Why Harry Glover is Rolling in Clover

1. Harry Glover couldn't think of a new radio angle for the agency's big account, Swanko. Then . . .

2. Miss Mallet, his secretary, told him about WOR's "Story of Saturday". Harry was doubtful. However . . .

3. He gave the WOR job a gander. Several, in fact. Then he called Swanko's hardboiled Mr. Hurd, who . . .

4. Not only bought two WOR Saturday quarter-hours, but greatly increased his Swanko radio appropriation.

NOTE WOR’s "Story of Saturday", a stimulating new radio selling and buying plan, may be had by addressing WOR at 1440 Broadway, in New York.
Can You Use a 41-State Farm Audience!

LISTENERS in 41 states and Canada —11,297 of them—wrote to WLS asking for information on Smith Mother Nature Brooders, following six evening and three daytime programs.

We like to talk about results at WLS ... and the reasons for those results. There is a reason for this listener action among poultry raisers, these 11,297 letters from every state east of the Rockies.

The many farm services maintained by WLS through our 17 years of broadcasting make such results as this possible.

Such farm services as the Dinnerbell program; livestock, grain, poultry and all farm produce markets; news; weather and temperature roundups have earned for WLS the confidence of poultry raisers and every type of farmer far beyond the boundaries of the Mid-West.

We naturally are proud of the dramatic response to WLS programs ... but our deepest concern is maintaining a complete program of service to our listeners—a program that builds confidence in any product associated with our name.
JUST as the undependable old biddy setting hen has been replaced by efficient mass production of the incubator for chick hatching... so has the "one hen" radio method been discarded in favor of mass sales production of The Colonial Network for check hatching. It's the modern way... the economical way... the effective way to get consistent volume in nineteen important buying centers of New England... where The Colonial Network's home-town stations have the long established acceptance and loyalty that no "stranger" station can possibly possess.
Mr. J. Horace Buzzfuzz has just learned

...that there is a radio station out in Nebraska that has worked out a sure-fire formula for entertaining and selling the predominantly rural audience of the midwest!

...He's just been shown proof that this formula has worked for advertisers over a period of years, and that rural listeners in this station's area think nothing of sending $25,000 or so in mail orders direct to the station.

...And he's learned that this formula works so well that, in the past three years, this station's mail response has climbed 45.6 percent...and is still rising!

Why don't you do what Mr. Buzzfuzz is doing?

KFAB KOIL
for NEBRASKA and her NEIGHBORS

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., INC., NAT'L REP'R
Signs of big business: The jingle of cash registers throughout the area served by KWKH (see nighttime coverage map above) are positive signs that KWKH advertisers are reaping in the harvest. A total of 425,683 regular nighttime listening families in all areas covered by KWKH is bound to be a tremendous influence. In the KWKH primary area alone (67% to 100%) are 169,000 families who regularly dial to KWKH; the secondary area (33% to 67%) shows 201,150 families as regular nighttime KWKH listeners. The occasional zone (10% to 33%) which extends into thirteen states, boasts a total of 425,683 regular listening radio families, including the primary and secondary zones. This figure is based on the actual percentage of radio families in each county who listen to KWKH regularly. No county showing less than 10% of its total radio families as regular KWKH listeners has been included in the figure.

The significant part of the story is the fact that the CBS Audit was taken in May, 1940, only 7 months after KWKH had been in operation on its increased power of 50,000 watts. The radio homes figure is based on 1938 estimates. KWKH, with its highly-efficient directional nighttime transmission, actually radiates 135,000 watts East and West to reach into 13 states.

Nationally Represented by
The BRANHAM COMPANY
KWKH
A Shreveport Times Station
THAT'S our motto over here at the new Columbia Transcription Studios. You see, way back when our new service was just a gleam in our eye, we went to a lot of men who buy transcriptions and asked:

"Supposing you had just one wish, what would you ask for in a new transcription service?"

Back came the chorus: "Put a cap S on the word Service!"

So we went to work. First we built brand-new studios in New York, Chicago and Hollywood and packed them full of the most modern and the best equipment in the world.

Then we set up a control system designed for SUPER SPEED and EFFICIENCY. The moment you call for a recording date, it swings into action clearing the studio, equipment and engineers you need—and keeping them cleared until you're finished with your job.

Next time you want transcriptions in a hurry—give us a ring and see for yourself how our streamlined new service works.

Columbia TRANSCRIPTIONS
MADE BY THE COLUMBIA RECORDING CORPORATION • A SERVICE OF THE COLUMBIA BROADCASTING SYSTEM
There's Only ONE
BOB FELLER

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

WGBI

It's plain logic to compare WGBI with Bob Feller. They're both champions. In the Scranton-Wilkes-Barre Market, 17th in the U.S., WGBI is a "must" for national advertisers. It is the only regional or clear-channel station serving its 652,000 population... the only station heard throughout this market. A Dr. Starch and Staff survey determined that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county keep their dials glued to WGBI.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI
SCRANTON, PA.

SCRANTON BROADCASTERS, Inc.

JOHN BLAIR
& COMPANY
National Representatives

Frank Megargee, Pres.
He stayed to pray! –

Edward H. Benedict!

After a good man has cut his eyeteeth in the agency business, then sold newspaper space in New York for five years, then worked some more in agencies (including two years as manager of a media department buying all sorts of space and time)—after all this, any intelligent fellow would feel pretty sure about the real values of various media.

That's what happened with Ed Benedict—and we're happy that he finally chose to come to both spot radio and us!

Looking back over our nine years of experience in the business of radio-station representation, we of F&P have seen spot radio grow from nothing to almost universal recognition as the most productive and economical technique in advertising.

We've watched and participated in the gigantic growth of dozens of radio advertisers. So much so that today the process of helping to build small accounts into large advertisers is almost a formula with us.

If your own agency is handling any account whose product is not getting the public interest it deserves, let us see if we can't help you and your client in spot radio. You'll find we're almost like another department of your agency. That's the way we like to work, in this group of pioneer radio-station representatives.

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 510 N. Michigan
Franklin 6373

NEW YORK: 347 Park Ave.
247 Park Ave.
New York 17

DETROIT: New Center Bldg.
Trinity 2-8444

SAN FRANCISCO: 122 Sutter
Sutter 4353

LOS ANGELES: 550 S. Grand
Vandike 0569

ATLANTA: 322 Palmer Bldg.
Main 5667
President May Seek Changes In FCC Law

Ethridge Discusses Industry Problems at White House; Wheeler and White May Introduce Joint Measure

By SOL TAIHOFF

POSSIBILITY that President Roosevelt again will take a hand in fostering reorganization of the FCC through legislation which would clearly define that agency's authority and drastically reorganize its personnel, was seen last week following a visit to the White House by Mark Ethridge, chairman of the new informal newspaper-radio group created to resist the FCC's latest move toward divestment of papers from station ownership.

While Mr. Ethridge, following custom, did not comment on his conference with the President last Thursday, it nevertheless was clear that he took up with the Chief Executive recent moves of the Commission which have stunned the broadcasting industry.

Industry Feeling

The fact that the President himself two years ago advocated reorganization of the FCC and the writing of new policies which would be so clear that the new administrative body would have no difficulty in interpreting or administering them, led to the surmise that this whole subject was covered.

Moreover, Mr. Ethridge, in an article published in The Annals of the American Academy of Political & Social Science last January, projected the view that there is strong feeling within the industry, shared by the President, that the time is approaching for a new law.

The Annals article was written before the adoption by the FCC on March 19 of an order (No. 79) calling for an investigation of newspaper ownership of stations, both standard and FM, with a view to establishing new policies. It was also written before the FCC began final consideration of the Network Monopoly Report, which now seems headed toward regulation of contractual relations of affiliated stations with the networks and which, it is contended, would reduce the major networks to the status of program and time brokers.

Simultaneously, it was learned that a bill shortly will be introduced in the Senate, probably bearing the names of both Chairman Wheeler (D-Mont.) and Senator White (R-Me.), for reorganization of the FCC and rewriting of the statute. This bill would provide the basis for a fact-finding inquiry into the whole radio regulatory structure.

per-owned stations both geographically and by station classification. This large committee may be called upon to select an executive committee to work with Mr. Ethridge, probably of six or eight members, possibly this week.

Because of the reasonable assurances received by Mr. Ethridge that there will be time enough to prepare a case for the FCC hearing on the newspaper ownership issue, he plans to have a meeting of newspaper-owned stations April 22 in New York, during the annual meeting of the American Newspaper Publishers Assn. The time already has been set aside and it is expected that upwards of 200 of the nearly 500 publishers identified with newspaper ownership or operation will be present. At that time a permanent organization may be formed to supplant the present voluntary group which unanimously elected Mr. Ethridge.

AT&T Inquiry

Meanwhile, the FCC continued to keep things stirred up by ordering another investigation, this time into the AT&T [see page 26], and by taking other actions which generally were regarded as confusing the present regulatory setup. The sudden resignation of Robert M. Cooper, special assistant to the general counsel assigned to the network monopoly inquiry, following purported controversy on procedure; the surprising action of reinstating an FM construction permit to Gordon Gray, publisher of the Winston-Salem Sentinel and head of WSJS, in the face of the March 19 order which nullified all FM grants to newspaper interests pending the outcome of the hearing, over the opposition of at least certain of its lawyers—all tended to intensify the FCC situation.

On another front repercussions on the Network Monopoly Report appeared imminent. Assistant Attorney General Thurman Arnold, who recently assigned Holmes Baldwin, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant Attorney General, to a study of the whole network monopoly situation, apparently is preparing to invade that subject. While there was no formal word, it is understood the Department has been pressing the FCC for final action on the two-year-old network monopoly investigation and that a recent letter from Mr. Arnold to the FCC resulted in a flare-up, following which Mr. Cooper tendered his resignation.

Mr. Cooper retains his status as a special assistant to the Attorney General and two years ago came to the FCC on special litigation involving both the Department and the FCC.

Letter Recalled

Speculation on possible intervention by President Roosevelt in an FCC reorganization move was revived following Mr. Ethridge's White House visit, because of the internal strife on the FCC and because the industry-FCC relations have become strained. Two years ago the President personally set in motion machinery to reduce the FCC to a three-man board, with the then chairman, Frank R. McNinch, strongly urging the move.

In identical letters to Chairman Wheeler, of the Senate Interstate Commerce Committee, and Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, Mr. Roosevelt had urged enactment of the bill which these two legislators had introduced for reorganization of the FCC. The President at that time wrote:

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission."

"New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

Mr. Ethridge, in his article in the Annals, quoted this language, pointing out that certainly the President is desirous of having new legislation enacted. "All the industrial..." (Continued on page 18)
Seven Civilian Radio Figures
Join Kirby’s Branch in Army

Mitchell, Hittenmark Are Assigned Other Posts;
Coleson Is Named Administrative Officer

VIRTUAL completion of the personnel of the Radio Branch, Bureau of Public Relations, War Department, with the appointment of seven radio men from civil life was announced last Thursday by the War Department.

These men, several of whom already have reported, will work under Edward M. Kirby, director of public relations of the NAB, who has been loaned to the Government to organize the Army radio branch. Mr. Kirby’s status has been changed to that of chief of the Radio Branch, and he now reports directly to Maj. Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations, created in the office of the Secretary of War.

Others Named
Gordon Hittenmark, well-known WRC, Washington, announcer, who holds a captaincy in the National Guard, has been assigned to active duty in the Morale Division of the Army, in charge of radio, and also will coordinate his work through the radio branch.

Curtis Mitchell, former editor of Movie & Radio Guide, will be assigned to the press and radio intelligence section of the general staff, and will coordinate his work through the radio branch.

Mr. Mitchell, who resigned several weeks ago from Movie & Radio Guide, now is on vacation but will be assigned to duty in the press (Continued on page 40)

Threat Is Claimed
In Letter of BMI
KFAC Says Havenl Message
Has a Familiar Ring

NOTICE by BMI that stations using its music without a license may be subjected to infringement action, created a sensation in at least one station not yet enrolled as a subscriber to the industry-owned music company.

C. C. Shouse, public relations manager of BMI, on March 22 wrote Calvin J. Smith, general manager of KFAC, Los Angeles, soliciting his membership. Among other things, he pointed out that more than 640 stations now have BMI licenses and that the way is still open for non-member stations to join BMI on the same basis as stations which came in the first day.

"We must also draw attention to the fact that unlicensed use of BMI music constitutes an infringement of our rights which we are taking steps to protect, in ultimate fairness to our composers, publishers and stockholders," said the Haverlin letter. "We cannot let stations continue to have the advantage of BMI and the use of our music without making adequate payment."

Mr. Haverlin, it is reported, addressed a similar letter to virtually all stations not members of BMI.

Repercussions were heard in other quarters, too.

Last Call
Mr. Haverlin recited that there was no conceivable benefit in delaying joining BMI and that on the contrary "by doing so you run a grave risk." He advised Mr. Smith to consider his letter as a "last call to come into BMI before April 1."

Expressing extreme surprise over the approach, Mr. Smith replied March 22 letter that contains "the same old threat that the industry as a whole objected to on the part of ASCAP for many years."

He asked for an explanation of why "this undue pressure and threat should be placed on BMI non-members at a time when supposed negotiations are going forth to set up a per-use and clearance-at-the-source arrangement."

He added he could not agree to correlate these two simultaneous activities. "During the entire sales campaign on BMI stock and use licenses, stations in groups were assured that unintentional BMI infringements would not be tolerated. I heard you say this yourself many times. The implication in your letter of March 22 is that you have changed your position on this score. Naturally, a willful infringer should be stopped, but I should like to have a line from you straightening me out on your true intentions."

