WE'RE MOVING TO 890

WLS "Moving Day," March 29th, (we go from 870 to 890) has been amply publicized, to insure no "listener loss" to advertisers—nor missed service to listeners.

Three full page, two-color advertisements in Prairie Farmer, totaling more than 1,020,000 circulation, largely in the WLS four-state, Major Coverage Area, have impressed the new location on Mid-West farm homes—and merchants. In addition, on several pages in the March 22 issue mention was made of the new WLS frequency.

For Chicago listeners a total of eight full-column ads in the Chicago Times have told the same story. A full page back cover ad in Radio Varieties spread the news farther, and every daily and weekly newspaper in the four-state area received a news story, written from the WLS angle, but telling the full reallocation story.

15,000 cards explaining the change were distributed to visitors to the WLS National Barn Dance and studios. We supplied servicemen with WLS tabs for push button sets, to assure the station being represented on every radio.

WLS and Prairie Farmer are using stickers on all outgoing mail. And to complete the job of getting the story to everyone, we are using every possible moment on the air to announce the new frequency and explain the reasons for the change.

So, when WLS moves up to 890, we'll have our same full-size, loyal audience moving right along with us—for they all know that we're moving... why we're moving... and where, too!
YOUR WELCOME IS ASSURED WITH FRIENDLY "Neighbors"

THERE friendly "neighbors" are the 19 New England stations of The Yankee Network, known by everyone in all the sections where their voices are heard and heeded. When you make your call with neighbors of this standing, your welcome is assured and you receive the full benefit of sincere friendliness.

Community life is a closely unified segment of the population and the market, particularly in New England. No "stranger" station can give you the contact that the community's own radio "neighbor" does so effectively.

Consider this advantage when planning radio promotions of any type, and use the 19-stations sales power that gives complete coverage of every key market.

THE YANKEE NETWORK
21 BROOKLINE AVENUE, BOSTON, MASS.

7-Point Plus Merchandising on KOIL is the most complete, well-organized and thoroughly effective merchandising work that has come to our attention. Every promise that Don Searle has made regarding the station's efforts has been more than fulfilled.*

* Name of this advertiser, plus hundreds of letters from other satisfied clients, furnished you on request.

KOIL
The 7-Point Plus Merchandising station in Omaha, Nebraska
DAN SEARLE, GENERAL MGR.
EDWARD PETRY & CO., INC., NATIONAL REPR.
Millions of listeners know them—

1. KMBC's Chief Newscaster...
   ...former managing editor of the Kansas City Journal...
   veteran of more than a score of successful radio sponsorships...
   creator of the sensational new analysis-commentary show, "Tomorrow's Headlines Today." Who is he?

2. The KMBC Sportscaster...
   named America's most popular minor-league baseball announcer in nation-wide "Sporting News" poll for 1940...
   star of play-by-play reports of all sports and conductor of two daily sponsored commentary shows...
   leading sports authority in this area. Who is he?

3. The KMBC Food Scout...
   conductor of the original daily broadcast from Kansas City's huge produce market —
   food-buying advisor to thousands...owner of master's degree in home economics...
   her program recently streamlined in production and price. Who is she?

4. Director of KMBC Farm Service...
   nationally-known farm and livestock authority...
   former commentator on Goodyear Farm Hour (NBC)...
   AAA expert and college lecturer...through years of broadcasting, a personal friend to thousands of farmers. Who is he?

5. KMBC news man...
   former press service bureau chief in Hartford and Kansas City...
   can point to two years of solid sponsorships on two of his three daily broadcasts...
   his 5:45 a.m. newscast now available...owner of 50% of the entire Kansas City audience on his 7:15 a.m. newscast. Who is he?

6. KMBC Live Stock Market Reporter...
   former college professor, chosen for second consecutive year by Kansas City livestock interests to broadcast exclusively on KMBC...
   one of the most prominent in the Midwest's multi-million dollar livestock industry. Who is he?

Here are six of the most popular people in the entire Middle West. Each is a part of the great composite voice of KMBC.

Together they help to produce the more than thirty solid hours of service features KMBC offers each week...news, sports, food, markets, farm programs and special events.

These personalities serve—and thus sell—this vast market. Their names are household words in hundreds of thousands of Missouri and Kansas homes.

Do you know them? You should!
One of the rules we observe here at F&P is never to flirt with things we don’t know about. If we don’t already know them, we find out beforehand.

But truthfully, there aren’t a lot of radio advertising problems that we haven’t had some experience with, somewhere in our organization. Because, after all, we have had nearly 200 years of varied experience in radio, advertising, manufacturing, jobbing, and retailing.

All this experience is absolutely no good to you as long as it remains only in our files and in our heads. Why not give us a crack at your radio problems?

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

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FCC Starts Newspaper Ownership Drive

Orders Inquiry Designed to Stymie Press Applications; FM Grants Suspended, Case and Craven Dissenting

By SOL TAISHOFF

BY A MARGIN of one vote the FCC’s “clerkdown” majority, led by Chairman James Lawrence Fly, last Wednesday took its first open step against newspaper ownership of broadcast stations by ordering public hearings and an “investigation” to determine future policy. No date has been set but, in the interim, it looks as if all pending newspaper applications for both FM and standard stations will be stymied.

Using the FM application logjam in big cities as the vehicle for its move, Commissioner Fly was supported in this long-simmering move by Frederick I. Thompson, former Alabama newspaper publisher, and George H. Payne, who once worked on New York newspapers and afterward was a press agent. Voting against the inquiry were Commissioners T. A. M. Craven and Norman S. Case, who have consistently held that the FCC is without jurisdiction. Commissioner Paul A. Walker was absent. Commissioner-designate Ray C. Wakefield was present, but since he had not yet qualified, he did not participate.

Effect on Public

With some 300 of the 890 stations in the country either owned by or corporately affiliated with newspapers, the magnitude of the issue is apparent. In its press release, carefully prepared under the scrutiny of the Law Department, the majority said the “hearings will be conducted with the objective of determining whether or not joint control of newspapers and radio broadcasting stations tends to result in an impairment of radio service under the standard of ‘public interest, convenience and necessity’.”

Though the release said the Commission does not imply that it is opposed to newspaper ownership of radio stations in general or in any particular situation, it has long been known that a move to ban such ownership was instigated in Administration circles years ago. The issue constantly has risen in Commission meetings during the last year, and generally Chairman Fly and Commissioners Thompson, Walker and Payne have voted together on “policy” considerations. Despite promises, numerous newspaper applications for new stations and for transfers of ownership have been granted.

Action came while the FCC was considering the explosive Network-Monopoly Report, on which its majority appears disposed to take jurisdiction over the business affairs of network-affiliated stations under its interpretation of the “public interest” clause of the Communications Act. In some quarters it was thought the move was timed to divert the industry fire, particularly of important newspapers, from the network-monopoly issue.

The public hearing on the newspaper ownership issue—which the FCC majority said will be of “a broad, public character open to all applicants, prospective applicants, grantees, existing licensees, representatives of trade groups affected, and such other witnesses as the Commission may wish to call”—probably will not be set until the Commission completes the network-monopoly action about a month hence.

Chairman Fly had visited the White House the day before the action, spending a half-hour with President Roosevelt. Afterward he said “matters of policy” were discussed. It is presumed he cleared the newspaper ownership matter with the President at that time. That is viewed as logical since on March 11 Chairman Fly tried a straw vote on virtually the same issue, and was voted down 5 to 1.

Future Policy of FM

At the Wednesday meeting Assistant General Counsel Joseph L. Rauh Jr. pleaded the FCC’s jurisdiction under the “public interest” clause. The majority’s approach is that it is not pre-judging the issue but merely seeking to define future policy because of the urgency of FM.

The purpose of the hearings, said the press release, is to obtain, for use in the Commission information so that it will have a rational basis for the determination of future cases.”

“At this time, the Commission’s press release continues, “when the FM field is just beginning to open up, the opportunity is presented for an evaluation of policy without impairment to existing investments.”

Commission records show, said the announcement, that about one-tenth of all commercial FM applications are filed on behalf of newspaper interests. Of 94 applications received, 27 were from persons in the newspaper business. In the standard field it pointed out more than one-third of the stations are identified with newspapers; that at least 100 stations are owned by more than one newspaper and more than one station connection. In more than 90 localities, it said, the only radio outlet is in the hands of the only local newspaper.

Opening of the newspaper-owner-

Text of FCC Newspaper Ownership Investigation Order . . .

FOllowing is the text of the FCC order (No. 79) adopted March 10 and released March 20, calling for an “immediate investigation” to determine policy on newspaper ownership of broadcast stations:

WHEREAS, under the provisions of the Communications Act of 1934, as amended, the Federal Communications Commission is empowered and directed to grant licenses for radio broadcast stations only after a determination that “public interest, convenience, or necessity” would be served thereby; and

WHEREAS, the question whether the granting of a license is in the “public interest, convenience, or necessity” where it results in common control of one or more radio stations and one or more newspapers has been presented to the Commission from time to time and has been the subject of debate before the Commission and elsewhere; and

WHEREAS, there are now pending before the Commission a large number of applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission deems it advisable at this time, when the public service of frequency modulation is in its early stages, to consider the adoption of a policy with respect to joint control of radio stations and newspapers, such policy to be applied by the Commission in passing upon high frequency broadcast applications (FM) coming before it and to guide and inform future applicants; and

WHEREAS, the Commission deems it advisable at the same time that it undertake consideration of the question of joint control of newspapers and radio and with respect to applications for high frequency broadcast stations (FM) to consider the adoption of a policy to be applied by it in passing upon applications for the future acquisition of standard broadcast stations by newspapers;

NOW, THEREFORE, IT IS HEREBY ORDERED, That the Federal Communications Commission undertake an immediate investigation to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, and that such investigation and public hearings shall include consideration of the statement of policy or rules, if any, which should be adopted concerning future acquisition of standard broadcast stations by newspapers.

IT IS FURTHER ORDERED, That in those few cases in which the Commission has heretofore granted applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, the construction permits to be issued shall contain the condition that no construction of the facilities authorized thereby shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof; Provided, however, that, upon a showing that the public interest, convenience or necessity will be served thereby, construction at an earlier date may be authorized.
**Some Aspects of Newspaper Ownership of Stations**

Government records show that newspapers were among the pioneers in broadcasting, and the same business practices and policies are fundamental in present-day radio operations.

Instances in which the licensing authority has had occasion to discipline or admonish stations for unfair or partisan use of the station, or use as a propaganda medium, have invariably affected newspaper stations, viz., Brinkley, Baker, Shuler etc.

The United States Court of Appeals for the District of Columbia, in deciding the Tri-State Broadcasting Co., Inc. case against the FCC, on March 16, 1937, involving the application of the 1936 Times for a new station in that city, said: "We know of no provision of statute or rule of law and are cited to none, which forbids broadcasting by the owner of a newspaper."

On Jan. 25, 1937, in response to an inquiry from Chairman Wheeler (D-N.Y.) of the Interstate Commerce Committee, former General Counsel Hampson Gary of the FCC ruled in part: "In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy."

Mr. Gary, in response to a further inquiry whether legislation by Congress to divorce newspapers from station ownership would be constitutional, declared this "is not free from doubt" and stated the inquiry does not permit of a categorical answer. He expressed the opinion, however, that such legislation would in all probability be upheld.

A serious question arises whether under the first amendment to the Constitution, forbidding Congress and any of the agencies created by it to abridge freedom of speech or of the press, any legislative action can be taken to foreclose broadcasting of newspapers from the field.

In previous dissent to FCC actions affecting isolated newspaper ownership cases on monopoly grounds, Commissioners Craven and Case have opposed any application of a "monopoly" ground to impose a limitation that might upset the broadcasting structure. Such a declaration, they contend, would be tantamount to saying that carriage makers cannot go into the business of manufacturing automobiles and that automobile manufacturers may not be permitted to produce radios as facsimile, which conceivably will transmit newspapers by radio into the home. The motion picture industry, with television in the offing, likewise might be hampered from developing in a logical radio field, if similar restraints were applied to it.

**What the Act Requires**

The significance of the FCC's move, from the legal standpoint, is a reflection of the 30-day period set by the Communications Act, which provides that action on applications for renewal of license "shall be limited to, and be governed by, the same considerations and practices which affect the granting of original applications."

Thus, if the FCC should adopt a principle by which newspaper ownership becomes a disqualification for license, whatever the ground, it must extend it to all cases, and it must refuse to renew the licenses of the some time newspaper stations, or by closely aligned with newspaper interests. The Act does not distinguish between FM or stand- ard stations, and an application for a license would be applicable to b-th, assuming it withstood the legal test.

**Urges Music Fee Tax**

**VOTE on anti-ASCAP legislation in New Jersey will be sought by Assemblewoman H. Stanley Herbert, who represents the legislature returning to session at Trenton, Mr. Herbert served notice that he will push further in the Assembly to have committee his to impose a 5% tax on all receipts from the use of ASCAP-owned musical compositions. His measure, introduced in February, would prohibit organizations being formed to collect such fees, unless licenses are based on "per piece" usage. A similar bill failed to pass last year.

**Newspaper Grants**

**For FM Delayed**

**FCC Ruling Suspends 11 Out Of 43 Station Awards**

NEWSPAPER interests, identified with 11 of the 43 companies or persons to whom the FCC has thus far granted permission to apply for new FM stations, had their grants suspended pending the Commission's investigation and hearing on newspaper ownership of stations. Meanwhile, of the pending FM applications at least one-fourth are from newspaper interests, some not now in broadcasting, and action on them appears to be deferred.

In its formal order [see page 7] the Commission stated that construction permits to be issued for FM stations with the publication of one or more newspapers shall contain the condition that no construction of the facilities shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the issue. Pending approval was added, however, that upon showing that the public interest, convenience or necessity will be served "construction at an earlier date may be authorized."

The list of FM grants and their newspaper affiliations follows:

**FM Newspaper Grants**

Baton Rouge Broadcasting Co. Inc., Baton Rouge, La., granted 44.1 me., call W43BG (same ownership as WJBO and New Orleans Advocate and States Times). John Lord Booth, Detroit, granted 44.9 me., for W490D (Mr. Booth is owner of WJLB, Detroit, and is a former owner of the Booth Newspapers of Michigan, a chain of eight newspapers in as many cities, although he is not actively engaged in the newspaper business).

Ray Simms, New Orleans, granted 44.5 me., for W450D (same ownership as WWJ and the Detroit News). Robert A. Luellen, C., granted 44.1 me., call letters yet to be determined, for W441D (Mr. Luellen is owner of the Winston-Salem, publisher of the Winston-Salem Journal and Twin City Advocate, and is a member of H. J. Reynolds Tobacco Co.).

The Ben Franklin, granted 44.5 me., for W551D (same ownership as WTJM and the Milwaukee Journal).

Radio Service Corp. of Utah, Salt Lake City, granted 44.7 me., for K475SL (same ownership as KSL, in which approximately 20% of the stock is owned by publisher of the Salt Lake Tribune and Salt Lake Telegram, control held by the Mormon Church). Rockford Broadcasters Inc. Rockford, Ill., for W717B, same control as WROK and the Rockford Register-Republic and Rockford Morning Star, owned by the Sixth Anna Simms).

South Bend Broadcasting, South Bend, Ind., granted 47.1 me., for W715B (same ownership as WSJIT, WFMF and WFMF). Walker & Downing Radio Corp., Chicago, granted 47.7 me., call W477P (same ownership as WWSW and the Chicago Post-Gazette, publisher of Chicago Tribune).

WBNS Inc., Columbus, Ohio, granted 45.9 me., call W459B (same ownership as WBNs, the Ohio State Journal and the Columbus Dispatch). WGN granted 45.9 me., for W60C same ownership as WGN and the Chicago Tribune).
ANOTHER GRAB FOR POWER calculated to hamstring commercial broadcasting is in the making at the FCC. In the midst of its "final" consideration of the Network-Monopoly Report—which if approved as drafted would make the networks merely program brokers whose contract affiliations and time options would be subject to Federal regulation—the FCC majority has come out in the open with its long-simmering idea that newspaper interests can be stopped from owning broadcast stations without benefit of a mandate from Congress.

The majority, led by Chairman Fly, will promptly deny any intent to boot present newspaper ownership out of stations; it simply wants to "look into the matter" from a public policy standpoint while considering FM grants and while FM is "fresh and undeclared". The hook upon which it has acted in calling as yet unscheduled hearings is the fact that so many FM applications are from newspapers.

The issue is raised even though the law prescribes a different course and even though the courts have held that the FCC can't do anything about it, with the consent of Congress. There is even serious question whether Congress can decree, under the Constitution, that newspaper or stockholders in newspapers, singled out from among all other business enterprises, are ineligible to engage in broadcasting.

The call for a public hearing and investigation seems cleverly timed. It comes just when the FCC majority is under fire in its consideration of the Network-Monopoly Report. Can it be that it is using this merely as a decoy to divert some 300 radio-newspaper interests from the network monopoly issue? The question is being asked in the industry, and Congress may soon seek the answer.

The newspaper-ownership question has been with radio since broadcasting began. Many of the country's pioneer stations were launched in the early '20s by far-sighted publishers, who had no thought that they would become self-sufficient enterprises. There were also far-sighted department store owners, motels, and other enterprises, including newspaper executives, electrical equipment manufacturers, seed nursery proprietors and even some educators and clergymen who got in on the ground floor.

Possibly the ideal would be achieved if the ownership of every radio station were in the hands of professional radio folk, none of whom held any interest whatsoever in any other kind of business. But radio by the American Plan, as approved by the public and by Congress, is a business—and capital and enterprise in a free democracy simply do not flow that way.

There isn't anything in law or in common sense to require that a station owner or stockholder must not engage in or hold stock in any other business, newspaper or otherwise.

There in essence you have the whole newspaper-ownership "problem". What difference does it make to Mr. and Mrs. John Q. Public whether a station is owned in whole or part by a manufacturer, a merchant or a newspaperman—so long as that station renders a balanced public service and eschews being the mouthpiece of any special interest, political or otherwise?

The public hasn't been complaining about the ownership of stations, which happens to be about as diverse as haphazard growth and free enterprise could make it (some 890 U.S. stations in operation or authorized for construction being owned by about 760 utterly unrelated corporate or personal entities). It's easy to cry monopoly, but even a superficial inquiry will disclose that radio station ownership is by no means concentrated in a few hands.

But apparently it does make a difference to a few men who, mindless of the far more pressing problems confronting the country and the world, unwilling to let well alone and seemingly eager to please their silent masters, are intent upon divorcing newspapers from radio. The logical next move would be to decree that no Democrats or no Republicans or no men with blonde hair or blue eyes might own stations.

The whole "problem" is not without its little ironies. The anti-newspaper element were among those who hailed the free competition that the logical next move would dictate that no application for a new station may be denied if it meets all technical, legal and financial requirements. What if a newspaperman is the only applicant, or if he is one of several applicants equally qualified for facilities available to both? We've seen the Commission grant two applications in little towns like Salisbury, Md., and Las Vegas, Nev., and tell them to go to it—let the fittest survive.

Four of the 13 new broadcast stations authorized thus far this year by this same FCC have newspaper interests identified with their ownership; last year the ratio was 22 out of 43. The FCC ruling thus far 11 to 2 in favor of newspaper interests. And remember, the law does not distinguish between standard and FM broadcasting. If a policy is applied to one, it automatically must apply to the other. Since all renewals must be considered on the same basis as original applications under the statute, once the FCC should decide on divestiture of newspapers from stations, it must apply that yardstick to the 300 existing stations in that category.

The whole subject would be ludicrous were it not so serious and were the past actions and utterances of certain FCC members not so foreboding.

A study of the newspaper-ownership list discloses that half or more such stations are located south of the Mason-Dixon Line, in solid Democratic territory, or otherwise in the hands of Democratic and pro-New Deal publishers. The tendency has been marked in the last eight years, both as to new station grants and acquisitions by purchases approved by the FCC.

Shall these be deprived of their property by indirect action obviously calculated to "get" those publishers certain New Dealers don't like? Shall the free flow of capital into FM be retarded by artificial restrictions imposed by a few Washington bureaucrats?

With this as with other synthetic issues stirred up by a few men, we say again—let's go to Congress for a redemption of the 14-year-old law governing broadcasting. Commissioners Case and Craven want it that way, as evidenced by their constant dissents from the majority decisions that are a threat to democratic ownership. Let's have a little handful of willful men use the back door when the front door is wide open?

Quaker Oats Renews

QUAKER OATS Co., Chicago (Ful-O-Pep) on April 19 renews for 52 weeks its weekly half-hour Men on the Farm program, featuring Chuck Aree, direct from the Quaker Oats Co. experimental farm at Libertyville, Ill. Program is presented and heard over WLS, Chicago, Saturdays, 12:12-12:30 p.m. (CST), and is recorded by WBS Chicago in the studio. Agency is Sherman & Marquette, Chicago.

Spud on MBS in June

AXTON-FISHER TOBACCO Co., Louisville, will premiere Danger Is My Business, a twice-weekly quarter-hour program on 15 MBS stations. The program, which is reported will build around stories of dangerous occupations and will be heard for Spud cigarettes Mondays and Wednesdays 10:15-10:30 p.m. Agency is Weiss & Geller, New York, is agency.

**March 24, 1941**
Continent Allocation Shifts 1,300 Stations

Revised List Gives Surprise Facilities
To Border Stations; Changes Seen

THE REALLOCATION of 1941—the first continent-wide coordinated assignment of standard broadcast stations—becomes effective next Saturday at 3 a.m., Eastern Standard Time, with the shifting of some 1,300 stations in the United States, Canada, Mexico, Cuba, Haiti and the Dominican Republic.

Despite an eleven hour release of the official Mexican will take place as scheduled, pursuant to the terms of the North American Regional Broadcasting Agreement (Havana Treaty) adopted in 1937 and finally adjusted technically at an engineering conference held in Washington last January.

Many to Move
In the United States, some 800 of the 890 stations will move 10 to 40 kc. in the 550-1600 kc. band. The majority of Canada's 85 stations will make similar shifts. Cuba's 87 stations also are slated for new assignments. Mexico originally set up a log of 171 stations, but this roster was reduced by 44 in the new list received March 13 and which came as a complete surprise to the FCC [see page 34, supplement published with this issue].

A substantial number of stations in the four major countries will not change their official or current frequencies with their assigned power. Inability to install directional antennas and, in some instances, to procure crystals ground to the new frequencies, may result in the temporary silencing of some stations. Others are expected to operate with reduced power until they can make the necessary technical installations to meet interference limitations.

The revised Mexican allocations came like a bolt from the blue to FCC officials in Washington. The log, released by the Communications Administration in Mexico City, constituted a radical departure from that approved at the technical conference in Washington last January and released March 3 [BROADCASTING, March 10].

Whereas it had been tacitly understood that the larger border stations, notably XERA, operated by Dr. John R. Brinkley, and XENT, operated by former proprietor of a cancer sanitarium, would not be accorded facilities, the revised log indicates they will remain at present locations with present powers and on frequencies assigned Mexico under the Treaty.

Mexican Confusion

Upon being apprised of the revised Mexican list, FCC officials immediately contacted the Inter-American Radio Office in Havana, official repository for allocations under the Treaty. An air-mail communication was received at noon (March 21) by Gerald C. Gross, chief of the International Division, from Dr. Armando Mencia, director of OIR, together with the allocation list as filed with him. This made no provision for Brinkley's XERA, and provided that XENT, Norman Baker station be moved from Ciudad Neuvo Laredo to the State of Nuevo Leon.

In practically all particulars, Mr. Gross declared, the OIR list coincided with that approved at the engineering sessions last January. It was regarded as the "official" and final list since it was filed with OIR as required under the Treaty. He was inclined to describe the revised list, retaining the border stations and otherwise deviating from the agreement insofar as high-power station locations are concerned, as having been transmitted by "clerical error".

Whereas the original list showed the 800 kc. channel at Nogales without call letters, and the revised list from Mexico City implied it would be used by XERA at Nogales, present location of the station, the list received by Mr. Gross from Havana showed XESK, Nogales, as the new occupant of this Class I-A channel, with 150,000 watts—the Brinkley power.

The FCC takes to impose upon the public and the industry that optimum conditions will not prevail for some time.

Antenna Data Sought

Meanwhile, eleventh hour preparations for the moving day in this country were being made with no serious hitches. A nationwide campaign to gear the public for the shift is going full-swing, keyed from NAB headquarters in Washington.

The three year period during which the country have been primed for the recalculation of some 8 to 10 million pushbutton sets. Governors of both states and mayors of many cities already have proclaimed March 29 as radio "Movin' Day" to accelerate the change-over with a minimum of inconvenience to the public.

The FCC on March 17 prodded broadcast stations to submit directional antenna performance data, together with frequency check for approval, prior to March 21. It pointed out that on Jan. 31, in connection with the publication of the new assignments, it issued a notice requiring the new 1,300 stations on the new frequencies and setting forth the procedure required of stations employing directional antennas. In its March 17 notice, it specified that stations already assigned directional antennas, due to the delay in submitting the required data, can be assured renewals of license only in cases where the performance data is submitted by March 21.

"In the case of any licensee which does not submit the required data by that date, temporary authorization only may be granted and the Commission will specify such power as it deems appropriate in each case to prevent interference to other stations," its statement read.

Several Changes

The revised Mexican log disclosed a number of technical deviations from that approved at the technical conference. To ascertain these differences in detail, the log as published in the supplement to this issue, was compared with the FCC copies published in the March 10 BROADCASTING, page 29.

Perhaps the most significant deviation was the provision for XERA's 800 kc. channel at its present location at Villa Acuna, to continue operation with 500,000 watts power. No frequency is specified on the log, but XERA is placed between 700 kc. and 810 kc. The only intervening channel is 800 kc., a Mexican Class 1-A, which, under the approved allocation, was to be used by an unnamed station at Villa Acuna. Instead, officials here view this combination of factors as indicating that the plan is to assign XERA the 800 kc. channel at its present location at Villa Acuna, across from Del Rio, Tex.

