR, the WOR plus-program was getting an audience 77% greater than the live show on the other major station.

These and a score of other specific examples definitely prove that plus-programs are a necessity rather than a temporary experiment or indulgence by sponsors using stations in major markets. The present defense boom certainly makes the need for them more imperative than ever.

Added Values

Besides protecting his listening audience and increasing his sales, the sponsor who steps out to meet the new programming problems created by defense obtains added values.

In the first place, if he places a show different from the one he's using at another time, he naturally increases the merchandising effectiveness of his campaign.

Defense rebroadcasting and plus-programming offers him a strong selling incentive for his dealers, wholesalers, and others who form a necessary link in his distribution and sales from day to day.

He may, in fact, spot his rebroadcast or plus-program on Saturday morning, preceding the heavy shopping of Saturday afternoon. In this manner he not only obtains the necessary thing to point-of-sale advertising advertising in radio, but, due to the five-day week, reaches the entire family . . . an evening audience at daytime rates!

The opportunities for the sponsor, agency and station are varied and numerous. The immediate job is to re-align selling to meet these present and impending shifts.

26 HOURS PER WEEK
Auto Distributor Signs Big
Contract in Chicago

RADIO HAD another feather put in its cap on Feb. 12 when Bird-Sykes Co., Chicago, new and used car distributor, signed a 26-week contract with WIND, Gary, Ind., for 26 hours weekly. Sponsor tried radio a few months ago when it purchased a Graham-Paige automobile, the entire lot which remained at the factory when the company stopped the production of automobiles and started defense order production.

When it took less than five weeks via radio to sell every car in stock the distributor decided to put the majority of his budget in air time. The contract with the Gary outlet, one of the largest in point of hours used per week by one sponsor ever signed in Chicago, was negotiated by Earl Fenton, sales manager of the station, and Dave Bennett & Assoc., agency representing the account. The program, Night Flight, includes transcribed music, news reports and commentary by Riley Jackson, conductor of the series. Broadcast time is midnight to 4 a.m. in Sundays thru Saturdays, and midnight to 2 a.m. on Mondays.

CANADA CIRCUITS OF BUP COMBINED

BRITISH United Press announced Feb. 6 it had combined its two eastern Canadian radio news circuits and extended lines to Halifax in the east, Sault Ste. Marie in the west and north to Timmins, Ont.

With the merger and extension, the new circuit is the longest operating in Canada and the only all-Canadian full-time radio news service existing in the Dominion. The circuit is controlled from Montreal where the basic world and national news report is compiled by a special staff. Bureaus in Toronto, Ottawa and Halifax have access to the wire for regional filing.

The new circuit operates 21 hours six days a week and 19 hours on Sunday. A second radio news circuit is operated by British United Press out of Winnipeg for Manitoba, Saskatchewan and Alberta stations.

Magazine's Spots

THE GUIDE GROUP Publications, promoting the sale of Click Magazine, is testing spot announcements on three Washington stations, WJSV, WMAL, WRC. Copy of the 12 announcements broadcast around publication date, the 16th of each month, is written around editorial content with Washington locale. If test is successful, the idea will be used extensively in other cities, according to the Al Paul Lefton Agency, Philadelphia.
The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

Available for Sponsorship

"The Classical Album"

The World's Masterpieces of Music

Every Weekday Evening

At Nine O'Clock

WMEX

BOSTON

5000 Watts Full Time

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Broadcasting • Broadcast Advertising
BASEBALL, day and night, during the season, including all home games of the Browns and Cardinals except those on Sundays and holidays, will be sponsored on KXOK, St. Louis, by Hyde Park Brewery Assn. Gabby Street, former big league manager, begins his second year for KXOK and Hyde Park. France Laux, veteran of 12 years baseball announcing on KMOX and a leading sports announcer, and Cy Casper, regular KXOK sports announcer, will complete the three-man team. At the contract signing were (1 to r), front row, Street, Laux and Casper; standing, Oscar Zahner, of Ruthrauff & Ryan, and Clarence Cosby, of KXOK.


GEPPERT STUDIOS, Des Moines, to Cary-Ainsworth, Des Moines.

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (Gold Medal Oats and Macaroni), to D. T. Campbell Inc. Chicago.

HUB VACUUM STORE, Chicago (national chain selling reconditioned vacuum cleaners), to Lane, Benson & McClure, Chicago. Radio may be used.

A. B. CAMPBELL Carpet Cleaning Co., New York, to Armstrong-Schiller & Ripin, New York. Company is planning spot announcements four times daily on two or three unselected New York stations.

Schonbrunn in N. Y.

S. A. SCHONBRUNN & Co., New York (Savarin coffee), through its new-appointed agency, M. H. Hackett Inc., New York, is starting a New York City campaign with sponsorship of Dorothy Thompson on a quarter-hour daily on WOR, a weekly spot announcement on WHN, and a weekly announcement on WMCA.

