For instance, referring to our late-evening newscast, a family in Caredo, West Virginia, writes "We hope ... WHO ... will continue to be our lullaby every night as long as we both live." A couple in Saskatchewan, Canada, says "we usually make it our bed-time story" ... Every week, we receive letters from almost every State in the Union.

What this proves, to our minds, is that since WHO gives you the power to climb distant mountains, it certainly gives you the power to romp in high gear over the hills and dales of Iowa Plus!

Write us for a recent mail map—or just ask Free & Peters!

**WHO**

+ for IOWA PLUS! +

DES MOINES ... 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. ... National Representatives
FOUR LETTERS
To Remember
if you want
MAIL RESPONSE!

Pity the WMMN mailman! Each month his load gets heavier!

Oct., 1940 ... 25,760 pieces!
Nov., 1940 ... 27,545 pieces!
Dec., 1940 ... 33,399 pieces!
Jan., 1941 ... 50,680 pieces!

And most of these letters contained proof of purchase!

"Ask a John Blair Man"

CBS Affiliate FAIRMONT, W. Va.

5000 watts day • 1000 watts night
The Ideas of March

... are nothing to beware of; in fact, they're pretty much something to be proud of, so far as Standard library releases are concerned.

As one idea, try listening to the twenty latest recordings of Henry Busse and Alvino Rey which make up part of the first-of-the-month package to Standard subscribers. And the balance of the package contains some of the finest popular symphonic material ever done by our augmented concert orchestra.

Thanks for the tremendous appreciation you program workers have given to Freddie Martin's fine band, the MacFarland Twins solid orchestra and the new vocals by Dyana land Twins solid orchestra and the new vocals by Dyana

For those who like statistics, the Standard basic library now contains 2345 non-ASCAP selections; and a hundred new ones come up like thunder each and every month. Another group of numbers of significance is that three digit item at the end of this column which indicates that more stations use Standard transcriptions than any other.


PROOF OF LEADERSHIP ... IN OUR DAILY MAIL SHOWMANSHIP, Technical Perfection and Salability ... and the greatest of these is Salability! Built into every Standard Radio Library Service is the commercial touch ... the inherent ability to please the listening public and sell the prospective sponsor. The secret? Simply a dash of inspiration in production, a careful balancing of program material and talent, and a determination to maintain that standard of excellence which is winning the approval of more and more subscribers, who chorus "Yes!" when asked:

"Are Your Transcriptions Up to Standard?"
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The preferred advertising choice of more radio stations than all other trade publications combined .. proved the preferred reading medium of time buyers coast-to-coast in every survey. *

* Ask about these five surveys: Transcription Firm Survey, West Coast Station Survey, Station Representative Survey, Midwest Station Survey, Eastern Stations Survey.
WE HAND YOU ON A PLATTER:
A Billion-Dollar annual retail sales total—a radio population of one million families . . . ALL IN THE PRIMARY COVERAGE OF THE 8 STATIONS OF OUR STATE NETWORK

MICHIGAN RADIO NETWORK

KEY WXYZ STATION

DEtroIT

National Sales Representative: PAUL H. RAYMER CO.
August is
bigger than Illinois

...and an old tradition dies easily!

How many sales make a market?

More sales are made in August alone than in all Illinois in a year. More sales are made in any Summer month than in Illinois. Look at it any way you wish—at retail sales, payrolls or production. June, July or August is a bigger market than Illinois. To snub these months, to slow up your sales drive on these markets, is like defaulting California, Texas and Illinois. **Summer is bigger than all three!**

So an old tradition dies easily. The tradition that it makes sense for an advertiser to fight hard for his share of a big state…and then slack his efforts in a market three times as big: June, July and August.

The tradition has been blasted higher than the summer sky. Blasted by radio, which has changed the face of Summer. Radio has burst the bounds which once tied advertising to time or place. Radio makes it possible to cover every market every week every month; to do this with a frequency and mass coverage no practical budget can buy anywhere else. In Summer as in Winter. That is why Summer Radio is now the swiftest rising curve in all radio.

---

**Do THIS Summer’s thinking early!**

The best road to the nation’s markets ... is Radio. That’s the judgment of advertisers themselves. The volume of network advertising in 1940 broke all records. And, radio again has led all other media in advertising gains.

Summer radio rides the swiftest rising curve. The summer radio in 1940 was again the highest high in history—with a 16% network gain over ‘39’s record-breaking Summer volume.

Of all networks, CBS is first. Advertisers gave CBS a greater volume than any other network in 1940; more than any network has ever had before.

CBS leads the Summer parade, too—with a 21% gain in the summer of ’40 over ’39; and an 86% gain in the summer of ’40 over ’38.

You will want the BEST road to the nation’s market this summer. We’ll be happy to discuss specific CBS facilities and programs for your Summer of 1941, now.

THE COLUMBIA BROADCASTING SYSTEM
DID SOMEONE ASK ABOUT KANSAS CITY?

As cities in the Middle-West are measured, Greater Kansas City is an enormous community—608,186 people, nourished by the trade of over 2,000,000 people who live within its sphere. . . . The one great metropolis between St. Louis and the Coast, Kansas City is a vital link in any national distribution set-up.

Head and shoulders above all “competition” in this important market stands Station KMBC—the box-office station—the station that gets the big audience and hence the big results.

KMBC is the only Kansas City station with
- Really big-city talent
- Regular network originations
  (3000 since 1937)
- Complete coverage of local public events
- An exclusive full-time sports commentator
- An exclusive full-time director of farm service
- A full-time food service expert

KMBC is the only Kansas City station that is truly big-time—the only station you need to do a job in the Kansas City market. Ask your Agency to ask the Colonel!

KMBC
CBS Basic  •  Arthur B. Church, President

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Justice Department Acts to Check Petrillo

Will Start Grand Jury Action Within 10 Days Against AFM President; Artist Booking Agencies Named

By SOL TAISHOFF

TIMING its action to coincide with the threatened March 1 boycott of members of the American Guild of Musical Artists by the American Federation of Musicians, the Department of Justice announced last Friday that it plans to launch grand jury proceedings against James C. Petrillo, AFM president and virtual dictator of the musicians' realm.

Assistant Attorney General Thurman Arnold, head of the Anti-Trust Division, said the grand jury would be convened "shortly" to investigate complaints relating to practices of booking agencies, concert bureaus, broadcasters and others in their dealings with artists in the musical fields. Emphasis, however, was placed upon AFM and the powers of Petrillo, which were said to be "absolute and subject to no control".

Within Fortnight

While the announcement did not disclose when or where the proceedings would be instituted, it is understood that the Department intends to proceed within ten days. Several places were understood to be under consideration. For the moment, the Department regards Milwaukee as a typical American city, with a music-loving populace, it is entirely possible that proceedings will be instituted there.

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP-BMI litigation, which resulted in successful consummation of consent decrees, promptly will be assigned to this case. It is understood he has conducted the preliminary investigations, along with his immediate chief, Holmes Baldridge, chief of the Litigation Section of the Department. Officials and attorneys of AGMA have conferred with Anti-Trust Division attorneys during the last six months.

While the announcement did not touch upon the AFM-broadcasting controversy of past years involving "made work" through the forced retention of fixed quotas of musicians at stations, it is assumed this will be an important aspect of the Government's prosecution.

The "press release" procedure, rather than the actual filing of the action, is similar to Assistant Attorney General Arnold's method employed last December, prior to the rupture in ASCAP-broadcasting industry relations. At that time he announced that criminal proceedings would be instituted against both ASCAP and the broadcasting industry. This resulted in the acceptance of a consent decree by BMI in January; institution of criminal proceedings against ASCAP a fortnight later, and the signing of a consent decree by ASCAP last week.

Following a recent court decision upholding the claims of Petrillo that his union, under the American Federation of Labor, had sole jurisdiction over all instrumentalists, the AFM ceased set March 1 as the deadline for all instrumentalists belonging to AGMA to join AFM or be barred from performing.

Waters Appointed to Conduct Inquiry Into Purported Net Monopoly Activity

HAVING all but concluded its anti-monopoly action against ASCAP, the Department of Justice has assigned one of its ace attorneys, Victor O. Waters, to a study of the monopoly situation to ascertain whether Sherman anti-trust law proceedings against networks are warranted.

Mr. Waters, it was learned authoritatively last week, already has been detailed to this work, though he is still engrossed in concluding the Government's copyright proceedings. These are expected to culminate during the ensuing week with the entering of a consent decree in New York and with the dismissal of the criminal suit filed last month in Milwaukee.

The 32-year-old former Oklahoma prosecutor was assigned to the network-monopoly proceedings by Holmes Baldridge, chief of the Trial Section of the Anti-Trust Division and a former special counsel of the FCC on the AT&T investigation. He will function under Mr. Baldridge and Assistant Attorney General Thurman Arnold in charge of the Anti-Trust Division, who initiated the ASCAP-BMI proceedings to which Mr. Waters has devoted almost his entire time for the last year. His assistant will be Warren P. Cunningham Jr., who has worked with him on the copyright matter.

AFM Situation

Mr. Waters, in fact, has been assigned to all music-radio matters. This includes the American Federation of Musicians operations. The Department announced Friday that it is launching grand jury proceedings against AFM President James C. Petrillo.

Disclosure of the Waters appointment came just as the FCC prepared to dispose of the explosive network-monopoly case which has been before it since 1938. The Commission had planned to begin final consideration of the report last month, but was delayed by the current AFM boycott of the networks.

The announcement said the investigation would cover "the relationship existing between certain booking agency companies, the broadcasting companies, and Petrillo. The proceedings, it said, "will open with an inquiry into complaints which the Department has received that Petrillo and the booking agencies have combined against the American Guild of Musical Artists, headed by Lawrence Tibbett, and including among its members Jascha Heifetz, Albert Spalding, Jose Iturbi, Lauritz Melchior, Grace Moore, Mischa Elman, Lily Pons, Gladys Swarthout and John McCormick."

Artist Booking

While the Department said that complaints had been made that the networks and booking agencies have "combined to monopolize the business of arranging concert tours and other public performances of interpretive artists who are members of AGMA and to dictate the terms under which such appearances can be made," it was not expected that the inquiry would go into the subject of purported network monopoly, now under scrutiny of the FCC.

The Department, however, already has indicated that it will make an inquiry into this subject to ascertain whether the Sherman anti-trust laws are being violated, and Mr. Waters likewise has been assigned this study.

While no word immediately forthcoming from the Petrillo headquarters, announcement had been made that all broadcasting would be permitted to continue as master of ceremonies and violin soloist on the CBS Sunday afternoon Coca Cola series, despite the March 1 ban. A prominent member of AGMA, Mr. Spalding had refused to accede to AFM demands that he join that union. CBS announced Feb. 26 that Mr. Petrillo had agreed to allow the violin virtuoso to continue.

(Continued on Page 48)
Coca-Cola Cutting New Disc Series

Defense Drive to Use Radio; Treasury May Name Callahan

NATIONWIDE educational campaign thought to be the most comprehensive ever undertaken and designed to acquaint the public with an expanded defense campaign and series, including extensive use of local and network facilities, is being mapped by the Treasury Department.

Secretary Morgenthau announced at his press conference last Thursday that the Treasury is seeking a $3,000,000 appropriation from Congress to pay for expenses of printing the new series, administration and promotion. BROADCASTING is informed that contrary to previous Treasury bond campaigns, radio time may be purchased—probably on a spot basis.

In the past there has been considerable criticism over the apparent neglect of radio when advertising was placed for the bond drives. Whereas there was extensive printing and several million dollars spent on radio advertising, radio donated a large amount of time.

Callahan Likely Choice

While Treasury officials stressed that no actual appointments had been made, as plans for the educational campaign are still in the formative stage, it was learned that Vincent F. Callahan, former manager of WWL, New Orleans, WBZ, Boston, and sales manager of WMAI, Washington, has been retained in an advisory capacity and will no doubt be named the director of radio for the campaign. Mr. Callahan has been sitting at Treasury conferences dealing with preliminary details.

Gayle Johnston, of St. Louis, regional manager of the Metropolitan Life Insurance Co., has been named principal advisor to Secretary Morgenthau on the drive. Hart-Deri, formerly an editor of Colliers and now with BBDO, is acting as advisor on promotion.

If present plans work out, offerings of the new securities probably will begin in a month or two. Included besides the usual "baby bond" will be an issue of defense savings stamps starting as low as 25 cents and ranging up to $5 certificates. The Treasury plans to release the bonds and stamps through 250,000 outlets, including 51,800 radio stations.

Inasmuch as the campaign is still in the planning stage, officials were reluctant to discuss any radio plans. However, it is assumed that radio will be the basic medium, with heavy use of motion picture magazines, and newspapers as well as direct mail.

Treasuty officials emphasized that the campaign to "educate" the public would in no way parallel the Library of Congress drive of June and July of last year and the drive of 1941.

Defensive Drive

For the second year Penn Tobacco Co., Wilkes-Barre, Pa., is renewing in mid-March its sponsorship of the "Tom Dooley" series on WHOM, Jersey City, Thursdays 7:30-8 p.m. WHOM picks up the program from NBC as one of the few stations who, in the interests of Kentucky Club tobacco and Julep cigarettes. Agency is Ruthrauff & Ryan, New York.

John's Squawk

JOHN BROWN, WLS, Chicago, staff pianist, became a little annoyed recently. For the third day in a row a transcribed announcement was introduced following a short piano interlude by Brown. The first one on the platter was a woman's voice saying, "John, will you please stop that awful noise?" Brown protested to the program department and the studio, quickly remedied. The transcribed spot was for Kellogg's All-Bran.

General Mills Booking Big 'Lone Ranger' Net

GENERAL MILLS, Minneapolis, is currently setting a deal for the Lone Ranger, three-hour half-hour "Western" for Corn Kix, breakfast food. Show will continue to originate at WXYZ, Detroit. It is expected that the series will be picked up by approximately 32 stations—16 basic and 16 supplemental outlets.

Pond's Spots

LAMONT, CORLISS & Co., New York, cream shop, will start one-minute spot announcements 20 times weekly on WSB Atlanta; KMBC, Kansas City; WHAM, Rochester; WPRO, Providence; and WRVA, Richmond. J. Walter Thompson Co., New York, is agency.

Penn Renewes

FOR THE second year Penn Tobacco Co., Wilkes-Barre, Pa., is renewing in mid-March its sponsorship of the "Tom Dooley" series on WHOM, Jersey City, Thursdays 7:30-8 p.m. WHOM picks up the program from NBC as one of the few stations who, in the interests of Kentucky Club tobacco and Julep cigarettes. Agency is Ruthrauff & Ryan, New York.
When Radio Supports the Staff of Life

WE RECENTLY began the fourth year of radio advertising, using the same program over substantially the same group of midwestern towns that we started with the first year, but with some changes that we made last year, and the program has improved all along the line. For competitive reasons we do not feel at liberty to release actual figures, but through the work of the Peter Pan Bakeries on radio, we have been able to make some changes that have been very satisfactory, and have also added to the overall results.

Mr. Petersen
General Manager, Peter Pan Bakeries

Peter Pan Bakeries Finds Program Effective in Selling Bread

Toby, in running his newspaper, is constantly frustrated, alternately conceited and humble. His fantastic projects almost invariably backfire with ludicrous results. In the few instances where he meets with temporary success, it's always the result of efforts other than his own and in spite of himself. The joke is always on Toby and the audience loves it.

Toby and Susie is the creation of Neil and Caryl Schaffner who came to radio after many years on the stage. As a team, the two progressed from small-time, to big-time vaudeville, and when vaudeville died, they organized a traveling tent theatre.

Intimate knowledge of the common human special Schaffner, is convinced, provides the astonishing pulling power of the program.

**Special Hookup**

Of course there is nothing strikingly new or original about those principles. They have long been recognized by nearly everyone in radio but probably few have the keen human understanding, coupled with the ability to translate them in terms of "good radio".

The show originates in the studios of WMT, Cedar Rapids, where production is handled by Douglas Grant, WMT program director. From WMT it is fed to a special network including WCAZ, Carthage, Ill.; WHFB, Rock Island, Ill.; WMT, KMA, Shenandoah; and WOW, Omaha. Within the past few weeks we have added another station, KMMJ, Grand Island, Neb., more adequately to cover our expanding sales area. Peter Pan Bakeries have bakeries in Omaha, Cedar Rapids and Davenport, with routes radiating many miles in every direction around each one of those plants.

**Toby & Susie** is also running on transcriptions for various sponsors from coast to coast.

Prior to taking over Toby & Susie we had a pretty unsatisfactory time of it in radio. We made all the mistakes that could be made. We tried many kinds of radio programs quickly tired of them, distanced them, and were sold on something new. But out of these experiences and from our conferences with competent radio advisors, we learned certain principles which have formed the basis of our radio advertising ever since.

In the first place, we learned to select a type of program that would appeal to the specific audience we aimed to reach—the audience that buys the products we sell. In our case that audience was made up largely of women, for the woman is the purchasing agent for almost exclusively in the case of bakery products.

We learned the importance of selecting the right time to reach that audience.

One of the most important principles evolved from our earlier experiences with radio was to avoid a program which cannot continue indefinitely. We firmly believe that to run a show for a while and then drop it, is destroying an investment as well as to sell a new bread mixer, install it in the bakery, and then never use it.

**Tough Epidemids**

We have developed a thick skin where amateur opinions are concerned. If a business executive or the secretary, or a friend of a friend, tells us they don't like our show and it was "lousy", we console ourselves with the contemplation of our sales figures which have shown a consistent upward trend.

In recent years we have clung to the belief that radio should pay for itself in dollars and cents. Therefore we test our program frequently. In every instance it has come through with flying colors. Each test shows an increasingly large audience, an audience which continues to increase even after three years.

The first real test of program popularity was made after it had run 13 weeks. We offered without proof of sales a copy of The Com- tinst News, supposedly printed by Toby and Susie. Listeners were required only to send their name and address on a penny postcard. The offer was made once on each program for three weeks. We received 6,000 requests from that offer.

Still More

One year later the same offer was made in connection with the second edition of the paper. This time we received 33,091 replies. But the real test of a radio pro- gram or any other method of advertising is its effect on sales. For competitive reasons we do not feel at liberty to release actual figures, but through the work of the Peter Pan Bakeries on radio, we have been able to make some changes that have been very satisfactory, and have also added to the overall results.

We are frequently asked, "What is the best way to advertise?" The answer is, "Get the most for your money."

Recently a collector-exhibitor was asked the following question: "What kind of radio program do you like best, and why?"

The answer was this: "I like radio programs that are entertaining and informative, and that reflect credit to the sponsors and their products."

As a result of the answers to the question, "What kind of radio program do you like best, and why?" we have decided that the answer to the question, "What kind of radio program do you like best, and why?" is, "Get the most for your money."

We are frequently asked, "What kind of radio program do you like best, and why?" The answer is, "Get the most for your money."

No small amount of credit for our success in radio is due our advertising agency, Allen & Reynolds, of Chicago, and the representatives of the commercials. We use a fairly long commercial at the start of the program, preceded by a bit of dialogue between Toby and Susie. Our theme, incidentally, is a catchy little tune composed especially for the program by Frank Voelker, a former member of the Radio staff. Our closing commercial is usually considerably shorter than the opening. Occasionally, Toby himself steps in at the close with a brief commercial done in character.

We don't talk bread alone; we tell the listener what the product will do for the family. We stress the fact that Peter Pan Bread makes tastier meals. We have found that by selling tastier meals and the fact that Peter Pan Bread makes tastier meals, we sell Peter Pan Bread.

The announcer is introduced by name, giving him character and personality. Each reflects favorably on our commercials and contrasts with the nonsensical of the show itself.

As the most prevalent single comment we get from Toby & Susie fans is, "How delightfully refreshing to hear a program of clean, wholesome plan, unsoiled by vulgarity, or magical humor, after all the highly emotional dramas and war news bulletins which fill the air today."

**Yeastfoam Series**

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, on Feb. 25 started ties as sponsor of the Kid Wizards program on WHN, New York, Tuesdays, 9-9:30 p.m. in addition to New Vitamized Yeastfoam tablets. The company also sponsors on WHN nine quarter-hour United Press news programs weekly and six times participation in the Cinde- rella recorded musical program from 11:15-11:45 p.m. Agency is Benson & Dallo, Chicago.

KSO-KRXT, Des Moines, has been invited to the life insurance plan of the Des Moines Register and Tribune, held by Metropolitan Life Insurance Co. The insurees pay extra sales fees for surgical care and hospital expenses.

March 3, 1941 · Page 11
PI & G Considers Program Changes
Sponsor Is Expected to Act Soon on Proposed Shifts

PROCTER & GAMBLE Co., Cincinnati, leading buyer of radio time, is understood to be considering withdrawal of a program in its radio schedule. Definite action during the first week of March is predicted.

Possibility that four network spots would be canceled and that several others were on the doubtful list aroused speculation as to what course the realignment would take. The status of the P & G spot schedule also was involved.

One reason advanced for the proposed change was that P & G, heavy user of five-a-week serials, is said to feel it is devoting too large a share of its funds to certain products to the neglect of other items in its extensive line of soaps and allied products. It was further suggested that increased network rates in some cases might be a factor.

Other Media?

Whether P & G would transfer funds from its radio budget to other media was another prospect that aroused speculation. It was further suggested that P & G might merely juggle networks to secure block rates.

Last year Procter & Gamble spent $8,759,452 on NBC and $2,238,964 on CBS, according to trade estimates. These billings, which do not include spot, were approved by the ASCAP president, Smilin Joe McFadden, for the 1940-1941 season.

Among programs said to be receiving analysis in the P & G discussions are:

This Small Town, 18 NBC-Red and 2 NBC-Blue stations, Mon. thru Fri., 10:10-15 a.m., for Dur on the Red through Compton Adv., and for Chisp on the Blue through Peer & Ryan.

Lonely Journey, 14 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m., for Dur through Compton Adv.

Life Can Be Beautiful, 47 NBC-Red stations, Mon. thru Fri., 5:45-6 p.m., for Ivory through Compton Adv.

Pepper Young's Family, 8 NBC-Blue stations, 10:45-11 a.m., for Camay through Pedlar & Ryan.

Vic & Sade, 12 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a.m., for Crisco through Compton Adv.

Story of Mary Martin, 12 NBC-Blue stations, Mon. thru Fri., 10:30-10:45 a.m., for Ivory through Compton Adv.

Everyman's Theatre, 64 NBC-Red stations, Fri., 9-9:10 p.m., for Ogdont through Blackett-Sample-Hummer.

Montana ASCAP Law Killed; Craney Ready for Rate Test

State Statute Had Banned Society as Monopoly; Z-Bar Rates Higher for Copyrighted Music

COINCIDENT with the signing of the ASCAP-Department of Justice consent decree, Ed Craney, Montana broadcaster who had argued his case for re-entry into the ASCAP pool for several years, had signed a bill repealing the anti-ASCAP law. Passed several years ago, this statute was the first to ban ASCAP music on monopoly grounds, and stations in the State have not paid ASCAP since 1937.

"This leaves the way open for you to deliver to me releases for all Montana radio stations, to complete and audit all Montana stations books, and grant licenses covering same," Craney told the ASCAP executive, he said: "This likewise leaves you and me clear to pursue a satisfactory and workable method of use payment for copyrighted selections as per your promise to me and Senator Wheeler." Payment Test

The Aug. 1 agreement referred to was first revealed at the NAB convention in San Francisco Aug. 5, when Senator Wheeler advised Mr. Craney that an agreement had been reached withASCAP under which infringement suits pending against stations in Montana would be dropped and ASCAP would recognize a clearance-at-the-source method.

Mr. Craney agreed under this arrangement to serve as an ASCAP study labtoratory for the per-use basis of payment. Senator Wheeler, Mr. Craney and Philip G. Lucs, Mr. Craney's attorney, had made the arrangements for the service operation, the former NAB managing director participating as counsel for KFBB in Great Falls. Similar arrangements were later said to have been consummated by Washington broadcasters with ASCAP.

With repeal of the Montana statute, Mr. Craney announced a new rate structure for KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, which constitute his Z-Bar network. Under the new plan are established for programs not using music and for programs not using copyrighted music. A lower rate is established for programs cleared at the source than for programs employing ASCAP music. Where copyrighted music is not used or the program is cleared at the source, a saving is specified. The new rate structure was made effective March 1.

In signing Mr. Paine, Mr. Craney said he wished to reiterate his oft-repeated statement "that if you had headed ASCAP in the past we could have avoided many of our difficulties." Paying tribute to the ASCAP executive, he said:

"Your understanding of our problems and clear thinking, if instituted earlier, could have ameliorated and avoided many of our difficulties. After all, we have had nothing but the problems of seller and buyer to solve."

Better Understanding

"While the terms of our agreement, after the date on which ASCAP signs a decree with the U. S. Dept. of Justice, may be different than we originally contemplated, I am sure the parties will work together to solve the problems that we will have eventually to come to under our use payment experiment. I am sure that with patience and understanding between ASCAP and user, we will continue to improve our understanding of each other," Mr. Craney said.

"I hope it will be possible for you to act, as now, in capacity of ASCAP general manager for programs, as many years to come, as I feel certain our relationships will be sounder and more friendly because of your effort to achieve a better understanding and relationship between themselves and ASCAP."

KIRO Plant Progress

KIRO, Seattle, reports that its new plant, with Western Electric equipment throughout, is nearing completion and that it expects to begin operations with 50 kw. power about July 1. Station's transmitter will be located on an island in Puget Sound, midway between Seattle and Tacoma, providing a strengthened ground wave into both populated centers. Station's evening hour rate is being raised from $225 to $325 as of March 1, although advertisers will not be charged the new rate until the station actually begins operation with 50 kw. Pressure will be exerted to limit the number of advertisers who will be protected on the current rate until March 1, 1942.

Wendell Willkie, Republican presidential nominee, on more than one occasion has commented on the proposed rate structure for programs employing ASCAP music, where copyrighted music is not used or the program is cleared at the source, a saving is specified. The new rate structure was made effective March 1.

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ASCAP Member Protests Decree

Claims Fee Split Continues; Railroad Is Charged

A VIGOROUS protest against provisions of the ASCAP consent decree that it perpetuates the unfair basis for determining royalty distribution to the ASCAP membership, was submitted to Assistant Attorney General Thurman Arnold last Thursday by Joseph M. Davis, president of the Georgia Music Corp. of New York, who defended himself as an ASCAP publisher-member of long standing.

In lengthy telegram Mr. Davis objected particularly to paragraph 9 of the decree, asserting that while it proposes to eliminate the long-standing evil of a self-perpetuating ASCAP board, the practical effect will be to retain the present objectionable royalty distribution method.

No Improvement

"It becomes at once apparent that the very evil sought to be remedied by this provision of unfairness and discrimination in royalty distribution, is inherent in the vague terms specifically used therein to determine the basis for royalty distribution, namely 'number, nature, character, prestige, popularity and vogue of such music in the public eye and the public ear.'" Mr. Davis charged.