STROMBERG-CARLSON Co., Rochester, Conn., New York, for the promotion of radio sets and sound systems, including FM.
TREASY SWITCHOVER IS ENGINEERED SMOOTHLY

But Deviations in Mexico Cause Concern

THE Reallocation of 1941, radio's biggest physical shakeup since its advent, was engineered without serious incident, though developments south of the border are causing radio officials some concern.

In this country, 802 broadcasting stations switched frequencies, as scheduled, in May. While there were reports of off-frequency operation here and there, and some rough spots developed from peculiar combinations of frequencies in particular areas, nothing of a serious nature developed.

Some reports of interference from stations in Mexico and Cuba were reported and others may develop, but, on the whole, the final result was gratifying apparently both to the public and to the FCC.

Minor Adjustments

Adjustments of assignments growing out of harmonic interference and other frequency combinations, plus the proximity of the police call band to the upper end of the broadcast band, will require months. Nothing of a serious nature, however, is indicated. Moreover, the fact that the interim frequencies assigned to broadcast receivers is set at the 455 kc. standard has resulted in a second harmonic on stations on 910 kc., which will require adjustments.

The FCC monitoring stations throughout the country sat on as many of the Class I and II channels as possible immediately following the switch-over. Thus far, three definite departures from the prescribed Havana Treaty shifts for Mexican border stations have been detected, while others remain in doubt.

Thus far, Dr. Brinkley's notorious XERA, which was to have been deleted, but later appeared on a revised Mexican log, as earmarked for 800 kc., has not shown up on monitoring reports. But XENT, the Norman Baker station, which was to have moved from Nuevo Laredo to Monterrey, in the province of Nuevo Leon, appeared in its former dialed location. This was regarded as a derogation of the treaty requirements.

XEAW, Reynosa, operating with 100,000 watts, was slated for removal to Monterrey on 1570 kc. Latest reports, however, are that it is still on 1570, operating on 1010 kc. with 100,000 watts. C. D. Collins, head of the Crazy Water Crystals Co., is the operator of the station. The 1010 frequency is a Canadian Class I-A channel used by CFCN, Calgary, B. A., with 1,000 watts. Engineers thought this operation would cause serious interference to the Canadian outlet.

The third departure from the Treaty understanding is that of XELO, operating at Tijuana, which was to have been moved to Sonora, with 50,000 watts as a 1-B station using a directional antenna. The station remained at its Lower California location, the channel which KEX, Portland, Ore., is assigned with 5,000 watts and a proposed 50,000 watt transmitter. This was thought would also result in intolerable interference. Moreover it was said this interference would persist, since there is very little population below Tijuana and since XELO unquestionably will use a directional northward. It has announced maintenance of studios in San Diego.

Government sources are awaiting further reports on other border stations. Of the three instances cited as possibly Treaty derogations, two were set out in the revised log of Mexican stations released by the Mexican Communications Ministry and published in the March 24 supplement to Broadcasting.

The third, involving XEAW, depotlights were expected from that revised list, since it was shown on 1570 kc., as a Class I-A station but has moved to 1010 kc.

It was thought that possibly the Mexican Ministry authorized the XEAW shift to the lower frequency on a temporary basis, in responding to the plea that many receiving sets cannot pick up anything above 1550 kc. In connection with the other border station operations, it was felt it was assumed that these stations are operating in defiance of Mexican regulations and that the issue may wind up in the Mexican courts.

While radio folk generally were elated over the over-all outcome of the reallocation, numerous adjustments probably will be made. Thus far, no complaints have been received about others. The FCC is expected to act on others.

Some interference was caused by the failure of Mexican and Cuban stations to shift frequencies, pursuant to the Treaty terms. For example, WGN, Chicago, was inconvenienced by the presence of a Cuban station on its wave. These, however, were isolated instances.

Little Inconvenience

As for the Mexican allocations, which have caused perturbation here for several months, the score appears to be three "bad" border allocations and one concerning Brinkley's station, of an unknown nature.

The FCC announced April 2 that it had received from the various broadcaster groups indicating thanks to the advance explanations made by both radio and the press in a public effort which was assisted by the Governor's proclamation and cooperation of civic, technical, and other groups. The NAB, under the direction of Art Stringer, supervised the latter operations.

More than half of the 50-some stations which were given reduced power until such time as required directional antennas were installed, were authorized to operate with regular power on or before the March 19 switch-over. The remaining cases are expected to be cleared up without delay, it was reported.

Newspaper Holdings Sold by McLungs Who Retain Interests in Four Stations

SEVERAL more stations are automatically eliminated from the so-called "newspaper ownership" list by reason of the sale last week of the Merced (Cal.) Sun-Star by the McClung family, which holds interests in four broadcasting stations. The McClungs intend to retain their interests in the stations, but will no longer be engaged in the newspaper business.

The newspaper, an afternoon daily founded in 1925 by Peter McClung and his brother, the late Ray McClung, was sold for more than $100,000 to Dean S. Lesher, publisher of the Fremont (Neb.) Tribune and Eagle. The sellers were Peter McClung, publisher, his son Hugh McClung, and his daughter-in-law Mrs. Ray McClung.

Hugh McClung has been devoting his time almost entirely to radio.

McClung Holdings

The McLungs own KYOS, Merced; KSHL, Chico, and KVCV, Redding, all in California, and hold minor interests in KWIL, Longview, Wash. The stations are Don Lee MBS outlets. The Merged outlet was founded by them and the other two in California were purchased. They were also in the group which obtained the original construction permit for KWIL, which is 25% owned by the publisher of the Longview Daily News.

Until recently, they also had half owners of KMYQ, Marysville, Cal., which was 50% owned by Horace E. Thomas, publisher of the Marysville & Yuba City Appeal-Democrat. Mr. Thomas also held interests in the Chico and Redding stations, and it is understood he gave these up in consideration of the withdrawal of the McClungs from KMYQ.

There have been relatively few cases on record of the sale of newspaper properties by interests owning newspapers and holding licenses for radio stations, with such interests retaining their radio holdings. One of the most notable instances was the late Harry Shaw's disposal of his Waterloo (Ia.) Tribune for merger with another local paper while he retained his WMT. Later, however, Mr. Shaw also sold WMT to the Des Moines Register & Tribune interests. Mr. Shaw was onetime president of the NAB.

Notifying the FCC of the disposal of the newspaper, Hugh McClung has filed an application for a new 5,000-watt station on 1590 kc. in Fresno.

BROADCASTING • Broadcast Advertising

April 7, 1941 • Page 11
BMI Enters Its Second Year With 97% Renewal by Stations

First Per-Use Performance Checks Are Mailed; ASCAP Seeking Formula for Broadcast Fees

DECISIVELY spiking rumors that, with an ASCAP deal in the offing, broadcasters would withdraw their support from BMI was the announcement of BMI's vice-president and director of station relations, that by April 2 he had received renewal license contracts from 97% of the stations in its area.

New contracts, running until March 31, 1942, were accompanied, he said, by letters expressing enthusiasm over the achievements of BMI during its first year as a leader in the industry-owned music clearing and publishing organization of the stations' strong and active support for the future.

Largest Publisher

BMI officially began operations on April 1, 1940, when it licensed its first song, "We Could Make Such Beautiful Music!"

Although since then BMI has acquired the rights to more than 250,000 musical compositions of every variety, song No. 1 is still heard occasionally on the air and enjoys a continuous sheet music sale.

Starting from scratch a year ago, today BMI is the country's largest publisher of music and the most prolific producer of hit tunes.

Today BMI occupies more than 25,000 square feet of office space, has a staff of 300 employees and ships out each week more than 100,000 printed units of music to broadcasting stations, taverns, hotels, retail music stores and other vendors and users of music.

BMI's willingness to examine the work of new and unknown composers, regardless of the time and effort involved, has won for the new organization the approval of both the public and has also given BMI, from out of the more than 100,000 songs submitted, a catalog of some 600 "popula tunes and interesting material", in the words of a conductor, "than would ordinarily be submitted by a music publisher in six or seven years.

To the broadcasting industry, however, BMI's first birthday symbolizes something more than the establishment of a successful publishing house. During the last three months BMI and its affiliated companies have supplied the major networks and the great majority of individual stations with all of their program music.

This proved once and for all that while ASCAP formerly had a virtual monopoly on the performance of popular music it did not have any monopoly on the playing of orchestral music of such kind, and that by taking the trouble to go past ASCAP's select circle of composers it was possible to uncover a supply of music adequate to meet the almost insatiable requirements of American radio.

BMI Orchestras

BMI is now issuing complete orchestrations printed in two colors, a step it describes as "revolutionary" in musical procedure. Purpose is to simplify the performance of music "cross-cued" so it may be used by small groups or full symphony ensembles, enabling the musicians in orchestras of less than full symphony proportions to locate their parts quickly and easily from the notes printed in color. After experimenting with a number of shades, BMI has selected a reddish-orange as offering the greatest contrast to the standard black. Beginning last week, all BMI arrangements of standard, classical and salon music are being printed in two colors.

and we take pleasure in enclosing herewith our check representing voluntary payment for performance royalties for October, November and December of 1940 as estimated from a test check of programs.

"In sending you this payment, we wish to express again our deep appreciation for your cooperation, and it is to simplify the performance of music authors to be compensated for performances, upon a fair and determinable basis, is now definitely established and will be perpetuated.”

Formula Sought

Meanwhile ASCAP's radio committee, hard at work attempting to find formulas for the broadcasting industry that would meet both the requirements of the Government's consent decree and the approval of the broadcasters, admitted this goal was not yet reached and described as "premature" reports that they had a basic formula just about ready to submit to the NAB committee.

Other reports, that ASCAP would make a deal with the broadcasters having to be located among the stations and networks in

(Continued on page 41)

AMERICAN TOBACCO
LOW-COST COVERAGE

SALES OF the American Tobacco Co., New York, increased in 1940 and the trend has continued in 1941, it was revealed at the annual stockholders meeting held on April 7 in the corporation's office in Jersey City. The company's net sales during 1940 amounted to $285,072,877.17, while the net income for the year was $28,311,782.65.

In response to a stockholder's query on the company's expenditures for radio advertising, Paul M. Hahn, vice-president, who presided over the meeting, said that the American Tobacco Co. had less paid to reach the listening audience with their message a balance of homes actually reached than had any of their three major competitors.

Mr. Hahn exhibited a chart with costs of reaching 1,000 radio homes compiled for each of the four major companies. He estimated that at the meeting was a sound film of a portion of a Kiyk broadcast. In another of the company's programs, Your Hit Parade, had likewise been filmed. He estimated that the movie exhibited on an easily carried portable projector, are shown at social events at homes, service clubs, and various groups with a short accompanying lecture on Lucky Strike cigarettes. Stockholders in attendance considered the demonstration very effective.

Final Meeting Scheduled On AFRA-Disc Contract

MEETING of the negotiating committee of the transcription industry with representatives of the American Federation of Radio Artists, scheduled for early this week, is expected to wind up negotiations over the AFRA code for transcribed programs. Document has been ratified by 100% of AFRA members, in meetings of the union's locals in New York, Chicago, Los Angeles, and San Francisco, without any suggestions for minor changes.

It was reported that a contract has been signed with KGW-KEX, Portland, April 1, 1941, to Nov. 1, 1941, giving her unanimous approval for AFRA employees. Hearings on the AFRA complaint against WIOD, Miami [Broadcasting, Feb. 17], filed with the National Labor Relations Board charging the station with discharging two announcers for union activity, will be in Miami April 10.

Richardson to Discuss Defense at NAB Session

MAJ. GEN. Robert C. Richardson Jr., director of the Bureau of Public Relations of the War Department, will be the principal speaker on national defense at the NAB convention in St. Louis, May 12-15.

The entire roster of speakers has not yet been arranged.

The officer, recently named head of the new bureau, which includes the Radio Bureau headed by Ed Kirby, NAB public relations director on leave of absence, will discuss with broadcasters the role of radio in national defense. He is one of the Army's outstanding strategists and his selection for the new post was in command of Fort Bliss, Tex.
FM Groups Name Shepard for Hearing

Pioneer in Field Will Represent Them at FCC Session

By BRUCE ROBERTSON

IDENTICAL resolutions authorizing John Shepard 3d, president of Yankee Network and of FM Broadcasters Inc., to represent the FM field at the impending hearings before the FCC on newspaper ownership of broadcast stations, were adopted April 2 at the参加会议 of 100 representatives of companies interested in FM and by a closed meeting of FBI.

Both meetings were held in the Hotel Roosevelt, New York, and instructed Mr. Shepard to present to the FCC the industry opinion that FM progress is being retarded and to request the Commission to expedite the hearings and action after the hearings.

New Types of Members

The FBI session, held in the afternoon and attended by about 45 members, amended the organization's bylaws to permit two new classes of membership: associate members with manufacturers of FM equipment eligible for this type of membership; associate members, whose names are open to educational and other non-profit FM stations. Dues for affiliates will be the same as for regular members, $100 a year, with associates given a lower rate. The bylaws were amended to provide for decreased dues for additional stations owned by FBI members.

Two new members were elected at the meeting: Gordon Gray, WJJS, Winston-Salem, holding a construction permit for an FM station on Mt. Mitchell, and Radio Engineering News, New York, manufacturer of FM transmitting equipment and also operator of an experimental station, W2XQR.

