Here's the radio picture in the rich market of Mid-West America: intensive coverage of four states with one station—WLS in Chicago.

One present WLS daytime advertiser received 86,305 letters in 26 weeks. The first 39,182 of these, broken down by counties, showed listener response from 28 states and Canada, from New York to Florida and California! But that's just plus coverage. To see how intensively WLS covers Mid-West America, look at the map. Mail came from every county pictured in solid red—from:

- Every county in Illinois
- 85 of 92 counties in Indiana
- 66 of 71 counties in Wisconsin
- 77 of 83 counties in Michigan

This intensive coverage of four states can be yours with one station—WLS—in Chicago!

890 K.C., 50,000 WATTS
NBC BLUE AFFILIATE

THE PRAIRIE FARMER STATION
Burridge D. Butler, President
Glenn Snyder, Manager

National Representatives:
John Blair & Company
Springing from the Hub at Wheeling, powerful spokes reach out North, South, East and West, to complete a gigantic W W V A Wheel, which is powered by those essentials which a successful radio station just must have. This wheel turns out day after day the sales messages of an impressive list of local and National advertisers. Recent mail compilation charted the course of this W W V A Wheel in 2,579 cities and towns in Western Pennsylvania, Eastern Ohio and Northern West Virginia, the steel and coal belt of the Nation.

This Wheel will give you a thrilling ride in successful sales exploration.

5,000 WATTS DAY AND NIGHT

BLAIR REPRESENTS US
With Movin’ Day Out of the Way...

our stations are turning their in-the-spring fancy to two new talent groups just released in the Standard Library. We take our hats off to ourselves first for picking off Walter Schuman’s unusual band which besides the usual instrumentation, employs three girls’ voices and his own in place of a reed section.

Schuman’s great arranging produces some of the most interesting harmonic tricks ever heard. But then it should—he was formerly vocal arranger for Andre Kostelanetz as well as coach and arranger for Deanna Durbin and Bobby Breen.

The second doff goes to Jack Conner, who is head man of one of the greatest vibraphone trios that has ever come our way. For a novel musical treat, this trio gets our money.

Speaking of talent, Standard has just signed Larry Clinton and his fine band and vocalists for a series of releases. The first is scheduled for May, adding another great name to our star-studded lineup.

Standard’s basic now totals 2346 selections and gets bigger and better every month. Get in on the swing to Standard this year—write for full information on Standard Tailored Transcription Services, Standard Spot-Ads and Standard Super Sound Effects.

Welcome to:
WGL—Ft. Wayne, Ind.
WMAN—Mansfield, O.
KBND—Bend, Ore.
WFCL—Pawtucket, R. I.
CFRN—Edmonton, Alba.

Largest List of Active Subscribers!

Proof of Leadership... in Our Daily Mail

Standard’s Spot-Ads constitute an extremely worth-while “bonus” to Standard subscribers... an “extra” that is rich in profit possibilities. Many a Standard subscriber has “filled the till” because these clever dramatized commercials “fill the bill” when it comes to selling Used Cars, Clothing, Furniture or Jewelry. Spot-Ads are an outstanding reason why Standard Radio can point with pride to the largest list of active subscribers... stations which are quick to answer “Yes” when asked:

“Are Your Transcriptions Up to Standard?”

Standard Radio
Hollywood
Chicago
When you think of

New Orleans

you think of:

Spring Fiesta...

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate  Nat'l. Representative — The Katz Agency, Inc.
First Award of
THE PEABODY MEDAL
presented to the
COLUMBIA BROADCASTING SYSTEM
For Outstanding Meritorious Public Service

"...for regarding its schedule as a curriculum for adults and children... for covering adequately the significant news of the year... for promoting Pan-American unity and understanding through its School of the Air... for aiding education with special school-room services and such programs as Invitation to Learning, The Human Adventure, Report to the Nation, The People's Platform and Columbia's Country Journal... for giving religion a major place in its public service activities... and for its manifold and continuous interest in serious music and other cultural subjects."

Naturally we’re proud that CBS is the first network to be honored by the University of Georgia with the George Foster Peabody Award—radio’s own “Pulitzer Prize”—for “outstanding meritorious public service.” We are especially happy that this award comes to CBS for its complete program structure—a harmoniously integrated unit designed in the interests of the American people.

Columbia Broadcasting System
HERE’S THE DOPE ON THE TWIN CITIES!

As goes Minneapolis-St. Paul, so goes the Northwest! Far more than the largest market between Chicago and Seattle, the Twin Cities are important also because they are the headquarters for companies that control commerce in this whole great section of America.

In the Twin Cities, WTCN is preferred by the people who sell your product. Its popularity is proven by the fact that local merchants buy more time on WTCN than on all other major network stations combined. Backed by powerful cooperation from the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press, WTCN does a real merchandising job both for itself and its advertisers. And at the lowest rate of any NBC or CBS station in town.

Power isn't the problem in the Twin Cities. It's personality and popularity. Let us prove to you that WTCN has both. Or “Ask your Agency to ask the Colonel”!

WTCN
MINNEAPOLIS-ST. PAUL’S BEST BUY!
NBC • 5000-1000 WATTS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Newspaper Stations Gird To Check FCC

Name Ethridge Chairman of Steering Committee Which Will Seek to Thwart Federal Regulatory Excesses

By SOL TAISHOFF

AN ALL-OUT CAMPAIGN against the FCC trend toward more rigid regulation of the business aspects of broadcasting, climaxcd by its recent action to inquire into newspaper ownership of broadcast stations, was pressed last Friday—and a strongly organized block of newspaper-owned stations is prepared to take the leadership.

Drafting as its chairman Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal, which operates WHAS, nearly 100 newspaper publishers identified with radio, and their attorneys and advisors, voted to set up a steering committee to chart future action, during a two-hour meeting at the Waldorf-Astoria, in New York.

The committee, to be named in a few days, will explore the situation provoked by the FCC's resolution of March 19, ordering an inquiry into newspaper ownership of stations. Whether there will be a formal organization will be determined later. Since the FCC has not yet set a date, or even announced the issues to be met, the procedure to be followed has not been determined.

Unlimited Power

Mr. Ethridge, regarded as perhaps the industry's outstanding personality, was given virtually unlimited powers in devising the course of action. He will name his own committee, probably of five or seven publishers or station operators and selected from each classification of newspaper and station groups with regard to geographical location. It was presumed that the committee will include such figures as John Cowles, executive of the Des Moines Register & Tribune and of the Iowa Broadcasting Co. stations; Roger Peace, publisher of the Greenville (S.C.) News and Piedmont, which operates WFBC; and Harold V. Hough, executive of the Fort Worth Star-Telegram, and of WBAP and KGKO.

After their discussions, behind closed doors, the group decided on the committee procedure. Immediate expenses will be paid by individual contributions of publishers until such time as agreement is reached on a permanent organization. The committee will not function under either the NAB or American Newspaper Publishers Assn., but probably will coordinate its activities with other industry groups.

Because the FCC now is operating on several separate fronts, aiming at fundamentals in commercial broadcasting, it is expected that eventually a coordinated plan of action will be decided upon. Aside from the Network Monopoly Report, now under active consideration, and the newspaper issue, the FCC also has opened the clear channel controversy by virtue of its action last Thursday authorizing duplication on the clear channel occupied by KOA, Denver [see page 100]. It will thus wound FM allocations to the point where confusion now exists. [Broadcasting, March 24.]

Ethridge Called Again

Selection of Mr. Ethridge did not come as a surprise. Several times before he has been drafted to rally industry forces when crises developed. He served as the interim president of the NAB in 1938, prior to the designation of Neville Miller as the industry's first paid president. He was also instrumental in organizing Independent Radio Network Affiliates.

It is logically expected that the newspaper group will foster reappraisal of the Communications Act of 1934 by Congress, to determine whether the newspaper ownership issue, as well as other conflicts precipitated by recent FCC actions, are within the FCC's jurisdiction. The question of the FCC's jurisdiction over any business aspects of broadcasting has been raised, and because of the existence of divergent views on this matter, the preponderant opinion at the meeting was that Congress should be asked to reappraise the existing law.

Since it is known that several Senators are contemplating introduction of legislation reorganizing the FCC [see page 46], the newspaper group unquestionably would seek to present its case to the appropriate committee, if hearings were called. Until the FCC fixes a date for its own inquiry into newspaper ownership, to determine future policy, the newspaper group will not formulate plans for appearance before that body. More than likely, another meeting of newspaper stations will be called in advance of that time.

The temper of the meeting from the outset, it is understood, was that the newspaper ownership issue should be squarely met. Unlike past industry meetings, the group present represented ownership of stations, rather than management.

Lever and Brown & Williamson To Be Sold by British Groups

Morgenhau Says Holders of Investments Must Sell Every Dollar of Securities in U. S.

BROWN & WILLIAMSON Tobacco Co., and Lever Bros. Co., two of the largest individual users of radio time, will eventually have to sell, by the end of the calendar year, under the plan for disposal of $900,000,000 of direct British investments in the United States.

It was learned both in Washington and New York that Brown & Williamson would be the first to go on the block, within a very short time. Last year B&W placed $2,972,755 with NBC and CBS and a considerable sum on spot. Indications that the tobacco company would be next on the list of large British holdings to be sold were strengthened by the arrival in New York of David Melville, a director of the British-American Tobacco Co. Ltd., owners of B&W. Mr. Melville, it is understood, is in the United States to confer with Sir Edward Peacock, who is in charge of the sale of direct British investments here. The B&W and Lever securities involved are not listed on stock exchanges.

It was learned at B&W headquarters in Louisville that company executives were uncertain as to the future ownership of the company. When the sale is consummated, it is considered certain in industry circles that it will eventually be a shift in top personnel and possibly a realignment of agencies. At present, the B&W agencies are BBDO and Russel M. Seeds Co.

Lever, While

While it is certain that Lever Bros. will be sold to provide dollar credit for the British Government, Wall Street circles say that because of its involved corporate structure, it is doubtful that negotiations for the huge deal will be completed as fast as those for B&W. During 1940 Lever Bros. placed $3,171,074 business with CBS and NBC, mostly with the former. In addition, the company owns Thomas Lipton & Co., a heavy user of spot time.

In agency circles it is felt that sale of the companies will come very soon. General consensus is that the present agency setup, consisting of Ruthrauff & Ryan, William Esby & Co., Young & Rubicam and J. Walter Thompson Co., is in the clear by virtue of the FCC's jurisdiction.

[Continued on page 41]
Press Interests Are Identified With 292 Out of 893 Stations

Analysis of Ownership Shows 44 Less Than 50% Owned, 14 Authorized But Not on the Air

AN ANALYSIS and recapitulation of newspaper interests involved in the ownership of broadcasting stations in the United States and its territories discloses that 292 standard stations out of the 893 now in existence are authorized to transfer ownership are identifiable in one way or another with various kinds of publishing endeavors, primarily daily newspapers but including weeklies and trade journals.

In 4 of these stations, such publishing interests represent less than 50% ownership. Fourteen of the 292 stations are still in the construction permit stage, all of them having been authorized by the FCC and some now preparing to go on the air.

Transfers Held Up

Nine existing stations, in three of which newspaper interests are already represented, pend FCC action on applications for transfers in whole or part to publishing interests, which may be presumed, will not be acted upon in view of the FCC's decision to suspend existing grants to FM stations in which newspapers hold interests [BROADCASTING, March 24].

It is a misnomer to refer to "newspaper ownership" since newspaper folk, which includes owners and editors of publications of various kinds, usually are represented as stockholders or partners in stations. Some stations are licensed directly to newspaper corporations, but for the most part the so-called "newspaper stations" are operated as stockholders or partners, partnership or personal entities.

The 1941 BROADCASTING Yearbook (pages 318-322) listed 293 stations identified with newspaper ownership, but these included transfers to newspaper interests pending FCC approval. Since Jan. 1, 1941 the FCC has granted four new stations with newspaper interests involved and there have been several other changes in the list.

Grants So Far This Year

The four new station grants of this year involving newspaper ownership, none yet in operation, are:
1. KBUR, Burlington, La.—Construction permit granted Feb. 5 to Burlington Broadcasting Co. for 250 watts on 1490 kc.; Ted Gannett, owner of Burlington Record-Gazette, 25% stockholder.
2. KHRD, Hamilton, Mo.—Continued on page 99

Cornerstone for New NBC Studios in Chicago was laid March 18 with pretty NBC singer Evelyn Lynne lending her smile and hand imprint to the occasion. Howard Luttgens, Central Division engineer (standing left) hosted a tin box containing a record of the Club Matinee program which was sealed in the soundproof walls of the new studios. Knowing is J. G. Strang, construction engineer, and Harry C. Kopf, manager of NBC Central Division, is in overall at rights.

NIB and ASCAP Negations Seen

Lafount Says Small Stations Cannot Pay More for Music

NATIONAL. Independent Broadcasters is undertaking to negotiate with [BROADCASTING] for over 100 of its member stations, according to Harold A. Lafount, president.

The small non-network station, he explained, is vitally concerned in the settlement of the music problem because, depending largely on records and transcriptions for music, it is unable to make licenses from both ASCAP and BMI. With its limited income, the small station cannot afford to pay the two organizations any more than it previously paid to ASCAP alone, he added.

NIB, Mr. Lafount went on, will ask both ASCAP and BMI to establish a clearance, all-source arrangement with transcription companies covering both library services and commercial recorded programs.

The organization also is asking that all manufacturers of transcriptions and phonograph records be required to show on the label of each disc the licensing authority for the music thereon. This would entitle little effort for manufacturers but would save the stations a great deal of research work, it was explained. It would also help stations avoid infringement since records of music for which they are not licensed could easily be segregated.

No negotiating committee has yet been appointed by NIB, Mr. Lafount said.

Hollywood Artists Halter Series

LOUELLA PARSONS, movie columnist and m.c. of the new Hollywood Artists series sponsored on CBS by Lever Bros. Co. [BROADCASTING, March 10, 24], has agreed to end her "free talent" series on completion of the first 13 weeks of her contract.

Screen Actors Guild agreed to part-exhibition of the 13 weeks to avoid any contract repudiation, it is understood. Next Guild target, it was said, would be Kaye Smith, who has a four-week contract with Paramount in which the studio supplies guest talent. Motion Picture Relief Fund and SAG in protesting against the Premiere series as underselling the talent. The Guild's use of free talent on radio programs.

The decision was announced by Ms. Parsons after a conference March 27 with Richard Marquand, New York radio director of William Esty & Co.; Kenneth Thompson, advertising of D. R. Smith; Dr. Harry Martin, her husband and representative; Daniel Daneker, Hollywood representative of J. Walter Thompson Co.

Open letters of protest to the program were sent by Jean Her- ric, Association of Motion Picture Relief Fund, and Edward Arnold, president of Screen Actor's Guild.
**WEBER SAYS MBS BROADCASTS OF FIGHTS WILL START JUNE 1**

Discounts Reports that NBC May Be Able to Halt Century Sporting Club

DISCOUNTING completely efforts of NBC to block the switch of the prize fights staged by Mike Jacobs' 20th Century Central on the Blue Network to MBS, Fred Weber, MBS general manager, told Broadcasting late last week that, "I may eventually be able to think that NBC will be able to hold NBC in place, pending completion of the broadcast arrangements with the other networks." Weber continued, "NBC may be able to halt the Century Sporting Club fights within 10 days or two weeks."

PYROTECHNICS still rent the one-hour NBC's Radio Rock of a result of the Great Contract Battle of The 20th Century (Sporting Club) MBS and NBC Blue are the contestants. It started when J. P. Spang Jr., president of the Gillette Safety Razor Co. (left) signed to contract calling for exclusive broadcast rights to 20th Century Club's fights. Fred Weber, of Grant Adv. manager of MBS (center) and Mike Jacobs, president of the club (right), negotiated the deal.

**ACCORD ON FCC FUND**

**GEN. FOODS SUBSTITUTES**

GENERAL FOODS Corp., New York, will substitute Regular Felows, a half-hour comedy sketch based on the comic strip of the same name, to replace Paragon, starting June 8, for the Jell-O Program starring Jack Benny heard on the WB. NRC Co., New York, handles the advertising in New York and New England. The Mitchell-Faust agency will continue advertising in the Midwest Division in addition to Southwest.

**ONTARIO ON CBS**

ONTARIO TRAVEL BUREAU, Toronto, will start a variety show April 20 on CBS to promote tourist travel. The show will be built around New York and will be heard on 50 CBS stations, Sundays, 5:30-6 p.m. Agency is Walsh Adv. Co., Toronto.

**NEW GULF DISC**

GULF OIL Corp., Pittsburgh, will start in mid-May transmitted quarter-hour musical program to be heard twice weekly for Gulf Spray. Station list as well as the number of stations to be used has not yet been determined, according to Young & Rubicam, New York.

**KELVINATOR DEALER DISC**

NASH-KELVINATOR Corp., Detroit, will distribute new Network sales announcements to dealers and distributors, indicating the Kotlinator's announcements in jingle form are on the discs which have been placed on about 250 stations, according to Geyer, Cornell, & Newell, New York, the agency in charge.

**CALIFORNIA STATE ASSEMBLYMAN**

A bill proposed before the Legislature asked that a State advertising campaign be undertaken with a $1,000,000 a year budget. If it is passed radio will get its share of advertising to promote the state.

March 31, 1941 — Page 9

**BROADCASTING • Broadcast Advertising**
Clear Breakdown Is Seen in 830 kc Award to WHDH

Split Vote Is Believed First Of Series; Appeal Likely

A NEW controversial front was opened by the FCC in the class-W West-Coast duplication dispute. The FCC has decided to appeal the decision of the district-office of the federal Communications Commission in New York in a case involving West-Columbia Broadcasting System, Inc., having taken action to block its claim that the 830 kc broadcast station in Kansas City, owned by the Kansas City Broadcasting Company, should be considered a duplicate of the 830 kc station in Kansas City, operated by West-Columbia.

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SUNDAY IS A GOOD RADIO DAY

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

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

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 175% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

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

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

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

Also contained in the 15-page booklet is a Saturday morning survey made by C. E. Hooper in 1940 which shows WOR with the largest audience of any New York station, and an average of twice the audience of the second-ranking station.
Temporary Grants Given to Many Stations

EVERY frequency in the standard broadcast band from 650 to 1600 kc. is being monitored by FCC field stations, to check the operating assignments of stations on this Continent which switched frequencies under the North American allocation at 3 a.m. last Saturday.

Subjected to particularly close scrutiny are the operations of Mexican stations. Thus, the original confusion arising from conflicts in allocation lists [BROADCASTING, March 24]. Whether or not the so-called Mexican border stations continue operation is the primary quest of the FCC field force.

Mexican List

Following publication of a revised Mexican log, dispatched from the Communications Ministry in Mexico, considerable activity developed both in official Canadian and U. S. communications circles. This list was revised a third time at the technical engineering conference in Washington last January, at which it was definitely understood that formal steps were to be taken to correct the list.

These stations appeared on the revised list published March 24.

Last weekend, the FCC and the State Department announced they had ascertained that the original list approved at the January sessions would remain intact, despite the known fact that at least two score of the stations listed actually were not built and could not operate from the locations specified.