XENT, which under the original log was slated for operation with 90,000 watts somewhere in the State of Nuevo Leon, instead is shown at its present location at Nuevo Laredo, Tams., across from Laredo, Tex. XEAW, 100,000-watt station now at Reynosa and controlled by Carr Collins, principal owner of Crazy Water Crystals Co., was slated under the original log to shift to the State of Nuevo Leon, and was earmarked for Monterrey. Instead, the station is asigned as a 1-A outlet on 1570 kc., so revised.

Considerable surprise was evinced at the FCC over the failure of Mexico to utilize all of the assignments given it. On the other hand, it was pointed out that under the Treaty all 1,300 stations for the period is permitted during which any signatory nation may use the assignments available to it. Should (continued on page SI)
Imagine our pride, therefore, when three short announcements on our Herb Plambeck's Farm News program 6:15 to 6:30 a.m. drew exactly 12,296 requests!

The more you ponder on this, the more you'll come to three very accurate conclusions: (1) Herb Plambeck must be a wonder. (2) WHO must have one whale of a farm audience (10,382 of the requests came from Iowa—2,114 from outside the State). (3) This audience must be an unusually responsive group of people.

You're right, that's right! For the time and way to capitalize on these truths, write us now—or just ask Free & Peters!

WHO

for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives
Atlantic Refining Books 2,400 Games

News Interlude to Be Included; Use of FM Is Planned

ATLANTIC REFINING Co., Philadelphia, has arranged its largest schedule of commercially-sponsored baseball games, including both major and minor league baseball games, starting April 16 on behalf of White Flash gasoline and Atlantic motor oil.

Mr. Rollins, handling the Atlantic account.

Using 46 stations from Maine to Florida, the schedule calls for the play-by-play broadcasting of some 2,400 games, covering more than 10,000 station hours. Aside from the fact that this is the largest program ever arranged through Atlantic in its six years sponsorship of professional baseball, the year will mark the first use of an FM Station. The facilities of WWSW’s FM station in Pittsburgh being scheduled to carry all home and road games of the Pirates.

News at the Games

Another innovation this year will be the use of news releases, prepared for Atlantic by International News Service. Covering the regular broadcasts of the major league games. The news flashes will be timed as to not interfere with the play-by-play descriptions, and it is planned to extend the service to stations carrying minor league games.

The schedule includes games of these National and two American League teams, four teams of the International League, all eight teams of the Eastern League, four of the Piedmont League, and games of the A’s and Phillies will be broadcast over a special regional network of 11 stations in Pennsylvania, Delaware and New Jersey with WIP, Philadelphia, the originating station.

Home games of the Boston Bees and the Red Sox will be broadcast over a special network of 17 stations in Massachusetts, Maine, New Hampshire, Connecticut and Rhode Island. WAB, Boston, the originating station. For the most part, games will be sponsored exclusively by Atlantic, with General Mills sharing the sponsorship in a few cities.

As in past years there will be an extensive merchandising program, including station banners, special announcements, schedule cards, score cards and burn-out novelties.

Commenting on the use of sports broadcasting by Atlantic, Joseph R. Rollins, advertising manager of the company, said:

“This is the sixth consecutive year Atlantic has sponsored play-by-play sports broadcasting, professional baseball and college football, and with our list of sponsors for the coming year the program has been enlarged. This year, we are making the largest outlay for this type of advertising in our history. We have found that commercial sports broadcasting, if properly handled so as to add to, rather than detract from the fans enjoyment of the game, is one of the most resultful types of advertising we have ever undertaken. Tying in each program with the local communities, as well as advertisers, has been an ideal way to build up the dealers in those communities, increase station traffic and sales. Dealer enthusiasm for this "through line" support has grown yearly.

“Our policy always has been to make the game the important thing, to let our consultants see that they will win the favor and patronage of the listeners, rather than interrupt their following of the play. Judging from the splendid results we have had, this plan has certainly been a success.”

Shell Oil Spots

SHELL Oil Co., New York, as part of its spring and summer advertising campaign, will start during the coming baseball season its advertised announcements and five-minute programs on about 30 stations, a total of two new markets.

Local distributors in each market are making the type of announcement or program that fits the local market and the conditions of the market. The live announcements written especially for the local distributor will be sent out.

“Since April is the six consecutive year Atlantic has sponsored play-

News

MBS and GILLETTE SIGN BOXING BOUTS

GILLETTE SAFETY RAZOR Co., Boston, and MBS signed a contract March 21 with Mike Jacobs for独家 boxing exclusively on MBS all professional boxing bouts staged in 20th Century Entertainment Theatre, June 1. The contract is for 52 weeks with renewal option. It includes all bouts at Madison Square Garden, Yankee Stadium, Boston Garden and other major fight grounds.

Gillette will sponsor a special broadcast on MBS March 24, 8:45-9:15 a.m., with Pat Haggarty, boxing personality, announcing the action. The broadcast will be on NBC Blue with the MBS-Gillette contract came as a surprise in trade circles.

ACTION IS PLANNED AGAINST PETRILLO

ATTORNEYS of the Anti-Trust Division of the Department of Justice, headed by Victor O. Waters, assistant to the attorney general, who handled the ASCAP-BMI consent decree negotiations, are actively pursuing the preparation of data for institution of grand jury proceedings against James C. Petrillo, president of the American Federation of Musicians.

No indication yet has been given as to when the grand jury proceedings will be instituted, though it is reported principal studies are being made in Philadelphia and New York. Selection of either city is regarded as likely.

It is expected the first proceeding will be against the Petrillo activity, going beyond the jurisdictional dispute with the American Guild of Musical Artists, and will encompass the "made work" issue, precipitated several years ago with the flogging of a quota of musicians by broadcast stations.

The announcement Feb. 28 by Assistant Attorney General Thurman Arnold that anti-trust proceedings would be launched against Petrillo, also included the broad casting industry's purported control of solo artists through its exclusive contracts held by their artists' bureaus.

Godfrey Remains

ARHUR G. GODFREY, Sun-Dial

NEW YORK: Arthur G. Godfrey, host of WJSW, CBS Washington key, continues with that station and adds a new and entertaining program on WABC, CBS New York key, for March 17. The new program is titled "Godfrey's Special" and is aimed at the younger audience.

Godfrey, also a contemporary, is well known for his many talents, comical antics and offbeat patter. He will be heard from 3 to 5 p.m. (EDST), with his WJSW program running 6:45-9 a.m. EST. He is also heard on transcription for Carnation Co., Milwaukee.
ASCAP Soon to Submit New Proposals

First Negotiations Held; Next Meeting Likely

Within Fortnight

FULL COMMITTEES of NAB and ASCAP met last Thursday and for nearly four hours discussed the music situation existing at present, following the Society's acceptance of a consent decree from the Department of Justice which provides for the submission of ASCAP music to the broadcasters under a program as well as a blanket-license basis.

After each side had expressed its views privately, the meeting adjourned with the understanding that ASCAP would draw up specific proposals which can be submitted to the broadcasters.

To Meet Again

When this is completed, which the ASCAP committee estimated would be in about ten days or two weeks, another committee of committees will be called so broadcasters' representatives may examine the Society's proposals and advise the ASCAP committee whether these proposals are ready for submission to individual broadcasters or are in need of further revision.

Session was followed by a meeting of the BMI board, which was said to have lasted only 20 minutes and which was described as "purely routine."

Belief of ASCAP that within two weeks it can prepare proposals encompassing the offer of music on a per-program basis which will be satisfactory to all types of broadcasters came as a surprise. It was generally felt the difficulties of working out such an arrangement require months to solve, rather than three days, even with the utmost efforts of both ASCAP and the broadcasters to effect a settlement of their differences as soon as possible.

And even the most sanguine observer could scarcely believe that all broadcasters and all ASCAP members are ready to bury the hatchet and come to terms now.

There is, on the contrary, widespread doubt that the ASCAP membership would at this time approve an offer which would be acceptable to the broadcasting industry, regardless of the recommendations of the committees. ASCAP members will doubtless insist at first that their committee's proposals be such as to guarantee for the Society and income comparable to that of 1940, roughly $5,000,000. The broadcasters, on the other hand, are almost certain to ask for a considerable reduction in that total.

The NAB committee, it was pointed out, is a conference, rather than a negotiating group, since it does not have power of attorney to deal for stations or networks. In industry ranks it is expected that nothing tangible will develop until after an expression from the NAB membership at the annual convention scheduled for St. Louis, May 12-15.

Reappointment of ASCAP music costs also will become a vital consideration. While no definitive proposition has been made by the major networks to their affiliates regarding absorption of a portion of the ASCAP costs, if and when an agreement is reached, there have been indications that feelers proposing a percentage rebate of affiliate compensation from networks have been thrown out. The preliminary conversations apparently have been on the basis of a 5% compensation rebate to absorb a portion of the clearance at the source costs of the networks.

A dual rate card structure for network programs also has been discussed—one embracing rates for time during which no ASCAP music is used and the other carrying a percentage increase for programs in which ASCAP music would be used. In that manner, it was speculated, the ASCAP music costs would be passed along directly to the advertiser. Such a plan has been announced by Ed Crane, head of the 2-Z Network in Montana [BROADCASTING, March 10].

First in a Year

Meeting of the committees marked the first official get-together of representatives of the broadcasting industry and ASCAP since March 21, 1940, just one day short of a year.

That was the date on which ASCAP presented to the radio committee the text of its proposed new licensing agreement to replace the one expiring on Dec. 31, 1940, an agreement whose terms, calling for a doubled payment by the broadcasters to ASCAP, resulted in the broadcasters' committee making a decision on the part of the broadcasters to prepare to get along without ASCAP music unless available on a basis and at a price that would be fair to broadcasters.

Meeting was arranged by Neville Miller, NAB president, and Gene Buck, ASCAP president, on Wednesday, following an all-day session of the newly-created committee of broadcasters, appointed by the NAB board in answer to a request from ASCAP that the broadcasters name such a committee to assist ASCAP in formulating a plan for ASCAP to submit to individual broadcasters for the return of ASCAP music to the air [BROADCASTING, March 17].

The committee comprises Neville Miller as chairman; Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Mark Ethridge, WHAS, Louisville; John J. Gillin Jr., WOW, Omaha; Harold Hough, WBAP, Fort Worth; Herbert Hollister, KANS, Wichita; Edward Klauber, CBS; Paul W. Moreney, WTIC, Hartford; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard 3d, Yankee Network; Theodore C. Stребelt, MBS; Niles Trammell, NBC; William West, WTMV, East St. Louis.

Representative Group

While 15 members is an unusually large number for a negotiating committee, it was pointed out that this group is "thoroughly representative of the broadcasting industry" and so will be able to supply any information asked for by ASCAP regarding terms which would be acceptable to any type of station.

It is believed that if a protracted series of meetings between ASCAP and the broadcasters is found necessary the eastern members of the broadcasters' committee may be formed into a working subcommittee which will meet with the ASCAP group, the entire NAB committee coming together only for major decisions and at less frequent intervals.

It is of course entirely too early (Continued on page 40)

Morgenthau Seeks Aid in Bond Sale

Little Chance for Sponsored Treasury Campaign Is Seen

SECRETARY of the Treasury Morgenthau has called on the nation's radio stations and networks March 20 to cooperate in the Government's drive to sell $15,900,000,000 in defense bonds. The Secretary issued a letter to station managers and network heads the Secretary also announced appointment of Vincent F. Callahan, former managing director of WBJZ, Boston, as head of radio activities for the bond drive [BROADCASTING March 3].

Reaching All Homes

In his letter Mr. Morgenthau said:

"The Treasury Department this weekend is announcing the details of its carefully-considered plans for enlisting the cooperation of American people in the task of financing the National Defense program. It is important that the Treasury Department reach every home in the United States with information about these Government obligations.

"Through your radio station, your cooperation will be invaluable. . . . Mr. Callahan in the next few weeks will come to you with specific requests for assistance. Will you cooperate?"

Any hope that the Treasury Department would buy advertising time or space to promote the sale of the new defense bonds was dissipated March 19 at least until the end of the present fiscal year, June 30, when the Senate Appropriations Committee approved a deficiency bill carrying a $1,500,000 item instead of the $3,000,000 originally asked by the Department.

The Treasury had asked for the larger sum to defray costs of printing, administration and advertising. However, the amount was slashed in half by the House, and the Senate committee concurred in the action. Under the larger sum inserted on the Senate floor when that body considers the bill, which is doubtful, the measure will become law in its present form.

Treasury officials pointed out after the Senate committee action that $1,800,000 will pay only for printing and administrative costs, precluding other than a voluntary bond promotion drive. It is understood the Treasury will ask Congress for funds to promote the drive, in its next regular appropriation bill.

Winchell Suit Dismissed

LIBEL SUIT for $1,000,000 brought by Joseph Winchell, president of the National Maritime Union, against Walter Winchell, Andrew Jergens Co., NBC, RCA and the New York Daily Mirror, has been dismissed in New York Supreme Court. Judge Edward B. McLaughlin, with leave to amend the complaint, Plaintiff claimed that the larger suit, filed May 16, 1940, on his program and in his column declared the union was dominated by Communists and was weakening the morale of American seamen.
**Stock Ownership of CBS Directors**

Nominees Slated for Annual Election on April 16

In its call for proxies for the annual meeting of stockholders to be held in the office of the corporation at 2 p.m., April 16, the management of CBS discloses stockholders of nominees for directorships and reveals the renumeration of officers during the year ending Dec. 28, 1940.

Nominees for Class A directors and their stockholdings include: Precott S. Bush, 10 shares Class A stock; B. J. A. Iglehart, 2,600 A, no B; Paul W. Kesten, 744 A, 806 B; Samuel Paley, 10,200 A, 23,000 B; Dorsey Richardson, 10 A, no B; Herbert Bayard Swope, 5,200 A, no B.


Trust Holdings

William S. Paley and his associates, one of which is the Park Corp., held 18,244 shares of A stock and 258,856 shares of B stock, holding 9.3% of the outstanding A and 24.1% of the outstanding B. In addition, William S. Paley and Ralph F. Collin, as trustees of one trust, owned 400 shares of B. As trustees of a second trust they also owned 400 shares of B. William Paley, Leon Levy and four other persons, as trustees of a third trust, owned 10,000 shares of A and 5,000 shares of B.

For the accounting year (52 weeks) ended Dec. 28, the corporation, in its 1940 report, paid Mr. Paley, president, $204,319 as remuneration; Edward Klauber, vice-president, $100,079; Paul W. Kesten, vice-president, $61,350; Meford R. Runyon, vice-president, $40,235; to directors and officers as a group for services in all capacities, $696,570, which includes the remuneration and compensation for legal services to John J. Burns and Rosenberg, Goldmark & Colin, of which partner Ralph F. Colin is a member, $35,625.

The remunerations to Messrs. Kesten, Runyon and Klauber included the remuneration to Mr. Klauber of $45,780, $25,390 and $15,235 distributed as additional compensation: On Feb. 16, 1940 the corporation, upon the exercise of options granted under an option plan approved by the board of directors on March 24, 1937, sold to Mr. Klauber 4,015 shares, to Mr. Kesten 757 shares, to Mr. Runyon 1,091 shares and to two other officers an aggregate of 691 shares of Class A stock at $15 per share.

**Hollywood Premiere on a Lavish Scale Marks Promotion of New Lever Series**

CHARLES VANDA, CBS Western program director, has been signed temporarily to produce the weekly half-hour Hollywood Premiere, which starts on that network March 28 under sponsorship of Lever Bros. Co. (Lillytay), 10 p.m., Pacific Day, 10-10:30 p.m. (EST).

Several well-known producers were sought and final decision on permanent Vanda direction in that capacity will be made after New York conferences between William B. Lewis, CBS vice-president in charge of programs, and Richard Marvin, radio director of William Grey & Co.

Regardless of the final decision, it was announced that Vanda, along with his production duties on the show, will continue as the network Western program director and in addition produce the weekly CBS Free Co. program.

**Extensive Promotion**

Scores of film personalities will attend the formal opening of the series which the sponsor plans as a general event which ever staged for a radio show. With Louella O. Parsons, Hearst columnist, as m.c., the initial broadcast will feature Marilyn Dietrich and Bruce Cabot in preview of their forthcoming Universal picture, "The Flame of New Orleans" [BROADCASTING, March 10].

Felix Mills’ orchestra is to supply the musical background. Harlow Wilcox will announce. Harry Kornman is to write the radio adaptations.

**RUPPERT SPONSORS SPOTS ON SEABOARD**

JACOB RUPPERT BREWERY, New York, will use radio extensively in the 1941 advertising campaign of Old Knickerbocker beer and Ruppert ale, according to James P. Duffy, advertising and sales promotion director of the company.

In New York City the company will sponsor nightly five-minute programs during the season on WMCA, WNEW, and WINS; and on April 15 it will start half-minute weekly station spots twice-weekly on WNEW, WINS, WQXR, and WOV.

During the football season, five-minute sports summaries will be sponsored twice-weekly on WEAf and WJZ. The company recently presented the sports commentary by Stan Lonam thrice-weekly on WOR, and will continue in the same weekly series with Dick Fishel on WHN.

Outside the New York area, the company's free sponsor baseball broadcasts at Charlotte, N.C., on WSO, and at Norfolk on WTAR. Both clubs are in the Piedmont League. In Richmond, the company is co-sponsoring with the local distributor a quarter-hour news program and a quarter-hour musical program nightly on WMBO.

The station's regular Atlantic Seaboard will be added to the schedule, if the desired time can be cleared, according to Mr. Duffy.

**Survey Available**

SURVEY OF CITY DWELLERS IN THE UNITED STATES AND THEIR LISTENING HABITS. [BROADCASTING, March 17] is presented in an illustrated 40-page brochure published by NAB in cooperation with NBC and CBS. Painless tabulations with art effects and simple diagrams graphically portray the data compiled in the survey. Conducted through Crossley Inc., copies may be obtained from the NAB, CBS or NBC.

**Nehi Will Expand-303-Station Series**

Program Will Include 25,000 Broadcasts During Year

"More radio than ever before in the company's history will be used by Nehi Corp. for its product, Royal Crown Cola, during 1941," C. C. Colbert, president of the G. A. firm, told BROADCASTING last week. Speaking of the company's recently-inaugurated radio campaign with five-minute transcribed programs, Mr. Colbert added, "We shall have more stations, more frequency, more coverage than ever before."

"So far as we know, we shall be broadcasting over more stations than any other program in the United States," he said. "In fact we shall have 250 individual broadcasts during the year."

Already on 303 Stations

The company's transcribed series, featuring Howard & Shelton, is now heard thrice-weekly on 303 stations, with more to be added, according to BBDO, New York, the agency in charge. The program will be carried by each station for 26 weeks. While the commercials are in the form of testimonials by Hollywood stars, the discs provide for a 30-second cut-in by the local announcer at the end of the program with copy supplied the local bottle by the company.

Commenting on the outlook for the current year, Mr. Colbert said the sales of Nehi Corp. for the first two weeks of March were in excess of 25% more than the same period last year. "We are confident," he said, "that 1941 will be one of our biggest years for the three products, Royal Crown Cola, Par-T-Pak, and Nehi beverages."

**Living Symbols Present NBC-Red ‘Alice’ Book**

ALICE IN WONDERLAND with her long golden hair and the Mad Hatter at his most eloquent were the living symbols of NBC's promotion campaign to launch its book of data on the Red Network titled Alice in Sponsor-land, when they were unveiled Wednesday in the offices of New York trade paper editors, spoke their pieces and presented the books.

The book itself, with Alice, the Mad Hatter, the March Hare and the Dormouse as the leading characters, tells the story of NBC's sponsorship for the 13 years of success, lists its satisfied sponsors, and presents each day's programs for the year. Alice's eyes. With illustrations by Barney Tobey and copy by Joseph A. Eclesie, chairman of the sales promotion department, Alice in Sponsor-land was produced under the direction of Charles Brown, NBC-Red sales promotion manager and Ken R. Dyke, NBC director of promotion.
Presenting

A PROVEN SUCCESS
with a "PLUS"

Wallace
"Keep fit to Music"

*AMERICA'S AUTHORITY
ON FIGURE CONTROL
On the air daily from
cost to coast

Further Proofs...

- 49,647 proofs of purchase in 13 weeks
  (one station, new product, no distribution).
- 36,211 proofs of purchase in one week.
- 37,427 proofs of purchase from one
  announcement each week (13 weeks).

AN ENTERTAINING, INSTRUCTIVE
PROGRAM WITH A HARD-HITTING SALES-
CREATING PUNCH THAT GETS RESULTS!

In addition to "Keep fit to Music", the Covert Company offers to
advertisers and agencies complete "package" programs of merit...
sales-getting productions of which the above is but a single example.

Name writers, producers, musicians and talent comprise the back-
ground of a distinctive production... whether it be a one-minute
transcribed jingle or a network show... at a price where the exor-
bitant production and so-called "idea" costs have been eliminated.

Further information gladly furnished

The COVERT Co.
Radio Programs

360 NORTH MICHIGAN AVE., CHICAGO
Phone STAte 3472

BROADCASTING • Broadcast Advertising

March 24, 1941 • Page 15
RCA Seeks Television Unity
To Avoid More False Starts

Problem Now Back in FCC's Lap as Video Hearing Is Recessed Over Weekend After Lively Start

By LEWIE V. GILPIN

THE WHOLE problem of introduction of commercial television, which has had a stormy existence during the last year, was suddenly tossed back into the lap of the FCC last Friday by RCA, which proposed that the Commission ascertain that all elements in the industry and the public are ready to move forward before a definite operating date is fixed.

Coming at the conclusion of two days of hearings on proposed new rules, the RCA position was made clear by Dr. C. B. Jolliffe, former FCC chief engineer, now chief engineer of the RCA Research Laboratories. Dr. Jolliffe's statement came after J. P. Hennessey Jr., NBC-RCA counsel, proposed no changes in the technical standards recommended by the National Television System Committee and offered no technical testimony. It caused such consternation in the FCC that Dr. Jolliffe immediately called a ten-minute recess that lasted nearly a half-hour.

Avoiding False Start

It was just a year ago, on March 27, that the FCC, under Chairman Fly's leadership, rescinded "limited commercial" also to television because of RCA's exploitation activities, alleging it was attempting to "freeze" the art and get the jump on competitors.

Jolliffe explained that RCA's position now is that the FCC first should guard against another false start by ascertaining that all phases of the industry are prepared to proceed; also to see that the FCC rules are prepared to make the investment and receiving set manufacturers to produce sets.

He urged that there be no limitation on competition, except that the date be set until those other factors have been studied by the Commission.

And after the recess, Chairman Fly observed that this constituted a sharp reversal in position, since last year RCA had argued that other companies were seeking to delay introduction of television. Dr. Jolliffe declared that as far as he was aware, RCA had the plant capacity and the personnel to begin television operations. He added, however, that the company did not know when the component parts of the industry would be ready to go ahead.

Asked by Chairman Fly how the defense situation affects television, Dr. Jolliffe, himself a member of several Government advisory committees on communications, asserted that information is lacking.

"We can't know what will happen from here on," he said, "and that information from the United States Government," he asserted.

We simply ask that you determine the status before you set a date.

Dr. Jolliffe's testimony came after a number of companies had testified in favor of the NTSC technical standards and urged immediate authorization of the FCC for television. Up to that time only a few discordant notes were heard, and the general picture was that the industry had resolved its differences over technical standards which a year ago prompted the Commission to rescind its limited commercial authorization.

Before Dr. Jolliffe's appearance, Alfred H. Morton, NBC vice-president in charge of television, had urged that the proposed rules specifying 10-hour operating periods be amended to require 10 hours weekly, with the schedule to be increased as program availability, facilities, staff and economies permitted. Chairman Morton, however, called by Chairman Fly after Dr. Jolliffe's testimony and corroborated his position. Asked why RCA should change its view so radically, Mr. Morton observed that RCA was only one entity in what will be a vast industry and that in order to provide full service all elements must move together.

The hearings were recessed until Monday, March 24, with RCA-NBC still on the stand.

Industry Reaction

The NTSC recommendations of technical standards, resulting from several months' intensive study by the members of the nine NTSC panel groups, won the general support of participants in the hearing.

The recommendations were unaltered from the report accepted by the NTSC Jan. 27 in a "progress report" to the FCC [BROADCASTING, Feb. 3], except for substitution of a 625-line proposal for a 525-line proposal, and for interlaced, for the previously recommended 441-line image, and broadening of the synchronizing pulse recommendations to permit field tests of several interchangeable systems—the standards ultimately to be narrowed to require use of the superior system.

The changes were the result of light of NTSC studies since the Jan. 27 hearing.

Industry reaction at the hearings Thursday and Friday indicated endorsement of the NTSC standards as the choice of the various alternative proposals incorporated in the standards of good engineering practice issued Feb. 27 by the FCC to constitute the agenda for the proceeding [BROADCASTING, March 3]. Substantial industry acceptance of the proposed FCC rules and regulations announced at the same time by the FCC also was evident at the hearing.

MBS to Consider Own ASCAP Pact
Board Names Committee for Inquiry Into Problem

(For Other Copyright News See Page 15)

SEPARATE negotiations with ASCAP by MBS were authorized at a special meeting of the directors of the cooperative network last Friday.

Appointment of a committee to confer with ASCAP on procurement of a license for use of its catalogues is approved, with Alfred J. McCookser, chairman of MBS and president of wor, as its chairman.

The resolution adopted called attention to the unique MBS organization, and to the uncertainties and problems raised by clearance at the source provisions in the ASCAP and BMI consent decrees, entered into with the Department of Justice, as the motivating factors in the procedure authorized. It was specified that no negotiations be carried on with ASCAP until Friday in the name of MBS until further action of its board of directors.

New Departures

The board named Tom Slater, WOR, as coordinator of sports and special events for the network. A committee to serve on behalf of MBS clients and agencies will be established, with personnel to be announced later.

The copyright resolution follows in full:

RESOLVED, that in view of the organization and method of operation of MBS and the uncertainties and problems raised by clearance at the source provisions in the ASCAP and BMI consent decrees, no negotiations be carried on with ASCAP in the name of Mutual until further action of the mutual board of directors.

And that the stockholders of Mutual agree to appoint, at the next meeting, an ASCAP committee of Albert R. J. McCookser, chairman, E. M. Astrin, Lewis Allen Weiss, H. K. Carpenter and Leonard Frey, in behalf of the stockholders the matter of r. li. to use ASCAP music on MBS programs and to report back to the stockholders.