The group reelected Mr. Shepard president and John V. L. Hogan, W2XQR, New York, vice-president. C. M. Jansky Jr., Jansky & Bailey; Walter J. Dain, New York; Milwau-kee, and Cari Meyers, WGN, Chicago, were re-elected directors, the other six directors remaining until their terms expire one or two years hence. Robert T. Bartley was re-appointed secretary-treasurer of FBI, and Dick Dorrance was re-appointed director of promotion and manager of the organization's New York office. Philip G. Loucks continues as FBI counsel.

Chief discussion at the morning open session centered on the recent Federal statute and the hearing thereon, and included hearings "to determine what statement of policy or rules of any kind should be issued concerning applications for high-frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers [BROADCASTING, March 24]."

Order also specifies that in the cases of newspapers whose applications have been granted "the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforementioned investigation and shall have taken action upon the basis thereof. Without the hearing apparently prove that earlier action will serve the "public interest, convenience or necessity."

Limited Scope

Many of those present urged that the resolution be broadened to contain a condemnation of the discrimination against newspaper ownership implied in the FCC order, arguing that the group should adopt a united front against such discrimination, which might easily extend in the future to similar procedures against ownership of stations by motion picture producers, department stores, insurance companies or other groups.

The majority agreed, however, with those who replied that until discrimination had been proved the wisest course was to assume that the investigation and hearings will be fairly conducted and that the resolution of the FM industry should confine itself to its own complaint that in holding up construction permits the Commission is delaying the progress of FM broadcasting. The group unanimously adopted the resolution.

Following the discussion of the newspaper-ownership issue, Chairman Shepard showed how FBI followed up last year's hearings by circulating six specific suggestions made by the organization on behalf of all FM broadcasters and the resulting FCC actions.

Further informal conversations with FCC personnel, Mr. Shepard said, indicate that, for the present at least, high quality transcriptions (Continued on page 45).

Prospect of Universal Daylight Saving Withers as House Leaders Lack Interest

THE prospect of establishing universal daylight saving time as a national defense measure through the Federal statute took a dip this week when it was revealed by Speaker Rayburn that the proposition had failed to gain attention of the majority leadership in the House. He also stated that he thought daylight saving was a matter to be handled by individual States, and that federal legislation, until April 14, the possibility of establishing daylight saving time on a national basis this season appears even more remote.

In a statement issued in the Basil embossing a daylight saving time system for the country was filed in the House March 27 by Rep. Keogh (D-N. Y.). The first such proposal, providing seven months of daylight saving time, was advanced several weeks ago by Rep. McLean (R-N. J.). The Keogh bill would establish daylight saving time during a six-month period, from the last Sunday in April to the last Sunday in October.

In another quartet, daylight saving got a boost from Rear Admiral Joseph K. Tussaud, commandant of the Fifth Naval District, who advocated daylight saving time in the Norfolk, Va., area in the interest of speeding up naval defense construction there. He indicated that officials of the Newport News Shipbuilding & Dry Dock Co. also favored daylight saving time.

On March 28 the board of directors of the Asn. of American Railroads passed a resolution supporting the McLean proposal (HR-3789).

FM Network Group Plans Corporation

Temporary Board Is Named to Continue Research Function

PLANS for incorporation, probably under the name Associated Broadcasting Corp., were announced April 3 by the FM Program Research Committee following a meeting at which the group's membership at the Hotel Roosevelt, New York.

Like the old committee, the new corporation will continue research and other functions necessary to pave the way for the eventual creation and operation of an FM network, for which purpose the group was first called together last summer by John Shepard 3d, president of the Yankee and Colonial networks in New England and also president of FM Broadcasters Inc.

Temporary Board

A temporary board of directors was elected to serve until the corporate structure was completed. Mr. Shepard was elected chairman. Other members are Herbert L. Fettey, manager of WHN, New York; William F. H. McGuire, general sales manager of Metro-Goldwyn-Mayer, agent for an FM station in Hollywood; Gordon Gray, WJJS, Winston-Salem; Harry Stone, WSM, Nashville; Walter J. Damm, WTMJ-W5SM, Milwaukee; John R. Latham, former president of the American Cigar & Cigarette Co. and administrative agency executive who was retained by the committee some months ago to develop plans for FM network operation.

The full Latham report, covering all aspects of network operation, was discussed but no action was taken. Board plans to hold a meeting in about three weeks, probably in New York.

Since about a dozen of the group's 40 members represent newspaper interests, no definite plans for a network in that field were made, nor until the FCC has completed its investigation of newspaper-ownership of radio stations.

Holland's Plans

HOLLAND FURNACE Co., Holland, Mich., through Ruthrauff & Ryan, Chicago, on May 17 will sponsor a broadcast from the Holland Valentine on the eighth consecutive year. The length of program and the network has yet to be determined. Last year the show was on CBS. In addition to the portion of the National Barn Dance, NBC-Red network feature, sponsored by Miles Labs, Elkhart, Ind. (Alka-Seltzer), will be broadcast as part of the day's festivities from Holland. Ron Metzer, radio director of Ruthrauff & Ryan's Chicago office, is in Hollywood lining up talent for a weekly, half-hour series which the Holland Furnace Co. will sponsor on one of the major networks during July and August.

BROADCASTING • Broadcast Advertising

April 7, 1941 • Page 13
Earnings of CBS Increase but Are Absorbed by Taxes

Gross of 51 Million is 18.8% Up but Net Scarcely Rose

CBS consolidated net earnings for 1940 totalled $5,086,633,446, or $2.91 per share, according to the company's annual report issued March 31. Some $200,000 more than the earnings of $5,086,633,446, or $2.91 per share, estimated in a preliminary report in February [BROADCASTING, Feb. 10].

Gross income for the network during the year amounted to $6,501,920,646, an increase of 18.8% over the 1939 gross income of $4,245,394, but taxes increased 115% during the year so that the net income for 1940 was only $5,105, or one-tenth of 1% above that of 1939 and the per-share earnings for the two years were identical.

Increase in Assets

Cash dividends of $43,524,584, or $2 a share, paid on March 10, 1941, brought to $7,679,193 the total of fixed assets increased during the year from $7,179,193 to $7,179,193. Bank and loans were reduced from $690,000 to $690,000. Cash on hand Dec. 31, 1940, was $2,695,000. The 38-week period covered by the report, was $7,570,151, as compared with $6,319,971 on Dec. 30, 1939. Ratio of cash to current liabilities at the end of 1940 was 2.10, as compared with a ratio of 2.39 the year previous. "This decrease is due principally to the larger provision for Federal income and excess profits taxes required in connection with our 1940 operations," the report states.

CBS investment in Broadcast Music Inc., representing approximately 9% of total BMI stock, amounts to $32,285. In addition, CBS is contingently liable for $400,000 to Edward D. Marks Music Corp., having guaranteed part of the payments for Marks' performance rights BMI is to make between 1942 and 1945. Of the $400,000, $100,000 was included in the $140,000, with the network's liability being secondarily contingent for that sum.

An additional compensation of $254,505 was paid in December 1940 to 75 officers, 175 employees and 300 executive and key employees of CBS, not including the president.

President William S. Paley makes his report to the stockholders on the company's activities and plans during the year and for international broadcasting, television and FM as well as on the various aspects of domestic programming and the impending FCC monopoly report. Hailing American broadcasting as an integral and important part of the American democratic way of life and as an importantly useful factor in preserving that way of life," he continued:

"More and more, I believe, the American people, contrasting our broadcasting with the enchaingly government-dictated emanations of the dictator countries, are sensing freedom of the air as a precious right of the public. The Congress seems to have been far seeing when it created a radio law designed to prevent Government interference with programming. The radio law has been so construed by the law-makers could hardly have sensed how intrinsically radio would become woven into the warp and woof of the pattern of American life.

A Public Trust

"Broadcasting today is subject, and properly so, to all the general laws and regulations governing business. In its own field it is subject to the FCC's policing of the wavelengths and its power to broadcast, and the FCC's rates and to the F.B.C.'s broad casting of the private competitive enterprise system. Government has not regulated to regulate or interfere with our special business problems and the industry in turn has been self-regulating and self-policing and ever swiftly responsive to the public will and the public taste. To maintain it so is a public trust which all responsible broadcasters recognize, for to change it in any important sense into a creature of Government would be to turn back the hands on the clock of American freedom."

FLORIDA IS THE ONLY PLACE where sports prevail at this time in America, a happening this is including the softball team of KGO-KPO whipped their radio comrades from KFSO, 29 to 24. The game was so bad that girls on the staff of KFSO challenged the KSGO engineers and auditors. They played four innings and whipped the men, 6-2. KGO and KPO teams are gathered in the picture.


CBS AFFILIATES REACH 127 TOTAL

WITH THE RECENT addition to CBS of KZRM, Manila, and WMBS, Uniontown, Pa., and the announcement that WERC, Erie, and WKKW, Wheeling, will join the network, CBS affiliates now total 127 stations.

KZRM operates on 618.5 kc, 500 watts, and is owned by Jack Steinhauer. Far Eastern Broadcasting Co. WMBS is owned by Fayette Broadcasting Co., and operates on 1290 kc, with its new power of 1,000 watts day and night. Base rate is $125 per evening hour.

WERC, Erie, operating on 250 watts power day and 100 watts night on 1490 kc, joins CBS in mid-April. Announced by L. D. Bunting, owner, the station will have a base rate of $125 per evening hour. Effective May 2, WKKW joins CBS, with $100 per nighttime hour as base rate. Station is owned by C. M. Wheeling, and will be included in CBS' basic supplementary group and will be available individually to CBS advertisers using the basic network.

Shell Oil Spots

SHELL OIL Co. San Francisco (Solitized gasoline) is concluding a two-week campaign on 37 stations on the West Coast in which it is calling attention to this new Shell gasoline product. Night chain breaks are being used. Agency is J. Walter Thompson, San Francisco.

The station list:

KPO KSFQ KDDC KGW KYL KQ KDY KDFK KF DCR KKL KKKW KWI KSB KTVW KTVL KTM KME KSHK KSFQ KNE KMB KSFQ KKS KMG KTVO

O'Eden of Canada's Spots

O'EDEN OF CANADA, Toronto, is moving past April 1 in a series of dramatized spot announcements on 10 Ontario and Quebec stations. Account is placed by Norris Patterson, Toronto.

Kellogg Discs

KELLOGG Co., Battle Creek, Mich. (Civic Flakes) March 31 will start a five-week quarter-hour recorded program on six stations—WBBT, San Antonio, KRLD, Dallas; KTBH, Houston; KREG, Weslae; KGEN, Amarillo; KRIS, Corpus Christi. Contracts are for approximately 39 weeks. In addition, the first week and during the fourth, the firm will start a 26-week schedule of varying live and recorded announcements.

WGTB WMBR KMBK KBIX KOMA KFPG WIBW. During May WEAU WDAY KYSM KDAL will be added to the spot announcement schedule. Agency is J. Walter Thompson Co., Chicago.

50 Kw. For WLAC

A SECOND 50,000-watt station for Nashville was authorized April 2 by the FCC with a power increase from 5,000 to 50,000 watts for WLAC, owned by J. Truman Ward, former NAB president. The authorization was for WLAC's present 1510 kc channel, with the transmitter to be moved and with the installation of a directional array for day and night. Mr. Ward indicated several months would be required to make the move.

Spots for Piston Rings

PERFECT CIRCLE Co. Toronto (piston rings) has started six weekly transcribed spot announcements on CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CKCE, Kitchener, Ont.; CFPL, London, Ont.; CJKL, Kirkland Lake, Ont.; CKCO, Ottawa; CTFB, St. Catherine, Ont.; CSXO, Sudbury, Ont.; CKCL, Toronto; CKLW, Windsor, Ont. Account was placed by McConnell Eastman & Co., Toronto.

Page 14 • April 7, 1941
January and February Industrial Payrolls in Detroit Were Estimated at

$128,000,000
AN INCREASE OF
$22,000,000
Over January and February, 1940

Detroit is today one of the outstanding markets in America. Substantial gains in all important divisions of business and industry in this area furnish abundant evidence that this is so. Industrial payrolls for January and February, 1941, showed an estimated gain of $22,000,000 over the corresponding months of 1940, and 1940 payrolls were higher than 1929!

Proof that WWJ is the most listened-to radio station in this great market is furnished, not only by increased time sales, but by every listener-interest survey that has been made in Detroit during the last ten years.

George P. Hollingbery Company
Established August 20, 1920
New York -- Chicago -- Atlanta
San Francisco -- Los Angeles

Member NBC
Basic Red Network
Coast Baseball Covers Nine Markets

General Mills, Goodrich Arrange Extensive Merchandising

WITH A REDUCTION this year in the number of stations used in comparison to past years, General Mills and the R. P. Goodrich Co. again are co-sponsoring baseball games in six Western States. Nine major markets are being used.

In three of the cities General Mills carries the entire sponsorship with Goodrich participating in co-sponsorship on six stations. The season opened March 29.

R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast Agency, San Francisco, stated that all games of the Pacific Coast League, home and away, in California and Oregon are broadcast, as well as the games of the Western International League in Washington, KMO, Denver, will re-broadcast National League games.

Local Meetings

General Mills and Goodrich have abandoned the baseball 'fan club' sportscasters, which in the past had been held in one of the major cities on the Coast. Instead Mr. Stafford and Mr. Westco, of Westco, made a two-week tour to all the markets from which the broadcasts originate, holding individual meetings with all the sportscasters. At each market the stations joined by local executives of General Mills and Goodrich.