Among the mitigating factors which the ASCAP board have advanced to support the conclusions of the decree, Mr. Davis said, is the fact that the board has been in existence for years, and that under it the ASCAP membership, has been acting "like a bunch of lions," adding, "These mitigating factors were not even considered by the court in reaching any conclusion, and are not now being considered by the ASCAP Board of Directors."

Mr. Davis said that at the Feb. 20 membership meeting of ASCAP in New York, called to legalize the acceptance of the decree, this provision in effect was railroaded. Although a voice vote of the membership was voted, the meeting was taken, he said, the vote could not represent the considered judgment of the membership, since they were not given the opportunity to study the proposed decree in advance of the meeting. He revealed then the details of the meeting by presenting a question by a writer-member directed to this very subject "was ruled out of order by the chairman.

"In view of the foregoing, and in the interests of justice," Mr. Davis concluded, "I respectfully urge that unless a more equitable and specific basis or formula is arrived at for the distribution of royalties in lieu of the present proposed provision, no provision with respect to this subject matter should be included in the decree so that it imposes upon the Society a judicial injunction to distribute royalties in practically the same unfair manner as has been heretofore followed."

Oboler on Tour

ARCH OBOLETT Everyman's The- atre will tour from March 14th thru March 29th. On NBC-Red will go on tour during the month of March following the regular run. Arch Obolett, along with Fred Walcott in "The Family," Broadcasts will be presented from Chicago and New York with Broadway and radio stars in lead roles.

Page 12 • March 3, 1941
ASCAP Decree Ready to Be Entered

No Attempt Is Planned To Upset Compromise Agreement

ALTHOUGH far from happy over the concessions made to ASCAP by the Department of Justice in the consent degree negotiations consummated last week, the broadcasting industry will make no moves to upset the settlement reached by the Government without making known its attitude.

Through the NAB, the industry was to make its formal appearance in the consent degree negotiations consummated last week, the broadcasting industry will make no moves to upset the settlement reached by the Government without making known its attitude.

The NAB, industry that since the establishment of ASCAP, Broadcasters should have ASCAP’s exclusive attorney spokesmen was expected the NAB to carry through its plans to find a way to challenge ASCAP’s monopoly.

Although this was expected to be difficult, the NAB’s further procedures, which it is expected to carry through, may represent an effort to break the ASCAP monopoly.

Closely Related

Because the decree accepted by Broadcast Music Inc. last January provides that the NAB shall not become effective until 90 days after "similar restraints" are imposed upon ASCAP under the ASB's inter-relation base, the BMI, under established procedures, could seek to renounce its decree in the light of the concessions made to ASCAP, but it is said this would only lead to further complications with the Department of Justice. It is felt that the ASCAP decree, if valid, is a measure that accomplishes the objectives of the Department of Justice, and that the NAB’s decision to accept the decree is not in the public interest.

The NAB is considering the possibility of seeking to renounce its decree, but it is said that the NAB will not do so without making known its intention. The NAB has stated that it will not accept the ASCAP decree until it is satisfied that the decree is in the public interest.

New Measure Introduced in the House Eases Penalty on Innocent Infringers

Easing the burden on "innocent" infringers of copyrighted works, running from music to pictures and architectural drawings, a bill amending the Copyright Act was introduced in the last session by Rep. Keogh (D-NY) which would place a $20,000 limit on damages and relieve "innocent" infringers of the risk of liability of $250 per infringement.

The Keogh proposal (HR-3640) also provides that in cases of "innocent" infringement, no injunction shall lie against the completion of a radio or television broadcast where rehearsal has begun before the infringement complaint is made, and that if the broadcast performance by radio broadcasting transmitted simultaneously by two or more connected stations shall be regarded as the act of one infringer”.

Limit on Injunctions

Under the proposal, which covers press and motion pictures as well as radio and television, a broadcaster can prove "innocent" infringement, the copyright holder would be entitled to an injunction only before rehearsals for the program in question had begun or against a continuation or repetition of the infringement, and would be entitled to any profit made by a publisher or broadcaster from his commercial contract with an advertiser, although he would not be precluded from seeking remedy against the advertiser, agency or person or corporation responsible for the use of the copyrighted works.

The bill also provides that if a copyright owner permits use of his music for mechanical reproduction, no injunction shall lie against operators of machines reproducing the music, although he may seek a penalty action and be entitled to recover royalties in lieu of profits and damages.

Among the exemptions under which neither civil nor criminal liability would exist is "the merely incidental and not reasonably avoidable inclusion of a copyrighted work in a motion picture or broadcast depicting or relating current events".

Apart from the Keogh proposal, there has been little action in Congress during the past week concerning radio directly. The Senate Appropriations Committee on Feb. 50 approved the Independent Offices Appropriation Bill, carrying a $4,229,729 appropriation for the FCC for the fiscal year 1942, but it is expected the measure will get Senate consideration at once.

On Tuesday, the House of Representatives (D-N.Y.) introduced a bill (HR-3577) to prohibit transmission of gambling information, particularly race results, over radio and television communications facilities. Persons involved in such operations would draw maximum fines of $2,000 and be liable to two-year imprisonment, or both, under the proposal.

TORN TO MYSTERY

torneys experienced additional difficulty in attempting to perfect the stipulation. ASCAP, it was said, handed out what was described as a "boxbinder" version of the decree to its members. This version, in redaction of several sources. Mr. Waters declined to accept an ASCAP proposal which would have a letter would have been appended to the decree covering changes in language.

Price Problem

Instead of, upon insistence of the Government, the ASCAP board had been convened and adopted a resolution authorizing its counsel to execute the decree in its present form, with the stipulation that it represents "the sole agreement between the Government and the Society." This was signed at the Wednesday proceedings, after which the court set the March 3 hearing date.

The Department, in its announcement on the signing of the decree, described it as resolving "all objections and practices indulged in by ASCAP," and the decree, according to that proponent for adjustment, it is, that is one of price between ASCAP and the broadcasters.

It pointed out that the decree brought to an end litigation started by the Government against ASCAP in 1939 in the Federal District Court for the Southern District of New York, and that it "paves the general way for an immediate settlement of the difficulties between ASCAP and the broadcasters which have resulted in the banning of ASCAP music from the air since Jan. 1, 1941."
FCC Paves Way to Commercial Television

Proposed Rules to Be Considered
March 20

By LEWIE V. GILPIN

LIFTING the ban on commercial television, and pointing toward full commercial operation of visual broadcasting, the FCC, by action on Thursday, authorized a "limited commercial" station to operate in Greensburg, Pa. The proposal, submitted by the Pennsylvania Association for Television, and a full agenda of proposals to direct commercial radio and television broadcasting stations and standards of good engineering practice, was opened.

Emphasizing that neither the proposed rules nor the standards have received FCC approval, it was stated that they are advanced solely to direct attention to the various proposals to be considered at the hearing, scheduled for 10 a.m. March 20 in Room A of the Interstate Commerce Commission Bidg.

Up and Down

The March hearing will climax a full year of ups and downs for television operations. Following action of the FCC last spring, rescheduling of "limited commercial" operation for television originally set to begin Sept. 1, 1940, the National Television Standards Committee, formed by Radio Manufacturers Assn., in cooperation with the FCC. With the telecasts embroiled in extensive legal contest and in Congress, chairman Ed. M. Gilmour of the NTSC began a period of intensive study and discussion of television problems, culminating Jan. 27 when NTSC offered 22 recommendation for commercial television standards.

According to the FCC announcement, all interested parties at the hearing will have "full opportunity" to propose standards, comment on proposals by others, cross-examine witnesses and be heard upon all pertinent problems of commercialization and standardization of television. In addition to discussions on proposed regulations and standards, other questions to be considered at the proceeding are a starting date for commercial television and whether standardization and commercialization will apply to any of the higher television channels—Nos. 8 to 18, inclusive.

Persons planning to appear at the March 20 hearing are requested by the FCC to file on or before March 15 a notice of their desire to be heard, outlining the subject of their testimony, number of witnesses to be heard for each party and estimated time for presenting testimony. If attending parties desire to make proposals for regulations or standards other than those issued in the agenda, these also should be included in the notice.

Eighteen copies of the notice, as well as 18 copies of any prepared material, should be submitted. The draft of proposed rules for commercial television operations, stations would be licensed only for unlimited time operation, with a license period of one year expiring at 3 a.m. Feb. 1. On the multiple ownership question, the FCC proposal would limit ownership of two or more television stations to one in a single area. An "off-the-air" control to a single station in a single area would allow ownership of more than one station in a single area. It, where it can be shown to foster development or provide additional service and not result in concentration of control inconsistent with public interest, convenience, or necessity, and would set an ownership limit of three stations.

Facts Required

Qualifications necessary for authorization of a new station or increasing facilities of an existing station, such as Competition of service area and population to be served in accordance with the standards of good engineering practice for television stations; evidence that objectionable interference will not be caused to existing stations, or that the need for the proposed service shall not be less than the need for the service lost through the television, evidence that the proposed station will not suffer interference to an extent that would reduce its service to an unsatisfactory degree; technical equipment and operation in new stations comply with regulations and good engineering practice; financial ability to construct and operate the station and compete with existing stations; adequate sources of program material; evidence that the proposed assignment tends to effect a fair, efficient and equitable distribution of radio service; evidence of legal and personal qualifications; evidence that the facilities requested are available; evidence that public interest, convenience and necessity will be served by the proposed operation.

With commercial operations confined to the first seven television channels, the proposed regulations provide that stations serving the same area will not be assigned to adjacent channels and that only one channel will be assigned to a single station.

A commercial station, under the FCC proposals, could conduct technical experiments directed to improving operation and for such purposes may utilize a signal other than the standard television signal so long as it maintains required number of hours of commercial operation, keeps within its authorized channel and causes no interference to other stations. The standard signal, makes satisfactory arrangements to avoid interference in cases where interference may result because of the experimental operations of the commercial station and makes no charges, either direct or indirect, for the production or transmission of programs during technical experiments.

Minimum Schedule

Regarding operation of the commercial television station, the FCC proposals advocate a minimum daily operating schedule, except Sundays of from five to eight hours, of which two hours are between 2 and 6 p.m. and two hours between 7 and 11 p.m. The visual transmitter would not be allowed to operate separately from the visual transmitter except for experimental or test purposes and for the purpose incidental to or connected with the operation of the visual transmitter. The commercial station also would be required to make aura and visual identification, giving call letters and location, at the beginning and ending of each time of operation and for the hour during operation, except where the hourly identification may interrupt a single consecutive production, when it would be required at the first interruption.

All broadcasts of motion picture film would be described as such at the beginning and the FCC proposals provide. Detailed program, operating and experimental logs also would be required. The logs would be retained by the licensee for at least two years and longer if required. Visual broadcasting by candidates for public office would be governed by Sections 3.424 and 3.425 of the rules and regulations governing standard and high-frequency broadcast stations.

Also included in the proposals for commercial television operation were technical equipment requirements, along with a procedural outline for antenna and equipment changes.

In advancing recommendations for standards for television signals, the FCC offered alternative recommendations in most matters where a divergence of opinion has been previously indicated. Approaching the standardization the National Television System Committee that standards for color telecasting should draft further experiment and development, the FCC included color with monochrome in its standard proposals.

For monochrome telecasting scanning specifications ranged from 441 lines, interleaved 2 to 1, to 625 lines or variable between these limits, interleaved 2 to 1, for color telecasting. Similarly, alternative recommendations for standard frame frequencies ranged from 30 and 60 per second, respectively, to 24, 48, 30-50 or 30-60 for monochrome; 30-60 and 60-120 for color, respectively, to 15-30 and 60-120 or 15-30 or 60-120 or 15-60 and variable between 30-120 for monochrome and color.

According to the FCC recommendations, a multiplex modulation would be used for both picture and synchronizing signals, with commutations for FM and AM for the sound signal. Alternative recommendations also were noted for horizontally and vertically polarized radiation.

Designed to deal with the possibility of making future changes or modifications in television standards, the FCC proposals included the following statement:

"The Commission will consider the question whether a proposed change or modification of transmission standards adopted for television would be in the public interest, convenience and necessity, upon petition being filed by the person proposing such change or modification, setting forth the following:

"(a) The exact character of the change or modification proposed;

"(b) The effect of the proposed change or modification upon all other transmission standards that have been adopted by the Commission for television broadcast stations;" and

"(c) The experimentation and field tests that have been made to show that the proposed change or modification accomplishes an improvement.

(Continued on page 58)
"and Remember, Detroit is Now in its 3rd Year of Important Business Gains

In Detroit Everything Is Up---
- Production
- Employment
- Payrolls
- Banking
- Building
- Defense Orders

For 20 Years, WWJ, America's Pioneer Radio Station, has been First in Listener Interest in the Great Detroit Market.

National Representatives
George P. Hollingbery Company
New York - Chicago - Atlanta
San Francisco - Los Angeles
RCA's Net Profit Up 13% for Year

NBC Accounts for 45 Million Or 35% of Gross Income

WITH its best year since 1929, Radio Corp. of America showed a net profit of $9,113,186 for 1940, an increase of 13% over the previous year, according to the company's 21st annual report mailed to its 242,000 stockholders and released last Thursday by David Sarnoff, RCA president.

showing increases in all its operations, the report indicated that NBC's broadcasting activities accounted for $45,378,307, or more than 56% of the parent company's 1940 gross income of $128,491,611. The gross from 1940 broadcast operations was 11.5% over the 1939 figure, $40,707,032.

RCA's 1940 total gross income of $128,491,611, 16.3% over 1939's $110,494,596, was broken down in the report as follows: manufacturing (RCA Mfg. Co.), $67,377,641, or 20.2% increase over 1939; broadcasting (NBC), $45,378,307, 11.5% over 1939; operations of radio communications (RCA Communications Inc. and Radiomarine Corp. of America), $10,587,856, 17.5% over 1939; and all other sources ($10,911,608, 26.8% over 1939) [$5,447,804, 9.2% over 1939 [BROADCASTING, March 15, 1940].

More Employees

In addition to the increases in gross income and net profits, the report indicated that the number of persons employed by RCA and its wholly-owned subsidiary companies. After payment of all preferred dividends, earnings on common stock amounted to 42.5 cents per share, compared with 35 cents per share for 1939, the report stated. Capital additions and improvements during the year in plant facilities and equipment amounted to $4,723,590. It was stated that capital additions were due to manufacturing plant expansion in connection with Government and defense orders. The year-end financial statements included in the report also indicated that after providing for all dividends and other deductions from the surplus account, the total earned surplus at Dec. 31, 1940, amounted to $23,653,014, an increase of $3,121,678 over the surplus at the end of 1939.

Speaking for the RCA board of directors, Gen. James G. Harbord, chairman, and President Sarnoff emphasized the important position of radio in the national defense scheme, pledging increasing cooperation and activity in research, engineering, communication and manufacturing. Their report on broadcasting notes that NBC programs are available to practically all American radio homes, as well as to a great number of foreign listeners through NBC's international short-wave operations.

Carnval Outlines Radio Employment

Million New Jobs Traced to Radio, He Tells Printers

DISCOUNTING allegations of the International Allied Printing Trades Assn. that the rise of radio as an advertising medium has meant a net loss of 200,000 jobs, O. H. Caldwell, editor of Radio Today and former Federal Radio Commissioner, estimated that radio has created 200,000 jobs "for every one job dislocated by its revolutionary advances."

The Caldwell calculations were prompted by a Feb. 16 declaration of John B. Haggertey, chairman of the board of governors of the AFL printing trades group, favoring a franchise tax ranging from 20% on the income of broadcasting stations [BROADCASTING, Feb. 24].

A Million Jobs

Calculating that radio, as "a vast creator of new employment," is responsible for 1,000,000 new jobs which did not exist 20 years ago, Mr. Caldwell stated that these jobs resulted directly from radio manufacturing, distribution, broadcasting, communications and miscellaneous services. According to Caldwell, are hundreds of thousands of jobs created in sound motion pictures, long-distance telephony and other industries and sciences based on the vacuum tube. Another 250,000 "supply" jobs were indirectly created by these activities, he stated.

"Radio has brought many blessings to mankind," he declared. "Into every life it has carried entertainment, information, inspiration and news of the big world. But also, 'out of empty space,' it has created property worth many billions, all dedicated to human enjoyment and progress. And it has created new opportunities for a million men and women—20 new and better-paid jobs for every instance where older employment".

Meantime various representatives of printers' unions in different parts of the country are continuing to send their Congressmen "carbon copy" letters advocating the tax on radio stations, advanced by the union organization as a source for defense funds. Among communications deposited with the House Ways & Means Committee were letters from Louis S. Harris, secretary, Minneapolis-St. Paul Photo- engravers Union, through Senator Chippewa Valley, W. B. Miller, of Minn.; Rep. Hous ton (D-R.); E. E. Tandy, of the Allied Printing Trades Council of Santa Fe, N. M., Cal.; and through Rep. Ford (D-Cal.).

In addition to the letters, at least one Midwest Senator has received a number of identical printed postcards. The cards, bearing the addressee's name and address in printing on the front, carry a printed message, with lines for the signature of persons sending them.

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BROADCASTING • Broadcast Advertising
Approval by Cuba Speeds Action on Continental Shifts

Only Mexican Action Awaited
On North American Treaty

ANOTHER big step toward con-
summation of the continental stand-
ard broadcast reallocation, slated to be effective March 29, came last week with the ap-
proval of its 87-station shift by the Government of Cuba. Notice of ap-
proval of the reallocation decree by President F. Batista, was re-
ceived by the Department of Commerce on Feb. 24, along with the offi-
cial documents projecting the precise as-
signments of stations on the island.

Only the approval of Mexico is
needed to complete the inter-
continental plans for the general reallocation March 29, which will
involve some 1300 stations. Providing
a scientific engineering basis for use of the broadcast band rang-
ing from 550 to 1600 kc., the reallo-
cation, in conformity with the North American Regional Broad-
cast Agreement approved by Hate-
av in 1937, for the first time will
afford a coordinated technical struc-
ture on the continent designed to
minimize interference. Mexico’s ap-
proval of the engineering changes agreed to at a conference in Washington held from Jan. 14 to Jan. 30, is expected this week.

Station Class Governs

The Cuban allocations, as pub-
lished in the Official Gazette, con-
form generally to the agreement
reached at the engineering sessions in January. While station classi-
fications remain the same, the pow-
ers of a number of stations were reduced, with the proviso that the
stations within six months, may ap-
gy for the maximum powers permitted
for the particular classification. In
the log published herewith, it was pointed out at the FCC, the station
classification, rather than the power
specified, should be considered in
connection with possible applica-
tions for new stations or for modi-
fications of existing facilities.

In a half-dozen instances, the Cuba
log specified that international facilities were “reserved”—a status not provided for under the Treaty. It is expected the FCC will clear up such minor discrepancies as soon as possible.

The official decree was signed by
First Minister Carlos Saladrigas,
and by Minister of Communications Osman Viamonte, as well as
President Batista. It specified that
a period of six months, which may not be extended, is granted stations
holding construction permits to instal or increase power of equip-
ment, to complete such installa-
tions. The order requires the stations to begin operation on their new
frequencies on March 29.

Six Month Priority

Stations which may have been as-
signed channels capable of being used with higher power than that
authorized, states the decree, “shall
have priority right to request a con-
struction permit to increase their power to the permitted maxi-
mum.” This priority, however, shall

(Continued on page 54)
Cbs latin hook up to start sept. 1

Cbs plans to start network broadcasting in 20 Latin American republics by Sept. 1. William S. Paley, head of the network, told President Roosevelt Feb. 26 in a visit to the White House. Mr. Paley reported that the President appeared intensely interested in the project.

With 64 outlets, each in one of 20 republics, CBS will send programs to the selected markets via shortwave to be rebroadcast on normal wavelengths, Mr. Paley said. All countries except Honduras and Haiti are included. He added that investigation showed this method would result in a larger listening audience than programs beamed directly to listeners via shortwave.

Each of the 64 outlets has agreed to carry a daily one hour of programs for the United States, Mr. Paley said, "which will give us a dominant position in Latin America as compared with any other nation." He observed that Germans have bought radio time by the minute, whereas the United States would dominate with this arrangement.

Fels Renews Spots

FELS & CO., Philadelphia (Fels Naptha soap) has renewed its current series for an additional 13 weeks. Local live programs and commercials are used on the 33 stations throughout the country, time varying with each station. Station line-up embraces two regional networks, WFIL, Philadelphia, originates for seven stations on Quaker Network, and WNAC, Boston, originates for seven stations on Yankee Network. Remaining stations include KJR WGN WGY WFXD WPWF KNSY WQCR KFRC WCPO WSPR KJH WJKB. Agency is S. E. Robertson Inc., Philadelphia.

Lorillard Baseball

LORILLARD & Co., New York, will sponsor, in the interest of Friend's Tobacco, broadcasts of baseball scores five nights nightly on WJAS, Pittsburgh, starting April 7, and 10 minutes thrice weekly on KYW, Philadelphia, starting April 15. Company has also renewed for Union Leader and Beechnut tobaccos quarter-hour market news programs five times weekly on 11 stations of the North Central Broadcasting System, Lennen & Mitchell, New York, is agency.

McKesson Spots

McKESSON & ROBBINS, Bridgeport, Conn., through H. W. Kastor & Sons, Chicago, in mid-March will start a schedule of undetermined length using one-minute transmitted announcements on approximately 20 southern stations.

MAX GESLER BIRD Co., New York (bird food), is testing an early morning quarter-hour program of recorded music six times weekly on WOR, one of its many stations. More stations may be added, according to Moore & Hamm, New York, the agency.

1887 - 1941

ONLY FOUR months after his formal retirement from public life to re-enter private practice of law, Thad Brown, former member of the FCC, died in Cleveland Feb. 26 following a brief illness. Though he had suffered from an internal disorder for some time, Col. Brown was not seriously stricken until last Monday. He entered a Cleveland hospital, and apparently was convalescing when the end came suddenly. He was 54 on Jan. 10.

Until his retirement from the FCC last October, when President Roosevelt withdrew his nomination for a new seven-year term, Col. Brown had been the oldest member of the FCC and its predecessor Radio Commission from the standpoint of continuous service. His last term had expired June 30, and his confirmation had been blocked by Senator Toney, (R-N.H.) who conducted a one-man campaign in the Senate Interstate Commerce Committee.

Arlington Burial

Funeral services for Col. Brown were held in his home town of Columbus, last Thursday. Internment was on Friday at Arlington National Cemetery, Washington, with military honors. A veteran of the World War, he was a lieutenant colonel in the Judge Advocate General's branch, Reserve Corps, at the time of his passing.

Funeral services at Columbus were attended by Gov. Bricker and his staff, among other distinguished personages. The honorary pallbearers were all past State commanders of the American Legion.

With Col. Brown when the end came was Mrs. Brown. Engaged in law practice since last October, Col. Brown had gone to Atlanta to confer on matters for one of his radio clients. He maintained law offices in Washington with the firm of Brewer & Cushing, Southern Bldg. While Col. Brown had suffered from a chronic colitis condition for the last year, he had not been seriously ill.

In addition to Mrs. Brown, he is survived by his only son, Thad Jr., 24-year old law student.

The FCC, at its meeting last Wednesday, adopted a resolution expressing its condolences. The resolution follows:

Whereas, the FCC learned with profound sorrow of the death of Col. Thad H. Brown; and

Whereas, through long association with the communications industry, and in particular with that phase of it devoted to radio transmission, Col. Brown had a sense grown up with the problems incident to its regulation and, therefore closely associated with its development and intimately familiar since 1929 with the problems therein; and

Whereas, it was his habit to bring to bear upon the discharge of the duties of his office as a member of this Commission the calm and unhurried judgment of a mind trained in jurisprudence; now therefore be it

Resolved, That in the death of Col. Brown the industry is called upon to part with a well-informed counselor whose presence in a private capacity, perhaps only secondary to that as a public servant, served destined to continue to advance the art; and his erstwhile colleagues in the Commission, provided he had not been shocked at the news of his death, although they were no longer in a position of daily association with him are today deeply conscious of a sense of personal loss; and be it

Resolved, That these resolutions be spread upon the minutes of this Commission, last, that they be transmitted to the bereaved family;

LEGAL CAREER

Born on a farm in Morrow County, O., Jan. 10, 1887, Thaddeus Harold Brown was educated at Ohio Wesleyan and Ohio State Universities; after a career as a school teacher, he began his legal and political career as journal clerk in the Ohio Legislature in 1909. In 1912 he entered his first term in the Ohio Senate and when he was Secretary of State of his native Ohio, and chairman of its Civil Service Commission. In 1926, he was defeated in a race for the gubernatorial nomination by a narrow margin.

After Brown's term expired last June, President Roosevelt renominated him for a new seven-year term. It was then Senator Toney, said to have been informed by information provided from within the FCC, launched his one-man crusade against a favorable commission nomination. The attack, which resulted in a pump investigation of many phases of broadcast operations and of FCC activities, caused the Committee to hold up action on the nomination in advance.

During the ensuing weeks, a portion of which were spent on active duty in the War Department, Col. Brown tried to conceal his grief over these political developments. Finally, he asked the President to withdraw his nomination to permit him to return to private law practice. His vacancy on the FCC has not yet been filled.

Col. Brown was vice-president of the board of trustees of Lincoln Memorial University, a member of the American Bar Assn. and of the executive council of the Federal Bar Assn., and of other legal and radio organizations. He also was a member of the American Academy of Political & Social Science, and of the American Legion.

KTSB Names Blair

KTSB, San Antonio, has appointed John Blair & Co. as national representative for its announce-ment department by G. W. Johnson, general manager. The station is affiliated with CBS and operates on 550 kc., 5,000 watts local and 1,000 watts night.

THEY WERE IN THE ARMY THEN

One of a Series

PLENITY OF ACTIVE SERVICE was seen by this trio of radio executives, one of them an agency v.p. in charge of radio. Their identifications and service records, along with photographs of what they look like today, will be found on page 28.
More persons in Oklahoma City listen to WKY morning, afternoon and night than to all three other stations combined. — Ross-Federal coincidental survey based on 9,460 telephone calls over 7-day period.
RIDE THE Z NET WITH YOUR “TAX FREE” ANNOUNCEMENTS AND PROGRAMS
Save Money While You Make Sales

ON THE Z NET: { KGIR—Butte (Montana’s only 5000 watt full time station) KPFA—Helena (The Capital City Station) KRBM—Bozeman & Livingston (The Yellowstone Park Station)

ADVERTISERS WHO DON’T USE MUSIC • ADVERTISERS WHO DON’T USE COPYRIGHTED MUSIC
whether it be on programs or announcements ARE NOT PENALIZED

GENERAL ADVERTISING Supplemental NBC Red & Blue under North Mountain group.
Programs may originate in Butte, Helena or Bozeman. It is preferred all programs originate in Butte.