Nevertheless, it was pointed out that the assignments specified [published in the May 10 issue of BROADCASTING] must be recognized for allocation purposes, even though some of the stations are not on the original list, released early in March, is regarded in Washington as the official list, rather than that published in the allocation supplement to the March 24 issue of BROADCASTING.

Feverish efforts were being made to procure adherence to the original understanding, both by officials in this country and in Canada. A number of protests against the proposed border station assignments had been received and spurred FCC officials into action through diplomatic channels.

Following this development, both the FCC and the State Department announced they had been informed of the approval by Mexico of the list drafted at the Jan. 14-30 conference.

Thus,” said the formal State Department announcement, “the lists of broadcast stations resulting from that meeting for Canada, Cuba, Mexico, and the United States have received the official approval of the respective Governments.

The Department added that “the deepest satisfaction is felt at this further evidence of the complete understanding and cooperation which has prevailed in the Mexican area in matters pertaining to broadcasting and at this added assurance of the success of the North American Regional Broadcasting Agreement, Habana, 1937, which is to come into force in all of the countries concerned on March 29, 1941.”

Wait and See!

Despite this, observers felt that the true situation, particularly with regard to Mexican assignments, could not be ascertained until well after the March 29 deadline. Actual physical removal of both Mexican and Cuban stations to the new locations, with the power specified, could not be accomplished by that time.

Meanwhile, the FCC took the first formal steps in preparing for the reallocation last Tuesday, with the issuance of regular license renewals for some 600 standard broadcast stations, while temporary renewals were given another batch because of pending litigation and another 50 were given only temporary authority to operate with reduced power, pending submission of engineering data in connection with installation of directional antennas.

One surprise came in the FCC's renewal actions, handled at a single meeting March 24. Thirteen stations not only were given temporary renewals, but were designated for hearing because of litigation aspects. In six instances, stations were cited for hearing because of purported management contract or lease arrangements, which the FCC has had under scrutiny in connection with its Network Monopoly Report. The remainder were cited for hearing because of purported transfers of control in conflict with the requirements of Section 310 of the Communications Act.

Another two dozen stations were given temporary extensions of license because of pending matters involving their facilities. All the temporary extensions were without date, pending consideration and clearance of renewal applications in due course.

Set for Hearing

Stations designated for hearing because of management contract or lease considerations included KEX, Portland; KGA, Spokane; KGO, San Francisco; KOA, Denver, and WMAL, Washington. Set for hearing with temporary renewals because of pending matters regarding transfer of control were KFPW, Fort Smith, Ark.; KXLU, Safford, Ariz.; KIDW, Lamar, Col.; WIBB, GLENDALE, Pa; WIBU, POYNETTE, Wis.; WTRY, Troy, N. Y., and WWNC, Asheville.

In allotting reduced power to the 59 stations, the FCC explained that all had been notified previously to furnish certain performance data, in order to be permitted to use the new frequencies on a regular basis. These stations, up to the time of the FCC action, had failed to comply; and to guard against possibility of interference, the Commission said it was necessary to order the reduced power, until compliance occurred. A number of the stations, it was thought, would receive authority to use regular power prior to the March 29 changeover.

The FCC gave a dozen stations holding special experimental authorizations renewals, pending further action. Four of these, for KBSW, Kansas City; WCLV, Cleveland; WLW, Cincinnati, and WOR, New York, constituted authority to transmit facsimile signals from 1 a.m. to 7 a.m.

KFAB, Lincoln, Neb.; KTHS, Hot Springs; KVOO, Tulsa; WAPI, Birmingham, and WBAL, Baltimore, were given special temporary authority as at present because of the requirement of Section 310 of the Communications Act.

The FCC said that the reallocation will mean generally uniform shifts of 802 of the 858 stations in the country, according to final figures. It pointed out the chief benefit will be to eliminate or minimize interference now experienced on the air.

Between 550 and 720 kc., 91 stations will retain their present dial positions. Between 740 and 800 kc., 21 stations will be heard 10 kc. above or below these frequencies. Between 870 and 940 kc., 22 stations will be heard 20 kc. up; between 880 and 1450 kc., 633 stations will be heard 20 kc. up and 10 kc. down, as specified, and one station between 1460 and 1490, 11 stations will be heard 40 kc. up; and on 1500 kc., 63 stations will move 10 kc. down. As many as 41 stations will undergo shifts at variance with this pattern, the FCC said.

Procedure Is Simplified In Requests for Shifts

THE FCC announced March 25 that it will be unnecessary for applicants for standard broadcast stations to amend pending applications where the sole purpose of amendment is to request a different frequency for a single station from that specified in the application, in order to conform to the frequency table specified in a recent agreement by the North American Regional Broadcasting Agreement.

“Treaty negotiations are not now under way,” said the announcement, “the Commission will accordingly treat all pending applications as requesting the appropriate frequency under that Agreement instead of, the frequency specified in the application, unless the applicant, by appropriate notice to the Commission, indicates a desire that his application be considered as requesting the particular frequency named therein.

A amendment of application is necessary, however, where any change of directive antenna design on the new frequency is required.

WKBW Denial

WKBW, Dubuque, Ia., March 25 was denied its petition for rehear- ing of the FCC action last January granting the application of WIBB, Dubuque, for fulltime. The two stations were the principals in the so-called "North American" controversy condemned by the Supreme Court last year, in which the survival of the original WKBW was upheld. The Waukon-Herald was granted fulltime on 1340 kc., with 1 kw.

THEY WERE IN THE ARMY THEN

One of a Series

SERGEANTS THREE, these radio men saw a variety of service in the Army during the last war. One is an agency executive, the second a network v.p., and the third is with an important station. If you can't recognize them here, turn to page 34.
More than ever this spring and summer you will need additional portable speech input equipment. The 22D is ready and waiting for you with a record of service and proved features which make it "your best bet."

It can take it because it has what it takes—rugged construction—deluxe appearance—high fidelity—AC or battery operation—4 mike mixers and master gain control and a choice of the "conference" type volume indicators and other improvements. One man can handle it with ease. It's easy to set up—simple to operate.

Start the season off right. Get full details from Graybar—or better still, order yours now.
NAB Analyzes Questionnaires
Covering Daylight Saving Time

Preference for a Universal Time Base Is Noted;
Southwestern Agency Group to Losses

WITH the long days of summer fast approaching, the daylight-saving time question again is in public controversy, both in the broadcasting industry and the Federal Government. The proposal to establish universal daylight saving as a national defense measure has been endorsed by Rep. McLean (R-N.J.), has not received much attention from Administration leaders in Congress and no chance of action in sight. Fresh evidences appear daily of industry concern over the necessity of establishing a uniform time-base for the whole country.

NAB Questionnaire

The NAB, which in mid-March sent questionnaires on the daylight saving time proposition to every station in the country, already has received some 400 responses and expects to get a representation of sentiment on the question among U.S. radio operators. Although no definite figures are available, it was indicated that there desires a universal time-base, whether it be standard time as applying to railroad operations, or daylight saving time. Results of the survey, for which questionnaires were sent March 12, are expected within a few weeks, according to Paul F. Penick, NAB director.

Sentiments along this one-standard line were expressed March 18 by the Southwestern Assn. of Adv. Agencies in a letter to the three national networks. The organization maintained that while both the networks and individual stations suffered economically from the present seasonal readjustments, arising from observance of daylight saving in the East, any movement to solve the problem “must obviously start with the national networks.”

There is little doubt that everyone in the advertising business—the networks most of all—loses thousands upon thousands of dollars annually because of this factor,” the letter stated. “The point that many advertisers cut off their schedules just before daylight saving time becomes effective and resume schedules after standard time is reestablished is, of itself, significant. What this practice does to network schedules is mild when compared to the chaos experienced in connection with spot radio schedules.”

Pursuing the purpose of his proposal, Rep. McLean (R-N.J.) has been hearing from thousands of radio listeners throughout the country who are distressed at the effect that daylight saving time has on the normal routine of doing business. He has been told that many who have suffered from the change have been forced to change their travel plans, their social arrangements, and their personal business plans.

New KMYR, in Denver, To Take the Air in April

THE NEW KMYR, Denver, owned by F. W. Meyer, former general manager of KZK, Denver, will begin operations early in April, but the date has not yet been set. Mr. Meyer will manage the outlet and has already selected most of his executive staff. The station will operate on 1340 kc. with 250 watts, and will have three complete studios, an adjoining a central control room.

Bob Lewis, chief engineer, formerly with the Engineering Department of Western Electric, is supervising installation of equipment, which will be Western Electric throughout. The transmitter is the one built especially for display and demonstration at the Golden Gate Exposition in San Francisco.

Patricia Burns Kidder, formerly KLXO continuity editor, has been named Indianapolis and Fort Wayne Radio Station Library has been bought.

The Daylight Saving Dilemma

Networks Find It Feasible To Use Whatever Time Prevails in New York and Chicago

EDITOR, BROADCASTING:

One of your March 10 issue entitled “Universal DST?” is a pretty interesting one. I am sure most people in the radio business were not aware that standard universal DST or no DST at all!

If we get it, however, on the same basis as in previous years—which means that important cities like New York and Chicago will have Daylight Saving, while many others will not—then I’m afraid there’s really no sense in talking about the radio industry’s staying on Standard Time.

No Choice

It isn’t a matter of choice. The trouble lies not in the time on which radio schedules are operated, but on the fact that some cities go on Daylight Savings, and some do not. Once that damage is done, it makes no difference whether we are on Standard Time or Daylight Time. It’s too late to change the people’s minds. In Standard Time, then all listeners in New York, Chicago and most eastern cities will be one hour ahead of the listeners in the West, third of all the radio families in the United States, will have their program schedules completely mixed up, and all the old habits are now in a slightly different package.

Obviously, from our standpoint, in the network field, since we are bound to have daylight in one place or another, we naturally prefer to stay on New York-Chicago Time, whether it goes Daylight or stays Standard!

E. P. H. JAMES
Promotion Manager, NBC
March 25, New York City

Campbell Soup Renews Four Network Programs

CAMPBELL SOUP CO., Camden, has renewed sponsorship of four CBS programs, Martha Webster, Alan ‘n’ Andy, Missoula, Mont., Art Moody proves that he is capable of staying on after felling a large pine at his cabin site on Flathead Lake, 75 miles north of Missoula. To the surprise of himself as well as the benevolent ghost of Paul Bunyan, he succeeded in laying the tree in the exact spot he had selected.

New Colgate Serial

COLGATE-PALMOLIVE-PETT Co., Jersey City (Palmolive soap), has launched a new dramatic serial, "The Story ofuide Johnson," on the whole same number of stations. Ward Wheelock Co., Philadelphia, is agency.

Hudnut Buys ‘Showcase’ On CBS Pacific Hookup

RICHARD HUDNUT Inc., New York (Marvelous cosmetics), on March 10, acquired the last remaining four West Coast stations, of Hollywood Showcase, on 8 CBS Paci

FIVE are to appear on the program weekly, with two selected by a studio audience jury to carry the following week’s jury’s choice. Hudnut’s jury’s choice receives a week’s professional engagement at the Los Angeles Orpheum Theatre. Ken Niles continues as mc, with Lud Gluskin, musical director, and Russ Johnson, CBS network drama producer, as program director, as producer. Agency is Benton & Bowles, New York.

NBC War Disc Series Is Heard on 18 Stations

SYNDICATED series of 26 five-minute recorded programs of war news analysis, prepared by NBC Radio Research, is heard twice weekly on 18 stations for local advertisers. Titled The Face of War, the series, which are recorded in the same studio weekly, are being released to stations. Mr. Cuff was aide with the British and Turks during World War I.

Current list includes: WSOQ, Charlotte; KOA, Denver; WDAY, Minn.; WZMO, Me.; WBEO, Marquette, Mich.; WLB, Virginia, Minn.; WFBG, Altoona; WBNQ, Chester; WJCO, Washington, D.C.; WBB, Philadelphia; WMBR, Jacksonville; WJSN, WSB, WSB, WCSC, Charleston; WHOP, Hopkinton, N.H.; WPTF, Charlotte; WATW, Ashland, Wis.; KECA, Los Angeles, and WMSI, Richmond.
Within 10 days "The Heart of Martha Blair," five-a-week dramatic serial written and produced by WKY's staff, drew 11,161 entries in a prize contest to name a doorstep baby, new character introduced into the script.

Such mass action is characteristic of WKY for two essential reasons: 1. WKY has mass listenership (a recent Ross-Federal survey showed WKY to have more listeners in Oklahoma City alone—morning, afternoon, and evening—than all three other Oklahoma City stations combined); 2. WKY produces programs which appeal to, attract, and hold its mass of listeners.
FCC to Scrutinize Lease of Stations
Sets Half-Dozen for Hearing
For Management Contracts

REVIVAL of the FCC's move against management contract or lease operation of stations which got under way last year, was seen in its action March 22 setting for hearing a half-dozen stations presumably falling into that category. At the same time, seven other stations were set for hearing because of purported violation of Section 310 of the Communications Act, which requires FCC approval of transfers of licenses.

KEX, Portland, Ore.; KGA, Spokane, and KJR, Seattle, all on NBC networks, were cited under the purported lease-management contract provision. They originally were owned by NBC and leased to their present operators on a nominal fee basis.

Others Cited
KOA, Denver, 50,000-watt, is licensed to NBC, but originally was owned by General Electric Co., which, it is understood, owns the physical property. KGO, Oakland, is said to be in the same category, and likewise was cited for hearing.

WAL, a network Blue network outlet, owned by the Washington Star but licensed to NBC and leased to it, apparently was cited because of that arrangement. The station was leased to NBC decades ago by M. A. Lees Optical Co., of Washington, but the station property subsequently was sold to the newspaper, which continued the leasehold arrangement.

Cited for purported transfer of control were WWNC, Asheville, N. C.; WTRY, Troy, N. Y.; KFPW, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col. WIBU, Poynette, Wis., was set for hearing because of purported block sale of time to operators of auxiliary studios in various localities.

Lorillard Coast Test
To Go National Later
P. LORILLARD Co., New York, for Old Golds, is sponsoring the weekly half-hour series on 6 NBC Pacific-Red featuring Tommy Riggs [BROADCASTING, March 17] as a summer test prior to its release nationally. Contract for 13 weeks starting April 14. The show 9 to 9:30 p.m. (FST) was handled by J. Walter Thompson Co., New York. Cal Kuhl, agency New York radio supervisor, is being transferred to Hollywood to produce the series.

On April 6 the company, currently sponsoring for Sensation cigarettes the two-weeks-a-quarter replacement of 7 CBS Pacific stations, "Don't Be Personal and Talk Your Way Out of This One", will merge it into a half-hour weekly program to retain the title "Don't Be Personal." Time will be 9:30-10 p.m. (PST) and Lennen & Mitchell, currently servicing the Sensation account, will handle the program. Stations are KNX KSFO KARM KOIN KIRO KVI KFPP.

RAY C. WAKEFIELD, of California, was officially inducted into office March 22 as a member of the FCC, succeeding the late Thad H. Brown. The new commissioner (left) is shown receiving the congratula-
tion from his lifelong friend, Associate Justice Justin Miller (right) of the U. S. Court of Appeals for the District of Columbia, who administered the oath. Watching (center) is FCC Chairman James Lawrence Flye.

NAB Board Resolution Indicates Intent To Guard Against Regulatory Excesses
CLARIFICATION of the NAB's part in the regulatory moves by the FCC toward rigid control of business aspects of broadcasting, was made last week with the release of a resolution adopted March 18 by the NAB board of directors.

The release authorized the executive committee of six, and NAB President Miller, to "take appropriate action" to protect the interests of the industry against "legislative or administrative action" dealing with business aspects of broadcasting. The action stemmed from the NAB's consideration of the Net-
work Monopoly Report, heralded as likely to impose additional re-
strictions on broadcasting.

Mutual Dissent
Heretofore the NAB has taken no position in connection with the network monopoly procedure because of divergent views within the industry, since it represents all shades of industry opinion. The board at its meeting in New York March 18, overrode the opposition of MBS as reflected in the negative vote of Fred Weber, MBS general manager, in giving the executive committee blanket authority. Gene O'Fallon, KFEL, Denver, voted with Mr. Weber, while 23 other board members present voted in favor of the resolution.

Following adoption of the resolution, misunderstanding developed as to whether it was to be released. Mr. Miller had the impression, it is reported, that the resolution would not be published until the FCC had taken final action on the monopoly procedure. Last Wednesday, however, came follow-
ing an informal conference.

It is expected the executive committee, entrusted with the task of outlining procedure, will meet as soon as the FCC action becomes known. Final action on the report is not expected for several weeks. The FCC, however is shooting for an April 16 deadline.

Members of the executive committee, in addition to President Miller, are Edwin W. Craig, WSM, Nashville, and Paul W. Morency, WTIC, Hartford, representing the stations; Don Searle, KOIL, Omaha, and John A. Kennedy, WCHS, Charleston, W. Va., representing medium stations; and Herb Hollis-
ter, KANS, Wichita, and John El-
mer, WCBM, Baltimore, representing small stations.

The resolution follows in full text:

Whereas the philosophy of Ameri-
can broadcasting as expressed in the opinion of the Supreme Court in the United States and the applicable statutes, envisions control of programs, of business management and of policy in the broadcast industry; and whereas the FCC, in the case of MBS, is seeking to establish a blanket authority to determine the nature of all broadcast programs, such governmental control being in violation of the Constitution and the Statute.

Therefore be it resolved: That in order to preserve freedom of radio in accordance with the pattern of democracy, the board of directors go on record as opposing any legisla-
tive or administrative action which directly or indirectly impairs the rights (which it believes to be guar-
anteed by statute), of broadcasters to produce complete programs and program material, business manage-
ment and operating policies, and fur-
ther go on record as being in favor of any legislative or administrative ac-
tion which strengthens such rights.

And be it further resolved: That the president and executive committee be directed to take appropriate action to the end that such rights may be adequately protected.

Wrigley Discs
WILLIAM WRIGLEY Jr. Co., Chicago (Spearmint gum), on March 24 started a campaign of undetermined length on WAAB WCPG WHHD WMXZ WNAC WORL WESX, using a total of 250 transmitted announcements a week. Agency is Arthur Meyerhoff Co., Chicago.

ROCKEFELLER FUND AWARDED $77,220
THREE grants totaling $77,220, directly concerned with radio broadcast studies and development, were made during 1940 by the Rockefeller Foundation, according to a March 21 announcement in his annual report by Dr. James S. Fosdick, president of the Foundation. In addition to these grants, two other announcements, totaling $10,000 each were made for studies including radio with other media.

According to President Fosdick's review, a grant of $20,000 was made to the Library of Congress to conduct studies in production of radio programs based on the cultural and historical material available through the Library, the other, for the Rocky Mountain Radio Coun-
cil to investigate the utility and value of official broadcast service for thinly settled areas; $35,400 to Columbia U for studies of radio listening under the direction of Prof. Roger D.立案.

The Foundation also granted $20,000 to the Library of Congress for the estate management and development, directed by Dr. Harold D. Laswell, for general studies of radio broadcasts, the press and other media. Another $10,000 was given to the Presi-
dent U School of Public & Interna-
tional Affairs to continue the pub-
lished project previously directed by Prof. Hadley Cantril.

