More people listen to WOR during the late evening than to any other radio station in New York

- This statement is based on a study just completed by Crossley, Inc. of New York radio listening between 10:30 P.M. and 12:00 midnight. A detailed summary of the working method and comparative ranking of all major station programs will be sent to agencies and advertisers who get in touch with WOR at 1440 Broadway, in New York.
35% of the million letters received from WLS listeners in 1940 contained proof of purchase. WLS received 1,058,032 letters; 365,427 of these contained proof of purchase.

35% of our 1940 mail was proof-of-purchase...which bears out our story: Mid-Westerners listen to WLS; they respond; and they BUY!
LOCAL BOY MAKES GOOD

He grew up in the home town . . . went to school there . . . worked part time in a local store . . . then to a college of business administration. Now . . . with financial assistance by the community bank, he's opening his own store, with sound prospects of success.

More than ever before, these home-town New England buying centers offer profit-making opportunities for retailers, because EVERY area has population density and buying power HIGHER than the national average.

These are the communities which you can cover most effectively, selectively and economically with the 19 locally-accepted, loyalty-listened-to stations of The Colonial Network. It's acceptance that's leverage for more sales in New England.

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Exaggeration?

Not very much. Several times, advertisers have had to call us off, because KFAB's listener response was too great! (A sell-out).

Example: Recently KFAB ran one-minute announcements five days only, at 6:15 A.M. Nearly 4,000 early birds wrote us, from 30 states, Washington, D. C., and Canada!

Yes, listeners have confidence in KFAB. They respond—they BUY!

Would you like more examples of sales-response?

One thing is certain—you can't sell Nebraska without KFAB!

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ENTER YOUR SUBSCRIPTION NOW... GET

- 52 issues of BROADCASTING WEEKLY
- including New 1941 YEARBOOK Number
- and revised 33" x 22" Radio Outline Map

□ Check for $5 is enclosed    □ Please send bill

Name ________________________
Firm ________________________ Title ________________________
Address ______________________
City ________________________ State ________________________

Add $1 per year for Foreign or Canadian Subscriptions.
RELAX! . . . Let WTIC do the Job for Your Product in America’s No. 1 Market

No matter what your product may be, WTIC has the power—and the authority—to make your selling job easy and profitable in the rich Southern New England territory.

Within the range of WTIC’s powerful voice, faceman-hours have jumped 30% within a year and per capita retail sales are 52% above the national average. There’s money in this Southern New England area—money for whatever you have to sell.

And you can reach it best through WTIC—with its impact of 50,000 Watts and the authority of more than 15 years distinguished service to friendly, prosperous Southern New England.
HERE'S A PRECISE ANSWER TO THE QUESTION:

The COLUMBIA
“Where’s the best place to get the largest network audiences, against all competition on the air, today?”

Current program ratings give the answer impartially for all networks. And every grouping of them tells the same story.

**COLUMBIA IS FIRST—by wide margins!**

Take the most tensely competitive of all program hours: 8:00 to 10:00 in the evening.

Current program ratings (in both the standard rating services) show that on week-day evenings:

CBS delivers the largest audience to its sponsors, against all direct competition on the air, five times more often than the second network.

Here’s the exact score (by quarter hour periods) from the most widely accepted rating service:

30 “firsts” for CBS... 6 “firsts” for Network B... 4 “firsts” for Network C.

For the entire week-day evenings (six o’clock through midnight) the score remains better than three to one in Columbia’s favor.

For all seven evenings of the week, the data show:

- CBS — 71 quarter-hour “firsts”
- Network B — 41 quarter-hour “firsts”
- Network C — 15 quarter-hour “firsts”

And CBS maintains its substantial lead in program-firsts through the entire day.

**THIS IS NETWORK LEADERSHIP...**

Each CBS sponsor directly benefits from the strongest program schedule in radio—passing on great audiences from one program to the next, more often than any other network.

You find its obvious reflection in the advertiser’s, as well as the audience’s, preference for CBS.

Most sharply, perhaps, in the fact that the country’s *largest* advertisers—those with the biggest jobs to do—chose Columbia more often than they chose any other network.

In 1941, as in 1940, 1939, 1938, 1937, 1936, 1935 and 1934.

**BROADCASTING SYSTEM** Pace-setter of the Networks
Meet the McCoy—

Arthur H. McCoy!

Every once in a while, the proper combination of genes, hormones, early training, scholastic education and natural gray matter produces a chap who is at once a brilliant scholar, a keen analyst, and a sound businessman. When "Mac" McCoy came into our Chicago office a year ago and gave us the facts about his record, we hoped we had found that rare combination. Now we're practically certain!

You see, selling radio time, as we try to practice it here at F&P, is a job for analysts and business men rather than for "salesmen". We feel that if we can help our customers to find the correct answers to their radio problems, the sales will take care of themselves. But the correct answers come out of study, and brains, and sincerity—not out of salesmanship.

That's why each of the fourteen good men here at F&P would rather have an opportunity to work for you than an opportunity to charm you with his pleasing personality(!) . . . That's the way we operate in this group of pioneer radio station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW BUFFALO
WCKY CINCINNATI
WDAY FARGO
KMBQ KANSAS CITY
KWKY LOUISVILLE
WTSH MINNEAPOLIS-ST. PAUL
WMRD PEORIA
KSD ST. LOUIS
WFBL SYRACUSE
WHO DES MOINES
WOC DAVENPORT
KMA SHENANDOAH

SOUTHEAST...

WCSE CHARLESTON
WIS COLUMBIA
WPFF RALEIGH
WBDJ ROANOKE

SOUTHWEST...

KGKO FT. WORTH-DALLAS
KOMA OKLAHOMA CITY
KTUL TULSA

PACIFIC COAST...

KECA LOS ANGELES
KQIN-KALE PORTLAND
KROW OAKLAND-SAN FRANCISCO
KIRO SEATTLE
Wakefield Named to Fill Vacancy on FCC

Member of California Railroad Commission Backed by the Entire State Delegation; Little Opposition Seen

ENDING a half-year of speculation over the Administration's plans regarding communications regulation, President Roosevelt last Wednesday nominated Ray C. Wakefield, 46, of Fresno, member of the California Railroad Commission since 1937, to fill the Republican vacancy on the FCC created by the withdrawal of the nomination of the late Thad H. Brown.

The appointment, subject to confirmation by the Senate, will give the FCC its full complement of seven Commissioners for the first time since last June 30.

An attorney who has specialized in the public utilities field, Mr. Wakefield is highly regarded in State regulatory circles and had the endorsement of virtually the entire California delegation in Congress.

An Open Mind

"I am tremendously happy over this honor and confidence the President has shown in me", the 46-year-old Californian told Broadcasting. "I knew that I was being considered for the post on the FCC but did not get word of the President's action until this morning. This post will give me a real opportunity of pitching in and doing some hard work."

"I shall enter upon my new task with no preconceived notions regarding the radio industry. In other words, I have a completely open mind as to the industry's various problems and desire to approach them wholly in that spirit. An objective approach to these problems, it seems to me, can be of material assistance in preserving radio's present objective position in American life."

No plans have yet been made by the Senate Interstate Commerce Committee for consideration of the Wakefield nomination. With Chairman Wheeler (D-Mont.) engrossed in the lease-land bill fight, it was thought the committee might not be disposed to consider the nomination until this legislation is out of the way—probably during the current week. It is known that FCC Chairman James Lawrence Fly is anxious to have the confirmation handled speedily, to bring the FCC up to its full strength.

Because Mr. Wakefield was endorsed by virtually the entire California delegation and because Western Senators long have espoused appointment of a Westerner on the Commission, little opposition is indicated. Mr. Wakefield was chosen from a field of a dozen aspirants, several of whom have been identified with broadcasting.

In ordinary times, it was stated in Congressional circles, the appointment might be used as a springboard to inquire into FCC operations generally. Such a move, while still possible, is not expected in view of the urgency of the national defense situation and the unwillingness of Senators to divert their attentions to other matters.

Named for Seven Years

Mr. Wakefield was prominently mentioned for the Brown vacancy immediately after the late Ohioan, who died Feb. 26 following a brief illness [Broadcasting, March 2], had asked President Roosevelt to withdraw his nomination on Oct. 15. The appointment is for seven years from July 1, 1940, on which date the Brown appointment expired.

Seven-Month Daylight Saving Proposed in House Measure

First Legislative Action Provides for Adoption Of Nationwide Basis to Promote Defense

MARKING the first legislative move to establish daylight saving time on a coast-to-coast basis as a national defense measure, Rep. McLean (R-N. J.) last Tuesday introduced in the House a bill which would apply daylight saving time to the entire country, from the last Sunday in March to the last Sunday in October. The proposal would set the nation on a time basis similar to that of World War I days.

Although no comment was available on Rep. McLean's proposal, networks and stations are known to be studying the possibility of the arrival of daylight saving time on a more extensive basis than at present or operation of radio on a standard basis, like railroads. The proposal appears to be taking more definite shape in view of national defense activities.

Some aspects of the daylight time situation from the point of view of radio time buyers and commercial managers of stations were covered recently in articles by Jack Laemmer, head of the radio department of Lord & Thomas, Chicago, and Willard D. Egolf, commercial manager of KVVO, Tulsa, Okla. (Broadcasting, Feb. 3).

Effect on Contracts

It is understood the networks' stand on extension of daylight saving is predicated principally on the necessity of revising the predominant 82-week network contracts to accommodate the projected time changes, a process claimed to involve much re-negotiation. In case universal daylight saving time is put into effect, this problem would be relieved, although some re-negotiations would be necessary, it is felt.

The proposal of Rep. McLean, in providing for daylight saving from late March to late October, would add a month to each end of the present daylight saving season, which runs from the last Sunday in April to the last Sunday in September. Rep. McLean stated his bill was introduced as a national

(Continued on page 58)

RAY C. WAKEFIELD

although he had been nominated prior to that date but was not confirmed by the Senate.

Both Senators Hiram Johnson (Rep.) and Sheridan Downey (Dem.) endorsed Mr. Wakefield's candidacy. As a Republican, Mr. Wakefield is understood to have followed the progressive wing of that party in his State, headed by Senator Johnson. Senator Downey declared that he had recommended the appointment some two months ago and that Mr. Wakefield was a man of "very high reputation".

Widely known in State regulatory circles, Mr. Wakefield was president of the California Railroad Commission last year. In the four years he has served on that body, he has engaged in a number of important regulatory cases. He is thoroughly familiar with the telephone field and has had previous contact both with the FCC and ICC. Therefore he is acquainted with regulatory procedures from the public utility-common carrier end, but not with broadcasting.

Background of FCC

Mr. Wakefield's appointment brings to the FCC its third member with a public utility regulatory background. Chairman James Lawrence Fly was appointed two years ago after having served as general counsel of Tennessee Valley Authority. Commissioner Paul A. (Continued on page 44)
FCC Action Against Multiple, Newspaper Ownership Is Seen

Publisher Angle is Raised in Notice of Hearing; Ownership of Over One Station Questioned

GROUNDBASE for a legal or legislative assault upon both newspaper ownership and multiple ownership of stations in the same community is whether regulation of the FCC on pending applications for broadcast facilities.

Although it has been apparent for several years that the FCC, because of production of its large number of applications, has been seeking some basis for rejection of newspaper applications for stations, the FCC has not yet decided to raise the issue. In any event, the FCC is investigating the matter under study. That is, the FCC is investigating the question: Whether a new owner (see page 20) would be entitled to operate another station serving the same area.

PUBLIC INTEREST

The Commission said it concluded that it would be desirable to provide a full-time broadcasting service from a single station without interruption, that it would not be in the public interest in this case to grant authority which would permit operation of two stations in the same area at the same time by the sole newspaper interests in the community. Operations under such circumstances, said the opinion, "would not be conducive to competition".

By including the multiple ownership issue in hearing notices and by otherwise conveying the view that it looks with disfavor upon newspaper ownership, observers believe the FCC is seeking to lay the foundation for ultimate conclusive action. There are a number of cities in which newspapers own or operate more than one station and about twenty cities in which multiple ownership exists.

The FCC is not unanimous on the newspaper-ownership issue. The inspiration originally came from the Administration, which has made no secret of its dislike of newspaper opposition to new Deal ventures.

Attorneys in radio practice have contended there is no legal basis for discrimination against newspaper ownership, and the U. S. Court of Appeals for the District of Columbia in one case several years ago upheld this contention. FCC attorneys, however, feel that the all-

Plans Completed for Louella Parsons To Conduct Filmland Series for Lever

A F T E R negotiations covering weeks, with the deal reported off and on again, Lever Bros. Co., Cambridge, Mass., (Lifebuoy), through William Esty & Co., New York, has completed plans to sponsor Louella O. Parsons, Hearst inclusive "public interest" clause of the Communications Act is sufficient legal basis, and the test later may come on that issue or in proposed new legislation. In any event, the practice of frowning upon newspaper ownership is apparently designed to discourage newspaper applications — yet several have been granted since Jan. 1 and many more were granted during 1940.

NEWSPAPER SELLS INTEREST IN WLAK

REVISION of the station break announcement rule, under which the requirement for call-letter announcements at half-hour intervals would be waived when they would interfere with a program of one-half hour duration or longer, consisting of a single consecutive speech, play, religious service, symphony concert, or operatic production," was announced last Wednesday by the FCC. The amendment revises Section 3.406, paragraphs b and c, of the existing rules.

Chicie News

AMERICAN CHICLE Co., Long Island City, N. Y., on March 6 started a twice-weekly series of news analysis programs by Bill Henry, former CBS correspondent in Finland and now one of the network's commentators on the CBS Pacific network. Programs, heard on behalf of Dentyne gum Wednesdays and Fridays at 12:15 p.m. (PST), feature Mr. Henry's own experiences, as well as news on current events. Agency is Badger, Browning & Hersey, New York.

RELATIONSHIP OF STATIONS

BANDIED ABOUT were post mortems when this group, representing talent, agency, and network, met last week for a round table discussion of the South Bend Tribune which has operated WSBT and WAFM, part-time stations on different frequencies. The applicant asked that WSBT be assigned to 930 kc., with 500 watts fulltime, and that WAFM be retained on 1200 kc., with 100 watts, sharing time. After originally denying the application, the FCC last Oct. 1 announced that it would grant WSBT fulltime, but upon condition that prior to the issuance of the license the newspaper should divest itself of WAFM.

Break Change

NEOGER amends a proposal recently made by Lever Bros. (Rinso). They are (1 to 10), Thomas Freebairn-Smith, Ruth-

BROADCASTING • Broadcast Advertising
EXPLAINING PROGRAM IDEAS and gags was this group backstage after a recent NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. They are (1 to r): Armand Deutsch, of McKee-Albright Prod. Office; Dick Macal, newly-appointed agency program producer; Tracy Moore, NBC Western division Blue network sales manager; Rudy Vallee, star of the show.

P & G Drops Five Programs; Middle Plugs Annoy Oboler

EVERYMAN’S Theatre” to Cease Despite Crossley Rating Because of Duplication of Audience

PROCTOR & GAMBLE Co., Cincinnati, has notified NBC that effective March 28 the company will discontinue sponsorship of five programs, four daytime serials broad- cast in consecutive-quarter hours on the Blue Network in the hour between 10 and 11 a.m. and a half-hour evening program on the Red Network.

Evening program, “Everyman’s Theatre,” was canceled at the end of 26 weeks, despite a contract, by “mutual agreement” between the company and Arch Oboler, author and producer of the series. Mr. Oboler stated following a telephone conversation with William Ramsey, P & G radio director.

The daytime programs being dropped from the Blue Network are: This Small Town, on two stations, 10-10:15 a.m., advertising Chipso; Vic & Sade, on 12 stations, 10:15-10:30 a.m., for Crisco; Story of Mary Martin, on 12 stations, 10:30-10:45 a.m., for Ivory Flakes; Pepper Young’s Family, on 8 stations, 10:45-11 a.m., for Camay Soap. Programs for Camay and Chipso are placed through Pedlar & Ryan, New York; Compton Adv., New York, handled the advertising for Crisco and Ivory.

Budget Shift

Action, which removes all Procter & Gamble advertising from the Blue Network, is the first step in a “realignment” of the company’s advertising budget predicted a week ago [Broadcasting, March 8]. Also cancelled by this sponsor is the Red Network broadcast of This Small Town, on 18 stations for Duz, placed by Compton Adv., New York. This program, broadcast at 10:15 a.m., concurrently with the Blue Network broadcast, goes off the air April 25. The other three programs will continue, for the present at least, on the Red during the 3-4 p.m. hour.

FCC Considering Monopoly Report

Preliminary Draft Described As a Bulky Document

FORMAL consideration of the Network Monopoly Report will be undertaken this week by the FCC, but when the work will be completed is conjectural. The voluminous proposed report, after final revision by the FCC, was submitted March 1 and members of the Commission have no intention to study it during the last week.

At his press conference a week ago Chairman Fly said the Commission would hold its first meeting on the report March 10, but that the early consideration was bound to be of an “exploratory nature” with a “thorough job in mind.”

Contract Control

The preliminary draft is understood to be about as comprehensive as the Network Monopoly Committee Report made public last June, and based on the investigation which began in the fall of 1938 and which was completed a year later. While the appearance of a fiduciary, it is understood that it recommends assumption of jurisdiction over contractual relations between affiliated stations and networks. This would be in line with the recommendations made by the law department last December in oral arguments on the report.

With such a report having on proposed commercial television scheduled for March 20, it is presumed the FCC majority will seek to dispose of the monopoly report prior to that time. On the other hand, should disagreements of a pronounced nature develop, this is expected, it may be necessary for the Commission to hold in abeyance final consideration of the proceedings until it disposes of the television rules.

It is evident the Commission is divided on one basic question. Likelihood of a minority report, subscribed to probably by Commissioners Craven and Case, is seen [Broadcasting, March 8].

Lewie V. Gilpin Leaves For Service With Army

LEWIE V. GILPIN, for 2½ years a member of the Washington editorial staff of BROADCASTING, leaves March 10 to report for duty with the Army. He will report to Fort Meade, Md., for induction and then will be sent to Fort Lee, Va., and later to Fort Bliss, Tex., for duty with the 260th Coast Artillery (anti-aircraft). A native of Tracy, Minn., Mr. Gilpin received his B.A. degree of University of Missouri School of Journalism and attended the University of Minnesota two years before going to Washington. Before joining BROADCASTING he worked in various Washington news bureaus.

New Salt Series

INTERNATIONAL SALT Co., Scranton (Sterling table salt), has started thrice-weekly announce-
ses help customers to make smart economi- cologic decisions on WCKY, Cincin-
tati; WEWA, Richmond; WSB, Atlanta; WWI, New Orleans. J. M. Mathies Inc., New York, is agency.

Van Camp’s Adds

VAN CAMP’S Inc., Indianapolis, intensifying its distribution in the New York City area, is sponsoring in the interest of its canned pork and beans live announcements weekly on the Martha Deane program on WOR, New York, and on Dr. Shirley Wyman’s Food For- um on WMCA, New York. Callins & Holden, New York, is the agency.

BROADCASTING  Broadcast Advertising March 10, 1941
First NAB-ASCAP Meeting Is Expected in Late March

First formal conversations toward reopening negotiations between ASCAP and the recording industry may be held within two weeks at a meeting of the NAB board of directors with the recently appointed ASCAP negotiating committee, it was learned following an exchange of letters last week between NAB President Neville Miller and ASCAP President Gene Buck.

While Mr. Miller did not state definitely that this NAB-ASCAP meeting would be called, at the request of Mr. Buck, he plans to explore the possibility of convening the board in New York or Washington before the end of March. Because of the many factors to be taken into account, such a joint meeting would not indicate imminence of a final agreement bringing ASCAP music back to the air for the first time since Jan. 1. This session probably would be of an exploratory nature.

Broadcasting early March 4 of the ASCAP consent decree, Mr. Miller asked ASCAP to make a specific offer or outline proposed formulas for use of its music by radio, in accordance with the consent decree terms, requiring a "pay-as-you-use" basis. This reply, however, has so far met only a meeting with the NAB board. Mr. Miller then indicated that such a meeting is likely.

Formula Sought

In the absence of any formal proposition from ASCAP, it is thought that the NAB board will not be disposed to commit the industry to any plan for return of ASCAP music to the air. NAB consistently has taken the position that ASCAP must submit a revised formula before industry agreement can be sought. More than likely, conclusive action will await the NAB convention to be held in St. Louis May 12-16.

The NAB board comprises 26 members, 17 of them representing the districts into which the country is divided, three for the major networks and two for each of the medium, medium-high and educational stations. The ASCAP negotiating committee is headed by President Buck and is made up of seven publisher-composer members.

Feud in Hollywood

CURRENT ASCAP radio concerts took a personal turn when L. Wolfe Gilbert, Hollywood composer and West Coast committee member of the Society and David Marshall, Florentine Gardens orchestra leader, were allowed to have indulged in a fist fight at the night club March 1. Gilbert is said to have declared that he was withdrawing music "stolen" from his "African Lament." Marshall declared he was exercising Cuona's "Canto Karabali," licensed through BMI.

Action on Criminal Suit Pending Against ASCAP Is Postponed by Court

DISPOSITION of the criminal suit (440-Q) pending against ASCAP since last month has been postponed until May 19 by Presiding Judge F. Ryan, Duffey, of Milwaukee, upon the request of ASCAP and the 19 co-defendants, publisher-members of the Society. The court originally set March 5 as the date for arraignment.

The criminal suit, seeking dissolution of ASCAP as a monopoly in violation of the anti-trust laws, is based on a request for the Department of Justice to file an application for consent decree. ASCAP concurred heartily in the statement of the Department that the decree opens the way for an early settlement of the differences between ASCAP and the broadcasting industry.

Court Acceptance Is Given ASCAP Copyright Decree

Proposed Changes Are Denied; Old 1935 Suit Dismissed

CONSENT decree consummated between ASCAP and the Department of Justice was accepted March 4 by Federal Judge Henry W. Goddard of the U. S. District Court in the Southern District of New York. At the same time, the NAB, the League of New York Theatres and Schroeder & Gunther, ASCAP publishing firm,

Neville Miller, NAB president, himself appeared on behalf of his organization to protest that (1) for all practical purposes, the proposed sanctions ASCAP's position as the exclusive agent for performing rights of its members' compositions and (2) it grants the privilege of broadcasting an individual musical work or a "public performance" basis to all users except broadcasters, who are thus forced to buy all the music in the ASCAP pool.

Dividing the Pot

Mr. Miller argued that while the consent decree ASCAP shall not acquire exclusive performing rights, the permissive clause compel any member who licenses his works directly to a user to turn over all of their proceeds from such licensing to the Society for distribution under its general formula, thus depriving the member of any economic incentive for individual licensing.

Furthermore, since the votes of the members are weighted on the same basis of number, nature, character and prestige of their compositions which decides each member's share of the total ASCAP funds, Mr. Miller stated that "under the decree even the majority of members cannot control the activity of the management."

He continued: "The proposed decree thereby creates an enormous temptation to those persons who are in control of the affairs of the Society at any time, to utilize their power to increase their personal financial benefits by such act they not only increase their revenues but assure their continuance in positions of power."

On his second point, Mr. Miller explained that the per program method of licensing, "intended to relieve broadcasters from the necessity of paying a fee with respect to a program which does not use ASCAP music," is granted to broadcasters by the decree. The per piece method, he said, "is intended to obviate the evils of what amounts to a tax on the Department of Justice, which has used its power, under its assignments from its members, to compel broadcasters to pay for all of the work of all of its members in order to secure access to any of the works of any of its members."

The decree, he pointed out, ends this situation for all users but broadcasters. "It permits the hotel, cafe, motion picture theatre proprietor, to take a few examples, to demand the quotation of a price for an individual musical work or for a group of musical works. We cannot find any logical reason for differentiating between broadcasters and other users with respect to such dividend.

"If it is illegal for ASCAP to refuse a hotel access to a work of a group of works unless the hotel will pay for all of the works of all of ASCAP's members, why should this not be applicable to broadcasters as well? Indeed, for ASCAP to carry on a legal existence, it would seem to be necessary that the music user, including the broadcaster, should have the right either to purchase all of the music of ASCAP for a specific program or to purchase one of the music of ASCAP that the user may want."

Waters Explains

Victor O. Waters, special assistant to the Attorney General of the United States, in charge of the ASCAP-BMI litigation, said this suit should be considered as a companion to the BMI decree, in which the provisions were similar, with the committee on ASCAP members about them. The Government, he declared, is not representing either BMI or ASCAP but is endeavoring to open up complete and frank discussions. As long as ASCAP has used its power, under its assignments from its members, to secure from the publishers of their music a part of the ASCAP payment to the publishers, he now say they have no way of dividing their ASCAP income among all their songs.