Westco signed the following stations to carry the sponsored baseball games: KQW, San Jose, Cal.; KROW, Oakland, Cal.; KFAC, Los Angeles; KEX, Portland, Ore.; KGA, Spokane; Wash.; KRSC, Seattle; Wash.; KUTA, Salt Lake City; KIDO, Boise, Idaho; KMYR, Denver. KFAC, KMYR and KIDO do come under the co-sponsorship arrangement, but are being carried by General Mills alone.

Wheaties will be promoted extensivley on the Coast with Wheaties and other Sperry Flour products advertised on KIDO.

Where there is co-sponsorship, General Mills will advertise Wheaties exclusively and Goodrich its tires, tubes and batteries.

Pacific Coast League games are played at night Tuesday through Friday, and on Saturday and Sunday afternoons.

For the first time since General Mills and Goodrich have been sponsoring baseball in the region a station outside of San Francisco will carry games, home and away, of the San Francisco Seals. It is KGA, San Anselmo, near San Francisco. This station's new frequency, 740, puts it between the two NBC stations, KFO and KGO on the dial. KGW's directional antenna is beamed toward San Francisco.

Announcers signed for this season's broadcasts are: Ernie Smith, KQW; Dean Medlock, KROW; Rollie Tripp, KEX; Mike Frankovich, KFAC; Louis Gillett, KGA; Leo Larsen, KRSC; Bill Sears, KUTA; Roy Civille, KIDO.

WHAT CLEAR CHANNELS MEAN to the farmer and their relation to the Havana Treaty Movin' Day allocations of March 29 were the topics of this homey setting arranged by the executive of the station and the head of the independently-owned clear channel group, arranged the session at the home of one of Tennessee's rural leaders, Lewisburg's Mayor Jim McCord. As they dialed around the set to the accompaniment of a running Mess of the realm's, emphasis was placed on night-time clear-channel service. WSM tuned in WSB, WFAY, WHAB, among the clear-channel outlets. Also tuned in was WGN which had a "foreign visitor" on its channel to show what happens when another station gets on a clear wave. In the group are (1 to r), Lewis Finney, editor, Tennessee Farm Bureau News; Mr. Craig; Mrs. McCord; Mayor McCord; O. E. Van Clave, former commissioner of agriculture, of U of Tennessee; Harry Stone, WSM manager (turning copy); Jack DeWitt, chief engineer, and George Reynolds at controls.

Local Bakery Programs Placed by W. E. Long Co.

W. E. LONG Co., Chicago agency, recently completed five series of 13 one-minute musical transcribed announcements featuring Charlie Hamp and His Piano. The series are scheduled to start during April and sponsored by the following concerns: Roger’s Holsum Bakery Co., West Palm Beach, Fla. (Holsum bread) on WJNO, same city; San Joaquin Baking Co., Lodi, Calif. (Betzay Ross bread) on KGW, Stockton, KTBB, Modesto and KFAC, Merced, Cal. (density) on KHUB, Watsonville, KQW, San Jose, Cal. (Sunlife bread) on KWT, Stanford, WVII, San Jose; KWKD, Oakdale, same city; San Joaquin Baking Co., Fresno, Cal. (Holsum bread) on KWG, Watsonville, KQW, San Jose and KDON, Monterey, Cal.; Schmidt Bakery Co., Baltimore (Old Home bread), stations currently being selected for a similar test run; Old Homestead Baking Co., Denver (Town Talk bread) also a regional release with stations being selected.

In addition the agency has completed a series of 13 one-minute musical transcribed announcements featuring Mirandy, Hollywood character actress, to be placed by approxi-mately 20 stations located in the south, for Aunt Hattie’s bread, a franchised product.

All transcriptions were cut by C. P. MacGregor studios, Hollywood.

Wilson Cuts List

HOWARD H. WILSON, head of the national representative firm of the same name, to shorten the list of stations he represents, has announced the following stations will no longer be represented by him concerning the expiration of the following contracts: WOED-WSRA, Spartanburg, S. C.; WRI, Raleigh, N. C.; WHBL, Sheboygan, Wis.; WPIC, Sharon, Pa.; KDDO, Sedalia, Mo.

HOMER OWEN GRIFFITH & Assoc., Hollywood, is Pacific Coast representative of RSEI, Pocatello, Id.,

COOPER TO LEAVE FCC LEGAL POST

RESIGNATION of Robert M. Cooper, for two years special assis-tant to the general counsel of the FCC, was announced last Thursday. He had been active in handling the Network Monopoly Report, now under final considera-tion by the FCC.

Mr. Cooper did not announce his immediate plans, but is still asso-ciated with the Department of Justice as a special assistant to the Attorney General handling litiga-tion involving Western Union as well as other communications matters. It is understood he has had several offers but will remain for the present at the Department of Justice.

Prior to joining the Commission, Mr. Cooper was with the Anti-Trust Division of the Department. He has specialized in litigation on the network-monopoly inquiry, growing out of the FCC's current consider-ation of the report, probably motivated his decision to leave im-mEDIATELY.

Silver Variety Show

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), will sub-stitute a half-hour variety show for the Silver Theater when that program, heard on CBS Sundays at 6:30 p.m. will go off the air on the summer on April 27. Summer rep-resentative, the firm's Ed Sallivan, column for the New York Daily News as m.c., and Will Brad-ley's orchestra. Young & Rubicam, New York, is agency.

Short Dodge Drive

CHRYSLER Corp., Detroit, has started a two-week campaign of one-minute transcribed announce-ments for Dodge cars on 82 stations. A promotion will award a total of 8 to 14 times on each station in the evening. Ruthrauff & Ryan, New York, is agency.

NEW KILOCYCLES but the same national pantsline greeted John H. Nebbett (left, above), broadcasts at KWK, St. Louis, during his stay in St. Petersburg with the Cardi- nals. As the baseball season opens both of WSUN where he acted as guest announcer for WSUN dur- ing the previous campaign. With him are Fred Lieb (with hat), sports writer, and Fred Daiger, WSUN program director and announcer.
"He was harder to please than a Pet Pekinese!

... but Benton 'friendlied' up faster than a hungry pup when we offered him that NBC Thesaurus show! Signed for 26 weeks—like that."

"Never thought he'd pay the price for a really good program, Jim."

"Come out from under that beaver hat, Ed. The client who can't afford an NBC Thesaurus program can't afford to advertise."

* * *

Perhaps that's putting it a trifle strongly. But the fact remains—as many station salesmen will confirm—that one of the quickest and surest routes to a prospective client's contract is through NBC Thesaurus. Thesaurus offers just about the finest recorded-program values in radio—big time, big name musical shows ranging from swing to symphony—all at a price well within the limits of almost any budget. Yes—and all programs recorded NBC ORTHACOUSTIC, which means, of course, reproduction at its best.

Offer that "can't-afford-radio" prospect* an NBC Thesaurus show and watch him change his mind. Over 200 stations are now using Thesaurus, but many good markets are open. Write today for availability, rates and detailed information.

*Footnote for Advertisers and Agencies* If you have a client with limited budget and a spot broadcasting problem, consider Thesaurus. Write for list of cities where these fine musical programs are on tap for immediate use.

**THESESARUS**

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood
Realtors Getting Results From Radio

Air Medium Effective In Increasing the Sale of Homes

By SAMUEL J. HENRY JR.
Radio Director
Vincent Tutching & Associates

"HOMES for sale—four to fifty thousand dollars!"

That, in effect is the unusual advertising message which Washing-
ton radio listeners now hear each Sunday. Just who or how many of
the great radio audience are immediate prospects for a home of
their own is hard to say.

Smart real estate advertisers, nevertheless, have learned to ex-
pect results of radio for radio reaches everybody, and everybody,
under present conditions, is sooner or later a prospect for home own-
ership. (The essence of the modern housing program, as exemplified in the FHA plan, and enthusiastically support-
ed by many private builders.)

Results From Radio

What is more, Washington's real estate advertisers are getting prof-
itable results from radio — and therein lies an unique success story to
the credit of the broadcast media.

Could radio sell real estate? That question had piqued the curiosity
of ambitious advertising men since the early days of radio. In 1921, the
Queensborough Corp., engaged an hour over WEAF, New York—
purpose, to sell real estate. It was radio's first commercial program,
though history does not record the results thereof. The ensuing 20
years have seen soup and cigarette advertisers far outstrip real estate
in the use of radio time, but a few far-sighted builders were not
discouraged. A home is by far the most expensive purchase which
the average man makes in his life time. Many men and women make it
but an ever-increasing number of people today are thinking of that
"home of their own," and radio deserves a goodly share of the credit.

Since 1955, several factors have combined to bring radio more forei-
gribly to the attention of home build-
ers and developers. The Federal
Housing Administration asked the
cooperation of broadcasters in pub-
licizing its Insured Mortgage Plan,
whereby the average family could buy a home as easily and economi-
cally as paying rent. Radio men rallied to a worthy cause, but the
expected revenue from advertisers in the real estate area was not forthcoming. In a few cities — notably Houston, Chicago, San
Francisco, Memphis — stations had capitalized on the great movement
for better housing but the writer
while at the NAB in 1939, noted that
comparatively few broadcasters
were taking full advantage of FHA
radio material and other aids
to sell real estate advertising. Here
was virtually an unknown and un-
plowed field of time sales, while
the printed advertising expendi-
tures of the real estate companies were mounted into the millions each year.

Songs of Home

The NAB Building Fund Manual,
produced in cooperation with the FHA and sent out in April, 1940,
to 500 member stations, was the first result of this exploratory thinking. In August, 1940, WJSV, Washington, developed a real
estate program featuring Elinor Lee and sold the idea to several inter-
ested accounts. The campaign ran for 20 weeks, with satisfactory re-
results reported by all concerned. Stations in other cities inaugurated
similar programs, and met with varying degrees of success.

Station sponsorship of model homes offered many interesting pos-
sibilities as a promotion stunt, but was not always calculated to pro-
duce the best radio entertainment, or maximum results. As one station
man put it, it was a "messy" job, with all the headaches and inade-
quacies to be expected of a new and untired idea.

Then, in October, 1940, the New-
bald Development Co. of Washing-
ton inaugurated House and Home
Time, a 15-minute program based
on the stories behind famous songs of home. Placed by Vincent Tutch-
ing & Associates and heard over
WJSV each Sunday at 10:30 a.m.
House & Home Time was written and
conducted by Harry R. Daniel, vice-president of the agency, whose
dramatized Stories of Industry for the U. S. Department of Commerce
had run for 55 consecutive episodes over a coast-to-coast and interna-
tional hookup via CBS in 1936-37.

House & Home Time clicked. Here
was a radio program specifically
designed to sell homes, and
Vincent Tutching & Associates
were quick to realize the merchandis-
ning possibilities. Consistent small
space ads in the real estate sec-
tions of all Washington newspapers called listeners' attention to the
program. "A Radio Home" was announced and people invited to
drive out and inspect it.

The program itself did the direct
selling job—with no other medium
used. The Newbold Development
Co.'s Glenbrook Village soon began
to show a nice increase in sales.
Recently Newbold added a second
subdivision, West Chevy Chase, which
had failed under the direc-
tion of another development com-
pany. Radio now carries the entire
advertising load on both locations,
and the sponsor, Alfred T. New-
bold, reports sales "far ahead of
last year" with nearly a quarter-
of-a-million dollars worth of homes
sold in January and February of
this year—convincing answer, we
believe, to the question: Can radio
sell real estate?

The success of House & Home
Time & Associates to look around
for suitable program ideas for its

SECOND YEAR'S START of the weekly half-hour Kosh Kwiz on KPFW,
Hollywood, from Paramount Theatre stage in downtown Los Angeles,
derunder sponsorship of Log Cabin Bread Co., occasioned a celebration,
with the usual birthday cake. Harry Wallen, theatre manager, cut the cake
with Ted Myers (left), m.c. of the program, munching a doughnut while
Howard Wilder, Log Cabin Bread Co. sales manager, and Tom Scholts
(left), show producer and radio director of Scholts Adv. Service, Los
Angeles agency servicing the account, are absorbed in a discussion.

many other real estate clients. On
Feb. 23, 1941, VT&A inaugurated Homes on Parade, a 30-minute par-
ticipation program broadcast Sun-
day at 1:30 p.m. on WJJS. Homes on Parade is essentially a real
estate program featuring Jas-
on Hall, "radio's friendly guide to
better living." Hall handles all com-
merical and editorial comments,
which are designed to create an
authentic real estate atmosphere and to engender the homeownership
idea in the listener's mind. Actual
interviews with prominent real
estate men lend additional authority
to the program. Carefully se-
lected, transcribed music of a pop-
ular and semi-classical nature
rounds out the entertainment.

Three builders, two home finance
companies and one real estate broker
sponsored one minute participations
in the first broadcast; by the fourth
week, nine advertisers had joined the program, necessitating a full
hour and today, as Homes on Pa-
rade enters its seventh week with
15 sponsors representing every im-
portant line of merchandise in the
real estate and building fields, the
show is virtually a "sell-out."

Many of the participants report
direct results from the broadcasts,
either actual sales, inquiries, or
record-breaking crowds drawn to
the various developments. Brad-
moor, where homes had languished for weeks, sold six homes in four
weeks. Walker and Dunlop, FHA
mortgagees, traced customers direct to
Homes on Parade influence. Wa-
verly Taylor Inc., selling homes at
90% of cost, experienced a num-
ber new inquiries, which are fast
being closed.