Present, besides the above-mentioned, were John Shepard Jr., Colonial Network; Hubert Taft Jr., WKRC; J. E. Campeau, CKLW; Hope Barroll, WFBF; Harry Bitterman, WCAE-L; Louis Caldwell and Keith Masters, of MBS counsel; Emanuel Dannett, WOR counsel.

N. Y. Legislature Given
Measure Lauding Radio
PRAISING radio as a "great public function in bringing cultural entertainment to millions of residents of these United States," New York State Senator Phelps (D.), introduced a resolution in the State Senate Thursday that "the people of the State of New York take official cognizance of Radio Moving Day.

The resolution asks that the Senate felicitate the U. S. State Department "on completion of an important international tie-up in the field and especially in improving radio reception by changing station frequencies under terms of the Havana Treaty."
"Why Be a One Man Band, Allan?"

"After all, you can’t do everything around the shop. Why not let NBC Radio-Recording lend a hand or two?"

"What can they do to help me?"

"Listen, pal, when it comes to helping us agency men develop a spot program idea, they’re the works. Why, NBC’ll write, cast, produce and record that show for you from opening fanfare to sign-off. Yes, and after it’s recorded, handle the processing, manufacture and distribution of your records."

"Lovely! But I haven’t that kind of money."

"What kind of money? Son, NBC’ll work with you regardless of your budget. I know! They’ve helped me whip more than one program into shape."

* * *

Whatever your recorded-program need—a series of simple announcements or a full-length script or musical show, we’ll work with you from script to finished pressing—in whole or in part—and record your show NBC ORTHACOUSTIC*, which means reproduction at its best.

Let’s team up . . . Write or telephone today and outline your program problem.

* Registered Trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood
Networks Differ in Methods Of Reaching Nations to South

CBS Setting Up Own Hookup of Latin Stations; NBC Sells Its Own Shortwave Facilities

By BRUCE ROBERTSON

ALTHOUGH in general agreement with the ideas on broadcasting from the United States to Latin America expressed by Don Francisco, radio advisor of the Rockefeller Committee on Inter-American Relations, following his return from a three-month trip through Central and South America [BROADCASTING, March 15], the program executives of NBC and CBS differ considerably as to their plans of operations.

For example, on the basic point of getting their programs to the listeners below the border CBS is setting up its own network of Latin American stations which will rebroadcast its programs to their local audiences and which it will sell to advertisers as it does its network in the United States. NBC sells only its shortwave facilities, with its advertisers making their own arrangements for local rebroadcasts whenever, wherever and on whichever stations it wishes.

Listener’s Tale

Edmund Chester, director of CBS international division, says that during his eight years in South America for AP he made frequent visits to every country below the Rio Grande, and from his experience as a radio listener he is convinced that local retransmission is necessary to get the programs to the audiences.

NBC states that its mail proves that its programs are heard in all parts of Latin America and cites numerous examples. One is Kytmo y Noche (night and day) on Radio Salvadoreña, where the shortwave broadcast of the first evening of the shortwave program is said to draw a large audience.

KMOX Spanish

STAFF MEMBERS of KMOX, St. Louis, who last year studied French under the guidance of a special instructor brought into the studio for the benefit of the MBS broadcasts of Raymond Gram Swing, which after less than two weeks as sustaining broadcasts are now sponsored by Eso marketers.

And Music Next

Next to news, NBC rates music as most popular with its neighboring Americans, with the popularity about equally divided between dance and classical melodies. Then come sports and Hollywood gossip. Soap operas would be as popular with Latin Americans as they are here, NBC believes, but it is impossible to say which is the better program for them. One program executive expressed the opinion, "What is acceptable in one country is objectionable in another. It depends on so many factors."

A major aim of CBS will be to give Latin Americans a true picture of life in the United States, not through news alone, but through all its programming, Mr. Chester stated. "I don't mean that we should propagandize," he explained. "In fact, I think that would be fatal. But if we give them glimpses at all phases of our life they are intelligent enough to decide what they like and can adopt out of our culture. It is not our business to attempt to impose our culture on them, but only to let them see what it is.

For example," he went on, "we're going to give them programs of our folk music, the songs of Foster and the like. We've heard lots of our jazz and lots of songs, but they know just a little of our folk tunes. We also plan to get the cooperation of our faculties in presenting the educational aspects of American life and in this connection we shall let students and professors from Latin America play an important part in the presentation. One of them, speaking to his own countrymen, can put over an idea about us better in 15 minutes than one of us could do in 15 weeks. A vital factor in the CBS plan

Latin American Group

Asks New York Charter

INCORPORATION papers have been filed in New York State for the Export Information Bureau under a bill recently passed by Congress. The American Assn. of Advertising Agencies gains a study market for Latin America. The Bureau has been chartered with $200,000 capital stock by Mr. Foster, who is president, and Mr. Thomas, vice-president, and J. deWitt Hill, president.

Dr. Hadley Cantril, director of the Public Opinion Research Project at Princeton U, who has been appointed executive vice-president of the Bureau, is selecting his staff but has not announced personnel or other details.

E. K. JEFF, FCC chief engineer, will speak March 25 on MBS, discussing the radio "Moving Day" of March 26. On March 28 he will present the official program to explain the radio audio-frequency reasons for the change in wavelengths.

It is an agreement to take programs from the Broadcasting Corporation of New York and rebroadcast them in English not only throughout the United States, but to other Latin American countries, Mr. Chester stated. There is a lot of talent which has never been developed, he said, and the chance to be heard throughout the whole hemisphere will provide an incentive.

CBS is also bringing a number of outstanding Latin American artists to New York to broadcast back to Latin America, to provide an incentive to Latin listeners to the south to tune in on CBS broadcasts. Juan Arvizu, Mexican singer, is the first of these artists to be signed by CBS.

The future news for Latin Americans being edited in accordance with their ideas of news values, which is quite different from ours, Mr. Chester explained, CBS has engaged a Latin-American-born assistant to Mr. Chester in the AP office in Buenos Aires, as Latin American news editor.
Two fighting fists battered the way to fortune for Heavyweight Champion Joe Louis. * Two radio stations with powerful sales impact are crashing through with championship performance, winning greater sales for advertisers in the “Golden Horseshoe”, one of America’s richest markets.
Pangborn Is Appointed To Direct KGW-KEX

ARDEN X. PANGBORN, managing editor of the Portland Oregonian, has been appointed managing director of that newspaper's two radio stations, KGW and KEX. He succeeds W. Carey Jennings, resigned. Mr. Pangborn immediately announced the appointment of two new staff members—Dave Drummond, writer, formerly with NBC San Francisco, and Ed Burhers, announcer, from KFPY.

Mr. Pangborn joins KGW-KEX on the eve of its move to fulltime 5,000-watts operation with its new directional antenna and 626-foot tower. He is a graduate of the U of Oregon. Under him the Oregonian won the 1940 U of Missouri honor award.

MOVING to stir up new interest in the move of International Allied Printing Trades Assn. to secure Federal legislation levying taxes ranging from 10 to 20% on the income of radio stations, the AFL union's president, John B. Haggerty, last Tuesday published an open letter challenging critical trade publications to propose a more expeditious method of halting radio's advance as an advertising medium than his proposal to tax radio broadcasting revenues [BROADCASTING, Feb. 24].

In his two-page printed letter, given general circulation among the thousands of members of the affiliated printing trades unions, Mr. Haggerty charged that the growing affluence of the broadcasting industry, hand in hand with allegedly self-helping cooperation from advertising agencies, not only cut down the economic prospects of the publishing business, and hence employment opportunities for workers in the printing trades, but constituted a threat to a free press in America. He cited facts and figures which he stated bore out his contention that the broadcasting industry and advertising agencies were lining their pockets at the expense of the printers and publishers.

The Real Free Press

"The real freedom of the press will continue only so long as newspaper, magazine and periodical advertising is available at a fair price, or the reading public will agree to pay for such publications at a price which will meet the cost otherwise met by advertising," Mr. Haggerty observed. "The real freedom of the press is jeopardized when we find 294 publishers, in many cases forced through unfair competitive conditions in their trade areas, to purchase, at heavy costs, radio stations, thus becoming dependent upon the good will of a government agency to protect these investments, and, in order to insure the continued value of these radio investments, possibly subservient, even in their newspaper columns, to the wishes of a controlling and dominating governmental agency."

"May we ask that you name some other governmental franchise holders who have yearly profited, as a class or a group, to the extent of a yearly net average of more than 50% on their cash investments? Also, that you suggest the names of other governmental franchise holders, who pay nothing to the government for such monopolistic grants as a radio broadcasting license, and who do not pay a substantial excise tax, in addition to other governmental taxes? Radio broadcast stations pay nothing to the government for the monopolistic licenses which make possible yearly profits as high as 250% on their cash investments." 

Rebates and Discounts

Mr. Haggerty also charged that broadcasters gave "rebates and special discounts, as well as the sizeable discounts—as high as 50%—to national advertisers and advertising agencies to promote radio advertising."

"Is it possible that advertising agencies, aware of the rebates paid by the networks, with the further privilege of combining expenditures in computing discounts, do not become the direct purchasers of radio time, passing on the network listed costs to their advertising clients, thus retaining for themselves the millions of dollars annually paid by the networks in the form of discounts and rebates?" he asked. "Is there no significance in the fact that reports show that less than one-half of 1% of radio network advertising is placed direct; that advertising agencies collect commissions from a minimum of 15% to possible 40% of the advertising dollar spent for 99 1/4% of..."
the advertising placed on the
network?"

"Governmental reports show that while the yearly wages of many
skilled tradesmen have substantially
increased for 1939 over the year-
ly wages paid in 1929, the workers in the
newspaper, magazine and
periodical industry received, in
1939, $284 or 15% less than they
received in 1929; that there were
in 1929, the last year for which
governmental figures are available, 1,656 fewer publishing
plants where printing trades workers
might secure or hold jobs; that the
value added to the product of print-
ing trades workers in 1939 was
some $1,700 or 15% less than that
which prevailed in 1929, thus pro-
viding less revenue for the
employer to use for the workers' pay-
roll, materials, taxes and profits;
that the cost of materials, per
worker, used in the printing and
publishing industry, in 1939, was
$306, or some 13½% higher than in
1929; that, in many instances, to
make possible the continued publi-
cation the sales price of newspa-
pers and magazines has been in-
creased as high as 50%, thus trans-
ferring to the readers the costs
previously derived from revenues
from advertising which has been
diverted to radio broadcasting."

Ewing Family Gets CP
For Station in Natchez;
Dallas Pleas Rejected

A NEW station in Natchez, Miss.,
was authorized by the FCC March
19 when it granted the application
of Natchez Broadcasting Co. for 250
watts on 1370 kc. At the same
time it designated for hearing the
application of Natchez Radio Corp.,
a rival applicant seeking 250 watts
on 1370 kc.

The successful company is head-
ed by P. R. Ewing, manager of
WDSU, New Orleans, who also
owns WGRM, Greenwood, Miss.,
and WGCM, Gulfport, Miss. Mr.
L. Ewing holds 51% of the stock.
Mr. P. Ewing Jr., manager of
WGRM, holds 33%, and another
son, P. F. Ewing, manager of WGCM,
also holds 3%. The other 3% is
held by M. M. Ewing.

The unsuccessful applicant com-
pany has as its chief stockholder
Jimmie Willson, secretary-trea-
urer, now employed by WWL, New
Orleans, who would own 75% of
the common stock. Other major
stockholder is Kramer Service Inc.,
identified with the ownership of
WSBK, McComb, Miss., 27%.

Dallas Denials

The Commission on March 19
also announced dismissal of the ap-
plications of Chilton Radio Corp.
and the late V. O. Stamps, Dallas
music dealer, each seeking new
local stations in Dallas, using 100
watts on 1370 kc. Mr. Stamps died
recently, whereupon the Chilton
Corp. applied for a dismissal of
that application. Last Jan. 1 the
Commission authorized the Chilton
Corp. to apply for another fre-
cency, which has been dismissed.
The Chilton Corp. is headed by A.
L. Chilton, chief owner of KLRA
and KGHI, Little Rock, Ark.

EVERYBODY KNOWS around Ma-
on, Ga., even the "town character"
(above), that WMAZ shifts March
29 to 940 kc. Staffers were paid
in 12,500 March bills by the water
company. Theatre trailers, signs
on moving vans, air skits and
booklets given away by a depart-
ment store are some of the WMAZ
stunts.

"NEWSROOM" SERIES
FOR ALKA-SELTZER

MILES LABS., Elkhart, Ind., added
another new show to advertise
Alka-Seltzer and One-a-Day Vita-
amin tablets March 24 when it
began "The Newsroom of the Air,"
on NBC-Red five evenings weekly,
7:15-7:30.

As Broadcasting went to press,
17 stations had accepted the pro-
gram, and others will be added as
soon as possible. The sponsor has
several names in mind and the cur-
rent title may be replaced.

The program now features John
W. Vandercook from New York,
Earl Godwin from Washington and
various foreign correspondents
of NBC reporting from abroad. With
advent of sponsorship, format of the
program will be changed and a
news summary from Chicago by
Fort Pearson added. Under the new
program setup, two-way conversa-
tion between the Vandercook and
the correspondents, where possible,
on major news stories, will be in-
spective spots. Wade Adv. Agency,
Chicago, handles the account.

Enlarged Spot Campaign
Undertaken by Breyer

BREYER ICE CREAM Co., Phila-
delphia, started its annual radio
campaign on March 14 for its vari-
ous Breyers ice cream flavors. Ra-
dio and newspapers are being used
more extensively than in previous
years to herald the company's Dia-
mond Jubilee Year, beginning this
month. Spot announcements and
chain breaks are being used on six
stations along the Atlantic Coast
with as many as in former years.
A total of 4,420 announcements
will be used on the following sche-
dule: For 52 weeks, WOR, New
York, 14 weekly; KYW, Philadel-
phia, 43 weekly; and WCAU, Phila-
delphia, 12 weekly; for 26 weeks,
WGBI, Scranton, Pa., 14 weekly;
WJSY, Washington, 4 weekly; and
WBOC, Salisbury, Md., 14 weekly.
Agency is McKee & Albright.

Over 46,000 Letters Monthly from One
Program Prove WJZ's Pulling Power!

NANCY CRAIG'S 46,000 fan letters monthly from her WJZ "Woman of Tomorrow" program spell tremendous popularity in any language. Translating that response into selling terms, it signifies even more to the advertiser eager to win the largest possible
hearing for his sales message.

Those 46,000 letters offer 46,000 conclusive proofs that the right program plus the right audience equal a maximum selling opportunity. And that WJZ offers both!

Prove to your own—and your sales—satisfaction that in radio the "proof of the 'pulling' is in the mailing." Sell the world's richest market over WJZ and watch the returns roll in! NATIONAL BROADCASTING COMPANY, A RADIO CORPORATION OF AMERICA SERVICE.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND DENVER HOLLYWOOD WASHINGTON

BROADCASTING • Broadcast Advertising

March 24, 1941 • Page 21
THEY WERE IN THE ARMY THEN
(One of a Series)

Mr. Mason

These EMBRYO RADIOMEN saw action, and plenty of it, in France during World War I. Turn to page 46 for their service records and pictures of how they look today.

Radio Representatives Join Army Tour To Inspect Nation's Defense Activities

To MAKE a first-hand inspection of the country's military and defense preparations, with the U.S. Army playing host, 15 representatives of radio, newscast and photograph services left Bolling Field, Washington, D.C., last Thursday on the first leg of a two-week aerial tour of Army camps and installations from coast to coast. The official tour, directed by Lt. Col. Frank A. Allen Jr., chief of the Pictorial & Radio Branch of the War Department's Bureau of Public Relations, was organized by Gen. George C. Marshall, Chief of Staff of the Army.

Traveling entirely by air in commercial transport planes, the group will inspect actual Army and military production operations during the March 20-April 2 tour. The trip was devised to give an overall on-the-spot view of these operations, as well as to report to the American people on the defense line.


The group left Bolling Field in Washington last Thursday, flying direct to Wright Field, Dayton, Ohio, to inspect Air Corps activities there, and on Friday and Saturday visited Fort Knox, Ky., and Fort Sill, Okla. Other stops will be made at Los Angeles; Fort Bliss, Tex.; San Antonio; Maxwell Field, Ala.; Fort Benning, Ga.; Fort Bragg, N. C., and Langley Field, Va.

advertising, depends upon continuity of effort. Interruptions of program schedules to carry your Army programs affect the listening habits and therefore the size of the listening audience of the commercial medium of the advertiser. Such cancellations obviously have their effect on business in the community as well as on the revenues of the station.

Be Smart

8. Don't ask advertisers to impair their programs by including your announcements or your messages in their commercial program periods; the station will cooperate with you by providing time for such broadcasting. The first brilliant flash of genius of nearly every neophyte in public relations by radio is to attempt to hitch-hike his announcement on a popular commercial period. The neophyte is convinced he has an inspiration because he hasn't heard it done before. He hasn't heard it on the air, because it is poor public relations and unsound broadcasting for both the cause the announcement represents, and for the advertiser.

9. Don't request the station to schedule an indefinite series of programs on a t.f. (till forbid) basis to continue at the same time each week. Programs that are often interrupted have its occasional failures, and you will save yourself the embarrassment of either explaining the reasons for cancellation or else putting on an unsatisfactory broadcast, that they may not alienate your audience.

10. Don't ask for more time than you need. The most effective messages are those that are focused on your particular objectives. You have speakers of unusual ability and interest to the audience, and make it a rule to limit speeches to the essentials and put them into the quarter-hour period.

12. Don't attempt to schedule a program on a State, regional, or national network unless it is of direct regional, or national interest. Every network station, in addition to carrying national defense programs, has to fulfill its function of serving its community, and you must ask that the air the activities of its own community which are connected with national defense. The national interest will probably be best served by limiting national network broadcasts to na...
Shortwave Posts Are Set Up by FCC

Foreign Broadcasts Will Be Recorded and Analyzed

DEALING with one of the “vital national defense problems developed by radio”, the FCC, cooperating with the Defense Communications Board, last Wednesday announced establishment of special “listening posts” to record, transcribe and analyze foreign shortwave broadcasts. The “listening posts”, set up at primary monitoring stations located throughout the United States and its possessions, will keep a 24-hour watch for persuasive and pertinent radio propaganda from abroad, the FCC stated.

Under the project, part of the national defense activities in the communications field carried on by the FCC through special Federal funds and appropriations, a picked force of 350 technicians, translators, clerks, program analysts and other experts will work in eight-hour shifts, monitoring all overseas transmissions involving propaganda directed at America. Particular attention is to be paid to voice broadcasts, including newscasts, speeches, announcements and playlets, the FCC commented, although some musical programs also will be monitored.

Big Job Ahead

After being recorded in the field, the program material will be coordinated and studied at Washington. It is estimated that it will be necessary to record and analyze matter of which 75% will be in languages other than English. An idea of the scope of the project is indicated in the FCC’s comment that seven hours of translation and transcription are required to fully process one hour of recorded material.

The project was set up on recommendation of the DCP, as approved by President Roosevelt and the Bureau of the Budget. Cooperation is expected from other Government agencies seeking accurate information on the extent and character of foreign broadcasts reaching this country. Broadcasters and private propaganda analysis organizations also are cooperating.

The FCC’s defense activities started last year under a $1,600,000 grant from special Presidential emergency funds. Continued activity along this line, on an increased scale, is indicated by the $1,920,000 item included in the FCC’s $4,425,729 appropriation for fiscal year 1942, final Congressional approval of which is expected soon.

Gen. Petroleum Adding Drama Series on Coast

GENERAL PETROLEUM Co., Los Angeles (Mobil gas, oil), a subsidiary of Socony-Vacuum Oil Co., and out of Pacific Coast network radio for several months, on April 27 starts a weekly half-hour program, “I Was There, on” CBS West Coast stations (KNX KARM KSF0 KOIN KIRO KVI KFPY KOY KTUC), Sundays, 9-9:30 p.m. (PST). Contract is for 36 weeks. Formally a CBS Pacific Coast sustaining feature, the program each week will present three guests who were eye-witnesses of spectacular events in recent history.

Each story is to be dramatized with an 11-piece orchestra directed by Bill Hatch supplying atmospheric background music. Knox Manning has been signed as narrator. Russ Johnston, CBS Pacific Coast program director, identified with the series since its inception, will produce. General Petroleum, in a 30-day campaign ending April 13, is currently using an average of five nighttime signal announcements weekly on a group of West Coast stations. Agency is Smith & Drum, Los Angeles.

New Milk Tested

GOLDEN STATE Co., San Francisco (Golden V vitamin milk), this month started a campaign on 10 California stations (KROW KSF0 KPO KFRC KFI KNX KFVB KHJ KECA), using daily one-minute transcriptions of drama and music for an indefinite period. Golden State some years ago was a heavy user of network radio on the Pacific Coast. If the current test campaign for its new product, which sells above the average price of milk due to the fact that six vitamins have been added, proves successful, Golden State will probably expand its radio to much larger proportions. Agency is Ruthrauff & Ryan, San Francisco.

‘Info Please’ Repeat

WITH the advent of daylight saving time in the East, American Tobacco Co., New York, will start a rebroadcast of Information Please, currently broadcast across the country on NBC-Red 8:30-9 p.m. (EST) on Fridays. Since this would put the program on the West Coast at 4:30 in the afternoon after April 28 the Friday broadcasts will be transcribed and the recorded program broadcast on the Pacific Coast Blue Network at 7:30-8 p.m. (PST) the following Tuesdays. Switch to the Blue on the Coast was necessary as the Red Network will not accept transcriptions. Program advertises Lucky Strike cigarettes and is placed by Lord & Thomas, New York.

STRETCH YOUR DOLLAR

That’s easy—now a dollar spent with us—goes a lot farther toward—

YOUR SALES

They will automatically stretch too—Bigger audience — more potential customers — so make it—

YOUR HABIT

Buy Philadelphia’s most powerful independent—because—

OUR POWER

Is being stretched from 1000 to 5000 watts full time

King Klenzer Spots

FITZPATRICK BROTHERS, Chicago (Kitchen Klenzer), on March 17 started a varying schedule of three to six-weekly spot announcements on more than 20 stations. Contracts are for 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.
Federal Report Sees Danger In Radio as a 'Big Business'

Extension of Government Radio Activities Urged To Offset Alleged Control of Pressure Groups

NEW RUMBLINGS for Government-operated radio broadcasting facilities, this time coming from the direction of the Temporary National Economic Committee, a hitherto untapped source so far as broadcasting is concerned, were heard this week with release of a TNEC monograph, Economic Power & Political Pressures.

The monograph, 26th in a series developed during the 21/2-year history of the Joint Congressional-departmental committee, also declares that radio, apart from being a principal medium of public information, is "big business" and that if the trend toward growing "business control" over the instruments of propaganda continues, "the Government must continue to extend its activities and to attempt to match the concentration of economic power in the hands of those not politically responsible to the electorate".

Legislative Remedies

Described as "a study of lobbying", the monograph was written by Donald C. Biaisdell, assisted by Jane Greverus. Its recommendations, concerned chiefly with remediating controls exercised by various pressure groups over the Governmental process, are being considered by TNEC, with other recommendations along other lines and on other matters, in preparing its final report.

The TNEC report, it was stated, will cover both observations and recommendations, although it is not known what particular recommendations will be advanced finally by the committee. The report must be completed by April 8, since the life of TNEC ends on that date.

Although no word was available of legislative plans to follow up TNEC recommendations regarding alleged patent controls and other forms of monopolistic business practices, pending release of the TNEC overall report, it was regarded as inevitable that legislative remedies will be sought as soon as possible. In releasing the Biaisdell monograph, it was emphasized that although the study was made for TNEC, the monograph itself does not necessarily indicate TNEC findings or conclusions.

Commenting on problems arising out of concentration of economic power, the TNEC monograph observed:

"Through the press, public opinion, and pressure groups it is possible to influence the political process. While all three of these factors have played a part in the process since our beginnings as a nation, the extent and consciousness of their use has grown inordinately. They are employed by all contestants in the struggle for control, but reflect the viewpoint of business more accurately than that of others."

The revolution in communications produced by American ingenuity and promoted by American business, makes the press, the radio, and other opinion-forming instruments far more important in the political process than ever before. Both press and radio are, after all, 'big business', and even when they possess the highest integrity, they are the prisoners of their own beliefs."

Informing the Public

Emphasizing the important position of broadcasting in any plan to "bring lobbies into the open", and incidentally pointing to a possible new publication duty for broadcasters, the monograph stated:

"Without doubt there is need to improve Federal administrative procedure, and the strengthening of planning within the Federal Government would aid it in meeting current problems. Yet a democracy cannot operate successfully unless the electorate is informed of the problems at issue, and the interests of the various parties to the debate."

"Lobby" registration proposals involve at least two aspects. The first is the securing, and periodic publication, of data on lobbyists — names, sponsors, and principal sources of funds, receipts and disbursements, purposes of expenditures, especially for public relations services, advertising, radio, etc.

"Secondly, it should be recognized that the Federal Government has a responsibility to see that the electorate is informed on public problems. This can be done either by requiring private radio chains, as a condition of retaining their licenses and as a public service, to publicize the activities of lobbyists in Washington and elsewhere; or, failing this, by establishing a Government-owned and operated radio broadcasting station for the dissemination, among other things, of such information.

"A Federal lobby registration law, setting up a special agency to classify, organize and disseminate the material filed with registration, having access to either the private radio chains or the publicly owned and operated station, would begin to provide information vital to the operation of the democratic process."

THE BEGINNING, the middle, and the end of a wheat harvest, after which period the crops are portrayed as Ivan Anderson, supervisor of WCCO's transmitter at Anoka, Minn., holds the microphone (the first step in transmission) and the crystal which will place the message on a carrier of 580 kc., WCCO's new wavelength starting March 29. The message is shot out into space from the 684-foot tower in the background.

"But I thought you raised WHEAT out here!"

Well, sir, it's this way: the Red River Valley is one of the most famous wheat-producing regions of the United States. But all grain crops account for only about 30% of the Valley's farm income. Hogs, dairy products, beef cattle, poultry and other crops make up the other 70%.

