BROADCASTING
The Weekly Newsmagazine of Radio Advertising

MARCH 17, 1941
Published every Monday, 53rd issue (Yearbook Number) Published in February

WASHINGTON, D. C.

Basic Red

Toledo—city of spark plugs and scales and auto accessories—city of glass; city that responds to the gypsy blow of big business made cyclonic by the defense program. Toledo is a red-blooded American town that leads the nation in the techniques of stitching in when there's a job to be done. There are no strikes here. Men are working—and spending—

It's all yours, this town and her people, through the station Toledo tows, the pioneer station that has spent 20 years growing with Toledo and her Northwestern Ohio neighbors.

REPESented NATIONALLY
BY THE KATZ AGENCY
when you start counting up the good things of life ..........

... and you come to America’s top-ranking radio stations, you count this as one of the best, if you use that term to mean No. 1 listener-appeal throughout its area, time-tested and survey-tested, year in and year out, with resultant advertiser-appeal that we’ll match with anybody, anywhere!

WHAS
LOUISVILLE

50,000 Watts . . . Basic C.B.S.
Station . . . Represented Nationally by Edward Petry & Company
Leadership in Library Service

For the Benefit of Those Who Came In Late

—may we say again that one of the most attractive features of being a Standard Library subscriber is that you are provided with a very neat device for recouping your library expenses; and more, if you're that enterprising.

We refer to something more than the salability of musical programs out of the library itself — though that angle is not to be regarded lightly. Specifically, we are blowing again about those super gems of commercialism, those eloquent spots of merchandising — SPOT-ADS.

At present writing, Standard SPOT-ADS have reached a total of one hundred and ninety-two. These half-minute catch-register classics fall into four divisions: Clothing, furniture, jewelry and used cars. Each division, in its own way, possesses unique audience-attraction devices of almost unbelievable effectivenes, and each neatly converts this attention to the benefit of the sponsor by easing into the commercial plug with rare dexterity.

Hundreds of Standard stations are showering blessings upon our heads for providing them with this source of extra income. Further information on SPOT-ADS, Standard Library Service and Standard Super Sound Effects is yours for the asking.

WELCOME TO:
KELD—El Dorado, Ark.
KARK—Little Rock, Ark.
WNBJ—Saranac Lake, N. Y.

Largest List of Active Subscribers!

DURABILITY... IN USE SINCE 1936

M. Gerald King
6404 Hollywood Boulevard
Hollywood, California

Dear Jerry:

I have noticed, from time to time, where different station operators have expressed their satisfaction with Standard Library Service, from a point of variety, quality and usability.

There is one point that I believe has not been mentioned, and which I would like to bring to your attention, and that is; the point of durability. I purchased my first Standard Library Service for KPLC in Lake Charles, Louisiana, in 1936. That Library is still in use today. Since then, I have opened four new stations, and for each station, I have purchased, and Station still uses the Standard Library Service. I believe this shows beyond a question of a doubt what I think of the durability and other qualities of the Standard Library Service.

Incidentally, I would like to put in a plug for the courteous cooperation that I have always received from every member of the Standard Radio Staff.

With very best wishes for continued success,

Yours very sincerely

L. M. Sepaugh, Manager
Radio Station WSLI

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

WE ARE often told that the Standard Radio Library Service "wears well"... first, in the purely mechanical sense, and second, because the musical content retains that vital spark of listener interest indefinitely. This "durability" is due to high standards of technical excellence, and to the careful selection and balancing of musical numbers, plus inspired production...

Durability is one reason why more and more subscribers each month answer "Yes!" when asked:

"Are Your Transcriptions Up to Standard?"

Published every Monday. Second issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D.C. Entered as second class matter at the Post Office at Washington, D.C.
When you think of

**New Orleans**

you think of:

Spring Fiesta...

and

**WWL**

**NEW ORLEANS**

50,000 WATTS

The greatest selling POWER in the South's greatest city

---

**CONTENTS**

Wave of Crackdowns Foreseen ........................................ 9
WCBM, KQV To Join Blue .................................................. 9
Ruling on Crystals by FCC .............................................. 10
Success Story-S & F Foods ............................................... 11
AFRA-Disc Code Negotiations ........................................... 12
AFM Disc Survey .......................................................... 12
ASCAP Found Guilty, Fined ............................................. 13
NAB Board Meets on ASCAP .............................................. 13
Radio Journalism—A New Technique ................................... 14
They Were in The Navy Then ........................................... 14
Griffith Thompson to Brooklyn ......................................... 16
Treaty Shifts Cost $1,500,000 ........................................... 17
NAB-Net Urban Survey .................................................... 17
Foreign Facilities Dickering Hit ....................................... 17
American Radio Sought by Latins ...................................... 18
Sholis to Contact Members .............................................. 23
Monopoly Issue in Hawaii ................................................ 25
A Nazi Spy Transmitter ................................................... 26
New Dixie Group for CBS .................................................. 27
NAB Insurance Survey ..................................................... 40
Prepare for Video Hearing ............................................... 41
Improving Radio Surveys .................................................. 54

**DEPARTMENTS**

Agencies .......................................................... 46 Merchandising .................................................... 24
Agency Appointments ................................................. 46 Network Accounts .................................................. 49
Behind the Mike ....................................................... 32 Other Fellow's Viewpoint ........................................ 47
Classified Advertisements ............................................. 53 Personal Notes ...................................................... 31
Control Room ......................................................... 43 Purely Programs ...................................................... 22
Editorials ............................................................ 30 Radio Advertisers .................................................. 37
FCC Actions ........................................................... 52 Station Accounts ..................................................... 36
Guestitorial ........................................................... 30 Studio Notes .......................................................... 50
Meet the Ladies ......................................................... 33 We Pay Respects ...................................................... 31
Hix Cartoon ............................................................. 54

---

**FOR SALE:** 4,058,150 human ears*

Reasonable

*Number of ears in KFAB's 0.5 Millivolt Area
WE HAND YOU ON A PLATTER:

A Billion-Dollar annual retail sales total—a radio population of one million families . . . ALL IN THE PRIMARY COVERAGE OF THE 8 STATIONS OF OUR STATE NETWORK

MICHIGAN RADIO NETWORK

KEY WXYZ STATION

DETROIT

National Sales Representative: PAUL H. RAYMER CO.
Choosing Your
ON A $50,000—

Where else but on the Blue Network of NBC, can you get so much coverage, such good coverage with a modest budget?

Here's What Your Money Will Buy On The Blue:

<table>
<thead>
<tr>
<th>Net Cost</th>
<th>Period</th>
<th>Duration</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,649.30</td>
<td>½ Hr. -Sun. Aft.</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>54,834.00</td>
<td>25 Min. -Eve.</td>
<td>13 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>55,051.36</td>
<td>¾ Hr. -Eve.</td>
<td>13 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>61,932.78</td>
<td>½ Hr. -Sun. Aft.</td>
<td>13 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>65,800.80</td>
<td>½ Hr. -Eve.</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>84,750.12</td>
<td>¾ Hr. -Day</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>90,043.20</td>
<td>¾ Hr. -Eve.</td>
<td>26 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>106,782.00</td>
<td>5-¼ Hrs. -Day</td>
<td>13 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>110,102.72</td>
<td>¾ Hr. -Eve.</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>117,748.80</td>
<td>¾ Hr. -Sun. Aft.</td>
<td>52 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>123,865.56</td>
<td>½ Hr. -Sun. Aft.</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>131,601.60</td>
<td>½ Hr. -Eve.</td>
<td>26 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>137,628.40</td>
<td>¾ Min. -Eve.</td>
<td>26 Weeks</td>
<td>95</td>
</tr>
<tr>
<td>156,998.40</td>
<td>¾ Hr. -Eve.</td>
<td>52 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>176,623.20</td>
<td>¾ Hr. -Sun. Aft.</td>
<td>52 Weeks</td>
<td>53</td>
</tr>
<tr>
<td>197,168.40</td>
<td>¾ Hr. -Eve.</td>
<td>52 Weeks</td>
<td>26</td>
</tr>
</tbody>
</table>

“UNDER A COVER OF BLUE”
(and we do mean network)
—good coverage where coverage counts
The choice between frying pan and fire is a pleasant dilemma compared to that of the advertiser with a limited—or relatively small—budget. He is torn between the necessity for continuity and the desire for impression, faced with the double duty of making his money go a long way, yet dig deeply.

To such an advertiser, who doesn't look upon any sum under $200,000 as merely "a drop in the budget," the Blue Network of NBC comes as a happy revelation that he can have his cake, yet eat it too.

On the Blue Network he receives coverage where it counts—in the Money Markets, the vital centers of the nation's buying power. He does a national advertising job, yet he does it at the lowest cost of any medium entering the home.

And the Blue Network's wealth of low-cost, high-audience programs allows him to combine continuity with impression.

We invite those advertisers who are now on the air to compare the chart on the opposite page with their own current set-up. But we particularly hope that many an advertiser who believes he cannot afford radio will now feel that he cannot afford to be without it!

Name your own budget. Your Blue salesman will be glad to show you how much coverage and what splendid coverage you can obtain "under a cover of Blue."

**Blue Boost!** In a short time the complete Blue Network will be composed of 101 stations

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

"**Coverage**... $200,000 Budget!"
FORGET GIBLETS (KY.) — GET LOUISVILLE!

Obviously neither you nor we nor Station WAVE has anything against the people of Giblets (Ky.) and the hundreds of other similar “towns” in the back areas of the State. It’s just a question of whether they rate your radio money. We don’t think they do. That’s why we suggest WAVE.

The Louisville Trading Area is the part of Kentucky that you want. It does far more buying than the remaining 93 counties in Kentucky, combined. Now that the Louisville Area’s payroll is being boosted by over $1,150,000 of defense work, WEEKLY, there’s all the more reason to concentrate your radio efforts in Louisville.

Let us tell you all about the efficiency and economy of covering the Louisville Area with WAVE. Or ask your Agency to ask the Colonel!

WAVE
Now 5000 Watts ... NBC Red

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Rising Wave of Crackdowns Is Foreseen

White House, Congress May Halt Rigid Federal Control; White Writing New Bill; Wakefield Approval Sure

By SOL TAISHOFF

CONVINCED that anything can happen, broadcast industry leaders and more particularly the major networks are cushioning themselves for a series of regulatory jolts expected to occur in Washington during the next few weeks.

Nothing short of direct intervention from the White House, or possibly a Congressional mandate, is felt, can stop the FCC's momentum toward application of rigid controls over the business aspects of broadcasting, stemming from the controversial Network News Report now under full FCC consideration.

There also are indications that Assistant Attorney General Thurman Arnold, in his latest anti-trust onslaught against James C. Pettrillo, cao of the organized musicians, will broaden his attack to include purported restraints upon concert artists invoked by the networks. The grand jury proceedings, expected to get under way within a fortnight, may even go into the network monopoly issue per se. In any event, this is not denied in Anti-Trust Division quarters.

Utility Aspect

Expected confirmation, by the Senate early this week of Ray C. Wakefield, member of the Californian Railroad Commission, to succeed the late Thad H. Brown on the FCC, will bring the Commission to its full membership for the first time since last June. While the commissioner-designate has been careful to avoid direct reference to his views on broadcasting, some skepticism was evinced in both broadcast and Senatorial circles over his background as a member of a State regulatory commission dealing with public utility-common carriers.

This question was raised during the short hearing on his confirmation before the Senate Interstate Commerce Committee last Wednesday, after which his nomination promptly was reported favorably. The Senate recessed on March 13 until March 17, when his nomination is expected to be confirmed without opposition. He will immediately be inducted into office.

Mr. Wakefield had lunched with Chairman Wheeler (D-Mont.) and FCC Chairman Fly at the Capitol the day preceding the committee hearing, and at that time indicated he preferred to reserve judgment until he became more familiar with the FCC regulatory processes and with the broadcasting industry, particularly. The 45-year-old native of Fresno does not plan to return to California at once, but will promptly assume his FCC duties. His term runs until June 30, 1947.

Chance of Legislation

Meanwhile on Capitol Hill there was revived interest in new legislation looking toward reorganization of the FCC. With passage of the British aid bill Senator Wallace H. White Jr. (R-Me.) planned to pick up where he left off early in the session on a proposed FCC reorganization measure. While he has not definitely made up his mind, he indicated he might introduce a new bill shortly, in the hope of procuring swift hearings. The Senate's best-informed radio observer, Senator White, was co-author of the Radio Act of 1927 while a member of the House. He is particularly concerned over the FCC network monopoly inquiry and feels Congress should redefine the Communications Act and thereby settle conclusively the jurisdictional question, over which the FCC is seriously split.

The White bill, it is understood, would project a three-man Commission with autonomous broadcasting and public utility-common carrier divisions. One commissioner would be named for broadcasting and a second for common carrier operations, including telephone, telegraph, cable and radio services other than broadcasting. The chairman would be the executive officer and also bridge the gap on frequency allocations as between broadcast and common carrier services.

Influential members of the Senate will preclude new legislation. Committee and subcommittee are not agreed on the possibility of enactment of new legislation at this session. Senator White feels it can be done, as do Senators Gurney (R.S.D.), former operator of WNAX, Yankton, and Truman (D-Mo.), who has evinced interest in radio. Chairman Wheeler, on the monopoly report, has convinced there will be sufficient Senatorial interest to warrant the full-scale investigation that might be entailed preparatory to the final enactment of a new law. In his view, the war situation takes precedence over all other Congressional considerations.

Cabinet Office Suggested

Possibility that the Administration will foster reorganization of the FCC as part of a project for consolidation of independent agencies also is being discussed. There is preliminary talk of a Department of Transportation and Communications, with a Cabinet member. Presumably such a project would entail appointment of an assistant secretary to supervise broadcasting functions, with another for common carrier communications. Functions of the FCC, Federal Power Commission and Rural Electrification Administration, as well as the FCC, under this plan, would be delegated to the proposed executive department.

Despite Senator Wheeler's view that the national defense pressure will nullify all legislation, it is thought that if legislation along the lines of the White Bill is introduced, the Committee chairman would be disposed to appoint a subcommittee for a "fact-finding" study. In such an eventuality, the FCC might be asked to hold up the monopoly report, pending the Congressional study.

In addition to any move to delay...
ALLOCATION DELAY IS DENIED BY FCC

WIDELY prevalent rumors that the March 9th standard broadcast reallocation might be postponed for a month were promptly and vigorously denied at the FCC last Thursday.

Apparently growing out of purveyors’ fear in delivery of orders for controls and equipment, these rumors reached the point where the FCC engineering department found it necessary to issue a strongly worded order requiring installation by March 9th of crystals of new frequencies. The order [see story on this page] recited that three months prior to any hearing concerns had advised the FCC they were unable to deliver as ordered to make deliveries prior to that date and handle the load.

At the FCC, it was stated there was no basis whatever for the reports of an impending postponement, either. The United States, as well as Canada, Mexico or Cuba, the other signatory countries. As of 3 a.m., Tuesday, 28, some 1,260 stations on the Continent will shift to their new waves. In this country, it is expected a number of stations will be required to operate with reduced power, pending installation of directing equipment, to curtail intra-channel interference. The other signatory nations have accepted a similar time schedule, pending publication of specific technical procedure will be followed to avoid interference.

Avalon Placing

BROWN & WILLIAMSON TO BACCO Corp., Louisville, (Avalon Cigarettes), has just started sponsorship of Sunset Valley Barn Dance, live talent show, on KSTP, St. Paul, for 26 weeks. Prog Show, which is heard Saturdays 10:15-10:45 p.m. (CST), is first of a national spot campaign now being heard at 10 additional local live talent programs, news periods and announcements are to be transcribed.

Agency is Russell M. Seeds Co., Chicago.

Nescafe Spots

NESTLE’S MILK PRODUCTS, New York (Nescafe powdered coffee), has launched a national campaign on seven stations in the Midwest and Pacific Coast, using participations in home economics programs ranging once to five times weekly. Agency is Leon Livingston Adv. Agency, San Francisco. The stations are WMNO KMBC KNX WTMJ WBMB KSFO.

Hecker Spots

HECKER PRODUCTS Corp., New York (Pesto Cake Flour), on March 8th started a 13-week varying schedule of three to five-weekly transcribed one-minute announcements and participations on 11 stations. Stations are WLS KSMB WBEN WHAM WFBL WGAC WTC WSGH WJAR KSTP. Agency is Burns & Co., Chicago.

AFFILIATED PRODUCTS, Jersey Creamery, Inc., New York, for the promotion of Louis Plaffe cosmetics. Account was previously with Schuman, Blackett-Sample Hummert, Chicago. Company has been a client of the agency in the past, but no immediate plans have been announced.

Ruling on Crystals Is Issued by FCC

To Transfer On Date Treaty

IN A NOTICE to all broadcast stations issued last Wednesday, the FCC directed all licensees to be prepared to operate on their new frequencies with quartz crystals assigned to the particular assignment by the March 29 reallocation date. The notice was based on advice received by the FCC that manufacturers are prepared to supply the necessary controls to enable the operating frequencies, although broadcast stations would be changed to comply with the Commission’s reallocation order.

Manufacturers which have advised the FCC that they are in a position to supply new quartz crystals or regrind old crystals and make delivery prior to March 29 were listed as Hollister Crystal Co., Wichita; FMS Laboratories, Kansas City; and Scientific Radio Service, University Park, Hyattsville, Md.

Text of Order

The FCC’s order stated:

The manufacturers of crystals have advised the Commission that they will be able to supply the necessary crystals to enable the operating frequencies of all standard broadcast stations to be changed to comply with the Commission’s orders on March 29, 1941. However, some manufacturers will not be able to install new crystals and recrystallize these frequencies using sufficient time to deliver the instruments prior to March 29.

The Commission directs that licensees who have frequency monitors which cannot be returned to manufacturers for repair or reconditioned before March 29, 1941, by the manufacturer order new crystals and install them without returning the equipment to the manufacturer. If this involves the installation of a crystal in a sealed holder or compartment, the set must be resealed and the crystal placed in operation. All manufacturers which have monitors not scheduled for return by March 29 should be directed to return the monitor once so that the station engineer can make the necessary installation and recrystallization.

Nehi’s Coast List

NEHI Corp., Columbus, Ga., (Royal Crown Cola), which on March 17 starts for 26 weeks one of the biggest spot campaigns of the season, utilizing a five-minute transcribed program from three to five weekly on 286 stations, has announced its West Coast list. Transcriptions will be returned.

Tip to Columnists

NEW idea for newspaper promotion is being used by Roger Busfield, Texas columnist. Busfield has purchased six evening quarter-hour programs on KGKO Lone Star Chain to promote his column entitled “So What.”

Gilmore Coast Spots

GILMORE OIL Co., Los Angeles, on March 10 started for 13 weeks or more, three to seven one-minute radio spots. The announcement is weekly on 21 Coast west stations.

Schumacher Spots

SCHUMACHER & Co., New York, promoting the spring sale of Waverly fabrics, is sponsoring during the week of April 14 three announcements on 13 participating stations.

Quiz From Camp

NOXZEMA CHEMICAL Co., Baltimore, has started home economics programs, three to five weekly for Garfield Tea Company’s Garfield tea and Garfield’s headache powders on WINS, WNEW, WVW, New York; WHOM, Jersey City; WJJD, Chicago; WJBR, WJLB, Detroit; Jasper, Lynch & Fishel, New York, is agency.

Field Tea Spots

GARFIELD TEA Co., New York, has started one-minute spot announcements three to six times weekly for Garfield’s tea and Garfield’s headache powders on WINS, WNEW, WVW, New York; WHOM, Jersey City; WJJD, Chicago; WJBR, WJLB, Detroit; Jasper, Lynch & Fishel, New York, is agency.

Laugh-Riot Ensued When these script conferences started giggling at the gags they figured they'd say listeners to the weekly NBC Tract or Consequences, sponsored by Froster & Gamble. Conferences represent agency, network and talent. Chucklers, in usual array, are Dave Elton, NBC Hollywood special producer; Herb Moss, New York producer of the KFPR, vice-president; and Ray director of Compton Adv. (seated) and Jack Farnell, prop man on the show. Program is making personal appearances.

J & J Plans Comments

JOHNSON & JOHNSON, New Brunswick (Band-Aid), is completing arrangements for a quarter-hour Saturday morning network program. Dorothy Kilgales, columnist for the New York American, will start in early April if desired network time can be cleared by Young & Rubicam, New York, agency in charge.

Griffin on 49

GRiffin MFG. Co., Brooklyn (shoe polish), now on 49 stations with spot announcements, is revising its schedule for the summer as current contracts expire, but the summer numbers will be used. Commercials at present are for Du-Cote and A-Bolish with all Florida stations getting All-White copy. Copy on all stations will be for All-White, going into the summer. Birmingham, Castileman & Pierce, New York, is agency.

Pepsi-Cola Jingles

PEPSI-COLa Co., Long Island City, N. Y., currently using spot announcements on a large list of stations, on April 26 will start 80-week sponsorship of Ray Perkins as The Nickel Man on 135 NBC-Blue stations. The program, heard five minutes each 2:55-10 p.m., will feature a jingle contest with listeners receiving $10 for each jingle accepted. Agency is Newell-Emmett Co., New York.

Field Tea Spots

GARFIELD TEA Co., New York, has started one-minute spot announcements three to six times weekly for Garfield’s tea and Garfield’s headache powders on WINS, WNEW, WVW, New York; WHOM, Jersey City; WJJD, Chicago; WJBR, WJLB, Detroit; Jasper, Lynch & Fishel, New York, is agency.

Field Tea Spots

GARFIELD TEA Co., New York, has started one-minute spot announcements three to six times weekly for Garfield’s tea and Garfield’s headache powders on WINS, WNEW, WVW, New York; WHOM, Jersey City; WJJD, Chicago; WJBR, WJLB, Detroit; Jasper, Lynch & Fishel, New York, is agency.
S & F Talks Over Its Soaring Turnover

Food Wholesaler’s Chat Program Spurs Sales of Private Brands

By TOM PAUL
Advertising Manager
Smart & Final Co., Los Angeles

One of the earliest attempts to table the program’s effectiveness came in the form of a postcard featured in Table Queen Granulated Soap to listeners writing in. They were requested to also give the name and address of a neighborhood independent grocer not stocking the item at that time.

In They Came

Letters started rolling in. Soap samples flooded out. Smart & Final Co. letters to “non-stocking” grocers were quickly dispatched advising them that Mrs. So-and-So in his neighborhood had inquired for the soap recently but had been unable to buy it at that store. One of the company’s salesmen followed up on this letter with a personal call within a few days. As a result, Table Queen Granulated Soap volume became one of the most popular local soap products in the area.

While still doing a good job, Miryanda’s Garden Patch after several months was wearing itself out. Executives of Smart & Final Co. felt that it appealed to a limited audience. We looked around for another show to replace it, and in early September, 1940, the firm got what it believes was a break. Our advertising agency, Heintz, Pickering & Co., suggested a commentary sort of program featuring Johnny Murray.

He’s the same Johnny Murray who was so popular on the old Hi-Jinks program sponsored by a bakery concern some years ago on Columbia Don Lee. Johnny Murray made himself known and loved by every grocer on the Pacific Coast. He had a terrific following among radio listeners, too. We signed him on the spot. Thus began Johnny Murray Talks It Over, a thrice-weekly quarter-hour early morning program on KFI, Los Angeles. It isn’t anything elaborate or fancy. It’s just made for ordinary folks with down-to-earth chatter. Johnny talks about oddities in the news; spins a few human interest yarns he has picked up, and also tells about funny happenings. Occasionally he gives a bit of light, homey philosophy. In short, it is a Read’er’s Digest of the air. People like it because they feel and know that Johnny is sincere.

Perhaps Johnny’s success (and the corresponding success of the company), is due to the fact that he is sold 100% on the organization he represents and its products. As a result, his commercials are sincere. His listeners know that when Johnny Murray says S & F and Table Queen Foods are good, they really ARE!

By the Bushel

From the day he started on the air with Johnny Murray Talks It Over, that was all they needed. They went out and bought his recommended merchandise. Thousands of former Hi-Jinks listeners were glad to have Murray back on the air. They rallied ‘round, and sent bushels of letters asking where his new sponsor’s products could be bought. More listeners joined the program’s fast-growing audience. Today that program is an institution...almost a trade-mark.

Still Smart & Final Co. officials weren’t satisfied. They were anxious to test this new found impetus. The advertising department conceived the idea of offering a small sample of S & F Coffee to any listener who might care to write in. Johnny made one short announcement of the offer on only one morning program. By the following morning the thousands of letters had poured in. As a result, Smart & Final Co.’s coffee division reported that more than 800 pounds of the product in small 24-ounce tins had been mailed out. Sample giveaways were replicas of the actual one-pound S & F coffee can.

Last year S & F coffee sales jumped 93.5% over the previous year. February, 1941, started the new year out with the company’s most productive coffee month. It far exceeded anything that had gone before, reaching for the first time in company history the 27-year-old firm.