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<thead>
<tr>
<th>PLAN 1</th>
<th>PROGRAMS CLEARED AT SOURCE</th>
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<td>Programs or announcements containing no copyrighted material or programs or announcements on which all performing rights for the broadcast over these three stations have been paid and a release is signed covering same by an officer of the Agency or Advertiser; (release forms furnished by Z Bar Net.)</td>
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<th>PLAN 2</th>
<th>ASCAP PROGRAMS</th>
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<td>Programs or announcements containing copyrighted material controlled by the American Society of Composers, Authors and Publishers not “cleared at the source” and on which no signed release is issued by an officer of the Agency or Advertiser;</td>
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CLASSIFICATIONS
Any program not coming under one of the above two rates will not be broadcast.
Complete lists of numbers on transcribed programs, showing copyright responsibility must be furnished by Agency or Advertiser. Forms for this purpose will be furnished by Z Bar Net.
Announcements are made only between programs; two or more announcements are never run together; 100 words constitutes a minute; 30 words constitutes a chain break. No announcement participation programs are available.

ELECTRICAL TRANSCRIPTIONS. Regular time charges apply; no time restrictions. Cut-in announcements on NBC programs or on prepared transcribed shows, $5.25 per 15 minute program, maximum total copy allowable 250 words in 15 minutes. If different cut in announcements are to be made at each station this rate applies at each point where cut in announcements must be made.

Above We Print Our Rates
Note that where copyrighted music is used our rates remain the same as they have been.
Note that where copyrighted music is not used or the program is “cleared at the source” there is a saving to the advertiser.
This rate goes into effect March 1, 1941 and all current accounts on the Z Net will be given the benefit of this rate as of the effective date.

For Time Clearance
Address
Correspondence to
Box 1956
Butte, Montana
Justice Dept. Claims Decree Paves Way for Early Accord

Close Litigation Started in 1935 and Resolves All Objective Objections, Release Says

FOLLOWING is the press release of the Department of Justice issued Feb. 26, announcing signing of the consent decree by ASCAP:

The Department of Justice announced today that an agreement signed a civil decree in the District Court for the Southern District of New York in which it agreed to cease engaging in active, direct licensing activities. The Department alleges court violations of the Sherman Act.

This decree brings to an end litigation started by the Government against ASCAP in 1935 and paves the way for an immediate settlement of the difficulties between ASACP and the broadcasters which have resulted in the banning of ASCAP music from the air since Feb. 4, 1941. All ASCAP complaints have been resolved by the instant decree. The only matter remaining for adjustment is one of procedure between ASCAP and the broadcasters.

Effective in 90 Days

The decree, which becomes effective 90 days after entry, provides:

1. That ASCAP members will not license the performance, phonograph recordings, or other distribution rights of copyrighted musical compositions exclusively to ASCAP but are to license to non-broadcasters except Broadcast Music Inc.

2. That ASCAP agreements not to discriminate either in price or terms among the users of copyrighted music. All ASCAP contracts will be offered on a non-exclusive basis with performance rights to all users of the same class on equal terms and conditions.

3. That ASCAP agrees to license on a pay-per-performance basis all ASCAP music and to allow the broadcasters to use any ASCAP music for which they have paid a license fee since May 1, 1941.

4. That ASCAP agrees to require a license from more than one station in connection with the licensing of network or network stations operation.

5. That ASCAP will not use any mechanical transcription, or sponsors, or advertisers whose half of such transcription is made, will, if they so desire, be able to obtain licenses for the use of such transcriptions for broadcast purposes.

6. That ASCAP agrees not to engage in any all-or-none policy in licensing its music; that is, motion picture exhibitors, restaurants, radio stations, and all commercial users of ASCAP music will be able to obtain the right to perform any ASCAP compositions desired without being compelled to take all ASCAP catalogue.

7. That ASCAP agrees that it will attempt to restrict the performance rights of its music for the purpose of regulating the use of its music on its electrical transcriptions made for use in broadcasting.

8. That ASCAP will not publish its self-perpetuating board of directors and permit election of directors by the membership.

9. That ASCAP agrees to modify its membership requirements so as not to make it impossible for any composer who has copyrighted a work to become a member. Under the existing arrangement, five years' membership is required for eligibility.

10. That ASCAP agrees that it will practice of compensating its members so as to make such compensation on the basis of the popularity of the tunes in any given period. Under the present arrangement, the distribution compensation is determined by an elaborate system, including seniority, type of composition, etc.

11. That ASCAP agrees as to the disposition of the civil suit by entry of the decree will not dispose of any criminal suit filed against ASCAP in the State of Wisconsin on Feb. 5, 1941. That case will be disposed of by separate proceeding.

The case was in charge of Victor O. Waters, Special Assistant to the Attorney General, assisted by Warren T. Cunningham, Special Attorney.

KGGF Is Given Grant

Of Temporarily Renewal

ANOTHER step in the battle for 690 kc. under the Havana Treaty was taken by the FCC Feb. 25 in granting KGGF, Coffeyville, Kan., a temporary renewal of license to operate on the channel with 1,000 watts day and 500 watts night, commencing March 29, when the reallocation becomes effective.

Simultaneously, the Commission granted WZAT, Houston, non-commercial station operated by U. of Oklahoma, a permit to change its call to WZAT-AM, which is shared with KGGF, to 640 kc., to clear channel occupied by KFI, Los Angeles, for 200 one-half nighttime hours only. The KGGF grant is conditional upon final action of its amended application, seeking 5,000 watts.

Among other applicants for 640 kc. are KMBZ, Kansas City; Fred Jones Broadcasting Corp., Tulsa, seeking a new station, and KOMA, Oklahoma City, all of which seek 50,000 watts.

BMIS Songs in Film

IN A DEAL negotiated by Harry Engle, West Coast Manager, and ASCAP Music Inc., will supply the entire musical score of the Republic Pictures Corp. new film "Puddin' Head" which is to feature Judy Canova. All songs are to be written by Jack Owens, Hollywood song writer, who is under exclusive BMI contract. Prior to release, songs were exploited nationally on the air, it was said. BMI songs used in the film "Pot 'O Gold" produced by the James Roosevelt Productions, will also be exploited in an extensive campaign now being mapped out. Film stars Jimmy Stewart, George Raft, and Horace Heidt's band.

New BMI Contracts

BMI has signed contracts through March 31, 1944, with D. S. Publishing Co. and the Charlton Publishing Co., granting the right to use BMI lyrics in illustrated song sheets devoted exclusively to the musical comedy "The Great Gatsby." BMI will publish and license the BMI. The contract will be issued monthly, one 16-page sheet to sell for 5 cents and one 32-page sheet selling for 10 cents.

ASCAP Horns

OGER of an ASCAP suit reared its ugly head during a recent broadcast of WDAY, Fargo, N. D. Into the range of thenull model automobile with a musical horn. The strains of the tune "In My Merry Oldsmobile" of Henry Shields, quickly recognizing the ASCAP tune, cut the air in time to valve the day. The studio pianist, playing the musical fill to the arrangement, quizzed the intention momentarily but appropriately picked the current BMI hit, "That Lonely Tune".

Clause on War Service

Included in New Pact

Of WFIL's Engineers

EMBRACING several novel features, among them provision for such contingencies as military service and monetary inflation, a new contract has been negotiated by WFIL's engineering representatives by Local 28 of the CJO American Communications Association. It was announced last Tuesday by Samuel R. Rosenberg, WFIL president. The three-year agreement provides that any technician called for wartime service shall be succeeded by a temporary employee, shall lose no seniority and shall be paid at the regular rate. An employee so called will be able to return to his job if his service is terminated before the date of return.

Inflation Clause

The contract also includes a proviso that "if any national emergency or war causes inflation to such a degree as to seriously affect the price, value, performance or use of any services or commodities, by virtue of their production, manufacture, sale, transportation, exchange or consumption, there shall be a monetary adjustment as may be determined by the parties of equal standing to such services or commodities." The provisions of the contract will be automatically suspended and re-opened as inflation, a monetary adjustment, or both, as the case may be, is terminated or otherwise the parties of equal standing agree.

Reflecting Mr. Rosenberg's observation that the contract "marks another step forward in improving relations between labor and management in the radio industry," the agreement provides that an employee who becomes an official of the union and finds it desirable to take a one-year leave of absence for union activities, shall lose no seniority upon his return without loss of seniority. Other provisions of the contract provide for wage increases, accumulation of seniority during periods of part-time use of a station, and other such arrangements as the contract provides.

Programs

The contract was negotiated for WFIL by Walter M. Hoffman, Vice President, Roger Clipp and Chief Engineer Arnold Nygren; for the union, Saul C. Walsdum, union attorney, and the firm's executive vice president, and Edgar Darlington, financial secretary, both employees of WFIL.

Merchants Form Promotion Group

Independent Council Working
On Radio Program Plans

FORMATION of the American Home Town Council, a permanent organization designed to promote the business of independent merchants throughout the country, was announced Febr. 24 by Dr. Edgar C. Engle, Executive Director. The group is a step forward from that taken by the Independent Food Distributor's Council, which on Jan. 19, 1941, mounted a nationwide radio campaign for independent merchants.

Expansion of promotion plans from the 10 key markets in which industries in the independent field was the most important development, resulting from the Chicago conference. Another meeting is scheduled for the last week in March when representatives of all branches of the independent trade will be present. Final plans are to be drawn and the whole promotion presentation concluded for independent dealers early in April.

Programs

The American Home Town Council, under the chairmanship of President of the Independent Grocers' Alliance, named as head, has signed its desire to sponsor Home Town in the independent network program, a drama depicting the part played by independents in the rise of the United States.

The program recommended by the Independent Food Distributor's Council [Broadcast- ing, Jan. 27]. Built by WGN's William A. Bacher, director of programs and production for MIS Chicago key station, the series is expected to feature Walter Huston, character actor, who will be star in the role of "Voice of Home Town." Huston was in Chicago Feb. 21-22 for a conference with various council members.

New Publishers

BAND LEADERS, singers and composers are becoming music publishers. Among the leaders of the radio-ASCAP controversy, BMI reports, listing Regent Music Co., publishing Benny Goodman originals; Mutual Music, outlet for the music of Glenn Miller's band; Republic Music, owned by Sammy Kaye; London Music, issuing originals by the Guy Lombardo band; and Nationwide Music, owned by Langer-Hansing, publishers of firms whose performing rights are controlled by BMI. Claude Clapham, well known music teacher, who has recently resigned from ASCAP to open his own publishing house, BMI, is building that 25 new publishing firms have sprung up all since the music fight began, of which 15 are associated with BMI.
Newscasts Grow Up--With Schechter

Telephone Tactics of Past Recalled in Exciting Book

By WM. R. MCANDREW

ABE SCHECHTER is chunky, blond and explosive. As director of news and sales for NBC, he does more telephoning—long distance, local and inter-office—in one day than most people do in a year. As he reports newsmen, politicians, ranchers, zoologists and vice-presidents than any one person should. He gets into continuous arguments with his staff, bosses, people, who want to go on the air and people who want passes, as well as everyday else he meets or talks to. But he's got more friends than a newly-elected Congressman.

In the early days of radio news he covered the world by telephone, he reported many of his network's story—the Munich crisis and the Hitlerian war. In between he arranged broadcasts featuring singing, tap dancing, mice, window washers and prize fighters.

To let the public in on the fun, he has written a book, I Live on Air, in collaboration with an old friend of his, Edward Anthony of the Crowell-Collier Publishing Co. ($3.75 Frederick Stokes, New York.)

The Story of News

I Live on Air isn't just the stilted, formal, chronicle of radio news and special events of last decade; it's a vibrant, lusty story of the most exciting type of reporting—the story behind the transatlantic broadcasts, the news flash, and the commentator. And it's told in the breezy, humorous style of an ex-reporter who came into radio when carbon micros were a novelty, and an airplane broadcast the height of enterprise. Actually, it's the story of what many consider radio's greatest public service—dissemination of news—from the time it was scornfully ostracized by a short-sighted policy of newspaper publishers until it was recognized and accepted as the "fifth estate".

Avel Alan Schechter—for that's his full name and when many of his fellow workers say "I Live on Air it will be the first time they knew he had any other name but "Abe"—opens his book with a chapter on the trials and tribulations of gathering news for Lowell Thomas when the networks were denied the use of wire services. Abe was Lowell's news director, and he goes to the daily dictating of a terrific telephone budget, clippings from London newspapers and a reporter's nose for news, managed to keep Thomas even, and

A. A. SCHECHTER

returned to her parents and a speedy trial of the defendant arranged, Lowell Thomas announced one night that the kidnapper would plead guilty the next day. An hour or so after the broadcast the District Attorney confirmed the report to newsmen. One reporter questioned Judge Edward F. Hanify, who was presiding over the case, as to how Thomas got the news first. "Oh," said the judge, "I can explain that. Lowell Thomas' office has been calling me up in chambers every day and I've been telling 'em we'd develop the story." From telephoning for Thomas I Live on Air goes into a detailed description of the most realistic justification for an expense account extraneous—a broadcast from an Egyptian pyramid. Schechter tells how he convinced his bosses that a 14-minute radio broadcast from the coronation of King Farouk of Egypt was just what the American public wanted.

Stymied by a stolid Egyptian disinterest in American radio, Schechter broke through with a description of the coronation ceremonies, instead of a promised speech by the King. Even, when the stilted, over-premeditated expense vouchers, now it would take a lot of explaining to justify his trip to the land of the Nile. His voice and qualifications to convince the Egyptian government that a broadcast from the pyramids was essential to American-Egyptian relations, to consummate the chapters of the book and are, incidentally, much better reading than the broadcast news.

The exciting radio story behind the flights of Douglas Corrigan and Howard Hughes; the screwball activities of NBC and CBS in cornering sporting events; a transcript of the fall of the stratosphere balloons in 1934; the radio saga of remote Pitcairn Island; hitherto untold stories of the activities of NBC's ace European radio reporter Max Jordan; a satire on radio's so-called "inside stuff!" commentators plus a varied assortment of incidents, attendant to famous broadcasts—All in the book.

In addition to the 454 pages of reading material, 64 full-page photographs depict exciting events in radio history.

But the work has other qualities, too. It honestly represents the trials and triumphs, and also the methods, of the directors of news and special events of any broadcaster. And that should make it required reading for radio's youngsters and students preparing for a career in the industry.

Now Abe Knows

TURN about is fair play A. Schechter, NBC's news and special events director, discovered one day that the boys in the news room took the air away from him during an exciting raid by a German submarine in a war bulletin that ran more than a minute. The interference was enough, was about the book I Live on Air written by Schechter and Edward Anthony, in which he tells about scoring news beats by cutting into regularly scheduled programs.

Heater Changes

MACPADDEN PUBLICATIONS, New York, on March 15 will discontinue its program of Gabriel Heather, MBS commentator heard Thursday and Saturdays at 9:30 to 10 p.m. for Liberty magazine. Mr. Heather will continue, however, to be sponsored on those nights by R. B. Semler Inc., New York, which now sponsors his program. For the next six Mondays and Fridays for Kremi hair tonic, will add the Saturday evening six-minute report, commented on in the Kremi shampoo, while the Zonite Products Corp., New York, which sponsors the program for Forhan's toothpaste on Mondays, will assume the Thursday evening spot. Erwin, Wasey & Co., New York, is agency for all three accounts.

In Far East for MBS

BECAUSE of increasing tension in the Far East, MBS has added Elizabeth Wayne, an American journalist with its staff of correspondent as observer at Batavia, Java, Dutch East Indies. At the same time, in view of the Australian reaction to recent Japanese statements, WOR, New York, is scheduling seven minutes of daily news programs to its Pacific station in Sydney, Australia.

Jordor, Kirker Back

MAX JORDAN, NBC's middle European representative in Basle, Switzerland, and William Kirker, NBC representative in Berlin, arrived in New York Feb. 27 aboard the SS Siboney from Lisbon, Portugal.

SATURDAY IS A GOOD RADIO DAY

Morning, Especially, Is a Fine Time, Survey by WOR -Indicates; Friday Biggest Pay Day-

SATURDAY morning is one of the best available times for sponsors to schedule their programs, according to a study of that period just released by the sales promotion department of WOR, New York, under the title "Saturday—A Challenge That Is Also an Opportunity."

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 170% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

Among the reasons given as to why Saturday is a "radio opportunity" is the fact that people have more available cash that day, Friday being the biggest payroll day of the week. Purchases are planned Saturday Morning, therefore, with 70% of all that day's shopping done in the afternoon hours.

Backing up this point, the survey points out that 40% of chain store purchases and 30% of independent grocery store sales are made each week on Saturday. With the creation of a five-day week, an "all-family" audience listens to the radio Saturdays, offering the advertiser a "greater range of program choices and greater freedom of copy appeal," as well as the chance to sell more than one member of the family.

The study also states there is less competition on Saturday morning than any other morning of the week, so advertisers can choose programs varying from news to music and drama to variety programs. There are as many and sometimes more sets in use on Saturday than one hundred and fifty weekday evening programs prove.

Also contained in the 15-page booklet is a Saturday morning survey made by the WOR-AM of 1,340 which shows WOR with the largest audience of any New York station, and an average of twice the audience of the second-ranking station.

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A Hundred Dollar Bill
OR
A Hundred Thousand Dollars

Whatever your radio advertising budget, NBC Radio-Recording Division can offer—or will help you build—the show you've wanted to put your product on the air. Yes—and at a cost you won't believe possible until we confirm it!

Specifically, we'll write, cast, produce your idea from script to finished pressings...complete...or in part. That applies to a special series of one-minute "spots" or a quarter-hour five-a-week program.

If your budget is limited, a sales-tested NBC Syndicated Recorded Program like "The Lone Ranger," "Betty and Bob," "Hollywood Headliners" and many others are sure-fire audience and sales builders.

But don't—please—let anyone tell you that a radio program is beyond your reach. We're here to prove differently—if you'll write and outline your problem.

—and remember, your program is recorded NBC ORTHACOUSTIC!*

*Registered Trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service


BROADCASTING • Broadcast Advertising

March 3, 1941 • Page 23
CLIMAXING a fortnight of technical discussions, the 287 radio engineers from all over the country attending the fourth annual Broadcast Engineering Conference at Ohio State U, Columbus, took their final fling Feb. 20 at a big banquet in Columbus' Fort Hayes Hotel. During dinner, apparently not conversing about anything too technical, are (1 to r) Lynne C. Smey, NAB engineering director; Gerald C. Gross, chief of the FCC international section; A. D. Ring, FCC assistant chief engineer. In center R. V. (Doc) Howard, chief engineer of KSFO, San Francisco, has a momentary misunderstanding with the spirit-casked St. Bernard furnished him by Prof. W. L. Everitt, director of the OSU conference, as a guide during a period of light snowfall on the campus. At right another group of engineers wool-gathering on their own (1 to r) J. C. Randall, chief engineer of WTIC, Hartford, Conn.; George Milne, NBC eastern division engineer; C. M. Jansky, Washington consulting engineer; A. J. Eaves, of Graybar Electric Co. The pictures of the group taken during the conference by James Schults, chief engineer of WCAE, Pittsburgh.

New Circuits of 8,000 Cycles Made Available to Networks

AVAILABILITY of 8,000-cycle network channels providing vastly increased fidelity for transmission of both speech and music was announced last week by AT&T with the filing of new tariffs of the FCC. The new circuit, which compares to the present 5,000-cycle channel now used commercially for inter-city channels, is available at a rate of $9.50 per airline mile per month; rate for the 5,000-cycle facsimile circuit is $9.20.

The Bell System also announced it has demonstrated transmission of programs over cable circuits extending to 15,000 cycles, apparently in anticipation of FM network demands. This latter high-fidelity circuit employs a carrier system to which has been added special program terminal equipment.

Improved Quality

Stating that with the development of the 8,000-cycle network channel, naturalness of both speech and music is substantially improved, AT&T said that all program facilities installed by it during the last ten years have been designed to be adaptable to the future transmission of frequencies up to 8,000 cycles.

While such high quality networks are not in general use, Bell System cable and open wire lines can be adapted for this purpose. Extensive tests of 8,000-cycle transmission have been made by Bell Laboratories and Long Lines over a Long Lines-owned "Orange Network," a 2,000-mile circuit used for testing purposes. Yankee Network has been using an 8,000-cycle circuit between New York and Boston since Feb. 10.

Looking further ahead to possible needs of broadcasters for broader band transmission circuits, the Bell System, at the winter convention of the Institute of Electrical Engineers in Philadelphia Jan. 30, demonstrated the transmission of programs over cable circuits about 1,200 miles in length with frequency bands extending to 8,000, 8,000 and 15,000 cycles. Existing FM rules specify transmission of at least 15,000 cycles one hour during daytime and one hour at night.

New 5 KW. Transmitter Is Dedicated by KTAR

KTAR, Phoenix, Ariz., on Feb. 21 dedicated its new 5,000-watt transmitter, which has actually been operating since Jan. 1, with a series of special local and network programs. Highlight of the dedication was the unveiling of a plaque on the KTAR transmitter building by Eugene Pulliam, owner and general manager of WIRE, Indianapolis. Other participants in the dedication ceremony included Sam Kahan, KTAR president; Charles Stauffer, of the Arizona Republic and Gazette, and Arthur C. Anderson, KTAR chief engineer.

In addition to local shows, including two specially written half-hours, the station received several testimonials on NBC network shows. The Republic and Gazette carried a six-page KTAR section.

SHORTWAVE SERIES AIMED AT EUROPE

SHORTWAVE broadcasts to Europe designed to acquaint the peoples of that continent with the benefits and achievements of democracy and to counteract false propaganda disseminated by totalitarian regimes will be started within the next ten days on WRUL, Boston, by United Americans, a national non-partisan organization formed last fall by Gene MacPhee, vice-president of KCMO, Kansas City, and publisher of the Kansas City Journal.

The broadcasts, to be made in 12 European languages, will be daily half-hour programs featuring quarter-hour discussions by "Uncle Sam" of current topics dealing with democratic way of life and three five-minute news summaries.

Expenses of the broadcasts will be met by popular subscription among various interest groups, according to Tiber Bartok, director of UA's department of foreign language relations.

Complementing the shortwave programs will be foreign language broadcasts on American stations for listeners of foreign origin and descent. Records and printed transcripts of talks will be prepared for distribution, even on a wider scope to the programs.

Details on the programs will be handled by two organizations, the New York office at 3 Mitchell Place, while national headquarters are in Kansas City.

Lewistown, Pa., Local

LEWISTOWN, located in the heart of central Pennsylvania's industrial region, was granted a local outlet Feb. 25 when the FCC authorized a new station to the Lewistown Broadcasting Co., to operate on 1,500 kc. with 250 watts. Principals in the new station, the tenth granted this year, are Sentinel Co., Inc., publishing the Lewistown Sentinel, with a 33.1-5% interest; William Woods, connected with the Pennsylvania Silk Glass Co., 33.1-5%; Thomas C. Matthews, of the same company, 33.286%; James S. Woods, also of the same company, 6.15% owner of the enterprise, .048%. Walter S. Farber, publisher of the Sentinel, will head the company as president.
There's Only ONE SCRANTON
Anthracite Capital of the World

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

that's WGBI

The Scranton-Wilkes-Barre Market, 17th in the nation, is a must for national advertisers. WGBI, the only regional or clear-channel station serving its 652,000 population, is the economy way to sell this market. That's logic. For WGBI is the only station heard throughout this market. Dr. Starch and Staff reports that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county tune (and stay tuned) to WGBI.

A CBS Affiliate
880 kc - 1000 WATTS DAY
500 WATTS NIGHT

910 Kc. after March 29, 1941
WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
National Representatives

SCRANTON BROADCASTERS, Inc.

Frank Megargee, Pres.
**Purely PROGRAMS**

**the WOR message on the opposite page is of vital interest to everyone who uses radio to SELL!**

**PROGRAMS** from Cuba and nine South American countries scheduled during March and April in the series of weekly international goodwill broadcasts presented by Rotary International on MBS Sundays at 3 p.m. The first program of *The American Speaks* was heard March 2 with Henry A. Wallace, Vice-President of the United States, exchanging greetings with Miguel Aleman, Mexico's Minister of the Interior, speaking from Mexico City.

**Barracks News**
TO HELP listeners follow the program of the Army training program, KMOX, St. Louis, at least once a month for its weekly half-hour *Youth Answers the Call* will visit one of four Midwest Army training camps to relate progress being made in training at each camp. Jerry Hoekstra, KMOX public affairs director, Announcer Bob Dunham, and Engineer Gordon Sherman transcribe the programs each week at the camps—Camp Robinson, near Little Rock, Ark.; Fort Leonard Wood, near Rolla, Mo.; Jefferson Barracks, outside St. Louis; and Scott Field, Beloit, Ill. Upon each return to the camps improvement noted since the last visit is to be noted.

**Editorial Slants**
A NEW type of weekly newscast, *News, Editorial Speaking*, has started on CBS-Pacific stations under supervision of Fox Case, the network's West Coast public relations director. Bob Garred as commentator, devotes the opening five minutes of each program to last minute news flashes. Balance of the quarter-hour consists of brief excerpts from the editorial pages of Pacific Coast newspapers.

**In the Orient**
FEATUREING Thurston R. Porter, newspaper correspondent who has spent 14 years in China and the Far East, WINX, Washington, has added the new Sunday evening quarter-hour, *The Far East*. Reporter Thurston reviews latest news events in the Orient during the first minutes of the program, following a discussion of the facts behind the news.

**Smith Goes to Town**
HIGHLIGHTED by transcriptions of entertainment, and the NAB from Fort Sill, Okla., Mr. Smith of the Army is heard five days weekly on KYOS, Tulsa. Played by Jimmy Todd, "Mr. Smith" informally elucidates on Army life.

**Student Quiz**
FEATURING student representatives from four local schools competing for a cash award to be applied to the winner's class treasury, WTX, Springfield, Ill., has started the weekly *Junior Quiz*.

**Movin' Theme**
AN OFFICIAL theme song is the latest addition to the promotional material advanced by the NAB for *Radio Movin' Day*. At the request of Arthur Stringer, manager of the Washington headquarters quartermaster, Carl Haverlin, BM1 director of station relations, got the NAB staff to come up with an appropriate ditty to be used by stations all over the country as part of their *Sixth Movin' Day* promotion. Transcribed copies of the 16-bar melody, *Movin' Day*, were to be sent to all U.S. stations by the NAB before March 9, according to Mr. Stringer.

**SOLDIERS' SONGS**
SING SONGS from Canada's soldiers, sailors and airmen at camps and bases throughout Canada started on a weekly half-hour basis on Feb. 25, on a national net of the Canadian Broadcasting Corp. George Young, CBC Maritime Regional Supervisor, is in charge of the song series, which will carry the first regularly scheduled entertainment from Canada's home defense forces, a somewhat similar program coming to Canada weekly from Canadians serving in Great Britain. George Young has conducted singing sessions throughout Canada on Dominion for the CBC since 1937.

**Color Patterns**
FAVORITE colors are the basis for a new listener guessing contest on CB4, Toronto; CKCC, Ottawa; CKAC, Montreal, and CHRC, Quebec, for Murphy Paper Co. Ltd., Montreal. Participants in the quiz contest are asked their favorite colors, which are then arranged on a palette, and the listening audience must guess, with an official entry slip given with sales of paint, the order in which the colors appear on the palette. Winner, listening most closely approximating arrangement, receives $50 cash prize. Cockfield Brown & Co. Ltd., Toronto, handles the account.