Chase & Sanborn Adding New Talent to McCarthy
STANDARD BRANDS, New York (coffee), currently sponsoring the weekly half-hour Chase & Sanborn Show on 78 NBC-red stations, Sunday, 8-8:30 p.m. (EST), on April 6 adds Bud Abbott and Lou Costello, comedy team, to this on a 13-week contract. The following week, April 13, Dinah Shore is scheduled to replace Abbott and Costello as an added featured vocalist, switching over from the NBC Time to McCarthy program, sponsored by Bristol-Myers Co. (Ipana, "Sal Hepatica," if her contractual arrangements have been ironed out. Guests invited to the Chase & Sanborn Show is unaffected by the additions. Edgar Bergen with his Charlie McCarthy, will continue to be featured. Donald Dickson remains as vocalist, with Robert Armbruster, musical director, and Ben Alexander, announcer. Ma-
rice Holland is the J. Walter Thomas Co., Hollywood producer. Ned Toller a represents the net-
work. Joe Bigelow is agency script writer.

Wilson Spots
WILSON & Co., Chicago (Ideal Dog Food), during the first week in April, is using a rerunning schedule of three to six-weekly participating announcements and five to 15-minute spot announcements on 72 stations. Wherever available, company will sponsor the news broadcasts. Con-
tracted stations selected include WIND WSB WGR WMAQ WLW KRLD KTMU KTRH WMC WTMJ WNEW UA WPRK KDKA WOKJ LGY KXOM WADC. Agency I. S. W. Corp., Chicago.
More than 21,000 box tops and dimes were received in ten days by a one-quarter-hour afternoon advertiser. Another KOA campaign sent 25,232 women into grocery stores to get a club membership card. A KOA advertiser started off with a supply of 72,000 premiums. After KOA went into action he ordered 240,000 more premiums.

KOA plays this sort of cash register music regularly and its ringing notes have sounded in the ears of makers of all kinds of products.

We have more specific examples to show you how KOA can please your ears with the same kind of music. We'll gladly show them to you at any time you say.
Ring and Clark Form Engineering Firm

Leave FCC After Active Radio Careers

AFTER a dozen years in Government service, Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting, last Saturday announced his resignation to engage in consulting engineering practice in Washington.

Ralph L. Clark, senior radio engineer in the broadcast division, also resigned to become a partner in the new firm of Ring & Clark. Offices are in the Munsey Bldg.

Mr. Ring, it is understood, had planned leaving the FCC for some time, but withheld announcement until, the standard broadcast reallocation was operative, after several years of preparation. The resignations will not become effective until accumulated leaves have expired, unless the engineers forego the leaves prior to that date.

Mrs. Helvi Mustaparta Terry, secretary to Mr. Ring for the last decade, also has resigned to join the firm as office manager.

Several Vacancies

Appointment of Mr. Ring’s successor is not expected immediately. Several other executive vacancies on the FCC staff have existed for months. It is presumed Mr. Ring’s successor will not be named until his leave has expired. George P. Adair, senior broadcast engineer under Mr. Ring, is likely to be named acting assistant by Chief Engineer E. K. Jett.

While no names yet have been advanced for Mr. Ring’s post, it was thought several senior engineers on the FCC staff would be considered. Among these, in addition to Mr. Adair, are George E. Sterling, assistant chief of the field engineering department; Maj. Edwin L. White, engineer in charge of aviation, police and other point-to-point services; and Gerald C. Gross, engineer in charge of the International Division.

One of the best-known figures in radio, Mr. Ring has been identified with every allocation development since 1929, when he first joined the Federal Radio Commission, predecessor of the FCC, which had been created in 1927. He has been assistant chief engineer in charge of broadcasting since 1934.

Tein With DeWitt

Both Mr. Ring and Mr. Clark were active in the studies preparatory to the March 29 reallocation. Mr. Ring participated in the 1937 Hawaii conference as principal technical advisor and headed the subcommittee which devised the allocations. He was largely responsible for engineering standards adopted by the FCC several years ago, technical basis for the allocations.

The new consulting engineering firm has arranged with Jack H. DeWitt Jr., chief engineer of WSM, Nashville, and a consulting engineer, to handle field measurements and produce precision equipment. Field studies for the firm will be made by Mr. DeWitt’s organization.

Every change in technical status of a broadcast station, which includes FM, television, facsimile and related services not identified with common carrier pursuits, has passed over Mr. Ring’s desk.

He was born on a farm in Franklin, Tenn., in 1899, attending Middle Tennessee Normal School at Murfreesboro, and followed his three brothers to Tennessee U in 1919. He spent his spare time tinkering around in radio and things electrical, paying his way through school.

At the university young Ring became a radio “manufacturer” by assembling composite sets from parts bought in bulk. He sold about 150 sets and also manufactured equipment for amateurs and others.

He spent a year in a traveling sales force in the South and was employed by a radio manufacturer who was later to become a major manufacturer.

He left the manufacturer to become an engineer for the National Broadcasting Co. in New York.

He joined the FCC in January 1929, was made assistant chief engineer, and was appointed chief engineer two years later.

He participated in the first allocation in 1930, the second and third in 1934 and 1938, and has been a member of the group working on the reallocations of 1941 and 1943.

He holds a degree in electrical engineering from the University of Tennessee and is a member of the American Society of Engineers.

Mr. Clark was born June 2, 1908, near East Jordan, Mich. He attended high school at East Jordan and was graduated from Michigan State College with a B. S. degree in electrical engineering.

At school he operated WKR, college broadcast station, parttime during 1927 to 1930, paying his way. Upon graduation, he joined the radio division of the Department of Commerce, now the field force of the FCC, as radio inspector at Detroit. Since August, 1935, he has been with the engineering department under Mr. Ring, and was rated as senior engineer in the broadcast division.

Before that, he worked as Mr. Ring’s chief aide on broadcast allocation matters in connection with the Havana Treaty allocations and with the standards of good engineering practice.

He participated in the final engineering conference on NARBA, held in Washington Jan. 14-20.

The Clarks, who live in nearby Arlington, Va., have three children, Roy, 7; Richard, 4, and Ruth, 2.

Mr. Clark is an associate member of the Institute of Radio Engineers and of Tau Beta Pi and Phi Lambda Tau, honorary engineering fraternities.

Mrs. Terry is a native of Lead, S. D., and a graduate of the Mankato Commercial College. She also attended George Washington U, Washington, D.C. She joined the engineering department of the Radio Commission as Mr. Ring’s secretary ten years ago. She was married last February to L. Dean Terry, of Salt Lake City.

Burroughs Appointed Secretary to Wakefield

RAY C. WAKEFIELD, a new member of the FCC, last week announced appointment of Howard Burroughs, of Washington State, as his assistant. Miss Rowena Rockhold, formerly a secretary in the accounting department, temporarily fills the vacancy.

Mr. Burroughs for six months has been in the engineering department of the Station Division of the FCC and recently was assigned to the new telephone regulatory unit. From 1933 to 1934, he was with the Washington State Department of Public Service as assistant engineer in electrical engineering at the U of Washington.

Mr. Burroughs also has taken several law courses.

Radio Today’ Yearbook

The fifth annual Yearbook of Radio Today, dealer trade journal edited by O. H. Caldwell, former Federal Communications Commission attorney, just came off the press as the March edition of that publication. Its lists by name and address 1,500 radio manufacturers and representatives, 500 different radio products and 15,000 radio items. The book also lists in alphabetical order the FCC wavelength allocations, and lists in tabular form the broadcast services, besides giving statistical summaries of the radio industry as a whole.

ALFRED WEBSTER and Herald Goodman, WHO, Des Moines staff writers, have sold the original composition “Back in the Purple Hills,” to M. M. Cole Publishing Co.
A Golden Opportunity

In A Golden Valley!

Lower Valley Grande embraces forty cities, towns and communities within a fifty-mile radius to form a rich market equivalent in population to Texas' Fourth City. Here is found the richest soil in the U. S. . . . crops are harvested every month . . . oil flows in abundance. Radio station KRGV is the only single advertising medium that completely covers this isolated market . . . the only network outlet that can be heard in the Valley at all times.
## Awards to CBS, WLW, WGAR, KFRU

### Outstanding Service of Broadcasters Wins Peabody Grants

The FIRST ANNUAL George Foster Peabody Radio Awards for "outstanding meritorious public service in the broadcasting industry during 1940" were announced March 29, by S. V. Sanford, Chancellor of the University System of Georgia. A dinner held under the auspices of the N. Y. Alumni of the University, at the Commodore Hotel, New York. The event was broadcast by CBS.

The awards, comparable to the Pulitzer awards in the field of journalism, were instituted last year to perpetuate the name of the late George Foster Peabody, Southern philanthropist, to be administered by the Henry W. Grady School of Journalism of the University of Georgia.

The four groups

- **The awards fell into four categories:** To large stations, to medium sized stations, and to small stations. CBS won the network award for 1940. During the year, "a schedule of broadcasts which integrated commercial and the sustaining programs to compete as a structure in the public interest."

- **To WLW, Cincinnati,** went the large station award for carrying out his proposal to have the scripts prior to submission to Mr. Oboler. Any Wayne student may submit any number of scripts. The contest will be open to submission to Mr. Oboler. Any Wayne student may submit any number of scripts.

- **Fourteen other stations were given citations (see adjoining column).** The awards were made by an advisory board which included: Bruce Barton, president of BBDO; John H. Benson, president, American Broadcasting agencies; Virginia Dabney, editor, Richmond (Va.) Times Dispatch; Leonard D. Garmon, president, American Red Cross; Jonathan Daniels, editor, Raleigh News and Observer; Matt Erethide, vice president and general manager, Losangele Couvour-Journal and Times; Waldemar Kaempfert, editor-in-chief, N. Y. Times.T; Alan R. Kinsey, associate editor, New York Herald Tribune; Grace Moore, Metropolitan Opera star; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody, daughter of George Foster Peabody, whose name the award bears; Edward Weeks, editor, Atlantic Monthly.

The idea for the Peabody awards originated with Lymbdin Kay, former director of public service of WSB, Atlanta. He discussed the need for "something comparable to the Pulitzer Prize" for radio with Dean John E. Drewry, Henry W. Grady School of Journalism of the University of Georgia, who in the fall of 1939, laid the matter with the broadcasting industry for the 1940 convention of the NAB in San Francisco where his proposal to have the awards made by the University of Georgia received unanimous endorsement. Together, the Henry W. Grady School of Journalism and the NAB set up the mechanics for making the awards.

- **Many stations entered** Stations from 24 states and the District of Columbia, as well as the three major networks submitted entries. A faculty committee of the University of Georgia carefully examined the material submitted by the stations and recommendations of this committee formed a basis of selections approved by the advisory board.

- **George Foster Peabody for whom the awards were named, was a native Georgian and for years was a successful New York banker who devoted much of his fortune to education and social enterprise.**

## STATIONS CITED IN PEABODY AWARDS

<table>
<thead>
<tr>
<th>LARGE STATIONS</th>
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<tbody>
<tr>
<td>WSB, Atlanta—Cited for its distinguished public service contributions to a localized area in the South.</td>
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<tr>
<td>KNX, Los Angeles—Cited for meritorious service to a localized area in the San Fernando Valley.</td>
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<tr>
<td>WLS, Chicago—Cited for meritorious service to agriculture.</td>
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<tr>
<td>WCAC, Philadelphia—Cited for its program series, Wake Up America, a contribution to national defense.</td>
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<tr>
<td>WABX, Fort Worth—Cited for its distinctive series of prison broadcasts.</td>
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<td>WOR, New York—Cited for its contribution in broadcasting the America Forum of the Air.</td>
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<th>MEDIUM-SIZED STATIONS</th>
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<tr>
<td>WWJ, Chicago—Cited for its service to education in broadcasting to schools.</td>
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<tr>
<td>WQXR, New York—Cited for the high standards of its musical programs.</td>
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<tr>
<td>WOW, Omaha—Cited for its enterprise in originating &quot;The President's Birthday Ball of 1940.&quot;</td>
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<tr>
<td>KSTP, St. Paul—Cited for its distinguished broadcast, America Calling.</td>
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<tr>
<td>WBNX, New York—Cited for its public service to foreign language groups in Greater New York.</td>
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<th>SMALL STATIONS</th>
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<tr>
<td>KYOS, Bellingham, Wash.—Cited for promoting a better understanding between Canada and the United States through its Armistice Day program.</td>
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## Arch Oboler to Judge Wayne U Script Contest

**FINAL JUDGE in the third annual Wayne U Broadcasting Guild script-writing contest will be Arch Oboler, NBC writer-producer of Everyman's Theatre. This is the second year Oboler has judged the contest for Detroit's municipal university. William J. Scripps, WJW manager, has indicated to Garent Garrison, Guild director, that WJW will award the prizes of $25 first, $10 second and $5 third, again this year.**

The contest closed March 24 and permits those passing the first preliminary judging to make revisions in the scripts prior to submission to Mr. Oboler. Any Wayne student is eligible to submit any number of scripts. It is planned to extend the contest for open participation in the future. Last year's winner, Walter McGraw, is now script editor of the Guild.

**MUSIC controlled by BMI will be available without charge for organizations, both public and private, in connection with programs dealing with national defense. BMI has announced. Permission applies to both live and recorded performances, it was stated.**

## Quiz Kids' Named In Chicago Award

Called City's Leading Series; Other Citations Announced

THE Quiz Kids, weekly half-hour NBC-blue feature, sponsored by Miles Labs., Elkhardt, Ind., for Allcosystem Advertising, was presented the second annual advertising award of the Chicago Federated Advertising Club as the outstanding network show originating in Chicago during 1940. The show was originated and is owned by Louis G. Cowan, head of the Chicago public relations agency, National Advertising Agency, Chicago, handles the account.

The CPAC awards were begun in 1940 as a step in recognizing superior achievement in advertising efforts produced in Chicago. In addition to the awards for radio, seven other classifications of advertising were recognized. These included: television spots, general public relations, newspaper, magazine, trade and technical publications, outdoor, direct mail, and the individual who has contributed most to the recognition of Chicago as the advertising center.

**Campana Cited**

Honorable mention for network shows originating in Chicago went to the Campana Sales Co., Batavia, Ill., weekly half-hour First Night program for Maybelline Balm. In this presentation, mention was made of the fact that for 11 years First Nighter has done a consistently outstanding job for the same sponsor, Aubrey, Moore & Wallace, Chicago, is agency.

The award for the best locally produced and released show went to the Music Lovers' Program, sponsored by the Service Drug Stores (chain) and heard over WCFL Sundays through Fridays, 10:00-11:00 p.m. This program features orchestral classical music with Martin Jacobsen as commentator. Coincident with the receipt of the award, it was announced that M. Lewis of Goodkind, Joice & Morgan, agency handling the account, that Service Drug Stores had renewed this program effective May 12 for a second consecutive full year.

Serving on the radio awards committee were Leonard F. Erickson, western sales manager of CBS; Jules Studebaker, program manager of the NBC Central Division; Frank P. Schreiber, station coordinator of WGN; J. W. Knodell, salesman of Free P. Peters, national sales representative firm. After compiling the preliminary group of outstanding programs, this committee submitted it for final selection to the program committee comprising a board of 24 prominent men of the advertising fields.
CBS was selected among the networks, "among other reasons, for offering a schedule of broadcasts which combined commercial and sustaining programs in such a way as to constitute a structure definitely in the public interest; for giving its listeners more than 10,000 non-commercial broadcasts in 3,000 hours of unsponsored, public service programs; for regarding its schedule as an educational service; and for making the more vital programs palatable; for covering adequately the significant news of the year; for promoting Pan-American unity and understanding through its School of the Air; for aiding education with special schoolroom services and such programs as Invitation to Learning, The Human Adventure, Reporting to the Nation, The People's Platform, and Columbia's Country Journal; for giving religion a major place in its public service activities; and for its manifold and continuous interest in serious music and other cultural subjects."

U. S. Network Series Pondered by Dominion CANADIAN broadcasters are understood to have made representations to the Canadian Government to sponsor a United States radio program for a 26-week period on a full American national network to boost American tourist travel to Canada this summer. The broadcasters have urged Ottawa to start the campaign as soon as possible so that American summer vacation plans can be turned Canada-wards. Individually, some of the Canadian broadcasters have already started their own tourist travel campaign, notably stations on the border. The Dominion and provincial governments are planning to spend upwards of $750,000 this summer in advertising Canadian tourist attractions.  

JAMES D. SHOUSE  
WLW, Cincinnati, received its award among large stations "for being a pacemaker in the conception and execution of distinctive public service programs; for recognition of the principle that clear-channel stations should be sectional rather than local in their service, but at the same time should not duplicate the work of the networks; for offering broadcasts of a type slightly above the level of the mass radio audience; for spending three times as much on public service programs as the average for 50,000 watt stations; and for serving the interests of all groups, including rural as well as urban listeners."

New Railroad Series  
SOUTHERN PACIFIC Co., San Francisco (rail transport), frequent user of spot radio, on April 7 starts sponsoring a weekly half-hour audience participation program, All Aboard, on KNX, Hollywood. Contract is for 52 weeks. A slightly revised edition of Pull Over, Neighbor, sponsored by Wilshire Oil Co., Los Angeles (Polly, Economy gas), successfully for three years on all three major Pacific Coast networks (NBC, CBS, Don Lee), the program, like its predecessor, will feature Art Baker as m.c., with John Guedel as writer-producer. Format has been altered in minor details to conform with the railroad's merchandising needs. Program basically remains the same as when it served as the spearhead of Wilshire Oil Co.'s merchandising strategy. Agency is Lord & Thomas, Los Angeles, with Ford Sibley as account executive.

JOHN F. PATT  
WGAR, Cleveland, was selected "for its success, despite the restricted facilities of a regional station, in serving the diverse interests and widely different cultural backgrounds of greater Cleveland; for promoting a better understanding among various groups; for assuming a responsibility to those 65% of Cleveland's foreign-born or first generation listeners who do not easily understand English by broadcasting programs in languages which represent the principal foreign populations of this metropolitan area, Hungarian, Italian, Slovene, Czech, Slovak, Polish and Roumanian; for its program, Wings over Jordan, begun five years ago to bring about a better understanding between the white and colored peoples of Cleveland; for its cooperation with governmental agencies in the interest of national unity, civic consciousness, community health and welfare; and for its unique news service featuring items of special interest to some 20 small communities."

C. L. THOMAS  
KFRU, Columbia, Mo., received its award "for making the most of its opportunities to serve its local audience; for giving its listeners educational features of local origins, including programs of classical music with interpretative comments and helpful broadcasts in the interests of better farming; for doing a superior job of public service despite limited equipment, circumscribed finances, and a small personnel."

General Foods Explains Its Dependence on Radio  
THE MAJORITY of General Foods Corp. advertising "happens to be in radio just now because we have found it effective," Charles G. Mortimer Jr., general advertising manager of GF, which is currently sponsoring 14 radio programs, states in the company's annual report, just issued to stockholders. A 36-page booklet, attractively laid out and illustrated, this report contains the usual balance sheet and profit and loss statements, but most of its contents is devoted to a mythical stockholders' meeting during which the company's officials and executives answer all the questions a typical stockholder might ask. These questions were taken from replies of 5,000 GF stockholders to the question: "What would you like to know about this business-your business?"