Judge Goddard declared these requests, pointing out that the decree is between ASCAP and the public and that the differences of the individual producers with ASCAP are not germane to the decree but can be settled independently.

The consent decree is the result of a compromise between ASCAP and the NAB late last year, which provides that ASCAP shall not charge a fee, but shall give "to the broadcasters a license to use all the music of ASCAP without payment of fees," a "form of settlement which is described as between ASCAP and the broadcasters, that is, both sides are said to have given up something."
Turning Point in Music Copyrights

Craney Sees Danger if Any Blanket Fee is Accepted

No broadcaster has devoted more time and energy to the copyright issue than David Craney. He has been active on the legislative front and is recognized as one of the experts on the issues. Craney, a Washington, Nebraska, Florida signee for the American Society of Composers, Authors and Publishers, has been a leading advocate for the rights of composers and songwriters. He has been a vocal opponent of blanket licensing and has been a strong supporter of the independent broadcaster.

In 1935, Craney was one of the first to raise objections to the ASCAP consent decrees. He argued that the decrees were unfair to the independent broadcaster and that they would harm the music industry. Craney was a strong advocate for the separation of the ASCAP from the broadcasting industry, and he was a vocal opponent of the ASCAP consent decrees.

Craney has been a strong supporter of the independent broadcaster and has been a vocal opponent of the ASCAP consent decrees. He has been a strong advocate for the separation of the ASCAP from the broadcasting industry, and he has been a vocal opponent of the ASCAP consent decrees.

Mills Chides Department of Justice, Claims ASCAP Will Lose $5,000,000

STRIKING a sharp note concerning the Department of Justice anti-monopoly actions against ASCAP, E. C. Mills, chairman of the society's administrative committee, speaking March 6 before the New York Assn. of Young Advertising Men at the Midtown Hotel, stated that by signing the recent consent decree ASCAP yielded "to a combination of economic and government pressure which the society stands to lose $5,000,000."

"In 1932," Mr. Mills said, "the Department of Justice initiated an investigation into the operations of ASCAP and the Government made an unfair treaty result, just about the time a three-year contract with the broadcasters was being negotiated."

Again in 1935

"When that contract was signed, the Government ceased to be interested in the activity. Again, in 1935 when another contract with the broadcasters was under consideration, anti-monopolistic proceedings were brought against the society, and were adjourned in June 1935 on motion of the Government. A five-year contract with the broadcasters was signed."

Mr. Mills continued, "the ASCAP contract with the broadcasters again came up for consideration, and again the Government became greatly concerned over the monopolistic practices of the society."

Another coincidence occurred, Mr. Mills said, "when the Department of Justice filed suit against ASCAP in the U.S. Court in Milwaukee presided over by Judge Duffy, an ex-Senator, who, while he was in the Senate, had made a number of public addresses denouncing ASCAP."

Mr. Mills stated, "we were to be tried by a court, obviously prejudiced. We signed the consent decree which gave us a clean bill of health from the Government, but by so doing we paid a substantial price to put us in a position to negotiate with the broadcasters."

Split Avoided

Speaking about the ASCAP terms presented to the broadcasters in 1940, Mr. Mills stated that individual stations had complained to him that they were unfair to them and that they should have to pay for music broadcast on the networks. As a result, a formula was set up for the networks whereby the fee payable at the source of music, he said.

This formula met with the approval of the vast majority of independent stations, Mr. Mills said, "we hoped to create a schism in the industry," he continued, "but the broadcasters rallied, and on Jan. 1, the ASCAP music went off the air. When I spoke of the roll call of the broadcasting industry, I do not speak of individual stations. I speak of the American Telephone & Telegraph Co., the Columbia Broadcasting System, the Electric Fishing & Co., General Electric, Radio Corp. of America; that group which among them controls all the patents and the electrical communication in this country. For anyone to believe that the songwriters can impose their will on such a powerful group is not logical."

Commenting on propaganda in the ASCAP-BMI controversy, Mr. Mills said "the broadcasters have done a much better propaganda job than ASCAP." However, he also stated that 17,000,000 column inches appeared about the controversy in 3,700 newspapers, second only to the war itself. The only spokesman in favor of the bills was Rep. Daniel F. Sullivan, Lowell Democrat, who said he was an "entertainer himself and wanted to take dictatorship out of the musical world."

ASCAP and Radio Stand Together

THE IMPOSSIBLE happened last Wednesday in Boston. ASCAP and the broadcasters found themselves together on proposed legislation. A resolution was submitted by a committee of the State Legislature on three copyright bills, which ASCAP considered would prevent it from doing business in the State. It brought its customary retinue of well-known worthies, including John G. Paine, general manager; Louis D. Frohlich, general counsel; Fred Harbach and Grace Bunker, plus a number of other celebrities, to castigate the legislation as the invention of the NAB, the ASCAP, the oligarchies, and, possibly, the RKO Pictures. They told the ASCAP-BMI war all through the Committee's two-hour presentation before the joint committee on constitutional law.

At the Massachusetts State Broadcasters Committee, which among other things keeps track of legislation in the State, the ASCAP, called its Legislative Committee together prior to the hearing. Because ASCAP would be bound to do it in any case, such a committee decided the bills should be opposed. Harold E. Fellows, general manager of WEEL, Boston, as well as chairman of the legislative committee, E. E. (Ted) Hill, general manager of WBZ, and W. T. Welch, owner of WSAR, Fall River, attended the hearings and listened to ASCAP's opposition.

After hearing the fight, the committee declared that the bills should be made, partly because it was concluded the bills were objectionable, and secondly, the accusations made could not remain unchallenged. At the conclusion of the two-hour presentation, Chairman Fellows simply told the committee Massachusetts broadcasters were definitely opposed to all three measures. He said they were regarded as probably unconstitutional and definitely detrimental to the broadcasters, and he pointed out that the Massachusetts Committee represented primarily NAB member stations as well as networks.

As a result of the testimony, the Committee set a re heuristic on the three bills. The only spokesman in favor of the bills was Rep. Daniel F. Sullivan, Lowell Democrat, who said he was an "entertainer himself and wanted to take dictatorship out of the musical world."
Al-hakk, the swaddled swami sees. He sees BROADCASTING, whose radio station advertisers outnum-
ber those of all other advertising trade publications com-
bined. He sees BROADCASTING, an advertising medium
whose client-renewal percentage is truly revealing. He sees
BROADCASTING, now with nearly 10,000 circulation. Waka,
the swami sees the way to your great promotion success,
present and future.  

You'll see, too. Consider—

Transcription Firm Survey: 1,000 national advertisers and agency execu-
tives selected at random from McKittrick's. BROADCASTING received
nearly as many votes as choices two, three, four, five and six combined.*

West Coast Station Survey: Agency men coast to coast asked which of 12
advertising trade publications are best bets for station promotion.
BROADCASTING voted no. 1.*

Station Representative Survey: Agency executives were asked which of
three leading advertising trade publications carrying this representa-
tive's ads was best read. BROADCASTING tops again.*

Midwest Station Survey: Top-flight agency radio executives asked in which
of seven advertising trade papers "our ads would be seen by you"
BROADCASTING led the field.*

Eastern Stations Survey: 160 agency executives asked which publications
they would use if they were buying trade paper space for a station.
Nine trade magazines listed. BROADCASTING way on top.*

* The swami will tell you more, too.
Government to Act Soon on Petrillo

AGMA Standing Firm, Continuing Fight, Says Tibbett

ALL HAS BEEN quiet on the Government front since the announcement Feb. 28 by Assistant Attorney General Thurman Arnold that grand jury proceedings will soon be started against James C. Petrillo, president of the American Federation of Musicians.

No indication has yet been given as to where or when the Government will institute the new proceedings. Thus, the trial of the union leader's dictatorial powers. Victor O. Waters, special assistant to the Attorney General, who handled the ASCAP-BMI decrees and who has been assigned to the Petrillo case, is back in Washington making a study of the whole union music situation preparatory to initiating formal action. It was indicated that steps may be taken next week, with the launching of the grand jury proceedings.

Tibbett Firm

In Washington last week for a concert, Lawrence Tibbett, president of the American Guild of Musical Artists, which is in litigation with AFM over the jurisdictional issue precipitated by Mr. Petrillo, asserted that his organization proposed to continue its fight, irrespective of defections of members from its ranks to AFM. Last August Petrillo announced that solo artists would have to join the Federation or be forbidden to perform with any of the 130,000 members of AFM. Tibbett, who is an AFM member, said he believed that his union's right to be upon Petrillo and his AFM operations. More than a year ago the Department gathered evidence on the AFM onslaughts against radio, requiring hiring of fixed quotas of musicians by all stations, retention of standby orchestras, use of unionists to operate transcription turntables, and similar practices originated when Petrillo was head of the Chicago Federation.

Spalding Yields

Meanwhile, things were reasonably quiet on the AFM-AGMA front. The week following March 1, set by Mr. Petrillo as the deadline date for AFMA members to join AFM or have AFM members ordered not to perform with them, passed without any open conflict or even a minor skirmish. Biggest news of the week broke March 1, when Albert Spalding, noted violinist, announced his resignation from AGMA and his application for membership in the musician's union.

This desertion came as a complete surprise, as Mr. Spalding had agreed to permit his union's members to perform with Mr. Spalding on the Sunday afternoon Coca-Cola broadcast at the request of CBS, which had informed the musician's chief that the network was contractually bound to supply Mr. Spalding's performances on the radio series (BROADCASTING, March 2), thus insuring that this program would not be the scene of the previously expected AFM crackdown.

In the next few days following Mr. Spalding's transfer of allegiance, AFM officials announced that some 20 noted instrumentalists had applied for AFM membership, including a number of AGMA members, such as Jose Iturbi, pianist and conductor, Efrem Zimbalist, violinist, Mischa Elman, violinist, and Josef Hofmann, pianist, the latter being named an honorary AFM member along with Fritz Kreisler, violinist, and Sergei Rachmaninoff, pianist.

AGMA Stands Pat

No comment on these defections was forthcoming from AGMA officials, who stood pat on the statement issued March 4 by Mrs. Blanche Witherspoon, executive secretary of AGMA, that "due to the fact that the litigation of AGMA's case is pending in the New York Court of Appeals and that the intervention of the Federal Government has been requested by the AFM as a result of the decision of the Department of Justice, the board resolved to make no further public statements at this time."

Spalding's resignation was made following a meeting of AGMA's board of governors which passed a resolution of AGMA's continued resistance to Mr. Petrillo's "unfair and unwarranted demands."

Previously, AGMA had hailed the Government intervention as "a welcome step in the direction of curbing Mr. Petrillo's plan to become the absolute musical dictator in this country." Stating that AGMA is governed by a president and board who are elected by the membership and who serve without compensation, the release contrasts this situation with that holding in AFM. "Mr. Petrillo," it declares "has not only boasted of being the highest paid labor leader in the country but he has also boasted of his absolute control over the affairs of the AFM. The Constitution and by-laws of his organization give him unlimited powers."

Spalding's Stand

In a lengthy statement, released through his attorneys, Kelsey, Walbro, Spalding & Parker, New York, Mr. Spalding explained that when he joined AGMA he was told it was a guild of solo singers and instrumentalists, but that it had since solicited membership of accompanists with the result that instrumentalists are now only a small fraction of AGMA's total members. He had not thought of membership in AFM, he said, "because I did not believe my professional interests required the kind of protection which a labor union customarily gives or that my engagements were in competition with the members of the union."

"Holding that opinion," he continued, "when the AFM made the instrumentalists join that union, I approved seeking a determination of the courts whether we soloists could lawfully be included within the scope of the 'closed shop' principle. That question having been decided in favor of the AFM by the late United States Supreme Court of New York, I accept the decision of the court."

AFRA to Hasten Disc Negotiations

March 12 Meeting Is Sought With Transcription Group

DETERMINED to push its proposed code covering the employment of talent on transcribed programs through to completion and acceptance by the transcription manufacturers at the earliest possible moment, the American Federation of Radio Artists has requested the transcription negotiating committee to meet with AFRA executives as soon as possible, with March 12 set as a tentative date.

Indicative of AFRA's expectations of an early settlement of this problem, which has been a leading item in the union's agenda for more than a year, was last week's announcement that the transcription code would be the major topic for discussion at a future meeting of AFRA's New York local, to be held March 20 at the Hotel Astor.

Calls It Decisive

In announcing the date, George Heller, New York executive secretary, stated: "All AFRA members working in the transcription field should make an especial effort to attend the March 20 meeting. It will be one of the last of all the discussions which have taken place to date. It will be a decisive meeting for the electrical transcription code. The time has come for resolving the transcription situation, will come out of this meeting."

Announcement also reported plans for the meeting of AFRA executives with transcription producers, continuing that "the results of this meeting will be presented to members of the New York local for final ratification." Transcription code was one of the items discussed during most of last year, with regional groups drawing up recommendations for wage scales and working conditions in their particular areas and with a coordinating committee amalgamating these suggestions into a national code.

Numerous meetings with the transcription producers' committee were held during the spring and summer, when they were interrupted by the negotiations with network and advertising agency officials which preceded the renewal of the AFRA network codes covering both sustaining and commercial programs.

Charles Gaines, World Broadcasting System, chairman of the transcription committee, said March 6 he was notifying his committee members of AFRA's request for a conference at the March 12 date would stand. Other members include: John H. MacDonald, NBC Radio-Recording Division; C. M. Finney, Associated Music Publishers; Leonard Bush, Compton Adv.; L. D. Milligan, Blackett-Sample-Hummer, Air Features; William Spire and Joseph Bonine, McCann-Erickson.
WANTED!...

in "AMERICA'S MONEY BELT"

Enough Face Powder to Dull Every Shiny Nose From Djibuti to Hoboken

NOTE: Noses in the Money Belt Region required an estimated $1,446,120 worth of powder last year. This year it's more noses—more powder.

WILL YOU SELL IT?

If the faces of the folks in America's Money Belt beam like last year's serge, it's from happiness—not lack of cosmetics. The face powder sold in the region last year was sufficient to put a "no glare" finish on every shine... no matter how you spread it. And powder is just a minor part of the $17,000,000 worth of cosmetics sold under the shadow of the towers of The Cowles Stations.

All of which lends added credence to our shout that folks hereabouts have money—and spend it—for advertised products. There's no better way to let them know about your products than through the four-way voice of The Cowles Stations. There's no other way to reach the six million persons at one fell swoop.

To learn how to spread the story of your product over the Money Belt region at one low cost write us today. We'll tell you all about the job we can do for you.

The Cowles Stations

WMT * KRNT * KSO * WNA

Represented Nationally by THE KATZ AGENCY

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Sales in "America's Money Belt"

<table>
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<th>Product</th>
<th>Sales</th>
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<tbody>
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<tr>
<td>Perfumes</td>
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</tr>
</tbody>
</table>

(Total drug commodity sales—$49,216,000)
The 700th ‘Standard Symphony Hour’
In 13 Years No Plug Has Interrupted Coast Series

THERE aren’t many sponsors of radio in this country who can boast of more than 13 consecutive years as guarantor of a costly program during which no commercial announcement has ever been used. Just such a position is held on the West Coast by Standard Oil Co. of California, sponsors of two programs weekly on 33 stations of the Pacific Coast Mutual network — Standard Symphony Hour, Thursdays, 6-9 p.m. (PST) and the San Francisco Symphony Orchestra is ready to broadcast its 700th program March 13 will be conducted by Pierre Monteux, distinguished leader of the San Francisco Symphony Orchestra. The program will consist of requests from radio listeners. Special features in keeping with the importance of the broadcast will be a part of the program, but, as usual, there will be no commercial announcements to break in on the atmosphere of quiet repose that has always characterized the Standard Symphony Hour.

The Standard School Broadcast was started nearly two years after the first Standard Symphony Hour. Starting in 1928 with a program reaching the pupils of 72 schools in California, the Standard School Broadcast today is heard in more than 8,000 Pacific Coast schools by approximately a half-million students. This program pioneered education by radio. It consists principally of a preview of that night’s program by the Standard Symphony, with musical illustrations. The School broadcast also has a wide adult following besides students who listen as part of their curriculum.

Goodwill That Pays

These institutional, non-commercial broadcasts, however, have built up a volume of good-will that is constantly paying off in dollars and cents. The sponsor, the advertising agency and the stations from which the programs emanate have concrete evidence that appreciative listeners by the thousands purchase Standard Oil products solely because of the radio broadcasts presented by the company.

Continuity and production of the Standard Symphony Hour are handled by Pat Kelly of KFRC, San Francisco.

Stations releasing the weekly program are:
KPMC KHSI KKO KXJ KMM KYOS KODN KVCD KFPM KBG KFRC KSFO KIRO KUOM KZAI KUSP KIYK KYRA KFBK KFOX KFRC KFPG KFRC KSGR KGDO

Agency is McCann-Bickerson, San Francisco.

WGES Given Fulltime; WSBT’s New Facilities
FULLTIME operation with 5,000 watts for the parttime WGES, Chicago, operated by Gene Dyer, was authorized March 4 by the FCC as a sequel to its recent grant to WSBT, South Bend, granted full-time. Formerly, the two stations shared time on 1360 kc. with 500 watts each. The South Bend outlet was granted fulltime on 930 kc. in a recent ruling.

Simultaneously, the FCC granted WJOB, Hammond, Ind., fulltime on 1200 kc. with 100 watts, taking over the facilities formerly used by WFSAM, South Bend, which had been operated jointly with WGES, WGS. WGES will use a directional antenna day and night on 1360 kc.

Spurned by Draft
NEATEST surprise of the month came Feb. 20 to Richard O’Hare, attorney in the FCC legal division. After cleaning up his FCC desk and setting his personal affairs in order, preparatory to starting his year’s military training under selective service, Attorney O’Hare went up to Boston to be inducted. Everything went fine as Army examiners started putting him through his second physical examination — until they caught his height. Army regulations prescribe a maximum height of 72 inches, O’Hare measures 6 feet 6½ inches in stocking feet, so now he’s back at work in the FCC law department.

Battle of Agencies Over Jack Benny Y & R, Estey, Wheelock Seek Services of No. 1 Comic
A BATTLE of three big agencies is centering around the contracts of Jack Benny, leading radio comedian, who has starred more than nine years in late March-Jack Benny Show sponsored on NBC by General Foods for J-e’ll-o. General Foods will discontinue the present series.

With a reputed weekly salary of $17,500 for the Jell-o package show, his current contract is up for renewal in late March. Disputes with the present setup, Benny is said to be willing to make a change in sponsor. Dick Marvin, New York radio director of Wm. Estey & Co., in Hollywood during early March for conferences with Louella Parsons of the proposed Lever Bros. (Lifebuoy) program on CBS, is reported to have made overtures to Benny through his agents, A. & S. Lyons Inc.

Ward Wheelock, head of the Philadelphia agency bearing his name, has also offered Benny a contract for an unnamed sponsor. Although Wheelock promises the Jack Benny Show radio business, it is generally believed he represented another client in the Benny situation. A cigarette sponsor is alleged to have offered $25,000 weekly for the Benny troupe. It is not known whether Wm. Estey & Co., servicing the B. J. Reynolds Tobacco Co. (Camel cigarettes), account, had any connection with the Wheelock offer.

Will Match Others
Tom Harrington, radio vice-president of Young & Rubicam, New York agency servicing the Jell-O account, flew to Hollywood March 3 and after a brief stop-over, drove to Palm Springs, Calif., for conferences.

His appearance on the West Coast indicated that Young & Rubicam will make a determined fight to keep Benny on Jell-O. Harrington is understood he was authorized to match any offer or concession made by other agencies. Joe Stauffer, Hollywood radio manager of Young & Rubicam, stated he was hopeful the long association with Benny would continue. He declared reports of strained relations between Benny and the agency were unfounded.

Benny, at Palm Springs, is reported to have stated his reason for wanting a change was dissatisfaction with the talent arrangement on the Jell-O show. He denied that it was a desire for more money. Benny declared he had no quarrel with his sponsor or agency servicing the account, and had enjoyed the friendly association. He is understood he wanted to move the program around, broadcasting from various communities, but the sponsor would not agree. It is further reported that he wanted to eliminate the morning coast-to-coast broadcast, doing it via transcription.

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BROADCASTING • Broadcast Advertising
STANDOUT RESULTS!

"KLZ has the lowest cost-per-inquiry rating on Calavo’s list of 15 stations."
—Lord and Thomas—Feb. 4, 1941
Orchids

TO OUR ADVERTISERS!

...to our advertisers, who have again won sweeping victories in the nation's radio popularity polls

The NBC Red Network
THE RED NETWORK salutes its advertisers for again winning the accolades in the annual popularity polls. In placing the finest entertainment on the network with the finest facilities, they have made it possible for the Red to lead the field for the thirteenth consecutive year.

These are the basic reasons for the Red Network's preferred position on the nation's radio dials—a preference so marked that the listeners themselves, in NBC's All-County Census, voted the Red their favorite network by a wide margin. In the daytime, the survey shows, 36.9% more radio families listen most to the NBC Red Network than to any other network, and at night, 41.7% more listen most to the Red.

Day or night, sales blossom faster on America's most popular network—NBC Red!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Mexican Treaty Assignments Adopted

Preliminary Details of Reallocation Are Cleared

ALL PRE-REALLOCATION fundamentals preparatory to the March 29 shifts under the Havana Treaty were cleared last week with the publication of the new 171-station Mexican standard broadcast structure agreed to during final engineering sessions held last January.

Eliminating both the Brinkley and Baker border stations, but providing for certain other border assignements, the Mexican log coincides generally with the agreements reached during the engineering conferences in Washington, Jan. 14-30. All told, approximately 1,300 stations in the United States, Canada, Mexico and Cuba will shift to new frequencies as of March 29.

Interference Problem

Because a substantial number of the proposed assignments, particularly in Mexico and Cuba, call for directional antennas, it is expected that many of the stations will operate with reduced power until the necessary equipment is installed.

Generally, the effect should be a substantial reduction in interference which now exists by virtue of duplicated operation on channels used in this country by Mexico and Cuba. Heretofore, only Canada has been a party to technical agreements for use of the broadcast band which has a continent-wide interference range. The reallocations cover the range 550-1800 kc.

At the FCC, it was stated that all protests filed against the final assignments, as approved in January, have been cleared without the need of hearings. A total of 18 licensees filed statements, of whom six sought hearings. Only one definite allocation shift was necessitated—foreign. KGOM, Salinas, W. I., a Veal, in KOB, Albuquerque, protested its assignment to 1030 kc., on which WBO, Boston, is the dominant station.

WBZ, Boston, has been cleared for 50,000 watts for WBZ and 10,000 for the Albuquerque outlet, however, will be made as projected, pending further studies in connection with a possible frequency change.

Mexico Plans To Use Superpower Above 50,000-Watt Limit

That Mexico plans to use superpower above the 50,000-watt limit now invoked in this country, is reflected in the projected Mexican allocations. On 730 kc., a Mexican I-A frequency, XEDF, Mexico City, is earmarked for 150,000 watts. XEG, in Monterrey, is slated for 150,000 watts on 1050 kc., to be operated by Rodolfo Junco de la Vega, Mexican newspaper publisher and owner of the present outlet.

Other stations assigned 50,000 watts or more are XEW, Mexico City, 100,000 watts on 900 kc., operated by Emil Azcarraga, president of the Mexican Broadcasters Assn.; XEQ, Mexico City, 50,000 watts on 840 kc.; XEST, Mexico City, 50,000 watts on 1060 kc.; XENT, Nuevo Leon, 50,000 watts on 1140 kc.; a new station in Sonora, 50,000 watts on 1190 kc.; XEFW, Tampico, 50,000 watts on 810 kc.; and the Government station, XEB, Mexico City, 100,000 watts on 1220 kc.

Because of the degree of flexibility allowed Mexico, it is possible that a number of shifts will be made by the Mexican authorities, within the engineering standards and technical framework established by the Treaty. A number of border stations, it is presumed, will be continued, but under Mexican auspices and with the objective of serving Mexican rather than American listeners. The present high-power transmitters of XERA, Brinkley station at Villa Acuna, and XEJB, at Nuevo Laredo, probably will be sold to new licensees.