Another test was made. The firm procured 26-piece sets of table silverware which had been given to consumer customers for 25 S & F or Table Queen food labels and a small amount of cash. It was decided to let Johnny Murray see what he could do with this item among his airway fans. Last reports show that more than 27,000 sets of silverware have been distributed. Labels, letters, money orders, cash and thank you notes poured into KFI. Retail grocers reported that their customers demanded Johnny Murray’s silverware set. And they got it.

Still Another

Our executives thought that perhaps the silverware premium offer had been something that more or less publicity had started. Another test was made. This time the offer was an 8-piece glass beverage set with color-baked design, obtainable for 10 S & F or Table Queen labels and a small amount of cash. Before the summer was over, three freight-car loads of glassware sets had moved through the seven warehouses of the company.

Radio advertising today carries 98% of the load of acquainting housewives in the Southland with S & F Fancy and Table Queen Quality Foods. More people today are hearing about it, trying and repeating brand names, even before in the history of the organization. Recent Hooper Survey figures show that Johnny Murray Talks It Over, has led in popularity among all Los Angeles area stations at its particular early morning time. Better than Hooper Survey figures, Smart & Final Co. reports that it has enjoyed one of the most marked increases in audience, and as a result plans to do even greater things in 1941.

March 17, 1941 • Page 11
**Selvin to Conduct AFM Disc Survey**

Mr. Selvin, vice-president of Associated Music Publishers, will conduct an exhaustive survey of the industry for the employment of music publishers.

"In making this survey we are merely following the example of broadcasting," Mr. Selvin told Broadcasting. "The recording business is a big business and we ought to know all about it but we don't know anything about it. Maybe it's doing a lot of good, maybe it's doing a lot of harm. Or maybe it's really doing us good. We don't know and that's why I appointed Selvin to find out the facts.

Wants the Facts

"We're making the study with no intent for its use now," the music publisher said. "The idea is to find out the facts for future consideration."

Although representing a complete change of face on the part of Mr. Selvin, who has always been an aggressive foe of what he calls "a monopolistic business," Mr. Selvin said the man to make the survey is, taken as an indication that he is interested in learning the facts and not just gathering ammunition for an attack on the recording industry.

A member of AFM's New York local, 802, with a long history as both organist and band leader, Mr. Selvin is also a veteran in the recording field. Formerly recording director of Columbia Phonograph Co., he is now in charge of all transcribed programs for AMP and is also program director of Muzak, wired music service which is a subsidiary of AMP.

Denying that his study will be any "boogie man survey," Mr. Selvin stated that it will be more like a census and expressed the belief that the results will amaze the union president by showing that the makers of phonograph records and transcriptions spend a lot more for the employment of musicians than has been realized. The study will trace the history of the recording industry for a period of years, he explained, showing the trend in the amounts spent for musicians' salaries by the industry.

As the first step in the study, RESUMPTION March 12 of negotiations on the transcription code proposed by the American Federation of Radio Artists when executives of the talent union met in a three-hour session with the committee representing transcription manufacturers and advertising agencies, revealed that the groups are still widely divergent on a number of important issues, which must be settled before the code can be put into effect.

While both sides described the meeting as "friendly", AFRA's representatives were admittedly disappointed in the lack of progress and hinted that unless signs of an agreement develop soon the union may be forced to "take action.

Getting Anxious

Negotiations over the code, which will regulate wages and conditions of employment for actors, singers, announcers and sound effects men on transcribed programs, were started a year ago but were broken off last summer when the union was engaged in working out the renewal of its contracts with networks and agencies covering employment of talent on network programs, both sustaining and commercial. Evidences of bookers agencies, straightening out the details of the new AFRA license.

Mr. Selvin is now preparing a questionnaire to be sent shortly to radio stations, advertising agencies, recording companies, transcription firms and other users and producers of recordings. Admitting that the three months before the AFM convention, to be held June 9 in Seattle, is "only a short time in which to collect all the information we'd like to have", he said he would "push the work along as rapidly as possible."

**AFRA and Disc Firms Differ Widely On Proposed Provisions for New Code**

**BMI to ASCAP**

WHEN movie fans hear the ASCAP hit tune of MGM's forthcoming Shirley Temple picture, they can realize it was a BMI song. The song, "Kathleen", composed by Eddy Hanson, was picked during the June 1, 1939 session of Marilyn Meyer, pianist of WMJ, Milwaukee, BMI member, for her "Romantic Balladier" program. So effective was the presentation that Leo Feist, publisher of ASCAP tunes, bought rights to the song and now MGM has decided to use it in the Temple film.

Although nothing was settled at the first meeting, another session was to be held March 17, after each group had considered viewpoints expressed by the other side. At the first session, AFRA was represented by Mrs. Emily Holt, executive secretary, and George Heller, assistant executive secretary.

Present for the transcription code meetings were representatives of the American Federation of Musicians, Milton Einhorn; John MacDonald and R. M. Morris, NBC; Al K. Spencer, J. Walker Cook; Leonard Bankier, Komoon Adv.; J. Alley, William Bush, Compton Adv.; William Spire, McCann - Erickson; James Sauter, Air Features; Al Kackoff, Blackett - Sample - Hultmert. Charles Gaines, World Broadcasting System, chairman of the transcription, was ill and unable to attend.

**AGMA Says Members Remain Loyal to Guild**

**Resignation of Al Spalding and a few others has caused no serious break in the instrumental ranks of the American Guild of Musical Artists, which is continuing its fight "for the right of artists to remain in an organization of their own choosing and for their mutual benefit," according to a statement issued March 12 by AGMA.

Release followed a board meeting at which the union decided to break all "boycott" shipments of records. "We make public the true facts", to dispel the confusion "caused by Mr. Petrillo's ridiculous and exaggerated claims that AGMA's membership has joined with Petrillo's union and by the erroneous statements in Mr. Spalding's press release last week [Broadcasting, March 10]."

Declaring that "the overwhelming majority of the solo instrumentalists have remained loyal to AGMA, notwithstanding Mr. Petrillo's threats and Mr. Spalding's capitulation," the statement disclosed that two meetings of the instrumentalists had been held, one on March 2 at the invitation of Mr. Spalding, who unsuccessfully attempted to persuade them out of AGMA and into AFM. The second meeting was later at the home of Jascha Heifitz, at which the instrumentalists "resolved to stand together and support AGMA in its fight against Mr. Petrillo's unfair and unwarranted demands."

**Through the AIR with obvious ease went a description of the National Downhill and Slalom Ski Championships at Aspen, Col. over KOA
denver last week. Station covered the two-day event through a unique shortwave setup. At right is Tor Torland, KOA announcer, with pack set standing at the halfway point on famous two mile Roch Run course. The biggest spice in the center of the foot of the hill is the KOA mobile unit which picked up Torland's signal. KOA Assistant Manager Robert H. Owen and Engineer Stan Neal handled the technical arrangements while Herb Hollister, of KANS, Wichita, radio's leading skier, assisted Torland. Pointed out that the usual charge to an advertiser for a staff employee of this type is $5 an hour.

The committees discussed multiple sponsorship of a single program, with the transcription group making separate talent charges for each separate use would make the cost of discs impossibly high for advertisers who may want to advertise one product in the East and others in the South and West. Auditions were also discussed, the employers holding there should be no charge for auditions making the group USEFUL.

YMCA's has realized.

"The American Federation of Musicians, has realized.

YMCA's has realized.

"The American Federation of Musicians, has realized.
ASCAP Found Guilty, Pays $32,250 Fines

No Prison Terms Are Imposed by Court

ASCAP's fond hope for a "white-wash" of the Government's criminal anti-trust suit against it for violation of the Sherman anti-trust act failed of success when Federal Judge F. Ryan Duffy, of Milwaukee, last Thursday slapped an aggregate of $35,250 in fines against the Society, its officers, 25 directors and 19 publishers.

A plea of nolo contendere, professing neither innocence nor guilt, resulted in a ruling by Judge Duffy that the defendants were "guilty in this case only". Judge Duffy declared that the defendants considerable uneasiness in pointing out that each could be imprisoned for a year or fined up to $5,000, but upon the plea of Victor O. Waters, special assistant to the Attorney General, who has handled the copyright prosecution, the penalties were confined to fines.

Polletti Predicts

The amount of the fines was a surprise. Judge Duffy told the parties to task for published advance accounts in the trade press indicating that fines of $24,000 would be imposed. Otherwise, he said, the amounts (not in this paper) had indicated that the fines would be dropped altogether.

With the termination of the criminal suit, ASCAP's chief special counsel, Lieut. Governor Charles Polletti, of New York, predicted that return of ASCAP's music to the air can be anticipated. The first step in this direction may come March 17 when the NAB board of directors meet in New York for sessions with the ASCAP radio negotiating committee. As far as the NAB is concerned, however, any conversations are expected to be of an exploratory nature, pending submission of a definite royalty formula by ASCAP.

In the crowded Milwaukee courtroom, Attorney Polletti entered the plea of nolo contendere for ASCAP. He described the Milwaukee case, alleging 10 specific violations of the anti-trust law and the consent decree recently signed by ASCAP as "a constructive job in the public interest". Then he observed that the question of price is the only one remaining between agreement with the broadcasting industry on return of ASCAP music, which has been absent from the networks and most stations since Jan. 7.

Upon his return to New York Friday, Mr. Buck confidently predicted early return of ASCAP music to the air, though there was no real basis for the optimism insofar as broadcasting industry sources are concerned. He called the imposition of fines against ASCAP as a "healthy purging" of abuses, declaring that this move "ends all bickering and now the people of the country will know they've been shouting for the last three months". [Editor's Note: Listener surveys do not indicate any diminution of listener interest in programs not using ASCAP music.]

Twenty of the Society's officers and directors, among them some of the nation's best-known writers, were in the courtroom when sentence was pronounced. ASCAP was fined $5,000 as the parent organization. Gene Buck, ASCAP's president, who has just accepted a reduction of his salary from $50,000 to $35,000 a year because of the radio music war, was fined $1,500 as were E. C. Mills, chairman of the administrative committee, and John G. Paine, general manager. Mr. Mills' salary recently was reduced from $50,000 to $35,000, while Mr. Paine took a cut from $27,500 to $24,750. Twenty-three other ASCAP members were fined $500 each, and the 19 publishing houses cited were fined $750 each.

At the Hearing

Present for the court edicts were, in addition to those mentioned, Louis Bernsteine, ASCAP's vice-president and director; Otto A. Harbach, vice-president and director; George W. Meyer, secretary and director; Gustave Schirmer, treasurer and director; John J. Bregman, assistant treasurer and director; Irving Caesar, assistant treasurer and director; and Fred E. Ahlert, Saul Donkin, Mr. Waters, special assistant to the Attorney General, was in the courtroom when sentence was pronounced.

"No Moral Turpitude"

"There is no moral turpitude sufficient to require a prison sentence," Mr. Waters replied. "As far as ASCAP itself is concerned, the maximum fine should be imposed." The court then asked Mr. Buck if he had anything to say. "No, your honor," he replied. "I find you guilty then in this case only," Judge Duffy said. "I fine you $1,500." The fines of $500 each were levied against the 26 ASCAP directors absent at the trial. As each defendant was fined, Judge Duffy pointed out that the fine was "in this case only". This was interpreted to mean that the pleas and fines could not be used against them in any other court actions.

The session was marked by two unusual incidents. When Von Tilzer, one of the ASCAP directors, was before the bench, he waited only until the court pronounced guilt and then walked away, "Don't go away," Judge Duffy said, "you may find yourself in jail." Von Tilzer retraced his steps, then stood by while the court imposed the fine.

After calling of the list of personal defendants was concluded, Mr. Polletti advised the court that the name of May Dreyfus had not been called. The court clerk observed he had called the name but Dougherty, the court stenographer, had left his seat in the jury box, he said he had not.

"I don't want any discrimination against you," Judge Duffy said. "Someone might think you fixed it with the clerk so your name would not be called." Following imposition of the fine, Mr. Polletti asked the court he "believed Waters had something to say".

"I don't want any advice from him about what the fine should be," Judge Duffy said.

Mr. Waters then made his plea.

"I do not insist upon what requirements the court should follow in fining the corporation," he said. "However, some of these firms are small. They were never imposed upon them as upon ASCAP, it would work considerable hardship."

Judge Duffy said he did not think the fines should be the same. He then added: "I am taking cognizance of a newspaper story which quoted (Continued on page 11)
Radio Journalism—A New Technique

Simplicity and Clarity Are Main Factors In Newscasts

By J. N. (Bill) BAILEY

WLW-WSAI, Cincinnati

ONCE upon a time the ears had it. Then the eyes.

Now it's a combination of both in this business of news dissemination. Centuries ago the town crier perused the streets. Then came the newspaper. Now comes radio.

And out of it all radio has developed a new technique in journalism, a technique that would set back on their heels such representative journalists as the late Joseph Pulitzer, Horace Greeley and Arthur Brisbane.

Writing news has been governed for years by those requisites: (1) choosing copy; (2) writing from a definite viewpoint, and (3) mechanics of writing.

Three Additions

To those three fundamentals radio has added three more: (1) brevity; (2) clarity, and (3) drama.

Brevity is demanded because our time is limited. Clarity is necessary because the listener cannot go back and study obscure paragraphs. Drama is essential because the listener would lose interest if the whole story were told in the beginning.

Millions of radio fans tune in daily to Joe Doaks. In this case he's representative of the dozens of newscasters on the air. He calls himself a commentator. His announcer tells you he analyzes the news. He speaks with authority. Millions swear by him. Some swear at him.

But Joe Doaks is not a commentator, in the literal sense. Neither is he a newswriter. He's the chap who gets paid for reading what another was paid for writing. Generally his writer (if he has one) is a former newspaperman. Many of these Joe Doaks's read copy right off the news service teletype machines.

Nevertheless it's the voice of Joe Doaks that makes known this new technique in journalism. It's a style destined to become permanent. Sure, it's a radical departure from newspaper tradition. But radio is like that.

Fundamentally news for radio and news for publication are similar. In choosing copy for broadcast we must use care, just as the slot man exercises good judgment. A story in print may read fine to Mr. and Mrs. Jones. They wouldn't care to have their innocent youngsters read that same story, if they could read.

On the air that same yarn might be repulsive. For remember, little Johnnie and Katherine have keen ears, though they can't read beyond the primer. In radio we take this attitude:

A news reader is, in fact, a stranger come into your home through the loudspeaker. He's there at your invitation to tell you the day's news. His voice is pleasant, he speaks with authority and he tells the story simply. His selection of stories is in good taste.

Conversational Style

He summarizes the European war, gives you the highlights of what Congress is doing, adds something of the business world, in a humorous quip. In general he reviews the news highlights.

With reference to the viewpoint we differ greatly from writing for publication. The average news wire story is handled with dignity. There's a formality in news writing that has been tradition. Sports writers cast that tradition to the four winds, however, and write with reckless abandon. They write with a light, breezy style. Big words and involved phrases are unknown to them. Will Rogers used that style. He kidded everybody and phrased his columns in "down home" language.

Radio attacks news from a more or less familiar viewpoint. Our style might be termed in between formal journalism and familiar sports writing. Briefly, we write news copy for radio in a conversational manner.

THEY WERE IN THE NAVY THEN

One of a Series

THEY LEARNED RADIO in the Navy long before broadcasting became a major offshoot of wireless and long before they ever dreamed it would provide them with adult careers. For pictures of what they look like today and notes on where they served, see page 42.

Suppose radio covered the five vs. at all? Then, when, why and why, in our lead? The rest of the newscast would be dull. Radio is the show business. That's why we must write news copy from a dramatic angle.

As an example, a wire service might send this story:

"Bucharest today, the German Foreign Minister, Joachim von Ribbentrop, met with General Antonescu, the Roumanian premier, in this capital, in an epoch-making three-hour conference, at which it was decided, subject to ratification by the two governments involved, that in the future Roumania will adopt the German policy which would be in complete harmony with German political and economical hegemony in Europe."

Radio would say it like this:

"Inside the foreign office at Bucharest today, the German foreign minister and the Roumanian premier were closeted, all Europe watched that conference. The future policy of Roumania was being molded. After three hours the Roumanian delegation rose. A few minutes later it was announced that henceforth Roumania's foreign policy would be radically changed to conform with the Foreign Policy of Germany."

Thus radio first sets the scene, brings in the characters and builds the story to a climax.

Not a Passing Fancy

International News Service and United Press were the first newspaper wire services. They started with a few radio stations. Now the Associated Press is in the fold. INS gives radio its regular wire service, the AP radio service.

The AP service radio with its new wire service.

Not long ago I was talking to a news service executive. We discussed this new technique in radio. His conclusion was:

"Radio wires are passing fancies. They'll never catch up to the radio stations to put in newsrooms like yours and use the regular newspaper wires."

I commented, "Why not try it with my friend, the wire service executive. After 6½ years in radio I am convinced that the future of radio will be in wide radio wire with what radio wants."

It's true the Crosley sations, with our large newsroom, do not need special radio wires. We provide copy for 34 newscasts a day. Only a few other stations boast of newsrooms.

The average broadcaster cannot afford such an elaborate setup. Receiving bureaus buy a newspaper wire, then hiring experienced men to rewrite that wire copy for paid announcers to read. When the average station buys a news wire, the station wants copy that can be torn off the teletype machines and read "as is" by an announcer.

The news service that determines what copy will provide the service that will do the outstanding job in radio. Copy for radio must be written with these requisites in mind:

1. Brevity, 2. clarity, and 3. drama. That is: (1) choosing copy, (2) writing from a definite viewpoint and, (3) mechanics of writing.
Martin Bomber Plant to Employ 1,500 in Construction - 8,000 When Ready for Use

Omaha's $10,000,000 bomber plant emerged from the realm of dreams into economic reality last Monday, when the ceremonial breaking of ground was carried out at Fort Crook, Nebraska. The huge plant, six blocks square, is expected to be ready for production by October or November. Meanwhile, approximately 1,500 men will be employed in construction. The plant will be operated by the Glenn L. Martin Company.

18,000 Employees Ultimately Expected

While the initial number of employees is estimated at 8,000, according to Frank P. Fogarty, Omaha Chamber of Commerce Commissioner, the plant at full capacity will employ an estimated 18,000 persons, with a payroll estimated at $20,000,000 a year.

20% Increase In Omaha's Spendable Income Anticipated

According to Mr. Fogarty, "If and when the bomber plant payroll reaches the figure of 18,000, that will be two and one-half times as many men as are now employed in the Omaha live stock industry, and more men than are now employed in all the factories of Omaha combined." On this basis the city's spendable income should be increased by about 20 per cent.

Martin Says "Permanent"

Glenn L. Martin was quoted in Omaha papers as saying that this bomber plant is not merely an emergency defense project, but will be operated on a permanent basis after the emergency is past.

Construction Work Alone Will Hike City's Income

An upward turn in Omaha's income should be felt almost immediately, as 1,500 men go to work in the bomber plant construction. Retail sales are expected to climb sharply after July. Commitments to cover this rapidly growing market with WOW should be made as early as possible.

Write for WOW's COMPREHENSIVE MAPS, SURVEYS and CARTOGRAPH

This May Be Big Crop Year, Too!

This may be the year that farmers of the Omaha-Great Plains area have been hoping for since 1932. Moisture content of the Nebraska subsoil is estimated to be 45 per cent ahead of last year at this time. According to Bruce Russell, vice-president of the Farmers National Company, present indications point to the most favorable growing season in years. With farm and city income both tending upward, sales and advertising managers should be ready to increase promotions in the Omaha-Great Plains area, where one radio station — WOW — dominates the market.

$20,000,000 New Payroll for Omaha Market
GRIFFITH THOMPSON, since last July general sales manager of the Westinghouse stations, on March 17 becomes vice-president and general manager of the four Brooklyn and Philadelphia broadcasting stations. Thompson, a 41-year veteran of the broadcasting industry, has been recommended for unified operations by the station owners holding 25% of the stock in the new enterprise [BROADCASTING, Jan. 19].

Hope for FCC Approval

Application, which was filed with the FCC immediately after the stations had reached their agreement, has been recommended by the legal, accounting and engineering departments of the Commission and the applicants hope for the official FCC approval before March 21, when their stations shift to 1430 kc. After the consolidation is approved, the owners plan to apply for a power increase to 5,000 watts.

Plans for consolidated studios are in the formative stage, it was reported, with locations under consideration. A temporary consolidation among the present studios will probably follow the FCC approval, before March 21, when their stations shift to 1430 kc. After the consolidation is approved, the owners plan to apply for a power increase to 5,000 watts.

P. LORILLARD Co., New York, for Old Golds, will sponsor on six NBC Pacific-Red stations, a half-hour program featuring Tommy Riggs and starting April 17, Thursdays, 9:30-10 p.m. (FST). Agency is J. Walter Thompson Co., New York, which completed the negotiations with Riggs in New York last week. In the meantime, indications are that the company will become increasingly active in the spot field, with one-minute announcements ready to start for Old Golds on six stations in major markets. Company has purchased on WABC, New York, a three-weekly early morning five-minute period of popular recorded music titled Record of the Day, and one-minute daily announcements on WNEW.

Southwest Series

For Ripple tobacco, P. Lorillard has placed a quarter-hour of hillbilly music by Adolph Hoffman’s band three-weekly on KTSF, San Antonio, and transcriptions of the same program three times a week on KROV, Weslaco, and KPFC, Houston. Nine stations may be added.

On April 8 the company is shifting lawyer Q, weekly quarter-hour quiz program heard for Friends tobacco on WOR New York, to WJZ, New York. Union Tobacco contract has been renewed, which includes quarter-hour news, market reports and music three to six times weekly on WCLE, Cleveland;

KIDOS’ KEGLERS are the top team in the Boise (Idaho) bowling league. The team is composed of (1 to r) C. W. Chapin, Duke Reading, Harold Toedtemeier, Nick Ney and Curt Phillips, the latter general manager.

SERIALS SHUFFLED BY GENERAL MILLS

GENERAL MILLS, Minneapolis, on April 24 will reshuffle the quarter-hour program heard consecutively Monday through Fridays on 29 NBC Red & Blue stations on 2:00-2:30 p.m. At present, the 2:25-15 period is occupied by Betty Crocker on Wednesdays and by Hymns of All Churches, Mondays, Tuesdays, and Thursdays for Gold Medal Kitchen Tested Flour. At 2:15-2:45, Redmond’s Daughter is heard for Corn Kix; 2:30-2:45, Valiant Lady for Bisquick; and 2:45-3:15, Light for World for Corn Kix. Under the new schedule, Light of the World (for Gold Medal Kitchen Tested Flour) will be heard at 2:25-15; Mystery Man (for Wheaties) at 2:15-2:30, replacing Betty Crocker and Hymns of All Churches; Valiant Lady (for Bisquick) will continue at 2:30-2:45, and Arthur Emmett’s Daughter (for Corn Kix) at 2:45-3:15. Mystery Man is a new program built around a dramatic situation.

Mr. Thompson

Mr. Lehman Named

A. W. LEHMAN, manager of the Cooperative Analysis of Broadcasting, has also been placed in charge of the headquarters of the Advertising Research Foundation. Like the CAB, with which Mr. Lehman continues, the ARF is jointly sponsored by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. The Foundation is maintained to promote advertising and marketing through impartial and objective research.

Mr. Lehman

Lehman Named

A. W. LEHMAN, manager of the Cooperative Analysis of Broadcasting, has also been placed in charge of the headquarters of the Advertising Research Foundation. Like the CAB, with which Mr. Lehman continues, the ARF is jointly sponsored by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. The Foundation is maintained to promote advertising and marketing through impartial and objective research.

Lehman Named

Mr. Lehman

SOUTH WEST SERIES

For Ripple tobacco, P. Lorillard has placed a quarter-hour of hillbilly music by Adolph Hoffman’s band three-weekly on KTSF, San Antonio, and transcriptions of the same program three times a week on KROV, Weslaco, and KPFC, Houston. Nine stations may be added.

On April 8 the company is shifting "Lawyer Q," weekly quarter-hour quiz program heard for Friends tobacco on WOR New York, to WJZ, New York. Union Tobacco contract has been renewed, which includes quarter-hour news, market reports and music three to six times weekly on WCLE, Cleveland.

NU-ENAMEL SPOTS

NU-ENAMEL Corp., Chicago (paint), on March 17 started a varying schedule of three to six-weekly participating and spot announcements on WBBM and WGN, Chicago, WOR and WMCA, New York. Contracts are for 13 weeks. More stations will be added in the near future. Agency is William Blair Baggaley Inc., Chicago.

WSIX Gets Boost

WSIX, Nashville, was elevated from local to regional status by the FCC in a decision last Tuesday, granting it an increase in power from 250 watts to 1,000 watts night, and 900 watts day, on a shift in frequency from 1210 kc. to 980 kc. The grant becomes effective after March 25, under the terms of the Havana Treaty reallocation.