Caswell Back  
GEORGE W. CASWELL & Co., San Francisco (coffee), after an absence from the air of nearly three years, on April 6 will start sponsorship of Concert Petit, featuring Rudy Seiger, violinist and Margaret O'Dea, contralto, Sundays, 11:15 a.m. (PST) on the NBC-Red network on the Pacific Coast. Starting in 1923 the firm sponsored a network program on the Coast continuously for 15 years. It halted radio advertising in 1938. Agency is Long Adv. Service, San Francisco.
FM/AM Reception by a turn of the Bandswitch with Hallicrafters Model S-31

A NEW 1941 Hallicrafters designed FM/AM Tuner with the No. 1 band covering all frequencies used by amplitude modulated broadcast stations and the No. 2 band covering frequencies used by high fidelity modulated broadcast stations. The Model S-31 Tuner combines both circuits and changes from FM to AM with the bandswitch, 8 tubes, power output 130 milliwatts undistorted, power consumption 120 watts, operates on 115-125 volt, 60 cycle AC. Model S-31 Tuner complete with 19” x 8 3/4” rack panel, metal cabinet and tubes, $69.50.

Drew a Blank

EVEN the third-degree couldn't have produced answers for Joe Wheeler on a recent broadcast of his man-on-the-street or r a m on WBIE, Knoxville. Ar m ed with questions, Joe cornered a likely looking individual and deluged him with a flood of puzzlers. The hapless interviewee merely looked blank; and before long Joe eventually found out—"the gentleman was a deaf mute."

LATIN EXPERIENCES NARRATED BY PALEY

WILLIAM S. PALEY, CBS president, is author of an article, "Radio Turns South," appearing in the April issue of Fortune, in which he describes his trip through South America last month selecting and signing affiliate stations for the CBS Latin-American network. Many of the photographic illustrations are snapshots taken by Mr. Paley during his travels.

Stating that almost all of the 64 stations included in the Latin-American network have agreed to broadcast at least an hour a day of CBS programs, Mr. Paley explains that these programs "will be built especially for Latin America, and with the wealth of information that we have now gathered, we should be able to produce programs that will do justice to our feelings of friendship for that section of the world and its people. And we hope that by reflecting the kind of people we are, our culture, the things that move us and amuse us, our efforts will help to make that friendship reciprocal."

"We hope the programs that our Latin-American affiliates have agreed to send us for retransmission throughout the U. S. will help to fill a serious gap in our knowledge of this hemisphere."

Newspaper Applications Request FM Facilities

ON THE HEELS of the FCC crackdown March 19 on newspaper ownership of FM stations, more requests for commercial FM facilities during the past fortnight have come from newspaper interests. United Broadcasting Co., licensee of WHK and WCLE, Cleveland, and WHKC, Columbus, which are owned by the Plain Dealer Publishing Co., publisher of the Cleveland Plain Dealer and chief owner of the Cleveland News, applied for 48.5 mc. to cover 8,240 square miles and 1,314,595 population in Cleveland.

Resubmitted March 19 was the amended request of E. Anthony & Sons Inc., operator of WNBW, New Bedford, Mass., to request 46.5 mc. covering a 350,250 population and 1,787 square miles. Applicant is publisher of New Bedford Mercury, New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard.
License Renewed On Staggered Plan

Expiration Dates Are Fixed In Post-Treaty Action

UNDER the Havana Treaty allocations, which became effective March 29, the FCC will continue the staggered system of license renewals, which hereafter will be issued for one-year periods. Licenses of stations regularly operating under the North American Regional Broadcasting Agreement will expire as follows, the FCC said:

For stations operating on the frequencies 1130, 1140, 1180, 1170, 1180, 1190, 1070, 1080, 1090, 1100, 1110, 1120, 1010, 1020, 1030, 1040, 1050, 1060, 870, 880, 890, 900, 940, 990, 1000, 780, 800, 810, 820, 830, 840, 850, 860, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, and 1280 kc., Feb. 1, 1942.

For stations operating on the frequencies 540, 570, 600, 690, 700, 720, 730, 740, 750, 760, 770, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, and 1280 kc., April 1, 1942.

For stations operating on the frequencies 960, 970, 980, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, and 1270 kc., June 1, 1942.

For stations operating on the frequencies 1320, 1350, 1380, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, and 1520 kc., Aug. 1, 1941.

For stations operating on the frequencies 1220, 1240, and 1280 kc., Oct. 1, 1941.

For stations operating on the frequencies 1400, 1460, and 1400 kc., Dec. 1, 1941.

EXTENSIONS GIVEN FOR 15 STATIONS

TEMPORARY extensions of license from March 29 date were given 15 stations by the FCC at a special meeting March 24, pending further consideration of their renewal applications. The stations have been given conditional renewals for various reasons, including applications for their facilities, pending revocation proceedings or for other reasons. The stations are KFEQ, St. Joseph, Mo.; KFJM, Grand Forks, N. D.; KBOU, Ketchikan, Alaska; KLUE, Galveston, Tex.; KOCA, Kilsore, Tex.; KORN, Fremont, Neb.; WCOA, Pensacola, Fla.; WELF, Battle Creek; WHBC, Canton, O.; WHIP, Hammond, Ind.; WJH, Jacksonville; W N A D, Norman, Okla.; WJW, Columbus; WJRE, Ponce, Puerto Rico; WJSJS, Winston-Salem.

WABI, Bangor, Me., was authorized to operate temporarily on 910 kc. with 250 watts pending completion of construction to increase power to 5,000 watts on this frequency, using a directional aerial at night. KKVJ, Portland, Ore., was authorized to operate temporarily on 1080 kc., with 500 watts, limited time, pending completion of construction which will permit it to operate with 1,000 watts fulltime on this channel.

WARM, Scranton, Pa., was given authority to continue program tests on 1400 kc. with 250 watts power, fulltime pending action on its application for license, growing out of an ownership dispute.

GATES MODEL 30 CONSOLE

Truly The Modern Definition of Radio Equipment Efficiency, Design and Appearance...

The new Model 30 Speech Input Console was designed for both AM and FM requirements, and in the few months since its introduction has established unparalleled performance records in both fields of broadcasting. To date, the Model 30 Console has outsold its famous predecessor (Gates Model 20) by more sales to new stations alone, since December, than in the entire previous 9 months! Such a remarkable record of acceptance is a tribute not only to its engineering design, but also to its streamlined beauty. It is the only console available in three color selections to match studio settings and any color selection has a maximum of four separate colors per panel. A prominent engineer, envious with the Gates Model 30 Console, calls it: "THE MOST BEAUTIFUL ELECTRICAL INSTRUMENT I HAVE EVER SEEN!"

The hard, clear facts and figures that describe the advantages of the Gates Model 30 Console are ready for you to see. If you are interested, write at once for complete information.

THE PROVEN LINE

GATES RADI0 & SUPPLY CO.
(CABLE ADDRESS: "GATERADIO")
Manufacturing Engineers Since 1922

BROADCASTING • Broadcast Advertising  March 31, 1941 • Page 23
Outside Transcription Firms Given Right to NBC Programs

Policy of Many Years Is Reversed by Network; Rates to Be Same as Own Division Pays

REVERSING a policy of long standing, NBC has announced that effective April 1, outside transcription companies will be permitted to have wireline connections directly with NBC studios and to record network programs at the same charges made to NBC's own recording division. Interdepartmental order, sent by President Niles Trammell on March 21 to all department heads, division heads and managers of NBC's M & O stations, reads as follows:

Several transcription companies have requested that they be allowed to have wireline connections directly with our studios in order to record certain of their clients' programs broadcast over the facilities of the NBC. NBC wishes to cooperate with its broadcasting clients in every way possible. It, therefore, announces that effective April 1, 1941, it will grant transcription companies the privilege of recording its network programs for such recording purposes at any NBC network origination point, on the following basis of charges:

For recording broadcasts: 15 minutes or less, $2.50; 15-30 minutes, $3.50; 30-45 minutes, $4.50; 45-1 hour, $6.00.

For recording rehearsals: 15 minutes or less, $3.50; 15-30 minutes, $4.50; 30-45 minutes, $5.50; 45-1 hour, $8.00.

Transcription companies may arrange to record an unlimited number of either broadcasts or rehearsals for periods of 13 consecutive weeks at a charge of $800 per week per origination point.

These charges do not include wireline rentals or connection charges. This service will be furnished subject to credit approval and in accordance with our standard terms of carriage. The same charges will be made to the NBC Recording Division.

WIZ-WBZA Ask Split

SEPARATION of WIZ and WBZA, Boston-Springfield outlets which have operated synchronously for more than a decade, has been sought in applications filed March 24 with the FCC by Westinghouse Radio Station WBZA Inc. which seeks a shift from 990 kc. (which becomes 1030 kc. under the March 29 reallocation) to 970 kc., with an increase in power from 1,000 to 5,000 watts, with both transmitter and studios in Springfield. WIZ filed for modification to terminate the synchronizing, to operate fulltime on 1030 kc. after March 28, contingent on the WBZA grant.

Wise Hires New Chairman

NEW CHAIRMAN of the Chicago chapter of the Veteran Wireless Operators Assn. is W. J. Halligan (right), president of Hallivall Frairs Inc., Chicago equipment manufacturer. The retiring chairman, George I. Martin, of RCA Institutes, is shown presenting a life membership certificate to the new chairman at a dinner attended by more than 30 members of the Association in Chicago.

WISE to 1230 kc.

WISE, Asheville, N. C., March 25 was granted a modification of license to change its frequency from 1370 to 1230 kc., with 250 watts unlimited time. WHBQ, Memphis, was granted a construction permit to install a new transmitter and increase its power from 100 to 250 watts fulltime, on 1870 kc.

Absorbine on Blue

Absorbine Jr. B. WILLIAMS Co., Glastonbury, Conn. (shave products), on July 7 will take a ten-week hiatus from sponsorship of True or False heard Mondays at 8:30-9 p.m. on NBC-Blue. Program will be sponsored during the interval by W. F. Young Inc., Springfield, Mass, for Absorbine Jr. J. Walter Thompson, New York, handles both accounts.

Durham Touring Stations

For Grove Labs. Series

TO SET UP the new campaign for Grove Laboratories, Inc., by Dr. H. W. Kaster & Sons, Chicago, is touring stations from the Atlantic seaboard to Texas. More than 100 stations are to be used in the national campaign.

According to the agency, Mr. Durham will obtain an "on the ground" understanding of the various stations' position and influence, and secure a better understanding of the area they cover. This tour is one of several undertaken by the agency each year on behalf of its clients. Mr. Durham will discuss with station managers future campaigns, in addition to the Grove account.


More for Morrill

JOHN MORRILL & Co., Otumwa, la. (Red Heart Dog Food) on March 24 started its spring and summer campaign of participating and spot announcements on 25 stations. Contracts are for 28 weeks. On April 1 the firm renews its five-weekly participation announcement in the big economy network programs on KHJ and KFI, Los Angeles and its five-weekly quartermile programs on WQAM, Miami, and Tall of the Town programs on WJAX, Jacksonville, in the interest of E-Z Serve Loaves. Contracts are for 13 weeks. Agency is Henri, Hurst & McDonald, Chicago.
Agencies Adamant
On New Contract

Objection Voiced to Several Features of New Form

DISSATISFACTION with several features of the new agency contract form for station facilities, recently approved by the NAB board of directors [Broadcasting, March 24], was expressed by the timebuyers' committee of the American Assn. of Advertising Agencies.

That organization, which has already notified its members not to accept the new form, will probably draw up a separate form of its own. Previous "order blank", in use since 1933, had the approval of both organizations.

Agency Objections

Four objections have been advanced by timebuyers. First, the old form provided for stations to supply staff announcers without charge, whereas there is no such provision in the new form. The agencies want this provision reinstated except in cities where stations have contracts with the American Federation of Radio Artists requiring the announcers to receive extra pay for commercial shows.

Next, the agencies object to the clause that "station shall have the right to cancel any broadcast covered by this contract in order to broadcast any event which it deems to be of public importance," claiming the sponsor as well as the station should have some voice in this matter.

Another part of this same section, "that in no case shall station be liable for cost of any talent for which station itself does not contract", is also objected to by the agencies, who feel that where they have non-cancellable talent contracts and must pay for performances cancelled or postponed by the station, the station should reimburse them for such loss.

Fourth agency objection concerns indemnity for musical infringements. The new form includes only music licensed by BMI as guaranteed by the station; the agencies believe SESAC, AMP and other music should also be included.

Whether or not the AAAA issues its own form, the problem is more academic than practical, several timebuyers told Broadcasting. Individual conditions, they said, make a certain amount of alteration in any standard form almost inevitable. All agreed, however, that the new contract, lacking the dual approval of both NAB and AAAA, will carry less weight than the old one, and will therefore entail more bargaining and more changes in each purchase of station facilities.

With WEEI saying the right words, Mr. "Inside Boston Market" (Metropolitan Boston) and Miss "Outside Boston Market" (communities outside Boston from Cape Cod to Canada) become one to WEEI advertisers...one market with nearly 1,000,000 radio families who spend over a billion and a half dollars yearly at retail.

WEEI weds, then sells these two markets. In 1940, although the heaviest CBS network schedule in history absorbed 14% more of WEEI's available time than in 1939, WEEI's non-network billings rose 14.5% during the same period. That's evidence that advertisers prefer the only Boston station that weds and sells two rich markets—at one cost.

New Survey Service

MRS. FLORENCE CUMMINGS JESKE, former traffic manager of WSYE, Syracuse, and Mrs. Mary Aloi, former continuity writer for the same station have formed the Advertisers Audit Service. They will conduct all types of radio surveys.
Bear By The Tail

THIS TIME they’ve struck at a Tartar. It took the newspaper-ownership inquiry called by the FCC majority, coming as it did on the heels of the network-monopoly crusade, to bring the industry around to serious thinking about dangerous trends in Federal regulation of commercial broadcasting and to goad the industry’s best leadership into action. Unless our faith in the democratic process and in the industry’s ability to meet all onslaughts is misplaced, we venture that this time the so-called “anti-commercial” majority of the FCC simply can’t get away with it.

With regard to the newspaper issue, which the newspaper-radio interests are ghiding to meet squarely, it is obvious that any move to discriminate against any one class of station ownership must inevitably lead to discriminations against other classes—the “classes” to be determined by an unsympathetic and politically controlled group of men in Washington.

The feeling is prevalent that the FCC majority, even though it has called an “investigation” and as yet unscheduled hearing, had made up its mind (or had its mind made up for it) in favor of diversion of radio from newspaper interests before issuing its March 19 order. That issue has been smoldering for several years.

If the FCC majority by its past actions could be relied upon to approach the ownership issue judiciously and open-mindedly, an inquiry procedure might be desirable and the issue could easily be met—though we still insist that the proper place for the airing would be in Congress. Unfortunately, the industry has no great faith in the FCC; several of its members, in their private utterances, have shown unmistakably their attitude toward the existing order in commercial broadcasting. They favor rate regulation; they don’t like profits; they see skeletons in every closet—even their own colleagues have catalogued them as “anti-commercial radio”.

Consistency is conspicuous by its absence in the FCC’s decisions. Newspaper applications have been granted over competitive requests for the same facilities in the same community, and denied in others. Transfers to newspaper interests have been granted freely. Under this same FCC the number of stations in which newspaper interests participate as owners has multiplied at least twofold since it took over in 1934 from the old Radio Commission.

For competitive reasons, a few independently owned stations might relish any action that would hurt their newspaper competitors. But the growing trend toward the regulation of the program and the business aspects of broadcasting, of which the newspaper crusade is but a manifestation, is such that no broadcaster interested in the perpetuation of a free radio industry, cannot afford to lose money and suggest that it can afford its neighbors’ rights whittled away. Each piecemeal move may afford some local comfort or gain—but the momentum, unless checked, is toward the increasing imposition of restraints that will undermine the structure as a whole.

The idea of a fact-finding inquiry on any subject cannot be condemned, assuming a glaring necessity which does not exist in the case of so-called newspaper ownership. But when the men who sit in judgment transcend authority which belongs to Congress and are themselves judged in the light of their past acts and utterances, such an inquiry seems futile.

During the last few years we have been a voice in a veritable wilderness, appealing for a redefinition of the law as a whole by Congress so that this guesswork about the intent of Congress could be stopped. New legislation would present the President with an opportunity to staff the FCC with better qualified men. If the broadcasting industry, now in its infancy, cannot afford to lose money and suggest that it can run its affairs without regulatory straitjackets fastened by a handful of willful men, then it deserves the fate for which it appears to be headed under the existing order.

A. D. Ring, Consultant

IT WON’T be the same at the FCC without “Andy” Ring as the head man of the Engineer- ing Department’s broadcast division. For a dozen years he has been identified with all things technical in broadcasting, and since 1934 he has headed the operation—just about the coolest head in about the hottest position in town.

Joining Andy Ring in private engineering practice in Washington is one of his chief lieutenants, Ralph L. Clark. The FCC will find it difficult to fill both niches, particularly with so many new broadcasting developments on the horizon. All in radio wish both of these executives well by way of redefinition of their efficient and meritorious stewardship for the Government.

The FCC is confronted with a number of executive staff vacancies, aside from these created...
GUY FAIRFAX HERBERT

FROM RECEPTIONIST at the smallest station in Canada to the owners and managers of the Dominion’s largest stations, everyone in the broadcasting industry north of the United States knows about Guy Fairfax Herbert, eastern general manager of All-Canada Radio Facilities Ltd., largest station representation and transcription distributing firm in the Dominion.

Guy Herbert claims the distinction of being probably the only man to have visited every broadcasting station in Canada at least once in the last few years, and of being personally acquainted with the majority of the personnel of nearly every station, large or small.

Guy Herbert stands 6 feet 2, weighs 240 pounds, and impresses everyone with his sincerity. He came out of the West in November, 1937, with a southern drawl reminiscent of Virginia, and within a few months had changed the tempo of the broadcasting industry in Eastern Canada from a quiet satisfaction to a state of realization that if this big man from the West was typical of broadcasting in that part of the country, then Eastern Canadian broadcasting had been caught napping. Needless to say, Eastern Canadian broadcasting has stepped lively ever since.

Guy Herbert today, headquartered in Toronto, is sought on all problems affecting the entire industry. He was one of a small group who last year fought newspaper pressure to ban sponsored newscasts as a wartime precaution. He is a member of a committee of three who are working on broadcasting problems of the privately-owned broadcasting stations and industrial interests.

His southern drawl is not cultivated; for he was born in Marshall, Va., Sept. 13, 1891, and lived in that State till he was 20, a graduate civil engineer of the University of Virginia. Then he joined many other young Americans to seek his fortune in the new settlements of Western Canada. Through a friend of a brother he received a call from the Canada Land & Navigation Co. at Alta., where his civil engineering knowledge helped in opening up large tracts of Southern Alberta to agriculture.

In 1917 he became assistant general manager of the company, redesigning in 1923 to accept at Calgary a post as superintendent of livestock and ranching for the meat packing firm of P. Burns & Co. He served on a commission to investigate increasing bacon trade to Great Britain. Then for ten years he sold life insurance with Canada Life, and through social contacts met Harold R. Carson, automobile supply jobber then dabbling in radio [broadcasting, April 15, 1940].