Cooperative Rep Firm Is Organized in Canada

A COOPERATIVE station representation firm to be known as Radio Representatives Ltd., has been formed in Canada with headquarters in Toronto. Differing from most representation organizations, this company is operated by the five western Canadian stations it represents, the board of directors consisting entirely of the station operators with the exception of Jack Slater, formerly their eastern Canadian representative, who becomes managing director. A. A. Murphy, CFQC, Saskatoon, Sask., is vice-president, and the directors are H. G. Love, CFCN, Calgary, Alta.; G. R. A. Rice, Edmonton, Alta.; Dawson Richardson, CJGX, Yorkton, Sask.; H. Dougall, CKPR, Fort William, Ont.

At the same time it was announced in Chicago, that these five stations will in future be represented exclusively in the United States by Howard H. Wilson Co.

Radio Representatives Ltd., will act primarily as representative of these five and any other stations joining the group. Offices at present are located, in addition to Toronto, in Montreal. Production and the sale of transcripts will also be undertaken for the group, with the company at present working closely with Dominion Broadcasting Co., Toronto.

ARTHUR FULTON of Fultov Radio Enterprises, Hollywood, has become a stockholder in the Walter Bid diet Co., Los Angeles station representatives.

BUY SEVEN SPOTS FOR THE PRICE OF THREE

Seven 1 minute spots—night-time rate—on WMBG—the Red Network outlet in Richmond—cost $105.00—or $15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost $105.00—or $35.00 each.

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

National Representative—John Blair Co.
REALLOCATION, television and television engineers have given much major attention to 200 technical radio expert during the opening days of the fourth annual Broadcast Engineering Conference being held Feb. 10-21 in Columbus, O., under auspices of the electrical engineering department of Ohio State U. As the conference goes into its second week further comprehensive discussions of FM are prominent on the agenda.

Speaking Feb. 10-11 on "Sound Reproduction From Recordings", F. V. Hunt, of Harvard U, explained the theoretical reasons for the various factors entering into reproduction. He expressed the opinion that if it was desired and an operator was willing to spend the time, reproduction film recordings could be accomplished with satisfactory quality at high-frequency broadcasting, with frequency 15,000 cycles available. He commented, however, that development costs likely would be high to attain this standard.

Studio Acoustics
Paul J. Washburn, of Johns-Manville Corp., discussed "Studio Acoustics" described factors involved in treating studios for broadcast purposes. He emphasized the application of NTSC recommendations for professional studios.

Television was covered thoroughly by Dr. W. R. G. Baker, chairman of the National Television System Committee, NTSC panel chairman; Dr. P. C. Goldmark, CBS chief television engineer, and Harry Saden, RCA chief of RNC. Reviewing the NTSC recommendations for commercial television standards, Dr. Baker explained reasons for NTSC decisions on various proposals. Further discussion on television standards came at an evening session Feb. 10.

Dr. Goldmark illustrated his lecture on color television with slides disclosing to up-to-date color television's development. Mr. Saden discussed the present status of visual broadcasting, calling attention to RCA's large-screen television, AT&T wire-line relay of television, RCA radio and CBS color television. He predicted that television would become the greatest entertainment and advertising medium ever known. Mr. Saden also observed that if television continues to develop, it could become a huge factor in national recovery after the present crisis ends, as was the case with radio during World War I. He held that, despite industry's concentration on defense matters, there is room to allow television to develop at a healthy rate.

Paul A. Loyet, chief engineer of WQXR, Federal Communications Commission, discussed in detail the polyphase broadcasting experiment carried on by WHO which effects a substantial saving in modulator power.

Defense Problems
Substituting for FCC Chief Engineer E. K. Jett, absent because of illness, Gerald C. Gross, chief of the FCC international section, at an evening session Feb. 11 spoke on "Communications in the National Defense". Mr. Gross described the organization and functions of the Defense Communications Board, pointing to the growing importance of radio as a medium of objective information for the public and a vital link in all modern military operations.

LIVING up to its record as one of the most popular sessions of the conference, the planning a discussion and question box feature conducted Feb. 12-13 by A. D. Ring, FCC assistant chief engineer, assisted by Lyman C. Sheen, NAB director of engineering. Apart from general questions on FCC rules and regulations, Mr. Ring discussed in detail the reallocation procedure to follow. Engineers were cautioned to order immediately new transmitter crystals, prepayment to frequency changes, although Mr. Ring indicated that manufacturers had given assurance to the FCC that crystals could be obtained before the reallocation went into effect.

The most serious problem regarding reallocation appeared to be the changing of directional antennas. Mr. Ring recommended that all engineers secure FCC Release No. 47182, which outlined the procedure to follow in working the shifts.

Also it was mentioned that the FCC had requested that the FCC release the regular experimental period of 1-6 a.m. to midnight-7 a.m. with the provision that no modulation be allowed between midnight and 1 a.m. to allow more test time during each night as an aid to making the frequency shifts. It was requested that this go into effect temporarily until March 30.

A unanimous vote by attending engineers supported the request. During a discussion on FM rules and regulations, Mr. Ring indicated that the FCC was studying a plan to allow stations to start commercial FM operation on a temporary basis.