PHILIP MORRIS DRAMA

PHILIP MORRIS & Co., New York (cigarettes), will change the format of Johnny Presents, heard Fridays at 9-9:30 p.m. on 90 CBS stations, to attract Redhead, Saturday. New program will be titled Great Moments From Great Plays. The series will be adapted by Charles Martin. Change will be March 21. The current show features Ray Block's cast of wit, a dramatized "perfect crime." Blow Co., New York, is agency.

TOBACCO TEST

BENSON & HEDGES, New York, is testing a 10-minute news program for Virginia Lights cigarette testers through WFBC Baltimore. More stations may be added if test is successful. Maxon Inc., New York, is agency.
City DWELLERS in the United States listen to the radio some 77,-
321,100 hours a day, and 18,113,000 families in U. S. urban centers pos-
sess sets at least. This is reported in an article in the Jan. 3, 1940, according to a study of 1938-39 urban listening habits conducted jointly by the NAB, NBC and CBS through Crossley.

Results of the survey are set forth in a 40-page two-color book-
let, Urban Radio Listening in the United States, which the NAB an-
ounced last week and which has been re-
leased this week. The study com-
prised 65,000 personal interviews distributed among all seasons of 1938 and 1939.

The survey, hailed as the most comprehensive analysis of the urban radio market ever undertaken, was conducted to determine the en-
tent of radio listening usage by families located in cities and towns all over the country. The study com-
plements the rural radio survey published two years ago by the Joint Committee on Radio Research.

90.9% Have Radios

According to a pre-publication analysis by Paul F. Peter, NAB di-
rector of research, the survey indi-
cates that the 18,113,000 urban families with radios as of Jan. 1,
1940, represents 90.9% of the 19,-
919,000 families in urban places (cities and towns of 2,500 or more population) estimated by Scripps Foundation. This amounts to a 5.3% increase over the figure developed as of Jan. 1, 1937, from the Daniel Starch survey conducted for CBS, Mr. Peter commented.

An increase of 55.4% over the 1937 figure, the survey indicated 2,592,000 radio families with two or more home radio sets, amount-
ing to 29.2% of all families in the category and pointing to the in-
crease in multiple set ownership. Radio families owning an automobile radio numbered 2,557,000, 19.6% of the radio families and an increase of 5.5% since 1937, the survey showed.

Indicating an increase in urban listening, the survey set the median hours of daily family use of radio, based on all sets owned, at 4 hours, 17 minutes, an increase of 3.2% over the 4 hours, 9 minutes of the 1939 survey. The average listening time of sets in use was 4 hours, 5 minutes, based on sets in use some time during the total day, it was pointed out. As a seven-

Carnation's Additions

LUXURY LINER winner Fred Kress of St. Louis is being congratulated by Oscar A. Zahner, of Ruthtaff & Ryan, after the Dodge Jamboree presentation to the station at the beginning of the crochet program which will cover the airwaves in the Mound City. The Jamboree attracted 4,299 persons. Left to right, holding the car, are Jerry Colt, mc; O. J. Rose, manager of Dodge Brothers Corp.; W. H. Williams; Al Jennings, program director of WIL; Ray Manning, announcer; Allister Wylie, musical director of the station; Ray Stricker and Ken Bennett, Ruthtaff & Ryan; Bart Slattery, publicist director of WIL.

Godfrey-WEAF Deal

NEGOTIATIONS were about complete March 13 for a new early morning program on WEAF, NBC-
Red key in New York, featuring Arthur Godfrey in a program simi-
lar to his current Sun Dial on WJSV, CES Washington key. The program, five mornings a week, will be available for participating spon-
sorship. Negotiations have been conducted by Sidney Strots, NBC program vice-president, and John T. Adams, of Adams & Adams, representing Godfrey and his management firm, the program is heard on many stations for Carna-

Read Goes to Alaska

WALTER L. READ, former general manager of KYX, Vancouver, Wash., on March 19 takes over the general management of KJEX, Juneau, Alaska. He succeeds C. B. Arnold, manager for the last six years, who was transferred to the marketing sales department of the station, with headquarters in Seattle. Mr. Kraft, of Seattle, who heads the North-

City Radio Survey Shows More Sets

Results of Extensive Study
By Crossley Are Announced

TREND SHIFTS COST $1,500,000

Changes in Antenna Systems Are Largest Items In
Expense Entailed by Allocation

OUT-OF-POCKET expense aggregating about $1,600,000 probably
is involved in the move of 80 sta-
tions changing frequencies and al-
tering their broadcast facilities March 29 under the Havana Treaty reallocaton, according to an esti-
mate by NAB Washington head-
quarters.

This figure, covering estimated costs of new crystals, changes in
directional antenna systems and nominal expenses to stations mak-
ing changes of only minor nature, along with promotion and admin-
istrative expenses, is exclusive of 50 kw. installations to be made in
conjunction with the reallocation.

Antenna Changes

According to the NAB break-
down of station expenses involved,
NAB, probably about $120,000; alteration of about 100 directional antenna systems, $200,000; 50 new directional antenna sys-
tems, $500,000; nominal costs to the remaining 650 stations, $325,-
000. Although the promotion and administrative expense items, which would include consulting engineers' and attorneys' fees, was not de-
fi nitely estimated, it was believed these items would boost the out-of-

foreign Facilities Dickered Banned

FCC Issues Warning Against Exchanges of Frequencies

A WARNING to broadcasters seek-
ing to improve their assignment under the Havana Treaty alloca-
tions against individual dealings with foreign stations or with governments signatory to the Treaty was sounded last Fri-
day by the FCC.

Basing its action on information that private representatives of sta-
tions had been attempting to deal di-
rectly with owners of stations in neighboring countries, the FCC is-
ued a "public notice" setting out the pro-
cedures to be followed.

It is known that a number of broadcasters have conferred pri-
vately with owners of foreign sta-
tions in connection with possible duplicative or joint ventures on their facili-
ties. In several instances, the reallocation agreement reached be-
 tween this country, Canada, Mexico and Cuba prescribes tentative allo-
cations and permits some actual transmis-
sions made in these countries. A case in point, for example, is the as-
signment of 1220 kc. to a station in Kirkland Lake, Ont. If this facili-
ty is not used by that station, it would become available to this country.

The FCC said it had learned that “in certain instances private repre-
sentatives of the United States have been attempting to deal directly with the owners of radio stations in some of the neighboring countries . . . on mat-
ters which might be affected by the allo-
cation of radio frequencies and specif-
ically involving proposed changes in the frequencies of certain broad-
casting stations, either in the United States or in the other coun-
tries mentioned.”

Public Notice

It is understood the matter was discussed in an FCC meeting last week and that Chairman Fly ini-
niated the warning to representatives.

The FCC's public notice con-
tained:

Such a procedure in many instances means international negotiations which might be in pro-
gress, and might bring prejudicial re-
suits in the case of certain interna-
tional treaties to which the United States is a party. Such action could cause serious embarrassment to this Government.

Any negotiated negotiation between broadcast stations in this country and those in foreign countries should be done through the FCC, which is the only official body authorized to deal with international radio frequency allocations.

This notice is in no way intended to affect any negotiations concerning the exchange of frequencies as between the various countries which are being carried on the in the normal conduct of program contract arrangements.

March 17, 1941 • Page 17

Broadcast Advertisng

BROADCASTING • Broadcast Advertising

March 17, 1941 • Page 17
LATIN AMERICAN audiences would welcome an increased radio program schedule from the United States, especially if, through improved shortwave broadcasting facilities or by local rebroadcasts of these programs, they were more generally accessible to most listeners, according to Don Francisco, radio member of the communications committee of the Rockefeller commission on inter-American relations. Improvements in facilities to stimulate the development of talent and with few stations financially able to afford live talent even if it were available, Latin American programs are chiefly pay-records; he said. Advertising on the air consists almost entirely of announcements interspersed among records, he added, with few sponsored programs comparable to ours.

News Listeners

Despite the difficulty with which broadcasts from the United States are received, especially in the southern Latin American lands, there is already a large audience for our news broadcasts, he stated, made up of people who put up with low-quality reception and news that is factual and uncolored by nationalistic propaganda. They are well aware that most of the news from Europe is distorted with propaganda, he stated, and are equally convinced that news from the United States is not.

"I believe we could send down to Latin America much more news than we are now doing," he declared. "They are interested in news of the United States, of Canada and of all the other Latin American countries as well as in the war news from Europe, and I think there would be a large audience for a program of Western Hemisphere news, possibly an hour a day. There is also a place for good Spanish and Portuguese news commentators to interpret the news for Latin American listeners."

While news is undoubtedly the most popular type of program we can send to Latin America, there is considerable interest in all types of our domestic broadcasts, Mr. Francisco believes. He suggested that many of them might be translated into Spanish and Portuguese and broadcast on the shortwaves without other change. The new Spanish edition of the Readers' Digest is very popular, he said, and the ideas might well be adapted to radio.

Musical programs for Latin America should be about the same as for the audience in the United States, he reported, as they enjoy hearing our swing and popular tunes played by good dance bands in the same way that we enjoy well-played tangos and rumbas. But we should not attempt to shortwave Latin American music to them, as they say that our orchestras "murder" their tunes.

Number of Sets

Classical music fans are about as numerous below the border as above it, Mr. Francisco stated, adding that he made a check on sales of phonograph records in several cities which revealed that only about 5% of the total record sales were of classical numbers.

There are about 3,500,000 radio families in all Latin America, Mr. Francisco estimated, with about 1,000,000 in Argentina, 1,000,000 in Brazil and less than 600,000 in Mexico. Of the total, about 2,100,000 are equipped for shortwave reception, he reported. Good programs, such as we could furnish, would probably greatly increase the sale of receivers and would also increase listening, he said.

Proper programming for the Latin American audience presents some of the same difficulties as proper programming in the United States, he observed, mentioning that there is four hours difference in time between Mexico and Eastern Brazil. The variation in accent and pronunciation from country to country also presents a difficulty, he added, as a Spanish announcer with a perfect Castilian accent would sound as affected to most Latin American listeners as an Oxford accent sounds to us.

Mr. Francisco suggested that talented announcers and entertainers from the various Latin American countries might be brought to the United States for six-month periods by shortwave broadcasters for the dual purpose of training them in our program methods and getting their advice on programs intended for listeners in their native countries.

During his South American trip Mr. Francisco visited Brazil, Paraguay, Uruguay, Argentina, Chile, Peru, Colombia, Panama and Cuba. He had intended a longer itinerary, he explained, but cut it short to return to New York to get started on solving the problems already presented.

Plans for Shortwave

He reported his immediate plans as first, to work with shortwave broadcasters to get their facilities up to the standards necessary to lay down strong signals in all parts of South America; second, to stimulate further local rebroadcasts of our shortwave programs, and third, to cooperate with the broadcasters in planning programs for Latin American audiences.

"The shortwave broadcasters of the United States can be, I believe, a major force in promoting and cementing the friendship of the people of the various American countries," he concluded. "The same stimuli of private enterprise and competition that have made our domestic broadcasting system the greatest in the world can also win out against European competition in Latin America."

More American Radio Sought By Latins, Francisco Claims

Large Audience Built

Americans Said to 'Murder' Latin Music

Life Savers on 7

BROADCASTING • March 17, 1941
"Oklahoma City listeners know Oklahoma City stations best. With them, WKY is the 3-to-1 daytime favorite over the second station. And, day or night, WKY is listened to by 23% more persons than listen to all three other Oklahoma City stations combined.—Results from telephone coincidental survey—9,460 calls in 7 days—by Ross Federal Research Corporation.
THE U. S. Census Bureau, Washington, has available and will furnish on request 1940 population breakdowns by States, counties and cities.

TWENTY-ONE States showed a decrease in rural-farm population in 1940 as compared to 1930, though the United States as a whole showed no change, according to preliminary rural-farm and rural-nonfarm population figures gathered in the 1940 census and just released by the U. S. Census Bureau. The rural nonfarm population, which increased 14.5% in the country as a whole, showed some increase in all but three States.

The rural-farm decreases ranged from .1% in South Carolina to 21.1% in South Dakota, this category of population including people living in a wide variety of locations ranging from isolated nonfarm homes in the open country to unincorporated areas suburban to a large city.

Dust-Bowl Decline

The three States in which both the rural-nonfarm population and the rural-farm population decreased between 1930 and 1940 are Nebraska, Kansas and Oklahoma, all three of which being dry-belt States in which there were considerable decreases in the total population.

There were five States in which the decrease in the rural-farm population was more than enough to offset the increase in the rural-nonfarm and thus bring about a decrease in the rural population as shown in these States being Vermont, Iowa, North Dakota, South Dakota and Montana.

There were 13 States in which the rural-farm population alone showed a decrease for the decade 1930 to 1940, namely, Rhode Island, New York, Illinois, Delaware, Virginia, South Carolina, Georgia, Arkansas, Texas, Wyoming, Colorado, Utah and Nevada.

THE U. S. Bureau of the Census, March 19

As issued by the U. S. Bureau of the Census, March 19

FARM POPULATION DECREASED IN 21 STATES IN DECADE COUNTRY AS WHOLE UNCHANGED ACCORDING TO 1940 CENSUS

Rural-Nonfarm and Rural-Farm Population, by Divisions and States (1940 and 1930)

(The 1940 farm-nonfarm distribution is estimated on the basis of a 5% censal enumeration of the census returns. 1940 farm-nonfarm numbers less than 20,000, indicated by an asterisk (*), are based on relatively small samples and are subject to error. Percent not shown when less than .1)

<table>
<thead>
<tr>
<th>State</th>
<th>Total rural population</th>
<th>Rural-nonfarm population</th>
<th>Rural-farm population</th>
<th>Percent of increase, 1940-1930</th>
<th>Total rural population</th>
<th>Rural-nonfarm population</th>
<th>Rural-farm population</th>
<th>Percent of increase, 1940-1930</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>57,245,073</td>
<td>52,820,229</td>
<td>4,424,844</td>
<td>8.4</td>
<td>53,101,076</td>
<td>48,676,120</td>
<td>4,424,956</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Newspaperman Buys WFTL

THE SALE OF WFTL, Fort Lauderdale, Fla., to Ralph A. Horton, vice-president and stockholder in the Fort Lauderdale Times, was disclosed March 10 when application for assignment of the license of the WFTL, which will pass upon the deed. Mr. Horton would purchase the 100% ownership of Tom M. Bryan, local contractor, who built the station and placed it in operation in December, 1939. The purchase price was reported as $50,000. Mr. Horton is also in the real estate and investment business.
Ten new stations have chosen the 451A-1 because they like its engineering by Bell Telephone Laboratories... its high signal quality, with grid bias modulation of the last RF stage... its compactness, accessibility, styling.

They like its performance, which is typically Western Electric... 250 watts, frequency response flat within 1.5 db from 30 to 10,000 c.p.s. They like its low power consumption, low tube cost, low maintenance cost.


Ask your Engineer!
SPECIFIC information on employment needs of the Government for defense industries is given listeners to Jobs for Defense, Saturday quarter-hour series on CBS, with Eric Severeid, CBS Washington correspondent, conducting interviews with outstanding government, industrial and labor spokesmen. Guests on the first broadcast March 15 were William S. Knudsen, director-general of the Office of Production Management, and Sidney Hillman, OPM associate director-general.

Stamp Sale

IN CONJUNCTION with the Canadian government war savings drive, CFOS, Owen Sound, Ont., sponsored an essay-writing contest on "Why I Am Buying War Saving Stamps", open to all students in Owen Sound primary schools. A series of 15-minute programs was broadcast daily at 5:45 p.m. on which the children were interviewed and read their essays for the radio audience. Prizes were awarded in the form of War Savings Stamps for the best junior and senior essay in each school, with two final awards for the best junior and senior contestans from the combined schools. The broadcasts were made in a doubling of purchases of War Savings Stamps in each school.

Today's Frontiers

TO AID those seeking employment, a new weekly quarter-hour educational program, Today's Frontiers, started March 15 on NBC-Pacitic Blue. A typical employment problem is dramatized each week. Presented in cooperation with the State Employment Service of various Pacific Coast States, the series was arranged by Jennings Pierce, NBG west coast educational director, under supervision of R. W. Wagenet, director of Southern California State employment, and John W. Ross, of the department's publicity office.

Good Money

CASH awards are made on WEW, St. Louis, by a cleaning and laundry firm. Phone numbers are chosen from the directory, a selector box containing actual page numbers and the other the greatest number of dates on one page. When numbers are selected, calls are placed direct from the winner's phone. If the party asks the messenger boy delivers a $5 money order. If the call is not connected, the selector box is handled and the $4 balance goes into the program. Title of the series is Good Money to You, a three-week morning program.

Hearing for Hose

KEEPING TUNED to KGFW, Kearney, Neb., entitles ladies to three pairs of silk hose from the sponsoring Brown-McDonal stores if called on the phone during the 7:45-8 a.m. broadcast. Only requirement is to identify the program on the radio at that time. Failure to do so nets the caller only one pair of stockings.

For Home Buyers

HOME BUYERS in Washington have a new service in a participatory program which made its debut over WJJS recently. With transcribed music, Homes on Parade, heard every Tuesday, is built around the personality of one "Jason Hall," homely philosopher type, who takes the part of "radio's friendly guide to better homes and better living".

Home Decorating

FURNISHING and decoration ideas are offered by Kay Moser, WTRY, Troy, N. Y., women's director, on her daily afternoon Matinee program. Each day a different room is chosen upon which she elaborates a full decorating scheme. Program is sponsored by Anson Thompson & Co., local furniture store.

Food Quiz

NEW TYPE of I. Q. radio program is heard twice-weekly over WFDL, Youngstown, direct from the sponsoring Century Super Market. Merchandise prizes are offered for correct answers to food questions. In addition, listeners share prizes by sending in food questions suitable for use on the broadcast.

Simpson's Quiz

INTERCOLLEGIATE quiz and talent program started March 8 on CFBK, Toronto, sponsored by Simpson's Ltd., national chain department store. Teams of high school students, two boys and two girls on each team, representing two high schools in the Toronto metropolitan district, are heard Saturday morning on the Simpson's Secondary School Quiz and Talent Radio Program in the store's main dining room, the Arcadian Court. There are cash prizes, $200 scholarship award and $100 team prize. Airing the program in the store at 10 a.m. brings a big crowd to the store for early Saturday shopping.

Fanning the Experts

BASEBALL enthusiasm this sea- son will find an outlet in the quiz program, Strike Out the Experts on KVI, Tacoma, Wash. Listeners are invited to submit baseball questions to the program's panel of four baseball experts headed by Pip Kohler, manager of the Tacoma Tigers. Each question entitles the sender to a pass to a Tiger game. Stumping the experts nets two passes for the sender.

Word Basehits

USING THE DIAGRAM of a baseball diamond, a new radio game invented by John Potter of KROW, Oakland, Cal., is being prepared for early release. It is entitled Sport Speller. Participants will be called on to spell easy words, advancing them to first base, harder ones to second, and the tough ones home run. Prizes are awarded those making runs.

Writing for Fun

ORIGINAL scripts submitted by the continuity division of WLW, Cincinnati, are dramatized each Sunday at 10:30 p.m. for On a Woman's Holiday. Purpose is to have the women write their own plays as they would write on their days off without restriction and employing their own ideas.

Electric Echoes

RESOUNDING through the studios of WIBB, Topeka, when Ole Livgren, studio accordionist, hooks up this contraption. When Ole plays the accordion, signals pass through two cables to the Hammond Solovox, which then plays along with the accordion.

Sponsors, giving Atlantic on mission to line with Co. on eeral rights ining casts rights for the WIP Given Exclusive WIP Given Exclusive

Philadelphia, to lease the broadcasting rights for the baseball games this season from WCAU have fallen through, with the result that WIP will carry the play-by-play broadcasts of both major leagues in the city exclusively for Atlantic Refining Co.

WCAU, which holds the rights to the Phillies games, leased exclusive rights for the season to WIP. N. W. Ayer agency, handling the Atlantic account, has exclusive broadcast rights to the Athletics games. Preliminary arrangements were made earlier in the year for WIPEN to carry games of both clubs for General Mills and Socony Vacuum Oil Co. on a split sponsorship basis in view of the fact that WCAU, in line with CBS policy, had decided not to carry baseball broadcasts. Last year WCAU broadcast games on a split sponsorship for both sponsors, giving Atlantic use of the Phillies franchise in return for permission to broadcast the A's.

WIP will again serve as the originating station for a regional Atlantic network and Byron Saam will again handle the play-by-play.

Games may be televised this season for the first time. Negotiations have already been started by WXEX, experimental station of Philadelphia Radio and Television Corp., here, with Roy Mack, of the Athletics.

WLBZ-BANGOR

FIRST CHOICE OF NATIONAL ADVERTISERS WHO KNOW MAINE'S CENTER OF POPULATION IS IN WLBZ'S PRIMARY SERVICE AREA

NBC 620 KC YN
Sholis to Contact Group’s Members

Clear Channel Director Will Make Coast-to-Coast Tour

PREPARATORY to establishment of headquarters in Washington next month, Victor A. Sholis, recently appointed director of the Clear Channel Broadcasting Service, left Washington March 10 on a coast-to-coast trip during which he will contact clear channel stations.

The clear channel group, made up of individually-owned stations operated on I-A channels, was formed in February with the objective of preserving high-power outlets as a means of providing broadcast service to rural and remote listeners.

Mr. Sholis, former director of public relations of the Commerce Department, and a former Chicago newspaperman, will establish an information office in Washington following his exploratory trip.

He plans to visit the clear channel stations in Nashville, Dallas-Fort Worth, Los Angeles, Salt Lake City, Des Moines, Chicago, Detroit, Cincinnati and Louisville, before returning to Washington about April 1. At that time he will establish offices and retain his staff.

April Meeting

Farm editors of clear channel and other stations, probably aggregating two dozen, will meet in Washington April 7-8 with Secretary of Agriculture Claude R. Wickard, to discuss farm news broadcasting and related matters. It will be the first conference of this nature ever held. Mr. Sholis is expected to participate in these sessions in behalf of the new group.

The Clear Channel Broadcasting Service was organized largely under the leadership of Edwin W. Craig, WSM, Nashville; chairman of the former clear channel group; Mark Ethridge, WHAS, Louisville, and Harold V. Hough, WFAA-WBAP, Dallas-Fort Worth. Mr. Sholis was retained at a meeting in Nashville Feb. 4, after approval of the project by member stations.

Two Seek 50 Kw.

TWO APPLICATIONS for 60,000 watts, pursuant to the Havana Treaty allocations, were filed with the FCC March 10. WGAR, Cleveland, in an amended application, sought assignment to 1220 kc. with 50,000 watts, in lieu of a pending application for 10,000 watts on 750 kc. The 1220 kc. assignment is a I-B channel earmarked under the Havana agreement, as finally revised, for Kirkland Lake, Ontario. If the assignment is used there, it will not be available in this country. Originally, 1220 kc. was made available for assignment in Michigan, but applications for it in that area were withdrawn.

WLAW, Lawrence, Mass., now operating on 680 kc. with 5,000 watts, filed an application for 50,000 watts on the frequency, with a directional antenna for day and night use.

The station that made itself a giant

—by listening to its listeners

WBT has built audience-loyalty which sets a pace for all radio
—by listening to its listeners.

Since signing on the air way back in 1922 as the South’s first station, WBT has paid more than ordinary heed to the suggestions and demands of its radio audience. That’s why entire WBT programs have been audience-built... why the time WBT signs on and signs off is audience-controlled.

WBT’s files bulge with many instances of listeners’ building their own radio entertainment. Farm Editor Grady Cole reports a thousand letters asking that he take the air earlier than 5:30 A.M. An order goes through to open at 5:00 A.M.

Endless requests for an early Sunday morning variety program pour in. Today a two hour show, featuring the finest WBT talent, is presented every Sunday from 7:00 to 9:00 A.M.

No matter how great its power, how super-deluxe its programs, or how competent its staff, a station’s value to an advertiser increases only as both audience and audience-loyalty increase.

Herein lies a strong clue to why WBT clients, year after year, find the particularly loyal WBT audience so responsive to their sales messages. An audience... nearly twenty years in the building... that any station would be mighty proud to offer a time buyer.

WBT has 50,000 Watts - Charlotte

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales, with offices in New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.
BUSINESS and industrial organizations moving into Philadelphia under the impetus of the National Defense program are greeted by WCAU as part of the station's continuing listener and sales promotion efforts. Addressed to the president or manager of the company, a WCAU letter starts with a salutation from the station, ex- presses hope that the concern's stay in Philadelphia will be a profitable one, stresses the hospitality for which the city is famed, and concludes with the suggestion to tune in WCAU for all-around news and entertainment and an invitation to tour the WCAU building.

Valley Spotlights PROMOTING its new schedule of newscasts, WSVA, Harrisonburg, Va., is running a series of ads in daily newspapers throughout the Shenandoah Valley and Western Virginia. Trailers in several theatres throughout the area complement the campaign.

Plug for Shift FREQUENCY CHANGE from 880 to 885 KEZ. March 29 has been heralded by WBAP, Fort Worth, by running a special box at the foot of both the morning and evening Star-Telegram radio clocks.