Guy Herbert’s hobby for many years had been commercial amusement events and attractions. For 14 years he had directed as a sideline the amusements for the annual Calgary Exhibition & Stampede. He has a knack of sizing up the amusement value of a show and this knowledge prompted Harold Carson to offer Guy Herbert the post of commercial manager of CFAC, Calgary in 1934, when he took over operation of that station for the owners, the Calgary Herald.

This was an entire new field for the civil engineer but Guy could work his hobby to the limit, using his sales experience to sell shows to local and later national advertisers. The latter were then only nibbling with radio in Western Canada. So good a job did Guy do that within 18 months he had taken over the management of CFAC, the first major station in the group which Carson now set out to operate.

When Carson concluded a deal with the Manitoba Telephone System to take over the commercial operation of CKY, CKX, Winnipeg, and CKY, Brandon — logical man to take over the management job was Guy Herbert, and the move eastward started CKY at Brandon. He continued with a second time successful station in Canada, with 15,000 watts power. It was a government-owned and operated station and was losing money. Guy Herbert helped put it on its feet, along with CKX. When he had this job done, he was moved to Toronto, where Carson had opened offices of his own representation firm to get national business for a number of western stations he operated.

Guy visited every station in the East, became acquainted with the owners and managers, signed up enough stations in eastern and western Canada and today All-Canada Radio Facilities represents nearly a third of the stations in Canada. Then Guy and Carson went to the United States, bought up a number of stations, TV and script services, and now sell service to every station from Charlotteport, P.E.I., to Prince Rupert, B.C. Guy has built up in Toronto and Montreal an organization of go-getting young men to handle the expanding business. While he does not admit it, he also has a knack of picking the right men for the right job.

While Carson and All-Canada Radio Facilities have been engaged in the infamous policy of letting local managers work out their own problems, Guy Herbert is Harold Carson’s right hand man on policy matters pertaining to station representation, station transcriptions, station expenditures, changes in station management. He also sits on the advisory board of the entire organization.

In recent years Guy has had little time for hobbies other than radio. He still plays an occasional game of bridge, a pastime through which he met Carson. Once he was a pursuer of the old Scottish sport of curling, but there has been no time for that lately. He married Anita McLean of Medicine Hat, has a son Beverly, 15, an artist, and is assistant manager to the vice-president of the Renfrew Telephone Club of Calgary and the Manitoba and Carlton clubs in Winnipeg.

JOHN M. RIVERS, president of WCSS, Charleston, S. C., introduces Claire Booth, the playright and wife of Henry luce, editor of Time, in a series of transcriptions for the British War Relief Fund which Miss Booth made in the WCSS studios. Miss Booth’s winter home is near Charleston.

ALBERT E. STEPHAN, former clerk of the Senate Interstate Commerce Committee and later attorney for the FCC, has joined the law firm of Preston, Thurgood & Turner, with offices in Seattle.

SIDNEY STROTZ, NBC New York vice-president in charge of programs, was in Hollywood during late March for conferences with Don E. Gilman and John Swallow, the network’s Western division vice-president and program director, respectively, on summer sustaining program.

ROYAL J. HIGGINS for five years in charge of sales promotion for The Hallcrafters Co., Chicago, has been appointed director of advertising and sales promotion, effective March 24. Before joining The Hallcrafters Mr. Higgins was general manager of National Broadcasting Co.’s subsidiary, the Renfrew Broadcasting Co., Inc. of Alton, Ill.

LOUIS F. LONG, owner of KGLU, Saford, Ariz., was feted recently at a testimonial banquet in honor of his 20th anniversary in the broadcasting business in Arizona. State notables numbering 35 attended and entertainment was furnished by the Arizona Broadcasting Co. In addition to KGLU, Mr. Long owns a chain of movie theaters.

HILL LINDSAY, former commercial manager of WSGT, Greenville, S. C., and Gary Marble, from W SIX, Nashville, have joined the new WHIR, Knoxville.

LESLIE CARDONA, WVRA, Richmond, Va., sales manager, is the father of a boy born recently.

WILLIAM J. SCRIPPS, manager of WWJ, Detroit, has been appointed an advisory member of the financial committee of the Wayne County Chapter of the national American Red Cross Emergency Council, composed of representatives of various amateur radio clubs and groups throughout the State and formed to aid in national defense and assistance to Federal authorities and relief agencies in any emergency or disaster.

CHARLES F. PHILLIPS, commercial manager of WEFI, has just been elected first vice-president of the Advertising Club of Syracuse.

SLOCUM CHAPIN, formerly of WOC, Davenport, Iowa, has joined WKRN, Youngstown, as 12 sales director. Also new to WBN is Henry Z. Ungar, previously associated with WSPD, Toledo, and WMBC, Detroit.

JOHN HEINIE, WJSV sales promotion manager, is vacationing in Miami.

DALE TAYLOR, manager of WENY, Elmira, N. Y., has been named chairman of the communications division of the Chemung County Disaster Relief Corps, which has been organized on a wartime basis.

PAUL McCLUER, manager of the NBC Central Division Red Network Sales Department, left March 29 for a Florida vacation.

THEODORE GRANIK, director and moderator of the MBS American Forum of the Air, is in California for a visit to the Los Angeles and Washington newspapermen, is serving as chairman of the program during Granik’s absence.

FRANK HARRINGTON, of the WSYR, Syracuse, sales department, was among those who attended the annual meeting March 8 of the Syracuse Advertising Club at First Presbyterian Church.

WILLARD D. EGOLF, commercial manager of K YO O, Tulsa, has been re-elected to the board of the Tulsa Advertising Federation.

FRED DARLING, program director of CKGB, Timmins, Ont., has joined the sales department at the Sutton Club of Sudbury, Ont. He is replaced by Lloyd Monk, music librarian of CKGB.

March 31, 1941 • Page 27
DWARF (Ky.) IS NO BUYING GIANT!

Dwarf, by any other name, would still be just another tiny Kentucky hamlet—more or less typical of the towns WAVE doesn't reach! Whereas the Louisville Trading Area—which WAVE covers completely—is a buying giant with a tremendous appetite for all the things most people buy! And WAVE's rates are based on Louisville—not on all the Dwarfs that add much to your sales costs but little to your sales! Send for the proof!

LOUISVILLE'S WAVE
INCORPORATED 1927
5000 Watts ... 1927 K.C., N.B.C.
FREE & PETERS, INC.
National Representatives

CBS Trade News Shift

THE CBS trade news department, which has been part of the sales promotion department under the supervision of Victor M. Rattner, has been incorporated into the publicity department. Herbert Hayard Swope Jr., formerly trade news editor, will remain in sales promotion as a copywriter, while his assistant, Robert O'Dwyer, has been transferred to publicity where he will continue to handle trade news.

RUTH CHILTON
A REAL, one-woman show is the Claims, of WSYR, Syracuse, who on March 21 celebrated 16 years before the mike. The young veteran woman finds time for speeches to clubs and schools for a lecture, now and then, at the Syracuse U. workshop. She opened up the N. Y. State Fair for the first time to women's radio features and is annually director of feminine fair features for WSYR.

Martin Leich to WBN

MARTIN L. LEICH, since 1936 manager of WEOA, Evansville, Ind., has been transferred to WBN, Terre Haute, Ind., as manager, replacing W. W. Behan, who will manage the new WISH, Indianapolis [BROADCASTING, Feb. 24]. WEOA will be operated under the direction of Clarence Leich, who manages its sister station WGBP.

GONZALEZ IS NAMED TO CBS LATIN POST

DR. ANTONIO C. GONZALEZ, former U. S. Minister to Panama, Ecuador and Venezuela from 1935 to 1939, has been appointed assistant director of Latin American relations for CBS to work with Ed- mond and Chester KSWM, CBS director of short-wave broad- cast, on all matters relating to CBS's new American network which will go in operations early in September. Dr. Gonzalez

After practicing international law and South American law in Hartford, with the law firm of Liet, Mestre & Gonzalez, founded by his father in 1876, Dr. Gonzalez served as counsel for American interests before the Commercial Commission of the United States and Germany after the World War, and before the International Criminal Tribunals of the United States and Mexico.

He has lived in nearly every Latin American country and is called the arbiter of the people, governments, development and industry of those nations. He is married to Dr. Evelyn Quinlan, New York attorney, who aided in the organization of the Social Service Committee at Caracas, Venezuela, in 1939.

Comdr. Sharpe Named To New Navy Radio Post

CREATION of a radio section of the Public Relations Branch, Navy Department, was announced March 24, with Lt. Comdr. Norville W. Sharpe, reserve officer on active duty, as its head. The new section, which is expected to parallel the radio section of the War Department Public Relations Branch, will handle all relations with broadcasting in industry on programming.

The Public Relations Branch, including press, radio and pictures, is headed by Comdr. H. Ray Thurber, USN. Lieut. Comdr. Sharpe, a Washington newspaperman has been in connection of the Public Relations Branch since September, 1939, on active duty.

New WKMO Completes Staff

SALUTED by the Indianapolis Stations WFBM, WIRE and WIBC, the new WKMO, Ind., WKMO, will go on the air April 5 under the general management of Lee Ryder, recently with WENK, New Kensington, Pa. Mr. Ryder has announced completion of his staff as follows: Bud Hillis, from WTEL, Philadelphia, program and production manager; Vernon S. Tucola, chief salesman; A. David Potter, salesman; Wilbur Nungeasser, assistant to Mr. Ryder; George G. Mungo, chief engineer; Homer Haines, from WPAT, Portsmouth, O. E. T. S.; and Francis Finch, from WKBY, Richmond, Ind., engineer; Kathleen Wilson, from WEMP, Milwaukee, publicity writer; Russ Sailer, from WMNR, Marion, Ohio; announcer; Mal Rosa, from Furlee U. sports announcer; Warren Williams- son, from KYAN, Cheyenne, announce- er; John Mahoney, from WOWO, Fort Wayne, announcer, Cox & Tans will represent the station, which is owned by a corporation headed by Dr. C. K. Boyajian and his son Charles Jr.

Meet the LADIES

GROLIGHT, first full-length play, which opened at the Garrick Theatre March 19, had a new production last week. It is directed by William Keighley and features Ethel Merman in the leading role. The play is based on the play by George S. Kaufman and Moss Hart, who also wrote the book, and is adapted from the novel by Edith Nourse Rogers. The cast includes Robert Montgomery, Ann Sheridan, and Robert Taylor.

READY! AIM! FIRE

Here's your "Big Gun" in your own preparedness campaign against lagging sales. Consider the fact that the KWKH listening audience, as reported in the new CBS audit of night-time coverage, extends from the Atlantic coastline clear across the southern half of the United States to the Arizona state line, extending even into Colorado and Utah. Sounds a bit exaggerated... doesn't it? But we've got the facts, and figures of regular listening to prove our story.

50,000 Watts

A Shawnee Times Station—Represented by the Brannom Company

WATMON RAMSEY, formerly manager of KOMA, Oklahoma City, and more recently commercial manager of KABC, San Antonio, has been appointed general manager of KFDX, Amarillo, Tex.

HARRY PLOTKIN, FCC broadcast attorney, and Mrs. Plotkin, became the parents of an 8 lb., 3 oz. son, Jrr. Lev, born March 25 at Garfield Hospital, Washington, their first child.

MATT BONEBRAKE, general manager of KOCY, Oklahoma City, and Mrs. Bonebrake, on March 18 became the parents of an eight-pound son, Ronal Keithy.

HORACE GATMAN, new to radio, has joined KLS, Oakland, Cal. as account executive.

JOHN E. GARDNER, after several weeks in Hollywood, has returned to his duties as manager of KTTF, Twin Falls, Idaho.

WALDEMAR C. PORSOW, former radio program director and advertising agency associate, has been appointed manager of the new WJGM, Medford, Wis.

THOMAS MARTIN, announcer of WGL, Schenectady, N. Y., has been named manager of the new WWNY, Watertown, N. Y.

PAT McCALLION, sales executive of KOY, Phoenix, is the father of a recently-born baby girl.

CBS Trade News Shift

THE CBS trade news department, which has been part of the sales promotion department under the supervision of Victor M. Rattner, has been incorporated into the publicity department. Herbert Hayard Swope Jr., formerly trade news editor, will remain in sales promotion as a copywriter, while his assistant, Robert O'Dwyer, has been transferred to publicity where he will continue to handle trade news.
NORMAN SICKEL, formerly in charge of the continuity and production department for the National Youth Administration Radio Workshop, has joined the continuity department of WNEW. New York. Previously, Mr. Sickel was writer, producer, and commentator for the NBC-Red Music for Moderns program, and he has also written and produced scripts for CBS.

CARL HOFF, Hollywood musical director of the weekly CBS Al Pearce of His Gang, sponsored by R. J. Reynolds Tobacco Co., has resigned and will go to New York where he will organize a dance band. Lou Bring, pianist of the program orchestra, has temporarily taken over musical direction.

BILL STRINGER of the news department of WOAI, San Antonio, on March 2 married Anne Harrell, of that city.

ROBERT W. BOOTH, former assistant director of WTAG, Worcester, has been given the rank of staff sergeant in the intelligence section of division headquarters, Camp Edwards, Mass. He was the first member of WTAG to join the Army.

ARCH McDONALD, sports commentator of WJSV, Washington, and his family are in Orlando, Fla., covering the spring training of the Washington Senators.

JIM MOORE, announcer, formerly of KRE, Berkeley, Calif., has joined KBFO, San Francisco, replacing Charles Arlington, who went to Los Angeles.

WILLIAM LIVESAY, for the last year with KYA, San Francisco, has joined the announcing staff of KBFO-KGO, San Francisco.

WESS CARR, formerly with KCNC, Kansas City, has joined WWJW, Pittsburgh, as announcer.

EUGENE KING, conductor of the daily Danceland program and formerly chief announcer of WEVD, New York, has been named to the WOR announcing staff, succeeding Tom Slater who was appointed MBS coordinator of sports and special events.

MARION LOOMIS, secretary in the NBC Central Division Spot Sales Department, and William Weaver, former NBC Chicago special officer, were married in Davenport, Iowa, March 22. Weaver is now associated with the Coca-Cola Co., Chicago.

TOM ARGUE, new to radio, has joined CFAR, Flin Flon, Man.
**Bucks for Boners**

NO PUNCHES are pulled in the *Broadcast Boners* column of the *Milwaukee Journal*, operated by WTMJ. It’s all in fun but $5 is paid for the best lapisuauge heard over the air during the week. In the Sunday Radio section of the *Journal* an appropriate cartoon showing the embarrassed announcer’s predicament, announces the winners.

Since September over 7,500 letters and postcards have poured in. Typical mental lapse: Bill Evans on WTMJ’s Top O’ the Morning program, "The correct temperature is now exactly 7 o’clock."

**PILOT - ANNOUNCER** At 1 p.m., Burgin, of WPFT, Raleigh, warms up his plane prior to a recent unsuccessful flight to Richmond that resulted in a forced landing over Laureneville, Va., a blown cylinder head forced him down in a cow pasture. Unhurt, he managed to get back to WPFT, in time for his 5:30 a.m. sign-on the following morning. Burgin is aviation editor of WPFT, conducting the weekly *Plane Talk* broadcasts.

**ROBERT HARRINGTON** and Ellisworth Reynolds of NBC Hollywood, guest relations staff have been inducted into the Army. Donald Smith of the network’s staff reports for training at Fort Ord, Calif., on April 4.

**RUSSELL HUDSON**, assistant to NBC western division traffic manager Henry Mass, and Jayne Drury of Hollywood, were married March 19 in Yuma, Ariz.

**KEN HIGGINS**, KFI-KECO, Los Angeles, announcer, recently sold his seventh original story to the CBS *First Nighter*, sponsored by Campaña Produce Corp.

**FEN JOB**, formerly of WHLS, Port Huron, Mich., and CKOC, Hamilton, Ont., and Jack Rossell, formerly of CKCR, Kitchener, Ont., have joined the announcing staff of CKGB, Timmins, Ont.

**ROSS SNYDER**, announcer, formerly of KYUS, Merced, Cal., has joined KJHS, San Francisco.

**BOB HAMBLEY**, announcer, formerly of KYVC, Redding, Cal., has joined KIE, Berkeley, Cal.

**CLARENCE LEISURE**, formerly chief announcer of KSIL, Chico, Cal., has joined KYA, San Francisco, succeeding Steve Blythe, recently appointed.

**GEORGE BARBER**, formerly with WSIN, WOOO and WJHL, has been made program director of the new WBIR, Knoxville, Tenn.

**GERTRUDE BERG**, author of the *Goldbergs*, serial sponsored on CBS by Procter & Gamble Co., Cincinnati, after April 4 also will write for *Hein- kius*, sponsored on CBS by General Foods.

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**Follow the Crowd to Alaska...**

- The National Defense program is bringing new thousands into the Territory.
- Maintenance of new Army and Navy bases will keep most of these persons permanently employed.
- Unparalleled building activity means a new population is forming, swelling on already rich Alaskan market.
- Progressive National firms are capitalizing on the rapidly expanding buying power by reaching the Alaskan market NOW via KFAR.

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**THERE’S ALWAYS AN EASY WAY TO DO A JOB**

- The Presto 10-A turntable proves the point. It has only 2 moving parts...a rubber-crimped turntable, dynamically balanced, driven by a steel stem-pulley on the motor shaft. A lever changes the speed instantly from 78 to 33 1/3 rpm. The simplest drive of any table made... inexpensive too... maintenance averages $2.00 a year. As for performance, speed accuracy .1%, speed regulation .2%, vibration noise 50 db below zero level (.006G). Decide now to improve your transcription broadcasts. Replace your turntables with the new Presto 10-A. Catalog sheet on request.

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**Silent Is Named by NBC For Philippine Coverage**

TO BROADEN its news coverage in the Orient, NBC has added Bert Silen, manager of KZRH and KZRC, Manila affiliates of NBC, to the staff of NBC correspondents abroad. Mr. Silen, who has been in the Philippines since 1928 and has served as government attaché, currently as the Government Broadcast Committee, will be heard regularly on NBC-Red round-the-world feature *News of the Week*.

Richard Tennelly is in Tokio and Edward MacKay covers the news in China from NBC’s bureau in Shanghai. Harrison Forman, explorer-writer, and Edward Hart- rich, radio veteran of the European field, have roving commissions for NBC in the Orient.

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**Durdland to Hollywood**

**ADDISON DURLAND**, chief of the Spanish section of NBC’s international division and previously manager of the Cuban Tourist Bureau in New York, on April 14 will leave for Hollywood to take over a position supervising all motion pictures. He will also be responsible for all Latin American countries.

Appointed by Will Hays, chairman of the board of Motion Picture Producers and Distributors of America, Mr. Durdland will work with Joseph P. Brennan, manager of the Production Code Administration, to make for better understanding between the motion picture industry and Latin America.
DOCTOR IS BROKE

Brinkley Tells Court How He Frittered Fortune

Dr. John R. Brinkley says he is broke. The bearded doctor, owner of XERA, Mexican border station at Villa Acuna, who made a fortune from his goat-testis operations, told a Little Rock bankruptcy court March 24 that he didn't know what had happened to some ranging up into the thousands.

Questioned by an attorney representing clients seeking $300,000 damage claim, the doctor insisted that the entire enterprise of his famous hospital was his wife's. It was she who had brought $154,000 to Texas in 1933 to start his various enterprises. Now all she had left was some jewelry, stock in the Del Rio Lumber Co., one or two automobiles, a few shares of Anaconda Copper stock, some scattered real estate and a little cash.