TWENTY SEVENTH FOR
Film Corp., New York, in cooperation with Roxy Theater, New York, is promoting the film "Western Union" with the six-minute spot announcement on three New York stations, WORX, WMCA and WHN; and on WWRL, Woodside, L. I., and WAMX, Jersey City. Kayton-Spierro, New York, is agency.

Network Accounts

**New Business**

KNOX GELATINE Co., Johnstown, N. Y., on Feb. 16 starts Behind the News With Bob Garrod on 3 CBS Pacific stations. Sun., 7:30 p.m., Sat., 7:45-8 p.m. (PST). Agency: Kenyon & Ebersole, N. Y.


Renewal Accounts


F. G. YOGOT & SON, Philadelphia (Philadelphia Express), on March 16 renews Olivia Storto on 15 NBC Blue stations, Sun., 5-6:30 p.m. Agency: Philadelphia.


Network Changes

KRAFT CHEESE Co., Chicago, on Feb. 16 adds the CBC to Kraft Music Hall on 27 NBC stations, Thurs., 9-10 p.m. Agency: J. Walter Thompson Co., Chicago.

GENRAL MILLs Inc., Minneapolis (Corn Flakes), on Feb. 28 discontinue Beat the Band on 27 NBC-Red stations, Sun., 9-9:30 p.m. Agency: Hincourt-Sample-Hummer, Chicago.


Colgate Contest

COLGATE - PALMOLIVE FEET Co., Jersey City, on Feb. 17 starts a slogan contest for Super Suds with $100,000 in U. S. bonds as prizes. The contest is promoted on Super Suds daytime strips on Randolph on NBC-Red, and Myrt & Marpe on CBS. Winners announced on the program each week will draw a total of $16,000 in bonds—one, $1,000 bond, 25 of the $100 denomination, and 500 of $25. A grand prize of $40,000 bond will be announced after the close of the contest on March 29. Sherman & Marquette, Chicago, is agency.

Gladiron Spots

HURLEY MACHINE Co., Chicago (Gladiron) in mid-February started a varying schedule of five to seven weekly announcements on WFL, Chicago; WJSN, Milwaukee; WGAN, Cleveland; WSAI, Des Moines, are for 13 weeks. Agency is E. H. Brown Adv. Agency, Chicago.

RECORDALL Mfg. Co., Los Angeles recording and equipment manufacturer, has discontinued operation.

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BROADCASTING • Broadcast Advertising
New Evening Schedule Now in Effect at WOV

NEW EVENING schedule of straight music, except for five-minute news periods between each hour on the hour, at WOV, New York, went into effect Feb. 10 as previously announced by A. V. Bulova, owner of the station, who has recently assumed an active part in its management [BROADCASTING, Feb. 10].

Program has been titled the 1130 Club, named for the frequency which WOV will have following the switch-over on March 29. Alan Courtney, m.c. of the entire six-hour program, has divided it into quarter-hour units, each featuring an individual style of music. While the program is in its infancy, the five-stage no time is being sold and previous sponsors on the station during the evening hours have had their schedules temporarily discontinued. WOV salesmen are offering evening time to advertisers after March 1.

Berne W. Wilkins, formerly with WMCA and WNEW, New York, and previously a partner in the advertising agency of Weil & Wilkins, has joined the WOV sales force. Ray Line, former sales manager of WOV, is continuing as a member of the sales staff during the reorganization.

Harold A. Lafount, general manager of Bulova broadcast operations and in charge of WOV until a new general manager has been engaged to succeed Naylor Rogers, flew to Salt Lake City Feb. 11 after receiving word of the death of his father, Robert A. Lafounct. He was expected to be back at the station by Feb. 17.

New Defense Series

TO GIVE the nation a weekly report on the progress of national defense the National Assn. of Manufacturers has arranged with NBC-Red for a Saturday evening half-hour series of 15 broadcasts to originate in the country's key defense production centers, starting Feb. 22. The first program will deal with the machine tool industry at Cleveland, while subsequent programs will report on aviation from California, oil from Oklahoma, tanks from Illinois, shipbuilders from Virginia, automobiles from Detroit, etc.

Phillips Renewal

PHILLIPS PETROLEUM Co., Bartlesville, Okla., for the third successive year, has renewed on KTSP, St. Paul, Tomorrow's Headlines Tonight, quarter-hour nightly news program handled by Bristow Henderson and Halsey Hall. Lambert & Feasey, New York, is agency.

Voynow Named

RICHARD VOYNOW, production manager of CBS, has been named radio director of Ward Wheelock Co., New York. He will supervise Wheelock program production. He formerly was manager of WEAN, Providence, and WICC, Bridgeport.

Skids to WNX

JACK CHASE, news editor of WNX, Yankton, S. D., recently skidded off an icy pike in Montana and plunged through a billboard near Sioux City, la., where WNX maintains studio facilities. He received only slight personal injuries, but his week-old car was completely wrecked. But topping it all, out of the myriad billboards lining the highway, he stumbled into one belonging to WNX.