Kelly, Biddle Hold Interest in WIBG

Kelly's Purchase Into WHOM Shows Politicians' Share

PURCHASE by John B. Kelly, Democratic city leader of Philadelphia, of one-third interest in WHOM, Philadelphia, has been held to light the fact that Mr. Kelly and Anthony J. Drexel Biddle Jr., former U. S. Ambassador to Poland, have together acquired 49% interest in Westinghouse Broadcasting Co. Both stations are controlled by the Paul F. Harron-Joseph Lang interests.

Mr. Kelly has paid $85,000 for his 25 1/2% interest in WHOM, which now operates with 500 watts night and 1,000 day on 1450 kc. and is scheduled to become a Class B station on 1560 kc. under the March 29 reallocation, opening the way for 5000 watts. Mr. Harron and Mr. Lang, formerly 50% owners each, relinquish enough of their stock for the new splitup.

May Move Studios

WIBG has its studios and transmitter in Glenside, a suburb of Philadelphia, and operates with 1,000 watts daytime on 970 kc. It is scheduled to move to 990 kc. on March 29 and to operate fulltime. It is understood that plans are underway for a new studio in Philadelphia, opening the way to move its studios into Philadelphia proper, possibly in the Philadelphia Hotel, former home of WCAU, and an effort will be made to hold higher power in order to give it wider city coverage.

Mr. Biddle is not involved in the WHOM deal, which is said to be Mr. Kelly's own investment. Mr. Kelly and Mr. Biddle paid $75,000 for their 49% interest in WIBG, each securing 49 shares out of 200 issued. Mr. Harron and Mr. Lang are reported to have held the higher stock between them, though the exact stockholdings are not disclosed.

It was reported but unconfirmed that Mr. Kelly-Biddle interests are also seeking to purchase radio holdings in Pittsburgh and Reading. Rumor has linked this with the forthcoming gubernatorial campaign, for which Mr. Kelly is reported to be grooming Mr. Biddle while Senator Joseph F. Guffey is said to be championing Luther A. Harron, Philadelphia city treasurer, making for a possible split in the city Democratic organization.

Ch. of C. Campaign

MARVELOUS MARIN INC., San Rafael, Cal. (county-wide Chamber of Commerce), on March 16 starts a 52-week campaign on most stations in the San Francisco-San Mateo area, periodically during the year. Stations already signed are KPO KBC KC KYL KYL, all in San Francisco. One-minute dramatized transcriptions will be used. Newspaper and direct mail also are being scheduled. William F. Fussell, secretary-manager of Marvelous Marin Inc., authorized the campaign and the agency is Theodore H. Segall Adv. Agency, San Francisco.

IMPRESARIOS PREVAIL in these musical shots ranging from Boston to Palm Beach. At left F. M. Sloan, chief engineer of Westinghouse station WIXX, Boston, and W. C. Swartley, general manager of WZB- WBZA, greet Dr. Serge Koussevitzky, Boston Symphony conductor. The orchestra presented its first FM broadcast Feb. 26 [Broadcasting, March 3] with Dr. Koussevitzky conducting. He pronounced results "astonishing". Ignace Jan Paderewski, in right photo, receives recordings of CBS broadcast honoring the golden anniversary of his first American concert. The recordings were presented to Paderewski by Steve Willis, general manager of WJNO, West Palm Beach, during a visit there last month by the Polish pianist.

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### Log of Mexican Broadcast Stations Under Havana Treaty

#### Frequency List Showing New Assignments Effective March 29, 1941

**DA—Directional Antenna**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts Class</th>
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</thead>
<tbody>
<tr>
<td>XER</td>
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<tr>
<td>XEOF</td>
<td>Mexico, D. F.</td>
<td>1,000</td>
</tr>
<tr>
<td>XEMX</td>
<td>Piedras Negras, Coahuila</td>
<td>250</td>
</tr>
<tr>
<td>XEPH</td>
<td>Mexico, D. F.</td>
<td>5,000</td>
</tr>
<tr>
<td>XEZ</td>
<td>Merida, Yuc.</td>
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<td>Torreon, Coahuila</td>
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<td>XEXS</td>
<td>Salinas, Coahuila</td>
<td>500</td>
</tr>
<tr>
<td>XERJ</td>
<td>Mazatlan, Sin.</td>
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<td>Mexico, D. F.</td>
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<td>Mexico, D. F.</td>
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</tbody>
</table>

**Class II assignment with 500 watts in Mexico, D. F., on the clear channel 460 kc., occupied by WEAQ, a Class I-A station in the United States, acceptable subject to directional antenna to protect the border of the United States in accordance with the engineering standards of the Treaty.** It is not understood, under Part II, Section 4, of the Federal Communications Commission's International Commercial Radio Broadcasting Agreement, that "the engineering subject to revision when justified by technical advances in the art" and that advances in the art of designing directional antennas permit reduction of the safety distance of 650 miles provided by Part II, Section 4, of the Cancer Commission's International Commercial Radio Broadcasting Agreement, in the United States, or in the revision of this Table. The United States, in the event the other rights of use for a Class I-A station on this frequency agree to this revision of the safety distance of 650 miles provided by Part II, Article 4(b) solely for stations installed in Mexico City and its contiguous area, it being understood that the permissible interfering signal from such Mexican stations shall not at any time exceed the values specified in Table I of Appendix B and that the United States shall not at any time exercise its other rights under the Agreement with respect to the use of this frequency, without regard to any priorities resulting from the establishment of such Mexican stations.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>XESM</td>
<td>Mexico, D. F.</td>
<td>500</td>
</tr>
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**Table II**

<table>
<thead>
<tr>
<th>Call Letters</th>
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<th>Power in Watts Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEDA</td>
<td>Guadalajara, Jal.</td>
<td>1,000</td>
</tr>
<tr>
<td>XEDV</td>
<td>Mexico, D. F.</td>
<td>5,000</td>
</tr>
<tr>
<td>XEC</td>
<td>Tijuana, B. C.</td>
<td>5,000</td>
</tr>
</tbody>
</table>

This assignment is accepted by Canada subject to a directional antenna if objectionable interference exists at the Canadian border at night.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEC</td>
<td>Mexico, D. F.</td>
<td>1,000</td>
</tr>
<tr>
<td>XELN</td>
<td>Laredo, Tamaulipas</td>
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</tr>
<tr>
<td>XEX</td>
<td>Mexico, D. F.</td>
<td>2,000</td>
</tr>
</tbody>
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### Broadcast Advertising

March 10, 1941 • Page 23
Sanfeliz Receives Grant For Outlet in San Juan

PROPOSING to grant the application of Enrique Abarca Sanfeliz, Puerto Rican sugar refining equipment manufacturer, for a new regional outlet in San Juan, P. R., the FCC March 5 simultaneously proposed to dismiss the rival application of United Theaters Inc. for like facilities in San Juan. The FCC report not only contended that Sanfeliz Sanfeliz' station would operate with 5,000 watts day and 1,000 night on 580 kc., and the proposed grant is tantamount to a final decision unless objections are raised that force the case to hearing. The United Theater application was for 1,000 watts fulltime on 580 kc. United Theater controls a large chain of motion picture theaters throughout Puerto Rico.

BENJAMIN MOORE: HARBRINGER OF SPRING

JUST as the first robin is a sign of Spring so is the start of the Benjamin Moore & Co. series of radio programs on interior and exterior decorating, now starting its 13th year on the air and its 11th on NBC-Red.

Founded 80 years ago in Brooklyn by Benjamin Moore, the company now boasts seven factories in cities as far west as Denver, and it is still run by a member of the Moore family, L. F. Moore, the founder's nephew.

Promotion of the company's paint products was more or less restricted to painters and dealers both wholesale and retail, until 1928 when radio was first considered as a means of reaching the consumer directly. In May, 1929, the company began participating sponsorship of Ida Bailey Allen's home-making program on 36 CBS stations, taking a half-hour once weekly that year, and a quarter-hour once weekly in 1930.

The following year saw the creation of the company's living radio trade mark "Betty Moore", interior decorator selected to conduct the programs when they were shifted to NBC-Red, where they have remained ever since. The present Betty Moore (there have been three in the past 11 years) writes the scripts for the programs, conducts the company's home decorating service and is director of the Benjamin Moore Triangle Club, members of which are entitled to a free decorating booklet each spring and fall. She also supervises answers to letters written by listeners to the Betty Moore programs.

Mail Response

And in the mail response to the programs the company can prove the value of radio. Back in 1929, the first week's mail brought in 67 letters from persons asking to join the Club or for a color scheme booklet, while for the week of the first broadcast in 1940 the mail totaled over 3,298. According to the company, mail response to the programs has doubled each year, except in 1938 when business everywhere was at a more or less low ebb.

"I consider myself a very lucky person for having listened to your interesting programs and having found Benjamin Moore's Paints—writes one listener. And another—"I have listened to your programs for a long time and received many suggestions for my own home. Now, our aid has decided to redecorate our church and since I am on the committee to plan what shall be done, my first thought was to ask Betty Moore." 

A family says "We have used Moore's Products for 20 years and always have been pleased. We have listened to all of your broadcasts and think they are splendid" and an individual listener claims "every time I write you regarding a color scheme, I am so well pleased that I have to write again."

This year, to promote the start of the new series of Betty Moore programs, the company sent to its factories small white bird cages with clothespin birds painted red, sitting inside amid green leaves. Such cages, naturally used by for- stists for flowers, were mentioned by Betty Moore in her first script on "The Singing Kitchen" as a bright bit of color in her suggested coral and white room.

The Spring Season

Subsequent programs on home decorating will run until mid-May during the spring-cleaning and house-painting season on 37 NBC-Red stations, at 10:30 a.m. On seven stations scattered in the South and West, local "Betty Moors" handle programs for the company, scheduled as quarter-hours in the period from 9-11 a.m.

A separate type campaign is running in 1941 on four stations—WMBD, Peoria; WRCN, Bay City; WSN, St. Petersburg, WIOD, Miami—in the form of two five-minute programs weekly. The Thursday period is handled locally by the stations, and the Saturday program is a resume of the NBC-Red broadcast earlier that morning.

In Canada, too. Benjamin Moore & Co. is using radio as a prime medium for promotion of its paints.

They get the WRC habit early in Washington. More than 1,000,000 people in the Nation's Capital trading area have 2,000,000 "Pocket Book Power" and they listen to the station that most people listen to most—WRC—National Broadcasting Company, Washington, D. C.—or any NBC Spot Sales Office in New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.
Swim Suit Spots
GANTNER & MATTERN Co., San Francisco (swimming suits), in an intensive two-month national campaign starting in May will use radio along with other media, utilizing participation programs in eight major markets. Placing through Brissacher, Davis & Staff, San Francisco, the campaign will be on a much larger scale than last year, according to announcement. Promoting Gantner Wikies and Floating Bra Swim - and - Shore suits, participation programs are to include the daily quarter-hour What's New in the Stores Today? on KSFO, San Francisco, and KNX, Hollywood, in which the company will be co-sponsor with Cluett, Peabody & Co. for the latter's Sanforized Shrunken merchandise line. Stations in St. Louis, Philadelphia, Pittsburgh, Washington, Detroit and Cleveland will also be used. Agency account executive is A. M. Donnan.

Baseball From Cuba
FIRST inter-league baseball broadcast of the 1941 season was broadcast March 8 on MBS when the Brooklyn Dodgers of the National League played the Cleveland Indians of the American League in a spring training exhibition game from Havana, Cuba. R. K. Carpenter, vice-president in charge of operations of WHK-WCLE, Cleveland, and member of the MBS board of directors, arranged the program in cooperation with the Rotary Club of Havana and Rotary International. Jack Graney and Pinky Hunter, sports announcers of WHK-WCLE, handled the play-by-play account from Tropical Gardens Stadium.

Swift Lard Spots
SWIFT & Co., Chicago (Silverleaf lard) on March 10 started a 12-week campaign of six weekly quarter-hour recorded Musical Clock programs on WCAE, Pittsburgh; a 10-week schedule of five weekly quarter-hour Plays on the Street broadcasts, featuring Norman Ross, on WCFL, Chicago, and a 10-week schedule of five weekly live announcements on KDKA, Pittsburgh; WWVA, Wheeling, WJAC, Johnstown, Pa.; WMBF, Uniontown, Pa.; WENN, Chicago. Agency is T. Walter Thompson Co., Chicago.

SALES CONFERENCE to discuss various problems and setting of policies for the McClung-owned stations will be held recently at Merced, Cal., by the managers of the stations. Group named Will S. Grant, manager of KMYC, Marysville, to function as San Francisco representative to handle regional and national placements for the stations. Here are (l to r): M. F. Wooding, KFSL, Chico; Hugh McCloud, owner of the group; Mr. Grant (standing); Frank Coffin, KVOC, Redding; David S. Ballou, KYOS, Merced. Similar meetings will be held in the future, rotating in Chico, Redding and Merced.

Hurff Soup Discs
EDGAR F. HURFF Co., Swedesboro, N. J., has started a sustaining campaign for its line of Hurff's canned soups. A transcribed announcement series, with recordings cut by the Robinson Recording Laboratories, Philadelphia, covers WIBG, Glenside, Pa., and WFIL and WPEN, Philadelphia. The announcements were produced and directed by Jack Diamond, radio director of the agency. A total of 117 announcements will be heard during the opening campaign, using three a week for 13 weeks on each station. The campaign, started March 3, will be renewed for the balance of the year and may be expanded to cover the Middle Atlantic territory. Agency is John F. Arndt & Co., Philadelphia.
Exhibits Contest Planned by NAB

Arrangements Are Made for Annual Station Awards

MEETING Feb. 25 in the New Jefferson Hotel in St. Louis, site of the 1941 NAB Convention, the Promotion Exhibit Committee of the group drafted plans for the annual station exhibit contest awards. The function was held at the invitation of C. E. Arney Jr., secretary-treasurer of the NAB, who presided.

Principal announcement of the committee was the plan to divide the station exhibit this year into seven different classifications to be judged by a board of non-NAB members. The seven parts into which the exhibits will be divided are: Publication advertising; direct mail; news, special events and public service programs; promotions backed by stations such as auto shows, food shows, cooking schools, etc.; program presentation; house organs; special activities such as movie films, posters, advertising novelties, etc. Entry panels will be standardized in size to 28 x 44 inches. Innovation this year will be a general exhibit of radio station premiums, including those used by local stations and networks. Stations will be advised later how to submit material for this premium exhibit.

Room for Movies

Mr. Arney also announced that a special room would be set apart at the May sessions for the showing of any motion pictures brought to the convention by the stations. A small service charge will be made to the stations wishing to show such films to convention delegates.

Those attending the meeting in addition to Mr. Arney were Howard O. Peterson, WOW, Omaha, vice-chairman; M. F. Allison, WLW, Cincinnati; Samuel Johnson, KXO, St. Louis; Bob Sampson, KWK, St. Louis; and Merle Jones, manager of KMOX and convention city chairman.

Script Syndicate

FIVE-MINUTE FEATURES, new radio script syndicate, has been organized with headquarters in the Miners Bank Bldg., Joplin, Mo. The firm is headed by H. D. Robards, former free-lance writer, and includes on its staff several experienced radio writers. Plans include development of regularly released scripts at moderate prices, to be sampled to only one station in a city, according to an announcement.

Prizes for Rivals

7-UP BOTTLING CO., Ventura, Cal. (beverage), is sponsoring a weekly half-hour quiz program titled Quiz of Both Cities, on KTBV, Santa Barbara, Cal. Program originates from the station's studios in Ventura and Santa Barbara, with quiz participants and studio audiences in both communities. Cash prizes totaling $25 are awarded weekly. In addition, cases of 7-Up are given to those sending in questions that are used on the broadcasts.

Gough and Squire Name SESAC Representatives

SESAC Inc., New York, has announced appointment of Emil Gough, former secretary of Independent Radio Network Affiliates, and Burt Squire, formerly in the radio department of J. W. Pepper & Co., New York, as field representatives. Mr. Gough will cover the

Mr. Gough

Mr. Squire

West Coast and Mr. Squire will be in charge of the Midwest. Other two representatives for the music publishers are Gus Hagenah for the Northwest and C. J. Culmer in the East.

Mr. Gough previously was with Hearst Radio as executive vice-president for 27 years and also was editor and publisher of the San Francisco Call Bulletin. Mr. Squire was formerly with Hearst Radio as general manager of WINS, New York Hearst-owned station. Prior to that he was sales manager of WHK, Cleveland, and WTAM, Cleveland.

BLUE LAW VICTIMS

Two Delaware Stations Caught

In Sunday Drive

GORMAN WALSH, general manager of WDEL and WILM, Wilmington, Del., and Harvey Smith, announcer, were arrested Sunday, March 2, for violation of the State's 200-year-old Sunday Blue Laws.

The station was involved in a widespread campaign in which more than 500 persons were arrested for such Sabbath activities as delivering milk, selling drugs and newspapers and, in one instance, shoveling snow. The wholesale arrests were ordered by Attorney General James R. Morgan in retaliation for the State Legislature's failure to liberalize the antiquated Blue Laws.

A fine of $4 and costs were assessed against all offenders, including Walsh and Smith. The station was found in violation of the law not because it was operating on Sunday, but because it was engaging in business by broadcasting commercials sponsored by stations in connection with the broadcasting activities, which would have made it necessary for police to arrest several ministers who buy time on the stations for Sunday sermons and religious broadcasts.

ARABIA WOOTEN, daughter of Hoyt E. Wooten, owner of WREC, Memphis, was chosen "most stylish senior" in the popularity elections at Southwestern U, from which she will be graduated in June.
ALTHOUGH its activities have been curtailed during the 1941 fiscal year because of lack of funds, the radio division of the Office of Education enjoyed its busiest 12 months in history during fiscal year 1940, according to the annual report of Dr. John W. Studebaker, U. S. Commissioner of Education.

During the record-breaking year the radio division's activities included service to stimulate local efforts for education by radio; cooperative efforts on a national basis and representation of education's interests in radio before the FCC, Dr. Studebaker explained.

Script Exchange

In stimulating development of educational radio in local areas, the Educational Radio Script Exchange founded in 1939-40 played an important part in meeting the need of schools, colleges and stations for acceptable educational scripts, Dr. Studebaker's report stated. Functions of the exchange were expanded to meet other related needs, such as advice on production, a glossary of radio terms, a handbook of sound effects, references to source books on radio, and transcriptions.

During its first year, 1936, less than 300 school and college groups were reported as producing programs on local stations, while during fiscal year 1940, more than 1,200 producing groups were reported to have used the Exchange services, an increase of more than 400%, it was pointed out.

The Script Exchange also has been active in the transcription field, promoting widespread use of transcriptions in schoolrooms to present important network and local educational features. Since 1936 the exchange has distributed 16,085 radio manuals, 13,705 radio glossaries, 6,885 handbooks on sound effects, 4,125 radio bibliographies, 1,925 college radio courses and 244,487 scripts, according to a compilation in the report.

Another activity of the Exchange, through its information and idea section, lay in compiling studies, pamphlets, bibliographies, articles, clippings which were made available on loan to inquirers. Under a grant of emergency funds, the Office of Education during the fiscal year allocated funds to school systems and college centers for demonstrations and studies to promote education by radio.

Cooperating with the national networks and branches of the Federal Government, the Office of Education during 1939-40 continued several big-time radio programs on a national scale—The World is Yours, on NBC-Red; Democracy in Action, on CBS; Gallant American Women, on NBC-Blue.

At present, operating on a restricted scale due to Congress' action in limiting the use of emergency funds for radio to $100,000,
Census Shows Slower Growth Rate

Changing Trends Are Noted in Analysis For Nation

CHANGING trends in U. S. population, among them the slackened rate of national and urban growth, presents economic aspects important to all forms of communication, including radio and telephone, according to a study by U. S. Census Bureau figures covering the Sixteenth Decennial Census (1940), made by American Telephone & Telegraph Co.

The AT&T study, described in an article by Robert L. Tomblen in the February Bell Telephone Magazine, reveals that “some of the most revolutionary changes in American social life occurred during the 1930-1940 decade.”

Slower Growth

The outstanding developments of the 10-year period are described as:

- A greatly reduced population growth, with several States losing inhabitants; a sharp drop in the share of the white population, coupled with a more rapid increase in the number of families than in population; a drastic decline in city growth, largely resulting from a sharp drop in rural-to-urban migration; the lowest rate of natural increase on record; a net outward migration from the United States; and, for the first decade in history, a steady decline in the size of all-time high.

Total U. S. population, according to the final census returns, was 131,669,275 as of April 1, 1940—an increase of 8,894,229, or 7.5% since 1930. Between 1920 and 1930 the recorded growth was 17,064,456 or 16.1%. The 1930-40 numerical gain was shown to be the smallest for any ten years since the Civil War, and the per cent of increase is less than half the lowest previous decennial rate in national history.

Census Bureau figures indicated that urban and rural populations grew at substantially equal rates during the last 10 years, 7.5% for urban and 6.4% for rural, contrasting sharply with the 1920-30 decade, when urban population’s rate of increase was six times the rural rate. Of the total 1940 population, about 56% was urban and 44% rural, approximately the same as 1930.

“One of the principal explanations of the growth in rural population between 1930 and 1940 lies in the relatively large increase in the number of persons living on farms during the decade,” the article explained. “In this connection it might be noted that the U. S. Bureau of Agricultural Economics has estimated the farm population on Jan. 1, 1940, to be 32,245,000, representing the largest figures for many years and close to the 1916 all-time high record of 32,530,000.

“The increase of 2,100,000 in farm population during the 1930’s followed a decrease of 1,500,000 during the 1920’s. Whereas the net migration from farms to cities during the 1920’s was approximately 6,000,000, the corresponding figure during the 1930’s was only 2,200,000 persons.

Migration Trends

“This difference was not due primarily to any substantial back-to-the-land movement largely offsetting the cityward migration, but to the fact that the farms retained much larger proportion of their natural increase between 1930 and 1940 than in the preceding decade. Reduced employment opportunities in industry caused many young people to remain on farms who in normal times would have migrated to the cities.

“The number of youth reaching the age when migration is usually at its height increased during the past decade, and will continue to increase for several years more, as the effect of the peak in births of 1921-25 is reflected in a correspondingly large number of young persons currently reaching maturity, when they ordinarily start out for themselves.

The population growth between 1930 and 1940 was very unevenly distributed among the States and the principal subdivisions of the country. These wide variations in population changes during the past decade reflect not only differences in rates of natural increase, but also extensive interstate migrations.

“The States east of the Mississippi River received a slightly larger proportion of the national increase between 1930 and 1940 than their proportion of the actual population in 1930, while the group of States between the Mississippi and the Rocky Mountains, which contained one-fifth of the total population in 1930, received nearly one-eighth of the increase and the States from the Rockies to the Pacific, with less than one-tenth of the 1930 population, gained more than 22 per cent of the ten-year increase.

“A further consideration of these broad areas according to the division of their population gains between natural increase and migration reveals some interesting differences. Population growth in the States east of the Mississippi was about equal to their natural increase, with no appreciable migration in or out of this general region.

“However, there were such marked differences in the rates of natural increase between the northern States and sections of the country that all the southern States grew faster than the country as a whole, while the northern States, with the exception of Michigan, had rates of gain below the national average. Within this eastern region the 1940 population was a result of their relatively heavy gains from inward migration, namely, the New York and Washington metropolitan areas, and Florida. At the same time, Pennsylvania, through losing 270,000 population, experienced a net outward migration of nearly 300,000 residents, the largest loss from this cause for any State.

Less Labor Needed

“The central belt of agricultural States retained only one-half of their natural increase, losing about one million persons through net outward migration to other States. Most of this loss occurred in five States—North Dakota, South Dakota, Nebraska, Kansas, and Oklahoma.

“Each lost population, the aggre- gate loss amounting to over 300,000. And while explanations of these losses were successive prolonged droughts, excessive soil erosion, and severe dust storms, along with increased mechanization of agriculture which contributed to consolidation of farms and to reduced labor needs.

“The western group of States grew fastest as the central area, despite the lowest rate of natural increase among the three regions, and gained about one million new residents from net inward migration. Of these States except Montana grew faster than the country as a whole. In absolute numbers the increase in population in California was considerably greater than that in any other State, amounting to slightly over 1,200,000 as compared with nearly 900,000 in New York, the next highest State in this respect.

Reasons in the West

“Among the reasons for the rapid growth of the western region, the greater activity in silver mining and the influx of refugees from drought-stricken areas were undoubtedly important factors. Of course, California, like Florida, benefited materially from the inward migration of the retired classes.