**Reviews for Women**
SIMILAR to the radio book reviews, now presented by the National Council of Women in about 70 cities is the weekly quarter-hour, *A Woman's Book of Books*, on WQXR, New York, with Dorothy Gordon, well-known conductor of children's programs, reviewing serious books which relate to the preservation of American democracy.

**Town Tour**
A WEEKLY quarter-hour series of New York night life gossip, titled *Till The Lights*, will be started Feb. 27 on WMCA, New York, with David Breschel, as m.c. Program will include review of night club shows, Broadway and Hollywood anecdotes, recorded music, and an imaginary "tour of the town".

**SACRED SERIES**
LIFE OF CHRIST is the subject of eight half-hour series prepared by the Catholic Script Service at Woodstock College, Md. Based on St. John's Gospel, the scripts are woven around a modern theme. Some of the scripts have been presented on WWL, New Orleans and WJZ, New York. WCAO, Baltimore. The series is available at cost [$1] by writing Ernest B. Clemens, S.J., at the college.

**Actors All**
NEWEST dramatic production on WBNS, Columbus, O., is *We're All Actors*, which each week features a local businessman or socialite as guest star. Title of the show is brought out in the introduction to each performance with a brief sketch featuring the guest in his or her profession. The half-hour show is directed and produced by Tom DeVore, WBNS continuity editor.

**Little of Everything**
VARIATION of the musical clock morning show is the Powers' *Daily Calendar of KSTP*, St. Paul, Minnesota, sponsored by Powers' Department Store in Minneapolis. Quirks and oddities in the news, weekend sportman's forecasts, tips on where to go in the evenings, etc., are incorporated into this recorded musical show, presented Tuesday through Friday, 8 to 8:30 p.m.

**RADIO'S newest team of fight announcers, Jimmy (Powerhouse) Powers (with hat on), sportswriter for the New York Daily News, and O'Briens,*(with description of the fights at the Bronx Coliseum on WMCA, New York. Broadcasts of the weekly bouts are sponsored for 52 weeks by the American Safety Razor Corp., New York, to promote the sale of Gem micromatic blisters in New York.**
HOW TO GET AN EVENING AUDIENCE AT DAYTIME RATES!

TIMEBUYERS . . . AGENCYMEN . . . ADVERTISERS . . . ANYBODY, ANYWHERE, WHO USES RADIO . . . HERE'S A NEW SPONSOR-TESTED PLAN YOU SHOULD KNOW ABOUT—NOW!

THIS new WOR study is called, "Saturday—a challenge that is also an opportunity." Agencymen and advertisers to whom it was personally presented in Boston, Chicago and New York said, "Here's something that will start sponsors thinking about a 6-a-week strip." "Nearest radio ever got to point-of-sale merchandising." "Just the thing for that client of mine who thinks there's nothing new in radio."

Never before has WOR offered agencymen and advertisers a timebuying plan as sound and elastic as this story of Saturday.

For this is not WOR's idea of what MIGHT be done. It's a sponsor-tested blueprint for buying that has won advertiser and agency approval.

Smart sponsors such as Bristol-Myers, Quaker Oats, American Tobacco and other WOR Saturday users have long been aware of radio's weekend opportunities. Others are rapidly catching on. This is proved by the fact that—175% MORE ADVERTISERS ARE USING WOR SATURDAY TIME TODAY THAN A YEAR AGO!

Another reason is that WOR's Saturday morning audience today is greater than that of any competing station in New York.

WOR sincerely urges all agency executives and advertisers to obtain a copy of "SATURDAY—a challenge that is also an opportunity".

This may be that big new idea for which a client is looking; for which you are looking. Whether or not, "SATURDAY—a challenge that is also an opportunity" will make stimulating, profitable reading.

WRITE, WIRE OR PHONE FOR YOUR COPY OF WOR'S SATURDAY STUDY NOW . . . NEW YORK: 1440 Broadway, PE 6-8383; CHICAGO: Tribune Tower; BOSTON: 80 Federal Street; SAN FRANCISCO: Russ Building.

—that power-full station

BROADCASTING • Broadcast Advertising March 3, 1941 • Page 27
New Type of Survey Completed by CBS Shows Data on Network Net Circulation

THE NET circulation of the complete CBS network comprises 91.7% of all United States radio homes during the evening hours and 87.5% of all net-owned families during the day, according to a coverage study made last spring, results of which are now being released to the network's affiliate stations.

Dr. Frank Stanton, CBS director of research, in his explanatory letter to the stations, said: "Net circulation is a new dimension of a station's audience, indicating the actual number of radio families that listen to the station once a week or oftener, and night separately, throughout the counties served by the station."

Three Levels

The maps break down the coverage for each station into three levels: Primary for counties in which from 67% to 100% of the radio families reported listening to the station once a week or oftener; secondary for counties in which 33% to 66% reported listening to the station within those time limits; and occasional, or counties in which 10% to 32% reported listening to the station within the same time limits.

Each type of data—listening levels and net circulation—is divided into separate uses, the letter explains. "The map showing the levels of coverage is essential in any discussion with an advertiser as to where he can best merchandise his program; where he should stock dealers' shelves with the goods he is advertising over the station. It indicates, county-by-county, the areas of strong influence. The net circulation figure shows how many families the station reaches. It is a direct measure of the audience actually served."

Four "firsts" are claimed by Dr. Stanton for the CBS study, which was carried on in May, 1940, by the Industrial Surveys Co., which also tabulated the results.

1. This is the first coverage study based on audience as distinct from type of program, the one made on the actual weekly circulation each station has in every county; i.e., the total usage of all radio families who reported listening to the station once a week or oftener.

2. This is the first study based on a proper cross section of the radio audience by income levels. Families were divided into three levels, based on rents in cities and on the size of the farm and the farm income in rural areas.

3. This is the first study of network listening conducted on the actual weekly circulation each station has in every county; i.e., the total usage of all radio families who reported listening to the station once a week or oftener.

4. This is the first coverage study based on a complete family report of the station listening habits of the entire family, not merely of the person answering the questions." A year-and-a-half of research and experimentation was taken up in the development of a technique to achieve the dual end of combining the family response which a mail survey can secure with the high percentage of returns usually obtainable only from personal interviews, which, however, only reflect the views of the individual interviewed, Dr. Stanton explained.

The results of this pre-testing was a return of 81.2% to the questionnaire, as compared with 20% which is considered a good return for a mail study. To secure this return, premiums of various types were tried out, the final selection being a set of plofiloim dish covers, which were mailed with the questionnaire. Follow-up letters, sent to those who had not returned their questionnaires, brought the return to this almost unheard-of total.

In addition to the station-listening data, each questionnaire also gives the name and address of the respondent, the size of family, ownership of automobile, telephone, etc., and the number of radios in the household.

Now they look like this

(See page 18)

EMPLOYERS CASUALTY Co., Dallas insurance firm, which on Feb. 23 started its seventh year of broadcasting on WFAA, Dallas, and Texas Quality Network, has discovered just how effective radio advertising is in selling insurance. Delivering a special message Feb. 23 on the 313th program, L. W. Grod, manager of the firm's service department, declared: "During the six years we have been on the air we have made many new friends, have seen our business grow beyond our fondest dreams. Before we started this program six years ago, our company's annual premium income was around $1,000,000. Last year our premium income was more than $3,000,000. That's right—our premium income for 1940 was more than three times as much as for 1934."

Ira DeJernett Adv. Agency, Dallas, handles the account.

New Igleshart Serial

IGLEHART BROTHERS CO., Evansville, subsidiary of General Foods Sales Corp., New York, March 3 started the Johnson Family, a quarter-hour dramatic series. Directed by Henry Serberman, the one-man cast, on 27 MBS midwestern and far western stations. Programs, heard in the interest of Swell Foods Sales Corp., Florida and Puerto Rico, broadcast Mondays, Wednesdays, and Fridays at 8:30-9:45 p.m., and during the summer weeks at 9:30-10:45 p.m., the same time as a sustainer. Contract is for 39 weeks and was placed through Young & Rubicam, the agency in charge.

Cantril Discusses New Latin Board

From Broadcasting - Broadcast Advertising
ARE YOU SELLING in the nation’s ‘buyingest’ drug market?

Columbia-Pacific costs as little as 19¢ per town*

THE WEST is a land of free-spenders. And full pocketbooks. Millions of people spending millions daily. Buying more drugs per capita—by 33%!—than people in the rest of the U. S.

It’s the nation’s “buyingest” market—for DRUGS, or any other product. It is covered completely, yet economically, only by radio. For only radio merges all the West’s thousands of widespread, prosperous communities into one easily-sold market. And you’ll find Columbia-Pacific does it best!

ADVERTISERS PREFER COLUMBIA-PACIFIC
Columbia-Pacific carries more hours of business than any other Western network. Last year 46 advertisers of drug-store-sold products invested $1,594,000 on CBS in the West. Bigger, faster sales prove to them, as they will to you, that the Columbia Pacific Network is the way to sell one of the world’s greatest marketing places.

*FOR AS LITTLE AS 19¢ PER TOWN
That’s all it costs (for time and talent) to give your product “front window” display before 2,587,000 families in more than 3,000 Western cities and towns—with your own Hollywood-produced program over the Columbia Pacific Network. . . It’s the best buy to sell the West.

COLUMBIA PACIFIC NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
COLUMBIA SQUARE, LOS ANGELES• PALACE HOTEL, SAN FRANCISCO

*PRESENTED NATIONALLY BY RADIO SALES WITH OFFICES LOCATED IN NEW YORK, CHICAGO, DETROIT, AND CHARLOTTE
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Defense Is Cited In Hawaii Grant

FCC Recognizes the Military Angle in Approving Outlet

FOLLOWING its Feb. 18 announcement of a construction permit for a new station in Honolulu to Hawaiian Broadcasting System Ltd. [BROADCASTING, Feb. 24], the FCC last Tuesday in a memorandum decision cited national defense as a primary consideration in making the grant.

The new station will operate on 1310 kc. with 250 watts unlimited time, although March 28 the station’s frequency will shift to 1340 kc. under the reallocation pursuant to the Havana Treaty.

Military Angle

Noting that Hawaiian Broadcasting System already operates two stations in the Territory of Hawaii—KGMB, Honolulu, and KHBC, Hilo—the FCC stated in its memorandum decision:

“The Commission has been greatly concerned with the problem of the concentration of control of radio facilities and it has been loath to grant new stations which doubtless result in an unseasoned concentration in any locality in the hands of one group. In view of the unique situation in the Territory of Hawaii and taking into account this country’s large military establishments, a new station was found to be justified in light of the present condition of world affairs when so many influences are competing for the allegiance of our foreign-born population. We have reached commendable results in the past and its decided to grant the application.”

“It is true that such foreign language programs as those proposed have been regularly presented by existing stations, but in view of the sizable population to be served, the relatively limited service now available, and the absence of a non-network station in Honolulu, it is concluded that this new facility should be authorized in order to promote the interest of the residents and listeners for a better overall service to all the diverse groups in this area.”

In addition to KHBC and KGMB, the other broadcast stations presently operate in the Hawaiian Islands—KTOH, Lihue, and KGU, Honolulu. The application for the new station emphasized the need for local service in the Honolulu area, pointing out that large numbers of the population do not speak English and that the new station planned to emphasize Americanism and democratic principles, giving special attention to such programs produced in cooperation with civic societies and the U of Hawaii, in the languages non-English-speaking listeners would understand.

Martinson May Add

JOSEPH MARTINSON & Co., New York (coffee), is using 13 station break announcements weekly on WQXR, New York, and quarter-hour news program weekly on WOR, New York. More stations may be added, according to Al Paul Lefson Co., New York, agency in charge.

Richard Hudnut to Start Coast Variety Program

RICHARD HUDNUT Inc., New York (Marvelous cosmetics), through Benton & Bowles, that city, on April 1 starts sponsoring the weekly half-hour Hollywood Showcase, on 8 CBS West Coast stations (KNX, KARM, KSFO, KROY, KOIN, KFNY, KIRO, KVI), Tuesday, 9:30-10 p.m. (PST). One in a series of Pacific Coast experimental programs started more than three months ago under supervision of Charles Vanda, CBS western program director, the sponsored show is to retain its original format.

Lud Gluskin’s orchestra, with five performers chosen in weekly audition, will be featured. The two best acts, as judged by a studio panel selected from the studio audience, will be held over for repeat shows just as long as they remain in favor. In addition, one act is to be chosen weekly to appear at the Los Angeles Orpheum Theatre. Ken Niles continues as m.c. with Russ Johnston, CBS Pacific Coast network program director, as producer.

SAM TAYLOR, New York operator of Taylorgrams, recently organized radio film chapter service, is in Hollywood to establish West Coast office. Organization services 24 station subscribers with three-quarter-hour chapter scripts weekly, supplemented prior to broadcast by telegrams on latest film developments.

APPLIANCE STORES CHOOSE AIRWAYS

GAS APPLIANCE SOCIETY of California, San Francisco, will conduct a concentrated campaign over 22 stations in Northern California April 2-7 and March 7-15 to advertise new gas ranges. The copy will stress a 10% trade-in encouragement to the consumer as an all-time high of a range.

Approximately 500 spot announcements of 35, 50 and 100-word length, as well as 125 five-minute participations in home economics programs will be used. The tentative list is: KPO KSF KPR COB KIHS KGJ KMI KERN KTB KKLX KROW KGW KSRO KMYC KHSV KYOS KIEM KDON KROW KFBB.

In addition to radio the Society is using copy in 200 newspapers, movie slides, and dealer displays.

Previous to the new advertising campaign the Gas Society sent questionnaires to 750 gas range dealers, in which they were asked what type of advertising they preferred. They were given two days to reply and 114 replies were received. Of that number 87 expressed a preference for radio and 27 said they thought that radio was preferable. Many of the retail dealers make tie-ins with the Society advertising on their local stations, thus realizing a direct benefit. Agency is Jean Scott Frickleton Adv. Agency, San Francisco.

WINS, WCFL Boosts

WINS, New York, Hearst-owned station, becomes a full-time 50,000-watt outlet on 1000 kc., and WCFL Chicago Federation of Labor outlet, increases 10,000 watts on the same frequency. Under the FCC Feb. 26, made possible by the reallocation of one 1000-kc. frequency, WINS now operates on 1180 kc. as a limited time station, using 1000 watts, and WCFL on 1230 kc., which, under the Havana Treaty, shifts to 1000 kc. The third station on the frequency is KJR, Seattle.

Principal owner of the new local authorized in Harlingen, Tex., Feb. 11 by the FCC is McHenry Tichenor, retired newspaper publisher, who holds 224 out of 300 shares issued by the Harbenco Broadcasting Corp., whose three-quarters ownership of 300 shares and Hugh T. Ramsey, 1 share. When originally filed, the application was made by John E. Taylor, general manager of KGNC, Amarillo, as half-owner, but the corporate structure subsequently was changed with withdrawal of Mr. Taylor from the enterprise. The construction permit is for 1240 kc. with 250 watts full-time.

Frank Luther, network singer and actor, has been appointed head of a new department of Dance Records, New York, to handle special film programs. Luther, well known in featured and American song discs, will continue his tenor soliloquy on the R. J. Reynolds Tobacco Company’s Waldorf program on NBC and vocalist and m.c. of NBC’S Sweet Land of Liberty series.
ANOTHER GREAT JUMP AHEAD!

...the successor to the famous 110A Amplifier ...now available

NEW Automatic Governor of Program Level

Western Electric's new 1126A Program Amplifier brings you an entirely new level controlling circuit with far faster operation. It gives you complete freedom from overmodulation as well as increased TRANSMISSION EFFICIENCY with better quality! By governing even instantaneous program bursts it is capable of eliminating:

1. Splash or short interval adjacent channel interference due to overmodulation of AM transmitter.

2. Overswing in FM transmission.

3. Instantaneous overload effects in other program transmission systems.

Where the 110A gives 3 db, the 1126A will give 5 db increase in average signal level for high quality transmission. The 1126A is mechanically and electrically interchangeable with the 110A.

For information about the many other new features that your operators will appreciate, and which will pay you listener dividends, write or call Graybar.


Western Electric

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Do You Shudder ... When 'CINDERELLA' Brand is Mentioned?

SCENE: Conference table in YOUR office.

CHARACTERS: You and the other executives, including the Chief.

PRESIDENT: All right, get out your figures. How'd we do the last quarter?

SALES MGR.: Not bad J. P., not bad. Sales increased 20% on top brand "A".

PRESIDENT: That's pretty good. What about brand "B"?

SALES MGR.: A 13% increase there. And that's good, considering the tough competition.

PRESIDENT: Hummmmmmm. What's next?

SALES MGR.: Well, the rest of the line's just going along. Some up a little ... some down.

PRESIDENT: WHAT'S DOWN?

SALES MGR.: Well, Brand "X" is still dragging along. Just doesn't seem to click. You know, that's always been a 'Cinderella' brand around here.

PRESIDENT: Cinderella brand—baah! It's a good product. It can be sold. What we need are NEW IDEAS. If WE haven't got them—find somebody who has. But let's do something! We want results!

CURTAIN

Did somebody say Results? That's OUR cue! We get results because we specialize in Results. That's what our clients expect—and get! And we're looking for just ONE more client—one client who needs Results. If YOU have a "Cinderella" Brand in the Dog House, perhaps YOU are the client we're looking for. Why not write or phone and we'll talk it over.
We welcome difficult assignments. Now, don’t get the wrong idea. We don’t know all the answers! We’re not the “wise guys” of the advertising world! But we believe—and we have proved—that if a product is salable, we can help sell it. Our use of radio and our ideas have produced results in some of the most highly competitive fields. We would welcome an opportunity to demonstrate “down-to-earth” selling that will produce results for your “Cinderella” brand.

RUSSEL M. SEEDS COMPANY, Advertising
Palmolive Building
Chicago, Illinois

As our Uncle Walter would say, from his Doghouse program, Tuesday evenings over the NBC Red Network—

“Gent’mens, since the turn of the century we’ve been working with and for national advertisers. We’re the third oldest advertising agency in the Midwest... and two of our three founders are still with us. Since our re-organization in 1936 we’ve had—what some observers have been kind enough to call—‘a phenomenal growth’ in the newest medium—Radio. Four years ago we were 117th in national radio billing; In 1938—49th; In 1940, we moved up to 8th place. And for this gain we thank these sales-minded clients who have helped us build our present position in Radio.”

ARMAND COMPANY
Brisk Shave Cream
Armand Cold Cream
Armand Face Powder

BROWN & WILLIAMSON TOBACCO CORPORATION
Sir Walter Raleigh Tobacco
Raleigh Cigarettes
Wings Cigarettes
Avalon Cigarettes
Bugler Cigarette Tobacco
Big Ben Smoking Tobacco

GENERAL MILLS, INC.
Bisquick

GROVE LABORATORIES
Bromo Quinine Cold Tablets
Pazo Ointment
4-Way Rub
Dr. Porter’s Antiseptic Oil

KEYSTONE STEEL & WIRE COMPANY
Keystone Fence
Red Top Posts

PINEX COMPANY
Pinex Cough Syrup

SHEAFFER PEN COMPANY
Fountain Pens, Writing Fluid, Mechanical Pencils, Desk Sets, Mucilage, Para-Lastik
Radio's War Niche

AS THE national defense tempo quickens, broadcasters appear more disturbed about the niche they are destined occupy in the transformed national scene. It isn't the news that has been disquieting, but rather the lack of it.

From highest places the word has come that there is no disposition whatever to disturb the status quo of broadcasting. There has been rumor of censorship, both for the press and for radio, however. A rather severe drain on station personnel has occurred. But the particular function of broadcasting in the national defense planning hasn't yet been spelled out.

We feel that enough has jelled on the Washington front to sound a reassuring note. The Defense Communications Board and its expert committees, functioning under the President, are blueprinting the position of communications in any contingency. That means plans for actual wartime operation. The very nature of the board's work, however, is such that publicity is inadvisable, save in the most perfunctory manner, at this stage.

This much seems certain: Broadcasting is pegged as a national defense enterprise. As such, it will not be stripped of key personnel. And it will not be deprived of essential materials, such as transmitters, tower steel, and other physical needs.

Some weeks ago concern was evinced over a possible tower steel bottleneck. It wasn't necessary to invoke priorities. Ample steel, it appears, will be available for radio's requirements. The priorities invoked on aluminum a few days ago by the Office of Production Management, immediately threaten one phase of broadcasting because the metal is an essential material for acetate transcription blanks. Steps are being taken to forestall a stoppage, since transcriptions now are an indispensable phase of broadcast station operations. It seems a certainty that the requirements will be recognized.

The drain on broadcast station personnel is apparent. Each issue of this journal carries items about reservists or draftees called to active duty. Chief engineers of stations and station managers probably can be classified as key figures in a national defense enterprise and obtain deferment, particularly if they are reservists. As the pace increases, it may become necessary to procure a blanket ruling from the Government, lest normal operations be imperilled.

We see little reason for concern over programming operations. The industry can adapt itself to meet any likely requirements in the interest of the national welfare. A close check should be kept on personnel, however, to avoid deterioration of operation to the point where a single station in an isolated area might have its service impaired.

... or Not to Give

THIS thing called merchandising, it seems, is a rather hot topic with people in the business of broadcasting. In the Feb. 17 issue we commented on this subject in an editorial titled "Don't Give It Away". We suggested that the NAB Convention in St. Louis, May 12-15, take definite action by providing both floor and ceiling for merchandising assistance, with the advertiser to pay the freight on extras.

Since then we have received reactions by telephone, telegraph, mail and pony express. Most of the comment strongly supports the editorial, though in a couple of instances it was suggested that we didn't know merchandising from third base.

In view of all the rumpus, we feel impelled to alter the convention suggestion. The Sales Managers Committee of the NAB already is planning to submit the whole subject to the convention and bring in a recommended plan placing limits on merchandising.

But to avoid any charge of railroading, why not have a seminar on merchandising? Why not schedule a roundtable on the first day of the convention, to be participated in by key men representing radio advertisers, advertising agencies, newspaper business managers and practical broadcasters?

Then on the final day, after the delegates have had ample opportunity to digest the arguments, throw the whole subject out on the convention floor and vote on an amendment to the commercial section of the code.

That's the democratic way. We like to think of radio as the leading democracy among advertising media.

Scoop or Panic?

AS A NEWS medium, radio is应当ering an ever-increasing responsibility. In these days of stress, anti-American propaganda "plants," ingeniously contrived, already have been uncovered by military intelligence officers. They are likely to become more prevalent as the national defense movement develops.

A recent case in point was what Army intelligence officers call the "Camp Dix incident." Mothers of draftees at Camp Dix were called by phone and advised that it was too bad about "the epidemic." The mother was told that her boy was ill and that 20 already had died. The Army quickly caught this attempt to spread terror and prevented publication or use on the air simply by proving that it wasn't so.

The Army, familiar with Fifth Column activity abroad, has geared itself to meet such contingencies. But the real responsibility rests with the news disseminating media. The broadcaster must be even more vigilant than the newspaper editor. A newspaper may print an slanderous story and its readership is primarily on that publication. But with radio, it seems, the error of one small station tends to give the whole industry a black eye.

Dispatches received over press association wires generally can be considered reliable. But a rumor picked up locally or phoned in, having to do with military operations, never should be accepted at face value. The safe and simple course is to call the nearest Army post public relations officer for confirmation. He is under instruction to supply the factual information to accredited newspaper and radio men. It's far better to miss a scoop than to provoke a panic.
EMIL ELI BRISACHER

MANY a prophet is without honor in his own town, but Emil Eli Brisacher, president of Brisacher, Davis & Staff, San Francisco agency, is a living contradiction of the aphorism. He was born and reared in the San Francisco Bay region where his friends are legion. It is there also that he achieved the success that has made him a dominant figure in the West Coast radio advertising field.

Emil was born Nov. 20, 1886, in Centerville, Cal., a small community on the outskirts of Oakland. And he was practically born in the advertising and merchandising business, his parents owning a general merchandise store in Centerville, and later in San Leandro. Thus he became interested in selling and merchandising at an early age. In high school he spent much of his spare time writing copy and thinking up merchandising ideas for the store. Emil didn’t go to college; he was ambitious to take his advertising and merchandising ideas to larger fields and put them to use.

In early 1915 he joined Honig Advertising Service, since absorbed by Erwin, Wasey & Co., selling space for a special promotion magazine for the Panama-Pacific Fair and handling editorial work. The job completed, he was assigned to copy writing. After about a year he resigned to join George F. Eberhard Co. There he engaged in general agency work. By latter 1916, at the age of 20, he was vice-president, continuing with that agency until the United States entered the World War in 1917 when he joined the Navy. When peace was declared he rejoined George F. Eberhard Co. Probably the most important step in his career came in October, 1919, when he resigned to establish his own agency under the firm name of Emil Brisacher. For a time he was his own stenographer, sales man, copywriter and layout man. It was tough going; but when new accounts were added, he hired a stenographer and general office girl. Eventually he added “And Staff” to the Emil Brisacher on his office door. His first employees were McKie Donnan and Ann McKay, still with the firm.

With steady growth, Emil Brisacher & Staff a decade ago moved to more spacious offices in the Crocker Bldg. Several years later, the rapidly growing firm established Los Angeles offices and Robert J. Davis was placed in charge as vice-president and manager. The organization name was changed to Brisacher, Davis & Staff, on Jan. 1, 1940, when Mr. Davis became a partner. Today combined San Francisco and Los Angeles offices have a staff of 37 and Brisacher, Davis & Staff is recognized as the largest of all strictly West Coast-owned and operated agencies.

The firm specializes in merchandising, promotion and contest ideas, as well as the creative type of radio program. The first sponsored radio show of any consequence presented by a West Coast advertising agency was an idea of Emil Brisacher. It was the Caswell Coffee Hour sponsored by Caswell Coffee Co., which started broadcasting Feb. 26, 1923. The program ran continuously for 15 years.

Many of the outstanding novelty programs and radio contest ideas on the air during the past 17 years were created by the Brisacher agency. Probably the most successful is the weekly I Want a Divorce, which has been on the air for three years and resuted Oct. 18 under sponsorship of Cooperative Broadcasters Assn. on more than 80 Mutual stations. Sometime ago Brisacher sold film rights to the title to Paramount for a huge sum.

The motion picture, featuring Joan Blondell and Dick Powell, made an excellent tie-in for the radio show. Miss Blondell is also featured in the radio program. Who Am I?, a Brisacher audience game which broke all mail records for the NBC Pacific Red network when sponsored by the California Conserving Co., was another successful series.

Brisacher was a pioneer in that type of radio. When Rough Rider Corduroy Co., Napa, Cal., wanted a program that was different, he created Oh Teacher, a quiz show in reverse, with children asking the teacher to answer queries. If a local or regional advertiser is going to get to the first base with a radio show, it must be with an idea, Mr. Brisacher believes. Big name talent, he declares, costs too much for the advertiser with a limited budget.

Emil Brisacher answers to two nicknames. Business associates call him Bri, a contraction of his surname. More intimate friends have dubbed him the Little Napoleon of the radio field. In fact, he is petit 4 feet 11 inches and his high position on the coast. His manner however, is not dictatorial nor commanding. On the contrary, he is affable, agreeable and unassuming. He married Isabelle Cheim in San Francisco Jan. 11, 1925. They have two children, Robert and Elaine, 14 and 11, who were born in that city, where the Brisacher family make their home.