School Using Discs

NATIONAL SCHOOLS, Los Angeles (technical correspondence courses), is sponsoring transcribed five-minute straight commercial messages three to six times weekly on KXW WIBC KROY KORE KMPC KUTA KIDO, and two minutes on WELH New Haven; WNWC, New Britain; KBND, Bend, Ore. Company is also on WMR, New York, 15 quarter-hour, comprising five-five transcribed musicals, two quarter-hour live and eight quarter-hour transcribed musical programs, and three quarter-hour newscasts. Huber Hoge & Sons, New York, is agency.

Americans Extend

WILLYS-OVERLAND MOTORS, Toledo (American) is sponsoring a daily half-hour recorded program on WCHL, Chicago, daily 10-minute news period on WDZ, Tuscola, Ill.; 26 weekly announcements in 17 cities. The schedule was increased Feb. 15 with addition of an hour on WCFL's Make Believe Ballroom on Saturdays. Agency is in Dave Benet & Assoc., Chicago.

Pacific Cereal Spots

WHEAT-ALONE Co., Vancouver, Wash. (cereal), new to radio, in a six-week campaign ending March 10, is sponsoring three-weekly participation in Norma Young's Happy Homes, on KHJ, Los Angeles. Firm, claiming to have 672,000 Pembroke buyers in the country, will be in Chicago, five to seven days weekly. Participation is Charles H. Mayne Co., Los Angeles. Charles Hensley is account executive.

CORN-PLASTERED, but merely on the feet, are Aheville, N. C.'s mailmen, who were donated a bundle of pedal relivers because they had so much more WNC fan mail to carry in January, than in January, 1940. Wythe M. Peyton (left), postmaster, accepts the bundle from Herbert L. Mosseller (center), WYNW promotion director, and Read Wilson, announcer.

WJLB to Move

WITH changing of call letters of WMBC, Detroit, operated by the John L. Booth Broadcasting Corp., to WJLB, effective Feb. 28, announcement of the moving of the new WJLB to the Eaton Tower in Detroit was made. According to Fred Knorr, program director, offices, three large studios, an audience studio, two client booths and two control rooms will occupy the entire 31st floor and part of the 34th. A special inaugural program, featuring the appearance of Gov. Murray D. Van Wagenen, and Mayor Edward J. Jeffries, Congressman and various guest stars from other Detroit stations, will be presented March 12.

Armour Test

ARMOUR & Co., Chicago (produce dept.) on Feb. 17 started a six-minute and chain-break announcements promoting a new product in four markets. Stations are WAGA, WGSTD, Atlanta; WERE, Wilkes-Barre; WTAG, WORC, Worcester. Agency is Lord & Thomas, Chicago.

J. A. Leethan

J. A. LEETHAN, in charge of records department of Canadian Broadcasting Corp., Toronto, died suddenly on Feb. 4, at his home in Toronto. He was born at Ottawa 40 years ago, and had been in the Canadian government's Cercle service since leaving school. In 1935 he was transferred from the records branch of the Department of Transport, Radio Branch, to the Canadian Radio Broadcasting Commission, and in 1938 when the CBC took over the CRBC he was transferred to the CBC. In addition to radio circles he was well known in eastern Ontario sporting circles. He leaves his widow and one child.

Party for Guard

A GOING-AWAY party for five office men and men in the National Guard unit of Duluth was staged by KDAL. The idea caught quickly and ended in a Farewell Ball at the armory. Proceeds went to the Battery Fund. Window displays were set up all over the downtown area and a parade of military units was staged. KDAL provided two complete floor shows for the party, attended by some 4,000.

WAVE HAS NO SAUCE FOR GANDER (Ky.)!

Even with WAVE's new power of 5,000, we still ain't clampin' Gander, Goody, and all the other back hills and hollows of this yere state! What we are gettin' with a stronger, clearer signal than ever is the impres- sive Louisville Trading Area, where two-thirds of Kentucky's spending is done! And at a cost that you'd agree is darned low! Want the proof?

MISSISSIPPI HAS NEW MONEY

Jackson's G-E fluorescent light plant to open in February.

New Plant to support 2,000 people-25 commercial establishments-$446,000 new market for agricultural products-$45,000 for transportation.

An indication of new opportunity for dentists who invest in WJDX-DOOMINATE RADIO STATION IN THE SOUTH'S FASTEST GROWING MARKET!

Member of Southcentral Quality Network

THE VOICE OF MISSISSIPPI

MISSISSIPPI HAS NEW MONEY

Owned and Operated by

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

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Philadelphia FM Advances Rapidly

Stations Striving to Be First On Air With New Signals

FM IS TAKING substantial form in Philadelphia, with a general race among the stations to be the first on the air. Benedict Gimbel Jr., president of WIP, upon receiving FCC permission February 11 to construct an FM station, announced that construction of the transmitter would start as soon as the equipment, already on order, arrives. The transmitter will be installed atop the Gimbel Bldg., which houses the station, an effective height of 585 feet above sea level, and using a three-ray turnstile antenna. It is expected regular operations will start within two or three months.