Tags for Autos WIBG, GLENSIDE, Pa., has issued cast aluminum call letter plates to all station employees to be placed on autos along with the new 1941 license plates.

Merchandising & Promotion Quaker City Greeting—Dealers and the News-Trailer—Items for Editors—Finger Strings

News for Dealers DEALERS and lessees of Mid-Continent Petroleum Corp. heard one of Mid-Continent’s three daily news periods broadcast direct from their sales meeting Feb. 28 at the Skirvin Hotel, Oklahoma City. The pick-up was part of a program arranged with Joseph Bernard, sales manager of KOCY, and Myron C. Shipley, Mid-Continent advertising manager. Matthew Bonebrake, KOCY manager, gave a talk about radio news as a sales medium, after which Norman Sagers presented a news program. Ted Andrews acted as m.c. for a variety program.

Philadelphia Vehicle SO SUCCESSFUL was a previous car card campaign in building up a listening audience for WFIL, Philadelphia, that the station has now contracted with all three local transportation companies to place ads in 1,000 public vehicles.

Auto Trailer TO PROMOTE Gene Aubry’s CBS series, released by ESPO, San Francisco on Sundays, the station recently arranged showing of trailers at a San Francisco theater where Aubry’s picture, “Melody Ranch” was showing.

Mutual Sketches AS AN ADDED publicity service to radio editors and associated Mutual stations, MBS on March 16 mailed with its program folio a weekly news sheet, which includes feature stories, “Meet the People”, a bimonthly sketch, and other items not included in the regular daily press releases. Entitled “Net-Hill News Weekly”, the folio will be mailed from New York headquarters each Friday. Each edition also included 9 illustrations of Mutual personalities for possible use as publicity.

News of WIOD SALUTING the completion of the new $5,000-watt transmitter of WIOD, Miami, located in Biscayne Bay, the Miami Daily News on Feb. 28 devoted full page of its rotogravure section to pictures of the new transmitter. The preceding day, an eight-page pagetion was devoted to the activities of WIOD by the News.

BROCHURES LANG-WORTH FEATURE PROGRAMS—four-page red folder picturing a microphone and titled: “Powerful... in the Right Hands.” Stresses “showmanship” available with Lang-Worth stereo.

KWOS, Jefferson City, Mo.—“Blue and white pictorial booklet describing the station’s coverage.

KNX, Los Angeles—Booklet telling success story of new product.

WFIL, Philadelphia—Four-page booklet offering new program for sponsorship.

WIBG, Glenside, Pa.—Loose-leaf booklet with success stories.

Dress Institute Fund IN A STEP designed to establish New York as the fashion center of the world, the New York Dress Institute has been formed through the joint efforts of the New York dress manufacturers and the International Ladies’ Garment Union. The industry has embarked upon a drive to raise from $3,000,000 to $4,000,000 for a three-year advertising campaign in which radio, newspapers, and magazines will be used. An advertising agency to handle the campaign will be selected shortly. Samuel Zahn, president of the International Dress Company, New York, and Julius Hoehman, general manager of the New York Joint Dress Board, ILGWU, are president and vice-president of the newly-formed Institute.

Hulman on 48 HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder), on March 10 started a varying schedule of three to five-weekly live announcements on 48 stations. Contests are 15 weeks. Pollyea Adv., Terre Haute, new agency, handles the account.

NOT CONTENT with just telling listeners to the Easo Reporter broadcasters “to speak to your Easo dealer soon about a complete spring oil-change and lubrication job... and tie a piece of string on your finger to remind you”, Easo Marketers is handing out free string to motorists through its dealers. Promotion stunt started March 1 in Louisiana and will progress northward as spring comes so that 17 special “string” commercials will be heard twice daily for the month’s period, plus “oil-changer” reminders four times daily on the 34 stations carrying the news programs. The company bought 361 miles of string for the gag and is using only radio to promote the oil-change idea. A Southern belle (above) gets her string from a Louisiana dealer. Barron Howard (below), business manager of WRYA, Richmond, watches Emily Trevillian, station receptionist, tie a string on An- nouncer Jack Tansey. All studio visitors at WRYA received knots from Miss Trevillian.

Jell-O, Campbell Soup Named in Grocery Poll USABLE responses from 15 corporate personnel organizations in 12 cities to a questionnaire sent out by Phillips, Alberton & Bull, New York merchandising agents, gave a 26.6% vote for first place to both Jack Benny (Jell-O) and David "Andy" (Campbell soup) as the two radio programs promoting a grocery store product most effective in moving merchandise across grocery counters in 1940.

The Lux Radio Theatre (Lux soap), received the votes of 15.3% of the chain stores responding, while 6.6% of the responding votes went to the following programs: Fosher McGee & Molly (Johnson’s wax); Campbell Playhouse (Campbell soups); Edgar Bergen (Chase & Sanborn coffee); Good News of 2910 (Maxwell House coffee), and Alfred McCann’s Pure Food Hour for a group of products.

For Themselves HOLLYWOOD radio and film performers, after a year of charity bene fits for others, will stage their own special Gamble of the Stars at Coconut Grove in the Ambassador Hotel, Los Angeles, March 17. Event is being staged under auspices of Los Angeles Chapter of AFRA and Screen Ac- tors Guild, with proceeds to be used for welfare work by the two organi - nations. Edward Arnold is general chairman.

Page 24 • March 17, 1941
Monopoly Issue Is Further Complicated As KGU Protests New Hawaiian Grant

FURTHER confusion over the FCC's stand on multiple ownership and purported monopolistic control of broadcasting facilities in the United States and its possessions was evidenced last Monday when KGU, Honolulu, filed petitions for recall and rehearing on the Feb. 18 grant for a new local station in Honolulu to Hawaiian Broadcasting System Ltd., already operating KGB, Honolulu, and KHBC, Hilo.

The KGU petitions, filed by Counsel Louis G. Caldwell and Reed T. Rollo, took sharp issue with the FCC's justification of the grant without hearing on national defense grounds, as expounded in a "memorandum decision" announced March 4 [Broadcasting, Feb. 24, March 3]. Ben S. Fisher, Washington counsel for Hawaiian System Ltd., indicated that an answer to the petitions would be filed with the FCC next week.

No Race Threat

Differing radically with FCC opinions in the "memorandum decision", the KGU brief declared that "one of the most common fallacies concerning the Territory of Hawaii among those not familiar with conditions in the Islands" is the statement that the racial problems of Hawaii constitute a subversive threat to democracy and that there is an urgent need for Americanization work among the alien and foreign-born inhabitants.

The petition developed the point that the new local station authorized for Honolulu would serve only the Honolulu area, where there are relatively few non-English speaking persons, and that the proposal to supply programs to the non-English-speaking population of the Islands in languages they understand would in reality fall short of the projected service.

It was maintained that the new grant served merely to establish another local station in Honolulu and to increase the alleged domination of Hawaiian Broadcasting System Ltd. and its "controlling corporation", Consolidated Amusement Co.

Mississippi Drift

WOODY HATTIC, agricultural director of WWL, New Orleans, is seriously thinking of adding seashanship to his other accomplishments. When he arranged a program from Buras, the southernmost town of the state, for The Story of the Louisiana Citrus Farmer, he found he could get within only 15 miles of the town with his mobile unit; Louisiana's famed bayous were in his way. Undaunted, Hattie hired an old river boat, drove his truck onto it, and drifted the rest of the way down on the waters of the Mississippi to the point of broadcast.

Injuries at Army Camp Are Fatal to Lieut. Cox

LIEUT. JAMES E. COX, former assistant manager of WATL, Atlanta, died March 10 from injuries sustained the preceding day when an abandoned stable at Fort McPherson, Ga., caught fire and the wall collapsed on soldiers fighting the blaze. Lieut. Cox, attached to the Army public relations branch, was with WKY, Oklahoma City for several years, handling publicity and continuity.

About a year ago he joined WATL, and shortly after being called to active duty several months ago, he had taken a post with WING, Dayton. He had been on the station staff 24 hours when he received a call to active duty, having held a commission as a National Guard officer. He is survived by a wife and child.

Adam Hat Co-ops

ADAM HAT STORES, New York, has prepared a series of one-minute transcribed spot announcements for placement on local stations by Adam Hat dealers. Transcription Service of WHN, New York, produced the discs.
A NAZI SPY TRANSMITTER

Technical Description of Tiny Set Operated by Captured Spies, Later Executed

The London technical publication, Wireless World, describes in its February number a small transmitter confiscated from three captured Nazi spies. The description follows:

IT WAS RECENTLY disclosed that three enemy agents, convicted of spying, had been executed in London. Among other things found in their possession was a complete portable short-wave transmitter, and The Wireless World has given the facilities by the authorities to prepare a detailed description of the apparatus.

Nothing Unusual

Some mild disappointment will be felt that the transmitter is not of especial technical interest, either mechanically or with regard to its circuit arrangement. The circuit is, indeed, except for the use of a quartz crystal and a pentode valve, almost exactly the same as that used by a member of the staff of this journal in 1924, when everything to do with the shortwaves was brand new, and we are all eager to get some first-hand experience of their behaviour.

In the matter of mechanical layout the set seems distinctly handy, at any rate if, as the fiction writers would have us believe, the enemy agent is always compelled to work his gear under the most difficult of conditions. A rather more formidable job might have been expected from the best German technicians, and one is inclined to wonder whether the former owners of the set were, figuratively speaking, free lanes, responsible for their own equipment, and merely paid for results.

As shown in the accompanying diagram, the circuit is a modified Hartley oscillator, with crystal control at the fundamental frequency of the crystal, which, in the case of the actual transmitter just described, is just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.2 amp. at 4.5 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8 mA, rising to 29 mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924, when the transmitter already described, was just under 5,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 7.5 to 8.5 mcs. (about 35 to 75 meters).
New Dixie Group Organized by CBS

22 Affiliates of Network Are Included in New Hookup

A DIXIE Network, on which 22 CBS affiliates take commercial and sustaining programs from WBT, in Charlotte, N. C., was to be started March 17. It marks the beginning of a consolidation of Col-umbia outlets throughout the Southeast. Charlotte as the pivot- al point according to A. E. Joselyn, WBT general manager. The plan has been considered for months. Final approval of the Dixie Network was given by CBS Vice-President Mer-ward R. Runyon, who spent several days in Charlotte confer- ming with WBT officials.

Opening Program

The Dixie Network includes all CBS affiliates in the Southeast and Florida groups and eventually will bridge from Asheville, N. C., to Knoxville, Tenn., and serve the nine stations in the CBS South Central leg as far south and west as New Orleans. Installation of di-rect lines from WBT northward to include Greensboro, Durham and Roanoke, will be considered.

The first program definitely scheduled for the Dixie Network at the start of the service on March 17 was a half-hour show to be presented five days a week, 1-130 p.m. It will be a variety show, with Grady Cole, CBS Southeastern farm editor, interspersing market reports, commodity costs, etc. Pro-gram will be geared to appeal to every district in the South.

This experimental program will lead to other daytime and evening broadcasts featuring WBT personal-ities. Programs will continue under the direction of Charles Cutchfield. A new auditorium-studio designed to seat 300 persons is planned at WBT.

Peter Fox Expands

PETER FOX BREWING Co., Chicago, consistent user of radio, on April 15 starts sponsorship of Bill Anson's Swing-It program following the daily baseball games on WGN, Chicago. On the same date sponsorship of the same show in transcribed form will start on WXYZ and the Michigan network. The Chicago company recently took over the Michigan Brewing Co. of Grand Rapids, which has been re-named the Peter Fox Brewing Co. of Michigan. Contracts are for the entire baseball season, using six-weekly quarter-hours. Sponsor is also currently running six-weekly quarter-hour theatre and musical programs on WCFL, Chicago. Agency is Schwimmer & Scott, Chicago.

Too Many Ma's

PRELIMINARY papers in an equity action for damages in the Federal district court of Buffalo against a local banking concern using the trade name Ma Perkins Pies, have been filed by Procter & Gamble Co., Cincinnati, spon-sor of the daytime serial Ma Perkins. Asserting that the character of Ma Perkins has been built up to a high level of intelligence and is regarded by housewives everywhere as a specific person to be imitated, the plaintiff asks the court for an injunction to restrain the banking company from capitalizing on her reputation.

Arthur Dreisner, 25, active as a Portland (Ore.) Civic Theatre and KOIN radio station, died March 30 following an appendicitis operation.

Blocki Is Blair V.-P.

GALE BLOCKI Jr., since 1936 a member of the staff of John Blair & Company, has been elected a vice-president of the national station represen-tative firm, it was announced March 15 by Mr. Blair, president. Mr. Blocki is widely known in the advertising field, having been for four years on the staff of Good Housekeeping be-fore joining Blair and having previously served five years with the American Dog. He is a U of Chicago graduate, and has worked with Ewin, Wasey & Co. G. Logan Payne Co., Bauer & Black and General Outdoor Adv. Co. all in Chicago.

WPTI, Petersburg, Va., has appointed Associated Radio Sales as national rep-representatives.

Lucky Strike Winds Up Pickups at Army Camp

AMERICAN TOBACCO Co., New York, sponsor of Your Hit Parade heard for Lucky Strike cigarettes on CBS, Saturdays, 9-9:45 p.m., on April 6, will discontinue the portion of the program broadcast from the Army and Navy training camps. Thirteen camps have been visited in the past few weeks by the troops, featuring Jerry Lester as m.c., Dean Janis, Gall Gall, the magician, and a "name band of the week."

Beginning April 12, the entire program will originate from New York, with Mark Warnow's orchestra playing the top ten tunes of the week, and Barry Wood and Ben Wain as the featured vocalists. Lord & Thomas, New York, is the agency.

ENGINEERS at WOR, New York, are still devising microphones to fit special occasions, the latest being one surrounded with green shamrock nameplates for WOR's St. Patrick Day broadcasts March 17.
COLONEL B. J. PALMER, noted lecturer, author, and world-traveler—founder of Radio Station WOC and President of Central Broadcasting Co. (WHO).... Beginning his radio experimentation in Davenport in 1921, Colonel Palmer received an actual license for the call letters WOC in 1922—just three months after the granting of the first commercial license ever issued in America. Known everywhere as an authority on radio, Colonel Palmer's experience and ability have made WOC unapproachable in its own community.
WOC now brings a major network EXCLUSIVELY to Davenport, Moline and Rock Island!

On March 16, Station WOC went basic Blue. The Blue Network is now carrying *fifty-two major shows*. As present contracts are renewed, WOC will bring these outstanding attractions *exclusively* to the Tri-Cities, one of the richest industrial sections in the Middle West!

Thus WOC celebrates the *nineteenth anniversary* of its first license by giving an increased measure of service to its already intensely loyal public.

In bringing this new service to its listeners, WOC automatically becomes an even better buy for advertisers. One look at your market statistics—one look at your network map—*tells why*.

Let us send you the complete story of WOC and the Tri-City Market—the industrial center of Eastern Iowa and Western Illinois, where the per capita spending is 59% greater than the national average! Nearly 200 miles from the nearest major city, the Tri-Cities demand and *re-pay* intensive coverage—the kind of coverage you can get only with WOC! *Write us, or ask Free & Peters.*

*A few of the typical major shows now available exclusively through WOC in the Tri-Cities area:

| Ben Bernie | Just Plain Bill | Inner Sanctum |
| Metropolitan Opera | Fame and Fortune | Mysteries |
| Easy Aces | Death Valley Days | Madison Square Garden |
| Pot O' Gold | Mr. Keen | Fights |
| Breakfast Club | Farm and Home Hour | Club Matinee |
| | | John's Other Wife |

WOC for the TRI-CITIES

Moline . . . DAVENPORT . . . Rock Island

COL. B. J. PALMER, President . . . BURLY LOTTRIDGE, Manager
Hydra-Head

ONE OF OFFICIAL Washington's chief stocks in trade is to "view with alarm". To the broadcaster, the Capital City often has seemed a hydra-headed monster, belching forth one bit of bad tidings after another. That's the reason the NAB was reorganized three years ago and given a fourfold increased budget. It was revamped to absorb the Washington heat and protect the interests of the entire industry.

Today the outlook is still far from bright. A majority of the FCC appears headed toward assumption of jurisdiction over the business relationships of affiliated stations with their networks. Exclusive contracts and optioned time, as things now stand, are slated for the discard, if the regulators have their way. Trust-buster Thurman Arnold is flitting around the fringes of the broadcasting business, and it won't surprise radio folk on the Washington scene to see the Petrillo grand jury crusade become a sort of omnibus affair—with the networks, NAB and perhaps others in radio lumped in for a free-for-all.

Yet there is still a division in industry ranks. Two years ago there were those who espoused a Congressional review of the Communications Act of 1934, which actually contains provisions on broadcasting going back to the 1927 Act. Because of lack of unanimity, little support was forthcoming. The result was the FCC network-monopoly investigation, and the pending report that may mean the remaking of the whole commercial fabric of broadcasting. Rate regulation, "franchise" taxes on stations and far more rigid governmental supervision of the industry now appear in the offing.

All these dire things stem from interpretations of a statute that has not been reappraised by Congress in 14 years. But compare broadcasting of 14 years ago with the industry of today! The FCC set out to write regulations governing chain broadcasting under a one-line provision of the 1927 Act authorizing it to make such regulations. But, as we recall the Congressional debates, this provision was written only because at that time the engineers were talking about synchronization of stations to the point where a nationwide network might be possible on a single broadcast channel. The authors of the Act, Rep. Wallace H. White Jr. (now Senator) and Senator C. C. Dill, wanted to provide protection against such nationwide "monopolies". Synchronization fizzled. But the FCC, with its new personnel, continued in that language a mandate to take jurisdiction over the business of networks and affiliates, even though this same statute specifically describes broadcasting as different from a public utility-common carrier, subject to rate regulation.

Adding to the concern, not only in the industry but in Congress, is the appointment to the FCC of another official of a State regulatory agency dealing only with common carriers. Ray C. Wakefield, according to all reports, is an able and efficient man and has served on the California Railroad Commission with distinction since 1937. Yet the question has arisen in the minds of some members of the Senate Interstate Commerce Committee whether such an appointment does not tend to "pack" the FCC with men who have a public utility-common carrier concept. Some 90% of the FCC's time is devoted to broadcasting but there is only one man of seven on the FCC who has had any basic experience with that art and industry.

Senator White, still a close observer of radio, wants to introduce a bill to reorganize the FCC to spell out its functions. He plans to give the FCC, or its successor, clearly defined duties on network broadcasting, so that all guesswork on jurisdiction will be eliminated. We believe the industry, as a phalanx, should get behind such a legislative program at once.

Take a Hint...

LAST WEEK the FCC announced revision of the rule requiring a station break every 15 minutes when the announcement would interrupt a program of one half-hour duration or longer consisting of a single consecutive speech, play, religious service, symphony concert or operatic production".

Thus a law-enercusted Government regulatory agency has pointed the way to an industry which likes to consider itself the acme of modernity.

For well might some of broadcasting's sponsors—and they are conspicuous by the practice—revise their specifications that a commercial credit be inserted in the middle of their programs. This disregard of whether it interrupts a dramatic rendition or forces their high-priced commentator to back awkwardly out of his integrated script in favor of a personality boy with a punch in his voice.

Some programs, of course, lend themselves to a smoothly-handled middle "plug". But others such as news commentaries and closely-knit dramatic productions, do not. Nothing is quite so annoying as to have the continuity of an exciting drama or interesting news talk stopped cold in its tracks while a strange, unwelcome voice blares through the speaker with a blurb. One network commentator recently refused to renew his contract unless the middle commercial was eliminated. And only last week in these pages appeared the objections of Radiodramatist Oboler to the "plug" in the middle of his carefully planned scripts.

It is evident to many broadcasters that use of the middle commercial under these circumstances defeats its own purpose. Instead of building up audiences and making friends for the product, it works in reverse.

The whole question is one of good radio. In comedy programs the technique of kidding the sponsor, interwoven in the script, has proved highly successful because it is entertaining. Writers, agency directors, production men and, most of all, the sponsor himself should take into account the public's reaction and avoid the "middle plug" unless it is unobstrusive or breaks logically between acts. They might readily take a hint, in this instance, from the FCC.
JOHN K. MONTMEAT, of the CBS sales department, New York, on March 19 will report to Americas, Ga., for 30 days of training as a full-time employee thereafter to which he will be commissioned as a second lieutenant for three years active duty.

WILLIAM C. KOPLOVITZ, former assistant general counsel of the FCC, notary public in law firm of H. R. Robson & Koplovitz, Washington, has been engaged to be married to Miss Beatrice Rosenberg, daughter of Mr. and Mrs. I. Rosenberg, of Boston. The prospective bride is a graduate of Emmanuel College. The wedding will be in Boston on April 12.

AL HARRISON, sales manager of UP radio division, has returned to his desk after a month's illness.

WILLIAM NORTHROP ROBSON

THROUGHOUT his comparatively brief but meteoric career before and behind the microphone, William Northrop Robson Jr., newly-appointed radio director of Lennen & Mitchell, has put into practice the beliefs he preaches.

A strict adherent to the theory that radio is a young man's business, he has surrounded himself with a youthful personnel.

Bill is only 34. It is young as years go in the business world today, but behind him are eight years of varied radio experience. Dawn of 1933 found him living (existing would be a more accurate word) in Hollywood. He was a screen writer out of work. Worldly wealth totaled 25 cents. Bill pounded the pavements for three months job hunting. No luck. Finally he went on relief, drawing assistance from the Motion Picture Relief Fund to which he had contributed considerably during the hectic tenure as screen writer.

A young chap by name of Richard Diggs recommended Bill as writer on a special assignment to the late Don Lee, owner of Don Lee Broadcasting System, Los Angeles. That was March 10, 1933. It was a memorable date for young Robson, for then began his career in radio which since has been a steady upward climb. He handled various writing assignments at KJH, Los Angeles, the key station of Don Lee network, then affiliated with CBS. Most notable was the aviation drama, Conquerors of the Skies, which depicted lives of famous war-time fliers.

Robson believed radio writers could be producers as well. Three weeks after starting to work for Don Lee network, he sat in on a conference where possibilities of announcers and writers becoming producers were discussed. One executive, declaring the idea illogical, questioned Robson as to his ability to produce a program. Hesitating only slightly, the youth replied affirmatively. "All right," agreed the executive, "if you think you can write and produce, take a fling at it." Len Lennin, of the WABC, machine, was the producer. The production was a success.

His success as station producer cast a spotlight upon Bill. In November of 1933, he was made network producer of "Calling All Cars," a crime-doesn't-pay-drama, sponsored by Rio Grande Oil Co., on the Columbia-Don Lee network. For 146-weeks he successfully handled that assignment. To devote full time to program details, Bill resigned from Don Lee network and joined Hixson-O'Donnell Adv., Los Angeles agency, servicing the Rio Grande account.

In 1936 he accepted an offer from Stack-Goble Adv. Agency, Chicago, to direct the CBS program. Stack—Then & Now, sponsored by Sears, Roebuck & Co.

A turning point in his career came in March of 1937. Offered a position by CBS in New York at half the salary, Robson accepted. He felt there were greater opportunities in New York.

Soon he joined with Irving Reis in production of Columbia Workshop. When Reis left for Hollywood in December 1937, Robson took over reins. He continued as director of the program as well as other network shows until the summer of 1939, when signed by Rautrauff & Ryan to produce the weekly CBS Big Town series. That brought him back to Hollywood.

Successful production for one year led to and resulted in offer to join Lennen & Mitchell, with supervision over all sponsored programs originating from Hollywood. For nearly two months Robson continued to produce the weekly CBS "Flying Carpet" for Rutherglen Air Lines, Inc., in addition to three shows per week for his new affiliation.

In June, 1940, he resigned the former assignment to devote full time to Lennen & Mitchell duties, and within six months, in December, 1940, he was appointed national radio director of the agency, with headquarters in New York.

Born in Pittsburgh Oct. 8, 1906, he is the son of William Northrop Robson Sr., exploitation executive of Paramount Pictures. His father today is Registrar of Deeds for Pittsburgh. In 1923 he went to work as reporter on the Pittsburgh Gazette-Times, also a tending class at University of Pittsburgh.

In the fall of 1925 Bill was awarded a scholarship and went to Yale, where he worked his way through washing dishes, driving buses, and acting as a newspaper reporter. During his first year at Yale, he organized a dance band under banner of "Bill Robson and His Yale Music". He took the aggregation to Europe on three different occasions.

A member of Alpha Chi Rho, he was a classmate of Lanny Ross at Yale, and lived in the same house with Rudy Valley. While at Yale, Bill was active in the famous George Pierce Baker "47" Workshop. That training, he declares, was put to good use in later years when he became a radio producer. Six weeks before being graduated from college, he was signed to a writing-associate, assistant producer contract by Paramount Pictures. This brought him to Hollywood where his career actually began.

Bill designs his own clothes. Only recently he answered the need of designing a four-button, double-breasted suit which keeps the tie in place while working. Robson detests crowds. He likes to spend spare time alone, listening to his extensive album of records. He knows nothing of their mechanism, his hobby is automobiles. He likes to speed and usually drives a flaming red car. Next to motoring, Robson enjoys boating.