Washington radio listeners have
to come to think of Homes on Parade
as an actual part of their lives, to
which they turn regularly for ideas, advice and information on
what to look for, where to find
them, how they are financed. Like
House & Home Time, the pro-
gram has been consistently mer-
chandised, particularly at the start,
with "radio experts" needed to
tell all prospects, pre-program cour-
tesy announcements, usual publici-
ty on newspaper radio pages, ads
to the Shopping News, and special
Homes on Parade "find a real estate
brokers in the sponsors' newspaper and direct
mail ads.

All advertisers are signed on a
13-week schedule, it is confiden-
tly expected that Homes on Pa-
rade will become a year-round ra-
dio feature. If results have any-
things to do with contract renewals (and other evidence leads us to
expect they do), real estate advertise-
ing via radio is due for a long run.

Apple Campaign

WASHINGTON STATE Apple
Association, Seattle, Wash. (Wine-apple apples) recently
started a three-week campaign on
stations in 13 major markets, using
direct mail and in print. In designing programs and 100-word chain
breaks three times weekly. Stations
are, WABC, WINS, WCBS, WOR,
WMCA, KOMO, WSNW, KGOL,
KPRC, WTCN, KFAY, WIND.
Agency is J. Walter Thompson Co.

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ADD STANDOUT LOCAL PROGRAMS TO PROVEN CBS NETWORK LEADERSHIP

KLZ

DENVER'S STANDOUT STATION

5000 Watts on 560
Copyright as Seen by a Disc Library

Higher Fees by Owners Of Music Rights Foreseen

By GERALD KING
Standard Radio, Los Angeles

IN THE MARCH 10 issue of Broadcasting, the director of KGIH, Butte, Mont., brought forth several very interesting comments and suppositions regarding the future of copyrighted music and the broadcasters. He stated that if the broadcasters complete a deal with ASCAP to return music of that pool to the air, the broadcasters would have no choice but to pay higher fees to ASCAP or any other organization.

The Simplest Way

The key to the broadcasters' gaining a better position will be found by first solving the problem of the gathering of the music. Mr. Crane said that the first step should be to set up a national clearing house for all music, which would be responsible for obtaining the right to broadcast each piece of music. He then went on to explain that the broadcasters would have to pay a fee to the clearing house for each piece of music used.

Library Problem

The next problem to be solved is the library problem. Mr. Crane suggested that the broadcasters should set up a national library of music, which would be responsible for obtaining the right to broadcast each piece of music. He then went on to explain that the broadcasters would have to pay a fee to the library for each piece of music used.

Carefully Checked

Mr. Crane makes a statement that the broadcasters knows nothing of the music as it is transcribed, yet he is responsible for its performance. He is very clear and very true on this. My only answer is, so far as my knowledge extends, no broadcaster has ever been sued or a collection made on any piece of music sent him by a transcription library. We are pretty careful about what we record and have facilities better than most for checking sources of music. We have to.

Simply a Mistake

If so the amount of work required for reports will be much less if one report is made to each music pool than if several are required, including one to each library service for re-reporting to the copyright owners.

The ideal way of settling the music business as I see it would be for a uniform contract for performance agreed to by all the music pools and which would cost the local outlet nothing, except for sustaining programs if these are put on a blanket basis. Network commercials would then require no attention being cleared at source. Neither would commercial transcriptions. Local commercials would be reported per program to the pool whose music was used. And that would be the end of it except the deal might be made to include clearance of all network broadcasts at source so as to eliminate the necessity of the local outlet taking on dozens of sustaining contracts from each music pool and the 150 independent publishers of the country.

Simply a Mistake

The broadcasters would be responsible for clearing their own music and that of their clients. They would have to pay a fee to the clearing house for each piece of music used. The broadcasters would then be responsible for the performance of the music.

Carefully Checked

Mr. Crane makes a statement that the broadcasters knows nothing of the music as it is transcribed, yet he is responsible for its performance. He is very clear and very true on this. My only answer is, so far as my knowledge extends, no broadcaster has ever been sued or a collection made on any piece of music sent him by a transcription library. We are pretty careful about what we record and have facilities better than most for checking sources of music. We have to.

Simply a Mistake

If so the amount of work required for reports will be much less if one report is made to each music pool than if several are required, including one to each library service for re-reporting to the copyright owners.

The ideal way of settling the music business as I see it would be for a uniform contract for performance agreed to by all the music pools and which would cost the local outlet nothing, except for sustaining programs if these are put on a blanket basis. Network commercials would then require no attention being cleared at source. Neither would commercial transcriptions. Local commercials would be reported per program to the pool whose music was used. And that would be the end of it except the deal might be made to include clearance of all network broadcasts at source so as to eliminate the necessity of the local outlet taking on dozens of sustaining contracts from each music pool and the 150 independent publishers of the country.

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One afternoon a few weeks ago, the 12,000 men of New England's 43rd Division re-affirmed their oath of enlistment with a single "I Do" which rang from every mobilization center and armory in Connecticut, Rhode Island, Maine and Vermont.

These 12,000 guardians of our American way of life—called to order by the stirring tones of four trumpets—were given the oath over a twelve station network from the studios of WTIC.

This project, sponsored by WTIC, symbolizes the unity of our country in these critical times. It is one example of the service which a free system of broadcasting can render in a free democracy.
New Stations Authorized by the FCC
During First Three Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters not yet issued.

CONNeCTICUT

IOWA
KBU, Burlington—CP issued to Burlington Broadcasting Co.; E. A. Hirsch, attorney and banker, president, 29% stockholder; J. Tracey Garrett, publisher of the Burlington Hawk-Eye Gazette, 20%; 14 other business men of Burlington, none holding more than 3%. Granted Feb. 6; 250 watts on 1400 kc.
† NEW, Clinton—CP issued to Clinton Broadcasting Co.; Peter Mates, president Arson Laboratories, proprietary manufacturer; president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. J. B. Clark, physician, vice-president, 1 share; W. T. Gruen, postmaster, 1 share. Granted Feb. 5; 250 watts on 1400 kc.

MISSISSIPPI
WMIS, Natchez—CP issued to Natchez Broadcasting Co.; F. H. Ewing, manager of WSUD, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 51% stockholder; F. R. Ewing Jr., manager of WGRM, vice-president, 25%; F. C. Ewing, manager of WGCM, secretary-treasurer, 5%; M. M. Ewing, 5%. Granted March 15; 250 watts on 1490 kc.

MISsOURI
KHMO, Hannibal—CP issued to Courier-Post Publishing Co., publisher of Hannibal Courier-Post, same ownership as Kansas City (Mo.) Star-Courier. Interlocking stockholdings with news syndicates: Davenport (Ia.) Times and Democrat, Ottumwa (Ia.) Courier, Muscatine Journal, Mason City (Ia.) Globe-Gazette, Madison (Wis.) State Journal, LaCrosse (Wis.) Trains & Leader-Press, Lincoln (Neb.) Star. Granted Feb. 5; 250 watts on 1440 kc.

NEw YoRK
† NEW, Endicott—CP issued to Thomas J. Waterson, president of International Business Machines Corp. Granted March 12; 250 watts on 1460 kc.

For FRONT LINE Sales Stimulation
With Millions for Defense to Pour Through Retail Outlets

KSD
PRIMARY Defense Expenditures
Behind
Greater St. Louis PAYROLLS

$230,000,000

CONTRACTS UP TO MARCH 1st
In St. Louis Area, With Millions More
In Secondary Contracts

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

PENNSYLVANIA
†NEW, Butler—CP issued to David Rosenblum, local department store owner, Granted April 1; 250 watts daytime on 680 kc. WMRP, Lewisberry—CP issued to Lewisberry Broadcasting Co.; Sentinel Co., publishers of the Lewistown Sentinel, 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%. Granted Feb. 11; 250 watts on 1460 kc.

SOUTH CAROLINA
WMDF, Greenwood—CP issued to Greene Inc., Douglas, manager, president and secretary, 54% stockholder; particularly, treasurer; 33 1/3%; James S. Woods, same company, 48%; Granted Feb. 11; 250 watts on 1000 kc.

TEXAS
KBGS, Harlingen—CP issued to Harlingen Broadcasting Co.; McHenry Tichenor, retired newspaper publisher, president, 234 shares; Genieve Tichenor, his wife, secretary-treasurer, 16 shares; Hugh H. Mays, vice-president, 12 shares. Granted Feb. 11; 250 watts on 1240 kc.

HAWAII
KHON, Honolulu—CP issued to Hawaiian Broadcasting System Ltd., operator of KGMB, Honolulu, and KHHS, Hilo; Consolidated Amusement Co., motion picture chain chain, 51% stockholder; Honolulu Star-Bulletin Ltd., 24.26%; Corp. of the President of the Church of Jesus Christ of Latter Days Saints, 20.2%. Granted Feb. 11; 250 watts on 1440 kc.

In addition, the FCC has issued proposed rules granting favorable new stations in San Juan, Puerto Rico (Enrique Alarcón Sanfeliu), 1000 watts night and 3000 day (690 kc.); and in Jacksonville, Ill. (Hobart Stephens, Milton Ridge and Edwin J. Kromeyer, a partnership; 250 watts daytime on 1150 kc.). These proposals are subject to final ratification and assignments are subject to change under the Havana Treaty.

David Rosenblum Given CP for Station in Butler
THE FIRST new station authorization since the March 29 reallocations was granted April 1 when the FCC issued a construction permit to David Rosenblum, department store owner, for 250 watts on 680 kc., daytime only, in Butler, Pa., a community of about 25,000 population about 30 miles north of Pittsburgh. The grant was made without hearing.

On the same day the Commission, apparently in pursuit of its policy of inducing into newspaper applications, designated for hearing the application of Colonial Broadcasting Corp., for a new 250-watt station on 1230 kc. in Norfolk, Va. Colonial is 98% owned by Daily Press Inc., publisher of the Newport News Daily Press and Times-Herald and owner of WGH.

A NEW station in Scranton, Pa., seeking the facilities of WARM, is sought in an application for 250 watts on 1140 kc. filed by George Grant Brooks Jr., a New York stockbroker with offices at 52 Wall St.
Announcing
Formation of the Firm of
RING & CLARK
Consulting Radio Engineers

ANDREW D. RING
Former Assistant Chief
Engineer of the FCC

RALPH L. CLARK
Former Senior Radio
Engineer of the FCC

JACK H. DeWITT, JR., well-known
station and consulting engineer, will be
associated with the firm as supervisor of
field survey activities.

The firm of Ring & Clark will specialize in broadcast alloca-
tion, also proposing a system of synchronization for improved
quality and reliability with minimum supervision of operation.

WASHINGTON, D. C.
Munsey Building ★ Telephone REpublic 2347
Purely PROGRAMS

HIGHLIGHTS in Pan American relations from pre-colonial days to the present are covered in a new book, "World Diplomacy," on WOL, Washington, under direction of the School of Foreign Service of Georgetown University. Narrative centers around the dialogue of two fictional characters, a retired former United States ambassador to Latin American countries, and a young war correspondent recently returned from London, who has been assigned by his editor to do a series of advance reviews of the ambassador's book on Pan American diplomacy.

Rookies Day

EMPLOYING a novel technique in broadcasting, a special event, "KSFQ, San Francisco recently presented A Day in the Life of a Rookie Pitcher," direct from the San Francisco-Seals Spring training camp at Boyes Hot Springs, Calif. Dramatic sequences, recorded in separate cuts and then pieced together at the KSFQ studios, followed a typical day of a rookie from rising to retiring, with authentic sound effects all the way.

Roundup of Commentators

COMMENTING on the commentators is the unusual aim of "WIBG, Day at 6/7," a quarter-hour nightly program conducted by Mort Jampel on WSOO, Sault Ste. Marie, Mich. The feature is a digest of what the nation's commentators and columnists are saying, and doesn't hesitate to poke fun if a commentator guesses wrong or isn't up-to-the-minute on his news.

Flying Weather

COMPREHENSIVE broadcast of weather and flying conditions in the Rocky Mountain area has been started by KLZ, Denver, from the city's new weather bureau at the Municipal Airport. Two broadcasts are heard daily, one at 6:15 a.m. and the other at 11 p.m. Posters have been placed at all hangars and stations have been instructed to check with KLZ before coming to the various airports.

New Round Table

THE Rotary Round Table is the title of a new half-hour series WRVA, Richmond, is scheduling on a twice-monthly basis. In the series, topics of national and state importance are discussed in roundtable conference by four Rotary members particularly qualified to participate. Irvin Abeleff, program service director, is supervising the series.

Great Fires

GREAT CONFLAGRATIONS in dramatic form is the subject of "Great Fires of History heard over WBZ - WBCZ, Boston - Springfield. Each week, John B. Fisher, narrator, tells the story of a great fire which has taken its place in the annals of time.

MINSTREL-MINDED members of WREN, Kansas City, dominated the last of the annual minstrel show, produced each year for the crippled children's fund by the local Chamber of Commerce. Kansas City's NBC-Blue outlet, contributing more members to the cast than any other minstrel organization, was represented by these black faces (below, l to r), Arden Booth, announcer and Verl Bratton, general manager. Above are Millard Ireland, news editor; John Bondeson, promotion director; and Thompson Holtz, announcer.

Personalities Behind the News

DRAWING upon her experiences as a foreign correspondent, and a woman's slant on world affairs, Marguerite Harrison, former newspaperwoman, on March 27 started a series of informal talks on NBC-Pacific Blue stations. The series is devoted to personal impressions of European countries, customs and people, assisting to give a clearer picture of names which make today's headlines.