Following a license grant from the FCC last week, Roger W. Clipp, general manager of WFIL, announced that construction of an FM station will be completed in 90 days, with the station scheduled to take the air by May 1. WCAU, first station in Philadelphia to be licensed for FM, began construction of a station in December.

Plans for Operation

It will be completed by the first of April, according to John H. Leitch, WCAU technical director. KYW already has application filed with the FCC for FM and hopes to have a station in operation before mid-summer. In addition, WPEN has signified intention to file application for an FM permit. WCAU and WIP announce their FM transmitters will operate independently with separate studios, programs and offices. At the start all will operate six hours daily, distributed equally before and after 6 p.m. WFIL, Mr. Clipp announced, will operate its station atop the Widener Bldg., which houses the present studios. A 250-foot antenna will be installed, giving an effective height in excess of 500 feet.

WCAU has not divulged its transmitter location. Frequencies assigned and the call letters for the three local stations are WCAU, 469.5 mc.; WIP, 458.5 mc.; WIP, 609.5 mc.; WIP, 447 mc.; KYW has applied for 465 mc.

Latin Disc Exchange

FORMATION of an organization in Havana to be the clearing source for exchange of American and Latin American programs has been announced by Henri Leiser, president, and F. Perez De La Riva, secretary of the new company. Under the name of ARTUP (Asociación de Radio-Televisión y de Intercambio Panamericano) the new enterprise will take the cultural and artistic aspects of programming from each country, transmitting them in the language and dialects of the other country. The service will thus enable the listener to hear artistic and educational programs of other American countries without losing the original atmosphere.

OFF TO PITTSBURGH

W3000-watt General Electric FM transmitter is being built in Schenectady by C. A. Priest (left), engineer of the GE radio transmitter engineering department, and W. R. David, of the GE transmitter sales department. The complete unit, comprising a 2500-watt exciter and 3000-watt amplifier, is being installed by WWSW, Pittsburgh, for its new FM adjutant, WIP. The new station operates on 44.7 mc., covering an area of 8400 square miles and a potential audience of 2,100,000.

Westinghouse FM

WESTINGHOUSE E. & M. Co. is starting immediate engineering and construction on its new commercial FM station, W75, recently authorized by the FCC in Pittsburgh, according to a Feb. 12 announcement by Lee H. Wailes, manager of the broadcasting of Westinghouse Radio Stations. The construction permit for the new station calls for operation on 47.5 mc., serving an area of 8,400 square miles and a population of 2,100,000. The station is to be built at Allison Park, Pa., on the present KDKA transmitting site. Westinghouse at present is operating two FM stations experimentally, WIXK, Boston, and WIXSN, Springfield.

KVOD, Denver, has appointed Weed & Co., as its national sales representative.

PLAN NEW OUTLET FOR RHODE ISLAND

PLANNING to inaugurate operation March 30, the new WFCI, Pawtucket, Providence, has completed formation of its transmitter building in Londsdale, R. I., and the installation of Western Electric equipment throughout is proceeding. Studios are nearing completion and will be located at 450 Main St., Pawtucket, in the Frank Crook Automobile Bldg.

Two Blaw-Knox vertical radiators, 321 feet in height, are being erected and the ground system will lay in the marshes of the Blackstone River.

While the station will be ready for operation prior to the March 29 Havana Treaty reallocation date, it is planned to withhold the starting date until March 30, so the station may begin operating on 1420 kc. instead of 1390 kc., the present wavelength allotted it.

GE’s New FM Monitor

A NEW FM station monitor has been introduced by General Electric Co. as an addition to its line of FM equipment. Designed exclusively for FM work, the new unit performs all functions of a center-frequency monitor, modulation monitor, high-fidelity audio monitor and modulation-limit indicator of the flasher type.

REL FM’S PIONEER MANUFACTURER

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

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reusable signal? We’ve already done this a dozen times. There’s a whole world of difference between designs on drawing boards, and finished operating equipment. Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

BROADCASTING • Broadcast Advertising
CONFUSION among radio's Andy Whites has been rampant for many years in the Arizona region. Andy White at left is baritone with Waring's Pennsylvanians. Three years ago he left U of Arizona to join Waring, after having built up an enormous following. The same month Andy White at right joined KVOA, Tucson, as program director and sportscaster. Ever since they've been getting each other's fan mail. Recently Andy White at left was featured in a concert lecture series at U of Arizona and he met Andy White at right. The potential success on Andy White at right is being nursed along for the annual rodeo in Tucson.

New RCA Microphone Has Adaptable Features

RCA Mfg. Co., Camden, N. J., is marketing a new keroxphere microphone whose directional characteristics can be altered by a detachable parabolic baffle. The new microphone is bullet shaped with the live end protected by a grill. Attaching the circular diahedral shaped baffle with the concave face toward the grill sharpens the directional characteristics and feedback is reduced.

Reversing the baffle so the convex face is toward the grill produces the opposite directional effect. Baffle can be detached altogether and the microphone can be used as a normal pressure microphone. The microphone is especially adaptable for amateur radio telephone transmitter and public address applications and is available at both low impedance (250 ohms) and high impedance (40,000 ohms) equipped with a 50-foot cable.