At one point during the questioning he brought a round of grins when he explained he never had much money in the bank—just $15,000 or $20,000.

The doctor, who gave his wife all the credit for the fortuna Brinkley enterprises, told the court that his fabulous career started in Kansas with an inheritance. It grew with real estate investments, and grew still more with his hospitals. Then a cloud of law suit ate up the bank balance and led to bankruptcy.

Stay Order Hearing

THE FULL six-member U. S. Court of Appeals for the District of Columbia will hear re-argument April 7 on its authority to issue stay orders on FCC decisions, pursuant to action taken a fortnight ago granting the petition of Scripps-Howard Radio Inc., licensees of WCPX, Cincinnati. In its ruling Feb. 3 the court, in a split opinion, held it was without authority to issue stay orders enjoining the FCC from making its rulings effective pending the determination of appeals. The rehearing will be heard before the entire eight-member court, an unusual procedure. Joseph J. Rausch Jr., assistant general counsel of the FCC, will argue the case for the FCC against Paul M. Segal for WCPX.

ASCAP Petition

ASCAP has applied for a new trial to test the constitutionality of the Washington State anti-ASCAP law and is now awaiting a date to be set by the Federal District Court in Tacoma, according to Schwartz & Frohlich, counsel for the Society. An attempt of ASCAP, prior to the consent decree, to secure an injunction against the law was dismissed when the court ruled that ASCAP did not have "clean hands" and therefore was not entitled to relief [Broadcasting, Jan. 1].

HELEN MACK, New York actress, has been named to take the part of Honeymoon in the "Mynx of May " serial sponsored on CBS by Colgate-Palmolive-Co. She replaces Thoms Fish, who died last month.

Reynolds Tobacco Plans

For Summer Programs

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Came cigarettes), in arranging its summer schedule, in early June will shift Ilka Chase's Luncheon at the Waldorf, now heard Saturdays at 1:30-2 p.m. on NBC-blue, to 7:30-8 Friday evenings on CBS for the summer by the sponsor's Al Pearce & His Gang.

Plans include retention of Xavier Cugat's Orchestra (NBC - Red, Thursdays, 7:30-8 p.m.), Uncle Eddy (NBC - Red, Saturdays, 10-10:30 p.m.) and Immiee (CBS, Monday, 7:30-8 p.m.) are to take vacations starting in early July, but replacements have not been determined, according to William Esty & Co.

In Tulsa It's KTUL

5000 Watts — CBS

Many extra millions for defense in an already great market!

FREE & PETERS, Inc., Broadcast Representatives

BROADCASTING • Broadcast Advertising March 31, 1941 • Page 31
CONSUMER'S GROUP TO MEET IN APRIL

THIRD National Conference on Consumer Education will again be held this year at Stephens College, Columbia, Mo., April 7-9. An annual event, the conference is sponsored by the Institute for Consumer Education, a project of the Alfred F. Sloan Foundation at the college.

Much of the meeting will be devoted to discussions and analyses of consumer and economic problems affecting everyday living. Particular emphasis will be placed on how the schools can help solve these problems. Among those who will address the civic leaders are: commerce, consumer and business leaders will attend the three-day session.

Last year's conference was featured by attacks on commercial radio advertising [Broadcasting, April 15, 1940], at which time charges were voiced that radio was in collusion with magazines and newspapers to hoodwink the public by the advertising tactics of advertisers down the throats of consumers for profit. It was pointed out that some advertising tended to raise the price of the consumer goods in unnatural proportion.

Crawford Clothes Using Heavy Radio Schedule

CRAWFORD CLOTHES, New York, in a record purchase of time, on March 12-14, 1941, will run two half-hour programs on WMCA, New York, using 25-quarter-hour weeks, a one-half-hour program on WOR, New York, for five hours of recorded music spot stems throughout Saturday. Broadcasts include Jim Crouc'h's Rise & Shine program five times weekly at 7:30 a.m., Lester Bramberg's Sportscope Monday and Friday at 8 p.m., 16 news spots, and Art Green as m.c. on recorded musical programs.

Crawford also sponsors Major Paul Rarig, military analyst of WHN, New York, six times weekly on WHN, New York, in addition to six other quarter-hour news spots. Also The Odd Side of the program three-weekly at 2:35 a.m. on WABC, New York, and three-hour news at 7:30 p.m. on WNEW, New York, Agency Al Paul Lefton Co., New York.

Pall Mall Test

AMERICAN TOBACCO Co., New York, will televise a continuous five-minute program of unsolicited announcements in major markets for Pall Mall cigarettes through the cooperative agency, Ruthrauff & Rynan, New York. Starting week of March 24, the company is using 36 announcements every quarter-hour, six times weekly on WINW, New York, Chicago, and San Francisco. Contracts are for 26 weeks.

"Smokers" Test in N. Y.

WEBSTER - EISENLOHR, New York, is testing one-minute announcements on the three principal stations in New York, the voice of Smokers, a 5-cent Havana filler cigar. Company is using five announcements on WINS, Roberts & Reim-er, New York, is agency.
### Clothing Spots

**FOREMAN & CLARK, Los Angeles (chain shirtiers),** in a pre-Easter campaign, which started March 24, is using daily one-minute transcribed dramatic announcements on a group of stations nationally. List includes KOMO-KJR, KOL-KRXS, KFRC, KFPO, KYA-KGO-KROW, KMB-2, KTEY-WTB, with two daily being used on KGB. Transcriptions, with musical openings, were cut by Radio Recorders Inc., Los Angeles, Milton Weinberg Adv. Co., that city, has the account.

**LARGESTS' single announcement package sold by WOKO-WABY, Albany, in more than ten years, was announced last week with the signing of a contract with W. Wrigley Jr. Co., Chicago, for 52,200 one-minute announcements for gum to run 52 weeks. Agency is Valentine & Rubens, Chicago.**

**CHICAGO AIRCRAFT COLLEGE, Chicago (training school), on March 30 started a weekly 10-minute recorded program Melody Cruiser on WGN, Chicago. Contract for 13 weeks was placed direct.**

**DEVELOPMENT to stimulate business on Hollywood Blvd., Hollywood (Cal.) Chamber of Commerce, in cooperation with the Merchants Assn., that city, on March 10 started sponsoring a five-weekly quarter-hour man-on-the-street program on KMPC, Beverly Hills, Cal. Titled Hollywood Quiz, the program is handled by special events announcer, Hal Hodge, and originates from a different point on Hollywood Blvd. each day. Contestants, picked from the crowds that gather, answer questions on all phases of Hollywood life. Awards are passes to the Hollywood Follies and Grauman's Chinese theatres.**

**KELLY DOUGLAS & Co., Vancouver, B. C. (Nabob Coffee) has started a weekly half-hour program on 14 western Canadian stations, and a series of five-weekly spot announcements on the same stations. Account was placed by Stewart-McIntosh, Vancouver, B. C.**

**SUTLIFE TOBACCO Co., San Francisco (Heine Blend pipe tobacco) recently started sponsorship of Human Side of Sports, featuring Commentator Ira Blue, for a number of years on KPO-KGO, San Francisco, in a nightly series, Monday through Saturday, on KQW, San Jose, Cal.**

### The Value of Information is Measured by Its Reliability

**TOPS in sales!**

In Los Angeles, KHJ carries 100% more local and regional business than its nearest competitor!

### John Blair & Company

**National Representatives of Radio Stations**

- **CHICAGO**: 520 N. Michigan Ave. Superior 8659
- **NEW YORK**: 341 Madison Ave. Murray Hill 9-6084
- **DETROIT**: New Center Bldg. Madison 7889
- **ST. LOUIS**: 349 Paul Brown Bldg. Chestnut 5688
- **LOS ANGELES**: Chamber of Comm. Bldg. Prospect 3584
- **SAN FRANCISCO**: 609 Russ Building Douglas 3188
NOW THEY LOOK LIKE THIS

PHOTOGRAPHS ON PAGE 12 in the same (1 to r) order show: (1) Don Belding, Los Angeles v.p. of Lord & Thomas, who went into the Oregon Coast Artillery at the outbreak, was assigned as radio sergeant in Headquarters Company 60 at the Fortress Monroe Radio School, then was transferred to Officers Training Camp at Saumur, where he was a cadet when the Armistice was signed. (2) Frank M. (Scoop) Russell, NBC Washington v.p., who left Iowa State U to enlist in 1917 and in June, 1918, was assigned as instructor in bayonet work at Camp Pike, becoming a top sergeant before he was mustered out in November, 1918. (3) Ellis VanderFy, director of promotion of WGAR, Cleveland, who left Andover and joined the Army, is a first sergeant with a machine gun battalion of the 26th (Yankee) Division, was twice wounded and decorated and is now a major in the Army Reserve.

BROADCASTS CAN SELL PIANOS

Roux Tells Manufacturers How Dealers Have Used
Radio Successfully in Various Cities

RADIO can sell pianos, the National Piano Manufacturers Assn. was told by W. C. Roux, sales promotion manager of national spot and local sales for NBC in New York, during a meeting last week at the Hotel New Yorker.

Citing various programs used by piano dealers throughout the country, Roux told the association that radio had repeatedly proven itself as a media capable of moving their merchandise. Among the firms using radio cited by Mr. Roux were the Charles E. Wells Music Co. of Los Angeles, Inc., which uses KOA, Denver, since 1937, with "The Wells of Music." The company reported that in December, 1938, it sold $25,000 worth of pianos and organs, their best month in ten years, due primarily to radio.

Other firms mentioned in the talk included the Clark Music Co., of Syracuse, which has used radio for 15 years averaging three programs a week over that period, and the Arthur Jordan Piano Co. of Washington, using a Saturday morning program and frequent spots.

Commenting on the success these programs have had in various localities, Mr. Roux said: "No other business I can think of has the opportunity of the piano and music business has to give people an exact idea of the qualities of merchandise they are offering."

KRBA Rebuilding

NEW STUDIOS of KRBA, Lufkin, Tex., now under construction to replace those completely destroyed by fire March 17, should be completed without delay. "Within the month," according to Richman Lewin, KRBA promotion manager. Though equipment was removed to the street during the fire, which started in the Singleton Bldg, next to KRBA, it was seriously damaged by the first street fire which burned through the building in the transmitting building two miles from downtown Lufkin.

WILLIAM GANSON ROSE Inc., Cleveland has stipulated with the Federal Trade Commission to stop certain advertising representations for Rubenous capsules and nasal drops on behalf of E. W. Rahn, distributor of the preparations, according to an announcement last Friday by the FTC.

Federal Control Urged For Crime Broadcasts

A RESOLUTION calling on Congress to authorize Federal regulation of radio crime programs was introduced in the California State Legislature at Sacramento March 18 by Senator Ed Fletcher of San Diego. Certain programs, Senator Fletcher declared, "are romanticizing the nefarious exploits of criminals."

Series of anti-ASCAP bills, designed to outlaw the right of that organization to act as a collective bargaining agency in California, and proposed by Assemblyman Jack B. Tenney of Los Angeles, have tentatively been set for hearing April 10 [BROADCASTING, Feb. 3].

COOPERATIVELY sponsored Show of the Week, heard Sundays at 5:30 p.m. on KFRC station Woch-Chicago, presents its present series March 23, to return early in October. Agency is Redfield & Johnstone, New York.

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

Page 34 • March 31, 1941
No NAME...

but what a story!

A GROCERY PRODUCT—how we wish they would let us use their name—was promoted over 15 of the nation’s leading stations. Stations like WGN of Chicago, WJR of Detroit, WLW of Cincinnati. In New York they used a network station and WMCA.

The test was tough. The listener had to send in three wrappers and 25¢ in cash for a piece of inexpensive jewelry. WMCA lured quarters and wrappers at a cost 40% lower than the national average. Locally, WMCA scintillated even brighter. *WMCA brought in 40.5% of the total New York area inquiries at an average cost 47% lower than the network station.* Nearly as many letters for one-half the cost!

To switch metaphors in mid-stream: For Big League Sales at Bush League Cost give WMCA a crack at the ball. A phone call, letter or wire will bring one of our men hustling with all the details.

WMCA

*America’s Leading Independent Station*

NEW YORK: WMCA Building, 1657 Broadway
Purely PROGRAMS

TRUCE TALES from the life of a leading banking institution are dramatized on Inside Stories heard over KOMO, Seattle, and sponsored by Seattle First National Bank. Using files of the institution, which go back to 1870, the series tells the Northwes's economic history, with its numerous incidents of human interest. The files, which provide the writers of the show with a great deal of material, contain stories couched in formal financial language of diplomats as well as sourdoughs.

* * *

Facts of States

FAMILIARITY with history, economy, folklore and similar background about each is the basis of New Your State, now heard on stations in each of the 48 States. Programs are developed by the National League of American Pen Women, of which Lulu Gable Giese is national vice chairman. At the recent League congress in Miami, talks were given by Frank Jaffery, of WQAM, Miami; Mary M. Nelson, WOC, Davenport, WQAM; Leisure Bains, of WKAT; Steve Willis, of WJNO.

* * *

Flying Ladies

WOMEN in aviation will be highlighted in a new series of weekly quarter-hour programs starting April 4 on WPEN, Philadelphia. Boundary spanner, noted aviatrix and a member of the famous 99 Club, will conduct the program, to be known as Air Hostess. The achievement of women in the field of aviation will be emphasized and each program will include an interview with a famous pilot.

* * *

Ghost Stories

AS HIS 9th idea to go on the air in three years, Maurice Dreicer's program of Ghost Stories is presented five times weekly on WHM, Jersey City. Dreicer, radio commentator and forum conductor and one of the busiest men in radio with 24 programs a week, plays all the characters himself, as a voice projection entirely for his hair-raising results on the WHM program.

* * *

More War

EYEWITNESS accounts of this and past wars will be told on the Freedom Under Fire series starting April 4 on WEVD, New York, under the direction of John Hunter. First guests will be Dr. Raoul Agilion, former member of the French legion in Cairo, and Donald MacAfee, who went to France with the AEF in 1917 and remained, when with the French forces in Africa in 1940.

* * *

Army-Navy News

AS A SPECIAL service directed to 40,000 Army and Navy personnel in the area who are unable to hear regular broadcasts, KYK, Tacoma, has started a daily early morning five-minute news program, titled Army-Navy News. Featuring Art Primm as commentator, the program is released at 6:15 a.m.

* * *

Rockford Exposition

IN CONNECTION with the 1941 Better Homes Exposition the week of March 24-29, WROK, Rockford, Ill., erected a glass enclosed studio on the Exposition floor from which seven live programs were broadcast each day. In addition, WROK engineers set up an oscilloscope and invited studio visitors to "see" their voices. Photos of stars of Mutual network programs heard on WROK were also featured.

* * *

Tips to Sponsors

TO ENCOURAGE sponsors on WOR, New York, to use newspapers, magazines and other media to publicize their programs, the station's sales promotion department has created a portfolio containing examples of merchandising arranged by WOR accounts.

What about WOL?

...its Washington's ORIGINAL and ONLY

24-Hour Station!

Get the facts from WOL—WASHINGTON, D.C.
Affiliated with Mutual Broadcasting System

National Representatives:
INTERNATIONAL RADIO SALES

CHNS

The Key Station of the
Maritimes
Is as much a part of Halifax
as the Citadel Hill.

Located as it is in the Capitol
City, it commands the largest
near at hand audience in the
Maritimes.

Ask JOE WEED
330 Madison Ave.
New York

WLW's Chautauqua

AN ATTEMPT to restore the chautauqua as a source of entertainment and education, on the scale it had known in the early days of this century, is to be made by WLW, Cincinnati, this spring under the direction of George Biggar, WLW program director, and Wade Miller, general manager of the Miami Valley Chambers, have announced a weekly series of full-hour programs extending from June 16 to Aug. 17. Many prominent figures, among them the former mayor of Narvik, will be featured. Howard Tooley, Chicago producer, has been named to direct the program.

Merchandising & Promotion

Out of the Sky—Lucky Clovers—Bayou Posies—
All for Homes—Promotion Portfolio

ARCHUTES were used to promote the new NBC-Blue Affiliation, WOAC, New Carlisle, Ind. Daily for a week thousands of small parachutes with a weighted cardboard tag as ballast were dropped over the Tri-Cities, Davenport-Moline-Rock Island. The tag was redeemable for a Peter Paul Mound Candy Bar, while several console radios were given away each day to persons finding the tags with numbers 1370, 1430, and 1450, the new frequency of WOC, and 1450, the new frequency after March 29th. Announcements on WOC called the listeners' attention to the aerial blitzkrieg.

Johnny Leaf

TO KEEP area clients the fact of KYW's 50,000-watt coverage, the station has distributed a celluloid pocket calendar showing its wattage and its NBC-Red affiliation. Pasted in between the two pages of celluloid is a real four-leaf clover in a four-sided frame, as a reminder that "at 10,000 watts per leaf, you're 40,000 watts luckier than ever before."

* * *

At Food Show

EVERY STAR in the KPO-KGO studios in San Francisco affiliated with a food company sponsor appeared at the recent annual convention of the United Grocers in the Golden Gate city. During the banquet, held at the Palace Hotel, the radio folk were introduced to the corner grocerman.

Creole Gardenia

A GARDENIA, not real but a good facsimile thereof, was sent to the trade by WWL in reminder that the Spring Fiesta and WVL are vital parts of New Orleans.

920 Menu

CASHING IN on the popularity of the 920 Club on WOR, Boston, one of the sponsors, the Beachcomber restaurant has a "920 Club menu."

Says Al Hunter,
News Editor, KFRC,
San Francisco: "With INS service my job is a breeze."

Page 36 • March 31, 1941

BROADCASTING • Broadcast Advertising
RELAX! . . . Let WTIC do the Job for Your Product in America's No. 1 Market

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

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

And you can reach it best through WTIC—with its impact of 50,000 Watts and the authority of more than 15 years distinguished service to friendly, prosperous Southern New England.
Dan Ryan Leaves Long To Direct 'Uncle Ezra'

DAN RYAN, timebuyer and production manager of W. E. Long Co., Chicago, national advertising agency, on April 1, resigned to produce the NBC-Red feature, "Uncle Ezra," sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camel cigarettes and Prince Albert Tobacco. He will serve the Long agency in an advisor capacity.

Al Sperry, formerly of the MacGregor Recording Co., Hollywood, will handle the major production job after Mr. Ryan leaves. Jean Scott, formerly of Blackett-Sample-Hummon Co., Chicago, will be in charge of copy. Jane Baker, one-time timebuyer, later in the continuity department, has been reappointed timebuyer. Mr. Ryan will have no official capacity with Wm. Esty & Co., New York, the Reynolds agency, working as an independent producer.

Expansion in Hollywood

By J. Walter Thompson

EXPANDING Southern California operations, J. Walter Thompson Co. will establish a downtown Los Angeles office at 621 S. Hope St. April 10, and in addition continue its Hollywood radio division headquarters at 1549 N. Vine St. Norton W. Mogge (right), for five years the agency's Pacific Northwest manager, headquartered in Seattle, who assumes management of the Los Angeles offices, is pictured discussing expansion plans with Daniel J. Danner, Southern California vice-president. Nationally known in radio and advertising, Mogge recently served as Pacific Adv. Clubs Assn. president. Danner, associated with J. Walter Thompson Co. in Hollywood for 15 years and known as the "Mayor of Hollywood" because of wide acquaintance, continues to direct the agency radio activities in Southern California.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs on an easy-to-apply plan that saved this amount! Why not let this free cost analysis save money for you?