All these crops are money crops — which is why WDAY advertisers enjoy a year-round harvest of sales! Would you like us to do some "cultivating" for you?

WDAY, INC.  
N. B. C.  
FARGO, N. D.  
940 K.C. . . 5000 WATTS, FULL TIME  
Affiliated with the Fargo Forum  
FREE & PETERS, Nat'l Representatives  

Page 24 • March 24, 1941  
BROADCASTING • Broadcast Advertising
Allan Miller Joins New Clear Service
Leaves Commerce Department
To Join Victor A. Sholis

APPOINTMENT of Allan Miller, chief of the press division, Department of Commerce, as assistant director of the recently formed Clear Channel Broadcasting Service, was announced last Wednesday by Victor A. Sholis, director. Mr. Miller served at the Department of Commerce with Mr. Sholis, who was his pre-decessor as head of the press division.

Offices have been leased in the Shoreham Bldg., Washington, and will be occupied early in April, Mr. Sholis announced. The organization, established by independently owned I-A stations, was created last February. It will serve as an information office, with the objective of preserving high-power outlets as the only effective means of supplying service to rural and remote listeners.

Washington Career

Mr. Miller, like Mr. Sholis, is a former newspaperman. A native of Duluth, he graduated from the U of Missouri School of Journalism in 1935 and was editor of the university daily. He joined the New York Journal as a reporter upon graduation and was transferred to International News Service a month later. After working with INS in New York for two months, he was transferred to the Washington bureau, covering New York. He handled the 1938 political campaign for the Washington Times.

In March, 1939, Mr. Miller joined the Department of Commerce as assistant chief of the press division, becoming its chief a year-and-a-half later.

While in Washington, Mr. Miller covered Congressional hearings on the extension of NRA and AAA. During that time he entered Georgetown U Law School and was graduated in 1939. He became a member of the District of Columbia bar and was admitted to practice before all the courts of the District.

Mr. Sholis in early March conferred with a number of owners and directors of clear channel stations on the work of his organization. He also met with members of the group in New York March 17-19, during the meeting of the NAB board of directors on copyright negotiations and the subsequent session of the IRNA board.

One of the first moves of the service will be in connection with the March 29 reallocation. Clear channel stations generally plan to tell the story of clear channel coverage and what the reallocation means to rural and remote listeners.

Fun With Names

SONGS LICENSED to BMI by Lysle Tomerlin, whose "South Sea Island Magic" has long been a hit, have provided Washington with a picture of the FCC's interest in an interesting diversion. Putting some of Tomerlin's songs in this order provide interesting results. For example, "I'll Be Switched If I Ain't Bewitched"; "Come Into My Parlor, Mr. Fly"; "Something to Worry About"; "How Can I Be Neutral?"; "Tears Within My Heart". Other tunes licensed to BMI by Tomerlin, who heads three Hollywood publishing firms, are "In Maui With You"; "The Moon Shines Thru My Window"; "Maple Trees at Twilight"; "Sweethearts of a Ghost Town"; "Lonely Senorita"; "Cute and Captivating". George Huston is manager of the firms.

Ameche for Kraft

KRAFT CHEESE Co., Chicago, sponsoring the weekly NBC Kraft Music Hall, on March 27 adds Don Ameche, Hollywood film and radio actor, to the cast on a long-term exclusive service contract. Ameche, out of radio for a year, will be spotted at intervals when either Bing Crosby or Bob Burns takes the air. His induction does not change the status of other cast members. Besides Crosby and Burns, continuing on the program are Connie Boswell and the Music Mids, vocal group, with John Scott Trotter, musical director. Ken Carpenter remains as announcer. Robert Brewer is the J. Walter Thompson Co. producer, with Ted Hediger representing the network. Writers are Carroll Carroll, Ed Helwick and Joe Bigelow. The program will be continued through the summer, with Crosby and Burns taking a 13-week vacation starting in early July.

Canada Dry Spots

CANADA DRY GINGER ALE, New York, is promoting the sale of Spur, a 5-cent soft drink, with one-minute transcribed announcements 6 to 24 times weekly on 60 stations. Company controls franchise for the product in New York, St. Louis, New Orleans, Louisville and Philadelphia, and is placing announcements in those cities through J. M. Mathes Inc., New York, the agency. In other cities, announcements are placed cooperatively through local bottlers. The station list will be expanded, according to the agency.

Gillette Sponsors Derby

GILLETTE SAFETY RAZOR Co., Boston, for the second year will sponsor the broadcast of the Kentucky Derby from Churchill Downs May 3 from 26 CBS stations. Anouncer has not been chosen, according to Maxon Inc., the agency. Commercial copy on the broadcast will feature a new Gillette Tech razor, called the Ranger Model. Merchandising aids that tie in with the Derby broadcast are being distributed to dealers.

KSFO

"Northern California's Listening Habit"

A CBS STATION—SAN FRANCISCO

National Representatives: EDWARD PETRY & Co., INC.
New Agency Contract Form Approved

NAB Board Gives Its Endorsement to Revision

CLIMAXING months of negotiation between special committees of the NAB and the American Assn. of Advertising Agencies, the NAB board of directors last Tuesday approved and recommended a revised agency contract form for station facilities. Although the revised form, which supplants an earlier one announced Jan. 9, has not yet been approved by the AAAA time-buyers' committee which participated in the protracted discussions, copies of it were mailed to stations last Friday by the NAB. The new form is described as a substantial improvement over the old "order blank" form in use since 1933.

Following the NAB's Jan. 9 announcement of a new form, which was met by sharp protest from the AAAA group, the NAB and AAAA committees resumed conversations to iron out points of difference. Approval of the revised form by the NAB board came after agreement apparently had been reached on virtually all points. Announcing its approval, the NAB indicated that although it invited AAAA's co-recommenda-tions on the board's action, it is approving the form would stand as final regardless of whether AAAA joined in approval.

Incorporates Revisions

Apart from incorporating a number of revisions in keeping with prevalent business practices in agency-station dealings, the new form was designed to relieve a distressing rubber-stamp problem that went hand in hand with the outmoded "order blank." The NAB has indicated that the new agency contract, which it recommends be used by stations as a basic contract form in dealing with advertising agencies, may be adopted generally for use in direct dealings with advertisers by substituting "advertiser" for "agency" when and where a revised form appears in the recommended form.

The new form embodies several refinements of the basic provisions of the Jan. 9 recommendations. [BROADCASTING, Jan. 13.] It is designed to facilitate agencies' bookkeeping practices, the new form provides that although payment from the advertiser to the station is normally due on or before the 20th day of the month following the commercial broadcast, "if the postmark date on the invoice is later than the seventh day of the month the station agency shall not be deemed in default if it makes payment on or before the last day of that month." 13

Termination Clauses

Covering termination of contract, the new form provides that either party may give notice by giving the other 14 days' prior written notice, provided such notice does not take effect until 28 days after the start of the contracted service. Also it provides that if the station terminates the contract, the agency has the benefit of the same discounts it would have earned under the contract.

While the Jan. 9 form provided that in cases of interruption or omission of a commercial broadcast the station would be liable to the agency only for a pro rata reduction in the time charge, the new form provides that the agency may take the more favorable choice between either a pro rata reduction or a reduction based on the proportion of the actual commercial announcement omitted or interrupted. Thus, it was explained to BROADCASTING, a five-minute interruption on a quarter-hour program would qualify for a pro rata reduction amounting to one-third the contract rate for the quarter-hour; on the other hand, a 60-second interruption of a 90-second commercial on the quarter-hour program would qualify for a credit of two-thirds of the quarter-hour time charge.

The contract provisions reserve to a station the right to cancel any contracted broadcast in order to broadcast a local event of public importance, provided there will be no substitution "unless deemed by station to be of the utmost public interest at the time." It is also provided that although the agency shall not be liable for any non-cancelable cost of talent to be furnished by the station on the substituted contract broadcast, "it is mutually agreed that in no case shall station be liable for cost of any talent for which station itself does not contract." In case of substitution a station would be held liable only for the cost of talent to be supplied by the station, it was explained.

Rate Provisions

Rate provisions of the recommended contract form incorporate a most-favored-nation clause; progressive rate reductions for continuing programs under extension of contract; protection in case of rate revisions through extension of contract within 30 days after effective date of rate revision; rate protection on a 52-week basis if agency contracts for additional time; combination of more than one program under a single contract to qualify for frequency discounts, excluding program announcements and programs running less than five minutes.

In addition to the overall provision that program material must comply with the NAB Code, the contract form provides that the station may refuse to broadcast "objectionable" programs furnished by the agency, and that if the agency fails to provide program material, after being previously notified by the station, the station may broadcast "a creditable program" under name of the advertiser and make the specified time charge and a reasonable talent charge to the agency.

Inserted in the identity provisions of the new contract form is the agreement of the contracting station to furnish upon request by the agency the names of copyright organizations with which it holds performing licenses. Thus, the contract indicated that of Jan. 9, provides that any litigation against agency or advertiser arising from "station material" will be defended by and at the expense of the station, while litigation against the station arising from "agency material" will be defended by the agency. In either case, the "indemnitor" is given full and complete control of the defense in litigation, and is held responsible for payment of damages or costs incurred from the judgment. "Station material" would include all material used in programs furnished by the station except material furnished by the agency. "Agency material" consists of musical compositions performed in non-dramatic form which station is licensed by BMI, at the time of broadcast, to perform publicly for profit. "Agency material" would include all but "station material," and station approval of "agency material" except that the agency's indemnity obligations under the contract.

Bible College Is Denied Shortwave Application

ACTING against another application by specialized interests for a new international shortwave broadcast station, the FCC March 19 held that public interest, convenience and necessity would not be served by the application by the Johns Hopkins University, Baltimore, Md., to operate a world-wide shortwave service between the hours of 1200 and 1300, Easter time, each day from seven cities in the United States. Copies of the application, with the agency's comments, are available from the commission.

Religious Group Starts Latin American Hookup

GOSPEL BROADCASTING Assn., (referred to here as GBA), the user of network and spot radio time, on March 23 started sponsoring a weekly half-hour transmitted Spanish version of Old Fashioned Revival Hour on seven major Latin - American stations, shortwave stations in Guatemala City, Schenectady, N. Y. Stations and countries are LSS, Buenos Aires; CMJN, Olmedo, Mexico; CBH, Havana, Cuba; CPX-CPS, La Paz, Bolivia; HJCS, Bogota, Colombia; OAXAA, Lima, Peru; HCJB, Quito, Ecuador; YV5RG, Caracas, Venezuela.

In all, the program is being picked up for rebroadcast by stations in Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Uruguay and Paraguay. Gospel Broadcasting Assn. also sponsors the weekly Old Fashioned Revival Hour on 110 MBS outlets, in addition to the aforementioned versions on several other stations nationally. Agency is R. H. Alber Co., Los Angeles.
KLZ

5,000 WATTS ON 560-CBS

DENVER'S STANDOUT STATION

Standout merchandising wins award from Armour's Clair Heyer, who wrote, "Your record will rank right at the top."
We don't sell it!

- PRIMARY COVERAGE
- BONUS COVERAGE
We give it away!

We are referring to bonus coverage received by KXOK advertisers, which is shown in blue on the accompanying map. The primary area alone, which is shown in white, comprises 95 counties with an estimated population of 3,531,700. In a recent offer by a KXOK advertiser — in addition to heavy returns received from the primary area, KXOK listeners wrote in from the counties shown in blue. In all, seventeen states were heard from on this particular offer. Advertisers interested in knowing first hand how KXOK’s signal gets around are welcome to make a similar test to that described.

Daytime pattern

KXOK

NBC BASIC BLUE STATION • ST. LOUIS, MO.  
630 Kc. 5000 WATTS DAY AND NIGHT

Affiliated With KFRU, Columbia, Mo.  
Represented by Weed and Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
Radio Well Represented

As Correspondents Hold Banquet for Roosevelt

Radio, headed by the FCC, well represented at the annual White House Correspondents Dinner in honor of President Roosevelt, March 15, at which he delivered his now famous "aid to the democracies" speech.

The address, which came during the middle of the dinner, was broadcast throughout the world by NBC, CBS and MBS. Entertainers at the dinner, attended by 1,000 Government officials, newspaper and radio men, was sponsored this year by NBC, which alternated with CBS in providing the entertainers. A feature of the program was British and French radio tribute to the President's speech piped into the banquet hall as heard from London and Vichy.

Those attending included: K. H. Berkeley, general manager, WRC-WMAL; Dr. Frank Black, NBC music director; Walter Brown, general manager, WSPB and WSB; B. J. Burns, CBS board member and counsel; Harry Butcher, CBS Washington; vice-president; John Charles Day, CBS President; John Judge, commercial manager, WRC-WMAL; Orn. Dunlap, RCA; Gano Dunm, RCA; John Elias, KWKH-KTBS, Shreveport; George Gillingham, FCC press chief; Paul Gish; CBS Washington; Gordon Wood, general manager, FCC Washington; commentator and former President's assistant; the J. W. Boston, RGA; Fred Burns, CBS Washington; A. E. Johnson, NBC Washington; Edward L. King, CBS vice-president; William J. Knut, NBC press chief; Philip G. Lonn, WRC Washington; Claude A. Mahoney, WRC; Washington commentator; Frank J. secretion, Edward McVey, RGA vice-president; Robert Menner, WRC Washington; C. L. Menner, NBC national production chief; Frank Mullen, NBC executive vice-president; William Neal, NBC Washington; Edward J. Noble, president, WMCA, New York; Duke M. Patrick, Washington; Joseph Rosy, CBS general attorney; John Royal, NBC vice-president; M. R. Runyon, CBS vice-president; Frank M. Russell, NBC Washington; vice-president; J. H. Cadwell, NBC president; Arthur Scherlind, Washington; C. L. Schwab, NBC; director of news and special events; Oswald Schlueter, RCA; Paul M. Seid, Washington; Eric Sadof, CBS Washington; correspondent; Fred Skipper, WRC-WMAL; assistant manager; William J. Sluyn, Jr., CBS director of special events; Carleton Smith, WRC-WMAL; assistant manager; George Smith, Washington; Sidnay Strow, vice-president, NBC; G. R. Trammell, vice-president, RCA; Niles Trammell, president, NBC; Albert Warhe, CBS Washington; news director; Theodore Weber, CBS assistant publicity director; A. D. Willard, Jr., WJSN; Paul Porter, CBS Washington attorney; and Brewster Morgan, CBS producer, New York.

Gen. Mills Shifts

SPECIAL MILLS, Minneapolis, has moved to CBS the Betty Crocker and Hymns Among the Millers broadcasts which were dropped from NBC in the realignment of the four quarter-hour programs sponsored by this company on a split Red and Blue network from 2 to 3 p.m., EST (BROADCASTING, March 17). On CBS these programs will be broadcast from 9:45 to 10 a.m. (EST), with Betty Crocker on Wednesdays and Fridays, and Hymns on Mondays, Tuesdays, and Thursdays. Repeat broadcasts are scheduled for 11:15 a.m. to noon (EST) until April 25 and after April 28, 5:15-5:30 (EST). On April 28 also KLZ, Denver, and KVOR, Colorado Springs, will be added to the network. Both shows advertise Gold Medal Kitchen Tested Flour and both are played through Blackett-Sample-Hummer, Chicago.

ELK AND PLENTY OF IT was obtained by Ken Niles, CBS announcer on Lever Bros. Big Town program, during a Montana hunting trip. This five-pointer was slung over the hood as he arrived back in Hollywood.

KPOW Ready to Start

PLANNING its dedicatory program for the evening of March 31, the new KPOW, Powell, Wyo., will go on the air employing 25,000 watts on 1320 kc. under the reallocation. Station was authorized by the FCC last Dec. 17 to Albert Joseph Meyer, of Powell, a former postal clerk. Mr. Meyer will be general manager. Lyce C. Tyler, local radio service man, has been appointed assistant manager. Other staff appointments are: Del Brandt, formerly with KBPC, Cheyenne, program director; Bert Meyer, new to radio, studio director and announcer; Mrs. Rosemary Meyer, secretary and women's program director. Appointment of a commercial manager and another operator will be made later. A Gates transmitter and a 193-foot Winchparker radiator have been installed.

LAWSYERS PROTEST

LEGAL PROGRAMS

PRELIMINARY plans of the Unauthorized Practice of Law Committee of the American Bar Assn. to take steps forcefully to terminate programs alleged to border on unauthorized legal practice, were deferred by the committee following a conference in Chicago March 16 with Joseph L. Miller, NAB Labor Relations Director. The committee decided to hold further discussions looking toward voluntary action.

The committee continued that certain programs, such as the Court of Missing Heirs, bordered on improper practice of law in that advice was given by unlicensed attorneys on legal matters. The specific complaint against the Court of Missing Heirs related entirely to its title, it was asserted.

Arrangements were made by the committee for future meetings, at which specific programs presumably would be analyzed, with a view to working out means of self-imposed restrictions meeting its objections.

Norman Thomas Discs

NORMAN THOMAS, leader of the Socialist Party, on March 16, started a series of one-hour afternoon Sunday afternoon talks for 13 weeks on WHN, New York, under the auspices of The Coin, weekly newspaper published by the Party in New York. In addition to the WHN programs, transcriptions of Mr. Thomas' talks are being placed on 40 other stations throughout the country. Agency is Adrian Bauer Ad Agency, Philadelphia.
QUIZ of trade and brand names was staged by WENY, Elmira, N. Y., at the recent meeting of New York’s Southern Tier Assn. of Manufacturers’ Representatives, Bern Furniture, retail store, had invited four representatives of the Binghamton association to meet four from Elmira on one of its semi-weekly quiz contests. Merchandising folk comprised the two teams. After a half-hour of quizzing the Elmira team won. Home listeners, says WENY, found the competition keen and enjoyable and discovered that such prosaic displays as a shelf full of grocery staples had almost as many entertainment ingredients as vitamins.

Dollar’s Worth REVERSING the normal rate card sequence of number of stations, length and number of broadcasts and, finally, the cost, the new advertisements of NBC’s Blue Network start out with the dollars and show the advertiser just how much he can buy for each amount of money. Copy used in advertising trade papers is being adapted for supplementary campaigns in grocery and drug papers, these ads concentrating on Blue sponsors in each field and spotted opposite lists of food and drug network advertisers in the publications.

* * *

Mike Cut-Outs FULL-SIZED microphone card-board cut-outs showing station’s call letters are being used by WBAB, Atlantic City. Stickers with sponsor’s name, title of program and time on the air, are sealed to base of mike. The display is being shown in windows and counters of stores handling sponsor’s merchandise.

* * *

WIP’s Sack IN A TINY MAIL SACK, a sales message from WIP, Philadelphia, tells about its MBS affiliation, 5 kw. power, 24-hour operation, renewal record and FM plans. The message is folded into a tiny envelope which is enclosed in a miniature mail sack with tag attached.

FLOWER GIRLS of WMBG, Richmond, Va., donated 5,000 corsages to women who attended the cooking school sponsored by the city. Here are two of the girls, with Bill Filer in the middle. Bill was formerly in charge of local sales at WMBG but now is promotional manager of the city’s utilities department.

East’s Sheets ED EAST, conductor of Breakfast in Bedlam, broadcast on WJZ, New York, 7-7:55 a.m. every day except Sunday with participating sponsorship, is offering listeners a tabloid newspaper, AM, beginning March 24. Four-page paper contains humorous copy, pictures of East and his cohorts on the show and a page of instructions on how to play the piano by ear.

* * *

Mutual News TALENT for program chatter are printed in a new section attached to the weekly Mutual Program Folio. Besides the usual weekly schedule, the folio now contains a five-column newspaper-style folded cover on which the publicity matter is printed. The folder is perforated at the top. The folio is prepared by Lester Gottlieb, MBS publicity director.

Treat Plants CHRYSANTHEMUM plants, called Early Wonder, are being offered as premiums by Armour & Co., Chicago, in their spring promotion on Treet. Listeners are asked to send 10c plus one Treet recipe folder for the plant, which has a retail value of $1. The program Treet Time is heard on 41 CBS stations thrice-weekly at 11 a.m. (EST).

* * *

Spreads and Tears WHEN a new sponsor is scheduled, KGNO, Dodge City, Kan., places an advertising spread in the affiliated Dodge City Daily Globe. Tear sheets of the spread, with a promotion letter superimposed, are sent to dealers handling the sponsor’s product.

* * *

Kroger Displays EXPANDING its merchandising activities, WCAE, Pittsburgh, has arranged permanent displays in 100 Kroger Grocery & Baking Co. stores. Displays are changed each week to give products of WCAE sponsors visual advertising.

BROCHURES

TAYLOR - HOWE - SNOWDEN GROUP of Texas—Letter-sized orange folder “A Swell New Package,” containing in brief case style, separate promotion folders on KUJC, KEYO, KTSA, KROW. Each folder gives history of station, coverage map, rates and market data.

WGY, Schenectady—Booklet, “Urban Markets,” devoting a page to market data for each of the following cities: Albany, Amsterdam, Binghamton, Gloos Paks, Kingston, Binghamton, Pittsfield, Schenectady, Troy, Utica. All served by WGY.

WEDC, Chicago—Four-page file-size blue-black-white sales folders on the Midnight Flyers replete with description of the program, audience reactions, nighttime coverage and map showing mail response.

WPTF, Raleigh, N. C.—Mimeographed brochure to department stores presenting The Shopper Exchange of Margaret Early.

When you see this....

ONLY THEN YOU’LL SEE A LOWER COST THAN WTAM’S .000073 CENTS per FAMILY

That’s the rock bottom cost in the Cleveland Market and it’s based on simple arithmetic. Take the 15 minute daytime rate of each Cleveland Station and divide by the number of radio homes each claims in its Primary area. Then check the Surveys for actual listeners. In both cases you’ll find WTAM far ahead. Facts like these explain why WTAM is first choice with smart Time Buyers, coast to coast.

BROADCASTING • Broadcast Advertising

March 24, 1941 • Page 31
Moving Day Headaches

IN THE WEE HOURS next Saturday, March 29, the standard broadcast band undergoes its first face-lift to the frequencies in 72 years. By virtue of the Havana Treaty signed by the principal nations of the North American continent, some 1,500 stations shift to new bands and are pledged to adhere to engineering standards uniformly applicable to each nation. Interference heretofore caused by stations operating on a haphazard basis in Mexico and Cuba, plus the notorious border station coterie would be eliminated under the new allocations structure.

An eleven-hour development came with the release of the official Mexican log, which varied substantially from the allocations sanctioned at the final engineering cleanup session in Washington last January. Both the Brinkley and Baker border stations, plus certain others, are still on the rolls, with superpower—this despite definite official commitments that they would go by the boards. There is no despair evident at the FCC, but there is plenty of consternation elsewhere. However, it will not alter the basic plan for the March 29 shift.

It has been known for months that border station operators have been seeking to undermine the whole allocation plan in order to preserve their stations and to continue to serve American listeners, paid by the dollars of American advertisers who have procured bargain rates or whose commercials would not be accepted by domestic stations. Whether they have been able to sabotage the original allocation plans remains to be seen. The fact that Mexico has seen fit to hold off assignments on a half-dozen channels to which it was accorded rights, plus the disclosure that it has not assigned stations to the frequencies in violation of the agreement except where locations are concerned, are hopeful signs.

It is evident that both Canada and this country are geared for the changeover as scheduled next Saturday. Cuba will not be ready for the full-scale shift of its 87 stations. And as a result of the Mexican alterations there is bound to be some confusion. Thus it seems evident that there will be interference not foreseen when the changeover develops.

This country is not disposed to brook any undue tampering with the Havana Treaty terms. If the border stations continue to operate following the effective date of the Treaty, in violation of that sovereign agreement, official moves should be made to silence them through diplomatic channels. Should these fail, and should serious interference be caused with stations in the United States and Canada, there probably are justifiable grounds forjamming their operations by blasting high-power carrier signals on their frequencies.

Dollars for Defense

CASH IS NEEDED by Uncle Sam to finance the national defense program. Quarters from school children and dollars from workers will be marshaled through a bond drive, to get under way May 1, that will be reminiscent of the Liberty Loan drives of World War I.

In keeping with the modern tempo, Secretary Morgenthau has organized a skeleton staff to handle the bond promotion. As things stand now there will be an advertising budget, possibly of a million or so, to get the campaign under way during its early months. Cognizant of the importance of radio, the new organization already has named a radio man, Vincent F. X. Callahan, who knows commercial broadcasting from its early days. Funds for advertising may not be available until summer.

Radio, quite properly, has given freely of its time to Governmental agencies in the interest of public welfare. Newspapers and magazines do this too in feature stories and in news coverage. But the campaigns where Uncle Sam has had something to sell, newspapers and magazines have procured space rates. But not radio!

We don't know what the modus operandi will be in the new Defense Bond drive. Appointment of Mr. Callahan augers for the commercial approach. The planned appointment of an advertising agency indicates a definite appropriation for paid advertising, from which the agency would procure its 15% commission. The whole structure, it appears, will be geared commercially.

If white space is bought, then paid time also should be the order. The Government regards radio on equal footing with the press and all other media. There should be no deviation from that position when dealings are with the business office rather than news departments.

If taxpayers' dollars are to be allocated for advertising purposes, one media should not be discriminated against. If, in the selection of media, it is equal footing with the press all along the line. There should be no deviation from that position when dealings are with the business office rather than news departments.

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LESTER WILLIAM LINDOW

CHRUBIC is the word for Lestor William Lindow. But don't let that baby-face deceive you, for folks who knew Les when he lived, variously, in Milwaukee, Madison, New York and Pittsburgh, agree that young Lindow was really going places in this business world. Now a man of wide experience, he has been a useful assistant to the management of WFBM, Indianapolis, agree that he is one chap it would be unwise to "sell short".

It was about 28 years ago, on April 11, 1913, that Les Lindow got his first back slaps and let out his first yelps. It was just ten years later that his business career started (for he has never been out of a job since he was 10). And just 16 years after that he was the youngest manager of a network station—at age 26! The many back slaps he has received since that early April day in Milwaukee have been well deserved and usually delivered by others who have watched with astonishment and pleasure at Lindow's successive accomplishments.