Westinghouse in S. F.

THE WESTINGHOUSE Electric & Mfg. Co., announces the purchase in San Francisco of 59,000 square feet of land at Eighth and Bryant Streets for a building to house its San Francisco operations. According to Charles A. Dostal, Pacific coast district manager for the company, the investment in land and building will exceed $300,000.

NAME COMMITTEES FOR NAB SESSION

COMPLETION of the convention committee appointments for the 19th annual convention of the NAB in St. Louis, May 15-19, was announced last Tuesday by NAB President Neville Miller, Merle S. Jones, general manager of KMOX, is general chairman, with seven committees named for various convention functions. The complete revised list follows:

General Chairman—Merle S. Jones, KMOX;
General—Chairman, Merle S. Jones, KMOX; L. A. Benson, WIL; George Peterson, KWK.

Attention: Rev. W. J. Dobie, WEL; Robert T. Convoy, KWK; John E. Connelly, KXOK; William H. West, WTVY.

Entertainment & Reception—Chairman, William H. West, WTVY; Robert T. Convoy, KWK; Nicholas Pagliar, WER; Chester Renier, KXOK; Bart Slattery, WTVY.

Exhibits—Chairman, Clarence G. O'Connor, KXOK; L. A. Benson, WIL; Edward W. Hamlin, KSD; Roy—Robert Richardson, KWK; Roy Robinson, KTV;

Hearing—Chairman, R. J. Dady, KWR; Rev. W. J. Dobie, WEL; Arthur Casey, KMOX; Frank Eschen, KDKY; David Roberts, KXOK.

Motion Display & Exhibits—Chairman, Howard O. Peterson, WTVY; Secretary, Chuck Allison, WIL; Cincinnati: J. Souleid, Johnson, KWK; Robert Sarnason, KWK; Chuck Allison, WIL.

Long Range Planning—Chairman, George M. Burris, KSB; H. Dennis, WDAF, Kansas City; Luther L. Hill, KSO, Des Moines; John C. Roberts, Jr., KXOK; Vernon H. Smith, KOWI, Omaha.

New GE Co-Ops

FOLLOWING the successful series of radio courses recorded programs made available to local General Electric Co. dealers for Christmas appliance promotion, G-E is distributing a second series, featuring Alan Kent and Ginger Johnson, Ted Steele and the singing Vass Family, to stations throughout the country to promote "GE on the Farm". Commercials urge the farmer to go to his nearest GE dealer for a copy of the company's farm catalog, complete with prices.

EDWARD SCOVILL, CBS operations supervisor, has resigned to join the studio of an east coast station. Mr. Scovill is a graduate of the RCA training school, and began his career with the New York Fire Department.

EDWARD STOKES, engineer of WAGA, Atlanta, has been called for duty as an ensign in the Naval Reserve to be stationed in Puerto Rico.

To Serve Well—
the Broadcasting Engineer

An Unending Task

CREI Courses in Practical Radio Engineering Are Under Constant Revision to Meet the Ever-New Developments of the Radio Art . . .

There will never be a "completed" CREI home study course. We will never be content to "let well enough alone". That is why our texts are presented in loose-leaf binders for constant addition and revision. New ideas, new equipment, new methods are constantly changing the radio scene and to keep pace with this progress CREI is constantly revising and modernizing its lesson material.

This is a never-ending task for our competent staff of outstanding engineering-instructors, headed by Mr. E. H. Rietzke. Today, Mr. Rietzke is still writing new lessons and revising older ones, assisted by a highly qualified staff of radio engineering specialists. CREI training is built on a sound knowledge of modern radio engineering practice. Behind the scenes, CREI is making a constant effort to improve that which already has proven good. This is slow, exacting and arduous work, but the results are far-reaching in effect, as shown by the accomplishments of our students and graduates.

The entire CREI home study course includes 120 complete lessons. Our schedule requires a thorough revision and new printing of all lessons at frequent intervals. Very rarely does a CREI lesson, when issued, show a copyright date older than two years. Only by such methods can radio men be assured of adequate up-to-date lesson material.

"Serving the Radio Industry Since 1927"

CAPITOL RADIO Engineering Institute

E. H. RIETZKE, Pres.
3124 SIXTEENTH ST., N.W.
WASHINGTON, D. C.
**ACTION OF THE FEDERAL COMMUNICATIONS COMMISSION**

**FEBRUARY 8 TO FEBRUARY 14, 1941**

**BROADCASTING • Broadcast Advertising**

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**Video in England**

England's television services were well under way in London when the war started, but everything was stopped after the outbreak of hostilities. This led to a question in the House of Commons recently why surplus British television receivers should not be sent to the United States. Harcourt Johnson, Secretary for Overseas Trade, replied that they could not be exported because they incorporate certain American patents which British manufacturers are not permitted to exploit in the United States.

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**RULES FOR FILING AMENDED BY FCC**

Amendments to its rules governing filing of information, concern, particular regulations relating to the filing of such information, and procedures have been announced by the FCC.