A bachelor, Bill is 6 feet tall. He weighs approximately 200 pounds, has blue eyes and dark brown hair. His bristling black mustache is a by-word in the industry.
DICE (Ky.) AIN'T LOADED FOR SALES!

We don't mean to belittle Dice (Ky.), but being short on purse power, Dice just ain't no sales natural! Whereas the Louisville Trading Area — with its buying double the rest of Kentucky combined — is one sweet answer to any sales manager's prayer! Without waste, WAVE an investment money market at lowest cost. Are you paying more, without getting much for it?

DEEMS TAYLOR, music commentator, composer and conductor of the Pops, has served 13 times for the Information Please board of experts, been named permanent understudy to Cliff- ton Fadiman as conductor of the program, sponsored by the American Tobacco Co., New York. Fadiman has missed only four broad casts since the program's premiere May 17, 1938.

JACK ANDERSON, citrus and win- ger propagator, has joined KGVL, Waco, Tex., as head of The Valley Farms Home, Agnes Ketchey, women's editor of the Waco News, recently started a quarter-hour six- day-a-week program for Clift's Gum. Dick St. John, formerly of KTSO, San Antonio, has been appointed to the announcing staff to replace Dick Harrell, who has entered the Army as a private despite the ten years of experience in the ROTO, CMT, and National Guard. Other recent ad- ditions at KGVL include: Betty Friesel, secretary; Ardis Young, receptionist; Rex Garrett, control board.

ROBERT REID, formerly associated with the Iacote Inc., Hollywood recording equipment manufacturers, has been appointed western sales manager of National Recording Supply Co., that city.

FRANCIS H. BROWN, Hollywood sales executive, has been appointed fac- tory representative of Federal Re- cording Co., New York, in the seven western States.

CAPT. H. M. TALBOT-LEHMANN, managing director of Radiovision Pty. Ltd., Sydney, after a brief business trip to the United States, returned leaving Los Angeles March 5 on the Monterey for Australia.

CLIFF ENGLE, of KPO-KKO, NBC stations in San Francisco, has been transferred to NBC, New York. Abbott Tansman has been moved from San Francisco to Hollywood. Grant Pollock has joined the radio division of BBDO, New York.

CLAUDE MAHONEY, formerly White House correspondent for the Wall Street Journal, and now a member of the editorial staff of the Wash- ington Evening Star, has been signed to do a three-weekly commentary on WRC, Washington. The series is sponsored by the Studebaker Corp.

PHILIP POLLARD, assistant program director, of WFBO, Greenville, S. C., joins the Army March 24. He is the second member of the WFBO staff to be inducted, Program Director Charles Batsen having been drafted last month.

Announcer's Goal

UNUSUAL TASKS are frequent for radio announcers, but seldom has one been called upon to tend goal for an American League Hockey team. However, such was the case in St. Louis on March 9, when "Bouncer" Taylor, KXOK hockey expert, was called from the mike to be goalie for the St. Louis Fly- ers against the Minneapolis Millers. Taylor, a former St. Louis hockey player and now sports announcer for KXOK, drew the substitute job after the regular goalie, Wood, was injured. Taylor kept the Millers scoreless for all but New minutes of the game, when one goal was put over. Incidentally, Taylor had never tended goal before.

BEHIND THE MIKE

NORMAN CORWIN, CBS producer and director, on April 27 will take over direction of original and adapted scripts for the Columbia Workshop programs, heard Sundays 8:30 p.m. eastern time, beginning with Heaven knows what, at the Beales Hoyt Theatre, and at 10:30 p.m. on CBS stations which broadcast the Hoyt programs.

JACK SHARPE, one-time musical di- rector of KTHS, Hot Springs, Ark., and former announcer and musical di- rector of WAXY, Houston, has been appointed musical director as well as or- ganist and pianist of KRIS, Corpus Christi.

RUTI LANDWEIR, known profession- ally as Ruth Landers, former women's program director of WTOL, To- ledo, has joined WAAT, Jersey City, as director of the new women's pro- gram on WAAT.

RAMSEY YELVINGTON, after a year of department store work, has been ap- pointed to the staff of KRIS, Corpus Christi, Tex.

EARLE HOTALING, announcer of WWVA, Lynchburg, Va., has returned after a three-month special assignment with WWMA, Washington.

JACK BOEDKER has joined the an- nouncing staff of WWL, New Orleans. Also to the New Or- leans sportswriter, has joined the public staff of WWL, New Orleans.

ALAN PERSHING DREBEN, an- nouncer of WEDO, Hackensack, N. J., has been called to service with the Army.

R. S. BOWEN, formerly of the con- tinuity department, has been shifted to the program department of KYUA, Prescott, Ariz. He recently became the father of a baby girl.

KAYE L. McAVOY, formerly of WKNE, Keene, N. H., has been made manager of WOP, Boston, Mass., and has been known to New England radio audiences variously as "Kaye Winter," of WOR, Boston, and "Ree Baxter" of WKNE. In another WOOP move, Morton Bissett becomes program director in charge of production.

ROBERT HIBBARD, of the WGN, Chicago, news staff, has been inducted into the Army. He is the station's first draftee, and the staff honored him with a farewell party.

DICK WYNDE, KSFO, San Francis- co announcer, for the third time in as many months has been signed to narrate a commercial moving picture. His latest is telling the story of the growing and canning of peas, for one of the world's largest canning concerns.

Certainly NOT THE BIGGEST

Probably not AMERICA'S BEST

But Positively —

A fine little station doing a swell job of getting big results.
LAWRENCE E. NEVILLE, continuity chief of KMOX, St. Louis, is conducting a courtship course at the Jefferson College of the local YMCA.

DELMAR BRADLEY, after an illness of five months, has returned to the WAPR, Birmingham, Ala., Model Electric Kitchen, as station hostess and commercial economist.

MR. AND MRS. MIKE CLARKE, both formerly of WGST, Atlanta, have joined the staff of WWI, New Orleans as announcer and traffic reflex respectively.

ALAN HALE, for five years baseball and sports announcer of WINS, Milwaukee, is now at WJJD, Chicago, in a similar capacity. Before leaving the Milwaukee station he was president, born a desk pen and pencil set by the staff.

AL KIMMEY, member of the WBWH- CBS, Chicago, studio orchestra, and Helen Birn of the WBMM accounting department, were married March 10 in Kansas City, Mo.

CORWIN RIDDELL, newscaster of WOAI, San Antonio, was honored in the Feb. 22 issue of Mexican magazine in his article on his popularity among Mexican listeners.

JIM RUSH has been promoted to director of transcription at WBL, New Orleans, succeeding Jack Kelly who left to join WGST, Atlanta.

JACK R. WAGNER, formerly production manager of KHUR, Watertown, Cal., and more recently at KQRO, San Angelo, Texas, has been engaged as assistant manager of WMJ, Chicago, in the staff.

LILLIAN PETERSON has been promoted to traffic manager of KELA, Centralia, Wash.

HOWARD PAUL KENT, formerly of WBIF, Bladensburg, N. Y., and Carl Raymond, from WMAS, Springfield, Mass., and WMAN, Manhasset, N. Y., have joined the announcing staff of WGY, Schenectady.

LESTER VAIL, of the NBC production division, has been engaged by the Theatre Guild, New York to direct Frederic March and Florence Eldridge in "Romeo and Juliet," a new play which will tour the country this spring and open on Broadway next fall.

RICHARD MCKELLEN, producer and writer, has joined CKWX, Vancouver, as continuity writer. Another newcomer to CKWX is Morris Macenchie, formerly of CJCA, Edmonton, assigned to the announcing staff.

NORMAN MORTON, assistant manager in charge of program production at CKWX, Vancouver, is the father of a 7-pound girl.

ARLEN MILLER, formerly of WR-OK, Oklahoma City, has been the announcing staff of WIBC, Indianapolis.

DON McCall, staff announcer for the past three years at WBC, Duluth, has been appointed program director.

VICTOR PERRIN, NBC Hollywood page, has been elevated to junior announcer.

NEWLY-APPOINTED woman's editor of WCLE, Cleveland, Etta Wilson, is another newspaper alumnus to join the ranks of radio commentators. Her mother was the editor of the weekly Summerfield News, and the daughter early decided that hers also was to be a newspaper career. After attending Beloit College, Sam Houston State Teachers College, and Rice Institute, graduating from the last-named, Miss Wilson worked briefly as a school teacher in Ohio and Texas. During the First World War she became news editor of the Houston Post, the head of the first all-woman copy desk on a metropolitan daily. She returned to Ohio in 1926 to become Woman's Page Editor of the Cleveland Press, and remained until 1939. She is a charter member of the Cleveland Women's Press Club and the Ohio Newspaper Women's Association.

WILLIE BURNS, Hollywood writer on the NBC Burns & Allen Show, is the father of a girl born March 6.

WENDELL WILLIAMS, NBC Western division continuity acceptance editor, Hollywood, is recovering from an appendix operation.

REID KILPATRICK, KJH, Hollywood, announcer, is the father of a baby born March 8.

WARREN HULL, Hollywood radio and film actor, has been assigned as announcer of the NBC Aces for Templeton Time sponsored by Miles Labs. (Alka-Seltzer), during its West Coast origin.

WHITEY FORD, as Duke of Paducah on the Brown & Williamson Tobacco Corp. program Plantation Party on NBC-Red, on March 12 left for Hollywood to make a picture at Republic studios. "Country Fair," which will star Lulu Belle & Scotty, is also to be filmed there. The show will be fed from Hollywood.

FRANK ROONE, new to radio, has joined WNLC, New London, Conn., as junior announcer.

STAN THOMPSON, formerly assistant program director and production head of CBS, Chicago, has been named production manager of WIRE, Indianapolis.

SCOTT DILWORTH, former announcer at station WCL, Joliet, Ill., has joined the staff of WBOX, Tuskegee, Ala., James Mitchell moved into Dilworth's spot at WCL, while Author Zapel has been taken on as a new announcer. All are recent students of the Columbia College of Drama & Radio in Chicago.

SHERMAN BOOEN, program director and announcer of KAYE, Albert Lea, Minn., has resigned to become news, sports and special events man at KDTH, new 1,000 watt at Dubuque, Iowa. Mr. Booen, who is also licensed amateur, has just completed a private flying course under the GAA.

VIRGINIA ANDERSON, of the KOA, Denver, traffic department, has announced her engagement to Joseph Monserud, engineer.

CHARLES ATCHISON, formerly of WCR, Columbus, Miss., and V. A. Coker, formerly of WOCV, Montgomery, Ala., have been added to the announcing staff of WDEP, Chattanooga.

Mary Ann Campbell, new to radio, has joined the continuity department.

MABLE MANKLE, producer and writer, has joined CKWX, Vancouver, as a new member of the announcing staff.

NORMAN MORTON, assistant manager in charge of program production at CKWX, Vancouver, is the father of a seven-pound girl.

AROLD HAUGHT, formerly with WPAN, Parkersburg, and WBRW, Waco, Texas, has joined the announcing staff of WGBR, Goldsboro, N. C., as a new announcer.

LESTER VAUCLER, of the NBC production division, has been engaged by the Theatre Guild, New York to direct Frederic March and Florence Eldridge in "Romeo and Juliet," a new play which will tour the country this spring and open on Broadway next fall.

CARL RAYMOND, formerly of WMAS, Springfield, Mass., and WMAN, Manhasset, N. Y., has joined the announcing staff of WVBK, Pittsfield, Mass.

GEORGE FAULDR, formerly of Erwin, N.C., and the new announcing staff of WMC, Memphis.

ARLEN MILLER, formerly of WR-OK, Oklahoma City, has been the announcing staff of WIBC, Indianapolis.

DON McCall, staff announcer for the past three years at WBC, Duluth, has been appointed program director.

VICTOR PERRIN, NBC Hollywood page, has been elevated to junior announcer.

MR. AND MRS. MIKE CLARKE, both formerly of WGST, Atlanta, have joined the staff of WWI, New Orleans as announcer and traffic reflex respectively.

ALAN HALE, for five years baseball and sports announcer of WINS, Milwaukee, is now at WJJD, Chicago, in a similar capacity. Before leaving the Milwaukee station he was president, born a desk pen and pencil set by the staff.

LILLIAN PETERSON has been promoted to traffic manager of KELA, Centralia, Wash.

HOWARD PAUL KENT, formerly of WBIF, Bladensburg, N. Y., and Carl Raymond, from WMAS, Springfield, Mass., and WMAN, Manhasset, N. Y., have joined the announcing staff of WGY, Schenectady.

LESTER VAIL, of the NBC production division, has been engaged by the Theatre Guild, New York to direct Frederic March and Florence Eldridge in "Romeo and Juliet," a new play which will tour the country this spring and open on Broadway next fall.

RICHARD MCKELLEN, producer and writer, has joined CKWX, Vancouver, as continuity writer. Another newcomer to CKWX is Morris Macenchie, formerly of CJCA, Edmonton, assigned to the announcing staff.

NORMAN MORTON, assistant manager in charge of program production at CKWX, Vancouver, is the father of a seven-pound girl.

AROLD HAUGHT, formerly with WPAN, Parkersburg, and WBRW, Waco, Texas, has joined the announcing staff of WGBR, Goldsboro, N. C., as a new announcer.

LESTER VAUCLER, of the NBC production division, has been engaged by the Theatre Guild, New York to direct Frederic March and Florence Eldridge in "Romeo and Juliet," a new play which will tour the country this spring and open on Broadway next fall.

CARL RAYMOND, formerly of WMAS, Springfield, Mass., and WMAN, Manhasset, N. Y., has joined the announcing staff of WVBK, Pittsfield, Mass.

GEORGE FAULDR, formerly of Erwin, N. C., and the new announcing staff of WMC, Memphis.

ARLEN MILLER, formerly of WR-OK, Oklahoma City, has been the announcing staff of WIBC, Indianapolis.

DON McCall, staff announcer for the past three years at WBC, Duluth, has been appointed program director.

VICTOR PERRIN, NBC Hollywood page, has been elevated to junior announcer.
Still, Small Voice

INSPIRED by acquisition of a new station wagon and remote equipment, the special events staff of KSFO, San Francisco, headed by R. W. Dumm, drove to Yosemite Valley to broadcast the Intercollegiate Ski Championship contests. The time for the races and jumps arrived. The KSFO-ans were all set with their new gadgets. Dumm started talking. But his voice never reached his audience. A young hurricane a few minutes before had torn down telephone wires.

‘Army Career’
(Continued from page 80)

with the individual to see just what lies ahead of him. In many cases he will be confused by misinformation or misdirection, but if he takes the initiative and tracks down the answers to particular problems on his own, he eventually finds them.

I found this to be true. Some of us have had previous military training, at school or college. Some even have qualified for reserve commissions, and many of these already have been called to active service. But for all of us who come under the selective service program, it has become increasingly important that we take it upon ourselves to find out all we can about just what makes the wheels go around.

Washingtonians have a great advantage over those living elsewhere. When we are confused, we inquire direct from the War Department or National Selective Service Headquarters. We have not looked for any special consideration, but we have earnestly sought for factual information. And we’ve learned a great deal of value to you—and to me, too.

Principally, we have discovered the usefulness of this independent personal inquiry just mentioned. Your local selective service board can tell you how the selective service system works—at least how it works on paper. A brief interview with your board chairman should give a pretty good general picture.

On the other hand, the board probably will not be able to give you much of a definite idea on just what Army life is like, what are the functions of the various branches of military service, what special activity you may be qualified for. That is an incidental job with them, and they’re too busy filling their quotas to study up on these matters.

If you get the chance to talk to some Army official and get an idea of the various branches of service, in case you want to state a preference. Tell him your aptitudes and experience (especially your radio background) and ask for an opinion on what sort of service you might do best.

You will find that a definite goal in your mind simplifies much of the confusion that’s bound to arise, although you can rest assured the effort will be to place you in a spot where your training and experience will do the most good. Common sense will justify any conflict in your information.

By the time you actually are ready to leave, you should know fairly definitely where you are to be sent, what you can and should take with you in the way of clothes and personal paraphernalia and who will be going with you.

Dolorous Diary

I mentioned that I was on a merry-go-round for a month. It was an interesting experience, and reading of it in detail may help some of you grab the brass ring. Here it is, day by day:

Feb. 5—My selective service questionnaire arrived, bringing with it no little consternation, since it came about six months before I expected, in the light of what appeared to be a relatively high national lottery number. It was a surprise to find that a national order number of 2,691 had become 359 in my local board area. But immediately the wheels started to roll.

My job was assured to me upon my return from service, and I began to ponder what might be happening a year later, when I got back from Fort Bliss, Tex. It appeared there would be no trouble in sub-

REUNION IN CAMP was held by KMOV when Announcer Bob Dunham traveled from St. Louis for a pickup from George Robinson, near Little Rock. Dunham unexpectedly encountered two KMOV staff members who were in the Army for a year. Here the soldiers face the KMOV mike. Left to right are Dunham; Private Edward Goldsmith, salesman; Sergeant-Major Judd Green, of the production staff.

Letters from Advertisers and Agencies—testifying to complete satisfaction and plus-service, cram the WSYR Files: Some tell us WSYR is "best in the East."

An H. C. Wilder Station Represented by Raymer

Page 34 - March 17, 1941
he called in several colleagues, all of whom took a discerning look, consulted the Army's handbook of physical requirements and finally agreed that I would have no trouble in passing the Army's examination. With this assurance about my only physical shortcoming, I rushed preparations for March 10. This time the apartment had been sublet for March 1 and books and clothes were being boxed for shipment and storage.

A False Alarm
Feb. 18—The chest X-ray and tuberculosis examination scheduled for today turned out to be false alarm. There was a long serpentine line of us—1 judge about 200—waiting in a little reception room, when attendants told us we'd have to come back Feb. 26. A few of the boys—carpenters' assistants and day laborers—protested because it meant they were giving up two half-day's pay instead of only one, and we could see their point. On Feb. 26 I went back. The actual examination finally lasted only a few minutes.

Feb. 24—Wondering just when I might leave, I called the local board's office. No official was there, but a secretary, after consulting her records, advised me that I could definitely count on at least a 10-day period between the time I was notified of my classification and the time of actual departure. She indicated this was provided by statute, and that the 10-day period was certain. So I waited quickly for the classification notice, counting on at least 10 days for last-minute preparations.

Feb. 28—The classification notice arrived—1-A, as expected.

March 1—Moving day, and right in the middle of the Saturday morning came a special delivery letter from the board office. I was to report for induction the following Tuesday at 7:45 a.m. A further surprise came upon phoning the board, when I was told the induction notice, and not the previous advice about the 10-day period, was to be believed. Protesting that I could not possibly wind up my affairs by Monday, I was referred to the district selective service headquarters. There was no great rush, they said, and finally my departure was postponed until March 10.

March 8—The members of our group of 10 selectees from my area met in the board's office. It was warm, pleasant, and in a short time we had learned each others' names. The board chairman gave us final instructions, revising them considerably after we pointed out that the induction procedure had been changed for the March 10 group. He hadn't been notified, so it wasn't his fault. But finally we straightened out all the details about where we were going and what civilian clothes we should take along.

March 10—Two or three old friends, among them a young Boston newspaper correspondent and

KFDM Names Lovan

Mr. Lovan

ESTABLISHMENT of a merchandising service and the naming of Ernest Lovan as merchandising manager have been announced by A. B. Locke, general manager of KFDM, Beaumont, Tex. The new department will function separately from other station activities and is dedicated solely to merchandising sponsorship programs. Mr. Lovan has been the Beaumont Enterprise & Journal as head of merchandising.

a fraternity brother, turned up at Washington's old National Guard Armory, along with myself and the other men from my area. There were 156 of us in all. Loaded into buses, we had a police escort to Baltimore where the Army's doctors were to give us our official physical examinations.

I put Washington out of mind for the time being, and, looking forward to two or three days at the induction center at Fort Lee, Va., and then a long Pullman ride to Fort Bliss. The examination was an interesting experience, efficiently handled. In good humor, we looked on it as a formality, since we were all good-sized, healthy-looking specimens.

About halfway through the examination the blow fell. They discovered that, after all, my ailment of infancy disqualified me! They said it was serious enough to defer me for active service until it could be corrected.

The decision stood! The excitement lasted from 7:15 a.m. until 4:33 P.M., when the B. & O. local left Baltimore for Washington; an officer gave me an order for six train tickets for the members of my group, and also gave each man a trolley ticket to take him home when he arrived.

As it turned out, 14 had been rejected out of the 158 sent for examination, I was told.

I imagine the others felt as foolish as I did the next morning when I walked back to my desk and typewriter, and ran home to have a good-by the day or two preceding.

We're

Overnight

from you

A recorded acetate, air-expressed to us, arrives overnight. We process and ship your sample pressing by air within 24 hours. It costs no more—it takes no longer to have Allied quality—recognized nationally since 1954 for superior Electrical Transcriptions and Phonograph Records. Next time try...

Presto Offers

a New 50 Watt

Recording Amplifier...

...and the first accurately calibrated recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, combined with the Presto 1-C cutting head, makes recordings identical in response to the finest commercial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthoacoustic or standard lateral settings of your reproducing equipment. A switch on the amplifier selects either of the two recording characteristics.

You'll hear a new quality in your recordings when you use this Presto equipment...a fuller, more natural bass...crisper, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below audibility. Output of the 88-A is 50 watts with 10% distortion. Gain is 85 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You'll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cuter can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

Canadian Distributor: Walter P. Downs, 2313 S. Catherine St. W., Montreal, P. O.

Chicago Rep., L. W. Bieler—Sound Sales Corp.

600 S. Michigan Ave. Phone Harrison 4240

PRESTO RECORDING CORPORATION

242 West 55th Street, New York, N. Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising March 17, 1941 • Page 35
Best Sales Week Enjoyed by WOR

Record for 19 Years Created By Early March Contracts

DURING the week March 3-8 WOR, New York, marked up its biggest sales week in 19 years with the signing of five new sponsors, renewals for three sponsors, three expansion contracts and the return of two sponsors.

Of the new sponsors, three are using radio for the first time. Rubber & Tire Co., Baltimore, Md., the Canajoharie (N. Y.) branch of the New York Rubber & Tire Co., has signed for an April 30th start. St. Regis Paper Co., Barre, Vt., and New York, has signed for a March 31st start. The third is the Great Northern Rail- way, Minneapolis, Minn., which has signed for a March 21st start.

Of the renewals, one is for a $10,000 increase in the contract. This is the case with the New York Daily News, which last year paid $10,000 for its daily spot announcements.

The three expansion contracts are the largest in the network. They include the New York World-Telegram, New York; the New York Sun, New York; and the New York Times, New York.

Another renewal is the contract for the New York Times, which is being increased from $10,000 to $15,000.

The contracts for the New York World-Telegram, New York Sun, and New York Times are for a period of six months from March 31st.

Renewals, Expansion

Other new WOR sponsors are California Prune & Apricot Growers Assn., San Jose, Cal., using weekly participations on the Dear John program and Life Savers Corp., Fort Worth, Texas, using participations on Here's Your Morgan six times weekly.

Renewals were signed by Peter Paul Inc., Brooklyn, Conn., for weather reports; Kerr Chieckes, Fitchtown, N. J., for thrice-weekly one-minute spot announcements; and Adler Shoes, New York, for Here's Your Morgan participation.

Expansions came from Zonite Products, New York, for Forhan's toothpaste, and R. E. Semler Inc., for its N. Y. City cigar program.


Returning to WOR were General Merchants, New York, for co-sponsorship with Lever Bros. Co. of baseball, and Brown & Williamson Tobacco Co., Louisville, to sponsor Wait Snyder's baseball high- lights. The programs follow broad- casts of the Brooklyn Dodgers games. Program heard for Wings and Avalon cigarettes was placed by Russel M. Seeds Co., Chicago.

American Can on MBS

AMERICAN CAN CO. New York, N. Y., April 15 will inaugurate a half-hour comedy-mystery dramatic series on 77 MBS stations. Programs, titled, The Green Hornet, will be heard in the interest of Keildgen beer cans on Mondays at 8-8:30 p.m. The drama is written by Martin Gosch and Howard Harris and are built around the adventures of Green Hornet, an amanuensis de- tective, as selected by Ryaan Young & Rubricam, New York, is agency.
LEO'S STORES, Cincinnati, (auto accessory dealer), is giving play-by-play descriptions via wire of the Cincinnati Reds spring training baseball games on WSAI, Cincinnati, Dewey Long, WSAI general manager, flew to New York to arrange with several sponsors of afternoon programs on the station to shift their broadcasts via transcription thus clearing time for the baseball broadcasts. Dick Brey, WSAI sportscaster, is handling the games with the assistance of Roger Baker. Contract was arranged by George F. Neustadt, WSAI sales staff, as part of a 52-week campaign.