As a delivery boy for a commercial photographer Les earned his first dollar. Later he became a printer's devil. While still a grade school pupil, Les, together with another lad of the same age, owned a community newspaper. That included complete ownership of the presses which were bought by means of savings, borrowings and a purchase on the installment plan. This consisted of writing, setting, makeup, selling advertising, then peddling the papers. On this job Les produced his first profit and loss statement—and the year-end figures were entered on the proper side of the ledger.

High school, with its increased homework, offered Les too few hours for his own business, so he sold out. The paper, now greatly enlarged, is still in existence. He worked for a chain grocery store throughout high school, storing up valuable knowledge of retailing.

Representing a Madison men's store during his attendance at the University of Wisconsin, he sold clothing door-to-door to fraternity houses. Sorority girls bought their flowers from the blonde chap who appeared before each campus affair. School parties that required beer—regardless of where given or by whom—were supplied by the determined undergraduate.

Nor did work interfere with his studies, for during his junior and senior years he was elected to the school honor society. In June, 1933, when Lindow was handed his B.A. degree in journalism, he had a bank book that showed a $650 balance. "I made more money the last year in college," he confesses, "than I did the first year after I left."

At the time of Lindow's graduation (and only a few years ago), the general advertising department of Hearst publications had a representative visit various Eastern schools throughout the East and Midwest to select likely prospects to work in that division of the organization. Lindow was selected from Wisconsin U. After the graduation dinner and banquet he caught a train for New York.

While business manager of Advertising Alumni, Les decided to look into the radio picture. He had a lengthy talk with Marvic H. (Pete) Petersen, then in charge of national sales for Hearst stations. In May, 1933, he headed for Pittsburgh as a cub salesman for WCAE, then under the management of Ford Billings. It took only a few months to become a regular salesman. In August, 1938, he was appointed national sales manager.

Five months later he became sales manager of the station.

On April 1, 1940, Les obtained a leave of absence from his Pittsburgh post, and accepted the position of "acting manager" of WFBM, Indianapolis. Personally chief stockholder in the Indiana outlet was Harry M. Bitner, publisher of the Pittsburgh Sun-Telegraph, who was instrumental in the purchase of the station from the Indianapolis Power & Light Co. in the preceding July.

Secretary-treasurer of the corporation and traffic manager of WFBM at this time was Harry M. Bitner Jr., son of the publisher. Harry Jr. was also a stockholder and active in the station's management. Upon Lindow's arrival, a Damon & Pythisas friendship arose, Harry being 27 years old, and the two young men charted the future to be laid.

Since that time the friendship and respect for one another's abilities has increased with time and today they share the business, executive and engineering work of the station.

Three months after his arrival, on April 1, Lindow married Marvis. He resigned officially from WCAE and the "acting" portion from his title was dropped. Harry, at the same time, relinquished the traffic managshipership and became office manager.

And so the station is operated today.

As to Les' ambition, he'd say, "To make WFBM the best station in the country." Hobbies? "Only WFBM. I fight winds and cold, and this is my whole world." And there is little time for extra-curricular activities when a man feels that way about his station.

Lindow is unmarried. He is a member of the University Club of Pittsburgh and the Indianapolis Athletic Club. His fraternity affiliation is Alpha Chi Rho. He holds a First Class radio license in the off hours, and at college was a member of Scabbard & Blade, military fraternity.

GLEN BANNERMAN, Canadian Asmn. of Broadcasters president-gpman, was tendered a lunch at the Rideau Club, Ottawa, March 15 by Hon. C. D. Howe, Munitions and Supply Minister, under whose jurisdiction comes Canadian broadcasting.

MERLE L. (MYKE) SILTON, of the WORL, Boston, sales staff, recently became the father of his first brother, Silton Jr., the WORL's baby — released.

MIKE LYMAN, manager of WSAT, Huntington, W. Va., on March 14 was elected president of the Huntington Advertising Club, succeeding Vernon C. Bailey, resigned.

A. C. EITTER, for seven months sales- man of KRBC, Abilene, Tex., has been named assistant manager. How- ever, still active in the showmanship station and supervisor of KKXL, San Angelo, and KBST, Big Spring, has been ill from influenza.

WILLIAM G. GILLESPIE, manager of KTUL, Tulsa, is a member of the executive committee of Tulsa, instrumental in bringing a bombing plane安全事故...a plant site that created employment for 20,000 men.

C. J. LANPHIER, manager of WEMP, is the father of a second son, Peter, born March 14.

ART HILL, formerly of KOY, Phoenix, sales department, has joined SWM Chicago, in accordance with executive, RAYMOND T. MORRISON, formerly KLIM, La Grande, Ore., commercial manager, has joined the executive staff of WMC, Portland.

GEORGE MOORE, of the sales staff of WSAL, Cincinnati, on March 13 is the father of his first child, a son.

EDWARD D. CLERY, general manager of WDBG, Glenwood, Ill., has again been appointed to the publicity committee of the Philadelphia County American Legion, and is chairman of the radio committee of District 6, American Legion.

WILLIAM L. CARD, formerly in the radio department of the New York World's Fair 1940, has joined WMCA, New York, as chief of promoter production, replacing Charles Kuppe, who has joined the sales department of WVOV, Cleveland.

A. NICKEY, assistant cashier of NBC, Chicago, has been granted a leave of absence for military service.

N. B. McLANCY, NBC traffic manager, is in Hollywood on a business trip to discuss traffic problems with the world's west coast Pacific division.

RALPH ATLAS, president of WIND, Gray, Ind., was host to the seven members of the station's sales staff for a weekend at French Lick Springs, Ind., in appreciation of seven sales campaigns which topped the station's previous peak.

HUGH M. ASPINWALL, formerly director of farm programs of WFAA, Dallas, Tex., was named program and production manager of WKST-KGHB, Springfield, Mo. Mr. Aspinwall replaced Terry Moss, resigned.

G. A. BROWNIE, P. S. Booth and S. Macalister members of the Canadian Broadcasting Corp. staff, are touring over the Royal Canadian Artillery, Royal Canadian Navy and Royal Canadian Air Force respectively.

MRS. PEARL BENNETT BROXAM, program director of WSUI, Iowa City, is on a tour of the South, including visits to the stations in the inter- est of Zeta Phi Beta, women's speech fraternity of which she is past na- tional president.

THOMAS CONNELLY, director of program promotion of CBS, will be one of the feature speakers at the fourth district convention of the Ad- vanced Women's Fraternity in America in Miami Beach, April 19-20.

JOHN GUNTER, NBC commenta- tor, on March 21 started a quarter- tion of the network, discussing affairs throughout the Americas. He will be on a tour of South and Central American nations.

JOHN PATRICK SMITH, commer- cial manager of WPPO, Cincinnati, is writing, setting, and editing for Mary Jane Lawler, of Cincinnati.

PAUL WHITE, CBS director of news and special events, on March 15 was featured as a speaker given by the Advertising Women of New York, Margaret McBride, CBS "Columnist of the Air," served as mistress of ceremonies.

MARVIN (BUD) LANG, account ex-ecutive of KFIR, Phoenix, married Virginia Black of Los Angeles March 16.

FRANK McINTYRE, program manager of KIIT, Abilene, Tex., is the father of a daughter.

WALTER WINDSOR, formerly of WAAT, Jersey City, and WMCA. New York, is the father of a son.

G. R. MCLANACHAN, assistant manager of WSHM, Springfield, has joined the staff of WSGN, Birmingham, Ala.

BARRY BARENTS, of the announc- ing staff of WBAG, Worcester, is the father of a boy.

BROADCASTING • Broadcast Advertising
Slap at ASCAP

CLOSED - DAY ceremonies of the North Carolina Senate were broadcast by WPTF, Raleigh. The Senate selected "God Bless America" as its selection for a choral number on the broadcast but just in time Announcer Carl Geerhick recalled it was an ASCAP number. The Senate quickly substituted "America la" and after the rendition, Senator Rowe introduced a resolution "vent the condemning of this body" on ASCAP. The resolution was passed.

FRED BANKER, formerly on the news staff of KOMO-KJR, Seattle, has been inducted into the Army.

LOU WITHERS, KFI-KKEA, Los Angeles announcer, has resigned to devote his time to ranching.

FULTON LEWIS, Jr., WBS Washington commentator, is currently on a West Coast lecture tour.

DOUGLAS WAY, formerly chief announcer of WJJD, Chicago, and WPRM, Minneapolis, has joined the staff of WAXL, Woodside, Long Island, as a newscaster, replacing Sanford Baker, who has joined the announcing staff of NBC.

LE HOY FRENCH, singer and stage director, has joined WBNX, New York. Mr. French is a member of the American Guild of Authors, Composers, Lyricists, Inc.

FLORENCE BERNARD, of the Edwin Sherrin office in Philadelphia, theatrical agency, has been named Pennsylvania representative for the WOR Artiste Bureau, New York.

BYRUM SAAM, play-by-play sports announcer for the baseball and football games on WIP, Philadelphia, left March 22 for a tour of the baseball training camps. He returns April 7 to prepare for his Atlantic Refining baseball broadcasts starting April 10.

TOM ADAMS, formerly of NBC, is scriptwriter and co-author of the novelty tunes featured on Tommy Dorsey's Swing and Fortune programs, sponsored by Lewis-Howe Medicine Co., St. Louis, on NBC-blue.

DON McNEILL, m.c. of the NBC Breakfast Club, is the father of a third son, Robert Patrick, born March 17.

HARRY SIMS, member of the WLS Rangers, Chicago, is the father of a baby girl, born March 24.

GORDON LEWIS, formerly of WOR, Worcester, and Emerson College of Oratory, has joined the announcing staff of WORL, Boston.

KEN CARPENTER, Hollywood announcer, has been assigned to the NBC Alec Templeton Time sponsored by Miles Labs. (Alka-Seltzer), taking over the duties of Warren Hull, who resigned because of film commitments. Ed Simmons, producer of WVA Adv., has been assigned to the show, is doubling as mc.

TEO COLLINS, manager of Kate Smith's programs and m.c. on her CBS broadcasts, has been named musical consultant for Paramount Pictures. On March 22 he left for Hollywood to produce four West Coast broadcasts of the Kate Smith Hour, from five feature air premieres of Paramount's latest releases.

BRAD BARTON, formerly of WNBX, Yankton, S. D., has been named as Barney Corson and Dick Mitchell, formerly of WOR, Louisville, where he was heard on the air as Roy Vogelman, has joined the announcing staff of KMBC, Kansas City.

HILL CARLTON, formerly of WKBI, La Crosse, Wisconsin, and Sunday announcer on KMBC, Kansas City, has been called to Army duty.

STEWART DEAN, formerly of KOMA, Oklahoma City, and CKLO, Windover, Ont., has joined WJAA-KGKO, Dallas, as newscaster, replacing Perry Wielock, who recently joined the radio department of Grant Advances, Inc.

EAGLE GUYE, for the past year on the announcing staff of KFRO, Longview, Tex., leaves April 1 to join the radio staff of the Army. Before his service he was headliner of a show in the Texas radio market, formerly connected with several stations in Louisiana stations, will replace Guye.

LES MICHTEL, producer of WBBM-CBS, Chicago, took over a new program, "Willy Wood," on the NBC program, "Pickwick Papers." "Stillman Peck's Peers," and other series shows are to add to the program.

BET JUDEN, new to radio, has joined the announcing staff of WZC, lineup, Ill.

SID SUTHERLAND, Hollywood commentator, has been signed by Republic Studios, to write the screenplay, "Pard Right," which is expected to be produced shortly.

DON BENNETT, of the program department of KYW, Philadelphia, is the father of a boy, born in early March.

LOIS P. WALKER, of Bogota, N. J., has been appointed to the announcing staff of KYW, Philadelphia, replacing Harry Wood, resigned.

GERTRUDE FELIU, Spanish-American linguist and scholar, has joined the CBS department of education to assist Sterling Fisher, CBS director of education, in his negotiations with the Latin-American countries cooperating with CBS on the School of the Air programs this fall.

ARCH KEPNER, of the announcing staff of WQXR, New York, and previously of WOR, Washington, has been named chief announcer of WQXR, replacing William D. Strauss, draftee.

ROBERT BLOODWORTH, formerly on the staff of KFYO, Lubbock, Texas, has been inducted into the Army.

MRS. ELMER JOHNSON, staff pianist of WJJD, Chicago, where she is known as "Penny Farthing," is the mother of a girl, born March 8.

HILL MACK, graduate of Columbia College of Drama and Music, has joined the announcing staff of KDBR, Sanilac, Mo.

RALPH MILLER, new to radio, has joined WXXL, Royal Oak, Mich., as announcer.

ROBERT MAGUIRE, of the news department of WICC, Bridgeport, Conn., is the father of a boy born March 8.

JAMES V. SIMS has joined the announcing staff of KRBG, Abilene.

The diet I'm getting makes my mouth water—what with tasty shows like "Information Please", "Quiz Kids", "Xavier Cugat", and layer after layer of other goodies like "Alec Templeton Time"... No wonder WSAI-Fare has so many mouths (and ears) working overtime here in Cincinnati.
H. A. Stretch Jr. Named To Manage New WPAT

Harold A. Stretch Jr., son of the advertising manager of the Philadelphia Inquirer, has been appointed general manager of the new WPAT, Paterson, N. J., which is scheduled to start operating about March 15. Mr. Stretch until recently was on the advertising staff of Radio Daily, and formerly was a salesman with WHN and WNEW, New York. He is now mustering the remainder of his staff.

Under the Havana Treaty, WPAT will operate with 1,000 watts daytime on 930 kc. RCA transmitter and speech input equipment are being installed along with a 365-foot Lehigh tower. The station is 49% owned by James V. Cosman, tube sales manager of Federal Telegraph Co. Other stockholders are Frank B. Falknor, chief engineer of CBS, Chicago, 25%: Rex Scheppe, manager of WIRE, Indianapolis, 25%; Mrs. Cosman, 19%.

ADVISORY COUNCIL ORGANIZED BY WGY

An advisory council, made up of 22 group leaders, including representatives of colleges, public schools, musical organizations, the Parent Teachers Asso., Boy Scouts and Girl Scouts, has been organized in Schenectady to cooperate with WGY. Primarily the council is formed to advise with the station management on children's programs, but in addition the body will be consulted on all public service programs.

Preliminary organization was perfected at a dinner meeting at the auditorium studio of WGY where the council members were the guests of General Electric Co. and WGY. Robert S. Peare, director of all broadcasting activities of General Electric, and manager of the company's publicity department, presided at the meeting. Mr. Peare urged the Council to take an active interest in the programming of WGY, to make recommendations and, if called upon by the station manager, Kolin Hager, to act as an audit committee on program suggestions.

Mrs. Dorothy Lewis, national radio chairman of the National Society of New England Women and vice-chairman of the Radio Council on Children's Programs, attend the Council session and gave the members an outline of her survey of broadcasting activities throughout the country. The Rev. H. Hinkamp, chairman of the Schenectady Council of Churches, was named chairman of the council's organizing committee.

Applegate Would Quit KENO

Calvert C. Applegate, third owner of KENO, Las Vegas, Nev., which went on the air last September, proposes to withdraw from the partnership in an application filed with the FCC March 10. Under the new setup George Peus Foster and Max Kelch, the other partners, would hold 49.9% of the stock each, with Laura Bell Kelch holding the other 50.1%.

Edwin G. Foreman Jr., president of The Foreman Co., national station representative firm, on March 25 will be honored on the Citizens of Tomorrow broadcast on WGN, Chicago. Partaking in the program, which is dedicated to the betterment of America, will be students and faculty members of Foreman high school, Chicago, named after his father.
RA alpha FIELD, the "West Point of the Air", forms the background of a quiz program heard Sunday evenings on the Texas Quality Network, from WOAI, San Antonio. Two four-man teams are selected from cadets and officers sending in the best questions. Individual representatives of each team put their questions to the entire opposing team, any member of which may answer. After each side has asked its eight questions, total team scores are tabulated with the winning team getting $50. Individuals who answer questions correctly are given a "grab-bag" prize contributed by a listener. Program is known as The Flying Cadets Come.

Home Recordings

RECORDINGS made by listeners on their home recorders of music, songs, readings or dramatic sketches are submitted to the contest program Off the Record of KJJS, San Francisco, Sundays 4-4:30 p.m. Two radio sets are awarded weekly for the best records and the grand prize at the end of the contest will be an all-expense trip to Hollywood with an audition at one of the major recording studios. Larry Cook is m.c. Thompson & Holmes Co., San Francisco, Northern California distributor for Philco radios, is sponsor.

Bama Drama

ALABAMA'S progress, as it is furthered by the various civic, fraternal and patriotic organizations, industries and educational institutions throughout the State, is depicted on the dramatized Alabama Marches On!, presented each Friday on WALA, Mobile. Each program is based on a different organization and the sponsoring Jackson Brewing Co., New Orleans, uses no commercials only an opening and closing credit line.

Tacoma Talent

THREE ASPIRING entertainers are invited twice weekly to participate in the quarter-hour talent quest, Debut Time, on KMO, Tacoma. A winner is determined by an applause meter. Special judges pick a monthly winner and at the end of 13 weeks the final winner will be chosen. Reward will be an all-expense trip to Hollywood. Charlie Fall, KMO, announcer, is m.c.

SWAPPING production ideas are (1 to r) Ted Sherdenman, NBC Hollywood director and Ed Simmons, Chicago producer of Wake Up America and of the West Coast.

Kellogg Testing Serial From KMBC in Texas

TEST CAMPAIGN of 39 weeks in Texas for Teamsters, ran from March 1 to 30, and was hastily designed for the show to begin March 31 under sponsorship of Kellogg Co., Battle Creek (corn flakes), Arthur B. Church, KMBC president announced this week. The test provides for five quarter-hour programs weekly on six Texas stations. If results warrant, the show will be expanded from coast to coast.

Arizona Phones

QUESTIONS dealing exclusively with Arizona are sent by listeners, and answered over the phone while the Arizona Quiz program is in progress on KTAZ, Phoenix. To winners go five gallons of the sponsor's gasoline from the nearest service station.

WILLIE HOWARD, comedian, has been awarded his full claim of $6,000 by the American Arbitration Assn. in the dispute over a contract Howard had made to appear on 13 of the Kate Smith programs on CBS. Howard was suspended after five appearances and claimed breach of contract as signed through Ted Collins, Miss Smith's manager and m.c. of the program. The claim was brought by AFRA on Howard's behalf, with Henry Jaffe, AFRA attorney, arguing the case on the comedian's behalf.
THEODORE WICK, formerly an assistant director in the CBS production department in New York, a pioneer in Mills’ Valiant Lady program on NBC, has joined Lynn Bahr Co., New York, as radio director.

MARGARET CARSON, formerly radio copy chief of Steak n’ Ale Ad Agency, Chicago, has joined Roche & Thomas, Chicago, in the same capacity, succeeding Evelyn Rosier, resigned.

HERBERT SANFORD, radio production assistant of N. W. Ayer & Son, New York, has written a song, "Just Plain Jive," which was played for the first time recently on the "Beat Barette" program on NBC-Blue.

JAMES M. CLEARY, president of the National Association of Broadcasters, has been re-elected as president of the U of Illinois board of trustees.

JACK STRAUSSBERG, formerly a free lance artist, has joined Schimer & Scott, Chicago.

O’NEILL RYAN Jr., radio producer in charge of new business of Bckett-Stamp-Hummert, Chicago, has re-signed effective April 1.

ERNEST BAUMER, formerly radio director of the Courier Co., Los Angeles, has joined the CBS Hollywood staff as program department sales service manager, Paul Pierce, along with his duties as continuity editor, has been filling the post temporarily.

HUGH MCKENZIE, produce manager and account executive of Botsford, Constantine & Gardner, San Francisco, a member of the Army Reserve, has been called for a year’s active duty as chief lieutenant in the Thirtieth Infantry.

BILLY KURN, formerly of WPAA, Dallas, and WLN, Cincinnati, has been appointed radio director of the Dallas office of Grant Adv.

WILLIAM ROUSSEAU, radio producer of Young & Rubicam, New York, is the father of a baby born March 17. Mr. Rousseau produces "Home of the Brave" on CBS.

WILLIAM GAY, CBS Hollywood chief announcer, has resigned that post to become assistant to William Moore, Hollywood production supervisor and manager of William Eady Co.

Forum Service

THEODORE GRANIK, director of the MBS American Forum of the Air, and Maurice Dreier, commentator of WINS, New York, have formed Forum Service Inc., with headquarters in New York and designed to aid business and educational groups in conducting forums. Out-of-town clients will be serviced by field representatives.

Douglas Lund Reburn DOUGLAS LUND REBURN, 38, widely known in financial and advertising circles in Canada, vice-president and Toronto manager of Stevenson & Scott advertising agency, died March 14 after a brief illness. Born and educated in Toronto, he joined the Financial Adv. Co. of Canada at Toronto on graduating from Upper Canada College, and in 1938 joined the new firm of Stevenson & Scott. He is survived by his widow, a son, his parents and a sister.

DOROTHY THOMPSON and Wythe Williams. Mr. and Mrs. Williams are featured in the first of series of Columbia Pictures movie shorts titled "International Police." Wythe Williams acts as chairman of the group, which also includes Linton Wells and William L. Sherrer, CBS news analysts.

Fitzgerald Now V.P.

APPOINTMENT of Edward J. Fitzgerald as vice-president in charge of radio has been announced by Erwin, Wasey & Co., New York. Mr. Fitzgerald joined the firm in 1939 as director of radio, and, to date, has had many years of experience in all phases of broadcasting, serving as director of the NAB Bureau of Copyrights in 1937-8.

Wagner Joins Agency

I. J. WAGNER, for 2½ years radio copy chief and producer of Schimmer & Scott, Chicago agency, on March 17 joined the radio department of Arthur Meyerhoff Co., same city. For 18 years preceding his affiliation with Schimmer & Scott, Mr. Wagner did free-lance writing, one-time Mr. Wagner heading an organization under his own name.

AFA Convention Plans

THEME of the 37th annual convention of the Advertising Federation of America, to be held May 25-29 at the Hotel Statler, Boston, has been announced as "Advertising-Its Service to Democracy Today" by Clarence Francis, president of General Foods Corp., and honorary chairman of the convention planning committee. Nationally known speakers will discuss the place of advertising in the nation’s defense in general sessions, while specialized problems will be presented at departmental sessions. These will include radio sessions, but no details as to speakers and objects have been released.

Kamman Joins NBC

BRUCE KAMMAN, producer of the Uncle Eno program on NBC, has joined the New York production staff of NBC, as announced by Wilfred S. Roberts, manager of NBC production division, in radio, Mr. Kamman was a member of the original Roxy gang in 1924, and later on produced Kallen-Myer’s "Kindergarten," in the role of Professor Kahlen-Myer. In 1930, he joined the NBC production staff in Chicago, producing Fibber McGee & Molly, Phil Baker, program, Carnation Contended Hour.

Grombach-Chilean Suit Settled

SUIT brought last December by Grombach Productions, New York, against Chilean Nitrate Sales Corp., in connection with the aforementioned series "Uncle Natchez," has been settled following trial in New York Supreme Court, although terms of the settlement have not been released by either company. Chilean Nitrate sought to restrain Grombach from bringing suit in the 18 stations broadcasting the series, claiming ownership of the program, and this year giving the contract for the series to Transamerican Broadcasting, Inc. and Television Corp. Grombach, in turn, claimed property rights to the program [Broadcasting, Jan. 10].

Around the Clock

IN HONOR of the completion March 16 of nine years of broadcasting, Paul F. Harron and Joseph Lang, owners of WHOM, Jersey City, that night placed the station on a continuous operating schedule which will keep it on the air 24 hours a day, seven days a week, if the experiment proves a success. Formerly WHOM broadcast continually for seven days and six nights but did not stay on all night Sunday. Messrs. Harron and Lang also operate WIBG, Philadelphia.

NORMAN MACKAY, of WQAM, Miami, chairman, announces a five district NAB sales managers meeting in Jacksonville, Fla., April 20.
Free Use of FM Is Granted To Army by Maj. Armstrong
Noted Inventor Ignores Chance to Make Large Sum And Receives Thanks from Secretary Stimson

FREE USE of his basic FM patents for national defense purposes during the present emergency has been given the Army by Major E. Armstrong, noted inventor, and on March 18 an announcement of acceptance was made by Secretary of War Henry L. Stimson.

Major Armstrong, the Department said, turned aside an opportunity to make a "considerable sum of money" under the defense program by giving the Army all rights to his patents for "static-free" radio. The Department promptly disclosed it will take full advantage of the offer, which it said was particularly timely. The Army now is procuring a large number of FM sets similar to the commercial police radio type for the armored forces and for other units. Moreover, the Army now is developing three new radio sets for use of the armored forces, in which it is proposed to incorporate FM.

Patriotism Praised
In accepting the offer, on a dollar-a-year royalty basis, and covering 17 patents on FM bearing the Armstrong name, Secretary Stimson thanked the inventor for his generous action and declared he was sure that "the patriotic example afforded by such a distinguished inventor as yourself will be of the utmost value to our country".

Major Armstrong, who is professor of electrical engineering at Columbia University, informed the Department he will grant to any manufacturing company designated a license under his patents to manufacture FM equipment. The offer is good "for so long as the present national and international emergency shall exist".

Prior to acceptance of the offer, Major Armstrong had informed the War Department that he anticipated the income from royalties on his patents in the commercial field would be sufficient to continue operation of his laboratory, without seeking profit from Army business. In his laboratory Major Armstrong is conducting research, in cooperation with the Signal Corps, for application of FM to military radio equipment.

An important part of this work was said to be aimed at reducing the number of quartz crystals required for frequency control. The kind of crystal needed, mined in Brazil, is classified as a strategic mineral, and any factor that reduces the amount required will ease the procurement problem.

The Army's interest in FM began in 1938 because of the claim that the method provided high fidelity even under conditions of strong static and other electrical disturbances. Since first witnessing a demonstration of the Armstrong system at the General Electric plant in Schenectady, the Army has been seeking to apply FM to new field radio equipment. Among results are the adoption of one type and continuing experimental work on three sets for the armored forces.

Special Types
The Army's goal has been to produce FM equipment that would be specific for certain types of organizations and other radio communications interference would be critical.