The announcement, follow:

The FCC Jan. 14, 1941, amended its Rules to provide that information in the form of contracts, periodic reports, etc., as follows, etc.

Amended Sections 43.51 and 43.62 by adding thereto the following: "Upon compliance with the requirements of this section by one party to any such contract, said party shall not have the right to file a statement of filing in writing duly sworn by the other party or parties thereto identifying such contract, agreement, or arrangement, and appending the filing thereof, shall be regarded as compliance with the requirements of this section by such other party or parties."

The FCC Jan. 14, 1941, amended the Rules of Practice and Procedure, Part I, as follows, effective immediately: "Sec. 3.200. Revisions of records. The Commission or any bureau shall be authorized to make such revisions of records as may be necessary or proper, including the correction and supplementation of such records."

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**WBWF-ACT Pact**

Contract between WBWF, Binghamton, N. Y., and the American Broadcasting-Arbitration Board, providing seven announcers employed by the station, was signed last week, as requested by AACA. Contract calls for an increase of $15 weekly and the station has reinstated Durwood Finch as chief announcer. He had been demoted and AACA had filed charges of discrimination against WBWF with the National Labor Relations Board. AACA has had contracts with WBWF covering the station's technicians for two years. New contract was negotiated by Cecil D. Maston, general manager of the station, and Graham Dolan, representative of AACA's broadcast division.

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**IN RESPONSE to station requests to "provide for the foregoing pursues with minimum production and maximum appeal. The Script Library, New York, has released a request to one station in any area "The Footlight Hit of the Week," a series of tested dramatic plays. Selection of the play is governed by previous fan mail responses, with a minimum requirement of 50,000 pieces.

WSVA Harrisonburg, Va., has offered a 315-foot Blaw-Knox tower in connection with its increase to 1 kw. on 500 kc.
Baseball and all Salesmen Need Openings. Announcers, salesmen, etc., operators, combinations, transradio press, news ING. tails and references. population, experience in Boxences. experience. sales records and employees-every department or and ment service. Central Registry, Orpheum other feature promotion agency. 218, capable managing parade program program director. Want Wichita, Kansas. Help Employment Bureau. Writers. Help -Announcer Wanted Minimum -BLILEY $1.00. Change-over guarantee plates are approved by supply new crystals well broadcast temperatures -known Bliley Quartz Crystals, -for information the operation -For Salesmen. Operators. Directors known Bliley Quartz Crystals -good will -SELECTIVE - Fifty years experience, network, national agency, commercial films. New employed. Desires permanent connection with progressive station or agency. Young, married. Excel- lent references. Box 228, BROADCASTING.

Program Director—Exceptionally well qual- ified man—with knowledge of every phase of program work-wants position as Program and Production Manager and special announcer with Eastern or South- ern station. Four years with CBS O&M station. Address Box 230, BROADCASTING.

I can put more business on your station! 15 years experience in sales and other departments. Can double in production and copy. No "hot-shot" high pressure but can build good and hold ac- counts. Married, one child, sober and re- liable. Best positions for being at liberty. First class references as to ability and character. My ability demands fair sal- ary. Consider purchasing interest in small station. South or west preferred. Box 222, BROADCASTING.

Wanted to Buy

3 KW Transmitter Wanted—prefer one of standard make and in good condition. Box 220, BROADCASTING.

Situations Wanted (Continued)

Play By Play Announcer—Five years ex- perience. sports and commercials. Excel- lent references. Box 216, BROADCASTING.

Engineer—with experience in transmitter, control room, remote. Married, dependa- ble, desire permanent position with progressive station. Box 224, BROADCASTING.

Commercial Manager—man with outstand- ing record directing sales organization past three years. Would appreciate in- terview. Best references. Box 229, BROAD- CASTING.

Capable Announcer-Copywriter—Advertis- ing Background—College Graduate—Ex- perienced in production—Fertile in Ideas —First class copy from spot announce- ments to dramatic shows—Announcing experience includes news and sports. Box 231, BROADCASTING.

Commercial Manager—for new or estab- lished station. Not a twirled-club execu- tive but a family man who will dig in and get the business. Eight years successful experience and work on two New England stations. Thorough knowledge of $50 watt station operation. Presently em- ployed. Good reason for changing. Ages. 33, Box 223, BROADCASTING.

I can Ram Your Program—recording, or agency radio department for your greater profit. Since 1926, I've grown up with radio. Production, announcing, writing, national and local advertising. Also ex- perience in the theatre. Presently em- ployed, and past two years have managed complete recording studio and been director of radio instruction in one of nation's leading theatrical schools. My services are not cheap, but will pay dividends. Box 217, BROADCASTING.

Situations Wanted

Baseball and all sports play by play—Also news and studio utility. Box 226, BROADCASTING.

PROFESSIONAL DIRECTORY

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

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

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7839

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

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

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY

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

UTICA MUTUAL INSURANCE Co., Utica, N. Y., is distributing to its agencies a series of dramatized spot announcements, transcribed by Trans-cribed Radio Show, New York.