ROUNDY, PECKHAM & DENTER Co., Milwaukee (wholesale grocers), on March 6 started a varying schedule of spot announcements promoting its canned goods, flour and coffee on WISN, WEMP, WTJZ, Milwaukee, and WBHI, Sheboygan, Wis. Contracts are for five weeks, and 101 announcements to be run from March 6 through May 20 and from Oct. 9 through Dec. 5. Agency is Hoffman & Yors, Milwaukee.


WALTER N. BOYSEN Co., Oakland, Cal. (paint and oil), on March 15 started a spring radio campaign in the San Francisco Bay area, using a series of spot announcements on KPO, KSFO, KFRC. Agency is Emil Reinhardt Adv. Agency, Oakland.

AXFO MFG. Co., Oakland, Cal. (Sunal-Foil), recently started a 52-week campaign, using announcements weekly on KPO and once weekly on KSFO, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

CALIFORNIA CHEMICAL SPRAY Corp., Richmond, Cal. (insecticides), on March 1 started a campaign using a series of spot announcements on KPO, San Francisco, and a weekly participation in Oak Shaknor's Garden Club of the Air on KECA, Los Angeles. Agency is Long Adv. Service, San Jose, Cal.


REID, MURDOCH & Co., Chicago (Monarch coffee), consistent users of radio, in a three-week series ending May 20, is sponsoring participation five times weekly in Mildred Van's House Party on KECA, Los Angeles. Firm also sponsors a weekly half-hour Man on the Street, on KFAO, that city. In addition, 35 spot announcements are used weekly on that station and 45 per week on KIEV, Glendale, Calif. W. B. Ross & Associates, Los Angeles, has the Coast account.

SEABOARD FINANCE Co., Los Angeles, to advertise opening of offices in Seattle is sponsoring nightly quarter-hour newscasts on KJR, as well as 70 time signal announcements weekly on KRCO, and 21 spot announcements per week on KIRO. For a similar event in Portland, the firm is using 75 time signal announcements on KVJ, and daily spots on KEX and KGW. As part of its California schedule, quarter-hour newscasts are being sponsored on three stations, KPO and KGO. Smith & Ball Adv., Los Angeles, has the account.

SCHABER CAFETERIA Co., Los Angeles, new to radio, is sponsoring an early morning Sunday newscast, Bob Garred Reporting, on KNX, Hollywood, Agency is W. Austin Campbell Co., Los Angeles.

DODGE DIVISION of Chrysler Corp., Chicago, on March 10 started a three-week 10-minute musical program The Old Refrain on WBIM, Chicago. Programs feature Fran Alson, vocalist, and Freddie Winther, musician. Agency is Ruthrauff & Ryan, Chicago.


WEDC, Chicago. On March 1 started a half-hour series in Mildred Van's House Party, using 101 announcements to be run from March 5 through May 20 and from Oct. 9 through Dec. 5. Agency is Hoffman & Yors, Milwaukee.

JOHN BLAIR & COMPANY announces the election of

GALE BLOCKI, Jr.

as Vice President

Mr. Blocki will continue to direct account-contact

in the Chicago office
Farm Population
(Continued from page 20)

riety of locations, ranging from isolated nonfarm homes in the open country to unincorporated areas suburban to a large city. Furthermore, as between one section of the country and another, this group is much less uniform in its general makeup than either the urban population or the rural-farm.

In some States the rural-nonfarm population consists mainly of the inhabitants of small manufacturing villages or of unincorporated suburban areas; in other States it may consist mainly of persons living in mining settlements; and in still other States, especially the agricultural States, it is made up largely of the inhabitants of small trade centers.

The rural-nonfarm population is sometimes referred to as the "village" population, though barely one-third of the 1940 total lived in the 13,000 odd rural incorporated places, and certainly not more than another third lived in unincorporated villages and unincorporated suburban areas.

The figures presented in the accompanying table for the total rural population are final figures based on the official count. The classification as farm or nonfarm is based on a preliminary tabulation of a 5% cross-section of the census returns, and is subject to slight change when the complete tabulations become available.

C. H. BAKER & Co., Los Angeles (chain shoe stores), in a 26-week campaign ending Sept. 20, is using live selling spot announcements weekly on KECA, that city. Firm also sponsors local participation in the Mutual Network program, "Prove It by Seeing," featuring Dorothy Thompson, as commentator, on KKHJ, Los Angeles. Sidney Garber, Ad agency, Los Angeles, has the account.

REAL ESTATE FOUNDATION, Los Angeles (business properties), with offices in 11 western States, and new to radio, in a 15-week test campaign starting March 9 is sponsoring a weekly quarter-hour economics talk, "Today's Business," on KMPC, Beverly Hills, Calif. Agency is Glasser-Alley & Co., Los Angeles. Fred Jones is account executive.
Al-haak, 'tis enough to make the Swami's head swim. He sees not one survey... but five! And, miracle of miracles, five surveys with but a single thought. Waka, such wonders come only with the grace of Allah.

Dear reader, would you, too, know the amazing truths that the Swami unfolds? Then gaze deeply...

Transcription Firm Survey: 1,000 national advertisers and agency executives 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 representative's ad was best read. Broadcasting tops again.*

Midwest Station Survey: Top-flight agency radio executives were 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 were 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 show you more, too.
**BIBLE PREMIUM SETS NEW HIGH IN RETURNS FOR RADIO ADVERTISER**

Pulls Box Tops by Thousands; Low 15c Cost Cited as Success Factor

No best seller—not even “Gone With the Wind”—ever approached the popularity of the Bible, which sells 12 million copies a year! More than one big radio advertiser has demonstrated that this popularity makes the Bible an ideal premium—universal.

**Types of Insurance Handled by Stations Are Analyzed in Survey Made for NAB**

**Horses Choices**

RODEO HORSES prefer BMI music to ASCAP tunes, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, and musical director of the 45th Southwest Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2¼-hour rodeo show, with their fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steers to all appearances were Tchaikovsky’s “Dance of the Flowers”, “Petit Jardin With the Light Brown Hair” and a swing version of “Little Brown Jug”.

**La Palina Spots**

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcastings of every-from-home games of both the Chicago Cubs and White Sox on WIND, Gary. Contracts were made for the preliminary summary, Chair- man Clark indicated that a meeting of the insurance committee has been tentatively set for March 24. The October questionnaire covered questions on 62 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen’s compensation to 1.2% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lightning insurance on all or a part of their WOAI, San Antonio; KTRH, Houston; and KARK, Fort Worth, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, and musical director of the 45th Southwest Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2¼-hour rodeo show, with their fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steers to all appearances were Tchaikovsky’s “Dance of the Flowers”, “Petit Jardin With the Light Brown Hair” and a swing version of “Little Brown Jug”.

**Dane Joins WMCA**

MAXWELL DANE, former promotion manager of Look magazine, New York, on March 13 joined WMCA, New York, as sales promotion manager. Mr. Dane was previously retail promotion manager for the New York Evening Journal, advertising manager of Stern’s Department Store, New York, and account executive with Dorland International, New York.

**Rit Placing in West**

RIT PRODUCTS Corp., Chicago (Tints & Dyes), on March 10 started a schedule of approximately thrice-daily one-minute transcribed announcements on KDYL, Salt Lake City, and KLO, Ogden, Utah. Stations will be added through the balance of March and during April as time becomes available. Announcements will be made during the week of March 10 on WDMX, San Antonio; KTRH, Houston; KPRC, Houston; WFAM, Dallas; and WBAP, Fort Worth. Contracts are for 13 weeks. Agency is Earl Ludgin Inc., Chicago.

**La Palina Spots**

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcastings of every-from-home games of both the Chicago Cubs and White Sox on WIND, Gary. Contracts were made for the preliminary summary, Chairman Clark indicated that a meeting of the insurance committee has been tentatively set for March 24. The October questionnaire covered questions on 62 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen’s compensation to 1.2% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lightning insurance on all or a part of their insurance. Included in the study were Kilroy, the Bible, which is frequently read, and NBC, the world’s largest radio network.

**Types of Insurance Handled by Stations Are Analyzed in Survey Made for NAB**

**Horses Choices**

RODEO HORSES prefer BMI music to ASCAP tunes, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, and musical director of the 45th Southwest Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2¼-hour rodeo show, with their fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steers to all appearances were Tchaikovsky’s “Dance of the Flowers”, “Petit Jardin With the Light Brown Hair” and a swing version of “Little Brown Jug”.

**La Palina Spots**

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcastings of every-from-home games of both the Chicago Cubs and White Sox on WIND, Gary. Contracts were made for the preliminary summary, Chairman Clark indicated that a meeting of the insurance committee has been tentatively set for March 24. The October questionnaire covered questions on 62 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen’s compensation to 1.2% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lightning insurance on all or a part of their insurance. Included in the study were Kilroy, the Bible, which is frequently read, and NBC, the world’s largest radio network.

**Types of Insurance Handled by Stations Are Analyzed in Survey Made for NAB**

**Horses Choices**

RODEO HORSES prefer BMI music to ASCAP tunes, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, and musical director of the 45th Southwest Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2¼-hour rodeo show, with their fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steers to all appearances were Tchaikovsky’s “Dance of the Flowers”, “Petit Jardin With the Light Brown Hair” and a swing version of “Little Brown Jug”.

**La Palina Spots**

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcastings of every-from-home games of both the Chicago Cubs and White Sox on WIND, Gary. Contracts were made for the preliminary summary, Chairman Clark indicated that a meeting of the insurance committee has been tentatively set for March 24. The October questionnaire covered questions on 62 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen’s compensation to 1.2% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lightning insurance on all or a part of their insurance. Included in the study were Kilroy, the Bible, which is frequently read, and NBC, the world’s largest radio network.

**Types of Insurance Handled by Stations Are Analyzed in Survey Made for NAB**

**Horses Choices**

RODEO HORSES prefer BMI music to ASCAP tunes, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, and musical director of the 45th Southwest Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2¼-hour rodeo show, with their fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steers to all appearances were Tchaikovsky’s “Dance of the Flowers”, “Petit Jardin With the Light Brown Hair” and a swing version of “Little Brown Jug”.

**La Palina Spots**

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcastings of every-from-home games of both the Chicago Cubs and White Sox on WIND, Gary. Contracts were made for the preliminary summary, Chairman Clark indicated that a meeting of the insurance committee has been tentatively set for March 24. The October questionnaire covered questions on 62 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen’s compensation to 1.2% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lightning insurance on all or a part of their insurance. Included in the study were Kilroy, the Bible, which is frequently read, and NBC, the world’s largest radio network.
Chairman Fly Impressed by Exhibits Seen During Tour

FOLLOWING a "most construc-
tive" two-day tour of the nation's
and television broadcast develop-
ments in Philadelphia and New York
March 6-7, the FCC has set the stage
for the March 20 hearing on proposed
rules and regulations for the new stan-
dards for commercial television.

Although only one appearance for
the proceeding was filed as Broadcast-
ing went to press the day before the
March 15 deadline —that of John W. VanAllen, coun-
sel for National Television System
Committee—it was expected the hearing
would be attended by represen-
tatives of all television manufac-
turers and broadcasters.

Fly Impressed

The March 20 hearing presages
the first move of the FCC to au-
thorize full-commercial operation of
television. Agenda of the proceed-
ing is built around the FCC's pro-
cessed rules and regulations and
standards of good engineering prac-
tice for both commercial and
experimental stations, announced Feb.
27 [Broadcasting, March 8].

The move toward authorization of
full-commercial operation of visual
broadcast service comes just a year
after the FCC's rescission of "lim-
ited commercial" authorization, March
23, 1940.

Commenting on the television
situation at his press conference
last Monday, FCC Chairman James
Lawrence Fly declared that the most
recent demonstrations witnessed by
FCC representatives on their latest
"television tour" were quite impres-
sive. Demonstrations included the
Telecolor synchronization pulse, DuMont de-
velopments on the tube color and
flicker problem, and Bell Labora-
tories' experiments on line struc-
ture ranging from 270 to 800 plus
lines.

Although he indicated there ap-
peared to be a definite trend toward
agreement in the industry on the
engineering problems of television,
which may mean a relatively brief
hearing, Chairman Fly cautioned that,
based on the FCC's previous experience, it is impossible to know how
this seeming agreement will register at the hearing.

More Magazine Spots

READER'S DIGEST Assn., Chappaqua, N. Y., after extensive an-
nouncement (January and February), is placing one-minute
disc announcements on 25 stations in
16 cities. The announcements will
start March 20, continuing for about
two weeks in order to promote the
April Reader's Digest.

Eight to 14 announcements will be
used on each station. The schedule
has not yet been completed. Agency
is BDDO, New York.

REP FIRM FOR CAMPUS OUTLETS

Rate Cards Set Up by Louis M. Block Jr. as College
One Lugners Increase

TO SOLICIT national advertising for one-shot collegiate stations
hearing the college campus, the Inter-
college Broadcast Station Representa-
tives, with offices at 507
Lawrence Fly declared
March
after
commercial
move
and
rules and regulations
full-commercial operation
the
manufacturers
- that
day before the March

for about

that

Pacific

rules and

Broadcasting.

Agenda
thorize

to

include

and

the

to

in

of

the

Broadcasting

of

the

that

the

for

for

and

five

was

on

two

was

to

hours

and

on

of

the

one-

the

to

in

of

the

by

the

in

the

for

the

in

of

the

and

to

in

the

the

the

for

the

 broadcasters.

Fly

The March 20 hearing presages
the first move of the FCC to au-
thorize full-commercial operation of
television. Agenda of the proceed-
ing is built around the FCC's pro-
cessed rules and regulations and
standards of good engineering prac-
tice for both commercial and
experimental stations, announced Feb.
27 [Broadcasting, March 8].

The move toward authorization of
full-commercial operation of visual
broadcast service comes just a year
after the FCC's rescission of "lim-
ited commercial" authorization, March
23, 1940.

Commenting on the television
situation at his press conference
last Monday, FCC Chairman James
Lawrence Fly declared that the most
recent demonstrations witnessed by
FCC representatives on their latest
"television tour" were quite impres-
sive. Demonstrations included the
Telecolor synchronization pulse, DuMont de-
velopments on the tube color and
flicker problem, and Bell Labora-
tories' experiments on line struc-
ture ranging from 270 to 800 plus
lines.

Although he indicated there ap-
peared to be a definite trend toward
agreement in the industry on the
engineering problems of television,
which may mean a relatively brief
hearing, Chairman Fly cautioned that,
based on the FCC's previous experience, it is impossible to know how
this seeming agreement will register at the hearing.

More Magazine Spots

READER'S DIGEST Assn., Chappaqua, N. Y., after extensive an-
nouncement (January and February), is placing one-minute
disc announcements on 25 stations in
16 cities. The announcements will
start March 20, continuing for about
two weeks in order to promote the
April Reader's Digest.

Eight to 14 announcements will be
used on each station. The schedule
has not yet been completed. Agency
is BDDO, New York.

REP FIRM FOR CAMPUS OUTLETS

Rate Cards Set Up by Louis M. Block Jr. as College
One Lugners Increase

TO SOLICIT national advertising for one-shot collegiate stations
hearing the college campus, the Inter-
college Broadcast Station Representa-
tives, with offices at 507
Lawrence Fly declared
March
after
commercial
move
and
rules and regulations
full-commercial operation
the
manufacturers
- that
day before the March

for about

that

Pacific

rules and

Broadcasting.

Agenda
thorize

to

include

and

the

Broadcasting.

A

of

the

to

in

for

on

two

was

on

of

the

in

the

for

the

in

the

by

the

in

the

for

the

in

the

the

for

the

in

the

the

for

the

broadcast

at

the

the

the

in

the

the

for

the

in

the

the

for

the

for

the

in

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the

for

the

in

the

the
NOW THEY LOOK LIKE THIS
(See page 14)

PHOTOGRAPHS ON PAGE 14 in same order (1 to r) show: (1) Lieut. Ewell Kirk Jett, chief engineer of the FCC, who entered the Navy in 1911 as an electrician, was warrant radio officer, 1917-19, serving as radio officer of the USS Seattle in 1917 when this picture was taken, rose to ensign, and retired as a lieutenant in 1929; (2) William E. (Bill) Drips, NBC director of agriculture, who during 1918 was a quartermaster in the Naval Reserve; (3) Stanley W. Barnett, manager of WOOD-WASH, Grand Rapids, a first class radio electrician, 1917-19, whose photograph was taken in 1918 aboard the armed transport SS Mahaska.

NBC's Color Television
NBC has confirmed a report that it recently broadcast a television program in color, using live talent for the program, but the network's television executives refused to disclose any details of the experimental telecast. CBS last year broadcast a film program in color and has more recently demonstrated color pickups of live talent with the pictures fed from the cameras to the receivers by cable, as opposed to CBS video transmitter-out-of-service while being re-equipped for broadcasting on its new channel.

WCOV Labor Order
NATIONAL LABOR Relations Board on March 11 announced a decision requiring Capital Broadcasting Co., operating WCOV, Montgomery, Ala., upon request to bargain collectively with Local 443 of International Brotherhood of Electrical Workers (AFL) as the sole bargaining agency for its radio engineers. The decision also required that the station renew the contract with back pay of three engineers and a woman clerical employee who, it was alleged, were unfairly discharged by C. W. Covington, president of the company, between Dec. 4, 1939, and Jan. 1, 1940, because of their union activities. The station also was ordered to cease interfering with collective bargaining rights of its employees in discouraging union membership.

Kolster Joins Finch
DR. FREDERICK A. KOLSTER, noted pioneer in the field of radio science, has joined Finch Telecommunications Inc., Passaic, N. J., as chief radio consultant, according to announcement March 12 by W. H. Finch, president. Dr. Kolster was wartime radio chief of the U. S. Bureau of Standards and invented the radio direction finder, among other devices. He has been making his home in Palo Alto, Cal.

FM STATION GRANT IN WINSTON-SALEM
CONSTRUCTION permit for a Class "C" FM station to serve portions of seven Southern States was granted March 19 to Gordon Gray, president of WSJS-FM, Winston-Salem, N. C., by the FCC. Simultaneously the Commission authorized developmental FM facilities to the Midland Broadcasting Co., licensee of KMBC, Kansas City.

The Winston-Salem authorization was for 44.1 mc. to cover 69,400 square miles embracing a 4,364,000 population. Service to approximately half of North and South Carolina and smaller portions of Virginia, West Virginia, Kentucky, Georgia and Tennessee will be possible by selection of an antenna site atop Cragins' Peak, 19 miles northeast of Asheville and one of the highest points east of the Rockies. A 200-foot tower will give the antenna an overall height of 0,975 feet above sea level.

The grant was the 43rd commercial authorization. The developmental FM station of KMBC will operate on 46.5 mc. with 1,500 watts. W7TNY, FM station of WOR, New York was also granted a modification of construction permit specifying new equipment and studio location.

Applications during the last week received by the FCC were from United Broadcasting Co., Cleveland (WHK-WELE), seeking an FM outlet on 48.5 mc. to serve 8,420 square miles and a population of 1,834,650, the Yankee Network, New York, requesting to change transmitter site in its original application; and from K45LA, FM affiliate of K4DL-FM, Los Angeles, seeking equipment and studio site changes.

Minit-Rub on 20
BRISTOL-MYERS Co., New York, is using one-minute spot announcements six times weekly for Minit-Rub on 20 stations. Young & Rubicam, New York, is agency.

REL
FM's Pioneer Manufacturer
Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered receiving signal? We've already done this a dozen times. There's a whole world of difference between designing, building, and finished operating equipment.

Do you want to go ahead with F.M.?—Then buy REL and go to it.
FRANK H. LEINERT, engineer of WBMB-CBS, Chicago, left March 10 for Camp Forrest, Tenn., where he will be in service for one year as a lieutenant in the 122d Field Artillery, Illinois National Guard. Engineers of WBMB-CBS presented Leinert with a wrist watch calibrated for an artillery officer at a farewell party held March 8 at the Maryland Hotel, Chicago.

R. J. ROCKWELL, chief engineer of the Crosley stations in Cincinnati, on March 4 was granted Patent No. 2,293,951 by the S. Patent Office, covering an amplifying system and process. He has assigned his rights to the Crosley Corp.

BURTON C. BOATRIGHT, chief engineer of KAND, Comiuna, Tex., has been transferred to KRLS, Corpus Christi, in the same capacity. Tom Hall has been named to the technical staff of KRLS, Seattle, Wash., succeeding Leo Moen, now with IBEW.

ED D'YACK, of Womanscuet, R., I., has replaced Jack Adams in the engineering department of WNLC New London, Conn.

CCIL BARTON, formerly of WTJS, Jackson, Tenn., has been named to the engineering staff of WDEF, Chattanooga.

LAWRENCE WALKER has been named to the engineering staff of WPID, Petersburg, Va., replacing Roy Bechtol, resigned.

CHARLES LEIMICH, engineer of KYW, Philadelphia, is seriously ill at Jewish Hospital.

Tom Razovich has joined the technical staff of KFRC, San Francisco.

Jim Lyman, NBC Hollywood recording chief, is the father of a boy born recently.

WPTF Repairs Damage

Damage to building and equipment of WPTF, Raleigh, N. C., resulting from the fire which broke out March 7 while engineers were conducting equipment tests on the 50 kw. Westinghouse transmitter, [Broadcasting, March 10], will not exceed $50,000 according to officials of the station. It is estimated eight to ten weeks will be required to return building and apparatus to its condition prior to the fire.

LOCAL telephone company in Columbus, Mo., is permitting KFRI to rubber stamp 7,000 billing envelopes to subscribers calling attention to the new frequency of the station effective March 29.

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

CROSLEY Corp., which operates WLW and WSAI as well as its big radio manufacturing plant in Cincinnati, has reported a net loss of $1,589,285 on 1940 operations of the parent company and all subsidiaries, compared with a 1939 net profit of $84,949.

First Office Romance at WJSV

Washington, March 17 in the marriage of Engineer Ralph Shultz and Helen Harper, secretary to General Manager A. D. Willard Jr. They planned a honeymoon trip to Fort Collins, Col., home town of the bridegroom. Miss Harper has resigned to take up housekeeping. Shultz was transferred last year from CBS Chicago to Washington.

Delaware Court Decides Radio Is Necessary to Modern Way of Living

Judge Henry Isaacs, in Municipal Court in Wilmington, Del., on March 7 held that the dispensing of news by either a newspaper or a radio station is a necessity of the modern day world and not in violation of the State's 200-year-old Sunday Blue Laws. The ruling was the result of a hearing at which violation of the Sunday blue laws was charged against J. Gordon Walsh, general manager of WDEL and WILM, and Harvey Smith, announcer.

Walsh and Smith were arrested the previous Sunday for broadcasting on the Sabbath as part of a campaign of the State Attorney General to force Delaware's Legislature to repeal the antiquated Blue Laws. The same evening the Legislature passed a new act setting up new regulations for the observance of the Sabbath, providing for local option.

In handing down his ruling, Judge Isaacs pointed out that at least 75% of the residents of Wilmington have radio receiving sets, which in this day have become a vital part of their every-day lives.

Prosecutor William Poole argued that when Walsh and Smith were arrested, the stations were operating intrastate and the religious sermons being broadcast at the time were disseminated within State boundaries. However, Albert Young, counsel for the station, maintained that both WDEL and WILM operate under a Federal license and any effort to control radio broadcasting by a local statute would be construed as an interference with interstate commerce.

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators... the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX VERTICAL RADIATORS
BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

March 17, 1941 • Page 43
FCC SUPPLY BILL
PASSED BY SENATE

ACCEPTING without amendment the provision of $4,259,729 for expanded FCC operations during fiscal year 1942, the Senate March 10 passed the Independent Offices Appropriation Bill. The appropriation measure, approved by the House Jan. 31, is expected to secure final approval in a few days after Senate and House conferees have adjusted differences.

The bill provides a record appropriation for FCC activities, stepped up substantially through national defense operations. Included in the $4,259,729 appropriation is $3,315,229 for salaries and expenses, $54,500 for printing and binding, and $1,900,000 for national defense activities. [Broadcasting, Jan. 13, Feb. 3]. Apart from a $500 decrease in the printing and binding item, all other FCC operations will get increased funds. The salaries and expenses item represents an increase of $188,888, indicating that emphasis will be on increased action during 1942.

Gammons Reelected

EARL H. GAMMONS, general manager of WCCO, Minneapolis, was unanimously reelected director of the NAB for the 11th district, comprising Minnesota, North Dakota and South Dakota, at a meeting in Minneapolis last Friday. The meeting also unanimously resolved in favor of continuance of Broadcast Music Inc.

PROUD PAPA of an 8-pound girl born recently, Herb Howard, production manager of WNAX, Yankton, S. D., found these reminiscences from the staff when he returned to his desk. Strung along the clothesline at right are cardboard cutouts of various infant garments bearing the opposite legend, "Welcome Back Daddy Howard!"

Wave of Crackdowns Foreseen

(Continued from page 9)

limit the FCC authority in connection with network operations, it is logically assumed that Congress would take cognizance of the Supreme Court mandate in the Sandrers free-competition case, decided last year, in which it ruled that the FCC has no jurisdiction over business aspects of broadcasting. The precise language used by the court, might conceivably be included in any revision of the statute. The court, in the opinion handed down March 29, 1940, held "the commission is given no supervisory control of the programs, of business management or of policy."