This, rather than general application, has been sought and the Army makes the reservation that tests under field conditions alone can make it possible to determine whether FM is the answer to all military radio requirements.

The Department said that the "superlative clarity" of FM radio communications is the latest of a series of revolutionary achievements by Major Armstrong. He produced the first of these as a captain in the Signal Corps, while working with the Signal Corps American Expeditionary Force in Paris, during the World War. This was the superheterodyne receiver, perfected three months before the Armistice. As a captain and later as a major, the inventor had charge in France of the technical phase of aircraft.

FCC Regulations For FM Lightened
Special Operation to Be Allowed in Certain Cases
FURTHER liberalization of FM rules, to permit holders of experimental FM licenses to operate commercially following installation of regular facilities covering the prescribed uniform trade area, was announced last Wednesday by the FCC.

Under the revised authorization, stations now serving only a portion of the specified trade area with experimental facilities, upon proper showing, will be authorized to operate commercially rather than experimentally.

Supplements Ruling
The action supplements the FCC's ruling of last Feb. 26 likewise designed to expedite commercial FM operation. The new ruling specifies: "A person holding a construction permit for a commercial high frequency broadcast station may be permitted to operate on a temporary basis with equipment delivering a less effective signal than that required to render service to the entire area specified under the rules applicable to such station, provided, the applicant demonstrates that he has made a bona fide effort to comply with the terms of his construction permit. Such showing must include photostatic copy of acknowledgment of order for transmitter and promised delivery date."

KFOR Gets Boost
KFOR, Lincoln, Neb., on March 18 was granted a construction permit by the FCC to increase its power from 100 watts to 250 watts, to 250 watts fulltime on 1210 kc. It also was authorized to make changes in its equipment and change location.
Really the First

MAKING good its claim of operating the first commercial FM station on a regular broadcast schedule, WSM, Nashville, has received verification of the claim from the FCC for its new FM adjunct, W47NV, which on March 1 started a 70-hour weekly operating schedule ([BROADCASTING, March 10]). The station, with 20 kw. power on 447 mc, broadcasts from 11 to 11 p.m. weekdays and 11 a.m. to 9 p.m. Sundays.

When Lightning Struck

NEARLY completed $100,000 television studios being erected atop Mt. Lee, Hollywood, to house WXYZ, received a unique initiation during the recent rain storm. A bolt of lightning struck the 300-foot steel antenna bent over and zipped down the buildings where it was grounded by the blanket of 1 oz. copper sheeting covering the building. Charge caused shower of blue flame around the structure in which Harry H. Leboeuf, Don Lee television director, and several research engineers were working with metal tools. No damage was done. A lightning arrestor will be erected just in case lightning does strike twice.

NOW AVAILABLE to radio technicians is the 1941 general catalog issued by Aerovox Corp., New Bedford, Mass., with illustrations and listings in concentrated or tabloid form. The catalog covers the general line of electrolytic, paper, oil, exact-duplicate replacements, transmitting and other condensers, together with such Aero- vox instruments as the L-4 chopper, Capacity-Resistance Bridge and Motor-Staring Capacitor Selector.

DeMoté H. Little

DeMoté H. (Duddy) Little, 35, supervisor of the WBBM, Chicago, transmitter, was instantly killed March 14 when he came in contact with a 4,000 volt circuit. The accident, which happened shortly after the station had signed off the air for the night, was reported by George A. Relation, transmitter operator, the only other man on duty at the time. Relation said Little was preparing to cut over a new set of circuit breakers in the southeast wing of the transmitter building. No indication was apparent as to how the accident actually happened or its cause. Inquest report is pending on name "accidental death". Mr. Little was the oldest transmitter employe in point of service on the WBBM staff. He is survived by his widow and two children, Patsy Jane, 8, and DeMoté Jr., five weeks.

Interference Discussion

RADIO INTERFERENCE is the subject to be discussed at a conference to be held May 10 at the University of Illinois, Urbana. Purpose is to inform radio servicemen, amateurs and engineers of the sources of radio interference and their correction. Topics to be discussed by outstanding authorities include: Generation of combination frequencies in a non-linear element; diathermy interference; receiver design to minimize strong signal interference; panel discussion on interference between radio amateurs and the broadcast listeners; the adjustment of transmitters to reduce spurious emissions; radiation of appliance interference and kindred topics.

IBEW Contract Signed By KMTR, Hollywood

AFTER several months of negotiations, KMTR, Hollywood, in mid-March signed a 100% union shop contract with Local 40, IBEW. Contract calls for standard union wage scales for all technicians, two-week vacation, sick leave and other improved working conditions. Union recently filed charges of unfair labor practices against that station and KGFJ, Los Angeles, with the National Labor Relations Board and Wage and Hour Division, Department of Labor. With dismissal of a temporary restraining order filed in Los Angeles Superior Court by KGFJ against Local 40 in an effort to prevent letters being circulated to advertisers and agencies advising them of alleged unfair practices, negotiations have been resumed between that station and the union. From all indications an agreement will be signed by the end of March, it was said.
William Spier Is Named To CBS Script Position

WILLIAM SPIER, former producer-director in the radio department of BBDO, New York, has been appointed director of the CBS script department, effective March 31, filling the vacancy left by the resignation of Max Wyllie to join Blackett-Sample-Hummers, Chicago, as radio director.

Mr. Spier, a composer and pianist, was chief critic of Musical America magazine before joining BBDO where he has produced such programs as the Atwater Kent Radio Hour, General Motors Family Party, Bond Bakers, Society-Vacuum, Niagara, Hudson, Schilt's Spotlight, Ethyl Gasoline's Tune-Up Time. Recently he has been producing consultant on the DuPont Cavalcade of America program. He also acted as writer, director and producer of the NBC March of Time series and has been instrumental in developing such stars as Orson Welles, Nancy Kelly, the Mauch Twins, Billy Halop and the late Walter Connelly.

WILLIS COOPER, radio writer and formerly continuity editor of NBC Chicago, has joined Grant Adv., Chicago, as supervising writer.

ASCAP Proposals Soon

(Continued from page 18)

to predict the course which the ASCAP-NAB conversations will take or even to guess at a date on which a return of ASCAP music to the network generally might be expected.

NAB spokesmen refused to discuss these aspects at all and pointed out that the committee is purely an advisory body, with no power of suggestions or suggestions for any station or network. Its duties are merely to aid ASCAP in drawing up a new licensing plan and to offer members of other programs as well as on a blanket license basis, as called for by the Society's consent decree.

Such cooperation from broadcasters signifies a willingness to work with the Society toward eventual settlement of the differences which led to the break last Jan. 1. If the two sides work toward the formulation of a plan for ASCAP to submit to the individual broadcasters, then the latter will not again have the justifiable complaint of being forced against their will to make its demands without consulting the broadcasting industry.

Other Topics

Announcement of the committee was the only official word from the NAB board regarding its two-day session, Monday and Tuesday, March 17-18. It is understood, however, that while most of the time was devoted to discussing the music situation in all its aspects, the board also took up other industry affairs as plans for the NAB convention to be held the week of May 12 in St. Louis, the NAB Code, the aluminum shortage and its potential affects on the transcription supply, standard order forms by agencies in order time, and similar matters.

Edgar Bill, WMWD, Peoria, chairman of the code committee, and Ed Kirby, former secretary of the committee before taking leave of absence to attend to duties to join the Army as liaison officer between the Army and the broadcasting industry, attended the board meeting to lead the discussion of the code, especially in regard to its commercial section. The board thought that the educational campaign on this section previously carried on by similar matters and advertising agencies should be continued.

In the discussion of the aluminum situation the general opinion of board members was that while the industry should do whatever it can to protect itself against a loss of recordings, the defense of the country comes first and no steps should be taken which would to the slightest degree interfere with national defense.

Attending the NAB board meeting were Messrs. Miller, Morehead, Craig, West, Gillin, Hollister, Hough, Ethridge, Klauber, Elmer, Clifford M. Chafey, WEEU-WRAW,

MILWAUKEE PREFERRED

Water Resources for Damm

—Led to Selection

THE INSIDE story on the Government's selection of Milwaukee as the locale for the criminal suit (449-Q) instituted by the country against ASCAP, was revealed March 13 by Victor O. Waters, special assistant to the department's chief in charge of the litigation, following disposition of the case by the Federal District Court in Milwaukee, according to the report by the court of the city's settlement with ASCAP, its officers, 23 directors and 19 publishers.

Mr. Waters, in an informal discussion, disclosed that Walter J. Damman, managing director of WTJU, would have been the Government's 'star witness' if the case had gone to trial.

"Mr. Damman has considerable information about ASCAP activities here," Mr. Waters said. "That is the reason the Department held its information against ASCAP in the Milwaukee Federal court. Now that the case is coming to an end, Mr. Damman just let you all know that he will file the ASCAP suit here. It is because our 'star witness,' Walter J. Damman, who is a Milwaukeean. He is an honest and capable man."

Mr. Waters praised the operation of WTJU, saying that the station had the highest regard for the station and its management.

NAPA May Appeal

SUIT of the National Association of Performing Artists against Renaissance Ballroom, Harlem, New York, for $50,000 damages and injunction to restrain use of phonograph records without permission is expected to be taken to the Appellate Division of the New York Supreme Court. Justice Aron Steuer last Thursday dismissed the NAPA suit, but handed down no opinion.

Reading; W. Walter Tison, WFLA, Tampa; J. H. Ryan, WSPD, Toledo; John E. Petzer, WZKO, Kalamazoo; Earl H. Gammons, WCCO, Minneapolis; O. L. Taylor, KGNC, Amarillo; Eugene O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harrison Hollway, KFKE, Los Angeles; C. W. Myers, KOIN - KALE, Portland, Ore.; George Horton, WAVE, Louisville; Don Searle, KOI, Omaha; B. E. Peters, KXNP, Aberdeen; Fred Weber, MBS, Frank Russell, NBC; with C. E. Arney and Russell Place of the NAB staff also present. Only representatives present were Joe Wheeler, WHEC, Rochester, N. Y., and John A. Kennedy, WCHS, Charleston, W. Va.

The Independent Radio Network Affiliates held a board meeting on Wednesday to discuss the music situation as it affects their special interests, but Samuel R. Rosenbaum, chairman, said there was nothing to report following the session.

Hagedorn Joins NBC; Yandell Is Transferred

HORACE HAGEDORN, formerly general manager of the New York office of Howard H. Wilson Co., on March 24 joins NBC's national spot and local sales promotion department. George M. Wallace, who joined the department in January, continues as assistant to William C. Roux, Jr., and local sales promotion manager.

Lunsford P. Yandell, executive manager of NBC's international commercial broadcasting division, has been transferred to NBC's Blue Network, to Wilbur Kohn, vice-president in charge of that division, on special assignments. John Royal, vice-president in charge of international relations, will assume Mr. Yandell's duties, managing the network's shortwave commercial programs in addition to his present position.

Gen. Baking Series

GENERAL BAKING Co., New York (Bond Bread), on March 25 will start a half-hour quiz program twice-weekly in three New England markets. Program will be handled by Gene & Glenn comedy team, and Hartford, and Thursdays on WBNJ, New Bedford. According to present plans, each program will originate from a theatre one of the cities. Newell-Emmitt Co., New York, is agency. The company renewed on March 1 through Ivey & Ellington, Philadelphia, a 12-month, five-year running program, The Breakfast Gang, on WFLN, Philadelphia, and 16 stations of the network that extend as far south as Norfolk, Va.

Old Gold Dance Fete

P. LORILLARD Co., New York, is starting an Old Gold-Benny Goodman Dance Contest in connection with What's New, a weekly half-hour of swing music by Benny Goodman's orchestra heard weekly on NBC's Old Gold cigarette commercials. The contest will be conducted in New York area ballrooms of which 110 to date are entered. Enrants must have a package of Old Golds when they enter the contest. Tickets will be good for the leasing of Manhattan Center with a capacity of 3,000 couples for dancing before and during the program each week to Benny Goodman's orchestra.
Louisville (20 Grand on 16 Hillbilly N starts is BROADCASTING at 9 Red, April Adv. Agency, Seltzer), Bent, transcribed serial.

- Pacific Coast

ERWIN, commentator, on 6 Don Lee stations (KKB KVOE KPMC KVEC KFPM) Mon. on 6:00-6:30 p.m. (PST). Agency: Ball & Bowles, N. Y.

CATELLI FOOD PRODUCTS, Montreal, on March 14 starts Dancer In My Business on 15 MBS stations. Mon. - Fri., 10:00-10:30 p.m. Agency: Weiss & Geller, N. Y.

MILES LABS, Elkhart, Ind. (Alka-Seltzer), on April 24 starts Newsroom of the Air on 17 NBC-Red stations. Mon. thru Fri., 7:15-7:30 p.m. On April 1, this broadcast will be added, bringing the total to 23. Agency: Wase Adv. Agency, Chicago.

JOHNSON JOHNSON, New Brunswick's, N. J. (Randy-Aid), on April 5 starts Voice of Broadway on 56 stations. Mon. - Fri., 11:45 a.m. - 12:15 p.m. repeat. 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

AMERICAN TOBACCO Co., New York, March 14, 1941, a repeat broadcast of Information Please (original is broadcast on NBC-Red, Fri., 8:30-9 p.m. on NBC's Pacific Coast Blue Network via transcriptions, Tues., 7:30-8 p.m. (PST). Agency: Lord & Thomas, N. Y.

GENERAL MILLS, Minneapolis (Gold Medal Foods), on March 14 starts Hymns of All Churches on 33 CBS stations. Mon., Tues., Thurs., Fri. - 9:45-10 a.m. (repeat, 11:45-noon) and Betty Grover on the same network at 10:15 a.m. on March 26 the repeat broadcast shifts to 5:15-5:35 EDST and at the same time two stations (KLLA, KMMX) drop. Agency: Blackett-Sample-Humpton.

GENERAL PETROLEUM Co., Los Angeles (Mobil Gas), on March 17 starts 36 weeks 1 Was There on 9 CBS West Coast stations (KNX KFI KPFY KMOX KOMP KPX KRTV KTTV KTTU). Sun., 9-9:30 p.m. (PST). Agency: Smith & Drum, Los Angeles.

BABBSOL Co., Indianapolis (shaving cream), on April 6 starts for 52 weeks 1 River Country on 3 California Don Lee stations (KHF KFRC KGB), Sun., 8-8:15 p.m. (PST). Agency: Erwin, Wasey & Co., N. Y.

The Other Fellows' VIEWPOINT

More Merchandising

EDITOR, BROADCASTING:

You say that we never put in the box any thick one of a couple of this kind or a couple of that kind. We look at it as being equal to the cost spent for them. We feel, and quite sincerely, that all advertisers do get some benefit from the merchandising services we have to offer. We admit that we have to do something to gain from our promotion services, but the two are locked, hand in hand.

We believe that there are many very important or advertising agencies that feel that they do not do much for any merchandising rendered by a radio station, newspaper, or any other media. Merchandising and promotion are definite aspects of any media's edge and edge.

In making up the rate card, every cost is included since rates are supposed to cover all phases of cooperation and every expense that arises. It is, therefore, quite plain that merchandising costs are part of the rate card although they do not carry a separate charge.

In Radio It's Different

We are not copying the newspaper merchandising pattern. It is impossible for a radio station to send out a complete merchandising campaign.

Renewal Accounts

QUAKER OATS Co., Chicago, (cereals, starting April 24) starts on 41 NBC-Red stations, Mon. - Fri., 10:30-11:00 a.m. Agency: Ruthrauff & Ryan, Chicago.


WM. WRIGLEY Jr. Co., Toronto (gum), March 26 starts Treasure Trail in French on CHRC, Montreal; in English on CHRC, Quebec. Wed. 8:30-9 p.m. (EDST). Agency: Chappell & Co., Toronto.

Network Changes

MARS Inc., Chicago (Milky Way bars), on April 14 starts the Q. P. from Seattle to Washington, D. C., for six weeks on 97 NBC-Red stations. Mon. - Fri., 4:30-5:00 p.m. Agency: Grant Adv. Agency, Chicago.


follow that pattern to any great degree. There is one prime reason for this impossibility: that is, you can't use it with direct displays in radio, the operation is entirely verbal.

We have no quarrel to pick with Broadcasting in this regard. The reason BROADCASTING is correct, generally speaking, in its attitude toward merchandising. The publisher only stands in the difference of attitude. Your publication assumes that the radio station gives—gives all, but gains nothing. From our attitude, we give and gain in like measure. I am certain that if you stop to consider the matter fully, you would see that we are correct in the position we take.

I don't know what you think of this idea, but I do feel that since radio station "merchandising" is becoming the target of so much comment and criticism, we might get broadcasting to agree to take the lead and form a committee in which to work out this problem for the enlightenment of the advertisers, their agencies and even the broadcasting terminals.

Before anything can be condemned or regulated, let's have an understanding of the basic problems.

ROBERT GREENBERG, Promotion Manager, WHK-WCLE, Cleveland, March 14.

Mr. Grant's Status

EDITOR, BROADCASTING:

Will you kindly give me space to correct an error that occurred in your issue of March 10, 1941. In connection with an illustrated article on a conference between the owner and managers of stations KSAL, KXO, KVEC, and KVOS, it was stated that the owner, John M. Grant, of KMYC, Marysville, as representative of the state's KMYC representatives.

S. Grant, manager of KMYC, Marysville, as representative to handle advertising and national advertising. This is incorrect. Mr. Grant formerly represented KMYC in regional advertising, but has had no other connection with the station at any time. The manager of KMYC is Walter Conway, who has held that position since the station was established last September.

The error evidently occurred because there formerly was a relation in ownership between KMYC, KSAL and KXO. Hugh McClung, up to November, was interested in KMYC and the writer was a part owner in KSAL and KXO. Since November, the ownership has been entirely separate.

HORACE E. THOMAS, Promotions Manager, Marysville-Yuba City, March 17.

STANDARD PROGRAM Library Service announces the following new stations subscribing to its transcription library: WNBZ, Saranac Lake, N. Y.; WBNM, Lake Elmore, Vt.; KARK, Little Rock; KINY, Juneau, Alaska; WGL, Fort Wayne, Ind.
ANDY LOTSHAW & Co., Chicago (Lotshaw’s All-Purpose Body Bath), on April 15 starts sponsorship of Bob Elam’s Lead Off Man program on WGN, Chicago. Program will be heard during the ten-minute period preceding all signal games, between doubleheaders and 2:45-3 on days when no games are scheduled. Contract is for the entire baseball season. Agency is Arthur Meyerhoff & Co., Chicago. Royal Crown Bottling Co. of Chicago (Royal Crown Cola), on March 18 started a 20-week schedule of three-weekly five-minute transcribed programs featuring Howard & Shelton, comedy team, on WGN. Agency is BBDO, N. Y.

MADERA WINERIES & Distilling Co., Chicago (Mission Bell Wine), consistent user of local radio, in mid-February started sponsoring six-weekly half-hour programs in Sports Editions on WIND, Gary, Ind. Contract is for 15 weeks. In addition firm is currently sponsoring two quarter-hour recorded programs each Sunday on WIND, six-weekly quarter-hour recordings in Make Believe Ballrooms, six-weekly quarter-hour live talent programs, and seven-daily one-hundred-word announcements on WCFI, Chicago, and seven-weekly one-hundred-five-minute transcribed announcements on WJJD, Chicago. Agency is Schwimmer & Scott, Chicago.

JUNE DAIRY PRODUCTS Co., New York, has signed a 52-week contract for the five-minute juvenile serial Rosy Tahor, the Arizona Ranger, transcribed by Charles Michelson, New York, on WQAM, Miami. Agency is A. W. Lewis, Inc., Newark.

CONTINENTAL CLOTHING Co., Chicago, on April 7 started sponsorship of Alan Hath’s Sports Review on WJJD, Chicago. Contract is for the entire baseball season, using six-weekly quarter-hour programs. Agency is Schwimmer & Scott, Chicago.

L. O. GROTHE Ltd., Montreal (tobacco), on March 19 started a weekly quarter-hour test campaign on CKRN, Rouyn, Que. Account was placed by Canadian Adv. Agency, Montreal.

BORDEN Co., Toronto (Klimg), on March 20 started spot announcements twice-weekly on CKRN, Rouyn, Que.; CKVD, Val D’Or, Que.; CPCH, North Bay, Ont.; QDFR, Flin Flon, Man. Account was placed by Young & Rubicam, Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), on March 25 starts five weekly quarter-hour transcribed musical programs on CFRB, Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

VITONE SALES, Hamilton, Ont. (health drink) about April 1 starts a series of five announcements on a list of Canadian stations. Account is handled by Russell T. Kelley Ltd., Hamilton, Ont.


SIGNING UP for 123 news programs weekly—or 6,396 consecutive spots—Detroit’s Cunningham Drug Stores Inc. reports that its renewal of its News Ace feature on five stations is “based wholly on substantial increases in sales volume”. The series is believed by the sponsor to set an all-time record for program frequency in a local market within a year’s time.

In the photograph is Nate S. Shapero, Cunningham president, signing the contract; at his right is C. B. Larsen, vice-president, and at his left is Lawrence J. Michelson, of Simons-Michelson Co., Detroit agency handling the account.

The News Ace programs are heard on WXYZ, CRLW, WWJ and WJBK, Detroit, and WCAR, Pontiac, and consists of a series of five, 10 and 15-minute newscasts starting at 6:45 a.m., and heard 18 times daily on one or the other station. Due to the frequency of the program, it is called by the agency the most popular source of broadcast news in the Detroit market. [For complete story on Cunningham’s radio success, see BROADCASTING, Oct. 15, 1940.]

UNION PACIFIC RAILROAD, Omaha, in a 52-week Southern California campaign which started in early March, is using three spot announcements daily on KFWB, Los Angeles, on KJJ; and one a week on KFV and KNX respectively. Agency is Caples Co., Los Angeles.


MJH Co., San Francisco (coffee and tea), on April 3 will start sponsorship of Dug-Out Precincts for ten minutes preceding game of the San Francisco Seals baseball club on KQW, San Jose, Cal. Ernie Smith, who will handle the games for KQW, will conduct. Agency is BBDO, San Francisco.

G. F. STEPHENS & Co., Winnipeg (pine), on March 17 started six-weekly five-minute transcribed musical spots on 10 Western Canada stations. Account was placed by Norris-Patterson, Winnipeg.

Charleston sales are up ... per capita food sales are 25% higher than the national average... general merchandise sales, 17% higher... automotive sales, 20% higher... total retail sales, 19% higher.

And WCSC does more to help you get your share than any station in the Southeast. Ask for details.

WCSC
CHARLESTON, S.C.

The CBS Station for the Coastal Carolinas
Represented by Free & Peters

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DISC CODE FAVORED BY NEW YORK AFRA

TRANSCRIPTION code of the American Federation of Radio Artists, in the revised form worked out in a series of negotiations between AFRA executives and representatives of the transcription manufacturers and the advertising agencies which met four times in the preceding week, was ratified by the New York local of AFRA at its regular quarterly meeting, held last Thursday night at the Astor Hotel, New York.

That afternoon the national board of AFRA had agreed to recommend the code’s adoption by the membership. Meetings of the union’s locals in Chicago, Los Angeles, and San Francisco will be held this week and if they follow the example of the New York local that Gulf Coast industry will be submitted to every maker of transcriptions throughout the country.

Following the evening session, attended by some 300 AFRA members, union officials announced the ratification of the code, but declined to divulge any of its terms or conditions, stating that these details can not be revealed publicly until the entire membership has placed its stamp of approval on them. They expressed confidence, however, that the code, which was submitted by the end of April all actors, singers, announcers and sound effects men engaged in the making of transcription permits would be working under the provisions of the code.

General Meeting of FM Group Is Called
As Actions by FCC Raise New Problems

THE NEWSPAPER investigation order of the FCC last week [see page 9] caused disruption of plans of the FM Program Research Committee to initiate its FM network procedure, and has resulted in a call for a general meeting by FM Broadcasters Inc. in New York, early in April.

The program Research Committee, which has retained John R. Latham, former president of the American Cigar & Cigarette Co., to blueprint an FM network operation, postponed a meeting of some 40 FM applicants scheduled March 28 in Chicago. Since the FCC’s order suspends construction of 11 projected newspaper-owned FM stations and also means the stoppage of consideration of other pending FM applications by newspapers, the FM network plan will be affected.

Recent Developments

Members of the committee handling the network project, which has no connection with FM Broadcasters Inc., decided on postponement of the meeting until a date not yet set. Members of this committee are John Shepard 3d, chairman; Walter J. Damm, WTMJ, Milwaukee; Elsey Roberts, KOKX, St. Louis; Herbert L. Pettey, WHN, New York; Harry Stone, WSM, Nashville; Gordon Gray, WSJS, Winston-Salem — all identified actively with FM development.

The general meeting of FM licensees, construction permit holders and applicants will be called by Mr. Shephard in New York shortly to consider the whole status of FM development, particularly in the light of recent FCC action in issuing rules to permit temporary commercial operation with facilities which will not serve established basic trade areas, plus the newspaper network order.

Meanwhile the FCC has sent to all holders of FM construction permits and to all applicants for facilities in New York and the immediately contiguous area that the FCC is resulting in FM in the New York area, by virtue of the availability of only 11 assignments as against 16 already accounted for, that there will be 15 applications pending, motivated the call.

The FCC will ask holders of construction permits to outline the status of construction and seek from the applicants comments on development beyond requirements contained in the applications. The FCC has been advised from among the holders of construction permits and the present applicants those deemed best qualified to occupy the available assignments.

Adjoint Cities

Cities adjacent to New York, such as Bridgeport, Trenton and Scranton, fall within the basic trade areas of New York, and facilities also must be made available to such areas out of the New York quota.

In an announcement last Thursday, the FCC stated that in the future it will take into consideration such matters as availability or shortage of frequencies in particular markets, and the qualifications of applicants willing to serve the entire basic trade area, competitive effect of continuing authorizations for a smaller service area upon stations serving or willing to serve the entire basic trade area, distribution of receiving sets and other pertinent factors.