Golf is his hobby. Favorite sports to watch are football and baseball, and he seldom misses a game when they are in season. Emil’s an expert swimmer too, and can be found most any evening in the pool of the Concordia Club, of which he is a member. He admits being a joker, being a member of the San Francisco Advertising Club, Commonwealth Club and Lake Merrid Golf & Country Club.

In addition he is active in the American Legion and Ashmele Temple of the Mystic Shrine.

He is probably the most travelled advertising agency executive in the West, having made numerous trips yearly to New York. In addition he travels an average of three-monthly to Los Angeles for conferences with Mr. Davis. And he always goes by plane, for Emil Eli Brisacher is an advocate of air travel.
Ratigan, Martin, to succeed staff
or ENGAR JACOBS, formerly
BROADWAY Metro-Goldwyn-Mayer, producer with BLEVINS previous capacity.

EZRA McINTOSH, formerly of New York Times, has joined the announcing staff of WQX, Decatur, Ill.

HOWARD L. EMICH, formerly chief announcer of WMAN, Marinette, Wis., has been named program manager of the station. He succeeds Paul F. Skinner, who on March 10 joins KDKF, Dubuque, la., as program manager. Mrs. Skinner, known professionally as Sylva Johnson, is to be musical director of KDKF.

ROGER BAKER, baseball commentator of WJW-WSAI, Cincinnati, leaves March 10 to spend three weeks broadcasting from the training camp of the Cincinnati Reds at Tampa, Fla. Baker will make daily transmissions from the training camp, broadcast the following day on his two sports programs, sponsored on WJW and WSAI by Axton-Fisher Tobacco Co., Louisville (20 Grand Cigarettes) and Hudepohl Brewing Co.

WILLIAM JOHNS, formerly of KTRH, Houston, has joined WCOS, Columbia, S. C., as production manager.

DOROTHY HOGAN, new to radio, has been added to the production staff of WSN.

LOYD G. (Bucky) HARRIS, director of NBC, Chicago, is the father of his second child, Betsy Coe.

BARTON YARBOROUGH, of the NBC Chicago talent department, is co-operating following an appendectomy.

WALTER WINDSOR, recently con
ductor of the Four Neighbor series on WJW, New York, and formerly with WWA, Jersey City, and WTOL, Toledo, on March 4 joins the announcing staff of WSN, Birmingham.

VIC CLARK, assistant in the KQW, Phoenix, newsroom, has qualified for his pilot's license under the CAA.

MARVIN MUELLER formerly of KDKO, Sedalia, Mo., and Sherwood Durkin, formerly of KCKN, Kansas City, have joined the announcing staff of WQX, Decatur, Ill.

EDGAR JACOBS, formerly production assistant of WTIC, Hartford, and WNEW, New York, has joined the staff of WABC, New York, as an assistant in the program department, succeeding Henry Undermeyer, who has joined the Army.

AL O'RICK, formerly news editor for KOA, Denver, has been transferred to the NBC staff in Hollywood. He is succeeded as KOA news editor by Del Martin, who will be assisted by Bill Retigan.

WALTER GROSS, staff pianist with CBS since 1933 and featured soloist or accompanist with leading bands that have broadcast on the network, has been appointed CBS dance band conductor.

HARLEY LUCAS, local high school graduate, has joined the announcing staff of WSPD, Toledo.

CAIR PAINE, of the production department of WEEI, Boston, has been appointed program director of WEEH, Portland, Me.

GEORGE STELLMAN, continuity director of WEEI, Indianapolis, has resigned to his home to pursue other interests.

ROBERT W. BOWES, police chief of Shreveport, La., has retired.

FRED BEELBY, formerly of KPHO, Phoenix, has joined the announcing staff of WIRE, Indianapolis.

GEORGE W. ROOS, continuity editor of WBBM, Chicago, is the father of a son, born Feb. 19.

IRVING WAUGH, formerly of WBEN, Roanoke, Va., now reads the news on WLAG, Nashville.

AL SPAN, CBS Hollywood sound effect director, in addition to his network duties, has been signed by Walter Lantz, film producer, to handle sound on all cartoon pictures to be released through Universal Pictures Co.

CHARLES VANDA, CBS western program director, has returned to his Hollywood studio after several weeks in New York where he conferred with W. B. Lewis, the network's vice-president in charge of network programs.

VICTOR BOESEN, formerly syndicate writer, has joined the CBS Hollywood news staff.

IRA BLUE, sports commentator, formerly of KZSF, San Francisco, is now conducting a series on WKW, San Jose, Calif., entitled: "Human Side of Sport".

HOOPER WHITE, free lance announcer, has joined the announcing staff of WTMV, East St. Louis, Ill.

EDWIN KALBFLEIGH, graduate of Washington University, St. Louis, has replaced James Woodress as assistant news editor of WKG. St. Louis. Woodress has joined the radio division of UP in New York.

ROY MASON, formerly of KFBB, Great Falls, Mont., has joined KRKO, Everett, Wash., as program director and chief announcer.

EMILY GENTILE, producer and announcer of CKLW, Windsor, Ont., recently became the father of a baby boy.

W. R. MORTIMER, wife of Major W. R. Mortimer, Canadian Broadcasting Corp. supervisor of expatriates, Montreal, died in Montreal on Feb. 19.

BROOKS CONNALLY, program director of WIXO, Gary, Ind., is confined to his home with partial paralysis of the face as a result of recent cold spell in Chicago area.

KATHERINE MacKILLOP, secretary in the sales department of WEEI, Boston, has been named assistant to David S. Garland, recently appointed sales promotion manager of the station.

CLARENCE SCHIMMEL of the CBS shortwave division, has been appointed staff associate of the CBS program service department. He will be contact man on the Major Boze Original Amateur Hour sponsored by Chrysler Corp., Detroit.

R. N. DODGONALBC, NBC scriptwriter, on Feb. 20 became the father of a baby girl.

DAVE SQUIRES, of the NBC Chicago Guest Relations staff, is taking a one-year leave of absence for military service. He is a member of the 1st Field Artillery.

ROBERT MONK, formerly of WLL, Cincinnati, has joined the announcing staff of WDG, Tuscaloosa, Ill., succeeding Larry Sanford, who has left for military training.

KATHY CLARK, formerly of KOKF, Fremont, Neb., has been appointed publicity director and continuity writer for KOPW, Kearney, Neb.

FRED THURLICH, formerly of WMM, Shreveport, La., a former program director of WQX, New York joins WPEN, Philadelphia, in a similar capacity.
MAYBE you won't actually SEE signs like that when you come to our new Columbia Transcription studios—but if you're in the market for fine transcriptions that's the spirit you'll find.

You see, we started our Transcription Division with just one BIG IDEA—to give you the quickest, most convenient service you've ever known!

When you begin a job at our brand-new studios in New York, Chicago or Hollywood, interruptions are strictly OUT! All the equipment you need—and it's the most modern in the world—is reserved exclusively for your use until you've finished.

Why not try us on your next assignment? We believe you'll like the way this new streamlined Columbia service operates. And—whether your needs are for ultra-high quality electrical transcriptions, shellac pressings, or slide-film recordings—we've got a hunch the results you get will really make a hit!
Merchandising & Promotion

Missouri Chance—Listen to George—Seed Swap—Q for I. Q.—Girl and Jam—Listings

F E A T U R I N G a tieup with 300 retail druggists in the St. Louis area, a new amateur program titled The Opportunity Hour, sponsored by McKeson & Robbins, is heard on KMOX Saturdays, 11-11:30 a.m. Eight contestants are selected at an audition held each Wednesday night in the KMOX playhouse. Listeners vote on the contestants on ballots obtained at their neighborhood drug stores.

To secure the ballots they must make at least a 10c purchase, and the votes are dependent on the amount of the purchase. A McKeson & Robbins product is worth twice as many votes as other products. A weekly prize of $10 is awarded to the druggist who sends in the most votes for the winner, while the amateur receiving the most votes is awarded $25 and is eligible for a grand prize at the end of the 13-week period. Druggists participating in the campaign are identified by colorful blue and yellow banners on their windows.

George Washington Stunt

WITH THE startling broadcast “George Washington Broadcasts Tomorrow over WNEW at 8 p.m.,” the New York station ran a full-page advertisement Feb. 21 in The New York Times to promote its special dramatization of Washington’s life with George Wolfe playing the title role. Radio editors the same day received copies via messenger of a card sent in an envelope marked “The Unexpected—Which You’ve Come to Expect.”

Because of the program’s importance, WNEW also arranged for recordings of the broadcast to be made available to schools, colleges and for private use at a cost of $2.50. This announcement together with a bulletin that the broadcast was sent to 35,000 schools in Greater New York and New Jersey.

30,000 Dialogs

The WAY A Dialog, monthly publication of WRYA, Richmond, Va., which highlights that station’s forthcoming programs and personalizes starts heard over WRYA will be mailed to 30,000 listeners this month. The publication is mailed only to those WRYA listeners who specifically write in and request their names be added to the mailing list. The list is re-checked periodically to avoid any duplication to one family or any waste. An additional limited number is placed with radio-service and retail stores (also on specific request) for general public distribution.

Seeds and Book

WNAX, Yankton, S. D., is promoting “The Garden of General Mills on the Arnold Grimm’s Daughter program by a reciprocal merchandising plan with the House of Gurney, local seed and nursery firm. House of Gurney in turn will include free garden book offered on the program and the station mentions the company’s seeds on its spot promotional announcements for the program.

Missouri Q

A BIG cardboard "Q" says that you don’t need a high I. Q. to appreciate, etc. KPEQ, St. Joseph, Mo. March program schedule is on the reverse side.

$18,000,000

In new defense money being spent in TULSA!

One Bomber Plant to Cost $10,- 600,000 will employ 10,000 to 20,000 men, permanently!

More spending money for an already grand market.

Tulsa’s KTUL

5000 WATTS—FULL TIME

Free & Peters, Representatives

JAM SESSION at WPID, Petersburg, Va., on Feb. 28 took the form of a Bond bread-eating contest, with the slices draped in cherry preserve. Fourteen youngsters matched gullets, with little Phyllis Thayer scoring a smash victory. Standing are J. E. Perkins (left), General Baking assistant sales manager, and Ben Miller, WPID program director. Phyllis gets a daily loaf of Bond for a month.

Program Listings

NAMES and times of programs on WOR, New York, are listed in 209 daily newspapers in the United States and Canada, according to a survey conducted by the WOR sales promotion department, under the direction of Joseph O. Cramer. Over half of these papers—53% or 111 papers—are located outside of WOR’s guaranteed area, which includes parts of Connecticut, Delaware, New Jersey, New York, Pennsylvania and Rhode Island.

Five Florida dailies list WOR’s shows, the survey revealed, while some of the other states reporting such listings were North and South Carolina, Kansas, Maine, Georgia and as far south as Mississippi.

Advertising

USE OF radio advertising is promoted in “Radio Advertising” program on WJLS, Beckley, W. Va., under the title The Air Waves Advertise. The program consists of facts and figures about the WJLS market, cost of time and success stories. A free bicycle is given each week in the promotion stunts to the contest with the most votes. At the end of six weeks a motorcycle or pony will be given.

WFBR--BALTIMORE:

PRODUCERS of shows that PRODUCE results

For example:

Quiz of Two Cities—sponsored by Gunther’s Beer. Half hour; now in 3rd year. Originated by WFBR and now licensed in many other areas.

Carnival of Fun—sponsored by Gibbs & Co. Half hour.


Sunday Serenade—sponsored by Eccles Ice Cream. 15 minutes.

Right or Wrong—sponsored by The Mart (Women’s Wear). 15 minutes.


Musical Treat—sponsored by Arundel Ice Cream. Half hour.

Studio Party—Participation Show. 45 minutes.

Club 1270—Participation Show. 45 minutes.

and other hit-shows

For results—call on WFBR’s Program Department

WFBR

National Representative: Edward Petry & Co.

* ON THE NBC RED NETWORK*

Page 38 • March 3, 1941
Lobby Pix
DISPLAY CASE of satin-finish aluminum has been installed in the lobby of the KYW, Philadelphia, building to advertise sponsored products. The cabinet is 11 feet long and five feet high and attached to the marble wall with cantilever supports. The cabinet itself is locked behind two 5½-feet sheets of quarter-inch plate glass. Daylight tubes supply indirect lighting. The display ties in advertised products with special KYW microphones, pictures of the program artists and special events. Displays are changed every ten days and are not limited to network accounts.

Columbia Firsts
CBS managed and operated stations are mailing locally to advertisers and agencies the recently issued CBS brochure “CBS sweeps all network ‘firsts’ in 1940.” Letter sent with the brochure and signed by the station’s general manager, states how easily the local audience can have “network” as well as “local!” listening by keeping tuned to that particular station.

* * *
Featured in Food Ad
A FOUR-COLOR full-page ad promoting Dean’s Milk appeared in all editions of the Chicago Tribune Feb. 21. The newspaper promotion ran a picture of Martha Crane and Helen Joyce of the WLS, Chicago, Feature Foods program, on which program Dean Milk Co. is currently running announcements.

* * *
News Bulletins
PHOTOGRAPHIC news bulletins have been placed at more than 50 vantage points throughout Springfield, Ill., by WCBS, that city. Bulletins, issued weekly, promote Your Happy Birthday, sponsored by Axton Fish & Tobacco Co. (Twenty Grand cigarettes), on NBC-Blue.

* * *
Sack of Mail
MINIATURE LETTER, mailed in a miniature U. S. mail sack, was sent out by WIP, Philadelphia, to mark its affiliation with the Mutual network on March 1. Message stated that “Our Pleasure Is Mutual.”

SUCCESS FOR WAHL
WAPI Service Draws Praise
From Biow Official

THAT pens and pencils can and are being sold on the air is attested by W. A. Tibbals, of The Biow Co., New York, which handles the Wahl Co.’s Take It or Leave It quiz show on CBS for Eversharp pens and pencils. In a letter to Thad Holt, manager of WAPI, CBS outlet in Birmingham, Ala., Mr. Tibbals noted the “tremendous popularity” of the program in the Birmingham area, judged from the demand of 7,000 persons for the Feb. 9 broadcast, when the program originated in Birmingham. With efficient local merchandising, the program has proved that pens and pencils can be sold on the air. Mr. Tibbals declared in his letter, adding: “I just want to say that if merchandising and cooperation by other stations was as fine as you have shown in Birmingham, then Eversharp’s job would be a cinch!”

Did you say he had a million? No... I said a billion!

We'll say the population runs in millions—3,008,959, to be exact. That's the total population in WMC's measured day-time coverage. But the wholesale sales of the Memphis market is over a billion dollars—$1,082,032,870.00.

Isn't this a pretty dish to set before an advertiser? Why not investigate further this billion dollar market you reach when you advertise over WMC, the pioneer radio station of the Mid-South?

WMC
MEMPHIS, TENN.
THE Billion Dollar MARKET
Represented Nationally by THE BRANHAM CO.
Owned and Operated by
THE COMMERCIAL APPEAL
* MEMBER OF SOUTH CENTRAL QUALITY NETWORK
* WMBD—MEMPHIS
* WJDX—JACKSON, MISS.
* WKH-5—KTBS—SHREVEPORT
* WSM—NEW ORLEANS

WMRD
THE HEART OF ILLINOIS
PEORIA
FREE & PETERS, Inc., National Representatives

Broadcasting
March 3, 1941 • Page 39
FM Regulations Amended by FCC

New Provision Is Adopted for Experimental Operation

NEW POLICY affore experimental FM station under which a licensee of both an experiential FM and a commercial FM station may operate commercially with commercial call letters under specified conditions, was announced Feb. 26 by the FCC. The pronouncement of policy follows:

1. A person having (1) an experimental FM station and (2) a commercial FM construction permit may be authorized, upon appropriate request to operate his existing station commercially on the frequency designated in the commercial construction permit with commercial call letters, provided the applicant demonstrates that he has made a bona fide effort to comply with the construction permit. Such showing must include a photostatic copy of acknowledgment of order for transmitter and promised delivery date.

2. A person having (1) an experimental FM station and (2) an application pending for a commercial FM construction permit may be granted one or more extensions of his present experimental authorization, on condition that operations thereunder shall be authorized only on the experimental frequency and with experimental call letters.

FM equipment, having an experimental FM station but no commercial construction permit or application pending therefor, may be granted one or more extensions of his present special temporary experimental authorization, so long as no commercial FM broadcast service is actually rendered in the experimental station. When such commercial FM service is placed in operation the special temporary experimental authorization will be discontinued.

No authorization for any class of high frequency broadcast station (whether AM or FM) which expired Jan. 1, 1941, by Order No. 69 and which application therefor has been extended, may be reinstated.

Only One FM Petition

ACTIVITY on the commercial FM front at the FCC slackened considerably in the past week with receipt of a lone application for FM facilities from the King-Trendle Broadcasting Corp., Battle Creek, Mich., licensee of WOOD-WASH. The application, bringing the total number now pending before the FCC to 93, requested 45.5 mc. to cover an area of 4,340 square miles. At its Feb. 26 meeting the Commission designated for joint hearing the applications of the Federated Publication, Inc., asking FM stations in Grand Rapids, Mich., employing 46.1 mc. to cover 5,300 square miles; in Battle Creek, on the same frequency to cover 4,100 square miles, and in Lansing, also on the same frequency to cover 3,820 square miles.

MUSCIANS PRAISE ORCHESTRA ON FM

FEATURING the Boston Symphony Orchestra, a 45-minute FM demonstration broadcast on WIXX, Westinghouse FM station serving Boston, drew hearty praise from an audience of musicians and educators, including Dr. Serge Koussevitzky, conductor of the Boston Symphony. The demonstration was staged last Wednesday by W. C. Swartley, manager of WZB-WBZA, Boston - Springfield, in cooperation with the Boston Symphony Orchestra Board of Trustees.

The broadcast originated at Boston Symphony Hall, with Dr. Koussevitzky and principal guests listening at WBZ studios. Several times during the broadcast the famous conductor remarked that the reception was "astounding".

"Never before in a broadcast have I been able to pick up each instrument individually," he declared after the broadcast. "Every instrument sounds so clear — so beautiful. Each instrument keeps just the right color and timbre, particularly the clarinet, which always has been on the air. It is now so clear and has the whole beauty of the instrument."

Dr. Koussevitzky also pointed out that FM broadcasting opens up a new field for engineers, a specialized field for "engineer-conductors" who themselves understand music. Mr. Swartley presided at the studios, as well as a luncheon in the studios following the demonstration. The affair was arranged by the Westinghouse broadcasting division headquarters in Philadelphia. Bob White, of WBZ, announced the program.

TO PROMOTE good-will between the Americas, Rotary International, a group of 6,000 clubs with members in 70 countries, is cooperating with MBS in presenting a weekly series of half-hour programs, featuring origination from Mexico, Cuba and South America, all broadcasts to be shorted by WRUL, Boston.
New FCC Regulations
Cover Assignments of
International Stations

AMENDMENT of rules governing
international broadcast stations,
under which any frequency
assigned to a particular station can be
assigned to other stations when
not in regular use and when no
objectionable interference will be
caused, was approved Feb. 25 by
the FCC. The new paragraph, added
to Rule 4.44 (c), follows:

"Any frequency assigned to an
international broadcast station
shall also be available, during
hours when such frequency is not
regularly used by such station or
when no objectionable interference
would be caused to the service
rendered by any existing international
broadcast station, for assignment to
other international broadcast
stations."

The FCC announced that WCRG,
CBS international broadcast station
at Brentwood, N. Y., has been
granted modification of construc-
tion permit, adding 9650 kc. to its
present frequencies and approving
its new antenna. The time of opera-
tion specifies that the station share
with WCAE, Philadelphia, on 6060
and 5155 kc., with WCAE and
WBX, also in Brentwood, on 9650,
11830 and 15270 kc.

WCRG, also licensed to CBS at
Brentwood, was granted a modifi-
cation of construction permit, approv-
ing its antenna system and specify-
ing that it share on 9650, 11830 and
15270 kc. with WCAE and WCRG.

IRV SMALL, of the engineering staff
of WELI, New Haven, married Celia
Corrick Feb. 23. Staff of the station
teed the couple a party Feb. 21.

STANLEY NEAL, of the engineer-
ing staff of KOA, Denver, is the
father of a girl born recently. Gene Carpen-
ter has joined the KOA engineering
staff

ALLAN DOYLE, formerly of the
Gate American Corp., Quincy, I11.,
and Henry Hoecker of the Delco-Remy
plant at Kokomo, Ind., have joined the
engineering staff of WSOY, Decatur, Ill.

ALLEN B. DEMONT Laboratories
Inc., Passaic, N. J., has appointed
the older of the two companies.

EARL SLOAN, recently with the
Illinois State Police and formerly with
Bendix Radio Corp., has joined the
engineering staff of Gates Radio &
Supply Co.

CFO, Owen Sound, Ont., has re-
ceived permission to increase to 250
watts. New transmitter site and equip-
ment are being installed.

IF YOU'RE TRYING TO TUNE A
DIRECTIONAL ANTENNA ARRAY,
YOU'LL BE GRATEFUL FOR THE
LAPP CONDENSER'S

Stability

For solving an interference problem with increased
power, or for increasing signal strength over a
desired area with no change in power, the modern
directional antenna array offers a highly satis-
factory solution.
The performance of the array depends, however,
on a critically accurate and continuously main-
tained phase-relationship between various ele-
ments of the array.
You're likely to find yourself in water above your
head if you try the delicate job of tuning an array
with condensers that vary in capacitance as they
heat up in operation.
The safe way to proceed is to install Lapp gas-
filled condensers in your antenna circuit. For these
units offer capacitance at a constant value under
unit operation at temperatures. Tuning adjustments
are made with full power on. Besides, these units
gets to the antenna (it's practically zero loss; the
only solid dielectric is a porcelain bowl that
carries the rotor); with no solid dielectric to
puncture, you can operate at full rating for an
indefinite time without failure; space requirement
is an absolute minimum.
And aren't those the properties that make this
condenser the best choice for just about any
application?
Write for descriptive literature and list of sizes.

CRYSTALS

by

HIPOWER

The Hipower Crystal Company, one of
America's oldest and largest manufactur-
ers of precision crystals, is now in a
position to offer the broadcast and manufac-
turer attractive prices because of their
production and Hipower grinding process. Whatever
your crystal need may be, Hipower can supply it. Write today for full
information.

LAPP CONDENSERS

HIPOWER CRYSTAL CO.
Sale Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, I11.

BROADCASTING • Broadcast Advertising
March 3, 1941 • Page 41
B-S-H Names Wylie

MAX WYLIE, for seven years CBS New York director of script and continuity, has been named di-
rector of Blackett-Sample-Hum-
mert's broadcasting activities in
Chicago. He takes
up his new duties
March 12, accord-
ing to H. M. Dan-
cer, B-S-H presi-
dent. Mr. Wylie
is author of Radio
Writing, textbook, and is considered an authority
in his field. He has
lectured at the
New York U
Radio Workshop and elsewhere and is author of many radio scripts and adaptations. Recently he edited The
Best Broadcasts of 1939-40, a compendium issued by McGraw-Hill Book Co.

Benton Joins AMP

WILLIAM BENTON, former part-
ner of Benton & Bowles, New York,
and currently assistant to Robert
Rehins, president of Chicago U,
has purchased an interest in Asso-
ciated Music Publishers, New York,
and as a director and member of the
AMP executive committee will take
an active part in the company's
operations. AMP also announced
that two of its members have been
dnamed vice-presidents, Ben Selvin
in charge of program recording, and
Ernest Voigt in charge of the
music publishing division.

Armand S. Deutsch, Hollywood
manager of McKee & Albright, re-
linquishes that post March 7, when he
is transferred to the New York office.

William P. Pearb, formerly
Los Angeles manager of The Caples
Co., has joined the Hollywood
office of Ruthmann & Ryan, as account exec-
utive. He succeeds James W. Staples
who has been called to duty in Wash-
ington by the Naval Reserve.

Jack CREAMER, Hollywood side
of Nat Wolf, radio director of A. & S.
Lyons Inc., talent agency, reports to
Oral, Cali., on March 4 for a
year's military training.

Norman Morrell Hollywood
manager of Lord & Thomas has been
appointed radio committee chairman of the
University Religious Conference.
He succeeds Tom McAvity agency
vice-president in charge of radio who
is now headquartered in New York.

Danny DANIEL, Hollywood vice-
president of J. Walter Thompson Co.,
is currently in New York for con-
ferences with home office executives.

Guy C. Smith, executive vice-presi-
dent of Brooks, Smith, French & Dor-
nance, Detroit, has been named chair-
man of the program committee for the
Automobile Day session of the 1941
convention of the American Assn.
of Advertising Agencies, to be held at
the Homestead, Hot Springs, Va.,
May 1-3. Mr. Smith is a AAAA vice-

Bennett Bates, formerly with
Lord & Thomas and Leenon & Mit-
cell, Chicago, has joined Erwin,
Wasey & Co., New York, as vice-pres-
ident in charge of copy, succeeding
the late O. B. Winters.

Peck Adv. AGENCY, New York,
has moved to new offices at 400 Mal-
dison Ave. Telephone number in Plaza
3-0000.

Allen Kander & Co., radio and
newspaper broker firm, on Feb. 24
moved its New York offices from 150
Broadway to 330 Madison Ave.

Richard Proksauber, of the
press division of the RCA Mfg. Co.,
Camden, resigned to join Sheldon-
Coons, New York, advertising coun-
selors. Margaret Hartigan, secretary
to Charles O'Connell, RCA-Victor Red
Seal musical director, fills the vacancy.

W. B. Henri, president of Henri,
Harst & McDonald, Chicago, was in
Los Angeles during late February on
agency business.

Margaret Carson, for the last
15 years with Stack-Goble Adv. Agen-
cy, Chicago, on Feb. 24 joined the
radio copy department of Lord & Thom-
mas.

T. Jack Henry, formerly radio
director of N. W. Ayer & Son of
Chicago, has joined the Toronto office of MacLaren Adv. Co.

A "DESSERT CANARY" is what
they call this pint-sized quadruplet
presented to Burridge D. Cutler by
the staff of KOF, Phoenix, when he
observed his 71th birthday Feb. 5.
In robust health, "The Chief"
spends several months each in Ar-
izona and loves to roam over the
desert. The grapevine reports the
WLS-KOY prefix named the burro
Glenny-Fred after two colleagues.

Peck Adv. AGENCY, New York,
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BREWERS SPONSOR
CO-OP DISC SERIES

EMIL BRISACHET, president of
Brisacher, Davis & Stair, San Fran-
cisco, announced organization created
I Want a Divorce and other pro-
grams for national sponsoranip,
soon will start a series titled BarreI
of Pus to be cooperatively spon-
sored by brewers throughout the
United States.

The programs are being trans-
ferred and already have been
signed for 26 weeks sponsorship
with options for continuance over
27 States Broking Co., Los
Angeles will sponsor the Coast.
The other signed sponsors are Fal-
staff, Schlitz, R & H and Fehr.