Anti-Leak Crusade

The FCC began its formal consideration of the Network Monopoly Report March 10 and held another session March 13. It did not get very far, however. That a tense situation has developed, was evidenced in a new crusade against "leaks," following publication of news stories [Broadcasting, March 3, 10] speculating on the content of the ponderous document.

As now written, the report would ban exclusive network affiliation contracts, option time arrangements and restrict network operation of stations as well as impose other restraints on business aspects of the industry through individual station licensees rather than on the networks themselves. The FCC majority is taking the position that the Communications Act confers upon it this jurisdiction, in the face of contrary views of practically all industry elements except MBS.

It is quite apparent there will be a minority report, particularly if the FCC majority votes to kill exclusive contracts and option time. Commissioners Craven and Case have taken a rather positive stand against the indicated majority view supporting drastic regulation of the contractual relationships of affiliates with the networks.

The Commission is sandwiching in consideration of the monopoly report between meetings and other activities. Several weeks are expected to elapse before the final majority document is approved. Should there be sufficient concessions on the more important phases a unanimous report is possible, but this is deemed unlikely at this writing.

With hearings on proposed new commercial television rules scheduled for March 20 and destined to run several days, it is expected the FCC will not have an opportunity to "edit" the monopoly report for some time. It will meet on it again March 17. Regular Commission meetings will be held the following two days, blocking out that time also.

Franchise Taxes

Totally aside from the network-affiliate contractual considerations, the monopoly report draft suggests franchise taxes on broadcast stations—a perennial since the early days of radio regulation. The topic was revived during consideration of the FCC appropriation for the 1942 fiscal year before the House Appropriations Subcommittee. Studies have been made, it is understood, on possible assessment of a tax of 1% on the gross income of stations; a sliding scale of 3 to 5% on net income of stations to apply to local, regional and clear-channel stations respectively, and the much-discussed wage tax again considered.

With the broadcasting industry averaging earnings of 10% for all classifications, and with the Government seeking means of tapping new sources of revenue to defray national defense costs, the more ardent anti-commercial broadcasting forces have been advocating such a special franchise tax. But they have never been able to answer effectively the argument against discriminatory taxation not horizontally applicable to all licensees of the Government.

The pending report is a vastly different document from that proposed by the Network Monopoly Committee and released last June 12. The law department has drafted it in conformity with an outline approved by the FCC. Among other things, it would supplant existing long-term affiliation contracts, usually running five years, with a one-year limitation, corresponding to the life of the station's license. Option time requirements, under it, would be knocked out entirely as a means of providing "free competition" among the networks.

In the two sessions thus far held on the report, only about one-fifth of the 140-page draft has been reviewed. Another installment,
however, is yet to be submitted by the Law Department, dealing with legislation. None of the important controversial matters has been considered, but the discussion nevertheless has been spirited.

The White House?

Though remote, there is the possibility of a restraining hand from the White House. The President is intensely interested in broadcasting. In these times, it is presumed, he would be inclined to urge caution. NBC, CBS and Independent Radio Network have long drawn-out proceedings repeatedly contended that a report of the nature espoused by the majority would spell the doom of commercial radio as it exists today.

It is regarded as obvious that such an eventuality would not go unnoticed insofar as the White House is concerned, and that before any conclusive action is taken, the proposed report will be scrutinized in the President's behalf.

While the Division of Anti-Trust has been gathering data for its grand jury proceedings against AFM President Petrillo, no announcement has been made by Mr. Arnold's office. Victor O. Waters, who handled the ASCAP-BMI proceedings, resulting in consent decrees, has been assigned to this case, as well as a study of the network monopoly proceedings, to explore possible anti-trust violations. He is handling loose ends on the ASCAP matter and is not expected to begin formal proceedings against Petrillo until next week.

The Department of Justice in its Feb. 28 announcement mentioned the broadcasting industry along with Petrillo as under scrutiny in connection with dealings with solo artists. Thus far, it is understood, no procedure has been agreed upon but there is sufficient talk to indicate that when the direct attack will be upon Petrillo's mailed list rule of the musicians' realm, the networks and other radio participants will not be overlooked insofar as consent decrees are concerned.

No definite date has yet been set for the convening of a grand jury. The precise locale also is in doubt. Some large city, in which the major artists regularly perform, such as Philadelphia, Los Angeles, or Detroit, may be selected for the grand jury inquiry.

Clear Channels

Now that the FCC has its full membership, it may essay to act on several other "burning issues" which have long confronted it, such as redefinition of clear channels, and newspaper and multiple ownership of stations. These are not destined to come, however, until both the monopoly report and the commercial television issues have been disposed of. Several FCC members, notably Commissioners Walkener, Thompson and Payne, are believed to be chafing to get at the clear-channel breakdown, as well as the newspaper and multiple ownership issues.

Chairman Fly has ordered what

MEMORIAL TO MARCONI
Capital Shaft to Pay Respect

To Radio Inventor

A MEMORIAL to Guglielmo Marconi, will be built in Washington and unveiled sometime in May, according to the office of National Capital Parks headed by Secretary Gibbs.

Funds for the memorial were gathered under the auspices of the Marconi Memorial Foundation Inc., which is associated with the Veterans Wireless Operators Assn. Head of the Foundation is Generose Pope, whose paper, "Il Progresso," began campaigning for funds immediately after Marconi's death in 1937. About $35,000 was raised.

The memorial will consist of a granite base of two pedestals, one larger than the other. Atop the smaller, which is 3 feet high, will rest a bronze bust of the inventor 3 feet and 8 inches in height. Surrounding the larger pedestal will be the bronze figure of woman, which will be 9 feet higher than the top of the base on which it rests. Sculptor of the new memorial is Attilio Piccarilli.

has been described as a "cow country" survey to ascertain, without regard to economic considerations, how high-powered stations might best be located to saturate rural and remote areas. This study now is being made by the Engineering Department, it is understood.

If new legislation directed toward a reorganization of the Commission makes any headway, the FCC majorities might consider reinstatement of the division form of operation.

Three years ago the original division setup, under which two commissions each with divisions for broadcasting, telephone and telegraph, with the chairman serving as ex-officio on each division, was abolished.

Now all seven members sit on all matters, but broadcasting consumes an estimated 60% of the Commission's time. Such a development would not surprise observers.

MEMORIAL TO JOSEPH TETLEY

Capital Shaft to Pay Respect

To Radio Inventor

A MEMORIAL to Joseph Tetley & Co., New York (Tetley's Tea) has started "Mystery Chef," a quarter-hour transcribed domestic science series on WEAF, New York; KYW, Philadelphia, and KDKA, Pittsburgh. Program will be heard three weeks on each station. Maxon Inc., New York, is agency.

Gets Interest in WJBC

THE PARTNERSHIP of Mr. and Mrs. Arthur Malcolm McGregor, owners of WJBC, Bloomington, Ill., has agreed to turn over one-third interest in the station as a "gift" to Hugh Gately. WJBC sales manager for the last seven years. Authority to transfer interest in the station, a 250-watt outlet on 1200 kc., is being sought from the FCC.

MAJ. EDNEY RIDGE, operator of WBIG, Greensboro, N. C., is to be associated as vice-president of the new Southern Publishers, which on April 4 will begin publication of The Democrat, a North Carolina weekly. With Maj. Ridge in the new enterprise is Enoch Price, well-known Carolinian newspaperman, who will be president and Harry Stanley, of Greensboro, who will serve as secretary-treasurer of the new weekly. Special attention to radio news will be given in The Democrat, an unusual policy for a North Carolina newspaper.

AEROGRAM Corp., Hollywood transcription unit, has discontinued operation.
Gordon Joins Agency

JOHN GORDON, Chicago manager of Tom Fidell Inc., national public- 
ity firm, on March 17 joined needham, Louis & Brainy, Chi- 
cago, as radio di-
rector. Before joining the 
dale organization Mr. Gordon was for eight years with Everhart & 
Ryan, New York, in the radio de-
partment where he was a director.

ON DUTY IN ENGLAND

Canada Compiles List of—
Radio Men Abroad—

FOR A PLANNED program to be 
given in Great Britain by former 
members of the staffs of Canadian 
broadcasting stations, the station 
relations department of the Cana-
nadian Broadcasting Corp. has been 
collating a list of these men now 
on duty "somewhere in England." 
Practically all Canadian stations 
have replied to the questionnaire, 
and the following is a list of men 
on active service across the 
Atlantic. In addition there are 
many more on active service or in 
training in Canada.

Leahy Joins Udall

W. VINCENT LEAHY, formerly 
advancing manager of Susman, 
Wormer & Co., extensive user of 
radio time, has joined Fletcher 
Edward E. Uhrich has been ap-
pointed radio director of the agency 
and Willard Anderson advanced to 
the post of art director and produc-
tion manager. Grace Enoch was 
appointed head of the research de-
partment. The Udall agency re-
cently moved into new quarters at 
111 Sutter St., San Francisco.

J-WT Merger

CORPORATE existence of the 
York, which handles financial ac-
counts exclusively, has been dis-
solved by a merger with the parent 
company, the J. Walter Thompson 
Co., New York. The legal dissolu-
tion was a mere formality, it was 
explained, since both agencies had 
been operating as one organization 
for quite some time. No change in 
personnel is anticipated, according to 
gency officials.

Wilbur B. Rutherf

WILBUR BARLOW ruth-
RAUFF, vice-president of Ruth-
rauff & Ryan, died March 13 at 
his home in Camden, S.C., fol-
lowing a brief illness. He was 64. A 
native of Toledo, Mr. Rutherf 
rauff prepared for college in New York, 
and attended the Sheffield Scientific 
School of Yale. In 1912, with Fred-
wick B. Ryan, he founded the Ruth-
rauff & Ryan agency. He leaves a 
widow, son and daughter.
The Other Fellow's VIEWPOINT

Another Slant

EDITOR, BROADCASTING: I believe your editorial in Feb. 3 issue of BROADCASTING, under the heading "The Wrong Slant" took the wrong slant entirely on the exercise of Associated Press into the radio news field.

First, the writer jumped on the term "salvage operations" as an insult to radio when the term was used merely to define an operation within an association which is primarily a news-gathering and disseminating organization. The word "salvage" in this instance merely meant the turning into cash of services which if not utilized would mean a loss.

Secondly, the innuendo that the decision to enter radio was forced by the threat of "extras" is 100 percent wrong. The Associated Press has carried its members through the past 30 years, admittedly the most tumultuous in recent history, with no increase in assessments. I challenge you to name another member organization in this country which can show a similar record.

Third, AP's by-product operations have already given the newspapers wirephoto. The PA operations might result in FM transmission of news at 700 words a minute and at lower costs than the present services.

As to the "crack" it took at its competitors back in 1938 for selling to radio, remember that that fight was in the news gathering organizations' own back yard. In the recent fight between ASCAP and BMI, I believe that AP covered the fracas with usual complete umbias. I believe it set a good example for us in radio to follow instead of shouting "glory be" when newspapers found out. Some where in the not distant future, with the advent of FM, we're going to see a few of our independents fall by the wayside. When that day comes, I know that AP will report it as news and not as an editorial.

I've been handling radio news for the past 12 years and I'm hanging out the "welcome" sign to PA, with no reservations.

Mac McMahani, Alameda, Cal. Feb. 21

First edition of the BMI Hymnal has been completely sold out and a second printing ordered. BMI has announced. Two editions will be issued, a fine cloth and a paper-covered edition.

LISTENING = DELIVERY x PROGRAM

To the Editor of Broadcasting:

The printer got things slightly mixed in the advertisement headed "An Open Letter to Network Executives," appearing on page 47 of your March 3rd, 1941 issue. By lifting the first line of the succeeding paragraph, the following statement appeared in the second column:

"Listeners studies also enhance physical delivery and program acceptability."

Nothing could be further from the truth. Listeners are becoming increasingly annoyed by telephone questionnaires and such studies certainly do not improve physical delivery.

The following is the text which was submitted for publication:

"Listening is the product of physical delivery and program acceptability. No amount of listening statistics, the product of coverage and program value, establishes the magnitude of either quantity alone where both are variables. If the program warrant it, the listener will tolerate severe physical inferiority and coverage insufficiency but he may not regularly use that service for more than one program."

I will appreciate your publication of this statement in order to correct any misimpressions which may have been created.

Very truly yours,

(signed) EDGAR FELIX,
Director, Radio Coverage Reports
SONGWRITERS SEEK COLOSSAL DAMAGES

ACTION has been started in New York Supreme Court in the damage suit for $1,217,500 brought by 14 songwriters against NBC, CBS, BMI, the NAB and a number of directors of each company. Sums have been served on the defendants, according to Robert Daru of Daru & Winters, the plaintiffs' attorney, but the complaint has not yet been filed.

Suit arises from the petition filed with the FCC Feb. 10 [Broadcasting, Feb. 17], in which 13 composers of popular music, all ASCAP members but one, charged the three networks and their affiliate stations with "using intimidation, coercion and boycott tactics and abusing the rights given in their licenses to force ASCAP music from the air." The $1,217,500 sued for represents the aggregate amount of the damages sought individually by the 14 songwriters. No further details on the suit will be available until the complaint is filed, Mr. Daru said.

Songwriter bringing suit who was not included in the list of those signing the FCC petition is George Whiting.

BMI Buys Harvard Tunes

BROADCAST MUSIC INC. has signed a publication contract with the Hearty Pudding Co., which owns all BMI songs in the club's 60th annual musical production titled "One on the House," which opens in Cambridge, Mass., this week and then goes on its annual Easter vacation tour. Songs are "Dreaming," "If I'm Not in the Mood" and the title "One on the House," as written by Robert H. Coleman, Phil Kadison and Sherwood Rolls.

NAB Board Plans ASCAP Session

Continued from page 13

board for next Monday, March 17, in New York to consider the whole problem.

"As members of the board will assemble here from all parts of the country, I have also told Mr. Buck that I think it important that he get into concrete form the alternative bases of licensing which the Society is prepared to offer to broadcasters so that they can be considered in general terms by the members of our board at their meeting."

United Front

In addition to explaining the purpose of the NAB board meeting this statement also dispelled rumors of a "break in the united front" of the broadcasters which had arisen when it was learned that MBS had informed ASCAP that NAB was not authorized to make a deal for Mutual with ASCAP. The first reaction, that Mutual was about to "make a private settlement" and "get the jump" on the other networks, was further nullified by the later information that the MBS letter was written in response to an inquiry from ASCAP which had also been sent to the other networks. Although no comments could be obtained from NBC or CBS executives, it was reliably learned that neither of these networks planned to answer ASCAP until after the NAB board meeting.

The Mutual letter, written by Alfred J. McCosker, chairman of the board, said in part: "The NAB board cannot negotiate on behalf of the owners of MBS or its stockholders individually."

The latter also explained the unique make-up of the Mutual organization as a non-profit network which is owned and operated by a group of stations who control its policies, instead of it controlling the policies of its stations. Copies of the letter were sent to MBS stockholders and to NAB as a matter of course, it was stated.

Mutual Meeting

Fred Weber, general manager of MBS, said he was planning to call a board meeting for March 21 to determine the wishes of the network's stockholders (who are also its board members) in dealing with ASCAP. The board must decide whether the matter should be one of group action or handled through individual negotiations for all MBS stations, or whether each station should conduct its own negotiations as an individual broadcaster. Mr. Weber denied reports that he had met with ASCAP executives and said he had no plans for any such meeting until the Mutual board has met and expressed its decision.

Before the ASCAP board members and executives left New York for Milwaukee, it was disclosed the officers of the Society had voluntarily accepted lower pay. Reduced Mr. Buck's income as president from $50,000 to $35,000 annually and that of E. C. Mills, chairman of the administrative committee, in identical fashion. John G. Paine, general manager, likewise reduced his salary from $27,500 to $24,700.

Distribution of ASCAP revenue in April will not be affected by the absence of ASCAP music from the networks and most stations since Jan. 1, it was said, since this payment to members covers the last quarter of 1940. The July payment, covering the first quarter of 1941, will, however, reflect the loss of the radio revenue in the incomes of the ASCAP members.

The outcome of the ASCAP-radio controversy, James Rostover Productions is cutting two radio exploitation transmissions for the film, "Pot O'Gold." One will adopt three BMI songs, "Pete the Piper" and "Caballero From Broadway," both written by Henry Rubenstein; the other, "What's a Cookin'?, also from the pen of Russell and Lou Forbes.

Jack Benny Holds Net Time Control

Comedian Signs Renewal but Sponsor Makes Concessions

AFTER considering several agency offers, Jack Benny will continue under General Foods Corp. (Jell-O) sponsorship, having renewed his contract for 56 weeks without usual option provisions [Broadcasting, March 10].

Renewal is effective Oct. 5 with a substantial salary increase for the weekly package show. Transaction is believed without precedent in radio history as Benny will take over control of the Sunday night half-hour spot on the NBC Red network at expiration of his new contract signed with General Foods.

The firm at that time will relinquish all control of the basic 7-7:30 p.m. (EST), network time in favor of Benny whether or not he continues his ownership.

Furthermore, under the new agreement Benny, at his own discretion, can discontinue the West Coast repeat broadcast. For some time he has wanted to eliminate the repeats. The firm both General Foods and NBC opposed his wishes.

Benny's current series ends June 1. When he resumes on the network following a 17-week summer vacation, the repeat broadcast will be transcribed.

Another clause in the contract provides that the comedian may be absent from the program four times during the series. The layoffs will be spaced throughout the season, it is understood, and will not be taken consecutively.

Tom Harrington, New York vice-president and radio director of Young & Rubicam, who conducted the General Foods negotiations, has returned to his Florida vacation, interrupted by the spirited agency bidding for Benny's services.

MacDonald Asst. NBC Treasurer

JOHN MacDONALD, business manager of NBC Radio-Recording Division, has been elected assistant treasurer of NBC by the network's board of directors. Following a meeting no March 7, Mr. MacDonald will assume the duties as treasurer and vice-president. He is a labor matter and will be responsible for the supervision and control of expenses in the departmental operations of the company in cooperation with the various department heads. Replacing Mr. MacDonald in the Radio-Recording Division is Robert M. Morris, NBC development engineer.

Pending outcome of negotiations with directors, the "I Love Lucy" plans to extend its "good will" activities on the West Coast, and has lined up a series of speaking engagements for its members. Included are the Rotary and Kiwanis clubs, chambers of commerce, and so on.
MOSS AND BROGAN
APPOINTED BY INS

WALTER E. MOSS, for the past seven years sales manager of International News Service, has been appointed general business manager effective March 17, to Joseph V. Connolly, INS presi-

Mr. Moss Mr. Brogan
dent. Sales activities will be taken on that date by John A. Bro-
gan, formerly director of for-
eign sales for King Features Synd-
icate.

Mr. Moss broke into the press association business as secretary to Roy Howard, head of United Press, joining INS as a member of the sales department in 1917. He was assistant sales manager of King Features before becoming sales manager of INS May 1, 1934. In the latter capacity Mr. Moss has directed the sale of news to radio stations for his organization.

Mr. Brogan joined INS and KFS as a salesman in 1920 and served as assistant sales manager of KFS before taking charge of its foreign sales activities.

Nine Added to INS Staff,
According to Connolly
NINE REPORTERS and feature writers have recently been added to the staff of International News Service, according to Joseph V. Connolly, INS president.

They include Earl Reeves, editor, correspondent, formerly with Hearst Newspapers, who has been made chief of the INS London staff; Rear Admiral Clark Howell Woodward, who will contribute a regular feature on naval strategy in the war; James Conzelman, writer and baseball coach; Lee Carson, feature writer of the Chicago Times, assigned to the INS Washington staff; Anthony Billingham, former New York Times correspondent in China, assigned to the INS London staff; Capt. John H. Craige, military analyst, who will do a daily review of the war's military developments; Margaret Lane, novelist and reporter, now with the INS Irish staff; Hugo Speck, signed to the Sofia, Bulgaria, staff of the news service, and Calvin Crichton, Far Eastern reporter, now working out of Saigon for INS.

Fleer Gum Spots
FRANK H. FLEER Corp., Phila-
delphia, has started one-minute spot announcements for Bubble Bubble gum 6 to 12 times weekly on KIEM KDB KPEL WBCD WIBA WBEN WEBR KVCO WFBF WBAL KFIR. In addition, company is sponsoring Down Winslow of the Navy, a quarter-hourer transmitted children's serial, five times weekly on WBG-WBZA, Bos-
ton; WVL New Orleans; WFL, Philadelphia; KST, St. Paul; KPRC, Houston; KOVC Valley City, N. D. N. W. Ayer & Son, New York, is agency.

Network Accounts
All time EST unless otherwise indicated.

New Business

CUDAHY PACKING Co., Chicago (Old Dutch Recipes), on March 24 resumes Bachelor's Children on 54 NBC-Red stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: BlackettSample-Hummers, Chicago.

AMERICAN CAR Co., New York (Neglected beer coors), on April 7 starts The Amazing Mr. Smith on 77 MBS stations, Mon. 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

PEPSI-COLA Co., Long Island City, N. Y., (beverage), on April 28 stars The Nickel Man on 135 NBC-Blue stations, Mon. thru Fri., 9-9:30 p.m. Agency: Newell-Emmett Co., N. Y.

Renewal Accounts

WHITE LABS, New York (Feena-
mint), on March 30 renew for 13 weeks Double or Nothing on 117 MBS stations, Sun., 6-6:30 p.m. Agency: Wm. Esty & Co., N. Y.

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., on March 31 renew for 26 weeks Cavalcade of America on 55 NBC-Red stations and shifts the program from Wed., 7:30-8 p.m. to Mon., 7:30-8 p.m. Agency: BBDO, N. Y.

Network Changes


LEVER BROS. Co., Cambridge (Life-
booy soap), on March 26 adds 8 sta-
tions to Mr. Week, making a total of 72 CBS stations, Wed., 7:30-8 p.m. Agency: William Esty & Co., N. Y.

Checking Service

A. S. FOSTER, former manager of WEW, St. Louis, and previously business manager of WNL, New Orleans, is manager of the newly-organized National Radio Checking Service, St. Louis, and not George S. Foster as erroneously reported in BROADCASTING March 10. The service provides complete reports to sponsors on their advertising as presented by stations.

KOCY, Oklahoma City, Fulltime MBS Station

KOCY, Oklahoma City, on April 27 will join MBS as the network's first fulltime affiliate in that city, KTOP continuing its affiliation on the same date. KOCY operates on 1310 kc., with 520 watts.

KWLM, Willmar, Minn., owned by the Lakeland Broadcasting Co., on March 24 joins MBS, at the same time becoming an affiliate of the North Central Broadcasting System. The station operates on 1510 kc., 100 watts. When WALB, Albany, Ga., starts operations March 29 on 1630 kc., 1,000 watts unlimited time, it also will become an MBS station, bringing the total for Mutual affiliates to 177. WALB is operated by the Albany Herald.

Dowling Leatherwood

DEATH last week of Dowling Leath-
ering, 27, assistant professor of jour-
nalism at Emory U., ended a success-
ful radio-education tieup that had existed between his radio classes and WSB, Atlanta. Author of one of the first textbooks on radio journalism, Journalism On The Air, a field in which he specialized, Mr. Leatherwood has for three years presented various programs over WSB and worked closely with the station on promotion of its service.

Spencer Heads AAAA Radio

A. K. SPENCER of J. Walter Thomp-
son Co., New York, has been appointed chairman of the National Committee on Radio Broadcasting of the American Ad. Agencies.

ARE YOU GIVING AWAY $20.00

Are you paying more for Richmond than you need to pay for Richmond coverage? For in-

stance—$20.00 more. A minute spot—nighttime on WMFG—the Red Network Outlet in Rich-

mond—costs only $15.00—a minute on the other leading Richmond Station—night-

time rate costs $35.00—Saving: $20.00.

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

fore you buy—get the WMFB story. WMFB—

the NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.
KLO, Ogden, Utah, with only three pre-announcements of a surprise birthday party for Hal Parkes, conductor of the Utah State String Orchestra, a record, program, attracted a studio audience of 700. Publicity suggestions were presented to Parkes for being "a very rare one in town." Surprise was arranged by Mel Wright, production manager of KLO.

KSD, St. Louis, on March 15 presented the first annual St. Louis inter-high school spelling tournament in which 18 of the public and private high schools of St. Louis and St. Louis County participated. Each year KSD, in cooperation with the St. Louis Board of Education and the authorities of the county and private schools broadcast this feature. Frank Eschen of the KSD staff acted as spelling master.

WNL, New Orleans, cooperated with Loyola U. of the South in presenting as host to the Louisiana Coliseum Conference in New Orleans March 7-9. During the three days of the convention WNL carried portions of the meetings and as a special feature dedicated a half-hour musical program to the educators.

WTMV, East St. Louis, Ill., is presenting under the sponsorship of the Downtown Business Men's Assn. a weekly 45-minute show, Scott Field Coliseum, a broad-cast from Scott Field, near Belleville, Ill., the program is entirely army-produced and combines news, variety and dramatic presentations.