Youth Questions

REPRESENTATIVES of the small nations of Europe now in this country answer questions put to them by New Jersey high school students in Young America Asks, MBBS series of weekly quarter-hour programs originating in Newark Academy. The students also discuss the war in a broadcast program originated in the United States.

Interviews With Greats

PREVIEWS, reviews, interviews and other views with national and international writers, musicians and artists are features of the "Voice of the South," a quarter-hour show on WMBC, Richmond. The first big name to appear was Salvador Dalí, surrealist painter.

Behind the Scenes

NEW FORMAT for dramatizations was launched on KYW, Philadelphia, by the professional players of the Main Line Playhouse. Several minutes of the program are devoted to a backstage interview with the producer to frame the story of the play.

Test Flight

NEW ANGLE on the soldier-quiz pits man at the Air Corps' Lowry Field, Denver, in a "flight objective" in Test Flight, on KLZ. Questions answered correctly move the contestant toward his flight objective with silver dollar prizes.
Kiddies News

WORLD NEWS, especially processed and interpreted for the understanding of children over 8, will be presented on WQXR, New York, in a new series of daily five-minute programs by Dorothy Gordon, radio artist noted for her children's programs. Starting March 31 under the title Dorothy Gordon, News-scout, the program will treat current topics, as suggested by children and parents' group through the cooperation of the New York City Board of Education.

***

Diamond Quiz

BASEBALL THEME predominates in a new question-and-answer show on WHBF, Rock Island, Ill. Originating on the stage of a local theatre which will be laid out to resemble a baseball diamond, Quizball is played with two teams of five persons each selected from various organizations in the Tri-Cities (Rock Island, Moline, Davenport). The "umpire" pitches the questions and then calls out strikes, fouls, bases or outs, giving a play-by-play description of the game.

***

School Quiz Bored

FROM a local theatre stage decorated as the interior of an old-time schoolhouse WPTF, Raleigh, is presenting the weekly quiz, The Little Red Schoolhouse. Local prominent people comprise a "board of education" and a class of 15 is drawn from the audience. Questions that stump the experts are referred to the class with prizes and a final jackpot as awards.

***

Children's Church

RELIGIOUS FOCUS is stressed in Church of the Children heard weekly on WSB, Atlanta. Presiding over the services is Dean Raimundo De Ovies who recently won national publicity for his methods of using comic characters to illustrate his Bible lessons. A serenade on some subject that can be understood by children is featured, with hymns, prayer and anthems filling out the 15-minute program.

***

Boy Scouts and the War

COOPERATING with the local Boy Scout authorities, CKCK, Regina, has started a series of ten programs titled Boy Scouts & the War. The stories, which are being transcribed and shipped to stations throughout the Dominion, tell the important part played by the Scouts and how Scout training is proving valuable in present conflict.

***

On the Fairways

GOLF lessons are aired over KGFW, Kearney, Neb., each Thursday evening on the regular quarter-hour sportscast of Paul Roscoe. Mel Curry, local golf pro, prepares the lessons and answers questions of listeners concerning golf, its rules, care of greens and fairways, club management and general golf discussion.

***

Author

A BOOK REVIEW program, which brings the author to the microphone to answer questions and hear pungent comments of a panel of three reviewers, has been started on WGY, Schenectady, as an unsponsored educational feature.

When GOOD fellows get together!

Perhaps it's professional pride that causes Washington retailers to favor WJSV—the respect of one good salesman for another. Anyway, they vote WJSV a wacking big lead for selling honors in this wealthiest per-capita market of the nation.

For instance, take their answers to a question that an independent research group asked 481 Washington grocers and druggists in February, 1941.

They were asked what radio station they would prefer to use for a campaign in the Washington market.

They said "WJSV" 30% more often than they said "Station B"... 106% more often than they said "Station C."

It's not the first time WJSV has garnered this blue ribbon. This is the second successive study, in three years, of dealer preference in Washington... and the second successive time that WJSV has scored a stout victory over the next-best station.

If you admire crack salesmanship, you'll find one Washington station a really congenial advertising medium.

IT'S ON WJSV

50,000 WATTS • COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco
New AT&T Probe Is Begun by FCC
Long-Line Rates Are Slated For Commission Inquiry

A NEW INVESTIGATION of AT&T, centering upon long-distance telephone rates and charges, which include long lines used for broadcast service, was ordered April 2 by the FCC, adding to the list of investigations in various fields already underway.

Already in the final stages of its Network Monopoly Report, and having only recently ordered an inquiry into newspaper ownership of stations, the FCC apparently figures on a busy spring and summer. The AT&T inquiry calls for public hearings June 9 and asks the parent company and its 21 associated companies to show cause why long distance toll rates should not be reduced.

Former Inquiry
The last investigation by the former telephone division of the FCC, started in 1935, resulted in the expenditure of upwards of $1,500,000. It was branded a fiasco in Congressional circles.

How deeply the investigation will go into rates for broadcast service is not indicated. That phase of the order calls for an investigation into the reasonableness of the rates, charges, practices, classifications and regulations of the long-lines department of AT&T, and directs it to show cause "why its rates for interstate telephone service should not be reduced". Roughly, it is estimated the broadcasting industry expends between 8 and 10 million dollars a year for network service.

In its order, the FCC commented upon the rapidly increasing earnings from toll operations and held that many of the rates from toll operations rose from approximately $20,000,000 in 1938 to $27,000,000 for the 12 months ended Jan. 31, 1941. The FCC said the 1940 earnings occurred despite increases in allowances for pensions, depreciation, maintenance expenses and Federal income taxes, as well as a $5,000,000 reduction in long-line rates ordered by the Commission in May, 1940. It said that any principles established in the case will have a far-reaching effect upon telephone rate regulation throughout the country.
NOW THEY LOOK LIKE THIS
(See page 11)

PHOTOGRAPHS ON PAGE 11 in same (1 to r) order show: (1) Mark Ethridge, general manager of the Louisville Courier-Journal and Times, operating WHAS, who joined the Navy in April, 1917, was sent to training school at Newport until August, when he was assigned to the fleet; in May, 1918, he was commissioned and sent to Officers Training School at Annapolis, and in September, 1918, he was assigned to the USS Huron in transport service, making three round trips to Europe before being disembarked in New York in May, 1919. (2) Paul Oury, one-time part owner and manager of WPRO, Providence, and now manager of the new WCPI, Pawtucket, throughout the World War he served as a radioman, first, second and third class, being assigned successively to the USS Oregon, USS Pennsylvania and USS Florida, the Harvard, Bar Harbor, Great Lakes and San Diego radio schools, and the radio stations at Guantanamo, Cuba, Lyon, France, and Balboa, Canal Zone. (3) Joe Lang, manager of WHOM, Jersey City, and part owner of WHOM and WIBG, Glenwood, Pa., who enlisted in Philadelphia in June, 1918, was stationed at the Navy Yard there until October, 1918, then was sent to Brest, out of which port he served on various American ships of the European station. Joe says he went in a gob, came out a gob.

Spartanburg’s Stations, WSPA and WORD, Hold Network Affiliation Fete

MARKING the affiliation of its two radio stations with CBS and NBC, Spartanburg, S. C., climaxd a Radio Day celebration March 29 with a banquet at the local Cleveland Hotel. On that day WSPA formally increased its power to 5,000 watts day and 1,000 night and joined CBS, while WORD became NBC-Blue’s local outlet. WSPA opened its new $50,000 transmitter plant.

Highlights of the festivities, attended by city, State and Army notables, were the reception of President Roosevelt’s Jackson Day address and congratulatory messages by remote control from Senator Byrnes and Governor Maybank. Walter Brown, former Washington newspaperman and now part owner and general manager of the station, presided as toastmaster at the banquet, introducing as speakers A. B. Taylor, president of the licensee Spartanburg Adv. Co., and Donald Russell, director. Other guests included Paul Porter, legal counsel of CBS; Congressmen Harrold and Bryson; Mayor T. W. Woodworth; Douglas Featherstone, partner, of the new WMDF, Greenwood; S. C.; S. S. Wallace Jr., publisher of the Spartanburg Herald-Journal, and ranking Army officers from nearby Camp Croft.

NBC and CBS participated in the occasion with special salutory programs and the Herald-Journal carried a special eight-page radio supplement on the activities of WSPA and WORD. WSPA operates on 950 kc. and WORD on 1400 kc., employing 250 watts fulltime.

SEIZURE OF SHIPS

WCSC Describes Action of The Coast Guard

ON-THE-SPOT description of the recent seizure of various ships from belligerent nations in American ports was furnished March 30 by WCSC, Charleston, S. C. Learning that two Italian ships had come within the jurisdiction of the Charleston Coast Guard, WCSC took its portable recording equipment to Coast Guard headquarters, and waited 2 hours and 45 minutes for the arrival of 29 interned sailors from the Italian merchant ship, Clara. Eight minutes after recording the description, it was placed on the air. Twenty minutes later a traffic jam of 2,000 automobiles engulfed the Coast Guard station.

Florida Revocation Hearings

FCC Commissioner Walker has been designated to conduct hearings on the proposed revocations of the licenses of WGC, Ocala, Fla., and WDFP, Panama City, Fla., on grounds of hidden ownership involving the John H. Perry newspaper interests [Broadcasting, Jan. 27]. He will hold the Ocala hearing in the post office building there April 14, and the Panama City hearing in the county courthouse there April 17.

WGST Hearing in Atlanta

HEARING on the license renewal application of WGST, Atlanta, because of a management contract under which the station is operating, has been set for May 1 in Atlanta, rather than in Washington as originally scheduled. The station is licensed to the Georgia School of Technology, but is operated under lease by a company headed by Sam Pickard, former member of the Radio Commission, and C. H. Calhoun, Atlanta attorney.

Three Great Transcribed Shows

"IN HIS STEPS"
A POWERFUL SUNDAY HALF HOUR
13 Vital, Heart-Throbbing, Human Interest Dramas
"In a world filled with hate, horror and brutality, this dramatic serial dedicated to humanity and nobility makes a welcome addition to radio fare."
—Radio Daily.

"THIS THING CALLED LOVE"
A PERFECT "NATURAL" FOR WOMEN
Currently selling Jewelry, Furs, Flowers, Furniture, Frots, Household Goods, Silver—and can sell anything.
65 FIVE MINUTE CAMEOS
That have all the earmarks of a beautifully produced full length show

THE ADVENTURES OF PINOCCHIO
THE PERENNIAL JUVENILE CLASSIC
The Proven Listener-Getter That Really Sells Merchandise
39 or 78 fifteen minutes of charming, whimsical, exciting, and spectacular entertainment.
ENDORSED BY WOMEN’S CLUBS, P. T. A. AND SCHOOL BOARDS
Has successfully said
BAKERY, BEVERAGES, DAIRIES, DEPARTMENT STORES, CANDY BARS, COOKIES, BREAKFAST FOODS, LADIES’ AND CHILDREN’S APPAREL & ETC.

Write or Wire

EDWARD SLOMAN PRODUCTIONS
8782 SUNSET BOULEVARD • HOLLYWOOD, CALIFORNIA

I.N.S.--“TERRIFIC,” says WBBM, Chicago

On April 1, radio stations with INS cleaned up on the two biggest news stories of the day—(1) with a smash 30 to 45 minute scoop on the German-Italian demands to the U. S., and (2) with a smash INS beat on the British capture of Asmara.

“The whole thing was terrific,” said Tommy Noble, WBBM announcer. “It’s a mystery to me how INS could be so far ahead on two stories of such importance. It certainly made my broadcasts today.”

INTERNATIONAL NEWS SERVICE
235 East 45th Street • New York, N. Y.

April 7, 1941 • Page 27
In Metropolitan

W DELIVERS A SIGNAL TO MORE PEOPLE...

OTHER STATIONS

CBS...FIFTY
One Year of BMI

JUST A YEAR AGO radio declared its musical independence after having attempted to operate a score of years under a tyrannical ASCAP, constantly seeking more tribute. On April 1, Broadcast Music Inc., radio's answer to ASCAP's unbearable demands, observed its first anniversary.

Millions of words about music have been spelled since ASCAP's library just about quitted the air Jan. 1. The success of BMI was as meteoric as that of radio itself. ASCAP's dismal failure was a striking example of what happens when the opposition has only a loud voice and a prayer.

There's competition in music now. Eventually there may be a deal with ASCAP to return its music to the air. But it will be reached only after equitable negotiations. Terms can't be dictated any more.

BMI's road to success was not easy. Its executives and its staff deserve fulsome praise for what they have done. A quick appraisal reveals that 14 of the nation's 15 best song sellers bear the BMI imprint. Upwards of 680 stations, representing 95% of the industry's dollar volume, are BMI stockholders, under its cooperative structure. BMI occupies 20,000 square feet of office space, has 300 employees, and holds rights to over 250,000 songs.

Before BMI, unknown songwriter stayed that way because of ASCAP's closed corporate setup. BMI, however, examines all entries and has unearthed several hits in that fashion. Out of 100,000 songs thus submitted, a catalog of some 600 popular numbers has been built. A more equitable royalty basis for writers has been established. The composer of an outstanding hit stands to receive from $1,000 to $1,800 per quarter from BMI under this method.

BMI has made a miraculous record. But the music fight is not yet over. From here on, the broadcasting industry must be cautious, lest it strike the pitfalls that snared ASCAP. Threats to stations which have not yet taken BMI licenses won't help. The approach there is logic and reason. The consent decrees entered into by both BMI and ASCAP, whatever one may feel about the manner of their execution, are on the books. They call for a "use" method of payment, as well as a blanket license arrangement. We wonder whether BMI, continuing the admirable leadership it already has demonstrated, wouldn't be wise to develop its own pay-as-you-play royalty basis now rather than await ASCAP's proposition.