“The material decrease in the rate of urban growth during the past decade is reflected in individual cities of all sizes throughout the country. With few exceptions, cities lost their drawing power for migrants from foreign countries, farms, or other regions. In fact, a large number of cities experienced a considerable net outward migration during the past decade. In many cases this migration exceeded the ten-year average. The loss of 287 out of 982 urban places of 10,000 or more inhabitants in 1930 lost population between 1930 and 1940, whereas only 84 of the same communities

(Continued on page 7)
PERCENTAGE INCREASE IN POPULATION BASING ON PRELIMINARY RETURNS OF THE 1940 FEDERAL CENSUS OF POPULATION - 1930-1940
Lucky

Fifty Grand in Watts
Universal DST?

WERE THESE normal times, the warming up period on the Daylight Saving Time change-over for radio would be getting under way. Last month we decided to do our DST controversy-shopping early. We led off with inspiring pieces by Jack Laemmer, vigorous young radio director of Lord & Thomas in Chicago, and Willard Egolf, the figure-juggling sales manager of KVVO, in Tulsa.

Reaction was immediate, and a lot of thinking and researching already is under way. But it appears the DST problem has outgrown radio. It's now a national issue because of the new tempo being wrought by national defense. The fact that radio loses a million, more or less, because of the April-to-September time differential in certain cities; that listeners are thrown out of gear for weeks, and that broadcasters are driven frantic a month before each shift—apparently becomes unimportant.

Because of the national defense activity, smoke is pouring out of chimneys inactive since 1929. All-time peaks for heavy industry are being approached. Unemployment is mel-ling away. The working day isn't long enough. The inevitable answer, it is thought in high official circles, will be more daylight working hours. It looks like mandatory Daylight Savings Time is coming soon via Federal statute. So far as radio is concerned, complete absence or complete presence of daylight saving is the millennium. Patchwork schedules of the past and of the present depict the effects of DST at its worst.

It may be too late to do anything about it this year, with the changeover schedule only six weeks hence on April 27. By that time, however, the industrial tempo may be such that the Administration will decide to do something. During the last war there was no broadcast- ing. But there was universal DST. It is being observed in England and in some of its dominions, including Canada.

The first sign of Government action comes from Secretary of the Interior Ickes, who ad- vocates DST for Washington as a defense measure. He approaches it from several angles: intercity defense dealings; greater staggering of Government offices hours; more time for out- door recreation. In national defense work, the same factors would apply throughout the country. And a bill already has been introduced in Congress for compulsory DST.

There's lots of logic to the Laemmer sug- gestion that the broadcasting industry observe Standard Time universally. That would be the answer if times were normal. We want to see the results of the several studies now being made in the industry before we go overboard. But from where we sit, we are inclined to think that universal Daylight Saving Time is coming up. Why shouldn't radio lead the way now?

Caesar's Life

WITH THE ASCAP-BMI issue neatly tucked away in its consent decree archives, the De- partment of Justice now has made James C. (Little Caesar) Petrillo, dictator of the Ameri- can Federation of Musicians, the immediate ob- ject of its trust-busting onslaught. And here Assistant Attorney General Thurman Arnold really has something.

The Justice Department, using the press re- lease technique that brought both BMI and ASCAP into a stipulated peace with Uncle Sam, announced that it plans to initiate grand jury proceedings not only against Petrillo but against the whole booking agency, concert bureau and broadcast fields as they relate to in- strumentalists. It is clear, however, that Mr. Arnold will try to shuffle away into the ramifi- cations and effects of the Petrillo dynasty as its initial and possibly its sole effort.

The Chicago ex-newsho, who learned to toot a horn and who now is the $46,000 a year ear of American musicians, cruising around in an armored car with personal bodyguards, ap- parently has captured the imagination of the Anti-Trust Division. But more than that, there were complaints from the American Guild of Musical Artists about Petrillo's muscling in on its jurisdiction, as well as the hangover of the "forced work" issue wherein Mr. Petrillo fixed quotas of musicians to be retained by broad- cast stations if they were to receive network programs at all. Standby orchestras for co- operative programs, professional musicians as "platter-turners" and sundry other unneces- sary personnel requirements foisted upon stations, all are Petrillo inventions that should undergo the scrutiny of the Government in its latest anti-trust foray.

Victor O. Waters, Mr. Arnold's lieutenant on all matters pertaining to music and radio, has been assigned the Petrillo job. If he is as ef- fective in this new assignment as he was in handling ASCAP-BMI prosecutions from the Government's standpoint, a rather interesting spring looms ahead.

When American railroads began their march across the broad continent, they faced many scheming adversaries. Canal owners objected. So did steamship lines. Eastern port cities distrusted the new mode of transport. And there were even some "statesmen" who argued that the rush of iron horses westward would scatter the nation's strength and destroy the republic.

All of this opposition failed. The railroads are now an integral part of the American Way of Life, and have been for decades. The initiative which went into their construction, and into the perfection of their service, has meant much to millions of Americans. It has helped make our nation great.

Today radio faces what the railroads faced in their pioneer days. From the standpoint of the American people, the basic issue is the same.

The other day, down at Miami, the govern- ing board of the International Allied Printing Trades Assn., which consists of five printing crafts unions, published a demand that Congress adopt drastic restrictions on the opera- tions of radio stations in the United States, slashing their revenues and subjecting them to heavy new taxation, because 25,000 members of the union crafts are out of employment due to suspensions and mergers of newspapers.

The purpose of the demand, of course, is to increase the revenues of publishing firms and, indirectly, of the printing trades unions, giv- ing no consideration whatever to the many, many thousands of jobs which have been cre- ated for workers in the operation and expan- sion of the radio industry.

Occupational material of this sort could be dismissed as "silly". But now, with centralized control of city, state and nation becoming a reality under our democratic government, this obviously political threat to radio, a part of the American Way of Life, must be treated seriously.

Although still in its infancy, radio has be- come almost a necessity in the American home. Daily it brings joy to millions of the ill, the isolated, the blind, the helpless. It takes re- ligion and education into countless homes, into tenement, mansion and mountain cabin. The average American can now hear, at his own hearth, the great debates on momentous na- tional and international questions.

Abroad, in the lands where government has taken over the operation of radio, there is nothing which even approaches the quality of American programs.

Anyone who has heard the pitiful broadcasts of government-subsidized foreign radio stations (and there are many in Europe or elsewhere as against our private system of radio broadcasting with proper government regulation, should be and is thankful for the American way in radio.

Yet, it is just in beginning. Powered by private initiative and capital, American radio can sweep on to new achievement in television and frequency modulation. The opportunities... (Continued on page 38)
FREDERICK WILLIAM BORTON

ABOUT 20 years ago in Miami a successful electrical automotive dealer cranked up the transmitter of Florida's first radio station. That broadcast pioneer was Frederick William Borton, now well-known in radio circles as president and general manager of the successful CBS affiliate, WQAM.

Jemore, a little town in Kansas, was Fred Borton's birthplace, Sept. 20, 1889. His parents, of old Quaker stock, lived on a farm, and there he spent his boyhood days. Later, placed in Ruskin College, Glen Ellyn, Ill., young Mr. Borton chafed under the placid routine of absorbing academic culture, thought of Horace Greeley's ambition to the young man and enlisted as a private in the U. S. Army at The Presidio, San Francisco. Before long he had qualified for an officer's commission and a transfer to Fort Monroe, Va., where he completed a college course to receive an engineer's degree.

Building a business with scientific theories, Fred Borton invested some of his money and lots of effort into Liquid Purification Co., formed to supply Key West with a new water supply. The company went broke in 1911, and an interesting investment disappeared with it. There followed a short period as foreman with the Miami Power and Light Co., and in 1912 he became associated with W. W. Luce, his present partner, in the Electrical Equipment Co., of Miami. For nine years Mr. Borton managed the company's branch office in Havana, Cuba.

After a bit of experimentation with an amateur station, the company constructed a real broadcast station, WFAW — the future WQAM — operating with 50 watts power. The station jumped to 500 watts shortly, and during Miami's boom in the 'twenties became known throughout the country. In 1930 WQAM became a CBS affiliate.

Fred Borton has paced right along with radio. Known as one of Miami's most civic-minded citizens, he has established himself as an integral part of the community life. A past president and past governor of the Cirtan Club, he continues to be a prominent member in the organization. He is president of the Southeastern Florida Children's Home Society, serving his third term; president of the Miami Planning & Zoning Asso.; executive board member of the Miami Chamber of Commerce and an officer or member of a score of other civic organizations.

One of his greatest contributions to contemporary radio is the creation of Shadows & Substance, a strictly religious charity which has brought to Miami's needy close to $75,000 in cash and countless jobs, items of clothing, food and furnishings. The program, originated by Mr. Borton in 1930, has spread to other stations all over the country.

An editor of the WQAM Commentator he has carried on successful campaigns for improved traffic conditions, economy in city government, city beautification and other worthwhile projects. The Commentator never deals with politics or controversial issues, and it bears the approval of the NAB Code Compliance Committee.

A Mason and a Shriner, Fred Borton also is a member of the Miami Rod & Reel Club, the Quarterdeck Club, Miami Yacht Club and Executive Breakfast Club. He is married and has two children, Janice Orla and Frederick Eugene. His wife, Frances, is his constant companion on fishing and pleasure boating trips which have taken them over half a continent. Their most recent jaunt was to Mexico for a month of exploring out-of-the-way places. Both Mr. and Mrs. Borton hold several fishing records, and three weeks out of the year without at least a little fishing would make them feel confined.

Three summer months find the Bortons comfortably established at their Highlands lodge, where they take daily rides along the mountain trails. The month of May is spent aboard the Conchita, a comfortable cruiser, fishing and loafing among the picturesque Florida keys. Fred has a houseful of cameras, does his own printing and developing. Showing his own prints at exhibitions, he has won several local and regional prizes.

Widely known and liked by members of the radio industry, he has several times held important NAB appointments. Ask him the secret of his success and he'll tell you "picking the right people to do the work." But that's only half of the secret. He himself is a tireless, hardworking man, and not one detail of his successful station operation escapes his attention.

WILLIAM S. STROTT, NBC vice-president in charge of programs, is planning this week's on-the-spot trip to the West Coast, leaving New York in mid-March for NBC headquarters in Hollywood and San Francisco, and returning via Denver.

LEN TAYLOR, formerly of the sales staff of Philadelphia stations, has joined WFTY, Philadelphia, sales manager, filling the vacancy left by Daniel C. Park, drafted for military service.

LEE GEORGE, new to radio, has joined the sales staff of WCBS, Springfield, Ill.

DEAN R. UPSON, formerly of WINS, Nashville, has joined the sales staff of WGRC, Louisville. Theodore E. Kennedy, formerly of the Nashville firm, has joined the WSIX sales department.

LEO FITZPATRICK, vice-president and general manager of WJRT,Detroit, and WUOM, publicity director of the station, left March 3 for one-month vacation with their families at Miami, Fla.

JOSEPH H. UHAILT, president of WDSU, New Orleans, returned to his own headquarters in February after a month's convalescence from pneumonia.

JULIAN F. HAAS, formerly Southern newspaper writer, has joined the personnel staff of KARK, Little Rock.

JOHN C. LIBBY, has been named manager of WCOU, Lewiston, Me., succeeding O. Ouellette, who has joined the CBC at Three Rivers. Concomitantly, he has joined the sales and announcing staff. Fred Preble also has joined WCMU.

PHILLIP BEATTY, Jr., has joined the sales staff of WCIA, Ashland, Ky.

RAY BARNETT of the sales promotion department of FSPO, San Francisco, has been called for active duty with the Army.

WILLIAM SHEA, account executive of WRCA, San Francisco, has been named membership chairman of the San Francisco Milline Club. Suddenly, S. McCausson-Erickson, co-chairman and Fran Porter of Gerth-Kuullin Adv., agency is publicity chairman.

PARKER B. CHURCH III, has joined the Commercial Department of WOR, New York. His wife, Frances, formerly of the staff of WGRC, Louisville. Theodore E. Kennedy, is now assistant advertising director.

ROBERT C. MASON, president and general manager of WMOE, Waterloo, Ia., has resigned his position to become executive secretary of the Des Moines Chamber of Commerce. Formerly a member of the station's sales department, he recently resigned as station manager of WGSB, Las Vegas, Nev., and joined the station on a weekly basis.

ARK COOMERA, formerly of WQAM, has joined the staff of WQAM, Philadelphia, as sales manager at the request of Roy H. Zartler, general manager of the station.

JAMES M. WILSON, former advertising executive of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

JOHNNY B. SMITH, former sales manager of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

JAMES B. STILFER, sales manager of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

HARRY W. MURPHY, sales manager of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

HENRY W. HARRIS, former advertising executive of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

JAMES M. WILSON, former advertising executive of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

JOHNNY B. SMITH, former sales manager of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

ARLENE D. STahl, formerly of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

ROBERT B. STahl, former advertising executive of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.

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ROBERT B. STahl, former advertising executive of WQAM, Philadelphia, has joined the staff of WQAM, New York, as assistant advertising manager.
Schoenfeld Named

BERNARD C. SCHNOEFELD, formerly chief script writer of the Department of Interior radio division, has been named to head the radio section of the division of information of the Office of Production Management in Washington. He will coordinate all radio defense activities for OPM and the National Defense Advisory Commission. A graduate of Harvard, Mr. Schoenfeld has won national recognition for his educational and commercial radio writing. His best-known radio work is John Appleseed, twice produced on the Kate Smith Hour and the CBS Pursuit of Happiness show.

BERT DOWLING, continuity chief of WKBW, Youngstown, Ohio, has been named to the 33rd Division of the Army. He replaces Carroll E. Maxwel, a friend of Dowling's, and grandson of Miss Nevada, the opera singer.

CATHY LAWRENCE, former New York radio actress, is handling the announcement department of the Kate Smith Hour and the CBS Pursuit of Happiness show.

PHIL WACKER, formerly of KFBB, Great Falls, Mont., has replaced Malcolm Sykes on the announcing staff of KIQ-KGA, Spokane, Washington. Malcolm resigned his position to enter the Army Air Corps. Margaret Lenhart, vaudeville vocalist, has been added to the musical department of KIQ-KGA.

FRED BRIGGS, for the last year chief announcer of KYA, San Francisco, on March 1 was named program director of the station by General Manager Harold H. Meyer. Briggs has been with KYA for the past two years and previously worked with WREG, Santa Ana, and KGMM and KGO, Honolulu and KOVGS, Santa Ana.

ALLEN BOTTZER, formerly associated with Seattle stations, has joined KWL, Hollywood, as announcer.


RICHARD BROOKS, NBC Hollywood announcer of the five weekly quarter-hour shows, Bubestreet Vignettes, has compiled a new book titled "Hot Splinters," to be released shortly by De Voss Publishing Co., Los Angeles. Incorporated are a series of his short stories.

GEORGE CARTER of CBS Hollywood publicity department, recently inducted into the Army for one year military training, is now stationed at Camp Ord, Cal.

ART BAILINGER, NBC Hollywood announcer of the Body Valise Shoe, sponsored by National Dairy Products Corp., replaced one year Army service, following the March broadcast.

JOHN MARGRAF, NBC Hollywood page boy, on March 12 will be inducted into the Army for one year of military training.

LEO MANN, formerly of WLWH, Lowell, Mass., has joined the announcing staff of WELH, New Haven, Conn. He succeeds Bob Lockwood, who left Feb. 23 for a year's active duty with the National Guard.

WAGONER, MICH., copy department, has been promoted to chief copy, filling the vacancy created by the resignation of Don Degroot, who has taken over the radio division of Holden, Graham & Detour, Ann Arbor, Mich.

ROBERT KORNHEISER, recently appointed traffic manager of WHN, New York, has been inducted into the Army, the station's first draft.

VERA TRUE, traffic manager of CFNH, Frederickton, N.B., on March 1 married W.B. McCullough, assistant Canadian trade commissioner in the Department of Trade and Commerce.

DICK DREYFAS, formerly of WMBZ, Birmingham, Ala., and WATF, Jersey City, has joined the announcing staff of WFAA, White Plains, N.Y. He replaces Larry Gert- 

Robert, who has joined WOB, New York.

MRS. STANLEY SCHOEBIOOD, of the WGN staff, Chicago, talent West of whom she is known as Donna Reale, is the mother of a boy, William Stanley, born Feb. 24.

CHEFT MILLER, formerly continuity editor of WMBD, Peoria, Ill., has joined the continuity department of WLS, Chicago.

MATTHEW HOMER, of the WBMB, CBS, Chicago, page staff, on Mar. 5 joined the 33rd Division of the Illinois National Guard which is stationed at Camp Forrest near Tallahassee, Tenn. Mr. Homer was inducted as a member of the regular Army in formal ceremonies broadcast over WBMB when 12,000 officers and men of the Illinois National Guard division became part of the regular army.

MARTIN LOWELL, staff announcer of the KTVY, Philadelphia, signed a two-year composers' contract with Southern Music Co., RMI affiliate, which will publish four of his compositions within the next few months. One of the compositions is 9,000 on the Red, written in celebration of the station's jubilee, in power to 50,000 watts recently.

DON HAYWORTH, formerly of Bob Haw's Face It or Leave It show has joined the broadcasting staff of WOAI, Philadelphia, filling the vacancy made by Lou Fischer leaving for training with the Naval Reserve.

JOHN MCKAY, who recently joined the program department of WPIL, Philadelphia, coming from WDR, Detroit, has been named head of the publicity and special events.

BOB FREED, formerly of KLZ, Denver, has joined the announcing staff of WLOL, Cincinnati, Charles Roberts, formerly of KOVY, Colorado Springs, replaces Freed.

MARTIN TOBIN, announcer of KDA, Denver, has started a new writing and production class at the Lamont School of Music, in Denver.

GAY FERGUSON, formerly of KSCI, Simi Valley, Calif., on March 1 is to join the announcing staff of WNAX, Yankton, S.D.

COSETTE MERRILL, formerly of WBOZ, Boston, and WBEN, Buffalo, has joined WSJY, Syracuse, as director of educational features and children's programs.
Meet the LADIES

KATHERINE ROCHE

ON THE 17th of April, 1926, Katherine Roche was given a temporary job at WGN, Chicago. Today she's ready to do the job may be permanent. She is day time studio director, supervises assignments for 17 announcers, and in addition conducts the June Baker's Home Management program, one of the station's features since 1933. She gets 1,296 letters a week.

Only time she has been stumped was when a woman asked how to keep her husband. Having no husband, Miss Roche hastily referred the question to Doris Blake, Chicago Tribune heart-throb editor. Besides interviews with celebrities, she gives her listeners news of interior decorating, menus, food and clothing, fashion hints—everything of interest to women. She visits New York several times a year as a reporter gathering facts for her program, gets new ideas in the Chicago department stores and follows trade conventions for advance news of what women will be interested in months from now. Miss Roche is a native Chicagoan and was educated in private schools in Detroit, Mich., and Lake Forest, Ill. For recreation she attends the theater. Her North Side apartment is tastefully and beautifully furnished—she says she follows June Baker's advice on its management.

John Scott Trotter, Hollywood musical director of the NBC Kraft Music Hall, sponsored by Kraft Cheese Co., has been signed to a four-year contract by that firm. Since starting on that show in 1936, he has not missed a single broadcast.

Hal McIntyre, member of the announcing staff of KYA, San Francisco for the last year, has been promoted to chief announcer.

Mal Ross, formerly sports announcer of WHAA, Purdue U station in West Lafayette, Ind., has joined the announcing staff of the new WKMO, Kokomo, Ind.

Gerhard A. Frewicks, formerly of WHFC, Cicero, Ill., has joined KSO-KRKL, Des Moines.

Edward Carter, formerly of WILW, Cincinnati, has joined the continuity staff of WMBD, Peoria, Ill.

Jack Harrington, formerly of WHAS, Louisville, has joined WSPD, Toledo.

Head for the World's Richest Market on the Salt Water Course!

Popular and productive before, WEAF, today, gives greater service, more intensive service to advertisers.

Thanks to its new "salt water way" into New York, the millions of families in WEAF's effective area now hear their favorite stars 2 1/2 to 10 times more clearly than ever.

WEAF carries 7 out of 10 most popular programs on the air. What's more, WEAF, as the New York outlet of the NBC Red Network, carries the fullest schedule of popular features in the entire market—the programs most people listen to most...Your channel to more sales in the world's richest market is clearly marked by the stars—top results follow them on WEAFovertheSaltWaterWay.

Represented nationally by Spot Sales Offices of the NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

March 10, 1941 • Page 35
ED JANNEY, sportscaster, has been added to the staff of KOY-Arizona network. A greatly augmented schedule of sports broadcasts was started. Janney succeeds Lou Krock who recently left KOY to become sales manager of KTMAS, Santa Barbara.

MICHAEL BLAIR, formerly West Coast producer-writer, has joined WFLA, Philadelphia, to handle special production and writing assignments.

RALPH M. HANSEN, formerly of the NBC Chicago guide staff, has joined the announcing staff of WALE, Mobile, Ala.

BONITA KAY of the NBC Chicago talent staff, on Feb. 28 was married to Dr. Leo J. Koscinski of Evanston, Ill.

PEGGY FOLEY, formerly of the CBS production department in San Francisco, has moved to the KSFO production office, succeeding Miss Lee Vandevert, who joined the KKY staff.

ART PETERSEN, announcer of WCMJ, Ashland, Ky., has entered military service, being replaced by Bill Bennich, Cincinnati. Ned Brooks has joined WCMJ as announcer-engineer at the Huntington studios.

ALAN Taulbee, formerly with NBC's International Division, and until a month ago a member of the staff of WAGM, Scranton, has taken a position with WSyr, Syracuse, N. Y., as a staff announcer.

BILL MANN, formerly of WCMJ-Camden, N. J., has joined the announcing staff of WIBG, Glenside, Pa.

JIM LYMAN, NBC Hollywood recording chief clerk, is the father of a boy born in February.

LOUIS GILLETTE, sportscaster of KHQ-KGA, Spokane, is the father of a second son born Feb. 17.

**OR ELSE!**

Either the boys in the band pay attention to the maestro—or the symphony suffers. Here in Roanoke and southwest Virginia, radio listeners pay attention to WDBJ—or else miss not only the best local programs, but also Major Bowes, Kate Smith, The Radio Theatre, and other CBS favorites! Because of that—and because we're the only station with power enough to reach all the 1,282,920 listeners in this area—WDBJ is listened to most, most of the time! And don't forget, Roanoke is a better-than-ever market, with defense and industrial expansion totaling more than $100,000,000—all being spent within WDBJ's regular listening area! Shall we take a crack at some of this dough for you?

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**Gustatorial**

(Continued from page 32)

there are beyond imagination, and there are opportunities which can be developed if they are grasped in accordance with American tradition. The cold hand of bureaucratic control would neglect these opportunities.

We submit, then, that the demand presented by these high-salaried executives of the printing trades unions, basking in Miami's sunshine, is a brazen and unconscionable attempt to chisel out an unearned profit at the expense of the American people and the American Way of Life.

The publisher of The Times was in the newspaper business. Back in the early days of radio, he told his fellow publishers in open forum discussions that the full development of radio broadcasting should be encouraged, not discouraged as was then the trend.

He feels that it is not radio which causes the suspension of more and more newspapers. This condition can be attributed to two things—faulty management and ever-rising costs of labor, or a combination of both. Needless to say, neither of these causes will be removed by destroying private initiative in the radio industry.

The stupidity which once prompted many newspaper publishers to resist the onward march of radio is still stupidity when it appears in a pompous command dispatched to Congress by well-paid union chieftains. In fact, it is our opinion that the Miami declaration is more than stupid. It is a classic example of what is wrong with the United States of today. . .

To the short-sighted men who met in Miami, placing their own selfish dollar-greed above the rights and interests of the American people as a whole, we say that they are heading for a crisis of their own making. . .

**Barbour With Rockefeller**

PHILIP L. BARBOUR, foreign press and foreign stations representative of the NBC international division, has been given a leave of absence to become director of music for the Committee on Cultural Relations Between the American Republics, headed by Nelson A. Rockefeller. During 1936 and 1937 Mr. Barbour held a Rockefeller scholarship to study music in Latin America, joining NBC's international division in 1936. An accomplished linguist, he holds degrees from Columbia U and Cornell.

E. C. MILLS, chairman of ASCAP's administrative committee, spoke on "Ownership of Radio," at the March 6 meeting of the Asm. of Young Advertising Men, at the Midtown House, New York.

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**SAVER OF WORDS**

Terse Telegram Brings a Surprising Reply

THE COMMERCIAL lingo they call telegraphese doesn't always work as intended in spot time placements. H. Preston Peters, New York partner of Free & Peters, station representatives, wired Jack Field, sales manager of WPTF, Raleigh, the other day as follows:

"Re Minit-Rub take 2 p.m. Wednesday but hope for improvement. Regards."