Three of the frequencies at present allocated for cities having a population less than 25,000 for assignment also to stations in cities having a greater population located in the same market areas that have a population greater than 1,000,000, also have been made available by the FCC. The Commission formally announced that although under Section 3226(f) of the rules, 11 channels are available for any particular basic trade area, they would reserve, in making current assignments, the remaining such channels for communities outside the principal city of the basic trade area. This, it was evident, was to apply to the conditions such as that now existing in the New York area.

Audio Devices Asks
Aluminum Supply Needed by Three Industries, Reeves Informs the OPM

A strong appeal to the priorities board of the Office of Production Management to release aluminum to Audio Devices, Inc., to take care of minimum requirements of the broadcasting industry for recording blanks, was made Thursday by Forrest Reeves, president of Audio Devices Inc., New York, large supplier of blank discs for radio, motion picture and associated industries.

In a presentation to officials of OPM, Mr. Reeves brought out that aluminum, essential base for recording blanks for which no adequate substitutes have yet been discovered, must be secured promptly if industry needs are to be met. He emphasized that broadcasting parlors, which must depend upon these supplies for recording blanks for public service, educational, and other records and that a stoppage of this character of programming is imminent unless the need is met promptly.

OPM officials said they expected an announcement on the allocation of aluminum priorities to be made over the weekend.

Quick Action Asked

Highlights of Mr. Reeves’ presentation were:

1. That aluminum is necessary to the production of quality instantaneous recording discs.

2. That aluminum-base acetate instantaneous recording discs are essential to the radio industry, phonograph, and motion picture industry.

3. That supply of these discs is also highly important, if not essential, to educational activities.

4. That supply of these discs is likewise helpful, and perhaps essential, to certain important functions of Government departments, bureaus, and agencies.

It is requested that sufficient aluminum be made available to supply instantaneous recording discs to the radio, phonograph, and motion picture industries.

To supply these industries, together with Government departments, will require 65,000 pounds of aluminum per month, and in case of absolute necessity 75,000-pound minimum.

Under present conditions no request is made for aluminum for home recording and educational institutions. Immediate allocation of aluminum is urgently necessary. The several manufacturers of aluminum-base acetate instantaneous recording discs have, respectively, stocks of aluminum to last out to their own customers for two weeks to two months.

If all these manufacturers pooled all their aluminum, it would be totally exhausted in less than a few weeks!

If they are saved—and if the radio industry and others can act on this basis, to be saved—immediate action releasing aluminum is necessary.

It takes time to get the aluminum from the mills, and it takes time to work it up into finished recording discs. And this is precisely what we are asking for.

This industry does not ask for one pound of aluminum that is necessary for primary defense. It does ask, however, that those in radio be recognized and that the manufacturers of instantaneous recording discs be ranked with suppliers of other communications industries such as telephone and telegraph.
GIVES THREE SCHOLARSHIPS
Extends Annual Compensation, Once Confined to Farm
Students—Most College Seniors

\[ \text{COMPETITION for the WLW,} \]
\[ \text{Cincinnati, third annual scholarships} \]
\[ \text{in practical radio training} \]
\[ \text{will be open to virtually every college} \]
\[ \text{senior in the United States} \]
\[ \text{James D. Shouse, vice-president of} \]
\[ \text{Crosley Corp.,} \]
\[ \text{announced last} \]
\[ \text{in previous years competition} \]
\[ \text{was restricted to agricultural} \]
\[ \text{students. This year all seniors in} \]
\[ \text{State universities or colleges in the} \]
\[ \text{American Assn. of Universities are} \]
\[ \text{eligible.} \]

Another innovation is the offering of three scholarships instead of the usual two. The first is to be in the division of agricultural programs, including announcing and writing for rural radio. The second is to be in general announcing, writing and radio production, and the third in radio promotion and market research.

How to Enter

Students intending to compete for the awards may obtain full particulars from WLW. They must file their intention not later than April 15, together with a list of ten references. Then, by May 1, photograph, detailed biography, report of extra-curricular activities and outline of past employment must be submitted. Agricultural students must have a record of practical farm experience and activities of an organizational nature, such as 4-H Club or Future Farmers of America.

Requisite for the announcing scholarship will be a written and transcribed "personal sales message". Candidates for the promotion and research award must submit a study on the radio listening habits of 100 fellow students in their college or university.

Those reaching the finals of the competition will be notified by May 10 and must mail final material by May 20. Winners will spend 26 weeks at WLW starting July 1 and will receive $500 scholarships.

A committee of WLW staff executives will serve as judges. It includes: George Bigger, program director; Ed Mason, farm program director; Cecil Carmichael, press relations director; M. F. Allison, sales promotion manager; Joseph Reis, director of public service programs; Harold Carr, production manager; Lee House, continuity editor; and Peter Grant, chief announcer.

DR. RALPH BENATSKY, Czech composer, dramatist, novelist and poet, best known here for his plays, "Meet My Sister", "Cocktail" and "White Horse Inn", has signed a contract with BMI for his previously unpublished compositions.

For HIGH QUALITY in EVERY BROADCAST

RENO, Nev. — divorce center, has many more marriages per year than divorces. With this fact in mind, the Albert S. Samuels Co., large San Francisco and Oakland jewelry firm, decided to sponsor "Romance in Reno", a half-hour weekly on KQW, San Jose, Cal., Sundays, 12:45-1:15 p.m. (PST) to advertise its "Lucky" wedding and engagement rings.

The broadcast originates in the marriage license bureau in the Washoe County courthouse in Reno which, incidentally, is open on Sundays due to the weekend influx of California couples. Leslie Marcus interviews couples in the act of getting their wedding licenses. The program is carried 250 miles to KQW.

Each couple interviewed is presented with a set of flat silverware by the sponsor.

Although the Samuels company has no store outlet in San Francisco and Oakland, it realizes that a large majority of couples married in Reno are from the San Francisco Bay Area. Agency is Will Russell & Co., San Francisco.

Hinds on 60 Stations

LEHN & FINK PRODUCTS Corp., New York (H&F), in April, will start a series of daytime transcription announcements and evening station spots five to 15 weeks, on 60 stations, through William Esty & Co., New York. Stations selected are: WBCB, WELK, WCOF, WDDY, WFMN, WCBS, WGR, WO, WGR, WPS, WJZ, WOR, WKJG, WIP, WJZ, WOR, WJZ.

Socony Adds to List

SOCONY-VACUUM OIL, Co., New York, has added WOWO, Fort Wayne, and KFVS, Cape Girardeau, Mo., to its list of 30 stations carrying news programs. The KFVS schedule includes quarter-hour and 10-minute programs seven days a week, with six-quarter-hours on a week on WOWO. Owner is J. Stirling Gethseman Co., New York.

425,683 Night Time Listening Families

(Total Night Time Circulation of Columbia Listening Audit)

\[ \text{50,000 Watts} - \text{CBS} \]

A Shreveport Times Station—Represented by the Branham Company

J. M. JOHN-S-MAVINILLE Sound-Control Materials and Acoustical-Engineering Service

BROADCASTING * Broadcast Advertising

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NOW THEY LOOK LIKE THIS

(See page 22)

FAIRCHILD PORTABLE RECORDER

- Hundreds of Fairchild F-28 Portable Recorders are doing double duty as portables and studio recorders. Sturdiness ruggedness is built into the Fairchild F-28, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcasting stations. Write for descriptive literature.

PHOTOGRAPHS ON PAGE 22 show in the same (I to r) order: (1) Donald W. Thornburgh, CBS Pacific vice-president, who enlisted in his home town of Indianapolis in May, 1917 and returned from overseas exactly two years later; he served with the 35th Regiment, 84th Division, Field Artillery, in the same outfit with Wendell Willkie, and became a captain in June, 1918. (2) Paul W. Morency, manager of WTIC, Hartford, who was with the 19th Field Artillery, 49th (Rainbow) Division, which sailed from Camp Mills in October, 1917 and got into the thick of things starting on Washington's Birthday, 1918. (3) Ken R. Dyke, NBC director of promotion, who served in the A.E.F. from 1917 to 1919 with the First Army Ammunition Service on the Verdun and Argonne fronts, ending up with a stretch of six months with the Army of Occupation; the picture on page 22 was taken during his days in Germany.

Guidebook for Army Broadcasters

(Continued from page 22)

...it had to satisfy Fairchild live!...

(Continued from page 22)

15. Remember that the laws of the United States protect property rights in plays, prose, poetry and music, and be sure that you have copyright clearance on any material you intend to use.

No Time to Mug

14. Never offend your unseen radio audience by sacrificing them for the visible audience in the studio or for the spectators witnessing the event which is broadcast in the Army post or camp. When old-time habits of stage routine assert themselves, and stage comedians "mug" the studio audience to create a laugh which is not understood by the invisible audience, the listeners make their displeasure heard promptly and vigorously through the letters they write.

Plan all radio programs primarily and essentially as broadcasts and you will be effective with your radio audience. But if you assume error of assuming that a camp event is of primary importance, and that as an afterthought it would be good publicity to have a microphone present to broadcast it, you run the risk of putting on a bad broadcast, offending your audience, and creating the negation of good public relations.

16. Remember that radio stations would not have spent millions of dollars in acoustical treatment of studios unless it were essential to good broadcasting; consequently, put on your programs from a studio rather than from a make-shift studio at an Army post, whenever possible. You will get the benefit of better acoustics, frequently of better microphones and broadcast equipment than the portable, field equipment used for temporary installations permits, more station personnel than usually can be spared for a remote control assignment, and the effect of working in a professional rather than an amateurish atmosphere. Take full advantage of the facilities the station or studio has available.

17. Even if you are an experienced radio technician, don't fail to take advantage of all possible help from radio station personnel. Make the program manager, the production men and announcers of the station with which you are working feel that the broadcast of your program is their own show, and you will secure cooperation and a finished result.

Help From Station

18. Keep in mind the difference in technique between the preparation of broadcast scripts to be used orally and the written word intended for newspaper or magazine publication. The best of newspaper and magazine writers may be failures as script writers, unless they have learned that radio requires a different treatment. Tongue-twisting combination of consonants may never be noticed until one or two stutters and stum- ples over them before the microphone.

Rehearsals Urged

19. Persuade all officers, and others whom you cannot cut off the air without embarrassment, to read their talks from prepared scripts, and not to risk the dangers inherent in ad libbing. Timing cannot be handled satisfactorily without a carefully prepared script, rehearsed by the speaker before a microphone, if possible, and timed by the radio officer, who is responsible for the program with a stop-watch. When these talks are rehearsed, if the speaker dare to run too long, they should have several "accommodation" paragraphs or "ac- cordian" paragraphs designated, which can be eliminated if necessary when the program is on the air, by a prearranged signal between the radio officer and the speaker.

20. Keep your broadcast within the brackets of time allotted to you, and don't trespass on the time of the following program by running over. Watch the second hand of the clock at all times. Be as considerate and punctual in getting your program off the air as the station was in starting it.

Example Cited

21. Lastly, for those public relations officers who have the problem of diplomatically suggesting to commanding officers what constitutes good and bad broadcast practice, it is proposed that when they are faced with this dilemma, that they cite the broadcast practices of the greatest master of radio the United States has ever had, the Commander-in-Chief of the Army and Navy, the President of the United States. When comman- ding officers will only attempt to emulate the courtesy and consider- ation that the President extends to both broadcasters and the radio audience in the scheduling of his talks; if they will, like the Presi- dent, studiously avoid the disappoint- ment of the radio audience by causing the banishment of their favorite programs; if they will be as generous in giving advance notice to broadcasters of the schedul- ing of talks; if they will study the President's style of presenting his talk in a brief and interesting man- ner which holds audience attention; if they can learn from the sincere friendliness of his approach, from the perfect timing in his delivery and the attention-arresting modula- tion of his voice, those of you who are the responsible public relations officers of your respective camps and posts will have solved one of your most important and difficult public relations problems.

NOW THEY LOOK LIKE THIS

(See page 22)
Appeals Court to Reconsider WCPO’s Stay Order Appeal

Full Membership to Hear Case Following Claim That Court Had Departed From Usual Methods

RECONSIDERATION of its momentous action of last month, in which it concluded was without authority to issue stay orders from FCC decisions, will be undertaken by the U. S. Court of Appeals for the District of Columbia during the April term.

The court, on petition of Scripps-Howard Radio Inc., licensee of WCPO, Cincinnati, authorized an argument of the stay order issue before its full membership, sitting en banc. This is a rare procedure, since the six member court usually divides itself into sections of three members each, sitting independently.

In its Feb. 3 ruling the court, in a divided opinion, held it was without authority to issue stay orders enjoining the FCC from making its rulings effective pending the determination of appeals. Since enactment of the Radio Act of 1927, the court consistently has issued such preliminary injunctions. The ruling came in three separate cases, but the majority opinions were written by Associate Justice Justin Miller and concurred in by Associate Justices Wiley Rutledge, Associate Justice Harold M. Stephens strongly dissented, holding the stay orders properly should be issued by the court and that the FCC erred, as a matter of law, in not granting the parties preliminary injunctions.

Order Granted

On behalf of WCPO, Paul M. Segal, George M. Smith and Harry P. Warner, attorneys for Scripps-Howard, petitioned the court Feb. 18 for reargument. The court issued an order March 24 granting the motion and setting the reargument for the April calendar. It is expected to come about mid-April.

WCPO had appealed an FCC decision authorizing WCOL, Columbus, to operate on 1300 kc. with 250 watts power, which the Cincinnati station contended would sharply curtail its audience on that frequency. The court at the same time decided adversely the appeals and petitions for stay order of KVI, Tacoma, from the decision granting KIRO, Seattle, an increase in power from 10,000 to 10,000 watts, on economic grounds, and the appeal of WSAY, Rochester, claiming electrical inference would result from a grant on 1210 kc. to WATN, Watertown. All three stay order petitions were denied.

In the motion for reargument, the Segal firm contended the FCC action granting the WCOL application was taken by the FCC without notice and hearing and was persisted in by the Commission though the appellant, upon being advised of the action, filed a petition for rehearing or rehearing on the question of law.

The motion recited as reasons for the request that the full membership of the court sit in on the reargument included the fact that the Feb. 3 opinion was rendered by a divided court; that the majority opinion terminated the uniform practice hereinafter followed for 14 years, during which time the court had entered stay orders to preserve the status quo in matters pending from the FCC; and that the question involved is a basic one of administrative law, affecting in its implications the entire question of judicial control over administrative action and having wide implications affecting the questions of judicial power and public policy.

The court’s ruling in the stay order cases was construed as rendering appeals from FCC decisions, whatever their nature, virtually futile. The court, in substance, held that unless the public interest would be adversely affected and solely upon questions of law, it cannot override FCC actions, whether relating to economic injury, electrical interference or on other grounds.

ARThUR FREED, manager of the Freed Co., New York, marketing and merchandising counsel, has resigned to become general sales manager of Freed Radio Corp., New York.

Girls Galore

ENTIRE facilities of WCMI, Ashland, Ky., were turned over to girl students from Ashland, Huntington, and Ironton High Schools, the other day, in celebration of National Girl’s Week. According to Station Manager Bob MacKenzie, the girls turned in a fine performance of announcing, newscasting, writing and selling. As a result of the promotional event, Girl’s Day will become an annual event at WCMI.

WFIL

1ST OR 2ND CHOICE WITH
PHILADELPHIA LISTENERS

66 1/4% OF DAY & NIGHT

As Reported by
C. E. HOOPER, Inc.

NBC BLUE QUAKER NETWORK

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS COLUMBIA AND MUTUAL NETWORKS

PAUL M. RATZER CO., NATIONAL REPRESENTATIVE

SYRACUSE N.Y.

WBIL

BROADCASTING • Broadcast Advertising
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MAYOR IS ADAMANT
So Moving Day Is Not Official

—In Philadelphia

RADIO CONTINUES to be a step child for Mayor Robert E. Lambert, of Philadelphia, is concerned. For the mayor has flatly refused to answer a request by Philadelphia Broadcasters, a committee representing each station in the city, that a "Radio Moving Day" be proclaimed in the city.

Curiously enough, Lee Greenhouse, of Al Paul Lefton Adv. Agency, Philadelphia, indicated that favorable progress was being made to have Governor James issue a proclamation for a "Radio Moving Day" in Pennsylvania.

Mayor Lambert sent the following letter, in reply, to the broadcasters' committee:

I have received your letter of March 7 advising me that March 20 at 3 a.m., has been fixed by the FCC as Radio Moving Day. You asked me to issue a proclamation to this effect. Since I had nothing to do with causing or arranging this Moving Day, it would seem rather silly for me to proclaim it.

My experience has been that proclamations by a mayor mean just exactly nothing and I issue as few as I can.

EIGHT band leaders have already reserved "My Sister and I" for recording purposes, although orchestras are not yet on the agenda, BMI reports. Tune, written by Alex Kramer, Joan Whitney and Hy Zaret, who also turned out "So You're the One" and "It All Comes Back to Me Now", is based on the best-selling book of the same name.

Hale, Hearty and Going Strong!

WLAW is no longer a growing child. It cut its eye-teeth several months ago and is now ready and capable to take on a heavy share of your New England advertising job. Follow the lead of more than 35 prominent national advertisers and add WLAW to your radio schedule in New England.

Seeks Television Unity

(Continued from page 16)

alone on high caliber programs, which he maintained would be necessary from the start to prompt the purchase of television receivers, it ran into millions of dollars a year on the basis of a five-hour daily program service, Mr. Murphy declared that network organization was the only practical solution to the problem of high program costs. He recommended that the required number of hours of daily service should be set on an individual basis, rather than blanket all stations in a general rule.

Referring to CBS' development of color television, Mr. Murphy advocated including standards for commercial color television with the standards for black-and-white television, maintaining that color transmission would be at a disadvantage if it were not started simultaneously.

DuMont's Opposition

The only substantial opposition to the NTSC's proposed 525-line standards was offered by Allen B. DuMont, head of Allen B. DuMont Labs, who advocated flexible picture standards, between lines 375 and 800 lines, and 15 and 30 frames, which he claimed would accommodate color as well as black-and-white developments. He also advocated standardization of the driven-circuit synchronizing pulse, which he said would permit a more flexible base than the NTSC synchronizing recommendations.

Mr. DuMont declared that immediate commercial authorization of television was "vitally necessary", and that manufacturers were ready to enter the demand for colormitters and receivers. He commented that now is "a fortunate time" for developing television since people have more money and there is sufficient manufacturing capacity to meet the demand for color-television service. Television also would help take up the slack in expanded manufacturing operations after defense activities have tapered off, he added.

Appearing for Balaban & Katz, operating WSBK, experimental television station in Chicago, William C. Eddy, B&K director of television, urged that the FCC, apart from authorizing commercial operation, make sure in setting standards that all television set-owners would have all television programs available to them.

Lubcke Testifies

H. R. Lubcke, chief television engineer of Don Lee Network, declared that a framework for commercial television operation should be set up immediately to allow further development as rapidly as possible. He maintained the FCC's proposal to require five-hour daily program service was too heavy a schedule to start with, suggesting that a schedule of 12 hours a week would be more satisfactory for both operator and receiver.

Appearing for Farnsworth Television & Radio Corp., E. M. Martin urged immediate commercial authorization and subscribed to the recommendations of NTSC.

John Reed Porterfield, independent television producer and experimenter, in a brief appearance urged the FCC to leave the door open for all developments in the color television line, noting that "many different methods of color transmission are being worked on at present.

Murray Approves

Albert F. Murray, consulting television engineer representing Hughes Productions, a division of Hughes Tool Co., voted full approval of the NTSC standards, declaring disagreement of all alternate standards, including the DuMont line-frame suggestions and driven-circuit synchronizing pulse, and urged immediate commercialization of television. He also recommended amendment of proposed Rule 4.261 to reduce the minimum service to three hours per day or 15 hours per week, to be carried between 2 and 11 p.m., and to allow separate operation of the aural transmitter to provide high-fidelity broadcast service outside the regular hours of visual broadcast operation.

NBC Seeks Minimum

Opening NBC's case, Chief Counsel Hennessey said RCA-NBC proposed no changes in the proposed standards and did not anticipate offering technical testimony.

Mr. Morton made his plea for a reduction in minimum program schedules from 30 hours to 10 hours a week on the ground that the longer requirement would impose a serious burden on many television stations at the outset. Factors which
Advising Circles Closely Observe Experimental Sponsorship of Movies

REACTION in advertising circles was one of suspended judgment to the idea behind the newly-formed National Documentary Theatre Co., New York, to organize a network of motion picture houses throughout the country devoted exclusively to the exhibition of commercially sponsored films.

The corporation under the direction of Harold McCracken, president and producer of commercial films, has taken over New York’s Belmont Theatre as the first unit of the network and will start operation there about April 12.

Agencies Watching

Under the present plan, an 80-minute program of commercial one and two-reelers will be repeated six times daily from 10:30 a.m. to 6:30 p.m. The products advertised will be noncompetitive and the program will run for eight weeks. Sponsors will distribute tickets to the theatre.

The house accommodates 542 persons or a total of more than 180,000 for the eight-week exhibition. Cost to the sponsor will amount to one cent per reel per person, or about $3,600 for the eight-week series. In the evening after 7 documentary films will be shown at an admission price of 25c.

Agency officials, while not unresponsive to the general idea, were watching the experiment with interest. One official stated that while he felt a medium for the distribution of commercial films had long been needed, in his opinion, commercial television would eventually evolve into the greatest medium for commercial films. An executive at a large agency which maintains a motion picture department stated that “I think the idea is basically sound, but I feel that the audience will not be selective enough for the cost involved. However, I believe that the experiment should be carefully watched by those of us who have been interested in the problem of distribution of commercially sponsored films.”

Many ideas involving radio programs have been suggested in connection with the plan. Among these have been the filming of broadcasts for distribution by the sponsor through the movie network, and the exhibition of television shows at the theaters. Immediate expansion to other cities is planned if the New York experiment proves successful.

WCFL, Chicago, has increased its broadcast schedule by continuing on the air an hour later, signing off at 1 a.m., in April, after an announcement had been made that the 12 to 1 period was for sale. Cook County Auto Distributions, Chicago (used cars), signed a 52-week contract, and would have placed a six-hourly one hour recorded program entitled The 1,000 Club, conducted by Guy Wallace.

British Seeks Weapons

AMERICAN Committee for Defense of British Homes is mailing letters to station managers throughout the country, asking for extra stop-watches to be sent to England for use by civilian roof spotters to time the approach of enemy raiders. Committee, with headquarters at 10 Warren St., New York, has been shipping firearms of all types, binoculars, steel helmets and similar equipment to England since last September.

JOHNNIE O’HARA
ST. LOUIS’ ACE SPORTSCASTER

Serving the rich pottery and mining regions of Southeastern Ohio—a significant station in a significant market.

ZANESVILLE
A Fort Industry Market

BROADCASTING • Broadcast Advertising

March 24, 1941 • Page 49
KDYL

turns the star-studded spotlight of Showmanship on your messages to the Intermountain Market

WSGN, Birmingham, dedicated its new studios in the Dixie Carlton Hotel March 16 with a special three-quarter hour dedicatory program. Highspot was the transcribed messages from Pikes Trench, R. G. Blaine, General Thomas, Keith Kierens, William Hedges and Sidney Stevens, all of NBC, and Fred Weber and J. L. Grimes of MBS. WSGN is feeding to MBS the weekly quarter-hour commentary. This Week and Next, by McClellan Van der Veer.

EXPANDED field sales activity for WLW, Cincinnati, was indicated by Robert E. Dunville, general sales manager, when he announced creation of two definite sales territories. Bill Robinson, for the past year engaged in general field work, will cover the eastern territory and cities west of Cincinnati.

CKTR, St. Catherine's, Ont., has been given permission to increase to 1,000 watts April 15, in moving to 1290 kc. A directional antenna is being installed and an RCA transmitter has been ordered.

NEW 5 kw. auxiliary generator is being installed at KOA, Denver, to insure uninterrupted network traffic from Colorado and from the West Coast, regardless of any local interruptions in power service.

A NEW SERIES of programs, Parents Forum, is conducted by Ruth Elson Clark, director of women's activities, WSNJ, St. Petersburg. This twice-weekly program on child psychology is sponsored by Town Talk Balne. Parents Forum has the endorsement of county superintendent of schools and civic leaders.

MODERNISTIC FRONT of the new home of CHNX, Halifax, Nova Scotia, recently completed, houses studios, transmitter and its shortwave CHNX. It is called Broadcasting House, like the home of the BBC.

CLAIMED to be the first fully accredited college of liberal arts in western states to offer its speech department students a full course of major study in broadcasting in the College of the Pacific, Stockton, Cal. More than 50 students have enrolled for radio courses during the first year of the new course, which is under the supervision of John O. Crabbe, director of radio.

RACING RESULTS have returned to the Philadelphia airlines for the first time in many years. Sponsored by the Philadelphia Daily News, WDAS on March 24 resumed giving horse race results daily at 5:55 p.m. for five minutes. There is no handiapping on the program, nor are graduates of the reading of the day's results from the various racetracks throughout the country.

HEAVY schedules of sports are crowding the calendar of WTPH, St. Petersburg, Colman Wilson, veteran announcer, is handling daily play-by-plays of the New York Yankees and St. Louis Cardinals, who are training in the city. On March 8 Wilson originated for MBS a description of the Southland Sweepsstage power-boat regatta.

A SIXTY-MINUTE variety revue, presented entirely by the blind, was featured on the Sunday Hour of Opportunity anthems program on WCFL, Chicago, March 16.

WBBM, Chicago, is currently releasing special morning weather reports covering flying conditions, at the request of students and members of the Civil Aeronautics Board, at North-western U. The reports include visibility figures, ceiling, wind direction and velocity, etc., and a forecast for the day on each of these important points.

WTMJ, Milwaukee, is shifting the locales of the transcribed LIFE in the Army series from Canton, Ohio, to Camp Grant, Ill. Programs consist of interviews with Wisconsin drafted handled by Bob Heis.

WIBG, GLENSIDE, Pa., has opened a campaign to obtain reading matter for Army camps in Pennsylvania. Announcements suggest that old books, magazines and other reading material be sent to an American Legion Post. The Legion takes care of distribution to Army stations.

WIBA, Madison, Wis., will dedicate its new studios in the Tenney Bldg. March 20. Highlight will be several inaugural programs including a historical presentation of the history of WIBA since its inception in 1925.