KOF, Phoenix, in conjunction with the Arizona Farm Bureau, recently sponsored the rainy winter season by staging a rain "appreciation" parade. The heavy rains which provided a heavy run-off into the reservoirs of the Salt River irrigation district, have definitely ended an acute drought situation in that area. Raina, farmers, farm equipment, farm bureau officials and State notables joined in the parade.

TAKING THE AIR by airplane rather than Mike, Hugh Ivey (right), announcer of WSB, Atlanta, is pictured receiving the congratulations of Bob Pollock, a fellow announcer, for successfully completing his CAA pilot's training course. On hand when he stumbled in his final examinations was Pollock with WSB mobile equipment to broadcast details of the flight.

WCKY, Cincinnati, has been directing special attention to farmers during March. Don Dean, WCKY farm field reporter, and the studio plane went to Blenicher, O., March 7, to interview soybean specialists touring the state. The program, transcribed, was broadcast on WCKY's farm show. On March 10, the safari moved to Harrison, O., to transcribe an interview telling how a poultry farm is run. Starting the week of March 15, C. A. Wickland, fruit specialist, will give advice to fruit growers, as part of the farm show. Toward the end of the month WCKY will broadcast a special program with publicize "National Rabbit Dinner Week," set for April 1.

WOL, Washington, broke its 24-hour schedule March 1-13 while engineers tested from 12 midnight to 6 a.m. in preparation for the new hourly network program, "The Dawn Patrol," sponsored by Pen Boys, returned with resumption of standard schedule.

EMPLOYEES of KYO, Tulsa, have taken out group hospitalization policies for themselves and their wives. Substantial part of the premiums is to be paid by Southwestern Sales Corp., owner of KYO.

WOR, New York, since March 1 has been using the regular news service of Associated Press as supplement to its news bureau. Associated Press is supplied by United Press and Transradio Press. The station reports it also plans to use the AP special radio service news on a sustaining basis as well as available for commercial sponsorship.

KMA, Shenandoah, Ia., presented a half-hour program weekly under the auspices of the Junior Chamber of Commerce, styled in the Town Hall pattern. Same topic as that of the Town Meeting of the Air is used on the KMA program, which is heard preceding the national broadcast.

KWFK, St. Louis, in preparation for its play-by-play accounts of the Cardinals' and Browns' baseball games to be broadcast, has sent John Neblett to the Cardinals' camp at St. Petersburg. Neblett prepares transmissions for rebroadcast by KWK, Johnnie O'Hara's station, the latter also will leave March 20 for the Browns' camp at San Antonio. O'Hara's station will originate his broadcast for the time being, then will return to KWK, which will stage a similar campaign. Neblett and O'Hara have staggered their trips so as to be able to pitch for one another on Neblett's Today In Sports daily at 9:30 a.m. and O'Hara's One Man's Opinion at 3 p.m.

WIDC, Indianapolis, has sent Bert Wilson to Bartow, Fla., baseball training center, and will enter the American Assn. Wilson is simulcasting transmissions for rebroadcast on his daily WIDC, News and Views and Interviews. Wilson will cover all the games of the St. Petersburg team this season under the sponsorship of General Mills and Socony Vacuum.

WSB, Atlanta, on March 10 sent Ernie Harwell, sports editor, to St. Augustine, Fl., for a week. There he covered the activities of the Atlanta Crackers, entry in the Southern League. Transcriptions were made in St. Augustine for rebroadcast on WSB's Atlanta Sports News and Views broadcasts.

COMMENORATING its 20th anniversary in radio, WDZ, Tuscola, IIl., during the week of March 10-13 presented a series of programs featuring local personalities. In addition to the variety shows a limoncita contest was conducted and 43 prizes were as to be able to pitch for one another on Neblett's Today In Sports daily at 9:30 a.m. and O'Hara's One Man's Opinion at 3 p.m.

A SPECIAL broadcast marked the 2000th program of Rex Frost's Farm Broadcast on March 13. The program has been continuous since 1933 on CPRF, Toronto, as a sponsoring of the tavern and general farm discussion feature.

WIOD, Miami, is presenting a new quarter-hour musical program, The Pops of the Palm Beach and West Palm Beach. Broadcast carries news about two sister cities, commercial and station program plugs.

WSJS, Winston-Salem, N.C., through Program Director John Miller is planning a supplementary program to the regular NBC Farm & Home Hour, incorporated in the new series. Features will be presented by speakers of special interest to adjoining rural areas. Transmission is scheduled for 1-3 p.m., following the 45-minute network program.

WBMM, Chicago, has started Young America Answers, a weekly half-hour quiz series devoted exclusively to Chicago and suburban high school students. In addition to the quiz, short comments are presented by speakers from the Radio Council of Chicaco Public Schools. Elimination sessions will be followed at the end of the regular series by re-matching winning schools from the preliminary programs.

WIPD, Petersburg, Va., has arranged for a weekly quiz show, Call to Quar ters, to originate from Camp Lee, near Petersburg. In addition, arrangements are being made for a devotional program to be carried from the camp.
NOT TO BE OUTDONE by his illustrious chief, Burridge D. Butler, who was presented with a "desert canary" on his birthday last month [Broadcasting, March 3], Glenn D. Snyder, WLS manager, submitted this photographic gem, even though it wasn’t his birthday, and the burros were rented by the hour. "Knowing your editorial insistence that such pictures always be identified by left to rights, and that they be well-known figures in the industry," advised the burro fancier, "I pen the following: Reading (1 to r) the individuals mounted, to the best of my ability, are the well-known personalities of D. E. Kendrick, Philip G. Loucks, Martin B. Campbell; further to the right but in the same order are, so I am told, Reggie Schuetzel, Beth Black and E. Margaret (Peggy) Stone." The burros, quoth Mr. Snyder, were named for the publisher and the editor of a trade magazine with penchant for mulishness.

WDRC, Hartford, has appointed a special board of studio executives comprising Program Manager Walter Haase, Commercial Manager William F. Malo and Educational Director Sterling V. Conch, to supervise a promotion plan in which all outstanding programs on the station are given a week of energetic puffing. Special spot announcements will be made in available time. In addition, radio in general will be promoted to offer whatever unfavorable publicity the industry may have received in the recent attack by the printers union.

WCBS, Springfield, Ill., recently inaugurated a weekly five-minute Food of the Week feature. Program consists of discussions on current surplus foods of the week and various ways to prepare them.

A NEW YARD LADY was perched atop a float to represent WJRD, Tuscola, Ala., in an "Americanism Week" parade. She was Miss A. V. Morris. Civic and school groups also were represented in the parade.

WHIC, Indianapolis, on April 15, becomes the only fulltime outlet for MBS in Indiana. On March 15, the station, broadcast its first MBS commercial program, Sales Meeting of the Air, sponsored by Patst Inc.

Clearing House
MAIL CLEARING HOUSE to facilitate delivery of letters from listeners was proposed by Murray Arnold, program director of WIP, Philadelphia. All stations in the city have been asked to cooperate in the proposal. Instead of returning letters addressed to artists and programs with incorrect station call letters, or depending upon guesswork or memory in forwarding the letters to other stations, Arnold proposed that the mail clerk at each station be provided with a program and artist list each week from every other station in town. In that manner, the letters could be forwarded immediately.

REVENUE for the two NBC-Chicago stations, WMAQ and WENR, continued upward during February, according to M. M. Boyd, Central Division spot sales manager. WMAQ continued an increase of 25% over the same month a year ago and WENR was up 10.8%.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

CLEARING HOUSE
MAIL CLEARING HOUSE to facilitate delivery of letters from listeners was proposed by Murray Arnold, program director of WIP, Philadelphia. All stations in the city have been asked to cooperate in the proposal. Instead of returning letters addressed to artists and programs with incorrect station call letters, or depending upon guesswork or memory in forwarding the letters to other stations, Arnold proposed that the mail clerk at each station be provided with a program and artist list each week from every other station in town. In that manner, the letters could be forwarded immediately.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.

WHBY, Rockford, Ill., now features, "Western Swing" Monday through Friday.

WHMC, Chicago, has appointed, as program director, Mr. E. F. Meador.
**Applications**

**Applications 10**

**MARCH 12**


**MISCELLANEOUS**—KBX, Munroe, Ohio.—Modification CP to directional antenna. Granted change to directional antenna.

**WWRQ, Seattle**—CP change to 1,420 kc 100 w 225 w D, new antenna, change name to Evergreen Broadcasting Corp.

**KUSD, Revett, Wash.—Modification CP increase power etc., amended to 1400 kc 2500 w.

**KLAA, Los Angeles**—Modification CP change change to 7,505 etc. miles 2,815,000 population.

**MARCH 13**

**WCAO, Baltimore**—Transfer control from Lewis W. Milbourne and Clarence W. Miles (voting trustees) to Lewis W. Milbourne, L. Waters Milbourne and Clarence W. Miles (voting trustees).

**WELI, New Haven**—Modification CP increase power etc., seeking change in antenna, 960 kc under treaty.

**KXQ, St. Petersburg, Fla.—Modification CP increase power etc., seeking change in transmitter, 1450 kc under treaty.

**WJBC, Bloomington, Ill.—Modification CP increase power etc., seeking change in transmitter, 1450 kc under treaty.

**WBCV, Brownwood, Tex.—Modification CP new station no transmitter, 1800 kc under treaty.

**WABC, New York**—Modification CP new transmitter, 250 w.

**WMCN, Amarillo, Tex.—Modification CP increase to 1,140 kc under treaty.

**WFTL, Orlando**—Modification CP increase to 1,420 kc 250 w.

**WABC, New York**—Modification CP change to 1,420 kc.

**KWAM, Galax, Va.—Modification CP new transmitter, 1,150 kc under treaty.

**WJBC, Revett, Wash., Wash.—Modification CP increase to 1,690 kc.

**WESP, Erie, Pa.—Modification CP 1,150 kc 100-250 w for change to 1,460 kc under treaty.

**WBLO, Topeka, Kan.—Modification CP 1,420 kc 250 w for change to 1,460 kc under treaty.

**KXIS, Corpus Christi, Tex.—Modification CP new transmitter, increase to 1,460 kc under treaty.

**WABC, New York**—Modification CP new transmitter, 1,150 kc.

**WIXMN, Alpine, N. J.—Modification CP new transmitter, 1,150 kc.

**WIXDK, Chicago**—Modification CP temporary authority operates two transmitter units.

**WURQ, Wahoo, Neb.—Modification CP new transmitter, 1,150 kc.

**KMBI, Missouri City, Mont.—Transfer of control from Sarah M. Scanlan, executrix of estate of Joseph S. Scanlan, to Sarah M. Scanlan.

**KEVR, Seattle**—CP change to 1,420 kc 100 w 250 w D, new antenna, change name to Evergreen Broadcasting Corp.

**KXKQ, Everett, Wash.—Modification CP increase power etc., amended to 1400 kc under treaty.

**KXJW, Los Angeles**—Modification CP change to 7,505 etc. miles 2,815,000 population.

**Tentative Calendar**

**MARCH 19**

**NEW** Butler Broadcasting Corp., Hamilton, O.—CP granted 1,420 kc 250 w.

**MARCH 31**

**WRAX, Wilkes-Barre, Pa.—License renewal application approved.

**APRIL 22**

**NEW** Camden Broadcasting Co., Camden, N. J.—CP 600 kc 500 w D.

**More FM Applications**

APPLICATIONS for commercial FM facilities were received by the FCC March 14 from WHEC Inc., Rochester, and King-Trendle Broadcasting Corp., Detroit, licensee of WXYZ. The Rochester application was for 14.7 Mc., to cover 2,315 square miles enclosing a 551,374 population. The Detroit request was for 87.3 Mc., Bassett, 6,500 square miles and a population of 2,264,008. [See page 42 for FCC actions on FM during the last week.]

**Bosco Adds**

BOSCO Co., New York (mill amplifier), as part of an extensive spring drive to help croppers and dairies sell more milk, has added the following to each of its broadcast areas: a 15-minute six-day-a-week agricultural program: "W.C.A.U., Philadelphia; WREX, Rockford, Ill.; WBBM, Chicago; WFLB, Syracuse; WCAE, Pittsburg. These contracts are in addition to Mark Hawley’s noon-day news broadcast three times weekly on WOR, New York, which has been under Bosco’s sponsorship for 2½ years. Money Kenyon & Eckhardt, N. Y.

**WBXX Stock Sale**

FCC APPROVAL is sought in an application filed by B. D. Broadcasting Corp., licensee of WBXX, local in Dalton, Ga., whereby J. B. Roach, president and majority stockholder with 59 of the corporation’s 100 shares, would sell his entire interest to H. C. Kenemer and T. W. Kenemer, who doing business as Kenemer Bros., local in Dalton, Ga., for $10,000. WBXX, authorized by the FCC less than six months ago, has been on the air since last Dec. 6.

**ROCHESTER’S COMPETITIVE RADIO situation does not prevent the Gannett newspapers, morning and evening, from devoting two full columns, one on each side of the page, to display space edited by the respective city editor. The same radio page also carries detailed program listings and pulls a substantial amount of "spotlight" advertising from sponsor firms wishing to call attention to their particular programs. Though the Gannett newspapers control WHAM, they make the same time-space arrangement on behalf of the rival WHAM.

Constance Bennett
Bob Hope Star in
'The Awful Truth'
THAT comedy hit of the
screen, "The Awful Truth," has been adapted for radio presen-
tation on the "Radio Thea-
tre program to start
September 2.

Carlton Morse's
Latest Mystery
Starts Tonight

Page 52 • March 17, 1941
BROADCASTING • Broadcast Advertising
Leslie Smith is Named To Manage New WMUR

WITH the new WMUR, Manchester, N. H., scheduled to go into operation early in April, it was announced that its manager will be Leslie F. Smith, formerly of WFEA, Manchester, and Charles W. Burton, onetime manager of WEEI, Boston, will be program director. Mr. Burton recently has been writing script for the Doublentum Gun programs on the Yankee Network.

Other staffmen thus far chosen from WFEA, include only engineers, with Vincent Chandler, as chief engineer, and the others as follows: Ernest Bingley, from WFEA; Marie Towne, from WOC, and WGAN, Portland; Dexter Freenie, from WGAN and WRDO, Augusta. WMUR was authorized last September as a news regional outlet, with 1,000 watts night and 5,000 day on 610 kc. It is 90% owned by Francis P. Murphy, former governor of the State, with 5% interest held each by Edward J. Gallagher, publisher of the Laconia (N.H.) Citizen, and Dr. James J. Powers, physician. An RCA transmitter, WE control and studio equipment are being installed. International Radio Sales has been appointed national representative.

Pollard's Prizes

WHEN MAX POLLARD, KNX, Hollywood, newswriter signs a contest coupon, he means business. Two years ago, after chasing several contest offers without much luck, Pollard decided to reduce the business to a science. Here are his winnings in the last two years of battling with contest offers: Two Chervo-

let ads, $1,000 cash prize, $500 cash prize, 20 $50 prizes, two pairs of shoes, six-month supply of groceries, two radio sets, several gold watches, three lamps, vacuum sweepers, books, rugs, suitcases, and other minor household articles too numerous to mention.

New Bread Promoted

WARD BAKING Co., New York, is introducing a new product, Home-like Style Bread, in the New York and Boston markets. Company will use one-minute spot announcements from 8 to 12 times weekly in New York on WNEW, WHN, WMCA, WINS; in Jersey City on WAAT, and on two Boston stations as yet unselected. For its Devil's Food sandwich, Ward plans to place one-
minute live announcements on stations in Boston, Providence, Pitts-
burgh, Cleveland, Youngstown, St. Louis, Baltimore, Birmingham and Jacksonville. Agency is Sherman K. Ellis & Co., New York.

Cosmetics Plans

IRRESISTIBLE Inc., Jersey City (cosmetics), is considering spot chain break announcements in about 15 markets. Redfield-John-
stone, New York, is agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Engineers Dedicated to the SERVICE OF BROADCASTING

JFK Natl Press Bldg., Wash., D.C.

There is no substitute for experience.

GLENN D. GILLETTE

Consulting Radio Engineer

982 National Press Bldg., Washington, D. C.

PAUL F. GODELY

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

Consulting Radio Engineer

Monsey Bldg., Dist. 8456

Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineer

Highland Park Village

Dallas, Texas

CLIFFORD YEDALL

Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

First Class Operators Available—Graduates for broadcasting, television, frequency modula-
tion and commercial stations, available to work anywhere. Some with an-
nonceiving experience, have successfully

ni be.

COMMERCIAL RADIO EQUIP. CO.

Metropolitan Office: 714 Martin St. Kansas City, Mo.


February 27, 1941 - Page 53

BROADCASTING • Broadcast Advertising
Radio to Promote Unemployed Drive

National Registration for Available Help Arranged

WITH broadcasting scheduled to play an important promotional role, the Federal Security Administrator Paul V. McNutt announced the March 15 opening of a nationwide registration of unemployed workers as part of the national defense effort.

Mr. McNutt, who registered with his local branch of the U.S. Employment Service, is being made to every unemployed worker in the country who may be available for work or training in defense jobs, as well as to every person with an urgently needed skill which is not being used to best advantage in his present job.

According to early announcements concerning the drive, which is to be held March 15 and April 11, local branches of the National Labor group and national networks will cooperate in urging unemployed workers to make known their availability for defense jobs through the U.S. Employment Service.

Deputy Sustained

LOS ANGELES Superior Court has sustained a demurrer to an action of KGFJ, that city, which sought a restraining order against KGFJ, a station in the Los Angeles, a part of the Defense Lodging series, with a registration of Federal defense officials. The station's manager, heard Saturdays, 12:45-1 p.m. Other programs, both dramatic and interview, are being arranged with MBS and NBC, it was understood.

CANADA STATIONS HELP FUND DRIVE

AS THEIR contribution to the United War Service's $5,500,000 campaign starting March 24, Canadian broadcasters have arranged many programs, numerous pre-campaign flashes and announcements, recorded talks. While it is understood other media are being used for most of the campaign advertising, broadcasting stations are donating their time. The campaign broadcasts are to start March 23 with a broadcast by Dr. Rayeix to be followed by other speakers from England including Anthony Eden, Lieut. Gen. A. G. McNaughton, Canadian commander in Great Britain, and J. B. Priestley. The best Canadian sustaining programs will be used for the campaign, and special talks will be recorded and distributed to all stations.

The campaign radio broadcast is arranged by the Canadian Broadcasting Corp. and the private stations through the Canadian Assn. of Broadcasters. All programs will be fed to all Canadian stations, irrespective of whether or not they are customarily on the CBC networks. The campaign is to raise money for all war organizations except the Red Cross, including members of the Canadian Legion, YMCA, YWCA, Salvation Army, Knights of Columbus, Imperial Order Daughters of the Empire.

Other wartime campaigns scheduled for participation this spring and fall include those of the Canadian Red Cross and the Canadian government's third war loan.

Spots for Packer

PLANKINTON PACKING Co., Milwaukee, has extended its Easter campaign to 14 stations in Wisconsin and Michigan. After Easter the firm will continue indefinitely on WTMJ and WISN, Milwaukee.

Other stations include Canadian stations: the Crackers, Wisconsin, and the Canadian Red Cross and the Canadian government's third war loan.

The national feeling of the audience, obviously being their main selling point. On the average, about half the announcements have some kind of national appeal with the individual and German programs having least. After this foreign language material, the next foreign language material is the next.

Also the general sales effect of advertising on small stations, in proportion to the cost of time on these, should be studied to make the best of the new sampling procedure which permits a better comparison of ratings by cross-tabulating sections through the whole station system of this country.

Page 54 • March 17, 1941

BROADCASTING • Broadcast Advertising

IMPROVING RADIO SURVEYS

Method Is Developed of Getting a Fair Sample; Foreign Language Programs Analyzed

By DR. PAUL LAZARSFELD

Director of Radio Research

Columbia University

DURING THE LAST YEAR, the Office of Radio Research has been increasingly interested in improving current methods of station surveys. A number of studies have been made which will appear later this spring in a publication by Duell, Sloan & Pearce titled Radio Research, 1941.

Earlier observations made it clear that station surveys usually neglect the smaller stations which are not as likely to reply to questionnaires as the large stations with their more extensive personnel. Therefore a sampling device was developed in an effort to counteract this overemphasis on larger stations. The 850 stations operating in this country were divided into 11 comparable groups. For example, a radio station in a large Midwest city, operating with low power, was matched with a similar station in one of the other 10 samples. In this way, 11 microcensuses were created, each representative of the whole country.

Sampling Procedure

It is obviously easier to get completely returns from 75 or 150 stations from 850 stations. A first test was made Dec. 4, 1940 when a questionnaire was sent out to each station in two samples to find out what programs they had on at a specific time of the day. Ninety-two per cent of the stations answered the questionnaire, some of them, after two follow-up letters had been written. The few stations which did not reply were replaced by matched stations in other samples, so that it is now possible to see exactly what programs are being broadcast at the times studied.

Thus the sampling procedure proved a success and from now on it will be much easier to get specific information representative of the entire industry and, in particular, information on small stations will not be so scarce as it has been so far.

As a next step in this program, the problem of foreign language programs was tackled. These programs appear most frequently on non-affiliated stations. Those stations which broadcast more than six hours of a specific foreign language program were surveyed for some 800-odd hours of foreign language programs were studied during the week Feb. 13-19. The most frequently broadcast foreign language was Italian, then Polish, then Spanish.

Program Policies

There are very characteristic differences in the program policies of the various language groups. Music programs, for example, are prevalent in all languages, just as they are on current American programs. On German programs, however, music is most prevalent, primarily at the expense of news programs, which occur hardly at all in the German language. The Polish programs have more news programs than any other language group. Dramatic programs are definitely less frequent on foreign-language programs, compared with regular American programs, except for Italian programs, where there are a considerable number of serial dramatizations, about half of which are set in Italy.

There are very few non-commercial foreign programs, and the amount of advertising done on these stations is very great. Programs are not infrequent in which more time is devoted to advertising than to the program material, proper.

The news programs obviously serve the purpose of complementing the American news programs in regard to news of the old country in each specific listening group. Whereas on regular American programs foreign and domestic news during this week balanced about one to one, the foreign news items on these foreign language programs exceeded the domestic news in the ratio of 4 to 1.

Propaganda Barred

Very few specific political references were found in these programs. Quite often the announcer states explicitly that the program is not open for any kind of propaganda. The commercial announcements, of course, make very strong appeals to the national feelings of the audience, this obviously being their main selling point. On the average, about half the announcements have some kind of national appeal with the Lithuanian and German programs having least.

After this foreign language material, the next foreign language material is the next.
FAST SELLERS . . . when advertised over WLW

We find that products advertised over WLW are steady sellers and all of our customers carry good stocks by reason of the assured movement of them. Our salesmen are anxious for this desirable business when calling upon drug stores, and certainly it is to our interest as wholesalers to make sure that we have adequate supplies of all of these fast sellers to fill this definite demand.

J. K. MORFORD
Sales Manager
McAdams & Morford, Inc.
Lexington, Kentucky

McAdams & Morford cover practically all of eastern, south-eastern and central Kentucky.

The Nation's most Merchandise-able Station

When YOUR "Tomorrow" Comes...

CONSTRUCTION PERMIT

50,000 Watts for... WXXI

The day when your station goes to 50,000 watts may be just around the corner. Or many months away...

But to alert broadcast station management, no time is "too soon" to start thinking about that 50,000-watt transmitter. Few decisions will be more important decisions. Choose wisely and you ever make will be more important decisions. Choose wisely and your operating costs will be lower... your performance finer and so on...

That's why we ask you to more trouble-free... for years to come. That's why we ask you to consider an important "plus-value" in RCA equipment:

Most important broadcasting developments come first from the RCA Laboratories. So RCA is usually first to offer those developments to you.

In the RCA 50-E, for example, you'll find a transmitter that we honestly believe is at least a year ahead in design and performance and value. Ask your engineers to compare the 50-E with other 50,000-watt transmitters... to interpret that comparison in terms of operating efficiency—economy—simplicity—appearance—ease of operation.

We think you'll agree that while all approved 50 kw. transmitters are not equal, the RCA 50-E is best. Best for you... today or a year from today!

Use RCA Radio Tubes in your station for finer performance.

RCA Broadcast Equipment

RCA Model 50-E

50,000-Watt Transmitter

RCA Model 50-E

Years Ahead—
In Design, Performance, Value!

Unified Front Panel Construction... for easier installation, cleaner design, fine appearance.

High Level Class B Modulation... saves power. 50-E takes only 115 kw. from power-line at average modulation.


Small Floor Space Requirements... Only 28 ft. square. Construction adapts to either "straight-line" or "U"-shaped layout.

5 Kw. Standby Service... Exciter operates as a separate complete 5 kw. transmitter at a second's notice, with the main rectifier and power-amplifier completely shut down.

For Finer Performance

RCA ALL THE WAY

Broadcast Equipment

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