To which Mr. Field replied:

"In reference your wire of today, I followed instructions and took Minit-Rub at 2 p.m. Wednesday, but as yet there is no improvement."

**Sponsored Heroes**

WELLMAN, PECK & Co., San Francisco grocers, on March 2 started for 52 broadcasts Hero of the Week, dramatized salutes to the State's heroes, on 11 stations of the Bob Don Lee network in California (KPRC KIEM KCVV KHSI KMUC KYOS KQW KDON KTKC KPMC KRGB) Sun-

day, 4:30-4:45 p.m. (PST). Sponsor has "hero scouts" posted throughout the State to discover unsung heroes. Their heroic deeds are dramatized on the weekly broad-
cast and the hero receives a specially designed Wellman Valor Award Medal. In addition guest chefs from California's famous res-
taurants appear on the broadcasts and suggest new uses for Wellman "flavor famous" foods. Dudley Manhattan is writing the scripts for the series and they are being produced by Frank Wright. Agency is Theodor H. Segall Adv. Agency, San Francisco.

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**KSD—The Post-Dispatch Station**

ST. LOUIS • Full Time • NBC Red

Ask your Agency to ask the Colonel!

**Broadcasting** • Broadcast Advertising

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Page 36 • March 10, 1941
PLANS for a good-will transcribed series of half-hour programs, including dialogue and music, to be short-footed by CBS to the Argentine and rebroadcast, are made by Tito Martinez Delbox, production executive of LRA, Buenos Aires, and Donald W. Thornburgh, CBS Pacific Coast vice-president, in early March. Series, to be ent in Hollywood with CBS fa-
cilities being used, will feature dia-
logue by film stars and music from
current American films. Scripts are
being written in phonetic Spanish by Delbox.

WALT RUNDLE of the United Press promo-
tion department and Rush Hughes, commentator, flew to Tampa March 5 to record a sports program from the training camp of the Cincin-
nati Reds. Quarter-hour dair will be
sent to stations as one of the series.

United Press Is on the Air, dramatiz-
ing the work of UP correspondents.
Series is produced by Rundle and Hughes with the latter also acting as
announcer.

STANDARD PROGRAM LIBRARY SERVICE announces the following new and renewal subscribers: WATN, Watertown, N. Y.; WTMN, Charles-
ton, S. C.; WBJO, Baton Rouge; KSFZ, Denver; WQHL, Johnson City, Tenn.; KRST, Big Springs, Texas; WCAR, Pontiac, Mich.; KCKC, Kansas City; KXL, Portland, Ore.

IN ORDER to get the atmosphere of a live broadcast, Dr. Pepper Pomt, transcribed variety series sponsored on 58 stations by the Dr. Pepper Co., Dallas, was recorded before a studio audience. The half-hour program con-
tains the spontaneous sound effects of
laughter and applause that character-
ize a network broadcast. Columbia Rec-
cording Corp., Bridgeport, recorded the series, and the account is handled by Beaton & Bowles, New York.

LATEST "same" band added to the list doing transcriptions for Lam-
worth Feature Programs, New York, is that of Tom Pastor. Ten popular
recorded pieces are on the company's March release for radio stations sub-
scribing to its library.

A NEW series of transcribed programs featuring Sigmund Spaeth, author and
musician, is being distributed by Kun-
per-Gordon Corp. Recorded under the
name Pen With Music. It will be available in 20 quarter-hour units. Non-ASCAP music is being used for
the present.

SUPPLEMENTING the True Life Dramas on savings and loan ac-
counts for Federal savings and loan
associations, R. T. Harris Advertising
Agency Inc., Salt Lake City, an-
nounces a series of 26 half-minute
transcribed dramatizations dealing with home loans. The new discs bring the
series to a total of 32.

Census Analysis
(Continued from page 28)
 munities declined in size in the proceeding
preceding decade.

"There are other factors in addition
to the decline in the birth rate and
the cessation of immigration that account for the marked
changes in city growth. Some of
the slow urban growth can be at-
tributed to the reduction in em-
ployment opportunities caused by
curtailed business activity and by
decentralization of industry. An-
other factor can be found in the
movement of population toward
residential suburban communities
which can easily be reached by
train, bus, and automobile, and
which combine lower living costs
and other advantages to make life
more attractive there than in the
large city. Thus, all over the coun-
try the suburban areas outside the
large and even moderate-sized
cities have grown rapidly, while
the central cities themselves have
experienced little gain or have even
decreased in size.

Occupied Dwelling Units
"The Housing Census, introduced
in 1940 and taken in conjunction
with the Population Census, has
furnished data on occupied dwell-
ing units, which are approximately
equivalent to the private family, or
household, of the 1930 census.
Final figures now show that the
total number of occupied dwelling
units, or families, in the United
States on April 1, 1940 was 44,861-
035, 189. This figure represents a growth of 4,956,962, or 16.8 per cent, since
1930. Since population increased
during the same period at the rate of
7.2 per cent, as already cited, it is
apparent that during the decade from 1930 to 1940 the number of
families increased at a considerably
faster rate than did popula-
tion. Indeed, this relatively greater
growth in families occurred in
every state with a remarkable de-
gree of consistency. The same situa-
tion held true for more than 97
per cent of all urban places of
10,000 or more inhabitants.

"The relatively larger growth of
families than of population be-
tween 1930 and 1940 is reflected in
the sharp decline in the average
size of the household, which, for
the nation as a whole, dropped from
4.10 to 3.78 persons. This change
in the persons-per-family ratio was
greater than in preceding decades
and was due primarily to the cumu-
labative effect of declining birth rates.
Indeed, the number of adults per
family has varied but little for
several decades, while the number
of children per household has de-
clined steadily."

Coverage
Plus --
that's what you get
when you use
K F Y R
the regional station
with the clear channel
coverage

The only single station covering the Red River Valley of Eastern North Dakota and Western Minnesota, the
Rich Black Hills of Western South Dakota and everything in
between.

Let us sell your story

K F Y R
BISMARCK, NORTH DAKOTA

Ask any John Blair Man

5000 Watts—Day
1000 Watts—Night

BROADCASTING • Broadcast Advertising
March 10, 1941 • Page 37
WGN, Chicago, has inaugurated an annual award of an actual-size gold basketball to the player selected as the most valuable in the Western Conference (Big Ten). The award is similar to the football award to the most valuable player of the Conference each year by the Chicago Tribune, parent company of WGN. Each school in the Big Ten will proclaim one of its members, the most valuable player for the 1940-1941 season and the 10 names thus selected will be given to a 25-man board which will make the final decision. Sitting on the final board will be the 10 conference basketball coaches; 10 representative officials; Major John L. Griffith, conference commissioner of athletics; Bob Elson, WGN sports commentator, and Gragble Howlett, WGN sports editor. The nine other players selected will be awarded miniature basketballs.

Movies at Quiz

THE WEEKLY half-hour quiz show "Acree's High School, Aces," sponsored by Henry C. Lyttton, Chicago (The program originated from Madison Square Garden and was started by WGN Chicago studios to the stage of Chicago's Palace Theatre. In addition to the regular theatre audience, 600 guests of the sponsor are admitted free upon presentation of tickets obtained at the store. The program is in the 10 a.m. broadcast, a complete feature picture is shown. Four boys, students recognizing history teachers, and representing four different high schools, participate in answering questions dealing in history prepared by L. Hubbard Shattuck of the Chicago Historical Society. The audience is given an opportunity to answer another set of questions. Both theatre audience and contestants are awarded cash prizes up to $10 for the correct answers.

Better Listening

MIMEOGRAPHED list of educational and good-music programs heard on KWK, St. Louis, are distributed each month in schools. One copy is sent to the principal of each school, together with return post card on which is asked to indicate number of copies desired. Copies also go to members of Federal Music Clubs.

Merchandising & Promotion

Church Spreads—Chicago Colors—For Educators—
Business in Bagdad—A Log of Pep

Basketball Trophy

IN COOPERATION with the Hollywood Citizen-News, KMPC, Beverly Hills, Calif., is conducting a five-week "Guess Who" contest built to acquaint listeners with station programs. Utilizing one column, 12½-inch space on the radio page, a picture of a different KMPC personality, with short biography and hint as to their time on the air, appears daily in the newspaper. Attached also is an answer coupon. A daily two-hour time spread is given in the contest. In event of a tie, contestants write a 25-word statement on "Why I Like to Listen to KMPC," the winner receiving a Packard-Bell radio, or its equivalent in phonograph records. Judges assigned are Robert Reynolds, KMPC general manager; Harlan Palmer of the Executive of the Citizen-News, and a third party to be designated later.

Biblical Quiz

CRESTHAVEN MEMORIAL PARK, Clinton, N. J., on March 2 started a new program on WIN, New York, with questions based on the Bible and with churchgoers as guests. The program originates from the Hotel Edison, New York, Sundays at 5 p.m., and is conducted by Dr. Frank Kindon, lector, author, and educator. Prizes total $125 per week and listeners sending in queries used on the shows receive a membership in the Linger Adv. Corp., New York.

Radio Week

RADIO WEEK staged by Eicher's Bagdad Grocery Store in Seattle, in cooperation with KOMO-KJR, was so successful that it was carried over several weeks. A contest angle stimulated interest, with talent photos appearing in the Ballard News. Listeners who identified talent and sent best 25-word slogans were given prizes. KOMO-KJR talent appeared at store, which was set up with radio-week promotion.

Pep Boys 'Pop-O-Log'

RADIO activities of Pep Boys auto accessory stores are covered intensively in the chain's house organ Pep-O-Log. The paper spread reproduces fan letters and telegrams, along with talent photos and a reproduction of the Dawn Patrol certificate.

Get on WJHP's new highway to Jacksonville's buyways!
New Service Provides Quick Program Checks

DESIGNED to provide advertisers with up-to-the-minute checks on the presentation of their advertising by radio stations, the recently established National Radio Checking Service is offering a staff of competent checkers in 135 markets throughout the country to provide such service. Comprehensive reports are submitted to the advertisers by each of the checkers through the bureau's central offices at 6635 Delmar Blvd., St. Louis. Receptiveness of the program, manner of presentation, spot desirability, opposing programs, and general criticism of the advertising are incorporated into the checks. General manager of the project is George S. Foster, formerly manager of WER, St. Louis, and prior to that manager of WWL, New Orleans. Groves Labs, Lewis Howe Medicine Co., Beaumont Co. and the W. R. Sheaffer Pen Co. are among subscribers, he says. Plans to augment present personnel will provide coverage in 600 markets.

Tip to Quizzers

Baltimore folk, close enough to Washington to know their Congressmen, stirred up a teapot tempest when they heard contestants on two nationwide quizzes lose real money when they said "H. R." meant House of Representatives and the quizmaster said it meant House Resolution. On the local WBAL Jackpot program, quizmaster Paul Girard paid $110 to a contestant in a negro theater when the correct answer was given to the "H. R." question. Girard suggests quizmasters should learn about Congress and reminds them that the symbol for House Resolution is "H. Res."

Lathrop Buying KFQD

Capt. A. E. Lathrop, leading Alaska industrialist who founded KFAR, Fairbanks, in October, 1939, will acquire control of another Alaska station shortly if the FCC approves a transfer application just filed. R. E. McDonald, chief owner of KFQD, Anchorage, 250 watts on 780 kc., has applied for authority to sell his 392 shares and the two shares held by Barbara McDonald, to Midnight Sun Broadcasting Co., licensee of KFAR and controlled by Capt. Lathrop. The purchase price for the entire block, which represents two-thirds of the corporation's 500 issued shares, would be $10,000. The other 106 shares are held by William J. Wagner, KFQD manager.

Booth at Fair

THROWNS flocked around its booth at the Central Florida Exposition, says WDHO, Orlando, Fla. Photos of stars were displayed and station talent provided programs, including a cracker band featured on the Sunrise Serenade.

WFIL

1ST OR 2ND CHOICE WITH
PHILADELPHIA LISTENERS

66 1/3% OF DAY & NIGHT

WRITE FOR
"NIGHT AND DAY"
A survey of radio listening habits
in the Philadelphia area
As reported by E. E. Mooper, Inc.

WFIL
560 ON YOUR DIAL

NBC BLUE • KEY STATION QUAKER NETWORK
REPRESENTED BY ED. PETRY & CO., INC.

March 10, 1941 • Page 39
N. W. AYER & SON of Canada, will close its Toronto office about April 1, according to announcement in Toronto. This marks the company’s departure from Canada, as the Montreal office was closed at end of January (Broadcasting, Feb. 3). Business placed in Canada will be handled from the head office at Philadelphia.

DOROTHY WHITNEY, promotional copywriter formerly with B. Altman & Co., New York department store, has joined the copy department of Benton & Bowles, New York.


ARTHUR MEYERHOFF, head of Arthur Meyerhoff & Co., Chicago agency producing the five weekly quarter-hour CBS Scattered Baines program, sponsored by Wm. Wrigley Jr. Co., was in Hollywood during late February for conferences with Jerald Brandt, producer of the film version of that series now being released through RKO. Brandt, for a reported $100,000, recently acquired film rights to all the Scattered Baines tales written by Clarence Budington Kelland.

MAX BECKER ADV. AGENCY, Long Beach, Cal., has established Los Angeles offices at 704 So. Spring St., with Beers Loomis as manager. Long Beach office is located at 110 Ocean Blvd.

PECK ADV. AGENCY New York moved March 1 to 400 Madison Ave., occupying the entire 19th floor.

Herrick to Burnett

BURKE HERRICK, for five years radio director of N. W. Ayer & Son, Chicago, on March 3 joined Leo Burnett Co., Chicago, as manager of the radio department, with supervision over all air activities including plans, time schedules, production and casting. His radio experience in New York and Chicago covers a period of more than 10 years, in the course of which he was prominently identified with the air activities of the Ford Motor Co., the Kellogg Co., Illinois Bell Telephone Co., Farnsworth Television & Radio Corp., Studebaker Corp., United Air Lines, and many others.

BERNARD KELLY, for the last five years with Schwimmer Scott, Chicago, has joined Dave Bennett & Associates, same city.

ROBERT COWELL, radio consultant, Detroit, has joined Walter Thompson, New York, is taking a two-week cruise to Venezuela.

C. RUSSELL ZEININGER, formerly copywriter with Benton & Bowles, New York, has volunteered for the Army.

RICHARD MEADE, formerly with the San Francisco office of J. Walter Thompson Co., has been placed in charge of production of the company’s Seattle office.

WILLIAM DAVIDSON, formerly of the NBC stations relations department, has joined the staff of J. Walter Thompson, New York, as assistant time-buyer in the radio department. Mr. Davidson succeeds Richard Howard, who has been transferred to agency’s new business department. Philip Mygatt, radio director in the Sydney, Australia, office, has returned to the United States and will assume radio duties as yet unassigned in the agency’s New York office.

JOHN B. BISSELL, formerly vice-president of Lawrence Fertig & Co., New York, and previously in the radio department of Max Schwerin, has joined the management of the new RKO-Power program with the Sydney, Australia, office, as vice-president in the New York office.

STEVE RICHARDS, formerly manager of the Detroit bureau of United Press, has joined the publicity staff of Arthur K nudar Inc., Detroit, succeeding James Wines, transferred to the service department of the agency’s New York office.

PERRY SCOFIELD, formerly a copywriter with McCann-Erickson, New York, has joined the copy staff of Lord & Thomas, New York.

MICHAEL GORE, formerly account executive with Green-Brode, New York, has joined Jaspar, Lynch & Fishel, as vice-president in charge of radio.

ARTHUR KANASKE, formerly sales manager of Lube-X System, Chicago, has joined Behel and Waldie, Chicago, as account executive.

ANDREW M. HOWE, for the last 16 years associate editor of Printers’ Ink, on March 3 joined Hackett-Samote & Co., Chicago, in the creative and contact department of Arthur Meyerhoff & Co., Chicago.

GAG AND GAGGED, a little of each, inspired this scene in the San Francisco area. Victim of the clutching digits is Wallace Elliott, co-owner of Tomassich-Elliott Adv. Agency, who is signing a 12-week renewal for Night Editor, sponsored on NBC-Pacific Red since 1934 by Cardinet Candy Co. Applying some of his special type of salesmanship is Hal Burdick, writer and presenter of Night Editor. Abetting the long-fingered Burdick is Harry Bucknell, KPO-KGO account executive, who helps guide the Elliott pen over the appropriate dotted line on the contract.

JOHN HOUSE, formerly of the NBC sound effects division, has joined the radio program staff of Compton Adv., New York.

DAVE BURT has joined the publicity staff of Benton & Bowles, New York, succeeding Alfred Ulmer, transferred to the media department.

RICHARD A. PINKHAM, formerly advertising and publicity director of James McCuey & Co., New York department store, has joined Lord & Thomas, New York, as executive on the American Tobacco Co. (Half and Half) account.

J. J. Greene

J. J. GREENE, 62, vice-president of Johns-Manville Sales Corp., died Feb. 20 in Avon Park, Fla. Mr. Greene lived in New Rochelle, N. Y. He handled accounts in Pittsburgh of the Westinghouse Electrical Mfg. Co. and the Aluminum Co. of America for Johns-Manville. He also represented his firm at Schenectady with the General Electric Co. Mr. Greene is survived by his widow and a son, Edward.

GET MORE FOR LESS

MORE Uncle Sam’s spending over a BILLION TWO HUNDRED MILLION defense dollars in the already rich NORFOLK MARKET—Portsmouth, Norfolk, Newport News!

MORE In this area, WTAG’s night 5,000-watt directional antenna system concentrates power of 10,000 to 15,000 watts—serving ONE MILLION ONE HUNDRED EIGHTY-TWO THOUSAND people with cash to spend, eager to buy!

LESS Cover this beehive of activity and spending with WTAG at ONLY thousand-watt rates—a bargain buy in America’s No. 1 Sales Area!

COMPLETE NBC RED and BLUE SERVICE NOW 5000 WATTS DAY and NIGHT

NORFOLK VA. AMERICA’S NO. 1 SALES AREA

Owned & Operated by NORFOLK NEWSPAPERS, Inc.
The telephone is still being invented

"Even before there was a telephone there was the laboratory of Alexander Graham Bell in Boston, where telephones were born. That was 64 years ago, but the telephone is still being invented.

"Telephone service is what it is today because engineers never stopped learning more about speech and hearing. In the Bell Telephone Laboratories hundreds of scientists engage in constant research. The results? You talk more easily and hear more clearly today over the telephone because of these men of science.

"From these laboratories, among a thousand and one other things, have come the new streamlined telephones, cables only 2% inches thick carrying 4200 wires, the new coaxial cable that can carry 480 conversations at once, even the wire network over which this broadcast comes.

"No one of the twenty-four regional companies that make up the Bell System could afford such a laboratory. So it is the job of A. T. & T. to maintain this laboratory for all its associated companies. Each company pays its share to carry on this work; every telephone user benefits in the better service it makes possible."

This is a quotation from The Telephone Hour—a regular network program heard each Monday night at 8 o'clock, E.S.T. The Bell Telephone Laboratories are constantly studying to improve the faithful transmission of all network programs.
The Business of Broadcasting

Station Accounts

KFI, Los Angeles
Packard Motor Cars, 8 to weekly, thru Youn & Rubicam, N. Y.
Mehrow Bros., San Francisco, 6 to weekly, thru Trumbull & Co., N. Y.
Trimount Radio Co., 8 to weekly, thru Trumbull & Co., N. Y.

KGO, San Francisco
Foreman & Clark, Los Angeles (clothing chain), 5 to weekly, thru Minton Witbeck Ad. Co., N. Y.
First Federal Savings & Loan Assn., Oakland, Calif., 4 to weekly, thru KGO, San Francisco.
Hecker Products Corp., New York (libbys' Jell-O), 6 to weekly, thru Siegel & Bowies, N. Y.
International Harvester Co., Chicago (tractors), 13 as thru Audrey, Moore & Wallace, Chicago.

Klappist Bakersies, Oakland, Calif. (bakery chain), 5 to weekly, thru Emil Reinhardt, Oakland, Calif.
Kellogg Co., Battle Creek, Mich. (All Bran), 10 to weekly, thru Kenyon & Eckhardt, N. Y.
Lever Bros., Cambridge, Mass. (Vaseline), 5 to weekly, thru Ruth & Ryan, Bayonne, N. Y.
Loma Linda Food Co., Arlington, Cal. (bucketa), 6 to weekly, thru Gerth-Knoell Adv., San Francisco.

New Century Beverage Co., San Francisco (beau Sparkling Water), 6 to weekly, thru M. E. Harlan Agency, San Francisco.

KXN, Hollywood
Colonial Dames, Los Angeles (costumes), 3 to weekly, thru Glaser-Gallay & Co., Los Angeles.
R. Pepper Post Co., New York (beverage), weekly, thru Benton & Bowles, N. Y.

KXSF, San Francisco
Forman & Clark, Los Angeles (clothing chain), 5 to weekly, thru Minton Witbeck Adv. Co., N. Y.

WOR, Newark
Quaker Oats Co., New York (cereal), 5 to weekly, thru Ruth & Ryan, Bayonne, N. Y.
Blackstonian Magazine Co., New York (Aspin- tone), 2 to weekly, thru Raymond Spec- tator, N. Y.
R. H. Macy & Co., New York (department store), 5 to weekly, thru Young & Rubicam, N. Y.

KBB, Santa Barbara
Southern California Edison Co., Los Angeles, Cal. (public utility), 5 to weekly, thru Maysco, Los Angeles.

WIND, Gary, Ind.
Congress Cigar Co., Newark (LaPalina cigars), 5 to weekly, thru Marschalk & Pratt, N. Y.

KJJ, Los Angeles
Kenaston Products Co., Los Angeles (pre- prints), 99 as thru John H. Riordan Co., Los Angeles.

ZUNET, Three Stations Connected by Permanent Lines

Butte - KGIR
Montana's only full time 5000 watt and Helena, KPFA
Bozeman, Montana (nationwide as bonus coverage

WBG, Glenside, Pa.
American Knit Garment Co., men's clothing, twice daily for 13 weeks, thru Harry Feigenbaum, Philadelphia.
Knoedler & Co., Johnstown, Pa. (soap), daily for 13 weeks, thru Kenyon & Eckhardt, N. Y.

WNEW, New York
Red Seal Motors Co., New York, 25 as weekly, thru The Brenonnen Co., N. Y.
California Packing Corp., San Francisco (Minute products), 25 as weekly, thru McCann-Erickson, San Francisco.
Roth-Schlegel, Newark (auto supplies), 25 as weekly, thru United Service Adv., Newark.

KECA, Los Angeles
California Spray Chemical Co., Richmond, Cal. (chemical spray), 6 to weekly, thru Long Adv. Service, San Jose, Cal.

KGO, San Francisco

KMPC, Beverly Hills, Cal.
Albers Packing Co., Riverside, Cal. (rice), 2 to weekly, thru Briahcer, Davis & Staff, Los Angeles.
Olsen Rust Co., Chicago (rugs), 6 to weekly, thru Frebse, Felter & Freba, Chicago.

WGN, Chicago
Trimount Clothing Co., Roxbury, Mass. (men's clothing), 25 to weekly, thru Emil Mogni Co., N. Y.

WWBM, Chicago
Bosco Co., New York (chocolate milk drinks), 25 to weekly, thru Kenyon & Eckhardt, N. Y.

Falstaff Discs and Sports Are Extended Nationally In Cooperative Series

FALSTAFF BREWING Corp., St. Louis (Falstaff Beer), during the week of March 17 starts two series of transcribed shows and renews sports programs on a national spot basis. As a result of this half-hour news programs sold to breweries throughout the country on a cooper- ative basis (BROADCASTING, March 3) will be released by Falstaff on KXOK, St. Louis; WWL, New Orleans; WRCC, Memphis; WYK, Oklahoma City; KTUL, Tulsa; KRLD, Dallas; KRTH, Houston; KWSA, San Antonio, N. Y., and WSD, Chicago. Contracts are for 26 weeks. These programs feature Charlie Rogers, Benny Rubin and other Hollywood stars.

A thrice-weekly quarter-hour musical weekly featuring Norman Ross as m.c. will be released on 26-week contracts on WOW, Omaha; KXK, St. Louis; WSBM, New Orleans.

Sports Time, featuring Tom Daxon as emcee, will have a five-minute show on WOW, Omaha, has been renewed for the balance of 1941. Sports Review, featuring Henry Dupree, will be a five-minute series on WWL, New Orleans, has been renewed for 52 weeks. Sponsorship of baseball and other special and sports events on the New Orleans outlet.