BEETER LIVING is the aim of Our Health, weekly five-minute series, recently inaugurated on WBAM, Atlantic City, under the auspices of the Atlantic County Visiting Nurses Assn. Program features talks by prominent members of the society.

WCM, Camden, N. J., has arranged for a series of four Friday evening broadcasts, started March 21, on behalf of the Greek War Relief Committee. Designed to raise additional funds, they are arranged by Christopher Stouts, Philadelphia manufacturer of Marvel Cigarettes and a director of the Greek War Relief Committee in that city. The broadcasts are fashioned similar to the Greek War Relief programs recently heard on the networks, with all professional talent in the territory contributing their services. The first two shows are handled by Mort Lawrence, who directs the all-night Down Patrol recorded show with the Philadelphia station.

KSFN, San Francisco, in cooperation with the San Francisco Chamber of Commerce, is presenting Men of Defense, weekly series of transcriptions originating in different plants where defense orders are being filled. Each program features interviews with workers concerniing the progress and scope of their part in the national picture, with descriptions of the work being done. The series was arranged by John W. Dunn, KSFN director of special events, and produced by Horace Haring.

AUGMENTING its sports staff, WMCA, New York, has signed Jimmy Wirtz, sports writer of the New York Daily News for a series of daily quarter-hour sports commentaries. The sustaining series, called Powerhouse of the Air, started March 17 and will be broadcast daily at 9:30 p.m., for a twice-weekly quarter-hour sports program titled Sportscope which started on Feb. 27.

EUROPEAN refugee children in this country are offering their suggestions for the kind of world they hope to live in after the war. "Rainbow Cross the Sea," a quarter-hour weekly feature of Bob Emery's Rainbow House Children Hour on Mutual, Children of all nations are asked to participate in the "Forum" as well as to tell their relatives to their new environment and broadcast messages to their parents overseas via shortwave.

FIRST step in a change of program policy at WMCA, New York, will get under way March 24, with the start of nine new musical programs comprising more than seven hours weekly. Reorganization of the program schedule is in line with the plans of Edward J. Noble, who took over ownership of the station in January, to employ more live talent as well as to emphasize public service programs. Broadcasting in Jan., 31, WMCA programs, covering popular, novelty and serious music, will be under the direction of Joe Hines, WMCA's new musical director.

The HOT-SPOT on San Francisco Bay Area Dials Between NBC's Red and Blue Networks KQW-740kc San Jose, California San Francisco Studios, 1470 Pine St. Represented by Reynolds-Fitzgerald, Inc.
Broadcasters in Canada Seek Upward Revisions In Power Under Treaty

Canadian broadcasters were to present their case for upward revisions to the limits allowed for their classification and frequency under the Havana Treaty, at a March 24 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. Under present CBC policy a limit of 1,000 watts has been placed on all privately-owned stations not in excess of that power when the CBC took over in November, 1936. Only CBC stations have been given power increases above that limit.

It is understood that officials of the Radio Branch, Department of Transport, are in agreement with private broadcasters that Canada should occupy its frequencies under the Havana Treaty with maximum power allotted. However, the CBC has pointed out that for broadcasting stations in Canada, and since its inception has consistently stuck to its limitation policy. Many Canadian stations desire upward power revision to 5,000 or 8,000 watts.

Representing broadcasters at the meeting were: G. Glen Bannerman, president-general manager, Canadian Assoc. of Broadcasters; Joseph Sedgwick, CABC counsel; Prof. Bailey, of Toronto, retained by the CABC as observer during the technical sessions of the Havana Treaty at Washington last January. A detailed technical brief has been supplied to the CABC representatives by George Chandler, CBOR, Vancouver, chairman of the CABC technical committee.

Bull Sessions in Chicago

PROBLEMS which face radio men and educators in broadcasting educational and public service programs will be discussed in a series of month-by-month bull sessions which precedes to be held in Chicago beginning April 10. Charter members of the group, who have announced that there will be no officers, no bylaws and do dues are: Judith Waller, NBC; Lavinia Schoenfeld, WBBM-CBS; Harriet Heeter, WLS; AI Hollender, WJJD-HIND: Arnold Hartley, WGBS; Miles Beed, WJHL; Doris, Keene, WHIP; Stanley Macintosh, Audio-Visual Education, Evanston Public Schools; and Helfterman, assistant superintendent of Cook County schools; Harold W. Kent, director of the Chicago Radio Council.

Allocation Shifts

The station on 1060 kc., deleted on the new log, was KXST, which has been assigned to Mexico City with 50,000 watts as a Class B outlet with a directional antenna. On 1550, a station was slated for Mexico City with 20,000 watts as a 1-B, and on 1600 kc., there was to have been assigned XEAB, Villa Acuna, with 5,000 watts.

On 1190 kc., there was to have been a 50,000-watt station located in Sonora, Son. Instead, the revised log shows XELQ, Tijuana, B. C., with 10,000 watts operating power and with 50,000 watts authorized power. This may present a complication, since the agreement reached here was that the station in Sonora would use a directional antenna to protect the service of KEX, Portland, as a 1-B station.

It was thought the Mexican delegation, in reciting its demands for stations, had padded its list considerably to take care of future development. By virtue of the five-year provision in the Treaty, during which assigned but unused facilities cannot be used by other nations, it is expected the Mexican Government proposes to use these available assignments for further bargaining purposes.

The revised Mexican list carried the notice that it covered assignments which would become effective at midnight on March 29. Of the aggregate number of stations listed, six carry the notations that they would not operate by virtue of temporary suspension of their authorizations. Three of the stations listed have been licensed only this year, while another 26 were authorized during 1940. Of the total number of stations, five were listed as cultural or official outlets.

Craven Predicts

Commissioner Craven, in an announcement in connection with the reallocation, predicted that after March 29 there would be less "squeals andgrowls" coming from radio loudspeakers. Much of the present interference, he pointed out, is caused by stations located in North American countries with which this country heretofore had no agreement relating to broadcasting. The reallocation is designed to minimize that part of this troublesome interference factor in broadcast reception caused by stations in other countries, he said.

The Treaty, negotiated in Havana on Dec. 13, 1937, established plans by which CBC stations in North America would use channels with the minimum of objectionable interference, he said. It also sets forth standards on the best radio engineering practice which all agree to adopt for their own stations. As time goes on, Craver pointed out, it is expected that the technical aspects of broadcast service throughout North America, and particularly in the United States, will be vastly improved.

"Order will be established out of chaos", he said. "This is an achievement well worth the inconvenience of shifting our listening habits a few cycles."

Craver, who headed the American delegation to the Havana conference and was regarded as its moving spirit, said it should be understood that all of the improvements cannot be accomplished on the changeover date.

"This is the first engineering step of many which are designed to improve radio service in North America", he said. "However, radio moving day is the only step now contemplated which requires the direct cooperation of the public. This initial step lays the foundation not only for an immediate improvement, but also for the future benefits made possible by modern radio engineering development."

WOR, New York, on March 17 received a new telephone number: Pennsylvania 8-8000. MHS New York number is Pennsylvania 6-9000.
Decisions

March 18

EFOF, Lincoln, Nebr.—Granted CP authorization for new permit as modified for station in temporary location at 220 w under treaty, effective 250 w D to 1210 kw effective May 15.

SET FOR HEARING—WDAS, Philadelphia, application increase to 1 kw in 5 kw D under treaty, subject to temporary change to 1 kw directional N. to be heard with Trenton applications: KDOO, Saddle Brook, Mo., application CP change to 800 kw 1 kw D.

March 19

WPAY, Portsmouth, O.—Granted modification CP increase to 250 w for change to 1400 kw under treaty.

NEW, Natches Broadcasting Co., Natches, Miss.—Granted modification CP new station to 1240 kw under treaty.

WLAB, Albany, Cal.—Granted modification CP new station to 1240 kw under treaty.

WHEL, Knoxville, Tenn.—Granted modification CP new station to 1510 kw under treaty.

KXIF, Wichita, Kan.—Granted modification CP for shift to 1320 kw under treaty. WPWR, Wytheville, Va.—Granted modification CP new station to 1250 kw under treaty.

WBPA, Spartanburg, S. C.—Granted modification CP increase power to 900 kw under treaty.

WBBC, Vicksburg, Miss.—Granted license for CP change equipment etc.

WCVT, Chicago, Ill.—Granted application CP to 1170 kw under treaty.

WATN, Watertown, N. Y.—Granted license CP new station 1250 kw under treaty 250 w unln.

WNEV, New York—Granted modification CP to 6 kw N & D change to 1280 kw under treaty.

March 20

WABC, New York—Granted modification CP new antenna etc., change to 380 kw under treaty.

WLOM, Oviedo, Fla.—Granted modification CP new station to 1240 kw under treaty.

WALL, Albany, Cal.—Granted modification CP new station to 1240 kw under treaty.

WHEL, Knoxville, Tenn.—Granted modification CP new station to 1510 kw under treaty.

KXIF, Wichita, Kan.—Granted modification CP for shift to 1320 kw under treaty. WPWR, Wytheville, Va.—Granted modification CP new station to 1250 kw under treaty.

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WNEV, New York—Granted modification CP to 6 kw N & D change to 1280 kw under treaty.

March 21

WMBQ, etc., Brooklyn—Oral argument in Brooklyn cases set for 45-41.

NEW, Worcester Broadcasting Inc., Worcester, Mass.—Motion to dismiss without prejudice application for CP hearing set for 3-27-41 cancelled.

Applications

March 19

WFGI, Pawtucket, R. I.—Modification CP as modified for new station asking 1200 kw directional under treaty.

WNBC, New York—Modification CP as modified new transmitter increased power, asking 950 kw under treaty, change antenna.

WPEN, Philadelphia—Modification CP as modified for new transmitter increased power, asking 950 kw under treaty, change antenna.

WTEL, Philadelphia—CP asking 1400 kw under treaty, increase power etc., asking change in antenna and 910 kw under treaty.

WHAT, Philadelphia—CP new transmitter, directional, change to 1150 kw 6 kw unln.

KTSME, El Paso—Modification license to 500 w 1 kw D, increased to 1890 kw under treaty.

WJRO, Baton Rouge, La.—Modification CP as modified increase power etc. asking 1150 kw under treaty.

KFWT, Wichita Falls, Tex.—Modification license to 6 kw N & D.

WQAM, Miami, Fla.—CP increase to 5 kw, amended to 1 kw D.

NEW, Greensboro Broadcasting Co., Greensboro, N. C.—CP 1520 kw 250 w D. ammended to 950 kw under treaty 1 kw, change antenna, transmitter.

NEW, Lexington Broadcasting Co., Lexington, N. C.—CP 1250 kw 250 w unln. IV.

WKBV, South Bend, Ind.—Modification CP as modified new transmitter, change hours, 960 kw, under treaty.

WKRO, Cairo, Ill.—Modification CP new station, for 1490 kw under treaty.

KENO, Las Vegas, Nev.—Votary assignment license to Nevada Broadcasting Co.

KDON, Montever, Cal.—CP new transmitter, directional N & D, increase to 950 kw N & D 1470 kw under treaty.

Tentative Calendar

March 24

WARM, Scranton, Pa.—License for CP 1370 kw 250 w unln.

March 25

KGNU, Dodge City, Kan.—Modification license to 1420 kw 500 w 1 kw D unln.

NEW, J. C. Kaynor, Ellensburg, Wash.—CP 250 w 1 kw D.

APRIL 14

WTMC, Ocala, Fla.—License revocations (to be heard in Ocala).

APRIL 17

WLPD, Panama City, Fla.—License revocation (to be heard in Panama City).

APRIL 25

WRDO, Augusta, Me.—License renewal.

June 30

NEW, KNOE Inc., Monroe, La.—CP 1420 kw 250 w unln.

Fire Silence

Knowing well the tendency of listeners to rush to scenes of reported fires thereby impeding traffic in the fire area and hampering the firemen's work, KSTP has agreed with the Minneapolis and St. Paul fire departments to withhold from its program an announcement of local conflagrations. In return the fire departments cooperate with the KSTP newsroom by notifying them of all special alarm fires. KSTP then has its mobile unit on the scene for recordings of the blaze, to be rebroadcast when the fire is under control.

Contract for Laboratory at Princeton

At Princeton is Awarded

CONTRACT for designing and building the new RCA Laboratories at Princeton, N. J. [BROADCASTING, March 10], has been awarded to the H. K. Ferguson Co., New York and Cleveland, according to Otto S. Schairer, vice-president of RCA Laboratories.

Stating that the building, which will be the largest radio research laboratories in the world, is expected to be completed before the end of the year, Mr. Schairer explained that "we have in mind a dignified structure which we hope will be a credit to the community and in harmony with other buildings in the Princeton vicinity.

There will be an auditorium for lectures and demonstrations. Present technical and patent libraries will be combined and enlarged.

Standard Musical Pitch

Of Bureau of Standards

Back on Normal Basis

The BUREAU of STANDARDS frequency radio service of the National Bureau of Standards, New York, which has been kept on a reduced basis since last November when fire destroyed the Bureau's broadcast transmitter, has been extended by the resumption of the standard musical pitch and of second intervals. Barring unforeseen developments in the use of temporary equipment, it is pointed out, the service will henceforth be on the air continuously day and night. The radio frequency is, as formerly, 5,000 kilocycles per second.

The standard musical pitch carried by the broadcast is the frequency 440 cycles per second, cor- respondning to A above middle C. In addition there is a pulse every 15 minutes which tick, to be heard by listeners to the 440 cycles. The pulse lasts 0.005 second, and provides an accurate time interval for purposes of physical measurements. The 440-cycle tone is interrupted every five minutes for one minute in order to give the station announcement and to provide an interval for the checking of radio instruments. The 440-cycle pitch is used as standard radio frequency. The announcement station call letters are transmitted via a telegraphic code (dots and dashes).

The beginnings of the announce- ment message are synchronized with the basic time service of the U. S. Naval Observatory that they mark accurately the hour and the minutes of the 5-minute period; this adjustment does not have the extreme accuracy of the time intervals, but is within a small fraction of a second.

Movie Engineers to Meet

HIGHLIGHT of the 1941 spring convention of the Society of Motion Picture Engineers was the 13th annual Field Meeting of the Society held at the Sagamore Hotel, Rochester, N. Y., with discussions of subjects of interest to the Acoustical Society of America. Sessions that day, May 7, will feature a symposium of papers by the engineer representatives of the Bell Laboratories and in the evening the two groups will witness a demonstration of stereophonic sound by the Bell Labs.

Young Boice Joins WMBD

Hugh Boice Jr., has joined the staff of WMBD in Peoria, Ill., coming direct from the New York sales staff of Free & Peters, station representatives. At WMBD he will handle regional and national contact work throughout the Middlewest. A veteran of seven years in the advertising field, he spent two years with Benton & Bowles, New York, and two with WNEW, New York.

Edward R. Murrow, chief of the CBS European staff, was heard in a speech to the members of the Institute of Electrical Engineers in London, made at the Sagamore Hotel, Rochester, N. Y., in March, which was broadcast via the London Columbia Pictures. Mr. Murrow is commentor in the film, which was brought to the United States by Harry Sper- kins on his recent return from Eng-
50 MORE STATIONS
ORDER UP SERVICE

FIFTY stations in 28 States have signed up for UP service since its last pressing announcement, according to the Undated Press headquarters in New York.

The new stations are: WBMO, Mobile, Ala.; WJIB, Globe, Ariz.; KSAN, San Francisco; KFJX, Grand Junction, Colo.; KIDW, La-

tumwa, Ia.; KIUL, Garden City, Kan.; KALE, Alexandria, La.; WSMU, Salisbury, Md.; KWLM, Willmar, Minn.; WBTA, Batavia, N. Y.; WONY, Newburgh, N. Y.; WHDL, Niagara Falls; WNNY, Water-

town, N. Y.; WGBR, Goldsboro, N. C.; WCKY, Cincinnati; WMRN, Marion, O.; WSTV, Steubenville, O.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KMED, Medford, Ore.; KODL, The Dalles, Ore.; WERC, Erie, Pa.; WKPA, New

ington, Pa.; WEDU, WRAW, Reading, Pa.; KOBH, Rapid City, S. D.; WDBT, Chattanooga, Tenn.; WBIR, Knoxville, Tenn.; KEYS, Corpus Christi, Tex.; WACO, Waco, Tex.; WSWA, Harrisonburg, Va.; KELA, Centralia, Wash.; KLWK, Longview, Wash.; KWSW, Milwau-

kee, Wis.; WJTZ, Morgan, town, W. Va.; WKWE, Wheeling; WIGM, Medford, Wis.; KFBC, Cheyenne, Wyo. Contingent con-

tract has been received from applicants for stations at Coeur d'Alene, Ida.; Jacksonville, Ill., and Potts-

town, Pa.

WBWR are the call letters assigned by the FCC to the new 250-watt station on 1870 kc granted March 13 to Stephen Rintoul in Stanford, Conn. [Broadcasting, March 17].

### Classified Directory

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

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

**J. E. McNAIR & CHAMBERS**

Radio Engineers

National Press Blvd., D. 1105
Washington, D. C.

**PAUL F. GODLEY**

Consulting Radio Engineer

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

**PAGE & DAVIS**

Consulting Radio Engineer

Monsey Blvd., District 8456
Washington, D. C.

**HECTOR R. SKIFTER**

Consulting Radio Engineer

1340 W. 26th St., Los Angeles, Calif.

**CLIFFORD YEWALL**

Empire State Blvd.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

**RAYMOND M. WILMOTTE**

Consulting Radio Engineer

Designer of First Directional Antenna Controlling

Interference.

Dwells Blvd. & WASH., D.C. & N.A. 2718

### Professional Directory

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

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

**J. E. McNAIR & CHAMBERS**

Radio Engineers

National Press Blvd., D. 1105
Washington, D. C.

**PAUL F. GODLEY**

Consulting Radio Engineer

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

**PAGE & DAVIS**

Consulting Radio Engineer

Monsey Blvd., District 8456
Washington, D. C.

**HECTOR R. SKIFTER**

Consulting Radio Engineer

1340 W. 26th St., Los Angeles, Calif.

**CLIFFORD YEWALL**

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Dwells Blvd. & WASH., D.C. & N.A. 2718

### Classified Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Pro rata billing. Count three words for box address. Forms one week preceding issue.

**Help Wanted**


Openings On Hand!—For qualified em-

ployees—every department—announcers, salesmen, installers, transmitters. Refer-


Wanted, Chief Engineer—For new two hundred fifty watt station. State when available. Full qualifications, references, full personal description desired. Salary to start. No personal calls. Write Station KWMO, Hannibal, Mo.

Wanted, Manager—For new two hundred fifty watt full-time radio station, mid-

western town, twenty-five thousand. State when available. Qualifications, references, full personal description, desired salary to start. No personal calls. Write Station KWMO, Hannibal, Mo.

**Situations Wanted**


Why Lose Money—Will manage Southern station profit-sharing basis—you can't lose. Box 292, Broadcasting.

Studio Engineer—Licensed ten years. Ex-

perienced maintenance, installations, re-

cordings, operations, network feeds—ref-

erences—no CB 269, Broadcasting.

Employed Station Manager—Excellent rec-

ord sales, production, executive. Desires

good permanent assignment. Salary

manageability. Reason for change, Box 266, Broadcasting.

Experienced, Capable Broadcast Technician—Breadth experience in various positions as engineer, or operable with good promotion possibilities. Excellent news and general duty newswriter. Two years' college. Box 285, Broad-

casting.

Looking For An Active Station Manager!—

Young married man with family. Age 32. New experience in local station man-

ager, 5 years in this capacity. 8 years radio engineering experience. Manages local daily newspaper. Would like to take active management position in larger radio network station in the west or southwest preferred. Can build your station, set up style, sales, personnel and good management. Complete details if interested. Box 288, Broad-

casting.
Decline in Average Size of Families Is Shown

Census Bureau Finds Number Of Families Rose 16.6%

THE NUMBER of families in the United States increased 16.6%, or from 29,904,663 in 1930 to 34,861,625 in 1940, according to an announcement March 22 by the U. S. Census Bureau.

By "families" the Census Bureau means "occupied dwelling units" in 1940 and "number of private families" in 1930. The specific classifications, while not absolutely comparable, are declared by the Bureau to show differences so small as to be negligible.

With the increase in the number of families, of course, there was a decrease in the average population per occupied dwelling unit, or size of family. In 1930 the average family consisted of 4.1 persons as compared with 3.8 in 1940. The average in cities dropped from 4.0 to 3.6 during the decade; in farm areas the average dropped from 4.3 to 4.0.

Cause of Trend

In explaining the cause of this trend, the Bureau noted a continuous decline in size of families since 1890, due to the declining birth rate and to the setting up of separate households of two or more families previously living as one unit. A more rapid decrease has occurred since 1930 due, it is suggested, to adverse economic conditions prevailing during the greater part of the decade.

The Census Bureau explains that if present population trends continue, "the United States is faced with a stationary or even a declining population of the order of 40 or 50 years. Similarly, the trend in number of families can be expected to follow this general pattern, although the pace may not be as rapid since the decline in size of family is an offsetting factor. For example, the population increased 16.1% from 1920 to 1930, but only 7.2% from 1930 to 1940, whereas the number of families increased 23.1% and 16.6% in the same decade.

The geographic divisions with the highest average population per occupied dwelling unit were the South Atlantic and East South Central Divisions, 4.2 and 4.1 persons, respectively. The lowest average was in the Pacific Division, 3.2 persons. Twelve States, ten of them in the South, had averages of four persons or more, while no State outside the Par West showed an average less than 3.5.

"Each geographic division showed a decline in average size of family, but the West showed no decline, while the East showed an increase of less than 5% or more than 9%. The rank of geographic divisions according to size of family between 1930 and 1940, however, was not reversed. East and South also showed a decline in average size of family. Six States and the District of Columbia had declines in family size of 5% or less, while eight States had declines of 10% or more, five of the latter being Western States.

"The number of families increased from 1930 to 1940 in every State, including the six States in which the population decreased. In the six States in which the number of families increased in the number of families may occur without an increase in population. A statistical population movement, however, was probably the result of the increase in the number of families of Columbia had declines in family size of 5% or less, while eight States had declines of 10% or more, five of the latter being Western States.

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**Average Population Per Occupied Dwelling Unit in 1940**

(Revised figures for occupied dwelling units; final figures for population.)

(As released by the U. S. Census Bureau, March 22, 1941)

<table>
<thead>
<tr>
<th>Division and State</th>
<th>Total Population</th>
<th>Occupied dwelling units 1940, private families 1930</th>
<th>Average population per occupied dwelling unit 1940, private family 1930</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>181,669,276</td>
<td>91,775,046</td>
<td>19.9</td>
</tr>
<tr>
<td>Urban</td>
<td>74,425,702</td>
<td>39,209,229</td>
<td>10.3</td>
</tr>
<tr>
<td>Rural</td>
<td>107,243,574</td>
<td>52,565,817</td>
<td>19.8</td>
</tr>
<tr>
<td>Geographical Divisions:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New England</td>
<td>8,437,290</td>
<td>4,164,611</td>
<td>4.9</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>12,693,546</td>
<td>6,579,362</td>
<td>3.3</td>
</tr>
<tr>
<td>East North Central</td>
<td>26,635,348</td>
<td>13,650,715</td>
<td>3.3</td>
</tr>
<tr>
<td>West North Central</td>
<td>12,507,351</td>
<td>6,572,111</td>
<td>3.3</td>
</tr>
<tr>
<td>South Central</td>
<td>17,822,151</td>
<td>9,310,850</td>
<td>3.3</td>
</tr>
<tr>
<td>Mountain</td>
<td>19,386,358</td>
<td>10,241,231</td>
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* A minus sign (−) denotes decrease.
* Three percentages are based on the computed average population figures before rounding to tenths.

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**Recorded Co. Formed**

RECORDAD Co., 48 W. 48th St., New York, has been formed to produce phonograph recordings containing advertising commercials, for distribution as premiums. The advertising will be limited to brief messages at the beginning and end of the records. According to J. L. Rosenberg, in charge of production, with the public demand for records highest since the introduction of radio, and the unique long life of records, the service will open up to advertisers a new advertising medium.
WLW MERCHANDISING PRODUCES PROFITABLE BUSINESS FOR DRUG WHOLESALER

"Station WLW is a potent force in our area in inducing profitable sales in drug stores by its great appeal to the public.

As a result of this, and the very helpful service of the station's Merchandising Department, our salesmen are eager to go after and obtain the profitable business which the station's activities make possible for us."

(Signed) Calvin A. King, Mgr.  
Bailey Drug Co.  
Zanesville, Ohio

The Bailey Drug Company travels 5 salesmen in 29 counties in Eastern Ohio.
Do you ever stop to think of the many thousands of people employed in the industry of which you are an important part?

The radio industry employs directly 400,000 persons, and indirectly hundreds of thousands of others. From the research laboratory to the song on the air, the employees of radio are at the listeners' beck and call. They earn their living in jobs which only two decades ago did not exist.

An Endless Procession of Workers
Long before the radio set "goes on the air" in the home it helps to give employment to an army of workers—from lumbermen to cabinet-makers, from miners who mined the copper and iron, to electrical engineers who designed the circuits that perform the magic. And, of course, there are those who fashion the metal chassis; those who make the plastics and the vacuum-tubes.

Radio employment is an endless procession—as endless as the production belts that constantly carry new instruments to the public, or the research that constantly plans improved instruments for the future. There are factory workers, salesmen, advertising men, artists, printers, wholesalers, retailers, and many others who work in radio because people in the United States have installed 50,000,000 radios in their homes and automobiles, and will want 10,000,000 more radios this year.

The People Behind the Programs
Each broadcast program has its actors, but behind every voice or song, behind every comedian, opera and drama, are the program planners, script writers, technicians, announcers, sound-effects men, control operators, and thousands of clerical helpers. Broadcasters alone employ many thousands of men and women in 850 stations, while radio-telephone stations ashore and afloat, aircraft and police radio, add greatly to the roster of radio and to the payrolls of America.

New Gateways of Employment
Constantly developing new products and services through research, radio is ever widening the gateway of employment. Television holds the promise of another new industry developed by American enterprise, to create employment and raise the American standard of living.