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Army Adopts New Procedure For Broadcasts From Camps

Simplified Method Covering Commercial Programs Provides Uniform Method of Application

DESIGNED to simplify clearance of commercial broadcasts from military reservations, a recommended application form for use by stations and networks was announced Feb. 13 by the new Bureau of Public Relations of the War Department, according to Alex McKee, Ken Roberts, John Brown, Chicago; Ray Jones, Philip Lord, Dan Sutton, New York; Norman Barry as alternate; Los Angeles: True Boardman, William Brown, Alex Dobber, Frederic Kaye; Detroit: Gwen de Lany; Dallas: Dell Gibbs.

WKPT Stock Transfer

The FCC Feb. 11 granted approval of a deal whereby Charles P. Edwards Jr. and Howard Long, co-owners of WKPT, Kingsport, Tenn., relinquished their entire holdings to a new corporation, the Kingsport Broadcasting Corp., for a cash consideration of $585,230. The structure of the new corporation retains ownership, a local insurance man, as president and 30% stockholder, and Mr. Long, local postmaster, as president with 22.5%. Secretary is H. J. Shivel, local industrial belt manufacturer, with 21.5% of the stock, and A. B. Mitchell, Kingsport banker, is treasurer with 16.7% interest. The balance of the stock will be owned locally by 18 other Kingsport citizens, none holding more than 8%. WKPT, which began operation last July 15, employs 250 watts at 1370 kc., fulltime.

Spots for Book

DOUBLEDAY, DORAN & Co., New York (books), is promoting Business Encyclopedia with five-minute transcribed announcements six times weekly. Among the stations to be used are: WMAL Washington, where 60 stations will be used, according to Hube Hoge & Sons, New York, handling the account. Announcements will be placed on WPEN WIBC WKST WMNN KGER WSNJ KRMK KSNO WRGY WRFU KMA KTRI.

AFRA CITES WIOD ON LABOR CHARGE

AMERICAN Federation of Radio Artists has announced charges against WIOD, Miami, with the National Labor Relations Board, charging the station with violation of the National Labor Relations Act for reinstatement with back pay, including fees for commercials. AFRA's charges followed a recommendation of the National Labor Relations Board and WKTQ as well as with WIOD have been suspended pending a settlement of the case.

Two-year renewals of AFRA contracts with KSD, St. Louis, and WXYZ, Detroit, and a one-year renewal of the WKTQ Kent, Ohio, contract are reported by the union, which also says that negotiations for a contract with KWK, St. Louis are complete and that the signing should occur momentarily. Negotiations are also underway in Dallas, between KRLD and the AFRA local in that city.

Everett Clark has been appointed chairman to draw up constitutional amendments for submission to the next AFRA convention, which will be held Augur-17 in Detroit. Amendments will provide for changes in the method of selecting board members as suggested at the last national convention of the talent union. Other members of the committee, named by the bargaining unit—New York: Alex McKee, Ken Roberts, John Brown, Chicago; Ray Jones, Philip Lord, Dan Sutton, New York; Norman Barry as alternate; Los Angeles: True Boardman, William Brown, Alex Dobber, Frederic Kaye; Detroit: Gwen de Lany; Dallas: Dell Gibbs.

DKT For Dobber

POSTAL authorities of Nashville, have come to recognize letters with any freak address referring to "Old Dirt Dobber" as junk mail. In a case of this nature, the name of the Old Dirt Dobber, "Old Dirt Harbor" and the preface of all merely designated "Old Dirty, Nashville, Tenn."
WLW ADVERTISED ITEMS GO ON GROCERS’ "MUST STOCK" LIST

The effectiveness of WLW is proven by the consistent movement into the hands of the consuming trade of the products advertised over this Station. Because of constant turnover, our customers, as well as ourselves, enjoy a splendid volume on these items and place them on our "Must Stock" list.

Charles J. Arrighi
Merchandising Manager
W. D. CREASEY'S SONS
Distributors for
REGAL and BURKE STORES
Cincinnati, Ohio
FOR efficient operation on the new high-frequency services, accurate data is just as important as it is in standard broadcasting practice. On any frequency, better station operation begins with complete knowledge of service area, antenna efficiency, and field-intensity patterns. The RCA 301-A Field Intensity Meter provides this information for television, FM broadcasting, educational and experimental stations operating between 20 and 120 megacycles.

Measurements with the 301-A instrument have been simplified—it’s nearly as easy to use as a standard broadcast field meter, and arranged for recording without additional amplifiers. With the 302-A noise meter attachment, surveys of signal to noise ratio may also be made. Leaders in UHF development and prominent consultants employ the RCA 301-A.

The 301-A operates on the same principle as broadcast instruments. Arranged primarily for amplitude modulation stations, it may be modified for measuring FM stations during program transmission simply by changing a resistor and condenser ... or used without change to check unmodulated carrier. Meter measures only 9¼" x 13" x 20¾", weighs 38 lbs. Accessory case contains doublet antenna and supporting tripod.

Write the nearest district office for data

Use RCA Radio Tubes in your station for finer performance.