The transcribed programs are
half-hour variety shows, featuring
such stars as Charles Buggles,
Benny Rubin, Lurene Tuttle, Betty
Jane Rhodes, Verna Felton, The
Guardians and Dave Rose's Or-
chews.

The program is being produced
by Van Fleming, who also co-pro-
duced I Want a Divorce. The tran-
scriptions are being cut by Radio
Recorders Inc., Hollywood, which
has built a special theatre, seating
200. Sale of the transcriptions is
being handled by C. D. Morris &
Associates.

Mr. Breacher stated that addi-
tional pending sales indicate that
the BarreI of Pus transmissions
will be broadcast on a nationwide
basis.

AGENCY

Appointments

A. W. Gartners, Chicago (Nail-
Aid), to Brandt Adv. Co., Chicago.

Ibershayer Mfg. Co., Chicago (Vita-
brush sculpt brush), to Kirkpasser,
Chicago. Radio may be used.

Squire Dingee Co., Chicago ("Ma
Brown" pickles & preserves), to L. W.
Ramsay & Co., Chicago. L. H. Copeland
is account executive. Radio has been
used in the past.

Kong Barbe Remco Corp., New York,
to Bresilen Co., New York, for the
promotion of Konga, new soft drink.
A quarter-hour described series,
Happiness Alley, will be tested on atten-
tion in the New York area, as not yet
selected.

Diamond Sparkle Co., Chicago
(jewelry polish and cleaner), to R.
K. Steel Assoc., Chicago. Radio to be
used.

Crest Oil Co., Cincinnati, to Roy
Durstine Inc., Cincinnati.

E. I. D. Pont de Nemours & Co.,
Wilmington, Del., has named BBDO,
New York to service its Grasselli
Chemicals department. Robert P. Uhle
will serve as account executive.
Mr. Dunville, Mr. Smith
Mr. Shouse also announced appointment of Harry Mason Smith, manager of the New York office of WLW with Transamerican Broadcasting & Television Corp., to succeed Mr. Dunville as sales manager, headquartered in Cincinnati. Warren Jennings, a member of the New York sales organization of WLW for the last three years, succeeds Mr. Smith as New York manager.

Under the new operating organization, Mr. Dunville becomes sales head of WLW, international shortwave station WLWO, WSAL, and the new Street Car Card Division of the Crosley company, operating in several Midwestern States. Department heads who will report direct to Mr. Dunville are J. E. Rudolph, sales service manager; William Oldham, research director; Beulah Strawway, merchandising director, and Chick Allison, sales promotion director.

In announcing the new arrangement, Mr. Shouse said the realignment should result in a clean-cut operating set-up that will make possible greater efficiency.

Invitation to WPTF
WPTF, Raleigh, N. C., recently received an invitation from the Durham Chamber of Commerce to construct supplementary studios in Durham when the station increased its power to 50 kw. Action on the invitation has been postponed until WPTF moves into its new studios in the Durham Life Insurance Bldg., now under construction in Raleigh.

Business gains ranging from 9 to 44%—1940 over 1939—are shown above... reflecting increased sales in all commodities...from Apples to Zithers! Advertisers should enter...or expand in...the Pittsburgh Market NOW... by scheduling KDKA, The Master Voice in The Master Market.
Trümont Clothline Opens Extensive Spot Series
TRÜMON T CLOTHING CO., Boston (Clapper Craft Clothline), promoting its spring line, has started an extensive spot campaign on 46 stations. Company is sponsoring a three-weekly quarter-hour pro-
gram on WEAF, New York, featuring Jack Arthur, novelty vocalist; a 10-minute musical clock program five times weekly on WBZ, Boston; a quarter-hourly weekly newscast on WLY, Cincinnati; a quarter-hour weekly newscast and a five minute musical clock program thrice weekly on WGN, Chicago; and a quarter-hourly transmitted program on WJR, Detroit.

One-minute transcribed pro-
grams, with Jack Arthur as the character, "Clipper Tim," telling sea yarns in song, were produced by Emil Mogul Co., New York, the agency in charge, and placed on the following stations three to five weekly:
WOS, WGN, WTIC WGY, WSYR, WABC, WOR, WRB, WPTF, WSGC, WSN, WBZ, WBG, WRR, KRRU, KWK, WNBC, WXYZ, WXYZ, WJZ, WD, XERO, WTM, WTM, WLS, WBB, WKY, WGN, WBZ, and WOR.

Kane Drops Plough Suit
Kane seeking $25,000 damages, injunc-
tion and accounting of profits brought by Albert E. Kane against Plough Inc., Memphis, was discon-
tinued in New York Federal Court Feb. 19. Kane, author and conductor of the former Ford's Fruits programs on WOR, New York, claimed infringement in his series of programs by Plough in its current spot announce-
ment campaign (Broadcasting, Feb. 10).

Derby Food Spots

DERBY FOODS Inc., Chicago (Peter Pan Peanut Butter), during week of Feb. 17 used four or
minute participation announce-
ments in the June Baker Home Management program on WGN, Chicago. In addition firm ran a vary-
ing schedule of spot announce-

Happy Bakers

FALTERING bread sales in Mackato, Minn., brought nine local bakers to KYSM for aid. Despite an increase in the popula-
tion of the city, figures revealed that 72% of the bread sold in the area was baked outside of Mackato. KYSM, to meet the falling sales, evolved the Baker's Kiddle Quiz; an audience par-
ticipation program with cash prizes for children, held each Saturday morning in a local theatre. As an added induc-
ment a free movie was shown after the broadcast. Price of admission was merely three wrappers from any Mankato-baked loaf of bread. Over a period of three weeks, the audiences had increased to 1,388 children, representing over 4,000 wrappers, and it is necessary to acquire the facilities of a second the-
a. Bread sales are up and the bakers are again happy.

Kate Smith Shift

GENERAL FOODS Corp., New York (Grape Nuts), will shift the Kate Smith Hour, heard on CBS, Fridays at 8-8:30 p.m. from New York to Hollywood for four pro-
grams starting March 28, instead of March 21 as originally scheduled. On April 1 Kate Smith will be a guest on the Bob Hope program, sponsored on NBC-Red by the Pepsi
dent Co., Chicago; and on April 4 Bob Hope will appear on the Kate Smith Hour.

Grant in Midwest Clarified by FCC

Conflict of Missouri, Iowa Stations Is Cleared Up
CLEARING up a situation of con-
flicting applications for local sta-
tions in Iowa and Missouri, the FCC last Tuesday amplified a Feb.
4 order authorizing construction permits for new 250-watt unlimited time outlets in Hannibal, Mo., Clas-
ton, Ia., and Burlington, Ia. [Broadcasting, Feb. 10].

COURIER-POST Publishing Co., Hannibal, and Clinton Broadcasting Corp., Clinton, were authorized to construct 250-watt stations on 1310 kc., and Burlington Broad-
casting Co., Burlington, a 250-watt outlet on 1490 kc., not to start operating before March 29. The Hannibal and Clinton stations' frequencies would become 1340 kc. March 29 under the Havana Treaty reallo-
cation.

Effect of Treaty

Noting that all three applicants have received FCC docket 
1310 kc., and that simultaneous operation of the three proposed stations would cause severe electrical interference, the FCC acted under Section 1.381 of its rules of practice and procedure in granting facilities other than those requested in the Burlington application.

The FCC stated in its order, ef-
fective March 5, that after explor-
ing the possibility of assigning fa-
cilities other than the requested 1310 kc., it was determined that after the Havana Treaty reallo-
cation March 29, a local station could be operated in Burlington on 1490 kc. without interfering with the other newly authorized stations. The Burlington order was made contingent upon the filing of an application for modification of construction permit according to the 1490 kc. authorization.

The FCC also disposed of excep-
tions previously entered by WCAZ, Carthage, Ill., to an examiner's re-
port recommending grant of the Burlington application by citing the Supreme Court decision of March 25, 1940; in the Sanders case, holding that the probability of economic injury to an existing station does not in itself constitute a proper ground for denial of an application.

Hearst Tests

HEARST MAGAZINES, New York, testing a circulation of Cosmopolitan Magazine, are test-
ing 14 one-minute spot announce-
ments on WMBD, Peoria; KWWK, Shreveport; and WGN, Chicago. The test was conducted under a grant of WGN in Chicago.

APPROVED CRYSTALS for the new frequencies
$25.00 each
HOLLISTER CRYSTAL COMPANY \(\text{H}\) WICHITA, KANSAS

Wire or phone c/o Hotel Lassen

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BROADCASTING • Broadcast Advertising
The Monitor

FM HAS WAITED FOR!

Again

G.E.

LEADS THE WAY

Here's everything you need in an FM broadcast monitor. It's completely self-contained, with built-in voltage-regulated power supply and hermetically sealed precision crystal units. It stole the show at the IRE Convention in New York.

One Unit Provides All These—

1. Direct reading of center-frequency deviation (with or without modulation)
2. Direct reading of modulation percentage
3. Instant calibration against a precision crystal standard
4. Adjustable modulation-limit flasher
5. High fidelity output for audio monitor

ORDER NOW

... through the nearest G-E office or direct from General Electric, Radio and Television Department, Schenectady, N. Y.
Library Prepares New Disc Series
Federal Programs Created by New Rockefeller Project

WITH completion of an elaborate recording studio in the Library of Congress, Archibald MacLeish, Librarian of Congress, on Feb. 21 announced three new series of transcribed educational programs. The programs are the first of several groups of radio features being prepared at the Library by the Radio Research Project, established in January under Rockefeller Foundation grants and headed by Philip Cohen, formerly radio production director of the U. S. Office of Education.

The first of the series, Books & the News, is now available free to radio stations and educational groups requesting the recordings for broadcast. According to Librarian MacLeish, each program is complete in itself and discusses and interprets selected book and magazine material against a background of current events. In addition to the program, the Library will furnish a reading list to listeners, consisting of bibliographical material after hearing the broadcasts. Programs on six different topics now are available.

Folk-Lore Series
Another series, expected to be ready for distribution about March 15, covers American folk lore and folk songs. The 13-part series incorporates on-the-spot recordings of actual folk music which John A. Lomax, professor of folk lore at Texas U, has collected for 30 years.

Mr. Lomax, honorary curator of the Archive of American Folk Songs in the Library of Congress, narrates the series. Although no distribution basis has been announced, the series may be made available under a rental plan or sold at cost.

A third series of semi-documentary programs now in preparation are designed to reveal the nature of the idea of American unity as it is exemplified in the history of different regions of the country. In addition to the program, the Radio Research Project provides informational research and a limited radio advisory service to non-commercial stations. The project was originated to investigate possible uses of radio as a medium to make available the public record of the part of the record of American culture maintained in the Library of Congress.

Union Restraint Sought
IN AN EFFORT to prevent letters being circulated to advertisers and agencies encouraging accounts adhering to them of alleged unfair labor practices, KGFI, Los Angeles, has filed a temporary restraining injunction in Superior Court, that city, against Los Angeles Chapter of AFRA, Local 49, KGFI and the Central Labor Council. Representatives of the unions are to appear in court March 16 when hearing is to be held. Unions recently filed charges of unfair labor practices against KGFI and EMTT, Hollywood, with the National Labor Relations Board and Wage & Hour Division, Department of Labor (Broadcasting, Feb. 10).

NEW RADIO PRIMER
Basic Radio Facts Explained

SECOND in a projected series of three educational pamphlets designed to explain radio operations and regulation for the layman, Radio—A Public Primer has been published by the FCC. The publication, like the original pamphlet of the series, An ABC of the FCC, was compiled and written by George O. Gillingham, FCC director of information. The third, to be published later, is to cover the telegraph and telephone fields.

Designed to answer many of the questions reaching the FCC from the general public, particularly in regard to technical terms or the functions of the various types of radio service, single copies of the new booklets are available upon request from the FCC. The Primer combines a discussion of radio services with application of the Communications Act of 1934 to such questions as election broadcasts and censorship.

The 24-page booklet includes discussions of the history of the radio spectrum; types of radio emissions; radio frequencies and their allocation; distribution of broadcast facilities; applying for broadcast facilities; television; facsimile; educational broadcasts; Government radio; marine radio; aviation radio; police radio; forestry radio stations; special emergency radio; private radio service not in public interest; amateurs; radio interference; call letters; distress signals.

WKMO, Kokomo, Ind., Takes the Air March 29
With the March 29 reallocations, the new WEMO, Kokomo, Ind., will begin operation with 250 watts full-time on 1400 kc. Station was granted last Nov. 29 to the Kokomo Broadcasting Corp., of which Dr. Charles K. Boyajan, a Detroit physician, is president and a minority stockholder; his son, Charles Boyajan Jr., formerly with WJBJ, is vice-president with approximately 10% of the stock; A. David Potter, of Detroit, with an 8% interest is treasurer; and Hugh O. Wier, of Inkster, Mich., with 5% is secretary. The balance of the stock is divided among 14 other stockholders, each holding less than 10%.

Dr. Boyajan will act in the capacity of commercial manager, while his son is to be merchandising and promotion manager. Les Ryder, recently manager of the new WKP, New Kensington, Pa., has joined WKMO as general manager. Budd Hibbs will be program director and Wilbur Nungesser, formerly with WAGC, Gainesville, Ga., has been made chief engineer. Further personnel will be disclosed later. Studios will occupy 11 rooms in the Fletcher Bldg., in Kokomo, and the transmitter is located at Morgan and Ohio Sts., Howard County. FCA equipment has been installed throughout and a Wincharger radiator has been erected.

GUIDE, Magazines, New York, has named Carl A. Schroeder an supervising editor of Movie-Radio Guide and Screen Guide. Morton Lewis is now executive editor of Movie-Radio Guide; Gordon Swarsholt is managing editor.

Here’s a Kettle of Soup to Get In!
Houswives in the KFH area buy approximately 9,000,000 cans of soup annually and that’s what we call “a pretty kettle of soup”. In addition to keeping themselves well "soup up", they buy coffee, chewing gum, shoes, soap and other items too numerous to mention, in the proportion. Yes, "The Little Women" out Wichita way has $248 per year more cash than the average American housewife.

So when you’re "stewing" around with your '41 appropriations, "soup up" your results by including KFH—the Wichita station with the Programs.

That Selling Station For Kansas

Ask any Radio Sales office for more information about WBBM, one of the sixteen CBS 50,000 watts stations.

BROADCASTING • Broadcast Advertising
AN OPEN LETTER TO NETWORK EXECUTIVES

BY EDGAR FELIX

Anyone announcing that he is now, for the first time, presenting coverage information measured on a uniform standard disregards well-known and well-established facts. This is why:

For more than four years, Radio Coverage Reports have been the only source of uniform, comparable and authentic information on the coverage of radio stations and networks in all sections of the United States. They are used by many large-volume buyers of radio time, the leading networks and all advertising agencies conscientious in their desire to know where the broadcasting programs they place are adequately and usefully distributed.

Radio Coverage Reports are based on scientific methods of measurement of unchallenged authenticity, reported in a form enabling anyone to visualize just what services listeners have at their disposal in any given community, to determine whether or not any audible service, day or night, network or independent, is of adequate strength and stability to be of entertainment value and competitive with the leading available services.

That is coverage information. The tabulating of mail returns by counties and classifying counties in terms of response ratio to the home county is not coverage but listening area information. Coverage is and has always been measured in terms of millivolts, even prior to the establishment of the first network.

The first coverage map was that made for WEAF in 1922 when I was public relations and sales promotion director of the pioneer commercial broadcasting and network key station of the U.S. From that day on, coverage has been measured in terms of millivolts, for networks, radio stations and the Federal regulatory bodies. "Coverage" is how you cover and has nothing to do with how many get under the blanket. Compilation of listener information produces listening area maps, definition of zones of listener influence, areas of great affection for particular networks, hot areas or anything you want to call them except coverage areas.

Listener studies also enhance physical delivery and program acceptability. No amount of listening statistics, the product of coverage and program value, establishes the magnitude of either quantity alone when both are variables. If the program warrants it, the listener will tolerate severe physical inferiority and coverage insufficiency but he may not regularly use that service for more than one program. The invaluable program barometers are made possible by confining listener questioning to high-level areas so that programs alone govern listener choice. The discrepancies in such barometers arise principally from failure to eliminate coverage influences, due to lack of coverage information.

Listener studies also enhance the information value of coverage determinations by defining coverage influences on listening. The first nationwide listener investigation of any kind was made by me in 1926 and 1927 as Contributing Editor of Radio Broadcast Magazine. The analysis of the returns formed the foundation for the allocation plan, providing for four classes of stations, equitable distribution of facilities and appropriate mileage separation between stations, presented to and substantiated accepted by the then newly formed Federal Radio Commission at its first public hearings. We are now seeking to associate listener investigations with our Radio Coverage Reports work as an aid in gauging the effect of coverage differences on listening.

Cost is the only obstacle to such studies. The authenticity of which is controlled by the size of the sample, for even as little as 1% of the listeners in a city or a state can be analyzed by Radio Coverage Reports. For example, determination of listening areas for all U.S. counties, based on one return for each 170 families in the United States, breaks down as follows: average number of families per county in the U.S., 9,740, or about 57 listener expressions per county; average land area per U.S. county, 968 square miles, which makes each listener response the determinant for 17 square miles of U.S. area. Cost is therefore a very serious problem in any nationwide listener study project.

As a result of years of intensive study of coverage determinations, Radio Coverage Reports is prepared to produce an authentic and comparable coverage claim for all stations and networks in the United States which has been tested and accepted by leading advertising agencies. At a cost averaging less than $250 per 170-family station that service can be made available for all stations and networks without denying anyone who wishes to make all the listening studies he wants. All railway trackage measurements are made by a single industry-manufactured organization; all fire risk data is similarly gathered.

Why not make available to users of broadcasting the real coverage information which will help them make the most effective use of the most effective advertising medium, save everyone money and headaches and make network time salesmanship a dignified occupation? The comments of any station, advertising agency representative and network executive will be received with great interest.

Edgar Felix, Director
Radio Coverage Reports
18 East 48th St., N.Y.C.
week but illness in its Law Department has delayed submission of the final recommended draft. It is expected, however, that consideration will begin during the ensuing week though there is no assurance as to final disposition.

A bitter fight is anticipated even though indications have been that the proposed Law Department draft will not be as extreme as the Committee recommendations announced last June which provoked repercussions throughout official Washington and in the industry.

Cooper May Aid

It is likely that Robert Cooper, assistant to General Counsel Tedford Taylor, who has devoted considerable time to the network-monopoly investigation, will assist Mr. Waters in his investigation. While on the FCC rolls, Mr. Cooper still retains status as special assistant to the Attorney General and is the FCC liaison officer with the Anti-Trust Division.

Although a "crackdown" type of monopoly report is hinted, there are indications the draft to be submitted to the Commission will be a far different document than the network-monopoly committee's report of last year. The Commission in an executive session early last month approved an outline of the report as drafted by the Law Department. It then instructed completion of the draft.

Contract Jurisdiction

Both General Counsel Taylor and Assistant General Counsel Joseph L. Rauh have suffered influenza attacks since that time and while the drafting has been completed, the Law Department heads have not yet concluded their review.

It is evident the FCC majority will support the Law Department's fundamental contention that its jurisdiction over contractual relationships between affiliated stations and the networks. Bracketed in this group are Chairman Fly and Commissioners Walker, Thompson and Payne. On the other hand, it appears that Commissioners Case and Craven will dispute the jurisdiction contention and probably file a minority report.

Whereas the Network-Monopoly Committee members (Walker and Thompson) favored a sort of omnibus report, hitting practically every aspect of commercial broadcast operation, it now is probable that the draft will cover only chain broadcasting. Such matters as newspaper ownership and multiple ownership, burning issues for several years, Law Department heads have not yet concluded their review.

Similarly, the Commission may conclude there is no iniquity in the dual network operation by NBC of the Red Network year after year. It is clear that perhaps a majority of the Commission members feel that the whole network structure, apart from the dual network consideration, results in suppression of competition in radio.

All present signs point to a conclusion that long-term exclusive network affiliation contracts should not be permitted and that optioned time provisions should be considerably relaxed. This strikes at the very heart of the jurisdictional issue, since it is the contention of the majority that if the FCC had no jurisdiction whatever over business aspects of broadcasting.

Disc-Artist Attack

The FCC majority's thesis apparently is that the statute gives the Commission jurisdiction over all broadcast licensees and that this goes to contracts between stations and networks if competition is suppressed in such manner as to interfere with the public interest requirement. There appears to be no disposition on the part of the Commission to conclude that it has the authority under existing law to regulate networks through the back door method, through the license, which would be pursued.

It is likely also that the Commission majority will attack network activities in the transcription and artist field, on the grounds of suppression of competition. Both of these operations are regarded as secondary considerations.

Clear Channels

Though a sort of middle ground report from the Law Department is indicated, there is no assurance that final action will be of that complexion. Commissioners Thompson and Walker and probably Payne want a harsh report, if past expressions mean anything. They probably will regard any middle course as too lenient. But since Commissioners Craven and Case disagree with the contention of any FCC jurisdiction over contractual relationships between affiliates and networks, it is predicted that a bitter fight will ensue.

All considerations relating to channel allocation are likely will be left out of the report. Although the FCC majority strongly favors breaking down of all clear channels, the judgment now appears to be that this issue has no place in the network-monopoly investigation and that it should be handled as a separate matter. Whether any point will prevail likewise remains to be demonstrated. The Network-Monopoly Committee in its June 12 report sought to pull in clear channel policy.

Active Career

Mr. Waters, who will tackle the network-monopoly issue as soon as he completes his copyright work—probably by mid-March—is a native of Pawnee, Okla. He practiced law for six years and served as county attorney of Greer County for four years. In 1938 he was named a special attorney for the Department of Justice and in 1939 was designated a special assistant to the Attorney General in the Anti-Trust Division. In addition to the copyright case, to which he had been assigned in December 1939, Mr. Waters participated actively in the General Motors Acceptance Corp. case and in several other anti-trust proceedings.

He procured a consent decree from BMI on Jan. 27. On Feb. 5 he filed the criminal information against ASCAP in Milwaukee and then procured the consent decree from ASCAP filed on Feb. 26 and expected to be entered on March 3.

ORANGE, TEXAS

$100,000,000

It staggered the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and their families, you get a picture of tremendous buying power, highly concentrated.

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that has ever ear of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM will effectively cover this fabulous market.

KFDM, BEAUMONT

560 KC  NBC BLUE

1000 WATTS FULLTIME

Represented by HOWARD H. WILSON COMPANY

\[\text{Page 48 • March 3, 1941} \]

BROADCASTING • Broadcast Advertising
U. S. Cites Petrillo
(Continued from Page 9)
time to perform pending his study of the contractual situation.

The Anti-Trust Division release stated that according to complaints received by the Department, members of AGMA have never been represented by AFM or by any other collective bargaining agency and, in 1936, in an effort to protect themselves in negotiating contracts with booking agencies and broadcasters, they organized the union group.

The Department announcement continued:

"Now it is charged that Petrillo has entered into a conspiracy with the booking agencies and the broadcasters in an attempt to destroy AGMA and to force the artists either to join his own union, the AFM, or to lose the benefits of union protection. Both the AFM and AGMA are affiliated with the AFM.

Boycott Threat

"Information in the Department files shows that James C. Petrillo, president of the AFM, has notified Tibbett that unless the members of AGMA resign from that organization and join AFM he (Petrillo) will notify all radio interests, picture studios, symphony orchestra management, grand opera companies, recording companies, booking agencies, etc. that members of AGMA will not be recognized by the AFM and the members of AFM will not be permitted to render any services at any function in which AGMA members participate. The notification stated further that the AFM had rightfully interfered with such artists prior to organization of AGMA since they were not in competition with members of AFM.

"The Constitution and by-laws of the AFM provide for a payment to that union of 10% of the proceeds from every engagement. They provide further for payment of a federal tax of 50% of all proceeds collected in radio engagements by a guest, cramping the jurisdiction of a local. The powers of Petrillo are absolute and subject to no control."

Honour for Gould

MORTON GOULD, musical conductor of WHOI, New York, March 8 and 15, will receive a distinction seldom achieved by a contemporary American composer when his "Poeber Gallery," a symphonic suite based on the melodies of Stephen Foster, will be played in Carnegie Hall by the New York Philharmonic Orchestra, under the direction of John Barbirolli.

SUIT for $100,000 damages brought by Broadcast Producers, of New York, against Kogerbloecker Broadcasting Corp., New York, will be dismissed for lack of prosecution unless the plaintiff moves for an April trial, according to a ruling Feb. 19 in New York Supreme Court by Justice Berhard L. Shimkin. Action claims plagiarism of plaintiff's program, "Korea's Mission," in which Broadcast Producers claimed was broadcast on WMCA, New York, spoiling a prospective deal plaintiff had made with a sponsor for the program.

May Dismiss Suit

KOCY Soldiers

WITH the induction of Leon Betts, of the sales department, at Fort Sill, Okla., the KOCY, Oklahoma City, now has supplied four members of its staff to the service. Earlier Mahlon Hickman, continuity writer, had been drafted as a reserve officer to be a second lieutenant in the artillery, and Russell Black and Joe London, of the announcing staff, had entered the Air Corps.

Tour by Mrs. Lewis

MRS. DOROTHY LEWIS, vice-chairman of the Radio Council on Children's Programs, who recently completed a nationwide tour under the joint auspices of that organization and the NAB to study juvenile shows and to promote the NAB code in all parts of the country (BROADCASTING Feb. 10), left New York March 1 for a shorter trip under the same auspices. On March 4 she will hold a radio conference in Detroit with club and civic leaders; on March 5 she will be a guest on the Quiz Kids program from Chicago; on March 7 she will attend the Ohio Broadcasters Assn. meeting in Columbus, and on March 10 she will hold another radio conference in Rochester, N. Y. Mrs. Lewis will make about a half-dozen broadcasts from various cities during her trip.

EVIDENTLY intent on immortalizing itself as the good samaritan of the corn fields, KFVD, Fort Dodge, la., is proud of its coverage in emergencies. Recently a bank in Missouri reported a former Fort Dodge man had walked out, forgetting a $1,500 deposit. After efforts to locate the absent-minded depositor the State was about to appropriate the money when KFVD broadcast the story. The depositor was located within 24 hours.

Then when the Fort Dodge Police reported a woman frantic with worry over her missing husband, KFVD sent out its scoop appeal. Result was the man reported his safety to the police within 2 hours after the broadcast. Finally when a farmer lost a $500 tractor wheel somewhere in Fort Dodge, KFVD again rose to the occasion, locating the missing wheel in just three minutes after the story had been aired.

DANIEL L. PARK, salesman of KYW, Philadelphia, Feb. 24 to Fort Meade, Md. He was feted at a "going-away" party by KYW officials on the eve of his departure for one year's training in the Army.

NOW
5000 WATTS
DAY and NIGHT

A 500% increase in night-time power...
...on our enviable 580 kc. frequency...
...opens a huge, unexploited market for WIBW advertisers.

WIBW's NEW, ultra-modern transmitter already has more than 1,238,890 radio homes within its DAYTIME half-millivolt line...
...over 5,217,277 buying listeners in Kansas and adjoining states.