Falstaff renewed for the balance of the year One Man's Opinion, six-weekly quarter-hour program, starring Aubrey, Neblett on KWKW, St. Louis. In addition, the brewery will sponsor play-by-play baseball on the St. Louis station.

Three National Sponsors On South Central Group

THREE national accounts are currently using the established South Central group, representing radio and network. Keyed from WMC, Memphis, are American Snuff Co, Memphis, and the Buchner Snuff Varieties five daily week- ly, 12:15-12:30 P.M., piped in by Memphis advertising agencies.

Also keyed by WMC is Humco Co., Memphis (shortening), carrying the Humco Varieties five daily week- ly, 9:15-9:30 a.m., through the same agency.

Keyed from KWWK, Shreveport, is the Rice Brothers folk music act, 6:30-6:45 a.m., five daily weeks for Chattanooga Medicine Co., Chattanooga (Black Draught), placed by Nelson Cheney Co., Atlanta. Other stations on this hookup are KARK of Little Rock, and WDJ Jackson, Miss., with WSBM, New Orleans, also available.

CN Adds Stations

WEST DISINFECTING Co., Long Island City (CN disinfectant), on March 1 begins airing T. Van Vechten's The Woman, five-minute transcribed program, three times weekly on KXOK, St. Louis. Company will also start airing three-week series on WABC, New York, starting April 7, with the possibility that more stations may be added. Science Fiction Radio Productions produced the transcriptions, while Moser & Cotin, New York, handles the account.
ARCADE SUNSHINE LAUNDRY, Washington Blvd., on WGL, and Pendleton Woolen Mills on KALE, Portland, Ore., are new sponsors for Dalton Lewis Jr., MBS commentator, Monday through Friday, making a total of 25 sponsors.

MILLARD BURG, formerly general sales manager of the Sun-Maid Growers Assn., Cal., has been appointed sales manager of Tea Garden Products Co. (preserves and food products), San Francisco, frequent user of radio on the Coast.

MECKESSON & ROBBINS, Bridgeport, has introduced a new shaving lotion, called Town. No radio plans for the product have been announced by J. D. Tucker & Co., New York, the agency.

WILLIAM V. MINTER, Los Angeles (tax counsel), usual user of radio, has started sponsoring a weekly quarter-hour program, The Guest Book, on KECA, that city. Contract is for 12 weeks, having started March 4. In cooperation with Los Angeles District, California Federation of Women's Clubs, different speakers and music is presented each week. Douglas Evans is station producer; agency is Smith & Drum, Los Angeles.

CURTISS CANDY Co., Chicago (Carlton gum), on March 8, started a 30-week schedule of four daily one-minute transcribed announcements on KLIA, Little Rock, Ark. Agency is C. L. Miller, Chicago.

HECKER PRODUCTS Corp., New York (Ceresea flour), on Feb. 24 started a schedule of 12-week announcement on WKBN, Youngstown. Agency is Leo Barnett Co., Chicago.


CALWIEY CO., San Francisco (Calway-health food) frequent user of radio, recently contracted for a weekly quarter-hour program on KCB, San Jose, Cal. and KJBS, San Francisco, to air Health Discoveries with Frank Wright, radio director of Theodore H. Segal Ad. Agency, which handles the account, as narrator.

SCARFE & CO., Brantford, Ont. (paints) on March 3 started three weekly quarter-hour musical transcriptions on CKCL, Toronto. Account was placed by McConnel Eastman & Co., Toronto.

J. B. ACKERMANN, assistant director of truck merchandising at the Dodge Division, Chrysler Corp., Detroit, has been appointed director of merchandising and advertising, according to E. J. Poggi, assistant general sales manager.

MEHRON & WILKINS, Denver (wool brokers) on March 3 began six-time weekly participation in the Alum Club Circle, KOA, Denver, early-morning feature for rumi listeners, presenting wool market reports.

PACQUIN'S HAND CREAM Co., Montreal, has started a Sunday transcribed musical program on CFRB, Toronto. Account was placed by Ronald Adv. Agency, Toronto.

WESTERN CANADA FLOUR MILLS, Toronto (Pioneer Feeds) started a test on March 3 from show five times weekly on CKGN, Yorkton, Sask. Account placed by A. McKim Ltd., Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods) on March 4 started Pierre et Pierrette quarter-hour French musical program Tuesday through Friday on CKAC, Montreal. Account was placed by McConnel Eastman & Co., Toronto.

KASS CLOTHING Co., Chicago (men's & women's apparel), on March 3 started a 22-week schedule of six-week quarter-hour news broadcasts on WJJD, Chicago. Agency is D. Weiss Adv., Chicago.


CHICAGO RUG CARPET CLEAVERS, Chicago, on March 10 starts a 10-week daily one-minute participation in the The One Baker House Management program on WGN, Chicago. Agency is Robert Kahn & Assoc., same city. Charles A. Stevens & Co., Chicago (dept. store), has renewed for 13 weeks its weekly quarter-hour foreign news analysis by Chilton Uley on WGN, Chicago. Placed direct.

MAX MILLER, author, has dedicated his new book, "Honey" to Al Pearce, star of the CBS Al Pearce Show. The dedication reads "To Al Pearce—because he is not afraid to be a happy man."
Members of Family Buy Bitner's WFBM Stock
HARRY M. BITNER, publisher of Hearst's Pittsburgh Sun-Telegraph, who in 1939 purchased controlling interest in WFBM, Indianapolis, from the Indianapolis Power & Light Co., has applied to the FCC for authority to sell the larger share of his stockholdings to members of his family.

Recorded as holding 1,822% out of 2,000 shares, Bitner proposes to sell 1,012% shares in blocks of 337% each to Harry M. Jr., his son, who is merchandising and promotion manager of the station; Evelyn H. Bitner, his wife; and Evelyn H. Pierson, of Pittsburgh, her daughter. Each would pay $25,000. Other stockholders are Jeanne S. Bitner, wife of Harry M. Jr.; 337% shares; Jesse L. Kaufman, 220; Ralph S. Euler, 135; Dorothy Kappner, 138; Mrs. Pauline E. Schoen, 60.

Wakefield Named to FCC
(Continued from page 9)

Walker, a member of the FCC since its creation in 1934, was formerly chairman of the Oklahoma Corporation Commission, the State public utility regulatory body. Commissioner T. A. M. Craven formerly was FCC chief engineer and ranks high as an engineer and scientist. Commissioner Norman S. Case is an attorney and was formerly Governor of Rhode Island. Commissioner Frederick I. Thompson, whose terms expires June 30, is a former newspaper publisher, and Commissioner George H. Payne has had newspaper background and was a member of the New York City Tax Board.

During his service on the California Commission, Mr. Wakefield was represented as being a strong protagonist of the "conference method" of regulating by negotiation, rather than formal proceedings. It is presumed he will urge this procedure at the FCC and probably will find strong support from several Commissioners. Such a development might have an important bearing on future broadcast regulation.

Ray Cecil Wakefield was born in Fresno Aug. 12, 1895. He was graduated from Leland Stanford University with an AB degree in 1916 and an LL degree in 1918, and was admitted to the California bar the same year. After his graduation, Mr. Wakefield practiced law in Fresno, handling railroad regulatory cases. He was appointed to the California Railroad Commission in January, 1937, and was president of the agency from August 1938, to January, 1940. Before this appointment, Mr. Wakefield had served as Deputy District Attorney for Fresno County from 1920-23 and was inheritance tax appraiser for the State in Fresno County from 1923 to 1937.

For a number of years Mr. Wakefield was active in County and State Republican Party organizations, having been chairman of the Fresno County GOP committee in 1922 and 1923 and a member during that time of the State Republican Central Committee. He was a California delegate to the Republican National Convention in 1932 and in 1920-21 served as secretary of the Fresno County Republican Committee. Mr. Wakefield represented as holding as a Republican, Mr. Wakefield was endorsed by Democratic Governor Culbert Olson, as well as by Senator Downey and other Democratic members of the delegation.

Well Known in Field
Active in State utility work, Mr. Wakefield is first vice-president and chairman of the executive committee of the National Assn. of Railroad & Utility Commissioners. He is the logical choice for the presidency of the association at the fall convention elections, but because the association seldom names Federal officials to the presidency, it is likely Mr. Wakefield will not seek the post.

Mr. Wakefield lives at Palo Alto at present and maintains his office in San Francisco. His daughter, Doris, graduated from the University of California in 1940 and his son, John, now attends Junior College. He is a member of the First Christian Church and a Mason. His wife is the former Laura Thompson, of Manhattan, Kan.

Prominent in civic affairs at Fresno, he is a director of the Community Chest and YMCA, and has been interested in adult education and forum activities. He is a member of the Kiwanis International and in 1932 served as California-Nevada District Lieut. Governor. His clubs are the Commonwealth Club of San Francisco, American Bar Assn., California State Bar Assn., Order of Coif, and the Delta Chi fraternity.

A. A. SCHECHTER'S
story of one of the wackiest, most exciting,
most indispensable jobs in
the world . . .

By NBC's Director of News and Special Events
with EDWARD ANTHONY
(Co-author of "Bring 'Em Back Alive")

Schechter lets down his hair and talks shop about one of the screwiest jobs in radio. As head of NBC's News and Special Events department he jumps from the ridiculous to the sublime without breaking his circuit and never, well hardly ever, succumbing to apoplexy.

Here is the behind-the-mike dope on such radio landmarks as the fourteen broadcasts in one day from Munich while the Big Four were meeting in the triple-guarded Brown House and the whole world sat glued to their receivers . . . Or maybe you'll go for the Pulitzer Prize Broadcast that took place in the men's washroom . . . Or Schechter's description of his delightful experiences with committees while preparing to cover the political conventions last summer . . . a real head sweater (unless you're a Mutual man) is his account of NBC's "exclusive" on Howard Hughes' globe circling flight, an "exclusive" that finally included everybody and his brother.

A book jammed with inside stories, gags, scoops, boners—stories of hijinks and heroism, chance and mischance, fate and fortune-paced to the tempo of the most modern news-spreading machine in the world, and the men who report history while it is happening. Illustrated with 64 action photographs. $3.75.

FREDERICK A. STOKES CO. • 443 Fourth Ave., New York

Page 44 • March 10, 1941

BROADCASTING • Broadcast Advertising
COSTLY WPTF FIRE
New 50 kw. Plant Destroyed
In Program Tests.

A FIRE of undetermined origin, spreading through the ventilation
ducts of the new transmitter house of WPTF, Raleigh, N. C., early last
Friday morning destroyed the station's new 50,000-watt Westing-
house transmitter only a few days before it was to go into operation.
Although damage extended only to the new transmitter, apart from
heat damage to the fire-proof building, the new transmitter layout had
an estimated value of $200,000 [Broadcasting, Jan. 1]. The instal-
lation was insured.

Uninvolved by the blaze, which was discovered shortly after mid-
night during program tests with the new transmitter, were the 370-
foot Blaw-Knox towers and the 5,000-watt RCA transmitter used
by the station for several years. Damage is estimated between $125-
000 and $150,000. Although installation of duplicate 50 kw. equipment
will take three months, no interruption in service will result as the
station plans to continue using its 5,000-watt transmitter until new
equipment is ready again, according to Richard H. Mason, WPTF
general manager. The FCC authorized the station's operation July 17, 1940.

Morenci-Taylor Relected

PAUL V. MORENCY, general
manager of WYTI, Hartford, and O. L. (Ted) Taylor, president of KGN
Amadio, were re-elected district directors of the NAB in district meet-
ings held last week.

NEW LATIN SERIES

ESSE MARKETERS on March 11
will start a series of four times
weekly shortwave broadcasts to
South America on NBC's short-
wave stations WRCB and WNBI in
the interests of its oil products, spend-
ing 3,500 started to be the
largest amount to date for a com-
mercial shortwave series to South
America.

The programs will feature trans-
lations in Spanish and Portuguese of
the talks given on MSS by that
network's commentator Raymond
Gram Swing. WOR, MBS key station
in New York, will wire Mr. Swing's talks to NBC's interna-
tional division for translation. Se-
ries will be heard Tuesday, Wed-
nesday, Thursday, and Saturday at
5:45 p.m. in Portuguese and at
7:15-7:30 p.m. in Spanish.

NBC announcers for the broad-
casts are not yet selected. Agency
handling export advertising for
Esso Marketers is McCann-Erick-
son, New York. Esso Marketers is
composed of the Standard Oil Com-
panies of New Jersey, Pennsyl-
vania, Louisiana and Colonial Bea-
con Oil Co.

Esso Oil Burner Drive

Is Teamed With Comedy
TIE-IN with the Broadway produc-
tion "Tie with Father" will be the
keynote of a 12-week promotion
campaign to be launched March 10
by the Oil-Burner Division of Esso
Marketers, with radio, newspapers,
posters and direct mail as media.

The campaign will start with a
sale promotion at NBC's Radio City,
New York, to be attended by 200
Esso sales managers from the East,
and stars of the play will appear
in a scene from the comedy and a
sales sketch.

Special commercials will be used
two times weekly for 12 weeks on
13 eastern stations carrying the
Esso Reporter news broadcast.
The radio campaign is handled by
Marschall & Pratt, New York. Mc-
Cann-Erickson, New York, is agen-
cy for newspaper, poster and dealer
advertising.

Tobacco Appointment

PENNING TOBACCO Co., Wilkes-
Barre, has appointed H. M. Kin-
nette Adv. Agency, New York, to
handle promotion of Kentucky Club
pipe tobacco and Judge cigarettes,
effective March 10. Company re-
cently renewed Vip pop program,
held on Thursdays at 10-15-10 p.m.
on 50 CBS stations. Ruthrauff & Ryan
resigned the Penn account when it
took over Full Mall cigarettes for
American Tobacco Co.

Candy Participations

ROCKWOOD & Co., Brooklyn (Pe-
ck's Peanuts), has started participa-
tion in home economics programs
three to six times weekly through
Besides Yankee Network the spon-
soring is using WFBF WEN
WSOC WRCR WGN WHK KFEL
WPRM KJX KWMU WOR
WTR WCAE WMBF WSRR WSPD WRC.

GENERAL FOODS Corp, New York
(Peck's Peanuts), has added 25 Von
Lee stations and eight eastern stas-
tions to its quarter-hour transmitted
serial, "The Old-time Boys BCRAI

Network Accounts

All time EST unless otherwise indicated.

New Business

AMERICAN CHICLE Co., Long
Island City, N. Y. (Dentayne's gum);
not on WAC.

WELLMAN PECK & Co., San Fran-
sisco (food products) on Feb. 28,
started 5 stations. Big Hit. Ag.: 
Rodman Adv., San Francisco.

GULF BREWING Co., Houston,
on March 8 started Great Prize News Pa-
rade on 13 Texas State Network sta-
tions. Mon., Thurs. at 14-2 p.m. (CST).

Renewal Accounts

PENN TOBACCO Co., Wilkes-
Barre, Pennsylvania, on March 20
adds 65 stations to Breakfast Club, 
making a total of 146 NBC-Blue stations.
Thurs., Fri. & Sat. 5:30-6:45 a.m. (CST).
Contract for four weeks. Agency: 
Walter Thompson, Chicago.

Penn Co., Newark (shave creams),
on March 28 discontinues 
Colonial Espanade's Quizzie Doodles
on 46 CBS stations. Sun. 5:30-6 p.m.
Agency, N. Y.

LIGGETT & MYERS TOBACCO Co.,
New York (Velvet tobacco), on April
3 (instead of March 13 as originally
scheduled), shifts Professor Quiz
on 68 CBS stations. Thurs. 9:30-
10 p.m. to Thurs. 10-15-10 p.m.
Agency: Newell-Emmett Co., N. Y.

SHIRIFF'S Ltd., Toronto (Jams
and Preserves), has added 6 CO:
CFPL, London, Ont. to weekly Fun
Parade originating CFRB, Toronto.
Agency: Goedkirk Brown & Co., To-
ronto.

E. I. du PONT DE NEMOURS & Co.,
Wilmingtom (Institutional) on March
13, adds 11 stations to 25 NBC-
Red stations from Wed. 7:30-
8 p.m. to Mon. 7-30-8 p.m. also
renewing program for 15 weeks. Agen-
cy: BBDO, N. Y.

EMERSON DRUG Co., Baltimore,
on April 11 shifts Ben Bernie to Sun.
9-9-30 p.m. on NBC-Blue. Agency:
Ruthrauff & Ryan, N. Y.

CARTER PRODUCTS, New York,
on March 16 shifts Inner Sanctum
Mystery on NBC-Red to Sun. 9-30-
9 p.m., increasing to 94 stations.
Agency: Street & Finney, N. Y.
THREE FM GRANTS
APPROVED BY FCC

AUTHORIZATION of commercial FM facilities to Maj. Edwin H. Armstrong, inventor and pioneer in the development of frequency modulation, highlighted the FCC's action of March 5 in granting three additional FM construction permits and bringing the total number thus far to 42. Besides Maj. Armstrong's grant in Alpine, N. J., construction permits were issued for Chicago and Rochester, N. Y.

Maj. Armstrong was authorized to utilize the site of his present experimental high-frequency station, W2XMN, at Alaine, as the location for the new Class D station to operate on 43.1 mc., serving 15,616 square miles embracing a population of 12,280,000 in portions of New Jersey, New York, Connecticut and Pennsylvania.

Chicago Station

The Chicago grant was to the Moody Bible Institute of that city to operate on the same non-commercial basis as it now conducts standard broadcast station WMBI. 47.5 mc. will be employed to serve 10,800 square miles with a population of 4,500,000. The third grant was to the Stromberg-Carlson Telephone Mfg. Co., Rochester, to use 45.1 mc. to cover 3,200 square miles and a population of 585,000.

New FM Station of WSM, in Nashville,
Starts Operation With 70 Hours Weekly

BECOMING the first FM stations to start operating on a regular schedule under full-commercial authorization by the FCC, W47TN, Nashville, FM adjunct of WSM, on March 1 started a weekly schedule totaling 70 hours of FM broadcasting. The station, operating with 20 kw. power on 44.7 mc., broadcasts from 11 a.m. to 11 p.m. weekdays and 11 a.m. to 9 p.m. Sundays.

The station incorporates several unique operating factors. Its antenna, completely insulated from WSM's signals, utilizes the 875-foot transmitter tower of WSM, and technical operation of both WSM and W47TN centers in the WSM transmitter house. The W47TN towers is to the turnstile arrangement of the entire structure. The FM signal is generated in a single relay rack unit in the control room of the transmitter house, coupled successively to a three-stage 1,000-watt amplifier and a 20,000-watt amplifier. The main rectifier and other power supply equipment are located in the basement of the transmitter house.

Although a complete separate staff has not been set up, Program Director Tom Stewart and announcer Bill Terry Jr., and Herbert Oglesby are handling programs of the station. Coverage of the station is being tested, but preliminary reports from listeners indicate that coverage comes up to calculations, it was said. First regular listener reporting lived in Beaver Dam, Ky., about 90 air miles from the transmitter.

Finch Gets Licenses

WITH issuance of a facsimile experimental license to Finch Telecommunications Inc., Passaic, N. J., for use at its Bendix Airport laboratory, Bendix, N. J., W. G. H. Finch, president, announced that his company has been licensed by Maj. Edwin H. Armstrong to manufacture FM mobile communications equipment.

The new facsimile test station will be known as W2XAH and will use frequencies between 30 and 40 mc., adjacent to the FM channels, with power of 1,000 watts.

WTAG's Station

WIXT, FM station of WTAG, Worcester, Mass., began operation March 3 with a series of musical and news programs independent of WTAG, which is owned and operated by the Worcester Telegram & Gazette. The FM outlet operates from 6:30 a.m. until midnight, claimed to be the longest FM schedule in the country.

APPROVED CRYSTALS for the new frequencies
$25.00 each

HOLLISTER CRYSTAL COMPANY
WICHITA KANSAS

Wire or phone c/o Hotel Lassen
RALPH SHULTZ, member of the engineering staff of WJSV, CBS Washington station, and Helen Harper, secretary to WJSV Manager A. D. Willard Jr., have announced their engagement and plan to be married in Washington March 17. They will take a honeymoon trip to the Shultz homes, Fort Collins, Colo. Miss Harper plans to resign. Shultz came to WJSV a year ago from the CBS Chicago office.

J.A. SLUSSER, transmitter engineer of KOA, Denver, has been elected secretary of the local Navy Officers Pool, whose 25 reserve officer members hold weekly meetings. A. C. McClelland, of the KOA engineering staff, was recently called for active duty with the Navy. Verne Andrews, KOA control engineer, is the father of a girl born late in February. Mrs. Andrews was KOA receptionist before her marriage.

WILLIAM M. MANROY, WCNZ, Elizabeth City, N.C.; Fred Heister, KGIR-KRIM Butte, Mont.; Wayne Ferbybough, KWJB, Globe, Ariz.; and William Blackshear WARD, Brooklyn N.Y., all graduates of National Schools, Los Angeles, have been appointed chief engineers of their respective stations.

HELVY MUSTAPARTA, secretary to Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, resigned Feb. 29 with L. Dean Berry, photographer on the staff of the Department of Agriculture. Married in Camden, S. C., they honeymooned in Florida, and now reside in Arlington, Va., Washington suburb.

GOMER L. DAVIES of Cleveland, has patented a new modulation system (Patents No. 2,282,591 and 2,282,592) which he has assigned to the Washington Institute of Technology, Washington, D.C.

PAUL TWEHOUSE of New York, has been associated with the WSYR transmitter.

RALPH SHULTZ, broadcasting, has been elected secretary of the local Navy Officers Pool, whose 25 reserve officer members hold weekly meetings. A. C. McClelland, of the KOA engineering staff, was recently called for active duty with the Navy. Verne Andrews, KOA control engineer, is the father of a girl born late in February. Mrs. Andrews was KOA receptionist before her marriage.

A. C. McCLELLAND, engineer of KOA, Denver, recently called for active duty with the Navy, has been assigned as radio man, first class on a battleship.

DON'GILMORE, formerly transmitter engineer of WSTR, Syracuse, N.Y., has been promoted to plant supervisor of the WSYR transmitter.

ERNST KRUGER has joined the engineering staff of KMCI, Sioux City.

METROPOLITAN TELEVISION, New York, has engaged the Washington Institute of Technology as construction engineers for its television and FM stations, which will be erected atop the Hotel Pierre in mid-Manhattan. Dr. Frank Kears of the Institute will supervise the installation, according to I. A. Hirschmann, vice-president of Bloomdale Bros., co-owner of the station with Abraham & Strauss, Brooklyn, both department stores. Mr. Hirschmann said that a program formula has been worked out, comprising public service, merchandise demonstration and entertainment and that experimental broadcasts will begin as soon as the installation of equipment is complete, the date being determined because of the uncertainty of deliveries of necessary apparatus caused by the defense program.

CALL LETTERS assigned by the FCC to recent new station grants are: WINC, Winchester, Va.; KGDB, Harwood, Md.; WWVA, Wheeling, W. Va., WACB, St. Albans, W. Va.; KHON, Honolulu, T. H.; KLM, Milwaukee, Mo.; KLAH, Garibald, N. M., has changed its call letters to KAVE.
Turning Point in Copyrights

(Continued from page 18)

Now, then, fellow broadcasters, do you have the guts to go through on your own? Have you been fighting for principle or for dollars? If you have been fighting for dollars, you are lost because immediate dollars are always bigger and better than dollars some time in the future.

If you have been fighting for dollars, they will be offered you in the form of reduced blanket license fees. It will, in many cases, be hard to turn down such reduced fees but before you accept their them read Section VI of the ASCAP decree and see what the future may hold for you.

Blanket Fees

If you accept such blanket license fees now, you will be right back where you were in 1935. The rates might even be lower, but the future will hold another period such as 1935 to 1941 has been. If you will go to your own plans and use the "use method of payment" and clearance at the source on transcriptions of all licensing groups, you will control the future of ASCAP and in your station makes for copyrighters and in the long run save yourself a lot of grief and, with good management, considerable money.

The use method of payment is guaranteed you if you ask for it, while the clearance at the source on transcriptions will be given any transcription manufacturer who asks for it, and you can insist that your transcriptions are cleared at the source.

Why shouldn't they be cleared at the source? After all, you didn't do the recording; you didn't determine whether or not an infringement takes place; you weren't there; you didn't check the clearance—in fact, you have no source way of knowing whether or not there is the number of infringements. The Department of Justice says transcribed music can be cleared at the source so let's see it that is when we make contracts with manufacturer, agency or advertiser.