For information about free telegraph cost analysis—wire collect: J. B. Panera, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

Wire Collect:

Postal Telegraph
Press Interests in 292 Stations

(Continued from page 8)

**ALBERT MILLER & Co., Chicago**
(Miller's Packaged Potatoes), to Mitchell-Black Co., Chicago. Radio has been used in the past.

**WABASH ROLLER MILL Co., Wabash, Ind.** [Blue jay foot], to Pruden, Fellers & Pruden, Chicago. No radio plans at present.

**SCHUTTER CANDY CO., Chicago** (candy bars), to Rogers & Smith, Chicago. No radio plans at present.

**BLUE MOON FOODS Inc., Thorpe, Wis.** [Be products], to Hoffman & York Adv., Milwaukee. Radio has been used.


**SNIDER PACKING Corp., Roebester, N.Y.** to Weis & Geller for frozen food distribution.

**EUREKA VACUUM CLEANER Co., Detroit to Geyer, Cornell & N ewell, Detroit. No plans have been announced as yet.

**MILKMAID Inc., New York to H. M. Kiesewetter Inc., New York** for the promotion of a new product, Milkmaid Cleansing Milk & Emulsion. No radio plans have been announced.

**LYNDON PRODUCTS Corp., Norwalk, Conn.** to Albert Frank, Guenther Law, New York. Company plans to use announcements on participating programs.

**MAJESTIC MFG. Co., St. Louis, Mo.** to Banger & Banger, same city. No radio plans at present.

**BRENTWOOD SPORTSWear MILLs, Plainfield, N.J.** to Montgomery Ward & Co., same city. No radio plans at present.

**WISH Appoints Free & Peters**
APPOINTMENT OF FREE & PETERS as representatives for the national or Kansas City, Missouri operation of the new WISH, Indianapolis, has been announced by C. Bruce McConnell, president of DFM. Originally expected to start operation May 1, the Indiana outlet is now scheduled to go on the air June 15. Delay is due to difficulty in getting radiators and transformer equipment due to defense order priorities. A member of the basic NAB-Rule unit, WISH will operate with 5,000 watts day and 1,000 watts night. 1,000 watts.

**WAGE Appoints Petry**
WHEN the new WAGE, Syracuse, N. Y., goes on the air shortly, it will be represented nationally by Edward Petry & Co., the station's management announced March 20. Howard C. Bost, manager of WAGE, will be secretary-manager of Sentinel Broadcasting Co., which operated a construction permit last July for 10,000 watts on 620 kc.

**Adler Forms Own Firm**
PAUL F. ADLER, for several years with Sears & Ayer Inc., is now representing nationally by Edward Petry & Co., the station's management announced March 20. Howard C. Bost, manager of WAGE, will be secretary-manager of Sentinel Broadcasting Co., which operated a construction permit last July for 10,000 watts on 620 kc.

**5000 Watts DIRECTIONAL**
**WBANX NEW YORK**

**BROADCASTING • Broadcast Advertising**
March 31, 1941 • Page 39
**Studio Notes**

WOL, Washington, has started its full hour News-Go-Round program daily at 11 a.m. to 12 noon. The broadcast is divided into five duplicate news periods enabling the listener to tune in at any time and hear a full newscast. Frank Blair and Stephen McCormick alternate as announcers using news from the wires of UP, Transradio and Washington City News Service.

KFRC, San Francisco, sent announcer Bob Forward along with the more than usual San Francisco limousine for a "Good Neighbor Tour" to Mexico City, under sponsorship of the Chamber of Commerce. The party spent a week in Mexico City where Forward interviewed President Camacho and the United States Ambassador Josephus Daniels. Forward took along special transcription equipment. These interviews along with many others featuring dignitaries and civil officials encountered on the trip were shipped by air express to KFRC where they were broadcast on arrival.

WNAX, Yonkers, S. D., will send two boys and two girls from the State to the National 4-H Roundup in Washington this spring. The station believes it is the only one in the country underwriting the cost of sending delegates to the National's Capital. Arthur S. Shilling, program engineer, the station; and Charles Worcester, farm service director, were on the board of guardians.

WEKZ, Muskogee, Okla., participated in National Girls Week recently by allowing 31 local girls from Muskogee schools and colleges to take over all announcing duties for one day. Fifty-year-old Beverly Ashbacker, daughter of General Manager Ashbacker, handled two news periods.

WOR, New York, has installed a fast-transmitting reception center at Fort Dix, N. J., and each Tuesday morning, from 2 to 4 a.m., the station director devotes the afternoon period to Army news, chiefly to items taken from the Post Dispatch Center website, newspapers published by the men at the camp. Technical arrangements were made by Private Charles Davidon, former WOR engineer, and Charles Singer, WOR's transmitter chief.

KSFO, San Francisco, is striking a new note in inter-station cooperation, recorded in field for Oakland, San Mateo and Santa Clara counties. The program, transmitted by a KSFO crew, was carried by the station's space carrier. The training camp at Napa, Calif., will be released over KRON, on six consecutive nights, providing the official opening of the Oakland Club with the San Francisco Seals, April 6.

**One of America's Best Buys**

**for COMPLETE ECONOMICAL COVERAGE of TAMPA BAY AREA**

**Florida's 2nd Largest Resort Region**

The Tampa Bay area includes St. Petersburg, Tampa, Clearwater, Sarasota, Bradenton... the most densely populated of any section of the state in the state of Florida. Within a radius of 75 miles from St. Petersburg and station WTSP lies one of the most prosperous trading areas in the entire South... and it is covered completely and economically by WTSP.

**WTSP**

St. Petersburg TIMES Affiliate

A REGIONAL STATION in a CLASS "A" MARKET

St. Petersburg, Fla.

R. S. Stratton, Manager

Represented by

Radio Advertising Corp.

New York • Chicago

**WBAL means business in Baltimore**
Network Accounts
All time EST unless otherwise indicated.

New Business
P. LORILLARD Co., New York (Old Gold cigarettes), on April 17 starts for 13 weeks, Tommy Rigs & Betty Lou, on 6 NBC Pacific stations (KPO KFI KGW KOMO KHQ KJQ), Thurs., 9:30-10 p.m. Agency: J. Walter Thompson Co., N. Y.
ONTARIO TRAVEL BUREAU, Toronto, on April 20 starts a nightly show on 50 CBS stations, Sun., 5:30-6 p.m. Agency: Walsh Adv. Co., Toronto.

Renewal Accounts
CAMPBELL SOUP Co., Camden (soup), on April 26 renews Fletcher Water on 36 NBC stations, Mon. thru Fri., 2-3:00 p.m. Agency: Ward Wheelock Co., Philadelphia.
CAMPBELL SOUP Co., Camden (French-American macaroni & spaghetti), on March 31 renews Lowry Ross on 38 CBS stations, Mon. thru Fri., 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.
CAMPBELL SOUP Co., Camden (soup), on March 31 renews Emily Webster on 58 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (repeat 3-3:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.
BELL TELEPHONE SYSTEM, New York, on April 26 renews for 52 weeks The Telephone Hour on 90 NBC Red stations, Mon., 8-8:30 p.m. Agency: N. W. Ayer & Son, N. Y.
UNION OIL Co., Los Angeles, on April 26 renews for 52 weeks Point Sublime on 14 NBC Pacific stations, and adds KOH, Reno, Mon., 8-9:00 p.m. (PST). Agency: Lord & Thomas, Los Angeles.
RICHLAND OIL Corp., New York, on April 19 renews for 36 weeks Arthur Haines's Confidentially Yours on 30 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Sherman K. Ellis & Co., N. Y.
GRiffin MFG Co., Brooklyn (All-Wite shoe polish), on March 24 renews Who Knew? on 4 MBS stations, Mon., 10-10:30 p.m. Agency: Birmingham, Castleman & Pierce, N. Y.
DELWARE, LACKAWANNA & WESTERN Coal Co., New York (Blue coal), on March 29 renews for four weeks The Shadows on 17 MBS stations, Sun., 6:00-6:00 p.m. Agency: Ruthrauff & Ryan, N. Y.

HECKER PRODUCTS Corp. on May 3 renews Lincoln Highway on NBC Red, increasing to 61 stations, and moves to Sat., 11-11:30 a.m. Agency: Benton & Bowles, N. Y.

Network Changes
ILLINOIS MEAT Co. on April 4 shifts Play Broadcast on 5 MBS stations to Fri., 8-9 p.m. and on April 18 shifts to Fri., 9:30-10 p.m.
GENERAL MILLS, Minneapolis (Wheaties), continues to April 26. Jack Armstrong, the All-American Boy on 12 NBC Red stations, Mon. thru Fri., 5:30-5:45 p.m. (CST).
PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on April 7 shifts What's On Your Mind? on 11 NBC Pacific Coast stations from Thurs., 7:15-7:45 p.m. (PST), to Mon., 9:30-10 p.m. (PST).

Lever and B & W
(Continued from page 7)
would not be affected materially. However, in Washington it is pointed out that such a sale most certainly would involve some personal changes which in turn might affect the companies' advertising policies.
Sale of the two companies would probably be handled in the same manner as that used in disposing of the Viscose Rayon Co. a few weeks ago. In that instance 16 underwriting houses headed by Morgan, Stanley & Co., Dillon Reed and Lehman Bros. bought the property outright for public issue.
Secretary of Treasury Morgenthau as long ago as January told the Senate Foreign Affairs Committee that the British would have to sell all their direct investments in the United States. In a reply to a question by Senator Vandenberg (R-Mich) he said this sale would include Lever Bros. and "it means that they (the British) have got to sell every share of United States securities they own and all their properties that they own in the United States within the calendar year."

Later, Morgenthau told the committee "every dollar of property, real property or securities, that any English citizen owns in the United States, they have agreed to sell during the next 12 months, in order to raise money to pay for the orders they have already placed; they are going to sell—every dollar of it."

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will discontinue on April 5 instead of on April 12 as originally announced, the weekly broadcasts from the Army and Navy training camps on Your Hit Parade, heard on CBS, Saturdays at 9-9:45 p.m.

KFRU WINS PUBLIC SERVICE AWARD

The "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs...given by the Henry W. Grady School of Journalism—University of Georgia, was presented to KFRU for its outstanding contributions during 1940 in the local channel group.

KFRU 1400 KC. COLUMBIA, MO. ★ AFFILIATED WITH THE ST. LOUIS STAR-TIMES

REPRESENTED BY WEED & CO.
New York Chicago Detroit San Francisco

March 31, 1941 • Page 41
Fly Describes Benefits In Allocations of Treaty

OFFICIAL word to the American radio audience, hailed the March 29 reallocation as a boon to listeners despite its "very temporary in-inconvenience", was voiced Friday night by FCC Chairman James Lawrence Fly in a broadcast carried by both NBC-Red and Blue. Chairman Fly reviewed developments leading up to the reallocation, explaining the importance of the plan to give better radio service not only to United States listeners but to other North American countries.

"One amazing aspect of the North American Regional Broad-casting Agreement is that every signatory nation emerges with more air room than it had before," Chairman Fly commented. "This universal benefit is the result of neither miracle nor hocus-pocus. It results from a highly ingenious application of modern scientific and engineering developments to the problem in hand. The number of channels in the broadcast band has been increased somewhat; and in various ways each channel is to be used more intensively used. In short, there's going to be more room on the air, and it's going to be more equitably distributed. For listeners, the chief advantages will be better service and less interference."

PAR BEVERAGE Corp. is the new name of the former Vasti Pa-Fi-A Corp., New York, affiliated with Hecker Products Corp.. The product, a carbonated beverage of fruit juices, has been re-named Par. Radio is being used.

HIGH OVER PUGET SOUND were these Seattle agency executives, broadcasting the site of KIRO's new 50,000- watt WE transmitter and towers, located on an island in the Sound. KIRO becomes the first 50 kw. station in the Pacific Northwest when its power is increased July 1, 1941. In the foreground, Maury Rider, of KIRO, interviews F. G. Mullins, of Ruthrauff & Ryan, while KIRO Manager H. J. Quillian watches.

Act to Check FCC
(Continued from page 8)

other a newspaper. The non-newspaper applicant was favored and the Commission's decision made point of the independent character of the application as against the control of the only newspaper in the community by the other.

Awaits Net Ruling

No indication came from the FCC on its approach to the newspaper ownership hearing. The prevailing view was that the hearing date would not be set until final action on the Network Monopoly Report probably a month

The hearings, it is expected, will be described "as fact and policy finding" and will be along legislative lines. It is doubted whether the FCC will sit en banc. Several possibilities are seen in that regard. The Commission may decide to open the hearings en banc and proceed with the conference method or assign an attorney examiner for the taking of testimony.

Because of reallocation, television, and the network monopoly matter, the FCC apparently has not turned a wheel on the newspaper procedure since its announcement March 19.

Telford Taylor, general counsel, was in Florida, recovering from illness, but returned to his office last Wednesday. He is expected to dig into the preliminary work with Assistant General Counsel Joseph L. Rauh Jr., who several weeks ago originally suggested the inquiry.

After the March 19 announce-
ment, a number of newspaper station executives sent feelers to ascertain what steps should be taken in connection with the FCC move. At informal sessions in Washington over the weekend, it was decided to call the New York meeting to devise procedure.

Harold V. Hough, executive of the Fort Worth Star-Telegram and head of WHAP-RGKO, subsidiary operations of the newspaper; W. J. Scripps, general manager of WWJ, Detroit, pioneer station operated by the Detroit News, and O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden group, operating KGNC, Amarillo, KFYO, Lubbock, KTSA, San Antonio, and KRGV, Weslaco, Tex., acted as an informal committee in arranging the New York session.

A call in Chicago for a meeting March 26 also had been planned by Col. Robert R. McCormick, publisher of the Chicago Tribune, which operates WGN. After word had been received of the New York session, this call was can-

Dinah Shore Stay

FOLLOWING arbitration, a decision was reached March 26 where-by Dinah Shore must hold to her contract with Eddie Cantor until its expiration in June. Cantor com- plained when General Amusement Corp. announced she would do her final broadcast for Cantor on the NBC Bristol-Myers Co., program March 26. GAC also had started negotiations with J. Walter Thomp-
son Co. for her to join the Chase & Sanborn coffee program at $750 per broadcast. Both disputants hold AFRA cards and the matter came before the American Arbitration Society following the appointment of arbitrators.

Czechs Honor Chain

HERBERT V. CHAIN, continuity chief of NBC's Radio-Recording division, has been awarded a memorial medal by the Czechoslovakian government in exile for the outstanding script he wrote on the special Lincoln's Birth-day broadcast for the American Friends of Czechoslovakia. Only 11 others have received the award.

VHMA, Austin, Ala., joins NBC-Blue in early April as a bonus station.

Mollin Co. Application
In Riverside Defaulted

PENDING action on two other applications for new local stations in Riverside, Calif., one of them a newspaper application which was granted last year but later suspended, the FCC on Friday denied as in de-fault an application for a 500-watt daytime station on 1390 kc. filled by Mollin Investment Co., of River-side. The company headed by E. W. Crellin and Curtis V. Crellin, is de-scribed as dealing exclusively in California real estate.

The Commission, last July 16 granted a new 250-watt outlet on 1420 kc. to Riverside Broadcasting Co., in which 50% interest was owned by persons identified by the Riverside Enterprise and Press. Ten days after its own station was granted it reconsidered its decision and set the application for hearing along with that of Broadcasting Corp. of America, in which W. L. Gleeson is interested, and that of the Mollin company. The Gleeson group asked for 1000 watts fulltime on 1590 kc. The Mollin group failed to appear at the hearing last month, and the choice now appears to rest between the other two.

Weigley's Spots in N. Y.

WM. WHITING & CO., Chicago, on April 1 started a 52-week campaign totaling 600 one-minute transcribed announcements on 12 New York stations, for Sperrmunt Gum. Stations are WABC WOKO WKBW WINS WPAS. Agency is Vanderbie & Ro-bens, Chicago.

BYRON COLLINS, radio copywriter with Young and Rubicam, was high scorer in the agency's basketball vic-

ory on March 24, over Arthur Kind-
ner, 26 to 20, in the finals of the New York Agency League. Victors received the Arthur Kudner trophy. Collins, a former Colgate U basket-

Sons of Sherwood Rollins Jr., in the musical show of Harvard's Hash Pudding Club, now on tour, have been published in BMI. Their numbers are: I'm Not in the Mood, One on the House and Sweet Dreaming.
Aluminum Supply Deemed Uncertain

Only Small Part of Industry Needs Thought Available

DESPITE urgent pleas from recording-blank manufacturers for sufficient aluminum to supply the primary demands for aluminum-base acetate discs, it now appears that at best only a small part of previous aluminum supplies will be available in this field.

According to a semi-official interpretation of the aluminum "rationing" plan announced March 22 by the Priorities Division of the Office of Production Management, the recording industry could conceivably qualify on the very fringe of non-defense priority ratings placed on aluminum—but even this remained problematical.

Under the overall formula governing allocation of aluminum supplies for both defense and non-defense purposes, approved by E. R. Stettinius Jr., Director of Priorities, suppliers of aluminum are required to give an A rating to all defense orders and to any other orders, including non-defense, on which the Priorities Division may assign a preference rating.

Below the A, or strictly defense, rating come the B ratings, among which the recording industry might qualify. Smaller industries conceivably may qualify for a temporary B-5 classification—applying to consumers requiring less than 1,000 pounds of aluminum a month—carrying with it authorization for not more than 50% of their 1940 average monthly supply of aluminum.

Recording companies also might qualify, it was indicated, for B-8, the lowest rating given, applying to products in which a reasonably satisfactory substitute for aluminum is available or can be made available. The B-8 rating allows not more than 10% of the 1940 supply.

Available aluminum supplies in either category would fall far below the absolute minimum requirement of 75,000 pounds a month cited recently in a presentation to the Priorities Division by Hazard Reeves, president of Audio Devices, Inc., New York [Broadcasting, March 24]. Mr. Reeves has estimated that about 95,000 pounds a month would be required to supply the radio, phonograph and motion picture industries and Government departments with sufficient instantaneous recording discs to carry on present activities.

WHOM Courses

NATURALIZATION classes offering free instruction in citizenship to aliens are to be conducted by WHOM, foreign language station in Jersey City, beginning March 31. The course of eight sessions will be conducted nightly at WHOM's New York studio under direction of Charles Baltin, adult education specialist. Announcers will assist in instruction. Starting April 5, WHOM will broadcast the course on eight consecutive Saturday nights and one date in between.

Plans were formulated by Joseph Lang, vice-president and manager of WHOM and foreign language committee chairman of the NAB.

Cardboard Base Claimed To Offer Substitute for Aluminum Record Discs

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, reports he has developed a new process for coating paper discs for recording. The process is the result of 10 years of experimenting, and Mr. Robinson is making extensive use of 16-inch paper discs. Back in 1931, at his Robinson Recording Laboratories in Narbeth, Pa., Mr. Robinson, then privately engaged in experimental recording work, first developed a paper disc.