WIBW's FRIENDLY programs and neighborhood personalities that have produced such consistent results in the past are already making hundreds of thousands of new and fast friends.
...on "extra dividend" audience for you. Wire at once for availability.
OFFICIALS of the NBC Central Division, Chicago, the Grant Adv. Agency and Mars Inc. (Forever Yours cannot bars), put their names to a contract for the new show What's Your Idea?, which made its debut on a 28-station NBC-Red network on March 2, 6:30 p.m. (EST). Shown (12 x) are Harry Kopf, Central Division manager; Mrs. H. R. Hendershott, secretary in charge of purchasing and advertising of Mars Inc.; Ted Fio Rito, orchestra leader; James McClain, radio director, and Will C. Grant, president of Grant Adv. agency; John D. Galbraith, NBC salesmen. Sponsor also has Dr. I. Q. Mondays at 9 p.m. (EST) on NBC-Red.
ANDREW JERGENS Co., Cincin- 
atui, will sponsor Just Music starting May 1 on WNYL New York, seven 
nights weekly for 13 weeks, 11 p.m. to 
1 a.m., instead of the seven weeks 
period reported in the Feb. 24th issue 
of BROADCASTING. Lemon & 
Mitchell, New York, is agency.

CONSOLIDATED DRUG PROD- 
UCTS Co., Chicago (Kolar-Heck), 
has renewed for eight weeks its six- 
weekly one-hour hillbilly program 
Breakfast Time Frolics on WGN, 
Chicago. Agency in House & Dull, 
Chicago.

RAINIER BREWING Co., San 
Francisco, recently started a six-week 
radio campaign in California, using 
one-minute dramatized discs and live 
spots on nine stations. Six weekly 
quarter-hour newscasts on KKO, San 
Francisco. This series is added to 
KSFQ KFRC KFI KIQ KBEA 
KPIX KFSD KFR. Agency is 
Buchanan & Co., Los Angeles.

HOTEL BELLEVUE, Boston, 
started a test series of 40 one-minute 
transcribed announcements on WLIZ, 
Boston; and WGAN, Portland. A 
booklet, Boston Is a Browsing Town, 
is being offered, and more stations 
will be added if the test is successful 
according to Albert Frank-Guenther 
Law, Boston agency.

PALSTAFF BREWING Corp., St. 
Louis (Heer), on Feb. 8 started 
sponsorship of the first half-hour of 
Capital City Barn Dance on WCBS, 
Springfield, Ill., Saturdays 7:30-8 p.m. 
(CST). Present contract runs up to 
the baseball season, at which time firm 
will sponsor play-by-play descriptions 
of the local Three I League games. 
Agency is Herman K. Ellis, Chicago. 
The last half hour of the Barn Dance 
is sponsored by eight Springfield firms 
each running an 80-second announce- 
ment per broadcast.

PACIFIC BREWING & MALTING 
Co., San Francisco, has renewed its 
night spot announcements on KBBM 
KFRC KFOX and KGW, in addition 
to a nightly newscast on KQW, 
San Jose, Calif. Agency is: Brewer- 
Weeks Adv., San Francisco.

SPRECKLER SUGAR Co., San 
Francisco (hourly dips sugar) on Feb. 
18 supplemented its daily newscast 
ons 14 Pacific Northwest Mutual 
stations, which started Jan. 21 
(BROADCASTING, Jan. 27) with a 
series of 100-word spot announcements 
on eight stations, twice daily for eight 
weeks. KPXY KMED KQND KAST 
KLAL KOOL KFRC. The an- 
ouncements are promoting a contest 
for Honey Dew sugar. Agency is J. 
Walter Thompson Co., San Francisco.

EQUITABLE CREDIT Co., Wash- 
ington (loans), has purchased local 
sponsorship on WOL, Washington, of 
Jimmy Sevlin's Johnson Family, 
MBR program broadcast three week- 
ly, 4:45 to 5 p.m. Agency is Sevlin 

FRED C. HAWKINS, San Francisco 
district manager of General Foods 
Sales Co., recently was appointed 
western sales manager, succeeding the 
late Ralph H. Whitmore. Mr. Haw- 
kins will make his headquarters in 
New York.

S. O. Names Miller

J. A. MILLER, assistant advertis- 
ing manager of the Standard Oil 
Co. of New Jersey and affiliated 
Esso Marketers, has been named advertis- 
ing and sales promotion manager of 
the company, succeeding 
the late James A. Donan. Mr. 
Miller joined So- 
cory in 1934 to 
take charge of 
production, 
six 
years of au- 
tomotive advertising experience in 
three different Detroit advertising 
agencies. He will handle all promo-

tion for the four 
oil companies, including the Esso 
Reporter news broadcasts.

NORTH AMERICAN DYE Corp., 
Toronto (Sunset soap dyes), has 
started Color Harmonies twice weekly 
on CHB. Toronto. Account was placed 
with Atherton & Currier, Inc., Toronto.

And now the \[BROADCASTING, 
SPRECKLES 
PACIFIC BREWING 
Agency 

THE VALUE OF INFORMATION 
IS MEASURED BY ITS 
RELIABILITY

When fishing for busin- 
ess in any of our markets, 
advertisers and agencies 
find they can rely on us for 
suggestions that help to in-
sure a good "catch." We 
know the type of bait each 
paticular advertiser should 
use in each Blair market 
to insure maximum sales 
results.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO NEW YORK DETROIT ST. LOUIS LOS ANGELES SAN FRANCISCO

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OMAHA, NEBRASKA

On the RKO Network 
590 KC. 5000 WATTS DAY & NIGHT JOHN J. OLLIN JR. MGR. 
John Blair & Co. Representatives
OFFICIAL TEXT OF ASCAP CONSENT DECREE

The official text, as distinguished from the preliminary draft, of the ASCAP consent decree signed in the District Court for the Southern District of New York on Feb. 28, and published herewith, as formally released by the Department of Justice. Other purported texts, published elsewhere were not final, it was stated at the Department, since the draft agreed to was not completed until just before its presentation to Federal Judge Henry W. Goddard on Feb. 28. A hearing on the decree text—was set for March 3, at which time it was expected, the suit would formally enter it. The full text of the final decree follows:

IN THE DISTRICT COURT OF THE UNITED STATES FOR THE SOUTHERN DISTRICT OF NEW YORK:


ORDERED, ADJUDGED AND DECREED

1. The court has jurisdiction of the subject-matter set forth in the complaint and of the parties hereto with full power and authority to enter this decree and the complaint states a cause of action against the defendants under the Act of Congress of July 2, 1910, entitled "An Act to Protect Trade and Commerce Against unlawful Re- creants and Monopolies" and the Acts amendatory thereof and supplemental thereto.

II. Defendants, Gene Buck, as president of ASCAP; George W. Meyer, secretary; and Gustave Schirmer, treasurer, defendants, civil decree:

This case came on to be heard on this date of 1941, the plaintiff being represented by Thurman Arnold, Assistant Attorney General, Victor O. Waters, special assistant to the Attorney General and Warren Cunningham Jr., special assistant counsel, and the defendants being represented by their counsel, all being given full opportunity to answer the complaint herein.

It appears to the court that defendants herein have consented in writing to the making and entering of this decree and the complaint states a cause of action against the defendants under the terms of the Act of Congress of July 2, 1910.

A. In view of the complaint herein, it is unnecessary to proceed with the trial of the action, or to take testimony therein or that any adjudication be made of the facts.

B. The court hereby formally enters this decree and, in accordance with said consent, hereby

said defendants have violated any law, it further appears to the court that this decree will provide suitable relief coming from the terms of the complaint filed herein and that by reason of the foregoing consent of defendants to the entering of this decree by plaintiff it is unnecessary to proceed with the trial of the action, or to take testimony therein or that any adjudication be made of the facts.

C. The court hereby formally enters this decree, and in accordance with said consent, hereby

More than ever before—this is a Best Buy. Write today for impressive new data that proves it!

WFM Youngstown's Favorite Station

ASHEVILLE, N.C.

OFFICIAL TEXT OF ASCAP CONSENT DECREE

of a license by an individual member of the society, the approval and consent, to be obtained by the licensor, of any such license issued by such defendant shall be performed, defendant shall act in good faith so that there shall be no relationship between such per program basis and such other basis, if any, as may be applicable by business factors, including availability, so that there will be no frustration of the purpose of this paragraph to afford radio broadcasters alternative basis for pricing.

D. Defendant, ASCAP, shall not license for public performance for profit of any musical composition or compositions except on a basis whereby in so far as network radio broadcasting is concerned, the issuance of a single license, authorizing and granting a single license fee for such performance network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on an network which shall broadcast such performance, without requiring separate licenses for such performances for such performances.

Clause on Recordings

(5) With respect to any musical composition in defendant's catalogue of musical compositions used for radio broadcasting and which is or shall be lawfully recorded for performance on phonograph records, said defendant shall authorize the granting of a separate license for such performance for profit by designated radio broadcasters on a basis similar to the basis for licenses by a single license to any manufacturer, producer, or distributor of such transcription or recording by any advertiser or advertising agency on whose behalf such transcription or recording shall have been made who may request such license, which shall be in writing.

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More than ever before—this is a Best Buy. Write today for impressive new data that proves it!

WFM Youngstown's Favorite Station

ASHEVILLE, N.C.
(8) Defendant, ASCAP, shall not assert or exercise any right or power nor shall any of its members exercise any right or power to restrict from public performance for profit by any licensee or member any copyright-mixed musical composition in order to exact additional consideration for the performance thereof, or for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of such composition; provided, however, that nothing in this sub-paragraph shall be construed as to allow or afford defendant or its members from restricting performances of musical compositions in order reasonably to protect the work against indiscriminate performances or the use of the performer for profit for rights therein or to prepare the dramatic performance of such composition, or as may reasonably be necessary in connection with any claim or litigation involving the performing rights in such composition.

Election of Board

(9) The society shall not elect the members of the board of directors in any manner other than by election by the membership vote in which all author, composer and publisher members shall have the right to vote for their respective representatives to serve on the board of directors. The society shall make the classification of the member within the society in determining the number of votes each member shall have for the election of directors. Upon the expiration of the terms of any present directors, the provisions of this section shall apply to the election of their successors. The number of directors shall be no less than one-twelfth of the total membership of the society, and the board of directors shall be elected annually.

(10) Defendant, ASCAP, shall provide in its by-laws that the society shall not distribute to its members the moneys received by granting the right to perform copyright-mixed musical compositions publicly for profit on any basis other than the manner, nature, character and prestige of the copyright-mixed musical compositions composed, written or published by each member, and the length of time in which the works of the member have been a part of the catalog of the society, and popularity and vogue of such works, all to be determined in a fair and non-discriminatory manner.

(11) Defendant, ASCAP, shall require, as a condition precedent to eligibility for author or composer membership in the society the regular publication of more than one musical composition or writing by any person who regularly practices the profession of writing music and the text or lyrics of musical works.

Affects Successors

III. The terms of this decree shall be binding upon and shall extend to each and every one of the successors in interest of defendant, ASCAP, and to any and all corporations, partnerships, associations and individuals who or which may acquire the ownership or control, directly or indirectly, of all or substantially all of the property, business and assets of defendant, ASCAP, whether by purchase, merger, consolidation, reorganization or otherwise. None of the restrictions or requirements herein imposed upon the defendant shall apply to the acquisition of or licensing of the right to perform copyright-mixed musical compositions publicly for profit outside the United States of America, its territories and possessions.

IV. For the purpose of securing compliance with this decree, and for no other purpose, the Assistant Attorney General of the United States shall be authorized to represent the Department of Justice, and as such said defendant shall be permitted (a) reasonable access, during the office hours of said defendant, to all recorded correspondence, memoranda, and other records and documents in the possession or under its control of said defendant, relating to any of the matters contained in this decree;

(b) subject to the reasonable convenience of said defendant and without restraint or interference from it, and subject to any locally recognized privilege, to interview officers or employees of said defendant, who may have confidential, regard any such matters; and said defendant, on such request, shall submit such reports in respect of any such matters as may from time to time be reasonably necessary for the purpose of enforcement of this decree; provided, however, that in any such case of the defendant shall not be required by the provisions hereunder to divulge any proprietary or confidential information obtained by the means described in this paragraph.

V. This decree shall become effective 30 days after the entry hereof, except that the provisions of subparagraph (6) of paragraph II shall become effective nine (9) months after the effective date of the other provisions of this decree.

Possible Changes

VI. Jurisdiction of this cause is retained for the purpose of enabling any party to seek appropriate legal or equitable relief for any violation of this decree, and no application to the court until after the date of this decree, or any further orders and directions as may be necessary or appropriate or in relation to the construction of or varying out of this decree, for the modification of any provisions hereof upon any ground for the enforcement of this decree, and the punishment of violations hereof. Jurisdiction of this cause is retained for the purpose of granting or denying such applications so made by any party or the court with the right of the defendant to make such application and to obtain such relief is expressly granted.

PERRY BILL AGAIN OFFERED IN N. Y.

The Perry Bill, dealing with unauthorized sales of recordings of radio broadcasts, has been reintroduced in the New York Senate. The bill, proposed by Senator Charles D. Perry (D.) of Manhattan, has been introduced several times in the past and was killed last March in the New York State Assembly after passage in the Senate. [Broadcasting, April 15, 1940].

Failure of the measure last year was ascribed to the refusal of its proponents, the National Assn. of Performing Artists and the AFM, to cooperate with New York broadcasters in working out the bill so that it would protect the broadcasters as well as the performers. In its altered form, the bill makes it a petty larceny for any person to offer for sale or license any recording without the permission of the performers, the sponsor or the station owner.

The bill also includes the statement to the effect that it is designed to apply to an act of recording for private, personal, civic or political use, or to any recording of any address or talk on subjects of a political, educational, religious or civic nature, and is not to apply to shortwave broadcasts emanating from without the United States.
OF

24

COVERAGE

UNITED

Owned and Operated By

LAMAR

LIFE INSURANCE

COMPANY

JACKSON, MISSISSIPPI

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
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(U.P.)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE

IN WORLD WIDE NEWS

COVERAGE

UNITED PRESS

WOL

WASHINGTON'S 1st

24-HOUR STATION!

Affiliated with Mutual Broadcasting System

1000 WATTS

National Representatives

INTERNATIONAL RADIO SALES

WASH., D. C.

Page 54 • March 3, 1941

BROADCASTING • Broadcast Advertising

Midwest Baseball

MINNESOTA Radio Network for the third season will carry Minneapolis and St. Paul baseball games of the American Association under sponsorship of General Mills. KSTP will carry the games but will feed them to KYSM, Mankato; KROC, Rochester, KFAM, St. Cloud. KCKN, Kansas City, will carry the games of the Kansas City Blues, feeding them also to WREH, Lawrence.

Cuban Reallocation

(Continued from page 17)
lapse six months from Feb. 22, on which date any other petitioner in the same locality shall have the right to “construct and obtain the corresponding construction permit for increase in power with a view to use in a remote station with the maximum power permissible.”

The decree specified that stations operating on the channels 800, 900, 1050, 1060, 1100, 1110, 1120 and 1220 kc., which might cause intolerable interference to foreign stations operating on these bands, “must avoid such interference and control their power, using directional antennas or by any other adequate means approved by the Ministry of Communications.” Where equipment installations for the necessary protection cannot be made in time, the decree requires the particular station to “diminish temporarily its working power, and likewise shall suspend, if necessary, its transmissions temporarily, until the objectionable interference has ceased.”

Word has been received that the Mexican government’s administration tentatively has approved its reallocation plan, developed during the Washington conference. Approval by President Fidalgo, however, has not yet been forthcoming, but is regarded as a formality. As agreed to at Washington sessions, Mexican border stations of such former American broadcasters as Dr. John R. Brinkley, and Norman T. Baker, are deleted.

Chico Croak

HEAVY rains around Chico, Cal., recently brought out myriads of frogs from the low-lands around the KHSL transmitter. At the Voice of Prophecy and his King’s Heralds quartet finished their tour to the deejay stations, a transmitter announcer cut in with the station break—on the way to open window at his side. A minute or so later the telephone rang, with a message: “What are you doing with those frogs on the air?” Embarrassed Manager M. F. Woodling, suspecting a crank call directed to the quartet, terminated the conversation abruptly: “I’m sorry, but you’ll find that many people will disagree with you.” But next day, with the truth out, a memo ordered the staff to close windows and doors during broadcasts.

WKY. Oklahoma City, reports all station records for audience response have been broken in past two weeks to The Heart of Martha Blair, dramatic serial, broadcast five times weekly. In 10 days this program totaled 11,216 despite the fact that the show is just seven weeks old and is opposite several established net-work features.

(WKXW. Vancouver, B.C. and its sister station, WFXK, will again this year carry play-by-play accounts of home games of the Vancouver Can-

The Voice...
WCKY, Cincinnati, has arranged a special series for the Lenten Season on which both Protestant and Catholic speakers will be represented. The series is approved by both the Protestant Council of Churches and Catholic Archbishop John T. McNicholas. The quarter-hour programs are to be heard Monday through Friday from Feb. 26 to April 11, 1:45-2 p.m. Speakers will include ministers and priests.

KGFW, Kearney, Neb. has begun a new series of recorded interviews with members of Nebraska's Schools and State officials. Lloyd Thomas, general manager of the station, and chief engineer Lee Gustafson make the transcriptions.

WICC, New Haven, March 2 began a quarter-hour review of student efforts in connection with newly established classes in radio production at New Haven High School. Known as the Hillhouse Theater, the program will present student talent. Classes at the high school in radio are taught by Mary Conway and are coordinated with subject matter of classes in English, music, history, art and dramatic.

KGFW, Kearney, Neb., reports an ever increasing audience response to its twice-monthly D.X. broadcasts. The early morning program, D.X. Midway Club, is presented on the second and fourth Mondays of each month from 1 to 2 a.m. and is especially arranged for D.X. listeners. The club's peculiar name is derived from the fact that KGFW stresses the point that it is "the midpoint of the nation"—a distance of 1953 miles from Boston and San Francisco.

WAKR, Akron, Ohio, claims to have broken all local attendance records with its Feb. 24 origin of Dr. Harry Hager's True or False program. Sponsored on WHN-Hi, by J. B. Williams Co. More than 5,000 persons jammed the Akron Armory for the broadcast. Only spot announcements on WAKR were used to push attendance, although window displays and newspaper advertising pulled the listening angle.

WFIL, Philadelphia, cooperating with the RCA Mfg. Co., Western Union and the Bell Telephone Co., has established studio classes providing actual training in radio communication work in connection with its WFIL Signal Corps of the Air program feature conducted by Col. Bill Gallwey, station educational director.

KOH, Denver, has concluded arrangement with the U of Colorado and Denver U for exclusive broadcast rights to both schools' 1941 football games, according to an announcement by General Manager Lloyd E. Yoder, former Carnegie Tech All-American. The broadcast schedule includes four games for each school plus a season-ender between the two universities.

Among 77 Glamor girls, Elizabeth Ann Panke, receptionist of WMBD, Peoria, Ill., was named winner of the MGM "Gone With The Wind" anniversary event. Here she hands the first piece of birthday cake to Charles E. Baruman, managing editor of the Peoria Evening Star, while Dick Bradley, m.c., watches.

WSVA, Staunton, Va., is presenting news every two hours of the day. Station has just signed with United Press for a full day report.

WTAX, Springfield, Ill., was awarded a plaque by the National Youth Ad-
ministration for "public service ex-
tended the M.Y.A. offering work re-
experience.

KDKA, Pittsburgh, in honor of Boy Scout Week, recently broadcast an original dramatization of the founding of the Scout movement in America. Entitled 'The Unknown Scout,' it was written by Bill Beall. KDKA continues this with the collaboration of V. L. Haasberger, executive as-

WHN, New York, on March 3 will pick up from MHS the Monday night 11 p.m. to 1 a.m. American Federal programs for a 13-week period. Programs originate in Cleveland under sponsorship of the American Economic Foundation. Agen-
acy is Bayless-Kerr Co., Cleveland.

KYW, Philadelphia, has extended from 16 minutes to a half hour each morning the RFD 1899, participating farm news show under the direction of John Thorpe.

KSFO San Francisco, sent a special events team to cover the Intercol-
legiate Ski Championship held in Yosemite National Park.

Television station W9XBL, Chi-

cago, owned and operated by the Balas-

tan & Katz Corp., theatre chain, on Feb. 21 made its first experimental televi-
sion from the State Lake theatre building which houses its studios. B&K Channel is No. 2, 60-60.c.m. using 325 line picture. Antenna is vertical polarized. With equipment manu-
factured by the DuMont Labs. Passaic, N. J., and B&K engineers, William Edy is station manager.

WTOI, Toledo, is presenting a new five-minute program called Death Watch, under the auspices of the To-
ledo Police Department and is credited with aiding in the reduction of traffic accidents.

WLS, Chicago, is presenting a series on state government activities. War-
ren Wright, Illinois State Treasurer, is currently heard in a quarter-hour monthly resume of the state's financial report.

WJJD, Chicago, in conjunction with the Metropolitan C civic Council, has inaugurated a weekly quarter-hour program titled Chicago in 1941, con-
ducted by Alderman Paul H. Douglas. The series deals with discussions of various problems that confront Chi-

cago this year.

Your Market Is "in the Army Now!!"

—and the Army is in San Antonio... and in Texas! The home addresses of these swiftly mounting thousands of soldiers, civilian workers and their families may still be Wilmington, Washington or Walla Walla—but they spend their money here.

The National Defense program goes forward on such a gigantic scale down here that the figures on the millions that go for pay rolls, supplies and new construction become obsolete from week to week.

Yes, your market is "in the army now"—and WOAI gives advertisers readiest and surest access to this newly among the rich South Texas area—a market into which the govern-
ment and private enterprise are pouring millions of new wealth every month.
Television Hearing (Continued from Page 14)

provision and is technically feasible;

(d) The effect of the proposed change or modification in the adopted standards upon operation and obsolescence of receivers;

(e) The change in equipment required in existing television broadcast stations for incorporating the proposed change or modification in the adopted standards, and

(f) The facts and reasons upon which the petitioner bases his conclusion that the proposed change or modification would be in the public interest, convenience and necessity.

Experimental Stations

Should a change or modification in the transmission standards be adopted by the Commission, the effective date thereof will be determined in the light of the considerations mentioned in (d) above.

In addition to sections covering definitions, television transmission standards, and changes or modifications of standards, the FCC draft includes sections on engineering standards of allocation, objectionable interference, transmission, determination and maintenance of operating power, equipment and monitors.

Also included in the agenda advanced by the FCC were proposed rules for experimental television stations. These provide that no charges may be made by an experimental licensee for the production or transmission of any television transmission.

Experimental stations also would be required to make identification announcements similarly to commercial stations, along with the additional announcement that "This is a special television broadcasting made possible by the Communications Commission for experimental purposes."

Under the proposed rules no experimental station would be authorized to use more than one Group A channel "except for good cause shown"; no persons could control two or more experimental stations, other than relay stations, unless it be shown that the research program requires more than one station; experimental licenses would be issued only on condition that no interference will result to commercial stations; no mobile or portable station would be licensed to transmit programs to the public directly.

Socony News

SOCONY-VACUUM OIL Co., New York, in line with its policy of buying news programs, on April 28 will start quarter-hour news reports twice daily on KSDF, St. Louis, and WGBF, Evansville, Ill.; once daily on WTAD, Quiney, Ill. Agen-

Executive have become such that even in normal times there should be an overall type of the Executive office of the President, an organization sufficiently flexible and independent to meet changing conditions, assist in dealing with special problems, serve as a central clearing house for information concerning Federal activities, and re-present the interests, purposes, and desires of citizens. The Office of Government Reports is effectively serving this purpose.

"I feel it is desirable that legislation be enacted at this time to provide permanently these facilities in order that the President may at all times have information concerning the progress of the nation's business, and that the Congress, the departments and agencies of the Executive branch and the public may have a journal through which is available an overall picture of the Government's programs and activities. In brief, the Office of Government Reports, operating at modest expense, is an essential part of the Executive office of the President."

WSYR Post to Jeske

REALIGNING the duties of the various department heads, WSYR, Syracuse, has appointed Fred Jeske, station Timekeeper, as national sales manager. E. R. Vade-

bounecoeur, director of news and special events, has been named head of the merchandising and promotion division. The shifts were caused by the drafting of Arnold F. Schoen Jr., national sales and merchandising manager, for army duty.

COGELT-PALOMIVE-PEET Co., Jersey City, which sponsors Myrt & Marge on CBS for Supersons, has announced that the company will continue the daily program during the sudden death Feb. 15 of Mrs. Peter J. Fick, who played the role of "Marie." Revisions will be made in the script and "Myrt," other member of the noted team, will carry on.

Page 56 • March 3, 1941

BROADCASTING • Broadcast Advertising
Network Accounts
All time EST unless otherwise indicated.

New Business

SONITE PRODUCTS Corp., New York (Forlani's X-ray machine), on March 20 starts Gabriel Hentzer on 9 MBS stations, Thru., 9-15 p.m. in addition to the same CBS schedule. Agency: Erwin, Wasey & Co., N. Y.


CHRYSLER SALES DIVISION of Chrysler Corp., Detroit (full-drive cars), on March 5 starts Elmer Davis in the News on 100 CBS stations Mon., Wed., Thru., Sat., 8:55-9 p.m. Agency: Lee Anderson Adv., N. Y.

S. C. JOHNSON & SON, Racine, on April 8 renews for 52 weeks Fibber & Molly on NBC Red stations. Tues., 9-30 to 10-15 p.m. Needham, Louis & Ribicoff, Chicago.

Renewal Accounts
ANDREW JERGENS Co., Cincinnati (Woodbury cream and powder), on April 2 renews for 13 weeks Tony Martin From Home and How Did You Meet on 46 NBC-Red stations, Tues., Wed., 8-8:30 p.m. Agency: Leven & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on March 30 renews for 15 weeks The Jergens Show, featuring Walter Winchell, on 73 NBC stations, Sun., 9-9:15 p.m. on 53 Blue stations, and 12:15-1:15 p.m. on 20 Red stations. Same sponsor (Woodbury soap), on same date renews Parker Family same stations, Sun., 9-15-9:30 p.m. repeat, 12:15-12:30 p.m. Agency: Leven & Mitchell.

TUCKETT Ltd., Hamilton, Ont. (toiletries), on March 3 renewed Lee Gauss, Lasers on CKAC, Montreal; CHCR, Quebec. Mon thru Fri., 9-4:15-10 p.m. (EDST), Ageren & Whitehall Broadcasting, Montreal.