Station Control

When network programs and transcribed programs are cleared at the source, the independent station will be directly responsible only for its own solo and remote broadcasts. If phonograph records are played, it will of course be responsible for these, too, but no blanket license will be cleared of the broadcasting of phonograph records anyway—they must be cleared the same as a studio program should be.

With control over the amount a station is going to pay for its copyrighted music, a station can pay and of music it desires to pay for. The fees paid for such music can rightfully be paid on to the advertiser who uses it, or on sustaining programs the stations, in prosperous times, can play and pay for the most costly music it can find while in less prosperous times it can curtail its expenditures by playing public domain or low cost copyrighted music.

There will be some who will say this will lower the grade of music broadcast. I cannot agree with this premise. It has cost as long as thousands of dollars go into the production of radio shows a portion of this can always be spent for music. If some one title of music should be high priced, the same as the entertainers on the show may be, then high priced music will be paid for. If you still argue it will lower the standard of broadcasts, let us argue between the cultural value of the Metropolitan Opera and the homely philosophy of Mr. Perkins—then let's choose between both for popularity. Radio needs and will have both. The broadcaster and advertiser are prone to follow the dictates of Mr. and Mrs. Public under our American System of Broadcasting.

The use basis of purchases for music will in no way reduce service to the public. Rather it will raise it because judiciously using the "use" method of purchase a broadcaster not only can have freedom from purchase from a single copyright group, but can spread his available copyright money around so he can purchase the best of the music from several different copyright owners or licensees.

Blanket Danger

The inequality of the old 5% system is definitely broken if broadcasters stay away from the temptation of blanket licenses that will be thrown in the face of broadcaster is going to be harder for the 400 smaller stations to do than for all others. Neither ASCAP nor anyone else has or ever will make a lot of money from these small income stations. They do too small a percentage of the whole broadcasting business. Instead of the $1,250 collected under ASCAP's license basis from a station grossing $25,000 or the $2,500 collected from the station grossing $50,000 the annual blanket licenser will be well be $300 or $600 or lower.

ASCAP is not the only one that may try to undermine the use basis of payment we have been fighting for. Don't think the others will be allowed to issue blanket licenses, too. One such blanket license and the proverbial apple cart may be both side up. If you do not wish to see history repeat itself, no matter how low the fee offered you on a blanket license, don't take it!

What to Do

What can the independent broadcaster do?

1. Stick together to see that BMI serves the Independent Broadcaster. So that we may have more than a single source of music:
   a. Insist that BMI set up immediately a "use" method of payment and accounting and so simple and inexpensive that even the station with only three employees can operate under it.
   b. Insist that BMI or NAB become a copyright clearance authority with indexed information for all available music in all available...
BMI Asks Disc Fees

BMI has sent to recording studios making transcriptions and advertising agencies ordering them, applications for licenses to use BMI selections on discs. Accompanying letter, written March 3 by Preston H. Pumphey, apologizes for BMI's delay in setting up its system for mechanical royalties and suggests that "if you have made any transcriptions within the last six months you will want to look them over for the BMI tunes on which you owe these mechanical royalties." BMI is charging only the statutory rate of 2 cents per tune per pressing for the use of BMI original transcriptions,

the letter states, adding that there is no charge for BMI versions of public domain material. ASCAP publishers charge 25 cents and 50 cents a pressing for their tunes.

How About Negotiations

With the above in effect we will all learn how to clear copyright and protect ourselves against innocent infringements. We will be assured that we will all stick together. We will learn the benefits of this system. We will keep alive and know the value of keeping alive competitive sources of music. We will find we can do this and be of greater public service.

Section II paragraph 1 of the ASCAP consent decree is unquestionably a good section. Now what about negotiations with ASCAP? Do you want someone hired to negotiate for you? Do you want Mr. Miller to negotiate for you? Do you want a committee such as the last NAB Royalty Committee (that asked for a lump sum stipulation from ASCAP), that had a man supposedly representing independent stations who talked of a renewal of the old license or of a blanket license) negotiate for you? I don't want any of the above negotiating for me. Some hired outsider or Mr. Pumphrey would not be familiar enough with my business to do any negotiating. Mr. Miller has never spent any time in any station to my knowledge.

A committee which naturally will include the networks is not as bad today as it was in the past as networks are now going to be responsible for their own originations. Possibly a committee is the best bet. But no matter who does the negotiating, if it is to be done for my station without me being present I would want it done with all negotiations made.

For myself I prefer to make my own negotiations with ASCAP. I have found John Paine of ASCAP to be a very fine gentleman. I have a better understanding of ASCAP's problems from my contacts with him. I am sure he is now more familiar with the problems of the independent broadcaster.

All broadcasters cannot perhaps negotiate personally. Therefore, there must be a system devised. A small representative committee, if chosen by representatives groups, is possibly the best vehicle but transcriptions of all negotiations must be public.

When should such negotiations take place? They can start any time, but first it would seem that a simple, workable "use" method of payment should be worked out with the BMI catalog. A proper clearance method should be established and stations personnel taught how to use it. There are 90 days in which to do this.

After music is available on a "use" method of payment, broadcasters must endeavor to use such music. It must be remembered that BMI can live only if its music is used under such a system. This is, of course, likewise true of ASCAP.

With ASCAP licensing on a "use" method its music must also be used. The best of all music should and will be made available to the public. The total cost of music to the broadcasters probably will not be reduced; rather it is likely to advance. However, for the money spent, broadcasters will be receiving much more and the public will be better served. Further, the broadcaster will have control over the quality and quantity of use made and the amount of his copyrighted music bill, something that has never been possible in the past.

So, fellow broadcasters, it is up to you whether you now start to cash in on the dividends of the last six years work or whether you slip back down the ladder to the level you were on in 1932. You have the double responsibility of putting your own house in order, as far as the use of music on your respective networks and stations is concerned, and to keep competition alive.
CONTROVERSIAL issues of interest to the general public are discussed on the weekly quarter-hour March of California, started March 8 on CBS California stations under supervision of Fox Case, the network's West Coast public relations director. Originating from the Governor's mansion in Sacramento, the series is to continue through the present half of the 84th Session of the California Legislature. Feature also will be a resume of the week's activities in the Senate and Assembly, as well as a review of future plans. With Governor Olson and State law makers, department heads also will participate, discussing both sides of issues.

* * *

Legal Perquisites COOPERATING with the Richmond Chamber of Commerce, WRVA, Richmond, Va., has started a new Junior Bar Conference series, on which local lawyers discuss and clarify the rights and financial benefits of newcomers to the military service. Programs are supervised by Walter Bishop, WRVA public relations director.

In the Limelight THROWING emphasis on the work of the little men behind the various phases of sports, such as pin-setters in bowling alleys, trainers at race tracks, and others in the sports world who seldom reach the limelight is Sports Slants, recently started on KSFO, San Francisco. Jack Gregson handles the weekly program.

Purely PROGRAMS

Human Interest Stories DOWN-TO-EARTH, homely human interest stories, picked up in his daily travels out town, are related by Art Baker during the four-weekly half-hour Art Baker's Notebook, recently started on NBC-Pacific Blue stations. Striving to find a common denominator which makes a story appealing to a varied audience, he relates happenings about children, animals, food, health and national heroes. The program, a daily feature for the last two years on KFI, Los Angeles, is gauged for participating sponsorship.

* * *

Aid For Tax Woes TO HELP listners with the annual income tax problem, WOR, New York, has arranged several broadcaasts by leading members of the New York State Society of Certifed Public Accountants, giving pointers on how to make out returns prior.

* * *

Lobby Talk GIVING a new slant to the man-on-the-street idea, KLS, Oakland, Cal., has started Lobby Forum, which features thrice-weekly interviews from the lobby of the Hotel Leamington. Eddie Tabor is interviewer.

Music Types A SYSTEM of typing dance records for the various broadcast periods devoted to recordings of popular dance music has been devised by Arthur Simon, general manager of WFEN, Philadelphia. Continuing to be scheduled in its present form, each stage, each stage will be made up of different types of musical tempos ranging from swing to waltzes.

The early and late 920 Club as well as Night Club of the Air, participating recorded programs, will be set so that each day the same type of music will be heard at the same time on each 15-minute stage. The system was devised to make each recorded program represent a distinct style, with the announcer's copy corresponding with the type music used.

* * *

Defensive Labors BEHIND the scenes of the nation's defense industries goes the new series of weekly programs, Defense in the Making, started March 7 on KYW, Philadelphia. An opportunity to study first-hand the workings of the vast defense industry is afforded listeners with the fast-five-hour program broadcast direct from the Steam Division Works of the Westinghouse plant in Lester-Pa. Here 4,000 skilled craftsmen are working day and night to fill national defense orders aggregating more than $115,000,000.

Interviews are conducted with the general manager of the plant, the foremen, and workers, explaining the operations going into defense orders.

Greetings to Patients CONCEIVED and written by Vic Whitman, the twice-weekly Hospital Hour on WCOU, Lewiston, Me., gives kids a chance to talk to their folks in local hospitals. The kids, not allowed to visit in local hospitals, are interviewed in the studio and talk to their mothers or fathers in the hospital, and a nurse at one hospital tells a story on each program. Hospitals and sanitoriums carry the broadcast on p.a. systems, and patients get an outline of the program with their daily menus.

The feature highlights Novachord and string music.

GREASE paint nightly draped the features of Bob Ebert, announcer of WATTS, San Francisco, who took part in several shows launching a Civic Theatre drive for funds. Here Elsie Campbell, special events director, catches Ebert while the makeup artist performs.

Frisco's Charms EMPHASIZING the charm and culture of San Francisco, a new series of municipal programs, San Francisco, the City of the Sea, started March 8 on KYA, San Francisco. The series, comprised of dramatized stories of government activities and are presented by the San Francisco Municipal Radio Players, made up of students of the U of San Francisco and the San Francisco Junior College. The presentations are being written by Myrtle V. Fitschen and are under supervision of Ameas Kane, of the Mayor's office and KYA Producer Fred Fox.

* * *

In Your Old Kit Bag TO HELP Canada's war effort, CKCL, Toronto, uses the daily half-hour afternoon Pack Up Your Troubles, to tell of war charity affairs, air request numbers of active service units, announce location of mobile recruiting units of the Royal Canadian Air Force, announce vacancies in army and navy units, and other features which aid will in the furtherance of Canada's war activities. The program is conducted Mondays and Fridays by Maurice Rapkin, and is a sustaining feature at CKCL.

Identifying Initials BROADCAST from the sales rooms of the sponsoring Maguire Auto Co, Choose the Clues is the newest quiz feature on WFMJ, Youngstown. Of famous种种 buildings and such are provided contestants, along with other clues, and if identifications are made within the 60 to 100-second limit, cash prizes ranging from $1 to $5 are awarded. From time to time winners are given a chance to double their winnings by answering questions about DeSoto autos.

* * *

Feminine Portraits LIVES of famous ladies are dramatized on the new Drama's Great Heroines on WGBI, Scranton, Pa. The quarter-hour feature, created and enacted by the Marywood College class in radio technique, presents miniature portraits of everyone from Desdemona to Elizabeth Barret Browning. The programs are produced under direction of John Grolier, WGBI production manager and radio instructor at the college.

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WSAI \n\nCINCINNATI'S OWN STATION \n\nREPRESENTED BY INTERNATIONAL RADIO SALES

INTERNATIONAL NEWS SERVICE

BROADCASTING • Broadcast Advertising
Youth's Ideas
OFFERING a high school youth an opportunity to discuss informally leading issues of the day, KVOE, Santa Ana, Cal., has started a series of weekly half-hour discussion forums, Youth Talks It Over. Representative students from the various Orange County high schools participate in the impromptu discussions and question period. The program deals with topics known to the students, such as their viewpoint on education, religion, community life, jobs or college, defense, student government, parents, etc.

Window Box Progress
CITY DWELLERS with rural leanings are favored with WDAS, Philadelphia, with a new series of garden programs for apartment house dwellers whose only garden is a window box. Gene Edwards, WDAS production head, has prepared a series of garden boxes in the studio, and daily reports will be made on the progress of the planting, with appropriate suggestions for watering and continued care.

Rural Northwest
DIRECTED to farmers of Oregon, Washington, Idaho, KOIN, Portland, recently started a daily early morning program, Northwest Farms Reporter. Ivan Jones, commentator, with Luke Roberts, agriculture director of KOIN preparing the material. It is carried through cooperation of 25 county agents, as well as the U. S. Dept. of Agriculture, and extension services of Oregon and Washington state colleges.

Lenten Hymns
DESIGNED for the Lenten season, fifteen Ohio stations are presenting transcribed Great Hymns of the Churches every Saturday morning. The program features the Wittenberg College choir. The programs consist of a song sung by the choir; a narrated history of the hymn and a sketch of the composer's life. The feature was transcribed at the college. WGAR is the Cleveland outlet.

Magazine Features
PRESENTING a combination of magazine features such as household hints, music corner and other timely things is the new Morning Magazine of KLS, Oakland, Cal. Bert Symmes edits the strip with the help of Mary Dorr and Tommy Franklin.

Carnation to Add
CARNATION Co., Milwaukee (canned milk), in the early part of April will add 20 stations to the current list of 12 stations now carrying transcribed series, Arthur Godfrey, in a Contended Quarter-

Food Relief Discs
FIRST of a series of transcribed dramatic programs titled Meet They Stare has been issued to 300 stations throughout the country through the radio division of the National Committee on Food for the Small Democracies, with MBS Commentator Boake Carter telling the story of the hunger and epidemic now rampant in Europe. The quarter-hour series, prepared by the transcription department of WHN, New York, is designed to promote discussion of Herbert Hoover's proposal to provide relief for the 70 million persons in occupied territories. Second series will be released later to 325 stations.

{BEHIND THE SCENES IN RADIO ADVERTISING}*

"Baker would sign faster than John Hancock if he could get the show he wants"

"Dry your tears, partner. Baker's practically sold." "That's what you think! Where're we going to get the 'big-time, big-name' musical show he wants—at the price he's willing to pay?" "Simple, man. Simple. In NBC THESAURUS. Set up an audition. We can't miss."

He's right, station salesmen. Offer that "never could afford radio" prospect of yours a show from NBC Thesaurus and watch how quickly he'll change his mind. Whatever his program need—symphony, swing, "sweet," hillbilly, concert or novelty numbers—you'll find the show he wants at the price he's prepared to pay in NBC THESAURUS. All recorded NBC ORTHOCOUSTIC, too, which means reproduction at its best. Over 200 stations now cash in on NBC Thesaurus but there are many good markets open.

And here's an "inside" to advertisers and agencies: for that "limited budget" program problem consider THESAURUS for spot programs. Write today for station list and further information.

[Advertisement for NBC Thesaurus]
**Lever Movie Series**

(Continued from page 10)

send all Class A members, reads as follows:

The question of "free talent" radio shows again has become an important issue to screen and radio actors.

The Guild has approached the Guild seeking approval of plans for a new radio show in which the columnist would provide screen actors. The program would be sponsored commercially.

The Guild board has refused to approve this program, and it has asked members to refuse to appear on the program unless such refusal jeopardizes their contractual relationship with their employing producers.

While the columnist conducting the program plans to make some payment for actors' services (at least the American Federation of Radio Artists, New York), the payment would be far below the usual standard of compensation for the actors.

Further, the total amount paid by the producer for the program probably would be far less than the usual value of the actors appearing on the program. In the absence of such proof, the Guild board has determined that similar programs are expected in most States before March 29.

**Movin' Tips**

FOLLOWING through on the industry-wide Radio Movin' Day promotion, A r t h u r Stringer, of N A B Washington headquarters, has sent to all U. S. stations packets of specially developed ideas and materials for Movin' Day activities. Material sent to date includes, in addition to the original color broadside, three broadcast scripts a copy of the B M I - written Movin' Day theme song; spot announcement copy; statements suitable for quotation on special broadcasts from FCC Chairman James Law rens, FCC Commissioner T. A. M. Craven; FCC Chief Engineer E. K. Jett. Mr. Stringer also announced to BROADCASTING that Gover nors have agreed to issue official Movin' Day proclama tions in their States, and that similar proclamations are expected in most States before March 29.

**Sword Brand**

A late-night lighted, packed, 100-lamp billboard above BROADCASTING's offices at Rockefeller Plaza, under the direction of S. G. Barton, vice-president, for the last two years or more the company has collected radio audience data through recognized research techniques, and in 1940 conducted the recently released coverage study on CBS net circulation (Broadcasting, March 31).

**AGENCY Appointments**


S A F E T - T E S T MILK DEALERS, Buffalo to Ellis Adv. Co. Beginning March 20 dealers will sponsor transcribed Streamlined Fairy Tales over WEBS.

C O X & T A N Z, Philadelphia, has been appointed national representative of WKMO, Kokomo, Ind.

**Standard Brands**

New York coffee company launched its special Movin' Day promotion. Chase & Sanborn Show orchestra from 30 to 38 mm. Robert Ambruster continues as musical director. Donald Dickson, baritone, is reported as probably leaving the show following expiration of his current contract.

**'KNX... number one choice''**

says Everett L. Balzer

The prolific sun-drenched San Fernando Valley provides sprawling Los Angeles with much of its fruit and produce. And grocer Balzer supplies San Fernando Valley families with much of their grocery needs. Asked about radio influence in his section of the rich Southern California market, he names KNX the Number One Choice. He knows what KNX has done to establish brand preferences among his customers.

People on the sales front know from past transactions that brand preference sways to KNX-verified products.

Naturally, the station listened to try to meet those people's buying habits of most people.

**50,000 WATTS**

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

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

**WAGERS PAYMENT of Paul Hodges (right), conductor of the Travel Time program of WLW, Cincinnati, to Robert E. Dunville (left), general sales manager of the Crosley station, is pictured here as he began his two-week assignment of sweeping out the 68,144 square feet of Cincinnati's Union Terminal every night. Bet was made when Hodges sat a content on Travel Time offering small cash prizes would not draw 5,000 entries. The 14,240 responses proved Hodges a better jantor than prognosticator.**

**Soup Series Extended**

I. J. GRASS NOODLE Co., Chicago (noodle soup), the second week in February started a 52-week schedule of two weekly five-minute participations in the Home Forum on WRC, Washington. Firm is currently using five-weekly participations in the home economics program on WMCA, New York, and two-weekly participations in the home economics program on WGY, Schenectady. Agency is Charles Silver & Co., Chicago.

**INDUSTRIAL SURVEYS Co., radio and general consumer and commercial research organization in Chicago, has established New York offices at 30 Rockefeller Plaza, under the direction of S. G. Barton, vice-president. For the last two years or more the company has collected radio audience data through recognized research techniques, and in 1940 conducted the recently released coverage study on CBS net circulation (Broadcasting, March 31).**
Pellegrin Named To NAB Position

Good-Will Assignment for Industry Is Contemplated

CONTEMPLATING expansion of promotional activity on an industry-wide basis, the NAB last week announced appointment of Frank E. Pellegrin, general sales manager of Central States Broadcasting System, as director of its national radio advertising during the year.

Mr. Pellegrin, who resigned last month, but the scope of the Bureau's activity will be altered considerably under the direction of the Sales Managers' Division.

With KOIL, KFAB and KFOR as general sales managers for the past three years, Mr. Pellegrin is well-known in midwestern radio. He was formerly public relations director of Creighton U in Omaha, of which he is a graduate.

Good-Will Function

The NAB executive committee, at a special meeting in New York last month, tentatively approved the Pellegrin appointment. Don Sensenig, general manager of the three stations, interposed no objection. He has not yet announced Mr. Pellegrin's successor.

Pellegrin, 33, is president of the Junior Chamber of Commerce of Omaha and national director for Nebraska of the U.S. Chamber of Commerce. He has had experience in selling, writing, producing and announcing, but with emphasis on commercial operations. Last June he was named Omaha's "Outstanding Young Man of 1940" and received the special U.S. Junior Chamber award for contributing outstanding civic service to Omaha during the year. His hobbies are photography and golf.

Bill Proposes Daylight Saving

(Continued from page 9)

APPARENTLY 1,500,000 pounds of aluminum is used annually for the aluminum-base recording discs, and probably 800,000 pounds of this goes for records used by the broadcasting industry, which is by far the largest consumers. According to this graph, developed by National Audio Devices Corp., one of the largest disc manufacturers, 52% of the aluminum poundage used in this field is employed to manufacture discs for use by broadcsters, for recording, and for reference recording. The demand for discs has grown in all the other fields, as in radio, but broadcasting still leads. In this zone alone 500,000 pounds represents from .2 to .3% of the national production of aluminum. Among the listed users of transcriptions, home recording, "educational institutions, government departments" are cited as less important than other demands, with "radio" classified as at least a necessary "defense" industry so far as its functions are concerned.

Defensive measure and was patterned after the World War daylight saving law.

Based on four time zones in the United States and one covering Alaska, the McLean proposal provides that the standard time of each zone will govern the movement of all common carriers in interstate or foreign commerce, as well as legal acts, with standard time advancing one hour during the daylight saving season.

Commenting on his proposal, Rep. McLean declared:

"The growing recognition in all quarters that everything possible must be done to speed up the defense program. Recently representatives of large industrial and commercial interests have emphasized the advantages to this country of reestablishing National Daylight Saving, such as we had under the law of March 10, 1918.

N. Y. Merchants Stand

"Last week the executive committee of the Merchant's Ass'n. of New York, which for years has been the leading advocate of daylight saving in the United States, recommended the re-enactment of the national law. From this organization, as well as from many others, I have received convincing evidence that in the present crisis such a law is desirable. It would be both a conservation and a protection measure, serving to improve the health of the nation, to increase the energy and the morale of workers and thus to intensify the effort on which we are engaged."

Listing advantages of the national daylight saving plan, Rep. McLean said:

"First and most important it would tend to conserve and promote the public health because of the extra hour of daylight available to workers for healthful outdoor recreation. It will promote efficiency among workers by enabling them to carry on a larger proportion of their activities in the early part of the day and during daylight hours and with less need for the eye-strain which comes with work under artificial light.

Second, it would tend to reduce accidents. It has been determined as a result of accurate studies that a majority of industrial accidents occur during the closing hours of the day when artificial light is required. In cases where overtime is required, it will, in many instances, permit this work to be done during daylight hours.

"On the conservation side, daylight saving not only permits the home-growing of foodstuffs, but it reduces the consumption of coal, gas and electricity. Finally, passage of a national daylight saving law would eliminate the confusion which now exists during several months in the United States through the operation of daylight saving in certain parts of the country and its non-observance elsewhere."

Sales Managers Place Merchandising Problem On Convention Agenda

THE WHOLE question of merchandising practices of broadcast stations will be discussed at the annual meeting of the NAB Sales Managers' Division during the convention November 3-15 in St. Louis, E. Y. Flanigan, commercial manager of WSFD, Toledo and chairman of the NAB, announced last Wednesday. Referring to the recent editorial in BROADCASTING titled "Are You Selling Your Station," Mr. Flanigan said the topic definitely had been scheduled.

Although merchandising has been a "bone of contention," the Toledo broadcaster asserted that some stations have done an outstanding job and that it is "rather hard to predict just how the suggestion of an amendment to the commercial code would be received, as no one "likes to be regimented to a definite rule of measurement."

"Frankly, on some stations, merchandising may be considered an evil, and on others, a virtue. Yet, it is obvious it is a problem to limit on exactly how much should be done for a particular selling job. This is a problem for the sales managers, and I assure you that it will be one of the subjects under discussion at our annual meeting in St. Louis."

Plagiarism Denied

DENIAL that the song "Gypsy Moon," published by Broadcast Inventions, Inc. in the name of Jack Stanley, Honolulu, Hawaii, was pirated from an ASCAP writer, was placed on the Los Angeles Supervision Court calendar in late February. Disclaimer was filed in answer to a $50,000 plagiarism suit brought against Warner, Chappell, lyricist-vocalist, and BMI by Charles Kosoff, ASCAP composer, and Adele Halper of "Warner Chappell." They claimed they collaborated in writing the song, "That Gypsy Moon," many years ago and that it was subsequently pirated by the defendants. In the deposition Stanley said that he had long used the name as a signature for his orchestra on a local station.

Meade Gets TSN Post

CHARLES B. MEADE, formerly manager of KNOW, Austin, Tex., and veteran of 17 years in radio, has been named program director and production manager of the Texas State Network. Meade started his radio career in 1924 at WDEA, Eustace, and went to Texas in 1930 as KPJZ's salesman and TSN actor. He was manager of WAXN, September, 1930, to January, 1940, when he became manager of KOIL in 1930. He recently giving up his KNOW duties to assume his present capacity. From 1930 to 1934 he served as president of J. Ralph Corbett Inc., marketing, merchandising & national sales representatives for WLW.