At that time, he explained, celluloid sheets were used and he experimented with cardboard because of the economy and, more importantly then, because the celluloid had a bad grain which made for a great deal of surface noises. However, since aluminum was cheap at that time, there was no practical market for his paper discs. In 1934, at WCAU, Philadelphia, he used several thousand paper discs for direct recordings of piano and voice mostly.

For his paper discs today, Mr. Robinson uses several coatings of a special acetate recording compound to coat the blanks. He explained that since 60% of the cost is for the aluminum, an item tied up by defense emergencies, his early development was revived as a matter of necessity and economy. Using cardboard, a 10-inch paper blank can be made for as little as 50 cents, he said. Mr. Robinson claims that the durability of the paper discs is almost the same as those coated with aluminum. Moreover, he says the degree of destructability of the paper discs is not as great, as the aluminum, claiming that the cardboard will take a right-angle bend without cracking.

NBC Raises Woodell

SHIRLEY F. WOODELL, for the last few months a member of NBC's international sales staff following more than 12 years as advertising manager of Packard Motors Export Corp., has been named sales manager of the international division, according to John F. Royal, vice-president in charge of NBC's international activities. He succeeds Lunceford P. Yandell, recently transferred to NBC-Blue sales to assist Edgar Kobak.

Weber Sales Sold

WEBER SALES Co., New York, distributors of Egofoam shampoo and Egggroom hair tonic, has been purchased by a syndicate under the direction of Frederick Meinhardt of New York. E. F. Wheaton, formerly advertising and radio director, has been appointed president and general manager, while R. C. Weber, former president, will remain as director. Mr. Wheaton will continue as active head of Wheaton Adv. Agency, New York, and will continue to handle the company's advertising. The company is testing a quarter-hour program on WWRL, Woodside, L. I.

Dr. Dunham Appointed To Camp Welfare Post

DR. FRANKLIN DUNHAM, NBC director of religious programs, has been granted leave to become executive director of the National Catholic Welfare Conference. He will be in charge of all citizen welfare work in camps and defense areas. Buildings are provided by the Government but operated by private welfare agencies.

Dr. Dunham will be responsible to the administrative head of the National Catholic Welfare Conference, Archbishop Mooney of Detroit, and will be on leave for the duration.

In 1917, Dr. Dunham served on the staff of the Committee on Public Information and as instructor in Army Officers' Reserve Corps.

"That's a right handsome rig you got there, Hokeish. Most as efficient as that new RCA kiloby-watt transmitter, WFDF, Flint Michigan, jest put up."

THE OREGONIAN PUBLISHING CO.

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

ARDEN X. PANGBORN

AS MANAGING DIRECTOR OF ITS

RADIO STATIONS

KGW AND KEX

PORTLAND, OREGON
MARCH 22 TO MARCH 26, INCLUSIVE

Decisions...

MARCH 25

NEW. Balaban & Katz Corp., Chicago—Granted CP experimental television 384-296 mc.

WISC, Indiana—Granted modifications for change in antenna, station WPWE, Cleveland, Ohio. Granted CP for change in antenna.

WJRT, Charleston—Granted modification of CP increase power etc., for 1000 kw under treaty.

WJZ, New Providence—Granted modification of CP increase power etc. for 1000 kw under treaty.

KWJZ, Dallas—Granted modification of CP increase power etc., for 1250 kw under treaty.

KWQW, Topeka—Granted modification of CP increase power etc., for 1000 kw under treaty.

KWTL, Fort Worth—Granted modification of CP increase power etc., for 1000 kw under treaty.

KWUX, Jacksonville, Ill.—Granted modification of CP increase power, for 1 kw under treaty.

KWZT, New Castle, Pa.—Granted modification of CP for directional, change to 1 kw.

KWZT, New Castle, Pa.—Granted license to increase power.

KWXV, New York City—Granted license to increase power.

KWYB, Miami—Granted license to increase power.

New Molin Investment Co., Riverside, Calif.—Granted in as default application

MARCH 26

NEW. Chilton Radio Corp., Dallas—Petition for reconsideration and granting of application CP 1870 kc 100 kw under treaty, denial also upon the issuance thereof filed by KTEM, Temple, Tex.; and amendment to said application. (incorrectly listed in the March 24 Broadcastings)

Applications...

MARCH 24

NEW. Central N. Y. Broadcasting Corp., Elmira—CP 1290 kc 250 w. unlimited (contingent WENY going to 600 kc).

JJCB, Providence, R. I.—Modification CP increase power for 200 kw under treaty, change antenna.

WSCH, Portland, Me.—Modification CP as modified directional, change power, asking 976 kw under treaty.


WBST, South Bend, Ind.—Modification CP directional, change power to 940 kc (1970) under treaty, increase to 5 kw.

WBZ, Boston—Modification license to unlimited 990 kc (1950) under treaty, contingent on grant of WBMA application.

WATT, Jersey City—Modification CP as modified new transmitter, directional, for 250 kw under treaty.

WAXJ, Whippany, N. J.—Modification CP increase power etc., asking 1470 kw under treaty.

WHJZ, Jackson, Tenn.—Modification CP increase power etc., asking 1250 kw under treaty.

WHTJ, Houston—Modification CP increase power etc., asking 1820 kw under treaty.

KWCO, Poplar Bluff, Mo.—CP change extending to 1 kw. change equipment, KLCS network.

KWJZ, Taft, Calif.—Modification CP as modified increase power etc., asking 1990 kw under treaty.

KGZ, Kallis, Mont.—Modification CP as modified increase power etc., amended to 1490 kw under treaty.

KAL, Los Angeles—Modification CP as modified change equipment, increase etc., asking 1930 kw under treaty.

MARCH 27

WPBR, Baltimore—CP increase to 5 kw N & D, asking 1300 kw under treaty.

WBYI, Bound Brook, N. J.—Modification CP asking additional 11800 and 14120 kc.

WSU, Columbus—CP new transmitter changing to 860 kc, 800 kw under treaty, 8 kw ltd. to LS Dallas.

WIBO, Glenwood, Pa.—Modification license to Unlimited.

NEW. George Grant Brooks Jr., Scranton, Pa.—CP 1790 kc, 1450 kw under treaty.

SWM, Waltham, Mass.—License to 1 kw N & D directional N.

NEW. South Florida Broadcasting, Miami—CP 1600 kc 250 w. unlimited, amended to 1490 kw.

KRNZ, Roseburg, Ore.—CP 1490 kc under treaty, increase to 230 kw N & D.

NEW, Greater Houston Broadcasting Co., Houston—Modification CP directional, N. Increase power etc., asking.

WAOW, Vincennes, Ind.—CP to increase to 1500 kw.

KDAL, Duluth—CP change from 1600 kc (1940 under treaty) to 610 kw, increase 1 kw directional.

WSIN, Milwaukee—Modification CP new transmitter, increase power etc., asking 1150 kw under treaty, change antenna.

WAPI, Waco, Tex.—Modification CP directional, N. Increase power etc., asking.

KOMO, Seattle—Modification CP directional, new transmitter, directional & D etc., asking.

WANA, Salt Lake City—Modification CP new transmitter, directional & D etc., asking.

KJZ, Sacramento—Modification CP transmitter, directional & D etc., asking.

Tentative Calendar...

MARCH 31

KMLB, Monroe, La.—CP 1410 kc 1 kw unlimited directional.

Limited Supply of Extra Copies Available!

NEW BROADCAST ALLOCATIONS

Ordered Under The

North American Regional Broadcasting Agreement

(Havana Treaty)

Effective March 29, 1941

Including, U. S. Broadcast Stations by Call Letters; U. S. Broadcast Stations by Frequencies; Canadian Broadcast Stations by Call Letters; Canadian Broadcast Stations by Frequencies; Mexican Broadcast Stations by Frequencies; Frequency Assignations by Frequencies; Definitions of Station Classes.

WRRX, Wilkes-Barre, Pa.—License renewal (motion for decision pending).

APRIL 2

NEW, Symons Broadcasting Co., Elkinsburg, Wash.—CP 1110 kc 1 kw unlimited (motion for continuance pending).

APRIL 3

NEW, Western Gateway Broadcasting Corp., Schenectady—CP 1250 kc 250 w unlimited; CP 1690 kc 100 w unlimited; CP 1465 kc 100 w unlimited; CP 1400 kc 500 w unlimited; CP 1580 kc 10 kw unlimited; CP 1560 kc 10 kw unlimited.

SWM, Waltham, Mass.—License renewal (incorrectly listed in the March 24 Broadcastings)

APRIL 11

KGNO, Dodge City, Kan.—Modification license to 1340 kc 1 kw unlimited.

MAY 6

NEW, Wayne M. Nelson, Concord, N. C.—CP 1380 kc 1 kw directional.

MAY 8

KWTO, Springfield, Mo.—CP 500 kc 1 kw unlimited directional.

RCA MFG. Co., Camden, N. J. —Announced March 27 sale of a 50-kw broadcast transmitter to WBVD, New York, and a 250-kw broadcast transmitter to KNX, Los Angeles.

USING General Electric transmitter equipment, the new FM station of Evansville, Ind., was operated by the Western Ohio and Wyandotte Broadcasting Corporation, Evansville, Ind., is scheduled to go on the air May 1. Its call letters are WEG and its frequency is 44.5 mc.

WIBA, Madison, Wis., has purchased a new WE 5-kw transmitter. A 20-watt tract six miles south of Madison has been acquired for a new transmitter, plus three taper-directional antenna system, to begin operation in early April.

CFRN, Edmonton, has purchased a RCA 1 kw. transmitter for use on its increased power under the Havana Treaty. Studio adaptations are being made.

INSTALLATION of new Western Electric 1-kw. transmitter is being effected at KVO Phoenix. Under the supervision of Chief Engineer Bob Thompson.

WCHV, Charlotteville, Va., reporting the installation of new studio equipment throughout the station, states that it has placed an order with RCA for a new limiting amplifier at the transmitter, as well as a new 76-BZ console, two turntables, microphones, etc.

NRC's Radio-Recording Division last week announced to its Theauras subscriber list that six-four minutes transcript of Defense Talks by government officials are available for use in connection with the design for a complete nationwide registration of unemployed workers. The March 1941 broadcast may be used by Subscribers are advised to consult local Social Security Boards to secure this free service.

BALABAN & Katz Corp., big motion picture theatre operators, have acquired the licenses of WXXK and WXXB, television stations in Chicago. Operator granted a construction permit March 25 for a new experimental television station to operate with a 10-watt fulltime on 384,000-396,000 kc, or Group channel, A5 emission.
**PROFESSIONAL DIRECTORY**

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An Organization of Qualified Radio Engineers
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**Frequency Monitoring Service**
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

**BROADCASTING**
March 31, 1941 • Page 45
New Legislation Is Considered For Reorganization of FCC

COINCIDING with industry efforts to check FCC imposition of additional restraints on commercial broadcasting, legislation for reorganization of the FCC is taking tangible form. While no indication has been given when such a reorganization bill may be introduced, several drafts already have been prepared and both Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator White (R-Me.), co-author of the present Communications Act, may drop a bill into the hopper, perhaps jointly.

A legislative draft, covering procedural phases, has been produced by the Federal Communications Bar Assn. at the direction of its executive committee. Herbert M. Bingham, FCBA president, has conferred with members of the Interstate Commerce Committee in connection with projected new legislation.

White's Plan

The Bar Assn. draft, it is understood, does not touch upon matters of fundamental regulatory policy, but rather upon organization and procedural phases. It has not yet been formally presented as a recommended draft.

Senator White himself, has drafted a bill which would create a three-man FCC, with one member assigned to broadcasting and related operations, the other to telephone, telegraph and other common carrier operations. The Chairman would be the administrative officer and bridge the gap on allocations between the two classes of service. Senator White, however, has not finally decided to introduce this measure.

In essence, the FCBA measure would retain a Commission of seven members. However, it would be divided into two separate divisions—one of three members handling private carrier operations, which would cover broadcasting, and the other common carrier fields. The chairman would be the administrator and would not be attached to either division.

Upon introduction of a reorganization measure which presumably would be cleared with the Administration, it is expected Chairman Wheeler would be disposed to appoint a small working subcommittee of the Interstate Commerce Committee to conduct full-scale hearings. Senator White long has espoused a redefinition of the existing law, pointing out that while the Communications Act became effective in 1934, creating the FCC, the fundamental radio provisions actually go back to 1927, when the Federal Radio Commission was created.

New Kroger Series

KROGER GROCERY & BAKING Co., Cininnati, on March 31 was to start a new daytime show, *Hearts in Harmony*, combining drama and music in a tale of two young people in a small town. The series will be heard on a midwest hookup, according to A. E. Johnston, Kroger advertising manager. Agency is Ralph H. Jones Co.

Texaco Rewards Announcer LLOPIS or OLIVARES. Spanish narrator of NBC's international division, has received a gold watch from the Texas Co., in appreciation for his work on the shortwave broadcasts of the Metropolitan Opera during the past season. Texas Co., New York, sponsored the Saturday afternoon operas on NBC in this country, as well as the shortwave broadcast to Latin America on WRCRA and WNB.

FM Progress Outlined. To FCC by Licensees

SEEKING up-to-the-minute information on FM progress, the FCC last Wednesday started a series of informal personal conferences with FM licensees, applicants and CP holders which probably will extend through most of the week. Meetings with FCC engineers and attorneys, individual operators and applicants will progress on reports of their FM developments, following up the FCC's endeavor to collect full information to forestall undue conflict among such developments. Although particular attention centers on the New York area, the conferences extend to all operators and applicants over the country [BROADCASTING, March 24].

As Broadcasting went to press, the FCC group had met with representatives of NBC and CBS; WOR, New York; Maj. Edwin H. Armstrong; W. G. H. Pinch; WHN, New York. Participating in the conferences for the FCC are Rose M. Hyde Stillinger, of the legal department; Assistant Chief Engineer Andrew D. Ring and Wm. C. Boettcher, FCC engineer; J. N. Norfleet, chief accountant; DeQuincy V. Sutton, head accountant.

Lost Fees Basis of Suit Started Against WMCA

SUIT for $117,500 damages against R. C. Rockefeller, operator of WMCA, New York, and Donald Flam, former WMCA president, and for $21,250 damages against the corporation, was filed March 26 in New York Supreme Court by Harold J. Jacoby, rector, following a $6,500 payment on the suit Jan. 27 [BROADCASTING, Feb. 3].

Plaintiff claims that in December, 1935, while acting as co-broker with Weinberg, he was hired to find a purchaser for the station. In March, 1936, Jacoby claims he secured a potential buyer willing to pay $1,500,000 for WMCA, with option to Jacoby of $75,000. This offer was turned down, plaintiff affirms, with the station subsequently sold to Edward J. Noble for $850,000, and Weinberg receiving $42,500 commission. Mr. Flam has filed denial of the claims in the suit.

Feigenspan Morris

CHRISTIAN FEIGENSPAN Brewing Co., Newark (P. O. N. beer and ale), will sponsor baseball programs exclusively in the New York and New England markets. Company is starting quarter-hour sports commentaries by Jim Britt twice-weekly on eight Yankee network stations; by Red Barber five nights a week on WOR, New York; and by Leo Boyle nightly on WPBL, Syracuse. Six-minute baseball broadcasts are scheduled three or four times a week on WPTR, Hartford. The Dobler Brewing Co., Albany, a subsidiary company which sells Dobler's Pilsner beer, is sponsoring five-minute baseball scores on WCAX, Burlington, Vt., and a 10-minute night sports program on WYNN, the new WOR station in Albany. E. T. Howard Co., New York, is the agency.
There is one thing certain in our business that we as wholesale grocers and sponsors of the local PLEE-ZING Stores know:

Grocery products advertised over Station WLW do move regularly and consistently for us and for our customers.

Handling such products is pleasing to us because it assures a most certain volume of business arising from a demand which the manufacturers are creating for us.

C. J. Helmers, General Manager,
Henry Helmers Grocery Co.,
523 West Court Street, Cincinnati, Ohio
RCA-813
BEAM POWER AMPLIFIER
360 Watts Input With
Less than 1 Watt
Driving Power!

NET PRICE $22.00
(Reduced from $28.50,
April 1, 1940)

NOTE THESE FEATURES
1. Medium Metal Cap
2. Short Ribbon Plate Connector
3. Filament Support Springs
4. Mount Support
5. Top Shield
6. Top Shield
7. Aligned-Turn Control and Screen Grid
8. Heavy Duty Therated-Tungsten Filament
9. Large Sturdy Graphite Plate
10. Harp Wire Ball With Mount-A
11. Bottom Shield Disc
12. Ceramic Plate Support Spacer
13. Directive-Type Getter Container
14. Disk Type Stem
15. Ceramic Insert Giant Base
16. Beam-Forming Plate
17. Filament Connector
18. Tungsten-to-Glass Seal
19. Bottom Ceramic Mount Support

RCA-826...A NEW THREE-ELECTRODE TRIODE FOR THE ULTRA-HIGHS
Operating at maximum ratings at frequencies as high as 250 Mc and at reduced ratings as high as 300 Mc, the RCA-826 fills a long felt need. It is specifically designed as an oscillator, r-f power amplifier, or frequency multiplier at the ultra-high frequencies. Internal lead inductance is reduced to a minimum. All terminals at one end of bulb make possible the use of short leads in neutralizing circuits.

Typical Operation of R-F Power Amplifier and Oscillator—Class C Telegraphy
D-c plate voltage, 1,000; d-c grid voltage, -70; d-c plate current, 125 ma.; d-c grid current, approx. 35 ma.; driving power, approx. 80 watts.

RCA-826 TRIODE—Price $19.00

BIG-TIME PERFORMER
OF THE BEAM TUBE LINE!

For transmitters requiring exceptional overall efficiency—for ultra-modern intermediate and final stages that need no neutralizing adjustments, units that can switch channels in a flash—for high-power transmitters with few tuning controls, requiring a minimum of driver equipment—use the RCA-813. It’s the largest of the glass air-cooled “beams”, big-brother of the famous RCA-807. It can handle a greater variety of big-time jobs than any other tube of its size or class.

As a straight amplifier in class C telegraph service RCA-813 takes 360 watts (CCS) with less than a watt of drive. As a final in plate-modulated service, it takes 240 watts with only 1.2 watts of drive. Moreover, it doubles, triples and quadruples with unusually high efficiency and high harmonic output. It can be operated at full ratings up to 30 Mc—at reduced ratings up to 60 Mc. Power sensitivity of the RCA-813 is extremely high. Grid-plate capacitance for the power-handling ability of the tube is low. Screen current requirements are very low. Internal leads are exceptionally short and provide low lead inductance

In brief, the RCA-813 gives you real circuit simplification—real economy—excellent performance in a variety of applications. And it makes possible efficient and flexible high-gain stages at a cost comparable with that of equipment using ordinary tube combinations.

Direct Interelectrode Capacitances:
Grid-Plate (with external shielding) 0.2 max. µµf
Input 16.5 µµf
Output 14 µµf
Typical Operation Class “C” Telegraphy (CCS)
Filament voltage, 10 volts; filament current, 5 ma.; d-c plate voltage, 1,000; d-c screen volts, 400; d-c grid volts, -30; d-c plate current, 180 ma.; d-c screen current, 15 ma.; driving power, 0.5 watt; power output, 260 watts.