Radio Pays Its Way

THE NEEDLESSNESS of the attacks on the radio structure by Washington's little coterie of giant-killers, who seem to be impelled by no better reason than prejudice against bigness and success, is further evidenced by the fact that radio pays its way in taxes. With the Federal tax rates in effect, with excess profits taxes insuring against exorbitant earnings and with defense inevitably requiring even higher taxes, we say again that the FCC should leave well enough alone. Otherwise, it will take the heart out of enterprise and incentive, to the detriment of the public which the FCC presumably represents but which, so far as we are aware, hasn't raised a peep against the status quo in broadcasting.

As an example of radio's contributions to the Federal Treasury, it is interesting to note that out of every three dollars of profit earned by CBS on its 1940 operations, one dollar goes to Uncle Sam in payment of taxes. The network's gross income—and its profits, too, before Federal income and excess profits taxes—went up approximately 20% over 1939. But taxes, Federal income and profit, increased 115%. The result was that, though CBS did a gross business of about $2,000,000 more in 1940 than in 1939, its net profit increased by only about $5,000.

These figures in President Paley's annual report are eloquent testimony not only for that company but for the prosperous upper fringes of the broadcasting industry that they are indeed paying their way so far as the Federal Government is concerned. CBS alone pays $2,425,000 out of its net of $7,431,633 into Uncle Sam's coffers. There is no way of telling what the rest of the industry is paying, but we may be sure it is paying its share.

Let's Tell the World

NO MEDIUM is closer to the public than radio. It entertains and informs the nation during every waking hour. But it tells its audience very little about itself.

People naturally are curious—most of all about backstage glamor. Radio has that sort of appeal, no less than the movies. The public wants to know what makes the wheels go round. They feel they are part of it. They know they are the real censors, because when they don't respond to a particular program, it dies.

Occasionally we have had programs telling radio's inside stories. But, for the most part, they have been spotted at undesirable hours, more or less as sustaining fillers.

An NAB convention is coming up in St. Louis next month. The national defense situation, regulation, copyright and a dozen other developments are to be discussed. All have a bearing on radio's public service. But we haven't seen more than a stick or so in the newspapers, and we don't recall a word about it in the newscasts.

Certainly radio's own body politic is interested. Why not tell them? When the florists or the physicians or the Elks hold a convention, there's advance publicity everywhere. The public seems to be excited.

We do not suggest that stations carry to their listeners pro-industry propaganda. It is elementary, however, that an informed public reaches its own conclusions.
We Pay Our Respects To

H. V. AKERRBERG, CBS vice-president in charge of station relations, is in California on a business trip con- ferring with CBS officials at KNX, Hollywood, and KSFO, San Francisco.

C. H. CANAPAX, formerly of WATT, Atlanta, and J. M. Smiley, from WJNO, West Palm Beach, Fla., have joined the sales department of WQAC, Augusta, Ga.

JOHN W. KENDALL, Washington attorney associated with Ben S. Fisher and J. W. Waymouth, has moved to Portland, Ore., to assume general practice of law with Black, Johnson & Kendall. Charles V. Duval, from Chi- cago, will replace Mr. Kendall in Washington.

GEORGE WILLIAM ANDERSON, Jr., director of promotions of KMPC, Los Angeles, and formerly a member of the sales promotion department of CBS, Hollywood, has joined the retail advertising staff of the New York World-Telegram in the department store division.

CECIL JACKSON, for eight years executive accountant of KTDU, Phoenix, and manager of its Arizona Armour- casting Co. accounts, Harold Gates has been named to succeed Jackson with M. C. Yye, appointed to fill Jackson's vacancy by Gates' advancement.

FRANK CONWELL, program direc- tor and salesman of KXXX Swee- twater, Tex., on April 14 joined KWFT, Wichita Falls, as assistant commercial manager.

A. G. PEARSON, NBC Central Di- vision purchasing agency, has been elected justice of the peace of Deer- field, Ill.

DR. DAVID VANCE GUTHRIE, professor of physics and radio at Louisiana State U. and brother of Fred P. Guthrie, RCA Communications representative in Washington, was one of two alumni elected to mem- bership in Phi Beta Kappa at Washing- ton & Lee University recently.

KEN R. DYKE, NBC sales promo- tion manager, is preparing his annual spring lecture service on how to promote business through radio advertis- ing. His first booking is April 23 when he will speak on "Radio Broadcasting" before the American Management Assn., at the Hotel Roosevelt, New York, during a session called "Sales and Marketing." June 14, Mr. Dyke will address the Georgia Assn. of Broad- casters on "Sales and Promotion."

JERRY BELLCHER, originator of the Vox Pop program and several NBC features, has joined the sales and promotion department of KONO, Amarillo, Tex.

DR. LEON LEVY, president of KFEL, Chief Baker of Tent 13 of the Variety Clubs of America, which will hold its national convention in Atlantic City May 17, has appointed the following as mem- bers of his convention committee: Benedict Gimbel Jr., president, WIP, Arthur Simon, general manager, WPBN; Robert W. Gilp, general manager, WFL; Stan Lee Broza, pro- motion director, WCAJ.

WAYMONT RAMSEY, formerly commercial manager of KABC, San Antonio, and prior to that with WLW, has joined the sales staff of KFDA, Amarillo, Tex. W. S. Loken- enhill, previously program director and promotion manager of KOMA, has been appointed production manager of KFDA.

DORIS KENT, formerly salesman at WBJL, Detroit, has resigned to become sales manager of WJLB, Detroit.

WALTER L. READ, new general manager of KNY, Juneau, Alaska, announces the promotion of Robert Druxman to commercial manager. Read joined the station July 1, and previously a program manager of KFOT and KFPO, Spokane, has been ap- pointed chief announcer.

BRADLEY R. EIDMAN, program di- rector of WJZ, Pittsburgh, has applied for a license to the FCC for authority to acquire WLAK, Lakeland, Fla., now controlled by the Tobacco Road.

LOUIS RUFFEL, CBS director of publicity, recently returned to New York after a vacation in Palm Springs, Calif., and business conferences in CBS publicity offices throughout the coun- try.

BROADCASTING • Broadcast Advertising

IF, IN WRITING his social class- ics "How to Make Friends and Influence People," Dale Carne- gie had sought an epitome of attributes he could have found his man sitting behind the resident manager's desk at the World Broadcast- ing System, Chicago. There he would have discovered Read Ham- ilton Wight, who dispenses kindness and attracts friends with a facility that would inspire envy even in Mr. Carnegie.

Wight, the young man with the old smile, has been sitting behind that same desk nearly four years. He joined the Chicago office of WBS as a salesman in its infancy back in 1934 when the staff con- sisted of five men in a single studio atop the Daily News Bldg. Now, as resident manager—a post he has held since 1937—he heads a staff of more than 30 with work in an imposing building at 301 E. Erie St., owned by WBS and equipped to produce 600 programs a month.

The success of nearly every one of his employees is a personal concern, for he feels that happiness and efficiency go hand in hand. That's why the latchstring of his office door always is out for office boys and producers alike and no problem is too trivial for Wight to discuss with his employees. Herein lies his secret of success—his sin- cere interest in the welfare of his employees. For a happy staff is a loyal one; and a loyal staff is bound to produce results.

Wight acquired this attribute of making friends and keeping them from an oldtime showman, Nat' Roth, onetime company manager for the Shuberts and Ziegfeld.

Read's long and close association with things theatrical prepared him for the position he now holds.

His has been a colorful life. Sta- tistically, he was born July 28, 1905, at Waltham, Mass., and un- obtrusively made his way through Cambridge Latin School, Cam- bridge, Mass., and Belmont High School, Belmont, Mass. It was not until he entered Harvard that his romance with the theatre blossomed into life. From that time until his graduation from Harvard in 1928 it was a struggle between the stage and education. Fortunately, be- tween interruptions of various durations he managed to complete his formal education.

He spent summers studying the theatre with the Copley Repertory Company, under the direction of E. E. Clive, famous English actor. Several times his theatrical ambi- tions overcame his desire for a col- lege education, and he took tem- porary leave from Harvard to act with the Copley group.

Upon graduating from Harvard, Wight entered the theatre as a full- fledged professional, joining the Matheson Lang Tours, an English company. During the ensuing three years he became a versatile veteran of the stage, journeying from the Atlantic to the Pacific. These theat- rical wanderings were climax- ed by his position as manager with Alton Skipworth and Donald Cook.

As the lure of the footlights dimmed, Read decided to round out his training by learning the man- agerial side of the show business. So, with his characteristic deter- mination, he went to Nat' Roth, one of the topflight company managers of his day, and Roth agreed to tu- tor him in the "front office" tricks of the theatrical trade. It was dur- ing his collaboration with Roth that Wight learned his lessons in the art of dealing with people.

These lessons held Read in good stead when he departed from his theatrical career to join the sales promotion department of the Packard Motor Co., Detroit. Here began several years of wanderings in the business world. He left Packard to become sales manager of The Greenhill Co., a New York broker- age house. Of this job, Read has but one observation: "My office was the best place from which I've ever watched a parade."

But that position collapsed along with a number of banks, and Wight next found himself in the advertis- ing department of Procter & Gam- bles, Cincinnati. But he was quick to take another post, this time as sales assistant, though as enviable as it might sound, for actually his job consisted of pass- ing out coupons to homes in Pitts- burgh. When he returned to Baltimore, his house was in Pittsburgh was built on a hill. So up and down the tedious steps he climbed day in and day out.

Soon he won recognition of a sort, however, for he was made a salesman for P & G salesman in Ontario, Cana- da—a traveling salesman, at that. After seeing Ontario as few men have seen it—through the windows of every grocery in the province—Read returned to Cincinnati and added to his swelling list of accom- plishments the mastery of the English language. He was for two years trained in the P & G office by such successful men as Ralph Rogan, ad- vertising manager; Neil McElroy, assistant manager, and Wil- liam Ramsey, head of the radio department.

But Read still hadn't "found himself" in enjoying the business world, he still had a yen for the stage. So in 1933 he

sought to combine the two profes- sions: He joined H. W. Kastor & Childers, Chicago, and was soon put in charge of the New York office. In this position he signed, built and wrote scripts for several programs, establishing his rare versatility as a showman. These programs in- cluded the Welch Grape Juice show which featured (and still does) Irene Rich; "Yes, We Have a Judge," with Clark's Ternary Gum, and Eye of Montezuma, spon- sored by Corticelli Silks.

Wight illustrated his ingenuity by introducing one- minute transcriptions on a national scale, with Flute Water sponsoring the first.

His success at the Kastor office led to a position as salesman with the World Broadcasting System in June, 1936.

Read is too preoccupied with the task of directing WBS duties and keeping his 30-odd helpers happy to engage in any hobbies, although he enjoys an occasional game of marbles, outdoors, riding or fishing. In 1931 he married Florence Williams, a social worker of Wilkes Barre, Pa., and now there are two little Wights — Judy, 8, and Tony, 1.
ROBERT R. SOMERVILLE, of the CBS Radio Sales, has been transferred to the CBS sales department, as announced by William C. Gitten-}

er, vice-president in charge of sales. Mr. Somerville, former New York sales manager of Joseph Hershey Mc-}

Gillen, station representative, has been assigned to assist network schedules with CBS affiliates.

W. J. BINKLEY has been appointed commercial manager and promotional director of KDH, Dubuque, Ia.

W. E. WILLIAMS, sales manager of WOBI, Columbus, Miss., has been named to head the Safety Committee of the Columbus Exchange Club.

MAY EDNEY RIDGE, director of WBIG, Greensboro, N. C., has been reappointed a member of the advisory committee for the National Youth Administration in North Carolina.

MARIE WARREN, vocalist on WOWO-WGL, Fort Wayne, Ind., and William R. Aldrich, salesman for the Westinghouse stations, were married recently.

RALPH R. BRYAN, formerly manager of KWLK, Longview, Wash., recently joined KYC, Redding, Cal., as account executive.

JAMES R. CURTIS, president of KFIO, Longview, Tex., has been appointed chairman of the Defense Committee of the Longview Chamber of Commerce.

Newspapermen Take Stock

WOMI, Owensboro, Ky., licensed to the Owensboro Broadcasting Co. as a subsidiary of the Owensboro Publishing Co., was transferred to E. W. Hager, publisher, W. B. Hager, general manager, and G. M. Fugle, business manager, of the Owensboro Messenger and Inquirer. They personally represent 101 out of 200 shares issued, a record was reported to the FCC as $19,100.

Paul Lucas Is Appointed

WTIC Production Head

PAUL LUCAS has been appointed production manager of WTIC, Hartford, by Paul Morency, general manager. Coming to radio 12 years ago from the New Britain Herald where he worked as a reporter, Lucas is well known to New Englanders for his interpretation of radio comedy characters in the skit "The Wrightsville Clarion" which he began writing six years ago. He was also the original Seth Parker on Phillips Lord's Seth Parker Singing School.

Other WTIC personnel shifts of WTIC bring Fred Wade, chief an-

Martin Leaves WINX

REGINALD B. MARTIN, since last fall general manager of WINX, Washington, has announced his resignation, effective May 1, to pursue personal business interests. He plans to remain in radio and probably will become identified with a new station project in the East. Prior to joining WINX, which began operation last December, Mr. Martin was general manager of WJNO, West Palm Beach, which he had directed for two years.