UNIVERSAL Laboratories, Newark (Fremont, Ohio), producer of "Nothing but Nothing," heard Sundays on MBS at 6:30-9:30 p.m., from New York to Cincinnati and over WOR, will broadcast from Cincinnati June 1 and 2, in a community chest drive with Mayor Tom Stewart, Bucky Walters and Paul Derringer of the Cincinnati Reds as guests William Esty & Co., New York, handles the account.

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BROADCASTING • Broadcast Advertising
**NEWS**

BROADCASTING

**WITH SIMPLIFIED CIRCUIT DESIGN**

**GENERAL ELECTRIC**

(UP)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

**UNITED PRESS**

**NBC TROPHIES**

NBC's international division looks like the headquarters of an African safari these days with the gifts sent in by an admirer of shortwave broadcasts. Arthur Detel from Angola, Portuguese East Africa. Fan is S. B. Coles, a radio engineer, who has already sent Detel a leopard skin, a zebra skin, one 12-foot python skin and the horns of an antelope. Identifying himself as 'The Trophies' will be hung on the walls of the international division along with letters received from all over the world from listeners to NBC's shortwave broadcasts.

**WINS Plans to Build New Studios by Summer**

WINS, New York, following the recent grant by the FCC to increase its power to 50,000 watts, has announced plans to move about June 1 from 14th East St. to new studios at 29-31 43d St. According to C. H. Hackett, managing director, the station will occupy an entire floor of the building at 1040 First Ave., with eight "floating studios," five large and three smaller ones, together with an auditorium.

Modern RCA equipment will be used in the studios and control rooms. Some of it is not yet in production but will be available when WINS occupies its new quarters. Final details on the new directional antenna the station plans to erect at its present transmitter site at Carlsbad, N. J., have not yet been completed, and no construction company has been appointed for the work, which will be under the direction of Paul von Kunits, WINS chief engineer.

The station announced it has terminated its affiliation with the ABC system, and is ready to move to the NBC network. The move was occasioned by the program's increased popularity, and will result in a larger audience throughout the United States.

**KIBC, Cheyenne, Wyo., handled three 500-mile remote control broadcasts recently when it covered a three-game run of the University of Wyoming basketball team. Broadcasts were originated at Brigham Young U., Provo, Utah; Utah State College, and Utah State Fair.**

**WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!**

**TO MAKE SURE of getting the audience of Nova Scotia's most isolated area it is hardly necessary to stress the fact that the station is....**

**H N S**

Halifax, Nova Scotia

JOS. WEDD & CO.

350 Madison Avenue, New York

Representatives

**CRASH of an Eastern Airlines plane just outside Atlanta Feb. 27 meant a busy day for the staff of WGST, CBS outlet in Atlanta. At a news flash on the catastrophe CBS' Washington and Charlotte keys, WJSV and WBT, asked WGST to cover for them early the morning of Feb. 27. Contacting EAR Operations Manager Pabst in Atlanta, WGST gave listeners early word on the death of Rep. Byron (D-Md.) and the survival of Capt. Eddie Rickenbacker, president of the airline.**

Installing lines into the local Piedmont Hospital, the station later in the morning carried a brief comment from Capt. Rickenbacker through Dr. Louie D. New- ton, pastor of the Druid Hills Baptist Church, and interviewed other hospital survivors. WSB, Atlanta, also cov- ered the disaster, starting with a 5:30 a.m. announcement on the Dixie Farm Hour and an on-the-stamp description of the crash scene.

Gathered outside Capt. Rickenbacker"s door at the airport are Gor- don Eaton, WGST announcer (squawking); Dan Buchanan, engi- neer; and Ellis Holmes, WGST (standing, left); Dr. Newton; John Fulton, WGST program director (right).
EXPANDING the half-hour Concert Hour program, MBS is presenting a series of programs titled Chicago Tribune Hour in the Saturday 10-11 p.m. period formerly occupied by the Chicago Theatre of the Air, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, continues his Concert Hour discussions, and special dramatic productions are presented together with Henry Weber conducting.

WELI, New Haven, Conn., cooperating with the local chamber of commerce, the State Trade School Committee and board of education, on March 3 starts a series of nightly quarter-hour interviews with students in the Hartford State Trade School. During the two weeks the programs are to be carried, the students will be interviewed as they work at their benches or in classrooms. MORE THAN 1,100 radio service men of the Rocky Mountain region are expected to attend a special meeting at the KOA, Denver, studios on March 14 when changes in radio receiving equipment made necessary by the frequency changes effective March 28, will be discussed. KOA, as host, will provide entertainment and refreshments, according to Lloyd E. Yoder, station manager, who pointed out that only two stations in Colorado will not change their frequencies which means that all owners of push button radios will have to make changes in dialing apparatus.

CHESTER EXPLAINS

The CREDO of CBS in extending its activities into Latin America was expressed by Edmund Chester, CBS director of Latin American relations, in an address given Feb. 28 before the first International Conference of the School of the Air of the Americas:

"CBS System is not embarking on a campaign to save Latin America from anything. It does not plan to fill the air with brash propaganda. It does expect to use its facilities for the unimpeachable purpose of bringing the people of Latin America who know us as we really are—in our everyday life, and of letting the people of the United States know the real Latin America. "CBS will not try to force North American culture on Latin America. Latin America will force Latin American culture on the United States. CBS hopes to deliver to Latin America the best that we have in the United States and accept, in exchange, the best in Latin American culture.

"We have faith in our belief that international friendship can best be promoted through international understanding. To that doctrine CBS dedicates its efforts."

STUDENTS of Granby High School, Norfolk, Va., are presenting their own program weekly over WTAR, writing and producing it themselves. Bill Bowers, assistant production manager of the station, who conducts classes at the high school in radio, supervises the programs.

MBS Sales Up

GROSS TIME SALES of MBS in February, 1941, totaled $442,187, an increase of 31% over the $337,462 total for the same month of 1940. First two months of this year showed total MBS time sales of $947,388, up 44.6% over last year's $655,378 for the same period.

Hamm Buys News

THEODORE HAMM BREWING Co., St. Paul, on March 3 started six-weekly five-minute news programs in five markets. Stations are WDAY, Fargo, N. D.; WNAX, Yankton, S. D.; WMBD, Peoria, Ill.; KOIL, Omaha and KFAB, Lincoln, Neb. All contracts are for 26 weeks, except the one for WMBD, which is for 13 weeks. Agency is Mitchell-Faust Adv. Co., Chicago.

Durkee Discs

DURKEE FAMOUS FOODS, Chicago (Margarine), on Feb. 28 started a 26-week schedule of thrice-weekly one-minute transcribed announcements on approximately 20 stations. Agency is C. Wendel Muench & Co., Chicago.

WE-UNS
CANT
G I T
YO U
MOSSY
BOTTOM
(Ky.)!

Honest, fellows, Mossy Bottom is a real town! And it's kinda typical of a hundred towns in Kentucky's back hills and hollows. Roll all the Mossy Bottoms together, and you still haven't anything that even comes close to the rich Louisville Trading Area (which buys twice as much as the rest of Kentucky combined). To cover the Louisville Area completely, at low cost, all you need is WAVE—the only N. B. C. Basic Red Network station within 100 miles! May we tell you more?
treaty, continued

WTNJ, Trenton—Basis pending action for $25,000 of Charleston Broadcasting Co. 75 percent of stock, and payments of $5,000,000 of the Miami, Fla., station. WTPA, Parkersburg, W. Va.—Granted agreement to modify, taking 47 shares of common stock from The Exponent Co. to Charleston Broadcasting Co. (present owner of 45%) of voting stock ownership in Ohio Valley Broadcasting Co. in exchange for $17,500 of Charleston Broadcasting Co. 7 percent cumulative preferred stock to be issued.

(These applications are two of a series toward consolidation into Charleston Broadcasting Co. of radio interests controlled or held by John A. Kennedy and his wife who have control over licensee, through control over Exponent Co. and Charleston Broadcasting Co.)

KARM, Fresno, Cal.—Granted consent assign license from Gilbert H. Jerberg, executive of George Harms to KARM, the George Harms Station, a corporation.

WRHR, Atlanta, Ga.—Granted modification license to 260 w.

WOXB, Hammond, Ind.—Granted modification license to 1kw.

KEEM, El Paso, Tex.—Granted CP increase to 5 kw w.

WLIR, Lowell, Mass.—Granted regular license for sylvania station at Lawrence.

SET FOR HEARING—WNSJ, Bridgeport, Conn., and WCCM, Panorama, Pa.—Proposed modification of CP. New transmitter, new antenna, in compliance with standards.

WKZO, Kalamazoo, Mich.—Granted in part CP increase D to 5 kw, new transmitter.

WLIR, Lowell, Mass.—Granted regular license for electric station at Lawrence.

FCC FOR HEARING—WBRE, Wilkes-Barre, Pa.—CP increase to 10 kw w.

NEW, Mid-American Broadcasting Corp., Louisville, Ky.—CP increase to 1420 kw w.

KMLB, Monroe, La.—Proposed decision not to consider the public interest served by renewal of CP.

KZIQ, Chico, Calif.—Proposed decision to grant CP increase power to 5 kw N & D, asking 1200 directional.


KHKX, Muskogee, Okla.—CP new transmitter, increase to 250 kw, asking 1420 kw.

NEW, Martha M. Russell d/B Business Plantation, Russell, Tex.—CP 580 w.

KFQD, Anchorage, Alaska—Transfer control to Midnite Broadcasting Co.

WWRL, Woodside, N. Y.—CP new transmitter, new antenna, change to 1600 kw w.

NEW, Lawrence, Mass.—CP increase to 50 kw new transmitter.

CHICAGO—NEW, Mid-American Broadcasting Corp., Chicago, Ill., is asking permission to operate two additional transmitters, one directional, to be issued.

KESQ, Thermal, Calif.—CP 15 kw w.

KGO, San Francisco, Calif.—CP 1000 kw w.

NEW, Mid-American Broadcasting Corp., Los Angeles, Calif.—CP 5 kw.

KISK, Kansas City, Mo.—CP 500 kw.

KQW, San Jose, Cal., granted license renewal on temporary basis pending action on application for CP.

Applications

March 1

WBWX, New York—CP 1250 kw under treaty, change antenna.

WOR, New York—License as modified to increase power, asking 1150 kw under treaty.

WBBS, Waterbury, Conn.—Modification CP as modified 5 kw, asking change to 660 kw 1 kw.

WFBS, Kansas City, Mo.—CP 940 kw 500 kw w.

KMYR, Denver—Modification CP as modified 15 kw, asking 1340 kw under treaty.

NEW, Barclay Craighead, Butte, Mont.—CP 1600 kw 250 w.

New Western Electric

"Makes flight of arrow seem slow as snail" says Chief Engineer

"New Western Electric 1226A Program Amplifier bosses program level to Chief's taste, and how!" says the Chief Engineer. "Stops splash in AM, and overswing in FM—works faster than you can say 'Ugh'! Better puts brain on trail of Graybar to get whole story."

Barbasol Plans

BARBASOL Co., Indianapolis (shave cream), will sponsor quarter-hour programs of either news or sports on three stations starting the last part of March. Stations have not been selected, but markets will include Los Angeles, San Francisco, and Seattle. Erwin, Wasey & Co., New York, is agency.

FRANCISCO URGES STRONGER SIGNALS

IMPROVEMENT of the signals laid down in South America by United States shortwave stations is an immediate necessity, according to Don Francisco, radio member of the committee on communications of the Office of the Coordinator of Inter-American Relations. "The relative Belief between the American Republics." Mr. Francisco, on leave of absence as president of Lord & Thomas, returned to New York March 4 from a three-month South American tour during which he visited nine countries.

"Shortwave programs from the United States come in fairly well in the South American countries," he said, "but as you go south of Rio de Janeiro on the east coast or Lima in the west coast, you discover that tuning in one of these broadcasts requires hairline dialing and the use of lots of power. Most of the sets now being sold in South America are all-wave receivers, but the average high frequency cannot be tuned in the shortwave signals of the United States stations without a great deal of trouble during the evening hours and daytime listening is practically an impossibility."

"The broadcasts from England and Germany are heard, but on the other hand, they are easily heard," he continued. "These programs are broadcast on from six to nine frequencies, so that there is always at least one channel with a clear signal. Musical programs from Europe can be picked up well even in the daytime, whereas a musical program from the United States before dark usually comes through so poorly that it could not even be picked up and rebroadcast locally."

Recent Video Progress Demonsatated to FCC

CATCHING UP on the most recent technical developments in visual broadcasting, preparatory to scheduled March 20 hearing to set regulatory standards for commercial television, FCC officials last Thursday and Friday observed television demonstrations in Philadelphia and New York.

Staley Campaign

STALBY MFG. Co., Decatur, Ill. (Sweetose syrup), has started a 10-weekly 100-station announcement series which runs for two weeks. Starting dates and stations are as follows: Feb. 15, WWJ WCAU; Feb. 17 and March 3, WIOD; March 31 and April 14, WKRC WHNS KDKA WGBI WENY WNYC WFBF WCHS KRNT WMT WNA W KMOX WOW WIRE; April 21 and May 5, WFBF; May 19 and June 2, WJAX; WSB is also included in the series with no starting date having yet been set. In addition, on March 3 the sponsor started a 26-week thrice-weekly one-minute participation series for the Big Brother program of KSTP, St. Paul, and on March 31 will start a 26-week series of 10-weekly 100-station announcements on MSBR, New Orleans. The Betty & Bob series which has been running on WTAM, WENE and WPTF since last fall will be continued. 126 Kansas-Hum- chert, Chicago, is agency.

GRUFFIN MFG. Co., Brooklyn (All- wire shoe cleaner), on March 24 renews for 02 weeks new series. Has thrown on 20 MSB stations, Mon., 10:15-10:30 p.m. Agency: Berlingham, Castleman & Pierce, N. Y.

Esterbrook Renews

ESTERBROOK STEEL PEN MFG. Co., Camden, N. J., sponsoring a quarter-hour program at the end of the Saturday afternoon Metropolitan Opera broadcasts shortwave to South America via WRCA and WBNI, NBC's shortwave stations, on March 3 renewed the series until the end of the opera season. A. Lillop de Olivarres handles the program and announces it on the pen program, which features a "preview" of next week's opera. Agency is National Export Adv. Service, New York.

Art Metal

ART METAL WORKS, Newark (Ronson lighters) will sponsor their series, "Ronson Lighters," on the NBC network, the first of the opera season. The commentator will continue to be heard on CBS Mondays through Thursdays at 6:30-6:45 p.m. for Brown & Williamson Tobacco Corp., Louisville, in the interest of Raleigh cigarettes. BBD, New York, is agency for the latter company.

CARLETON SMITH, assistant manager of NBC's Engineering Department, was appointed announcer for the network since 1933, in the position of a summer's opera. Agen- cy is Block-Sample-Hummert, Chica go, is agency.

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RCA Plans World's Largest Radio Laboratory at Princeton

Impetus to New Products and Services Is Seen by Sarnoff in Announcing New Research Project

WORLD'S largest radio research laboratories to be known as "RCA Laboratories" will be constructed by RCA at Princeton, N. J., according to announcement March 5 by David Sarnoff, RCA president.

Headquarters for all research and original development work of the company and for its patent and licensing activities, the new organization will be regarded as creating a wave of research activity as radio as an art and industry, and to meet the expanding demands of national defense.

The laboratory building will include a lecture auditorium and the combined technical and patent libraries of the RCA organization, probably to be completed before the end of the year. Orr S. Schairer, vice-president in charge of the RCA patent department, has been named vice-president of RCA Laboratories in addition to his present position.

Sarnoff said, "It is through invention and the practical applications of research that American ingenuity has raised the standards of living in the United States and those of any other nation," Mr. Sarnoff added that "this step marks a milestone in the progress of radio."

New Services

"Such important fields as television, facsimile, frequency control, wave and ultra-high frequencies and opera to radio a future even greater than its past," the RCA president continued, "and by the establishment of the new laboratories, radio can quicken its pace alongside the older industries."

A further purpose of the enterprise will be to facilitate the creation and development of new radio products and services which will provide new business and new employment for the postwar period.

Under the impetus of emergencies and the current problems of national defense, Mr. Sarnoff pointed out, intensive research creates new instrumentation, and further research and development are necessary to adapt them to use by the public.

The new Laboratories will continue to make inventions available to competitors and others and to cooperate with them in the fullest development of the science of radio. Mr. Sarnoff said, adding that more than 130 manufacturers in radio and other fields are now licensed under RCA patents.

Other officers of RCA Laboratories now with RCA, who will assist Mr. Schairer are: Ralph R. Beal, research director, who will have general direction of research and original development; Dr. C. B. Jolliffe, in charge of the RCA frequency bureau, as chief engineer; E. W. Engstrom, director, with Dr. V. K. Zwyckin and B. J. Thompson as assistant directors; Arthur Van Dyck, in charge of service to RCA licensees, manager of industry service section.

Dr. Harold H. Beverage will be director of communications research in charge of the Long Island RCA laboratories at Riverhead and Rocky Point, which will remain at those locations.

A research consulting board for the Princeton project will be made up of chief engineers of the RCA companies, including O. B. Hanson, NBC; E. W. Ritter, RCA; C. W. Latimer, RCA Communications, and I. F. Brynes, Radiomarine Corp. of America.

General supervision over the research activities will also be exercised by an executive board consisting of Messrs. Sarnoff (chairman), Schairer, Beal and Jolliffe, and the executive heads of the RCA companies; G. K. Throckmorton, RCA Mfg. Co.; Niles Trammell, NBC; W. A. Winterbottom, RCA Communications, and Charles J. Pannill, Radiomarine Corp. of America.

Craigs to CBS Board

GEN, MALIN CRAIG, former chief of staff of the U. S. Army, on March 5 was elected to the CBS board of directors. Gen. Craig, who retired his Army position in 1939, has said military experience in China, Cuba, the Philippines and was in Europe during World War I. In 1943, he was designated to organize and administrate activities of 100,000 recruits for the Civilian Conservation Corps.

RCA VICTOR Co. Ltd., Toronto, is expanding its studio on the top floor of the Royal York Hotel, tallest hotel in the British Empire. Transcription recording studios are being enlarged, and direct links to all Toronto broadcasting stations are being increased.

Swift Adds 68 Stations To NBC 'Breakfast Club' SWIFT & Co., Chicago, during the four weeks prior to Easter will add 68 stations to its current list carry the NBC Breakfast Club, making a total of 142 outlets on the NBC network from coast-to-coast. This pre-Easter campaign, which runs from March 26 through April 10, will give the Breakfast Club the largest network program in radio. The campaign will be in the interest of Swift's Premium Ham. Agency is J. Walter Thompson Co., Chicago.

CBS Plans to Appeal

Isaac Levy Stock Ruling

ISAAC D. LEVY, CBS stockholder and director, was ordered March 4 by New York Supreme Court Justice John Carewe to repay CBS $85,000 and interest after a one-day trial of the suit brought against CBS, its officers and directors by two CBS minority stockholders, Henry G. Mason and Nat Gluck.

Plaintiffs claimed "illegal profits" were made by Levy in the transaction whereby CBS acquired a 20% interest in the Allied Record Co. from Consolidated Film Industries. Levy, it was alleged, bought a 20% interest in the deal and CBS the other 80%, with Levy subsequently selling his share to CBS at a profit. Attorneys for the plaintiffs were Edward Menden and Bernard Hershkopf.

According to Ralph F. Colin, of Rosenberg, Goldmark & Colim, CBS attorneys, "the conclusion of the court is unfounded in the uncontested facts and the contrafacts made by the plaintiffs will probably appeal the decision."

Candy Firm Placing

MASON, A. Magenheim Confectionery Mfg. Co., Brooklyn (candy), will start in March, with 15 stations, six week announcements on 15 stations, and in May with 30 stations. Summer campaign will be one of the dramatic program. The strongest program will be among the Aldrich Family Network, with Mr. Mason in the starring role. In the fall, Mr. Mason will be in the dramatic program when the Aldrich Family climbed from eighth to second place in one year.

Among other NBC programs and programs of independent stations which will attract the attention of the public during the spring, will be Horace Heidt, Tommy Dorsey, Eddy Howard, Harry Babbit, Dennis Day, Tony Martin, Connie Bosworth, Bob Eberly, Tom, Dick & Harry, The Voice of Firestone, Dr. Frank Black's Concerts, The NBC Symphony, James Melton, Richard Crooks, Frank Munn, Betty Crocker, Lucille Manners, Margaret Speaks, Information Please, Eddie Cantor, Burns & Allen, Bob Burns, Brenda & Cobina, Adventures of Sherlock Holmes, Mr. District Attorney, Gang Busters, Harlow Wilcox, Ken Carpenter, Milton Cross, Harry Von Zell, Norman Ross, Bill Goodwin, Juke Box Stern, Hal Totten, Sam Taub, Clem McCarthy, Loyal Thomas, Doctor I. Q., Truth or Consequences, Quiz Kids, Battle of the Sexes, Jack Armstrong, Irene Wicker, The Blonde, Tom, Dick & Harry, Bright Idea Club, Rudy Vallee, Clifton Fadiman, Ranson Sherman and Garry Moore.

Fibber Is Winner In Milwaukee Poll

Kay Kyser, Bing Crosby Get Honors in Other Classes

FIBBER Mcgee & MOLLY, stars of the S. C. Johnson Co. show on NBC, were voted the favorite comedy team in the annual Milwaukee Journal radio poll. In the favorite comedian class, Fibber Mcgee & Molly led Bob Hope, Edgar Bergen, Jack Benny and Fanny Brice in that order among the top five, while Hope also was runner-up in the "most popular radio program by newspaper readers participating in the 11th annual Milwaukee Journal radio poll."

In the favorite comic class, Fibber Mcgee & Molly led Bob Hope, Edgar Bergen, Jack Benny and Fanny Brice in that order among the top five, while Hope also was runner-up in the "most popular radio program by newspaper readers participating in the 11th annual Milwaukee Journal radio poll."

Musicial Choices

For the third straight year, voters named Kay Kyser's orchestra as "most popular," also picking Kyser's College of Musical Knowledge as the most popular quiz program. Bing Crosby won first mention as the most popular male singer for the second time; while H. V. Kaltenborn was voted most popular news broadcaster, followed by Walter Winchell. John Barrymore was chosen best new star of the year for his work on the NBC Rudy Vallee program, while NBC announcer Don Wilson was chosen best in that classification.

Voted first in the serial program group for the year was One Man's Family, followed by I Love a Mystery and Vic & Sade. One of the most spectacular jumps in popularity was in the dramatic program group when the Aldrich Family climbed from eighth to second place in one year.

Among other NBC programs and programs of independent stations which will attract the attention of the public during the spring, will be Horace Heidt, Tommy Dorsey, Eddy Howard, Harry Babbit, Dennis Day, Tony Martin, Connie Bosworth, Bob Eberly, Tom, Dick & Harry, The Voice of Firestone, Dr. Frank Black's Concerts, The NBC Symphony, James Melton, Richard Crooks, Frank Munn, Betty Crocker, Lucille Manners, Margaret Speaks, Information Please, Eddie Cantor, Burns & Allen, Bob Burns, Brenda & Cobina, Adventures of Sherlock Holmes, Mr. District Attorney, Gang Busters, Harlow Wilcox, Ken Carpenter, Milton Cross, Harry Von Zell, Norman Ross, Bill Goodwin, Juke Box Stern, Hal Totten, Sam Taub, Clem McCarthy, Loyal Thomas, Doctor I. Q., Truth or Consequences, Quiz Kids, Battle of the Sexes, Jack Armstrong, Irene Wicker, The Blonde, Tom, Dick & Harry, Bright Idea Club, Rudy Vallee, Clifton Fadiman, Ranson Sherman and Garry Moore.

BUSINESS name of the company taking Joe and Barney McCarthy an organization in Canada (Broadcasting) next week will be H. N. Stovin—C. W. Wright in Toronto, and H. M. Stovin in Montreal and Winnipeg, according to Mr. Stovin.
KANSAS CITY, MISSOURI
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Liberty Memorial, Kansas City, Missouri—Photographed by J. Wm. DuVall.
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The Electron Microscope is one of the several inventions, of great social and industrial significance, that have come out of RCA Laboratories in recent years. It magnifies objects up to 100,000 times—20 to 50 times more than the finest optical microscope!

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