STANDARD BRANDS, New York (Feischmann's yeast), on March 31 renews for 15 weeks Love a Mystery on 39 NBC-Blue stations Mon., 8-8:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

WM. W RIGLEY JR. Co., Toronto (gum), has added CHML, Hamilton, Ont.; CFCH, Charlottetown, P. E. I. to regional network Treasure Trust programs, and has renewed Treasure Trust until April 1 on 10 Canadian Broadcasting Corp. Prairie NBC stations, Tues., 10-10:30 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

WFBG Altoona, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

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

Bill Limits Officials
AN UNEXPECTED result of the part played by Charles Poletti, Lieutenant Governor of New York in securing ASCAP's consent decree from the Department of Justice was a bill introduced Feb. 25 in the State Legislature in Albany. The measure, proposed by Senator Walter J. Mahoney (R-Buffalo) and Assemblyman Harold K. Kneissle (Buffalo), would bar future Governors, Lieutenant Governors, Attorneys Generals and Controllers from engaging in any professional enterprise for profit apart from their official duties. Bill was obviously a political alp at Mr. Poletti for the $50,000 fee he was reported to have been paid by ASCAP. Responding immediately, Mr. Poletti said he had no objection to the bill and stated that it might be extended to apply to all political office-holders in the State. Explaining that he has undertaken no law work "that comes within a mile of affecting any State business," he said that "whatever fee will be paid will not be paid to me but to the firm of Diamond, Rabin, Boteen & Sack, severals of the firm have given considerable time to the ASCAP matter."

FM Birthday
WXOR, FM station of WOR, New York, celebrated its first birthday Feb. 28 with a total operating time during the year of 5,422 hours. The Federal Communications Commission had granted the station a license on Feb. 28, 1940, with a transmitter operating from Carteret, N. J. The station uses a 1,000 watt antenna with an antenna height of 444 Madison Ave. At that time W2XOR increased its operating schedule to 15 hours a day, from 9 a.m. to 12 midnight, using rebroadcasts of WOR and WBS programs as well as special series of broadcasts designed to demonstrate the full fidelity of FM.

RUSS HODGES, sportscaster of WBT, Charlotte, is the father of a baby girl born Feb. 21.

Network Changes
LIGGETT & MYERS Tobacco Co., New York (Velvet tobacco), on March 14 renewed 28 hour Professor Quiz program on 32 CBS stations from Tues., 9-30-10:15 p.m. to Thurs., 10:15-11:15 p.m. Agency: Newell-Emmett Co., N. Y.

BOWEY'S Inc., Chicago (Diaper-Diaper products), on Feb. 23 shifted rebroadcast time of News and Rhythm on 32 CBS stations. Sun., from 2:35-3:35 p.m. to 1:30-2:30 p.m. Agency: Sorensen & Co., Chicago.

Coca-Cola Co., Atlanta (soft drinks), on April 6 adds a quarter-hour to Pause That Refreshes the Air on 95 CBS stations. Sun., 4:30-5:00 p.m. (now 4:30-5:15 p.m.). Agency: Dickerson Adv., St. Louis.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on March 7 shifts Alka-Seltzer program on 32 NBC-Red stations from Chicago to Hollywood, Fri., 7:30-8:00 p.m. (EST), with West Coast repeat, 7:30-8:00 p.m. Agency: Wade Adv. Agency, Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Oxylde), on March 7 only shifts Everyone's Thee program on 63 NBC-Red stations, Fri., 9:30-10:00 p.m. (EST), from Hollywood to Chicago; on March 14, to New York for three weeks or more. Agency: Blackwell-Sample-Hummer, Chicago.

GOVERNMENT sanctioned and designed to combat hostile anti-propaganda, The Free Company, volunteer group of writers, actors and radio workers devoted to the ideals of American Democracy, on March 23 started a new dramatic series on CBS. Pictured at the initial broadcast in script conferences are (1 to r.), Charles Vanda, CBS western division program director; Nancy Kelly, actress; and Actor Burgess Meredith, narrator.

WMBG Night Boost
WMBG, Richmond, Va., on Feb. 26 was granted authority by the FCC to increase night power from 1,000 to 5,000 watts on 1560 kc., providing it files a CP providing for a directional antenna protecting WTSF, St. Petersburg, Fla. The FCC had set for hearing, in an action Nov. 13, the original application to increase night power but granted a Feb. 6 petition for reconsideration and grant without hearing. The order is not to be effective prior to March 29, date of Havana Treaty assignment changes.

Boundary Tower
WBNY, Buffalo, claims that its new 5,000-watt transmitter, being erected on Grand Island, in the middle of the Niagara River connecting Lakes Erie and Ontario, is nearer the U. S.-Canadian boundary than any other transmitter in the country. The international boundary runs only a little more than a mile from WBNY's 65-acre transmitter site on Grand Island. The station expects to go on the air with its new RCA 5-D transmitter shortly after the March 29 reallocation. Erection of two 475-foot Blaw-Knox directional towers was completed last week.

ASK THE MAN WHO OWES ONE
If you want to know the difference in rates on Richmond Stations, ask the man who owes a bill on one.

For instance, a minute spot—evening time—on WMBG—the Red Network outlet in Richmond costs only $15.00. A minute on the other leading Richmond Station—evening time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

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.
Showerman Decorated

IRVING E. (Chick) SHOWERMAN, eastern sales manager for NBC-Red, was notified by the War Department recently that he has been awarded the Order of the Purple Heart with two Oak Leaf Clusters and the Silver Star Medal for bravery in action during World War I. Wounded three times, Mr. Showerman was a corporal in Battery F, 16th Field Artillery, Second Division.

Kroger Service

SIX days a week Announcer Ron Gamble, of WJR, Detroit, is on the air to listeners the delectable features of Kroger Tenderay Beef on Kroger’s newscasts. A hundred miles away, in Battle Creek, a 76-year-old gourmet was carried away by Gamble’s mouth-watering description, promptly sent him a letter and check for $5 asking Gamble to mail him “a steak, 2 inches thick, flat bone sirloin.” Startled Announcer Gamble, not knowing just what to do, turned the matter over to E. P. Robertson, Kroger’s Detroit manager, who sent the steaks to the Battle Creek listener with the compliments of Kroger’s—and returned the check.

Movin’ Day Discs

A SERIES of 13 spot announcements for placement on local stations is included in a 35-piece sales promotion kit now being issued by the RCA tube and equipment division of RCA Mfg. Co., Camden, to its servicemen for use in connection with the corporation’s spring, Father’s Day, and other similar type campaigns. Units in the kit together with a full-page advertisement that day in the Saturday Evening Post urge radio owners to have a competent serviceman return their pushbutton sets and to “retune when you return.”

Characteristics of FM Shown in Special Disc

SPECIALLY prepared for its members, as an aid in the promotion of frequency modulation by FM stations all over the country, FM Broadcasters Inc. on Feb. 28 issued a double-faced 16-inch transcription comprising two special 15-minute programs designed to show the full-fidelity capabilities and other advantages of FM.

Included in the two programs, which may be coupled if desired into a full half-hour show, are musical selections, unusual sound effects, a test of fidelity on March 29, and musical continuity in standard AM broadcasting and FM. The continuity, aimed at outlining each of FM’s principal virtues, has been prepared by Dick Dorrance. Recording, using latest methods and equipment, was done by World Broadcasting System. The discs were distributed without charge to all members of FM Broadcasters Inc., as part of the organization’s service work, and will be aired only over FM stations.

Coast Chain’s Spots

FOREMAN & CLARK, Los Angeles (chain clothing), sponsoring a daily quarter-hour early morning newscast on KLB, 1400, on March 3 starts a similar type of program on KSFO, San Francisco, and KJU, Bakersfield. Firm contemplates adding other stations to the list. Augmenting its present schedule, the concern is planning a one-hour transcribed announcement campaign for the Easter season. Stations in communities where there are Foreman & Clark stores will be utilized. Milton Weinberg Adv. Co., Los Angeles, has the account.

RULING PROTESTED IN BROOKLYN CASE

PROTESTING a proposed FCC decision which would eliminate both WCNW and WMQB, Brooklyn stations, and turn over their operating time on 1500 kc. to WWRL, Woodside, L.I. (BROADCASTING, Feb. 10), Arthur Faske, licensee of WCNW, last Monday filed with the FCC exceptions, along with a request for oral argument, a petition for reconsideration, and a statement in support of the request.

The requests are based on “new evidence” now available to the Brooklyn station, which is claimed, which is sought to be introduced in support of WCNW’s application for license renewal. The WCNW exceptions and requests were filed by Bernard A. Grossman, the station’s counsel. On Feb. 27 Gustave A. Gerber, counsel for WWRL, filed notice that he desired to appear and participate in the oral argument.

Listing 27 exceptions to the proposed decision, WCNW maintained that “the so-called ‘proposed plan’ not only failed to fit the crime—alleged engineering deficiencies — and took issue with the FCC’s ‘conceit’ findings regarding WCNW’s operations. Mr. Faske’s financial qualification. Holding in its petition for reconsideration that the public interest, convenience and necessity would not be served by authorizing full-time operation of WWRL, on 1500 kc., WCNW cited newspaper accounts and statements by public officials in support of its charges "on information and belief" regarding German-language broadcasts of WWRL, including alleged un-American activities by a German-language announcer on WWRL. WCNW also charged that WWRL operated a lottery in violation of the Communications Act of 1934.

Hormel Drops

GEORGE A. HORMEL & Co., Austin, Minn., will discontinue sponsorship of Burma & Allen on March 24. Program is currently heard on the NBC-Red, Mondays, starting 10:30. No reason was given for the action by BBDK, New York, the agency in charge, it is understood that a $2,000 increase asked for the renewal, making the package price of the show approximately $14,500, was in large part responsible for the decision. No future radio plans have been divulged by the agency, but is understood the company will not sponsor another network program until next Fall.

Pacific Coast Programs Renewed by Langendorf

LANGENDORF United Bakersies, San Francisco, has renewed most of its announcements and programs, local and network, including 50 and 100-word spot announcements for Hollywood Bread on KSFO KPO KFRC KFBK KFW TTRB KDON KUJO KJU KOMO KVI, three and four times weekly. It also renewed its daily announcements for Dr. Penland’s Bread on KNX and KPO.

Langendorf is using three daily spot announcements on KSFO for Holmes Bread and sponsors the Homestead Amateur Hour with Benj Walker, Mondays 7:30 p.m. (PST) on KGO; News by Hugh on Don Lee-Mutual network on the Coast, Monday through Friday, 10:15 a.m. (PST) and Adventures of Shafter Parker on Don Lee-Mutual network on Coast, Monday through Friday, 8:30-9:30 (PST). Agency is Leon Livingston Adv., San Francisco.

Showerman Decorated

IRVING E. (Chick) SHOWERMAN, eastern sales manager for NBC-Red, was notified by the War Department recently that he has been awarded the Order of the Purple Heart with two Oak Leaf Clusters and the Silver Star Medal for bravery in action during World War I. Wounded three times, Mr. Showerman was a corporal in Battery F, 16th Field Artillery, Second Division.

Children WHEN THEY LISTEN -THE FAMILY BUYS!

"Reading is Fun" is presented by the Portland Junior League and the Library Association of Portland. So great has been the response that, according to Mrs. Marion Herr, head of the library children’s department: "It has been necessary to purchase additional copies of all books dramatized in order to meet the demand." For a children’s audience buy KEX.

KRGW • KEX

$25.00 5000 WATTS DIAMOND 5000 WATTS NIGHTS
NBC RED
National Representatives—EDWARD PETRY & CO., Inc.
Operated in the Public Interest by THE OREGONIAN
The Great Newspaper of the West

CHN’S
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

WRNL ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

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BROADCASTING • Broadcast Advertising
Edwin Mullinax Named To Direct New WLAG

THE NEW WLAG, LaGrange, Ga., plans to begin operation April 15, according to Edwin Mullinax, general manager. Now directed last November by the FCC, the station will operate on 1240 kc. with 250 watts. Mr. Mullinax, who was formerly program director of WHMA, An- niston, Ala., and is one of the youngest executives in radio. He also directed WABD, Nashville, with W S I X, the former chief engineer.

WLAG is licensed to LaGrange Broadcasting Corporation, a holding company of Roy C. Swank, publisher of the LaGrange Daily News; Fuller Cal- loway, of the Fuller Calloway Foundation in LaGrange, and Arthur Lucas and William Jenkins, theater owners. Studios are in the Daily News Bldg. A Gates trans- mitter and a 190-foot Winchurch tower will be used.

Canadian Stations Help Dominion's War Drives

OVER 4,000 hours of free time in the form of spot announcements were contributed during 1940 by members of the Canadian Assn. of Broadcasters, a preliminary compilation. For the first half of 1940 the CAB contributed in spot announce- ments a total of 2,058 hours, mostly in evening time, worth $165,365.

As more time was contributed in the latter half, the CAB members gave close to $375,000 in time last year to announcements for Cana- dian war loans, war savings certi- ficates, Red Cross, Canadian Legion, Finnish Relief, Navy League, YMCA, Imperial Order Daughters of the Empire, British War Victims, Better Business Bu- reaus, and to the regular charities. The figures take into account only such time as the broadcasting stations themselves gave. Time con- tributed by commercial sponsors is not counted in this total.

Across the Border

FIRST INTERNATIONAL military camp interview was staged March 3 at Fort Ni- agar, Youngstown, N. Y., when Lotta Dempsey, Can- dian Broadcasting Corp. commentator, told a CBC na- tional network about life in a U. S. Army Camp. Miss Dempsey was the first woman commentator to visit a Can- dian military camp for a network interview, and was picked for this international broadcast. She was guest of the headquarters staff of the camp at Fort Niagara.

Mr. Mullinax

BROADCASTING

W dictor of the Sixth In-

\begin{align*}
\text{DISCS FOR CAMELS SHIPPED TO ORIENT} \\
\text{AN AMERICAN commercial program will be heard in the Philippi-} \\
\text{ne Islands April 4 when KZRH, Man-} \\
\text{ila, and KZRC, Cebu, recent} \\
\text{affiliates of NBC, broadcast a trans-} \\
\text{scription of the Feb. 20} \\
\text{NBC-Red program featuring} \\
\text{Xavier Cugat and Yvette,} \\
\text{sponsored by} \\
\text{R. J. Reynolds Tobacco Co. for Cama-} \\
\text{els.} \\
\text{The same procedure will be fol-} \\
\text{lowed thereafter for each of the} \\
\text{Cugat programs and the two short-} \\
\text{wave affiliates of the Philippine} \\
\text{stations will rebroadcast the pro-} \\
\text{gram to the entire South Pacific} \\
\text{area, China, Borneo, Singapore and} \\
\text{Indo China. NBC estimates 100,000} \\
\text{licensed radio sets in the Islands} \\
\text{alone.} \\
\text{KGU, NBC's affiliate in Honolu-} \\
\text{lulu, Hawaii, also} \\
\text{takes the pro-} \\
\text{gram via transcription,} \\
\text{presenting} \\
\text{it 20 days after the original pro-} \\
\text{gram in New York. According to} \\
\text{Wm. Esty & Co., New York, 18} \\
\text{NBC-Red stations in the south and} \\
\text{southeast United States have been} \\
\text{added to the program, and are} \\
\text{on the air May 2, four} \\
\text{other stations will join NBC,} \\
\text{bringing the total to 48.} \\
\text{NBC-Red stations,} \\
\text{announcing} \\
\text{Thursday, 7:30 p.m.} \\
\text{The half-} \\
\text{hour show is broadcast to the} \\
\text{entire South Pacific area of} \\
\text{World War II.} \\
\text{The series will be carried on} \\
\text{station} \\
\text{KGU, NBC’s} \\
\text{in Honolulu and} \\
\text{will be rebroadcast to the} \\
\text{Philippines.} \\
\text{John B. Belman, legal adviser of} \\
\text{Pennezzi Corp., Los Angeles (pe-} \\
\text{troleum products),} \\
\text{for the past 20} \\
\text{years, has been} \\
\text{elected president.} \\
\text{He succeeds the} \\
\text{late Norman R. Day.} \\
\text{The Radio Premium of the Year!} \\
\text{The Modern Webster Dictionary has} \\
\text{scored one smashing successful} \\
\text{promotion after another! And no wonder!} \\
\text{Though it costs you only 10c, it is} \\
\text{full library size, bound in flexible} \\
\text{Lexide. Its 416 pages define over} \\
\text{40,000 words . . . contain 32 pages} \\
\text{of full color maps and many valuable} \\
\text{supplements! It has everything a prac-} \\
\text{tical premium needs—flash, utility, ap-} \\
\text{peal, low cost. A post card will bring} \\
\text{you a sample to prove it.} \\
\text{Address Department B-3} \\
\text{THE WORLD PUBLISHING CO.} \\
\text{Cleveland, O.} \\
\text{KZRH MANILA} \\
\text{"The Voice of the Philippines"} \\
\text{Clear Channel • 710 Kilocycles • 10,000 Watts} \\
\text{and KZRC CEBU CITY} \\
\text{"The Voice of Cebu"} \\
\text{Announce their Affiliation} \\
\text{with the} \\
\text{NATIONAL BROADCASTING COMPANY} \\
\text{For further and complete information on} 
\text{these modern, American-operated stations and the} 
\text{Philippine Market . . .} \\
\text{Call or write} \\
\text{INTERNATIONAL RADIO SALES} \\
\text{Chicago • New York • San Francisco} \\
\text{March 3, 1941 • Page 59}
Null.
Help Wanted

ANNOUNCER - Texas—give all first letter. Experience, salary, age, photo. Box 262, Broadcasting.

ANNOUNCER - Engineer—Hundreds dollars per month. Send transcription, availability. Box 258, Broadcasting.

Openings on Hand!—for qualified employees—every department—announcers, engineers, operators, combinations, transradio press, salesmen, etc. except talent. National Radio Employment Bureau, Box 864, Denver, Col.

SALARY $2500-$2800, each, for 12 months. 120 hours over 5 days. Time and a half on Saturdays. Send your resume Box 251, Broadcasting.

Situations Wanted (Continued)

Commercial Writer—young woman good at informal, conversational type of commercial, practical writing background—planning, writing. Box 256, Broadcasting.

Program Director—nine years in radio. Also announcing and sales experience. Proven ideas for building local sales. Now employed. Box 258, Broadcasting.

Account Executive—experienced, selling, writing, production. Sale record, references, married, dependable, temperate. Box 257, Broadcasting.

Salesman—well-qualified MBS affiliate South East offers excellent opportunity to produce. Desired salary account plus commission. Will consider only experienced aggressive salesman who wants to get ahead. Write full details concerning yourself to Box 246, Broadcasting.

First Class Announcer—wishes position with first class network affiliate. Has tested morning chatter show. Wants to join transradio press, sales, Box 256, Broadcasting.

Commercial Promotion Manager—knows how to sell local and national accounts and keep them sold. Will accept full responsibility for copywriting, publicity, and merchandising. Formerly with NBC affiliated station. Excellent references. Box 245, Broadcasting.

Radio Director—three years with top-flight New York advertising agency and six years station experience desires connection outside New York City. Background embraces all phases of radio buying and selling time and talent: program supervision, writing and production; general administrative work; publicity, research, etc. Will believe in thorough knowledge of radio in both station and agency fields and will be adaptable to progressive local agency or station. Box 258, Broadcasting.

For Sale

250 Watt Station—will sell all or part of stock in station one year old in mid-western town. Box 248, Broadcasting.

Radio Executive—seeks position with company producing network programs for sale over a wide area. Ten years of experience, production, sales, and advertising. Box 257, Broadcasting.

RADIO ENGINEER—has designed and implemented television and radio broadcasting systems. Has had experience in engineering and construction of transmitting antennas and high power amplifiers. Box 259, Broadcasting.

To Serialize 'Claudia'

GENERAL FOODS Corp., New York, through its agency, Young & Rubicam, New York, has purchased radio rights to "Claudia," series of stories written by Rose Franken, and upon which the current Broadway production of the same name is based. It is understood that starting in the latter part of May, "Claudia" sketches of about 10 minutes in length will be dramatized on the CBS Kate Smith Hour, sponsored by General Foods for Grape Nuts, much in the same manner that Aldrich Family, now heard on the NBC-Red, started for the same sponsor. Present plan, according to Young & Rubicam, is to expand "Claudia" to a half-hour dramatic program, inaugurating it as a summer replacement for the Kate Smith Hour, when the latter program leaves the air for two months.
B-S-H Receives Data on Stations
Reps Help in Questionnaire Soliciting Coverage Facts

ABOUT 80% of the stations queried by Blackett-Sample-Hummert, New York, for data about their coverage and their complete current list of sponsors, including spot announcements and chain breaks as they develop, are ready to co-operate, Feb. 10, have responded, according to Thomas P. Maguire, media director of the agency, who wrote the

Response was chiefly through the station's New York representatives. he said, although a number of broadcasters answered directly.

Results have provided the agency with a file of station data which can be used without the necessity of calling in station representatives every time such data are wanted, Mr. Maguire explained, and the agency has also been able to secure an overall picture of the spot radio activity of advertisers whose products compete with those advertised by clients of Blackett-Sample-Hummert.

Some business has been placed by B-S-H as a result of the information obtained, he said. The agency's letter was addressed chiefly to stations with affiliations and replies uncovered stronger competitive campaigns than B-S-H had suspected in some markets which called for increased activity by B-S-H clients to counteract it, he explained.

Station Complaints
A number of broadcasters have complained about the agency's action when all it desired was to learn about accounts competitive with its own and information in the drug field. A check of New York station representatives, made by Broadcasting in response to these complaints, revealed however that in most instances where the stations communicated with their representatives instead of answering the agency directly the representatives were able to supply the agency with the information it needed.

General feeling among the representatives is that while the agency's letter was perhaps ambiguous and certainly over-extensive in its request for information, it caused little trouble to them or to the stations which referred their letters to them and that only stations that acted without consulting their representatives would unduly put out by the request of the agency. There was general agreement that taken at its face value, the agency request for the full record of all business on the stations queried was out of line and should not have been complied with.

Fiberglass May Curtail Blanks for Discs

Federal Priority on Aluminum

A "SERIOUS" shortage of acetate recording blanks may result from the action of the Office of Production Management last Monday placing aluminum in the "much needed" class, giving the defense program first cut on its customers. This return to aluminum-base discs. The blanks are widely used in radio to record network programs off-the-air, or off-the-line for delayed broadcast, for audition, checking and file purposes, and master records for both transcriptions and phonograph records.

Priorities Problem
A New York representative of Aluminum Co. of America stated that under the OPM priorities plan the demands of defense would henceforth be substracted from the monthly production of the metal with the remainder, which he estimated as about 1/40th or 1/46th of the amount normally required, available for civilian use. The OPM, he said, will tell his company what amounts it can ship and to whom shipments can be made, and if the recording industry is to get the metal it needs it will have to convince the OPM that its needs are greater than those of other users of aluminum. Aluminum Co. executives were studying the situation, he said, and by this week they expect to have clearer knowledge of how the metal will be allotted.

Major manufacturers of blanks in New York said they had on hand a supply of aluminum sufficient for periods ranging from "two weeks" to "several months," but all agreed that the situation was serious. Ralph C. Powell of Presto Recording Corp. said his company is requesting information and return to it all used blanks that can be scraped and replated, offering them 15 cents for each 16-inch disc and 5 cents for each 12-inch disc which can be reprocessed.

Gardner Series

GARDNER NURSERY Co., Osage, Ia., a heavy user of spot radio for its gardening conversion campaign, has discovered the aluminum shortage may amount to 150,000,000 a year, an extremely small percentage of the total production of aluminum.

Orchard Management

The aluminum shortage may cause sponsors of network programs to have them recorded in the studio for supplementary use, instead of having the stations unable to broadcast the programs at the time of the network broadcasts, make individual off-line record-ings locally.

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Three Programs Off
THREE NBC programs will be discontinued during the week of March 30, it was announced, at which time their present contracts are due to expire, to Loveliness, sponsored by Chamberlain Sales Corp., Des Moines, on Sundays, Sundays, March 28, 1:00-1:30 p.m.; March 28, 1:00-1:30 p.m., through L. W. Ramsey Co., Davenport; Adventures of Sherlock Holmes, sponsored by General Laboratories, St. Louis, on 47 NBC stations, Sundays, 8:30-9 p.m., through Russel M. Seeds Co., Chicago, and Hidden Stars, sponsored by Consolidated Royalties, Chicago, on 54 Blue stations, Sundays, 8:30-9 p.m., through Stack-Goble Ad Agency, Chicago.

Joins Free & Peters
WILLIAM A. CHAMBERS, for three years an account executive with Biow Co., March 3 joined the New York office of Free & Peters, station representatives. While with Biow, he conducted campaigns for Philip Morris and Joe Lowe Corp.
"Drug products advertised over Station WLW constitute a good part of our fastest sellers. Retail druggists in our area consider all of them as staples because of their steady, year around movement. Our salesmen are always alert to obtain their share of this desirable business."

(Signed) W. F. Bindley, V. P.
E. H. Bindley & Co.
Terre Haute, Ind.

6 salesmen traveling 25 Indiana Counties.
RCA Type 68-B Beat-Frequency Oscillator.
For equalizing the frequency-response of your remote lines... for checking frequency-response of your station equipment... for measuring distortion... this laboratory-type oscillator is ideal. Output is substantially constant over entire range, 20-17,000 cycles. Calibration accuracy within 1 cycle below 100 cycles; less than 1% deviation above 100 cycles.

RCA Type 69-B Distortion Meter. With the Type 68-B Oscillator, the 69-B permits rapid determination of distortion, hum in amplifiers, noise, and frequency-response characteristics. Harmonic distortion can be measured at any audio frequency—not just at one "check frequency."

RCA Model 89-B Attenuator Panel. Used with the 68-B Oscillator and 69-B Distortion Meter, this attenuator panel will save much valuable time for your technical staff. It permits setting up equipment for measurements with the least effort. Built-in volume indicator, attenuator system, impedance-matching system, jacks. Reads directly input and output levels.

RCA Type 311-AB Frequency Monitor. Meets the new rigid requirements of F.C.C. requiring frequency stability within ±20 cycles. The Crystal Oscillator of the 311-AB is stable to better than 2 parts per million! Double heat-control. Double-range large scale meter is undeflected by modulation.

RCA Model 66-A Modulation Monitor. For rapid checking of percentage modulation. Neon peak flash lamp can be set to any predetermined threshold value. Readings can be made on either positive or negative modulation peaks. Measures also program levels, modulated carrier-shift, and average carrier value during modulation. Equipped with easy-reading meters; the 66-A is simple, accurate, foolproof.

RCA Model 308-A Field Intensity Meter. Direct Reading. No calculations. Quick and accurate to use... light and easy to carry on field-intensity surveys. Covers 120 to 18,000 kc. Reads directly signal-strengths from 20 microvolts per meter to 50 volts per meter. Because it avoids time-wasting calculations for each of the hundreds of individual survey-points, the 308-A quickly pays for itself.

Your station's technical staff can keep your equipment at its peak efficiency only if they have the facts from which to work! That's why accurate measuring equipment is about the best investment any station can make. It assures maximum coverage... helps get that extra margin of audio quality that pleases advertisers and audiences alike. Make a note now to ask your staff if they have all the measuring equipment they really need!


RCA Broadcast Equipment
In Canada: RCA Victor Co., Ltd., Montreal

RCA MEASURING EQUIPMENT IS DESCRIBED IN RCA'S NEW BROADCAST EQUIPMENT CATALOG – a copy is probably at your station.

Use RCA Radio Tubes in your station for finer performance.