STERLING FISHER, CBS director of education, last week spent several days in Washington preparing for the organization of an international advisory committee for the CBS American School of the Air programs, to be broadcast this fall to Latin America.

In the News

Mr. Becker

Mr. Wade

nouncer and audience supervisor, who came to Hartford from WBZ, Springfield, ten years ago, to the production department with Phil Becker of the announcing staff succeeding Wade.

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ERNST MOBLEY, formerly manager of KWWG, Vero Beach, Fla., on March 31 joined Texas State Net-

HELEN REIS, publicity writer of WCCO, Minneapolis, resigned in March and was married to Fred Fredlund in Wash-

ERNEST Capt. ERNEST, was placed in charge of the Dover staf.

JOE is the best newspaper correspondent. J. W. of an article in the April 1 issue of National Aeronautics, E. aviation editor of WHP, will also write for other trade magazines this spring and is complet-

Mabel Ferred to the bookkeeping department of Mrs. R. W. DUMM, director of special events, KSFO, San Francisco, recently became the father of a boy, his second child.

L. E. GOLDSMITH, announcer-writer, formerly of KSAN, San Francisco, has joined KIBS in the same capacity.

JOHN B. HUGHES, Don Lee-Mutual news commentator, San Francisco, plays a small role in the recently released feature movie, "Meet John Doe".

PAT HALVERSON, formerly with WJDX, Jacksonville, Fla., and prior to that on the announcing staff of WIO and KBO, Des Moines, has joined KGNO, Amarillo, Tex.

GORDON WEBBER of the magazine and feature section of NBC's press department, on March 31 transferred to NBC Radio-Recording division to han-

tle script-writing and production.

HAL TOTTEN, for the seventh consecutive year will be sponsored by the Texas Co., New York, on all home baseball games of the Chicago Cubs and White Sox teams in 1941 over WCL, Chicago.

WALTER COMPTON, MBS presi-
dential announcer and newscaster of WOL, Washington, is the father of a boy born March 20.

VINCENT WILDER, formerly with \n
the Tulane Evening Tribune, joined the continu-
ity department of KJL, Tul-

las, three days before he was called into active duty as a first lieutenant in the Air Corps April 1.

RUSS BRINKLEY, of WHP, Harris-

burg, Pa., is in charge of a new article in the April 1 issue of National Aeronautics. Brinkley, aviation editor of WHP, will also write for other trade magazines this spring and is complet-
ing a book to be published this summer.

EDWARD TAIT, formerly of KMPC, Beverly Hills, and KFWB, Los Angeles, has been appointed to the announcing staff of KFRO, Longview, Tex., replacing Earle Guy, who was called into Army service.

MEREDITH WILLSON, Hollywood musical director of the NBC "Musical House Coffee Times," sponsored by General Foods Corp., in collaboration with Willy Hall, has written a new com-

position, "Hymn to San Francisco".

HOWARD RHINES, KMPC, Beverly Hills, Calif., announcer, has been in-
ducted into the Army. His duties have been taken over by Lou Houston, continu-
ity editor, who is assisted by Carol Knight.

Curtis Butle, former announcer of KGB, Honolulu, was inducted into military service March 25.

Donald Rose, announcer-librarian of KGMB, Honolulu, was inducted into military service March 25.

Myrna Bay, of NBC-Hollywood music clearance department, and Al Comgrade, of Jewel Music Publishing Co., Los Angeles, were married March 28 in Yuma, Ariz.

John King, of NBC-Hollywood guest relations staff, has resigned to join the Army.

WOODY JACHTI, agricultural di-
c tor of WWL, New Orleans, served as a civilian in the Louisiana State U. rodeo and livestock show at Baton Rouge April 2-5.

FRANCES THOMPSON has joined CRCL, Toronto, to conduct a woman's training program. Formerly with Mac-Laren Adv. Co., Toronto, as cooking school specialist, she has been in Aus-
tra in recent years, returning to Canada since the outbreak of war.

Don Kearney has resigned as pub-
city director of WFAS, White Plains, N. Y., to join the announcing staff of WAGE, Syracuse.

Miss Marguerite Sharpe was recently selected by a national magazine as a representative Washington Worker of Uncle Sam. Miss Sharpe, typical of the thousands of young women who work in the Government, depends upon her radio for entertainment, war news (she has a brother in the Navy) and information about merchandise. U. S. Payroll in Washington is now $20,000,000 every two weeks. Miss Sharpe and all the other thousands of Federal Workers help make Washington the best market in the U. S. today. The best way for you to reach it is through WRC—the station most people listen to most of the National Broad-
New York Bill Affects Child Radio Performing

FIRST specific mention of radio in a New York State child labor law is contained in a bill introduced into the State Assembly by Harold B. Ehrlich (R-Buffalo). Measure is designed to amend the education, penal and labor laws to transfer jurisdiction over the employment of children under 16 from civic to educational authorities.

Following conferences with radio attorneys, Mr. Ehrlich has re-drafted the radio sections to permit, without formal authorization, the participation of a child "for not longer than two hours a week" in radio programs where the performance is non-professional and occurs outside school hours.

Fire Destroys KGIW

Fire completely destroyed the transmitter and studios of KGIW, Alamosa, Colo., March 22, leaving only the antenna tower standing. The station is owned by E. P. Allen, formerly of Kansas City. New Gates-American equipment was immediately ordered to replace the composite transmitter which was destroyed.

Krueger Changes

G. H. CROFTON, president and advertising manager of Krueger Beverage Co., Newfax, has resigned. Hugo Boepple Jr., formerly vice-president and treasurer, has been elected president, and Arthur Culbertson, general sales manager, vice-president and advertising director.

RUTH FRANKLIN CRANE

IN HER dual role as director of women's activities and commercial editor of WJR, Detroit, Ruth Franklin Crane has for 12 years been one of its most active members, off the air and on. As Mrs. Page she conducts homemaker programs daily, advising listeners of cost, what to buy, what to wear...and what to do in their spare time. In her spare time she talks to local clubs and groups, telling the radio story and creating interest in daytime programs. As Miss Crane she has supervision of commercial continuity used on WJR and handles sales-service matters with advertisers.

NEW PIECE, "Just Plain Love", written by Henry Hull Jr., former NBC page boy now with W. A. Ayer & Son, New York, was given its premiere April 3 on the NBC Blue Who's Who program by Irving Miller's orchestra.

EDWARD G. ROBINSON, star of the Lever Big Town program on CBS, has received a scroll from the American Academy of Public Affairs for his "outstanding contribution to Americanism through his radio program."

Helen Mobberly Named To Sales Manager Post At WWDC, Washington

APPOINTMENT of Helen Mobberley, former commercial manager of WINX, Washington, as sales manager of the new WWDC, Washington, was announced last Friday by Edwin M. Spence, general manager.

The new Washington station, second to go into operation in the capital during the last six months, will take the air this month, Mr. Spence said. The staff is about complete, with Norman Reed, former manager of WPG and WBAB, Atlantic City, as program director. Mrs. Mobberley, prior to joining WINX, had been with the sales department of WRC-WMAL, Washington.

WWDC, operating with a main transmitter, is in downtown Washington and a 100-watt booster in nearby Maryland, is owned by the Capital Broadcasting Co., the stockholders of which are Stanley Horner, auto distributor; Dyke Cullom, formerly of Amarillo, Tex., and Mr. Spence. The station will operate on 1460 kc. with 250 watts for its main transmitter.

Ohio Group Elects

WARREN P. WILLIAMSON Jr. of WKBN, Youngstown, has been elected president of the Ohio Assn. of Broadcasters, succeeding Vernon H. Pribble of WTAM, Cleveland. Other officers elected at the recent annual meeting include Herbert Taft Jr., WKRC, vice-president; George Young, WSPD, Toledo, secretary-treasurer, and B. A. Manning of Columbus, executive secretary. The meeting included discussion on matters of State Taxes Insurance, with addresses by Dorothy Moore Lewis on children's programs, and Carl Haverlin of BMI on the music situation. Forty-three broadcasters representing 20 stations attended the all day session.

Ohio Group Elects

Like Flossie, the flapjack flipper, WDBJ has a way of drawing the crowds in Roanoke and southwestern Virginia! For one thing, WDBJ is the only source for CBS programs hereabouts! For another, we're the only station with sufficient power to reach all the 309,160 radio families in the territory. So we're merely stating a fact when we say: If you want Roanoke and southwestern Virginia (which defense and industrial expansion contracts are enriching by more than $100,000,000), only WDBJ can get it all for you! When shall we start?

WDBJ

OWNED AND OPERATED BY THE TIMES - WORLD CORP.

COLUMBIA, S.C.
Mr. Reinsch, now on a business tour of the Dayton and Miami stations, will continue to headquarters in Atlanta, in charge of WSB, but during his absence John Outler Jr. will be in charge of that station. Each station will continue to operate as a separate entity, with James LeGate as general manager of WIOD and Arch Robb as general manager of WHIO.

NEW FIRM STARTED
BY LEYSHON, SADLER


Mr. Leyshon took over active direction of WHIO soon after its acquisition by former Gov. James M. Cox of Ohio as an addition to his Miami Daily News. Mr. Leyshon was also editor of the newspaper but devoted considerable time to the development of the radio property. He has been with the Cox newspaper in Miami for the last 16 years, the last ten as editor. In 1938 the paper under his editorship was awarded the Pulitzer Prize for "the most disinterested and meritorious public service rendered by an American newspaper".

Mr. Sadler, formerly of the Associated Press, the Louisville Courier-Journal, and N. W. Ayer & Son, for the last five years has been public relations director of Bud and is an authority on transportation promotion.

YANKEE'S NEWSPAPER TIEUP
Paper and Network Join in Mutual Effort to
Sell One Another's Facilities

LATEST merchandising development in New England is a radio-newspaper advertising package devised by John Shepard Jr., president of Yankee and Colonial networks, and Robert B. Choate, assistant general manager of the Boston Herald-Traveler. The general idea of the two-media arrangement is to create more listeners for participating stations and more readers for the Herald-Traveler Sunday feature, "The Good Sport Page," edited by Margaret Ford.

Under the plan, arranged by Linus Travers, Yankee vice-president in charge of sales and promotions, Miss Ford will be featured on a radio program produced by the network. Advertisers on the program also will take space in the paper in connection with the program.

With WNAC or WAAB, Yankee and Colonial keys in Boston, airing the program to start, it is planned to expand the show through one of the networks. The newspaper page will be made available to the advertisers for syndication in markets outside Boston. The venture marks the first time space has been sold in connection with the newspaper feature.

The plan is not a package deal in the usual sense of the word, since it is based on the published rate cards of the newspaper and participating stations. The local and national sales forces of both newspaper and the network will cooperate in selling space on the page and on the air, and prospective advertisers are approved by both the network and newspaper managers before they are approached.

The basic plan is to sell a specified amount of lineage in the Herald-Traveler and its equivalent in radio time, with this minimum prevailing whether the radio feature is sold as a half-hour unit or two or three quarter-hour programs. If markets outside Boston are to be covered, the advertiser may purchase syndication rights for the newspaper feature, placing it according to his own plan.

With the new plan underway, it is understood other Herald-Traveler features may be tied in with radio. Also to be considered is a plan to adapt a going radio feature to newspaper use, with the paper carrying the feature for which advertising space would be sold by a radio-newspaper sales force.

ALICE FROST, star of Big Sister, serial program sponsored on CBS by Lever Bros. Co., Cambridge, for Rinso, was chosen the "best-dressed woman in radio" by the Fashion Academy which announced its 1941 list of the nation's "best-dressed" women on an exclusive CBS broadcast March 22.
HANDELSMAN OPENS OFFICE IN CHICAGO

HENRY J. HANDELSMAN, Jr., national advertising agency, has announced the opening of its new office in Chicago. Representatives will be maintained in Toledo and Lima, but all contracts will be placed through the Chicago office at 139 N. Clark St., Chicago 4, Central 3320. The agency deals primarily in radio.

Among radio accounts currently placed is Monarch Mfg. Co., Chicago, Packard (packard), which will use announcements and programs on 89 or 90 stations when the list is completed. The following stations and schedules have been set: WDZ, Tuscola, Ill., 13 participates announcements weekly; WSAV, Huntington, W. Va., 14 quarter-hour talent shows; WCB, Springfield, Ill., 14 participation announcements weekly; KROW, Oakland, Calif., 2-week, five-minute weekly; KERA, Villa, Tex., start weekly; WBC, Mexico, to start twice-weekly five-minute live programs on April 15. All contracts are for 13 weeks.

Mintmoore Coffee Co. (mint-flavored mineral oil), will start a test campaign within the next few months.

Another phase of the work of this agency is the handling of special community programs. Stations where these have been placed are WSPD, Toledo; WLOX, Lima, Ohio, WMN, Fairmont, W. Va.; WQIZ, Warren, Ohio, and Wheeling, W. Va.

The Night Owl program, broadcast from 12 midnight to 6 a.m. on WJJK, Detroit, is sold on a participation basis.

Cudahy Campaign

CuDADY PACKING Co., Chicago (Puritan Ham), selected 37 stations for a five-day Easter campaign, to run in conjunction with a 24-hour radio and television schedule of two-to-five daily one-minute live announcements, three-minute short announcements, and five-minute live announcements. Stations include WATC, KSTP, KOA, KDYL, WDAF, WBNS, WBNS, WABX, WBTW, WMCA, WTMJ, and WJAI. Announcement, Monday, March 13.

Armour Poultry Spots

ARMOU & Co., Chicago (Glover-bloom poultry), on April 1 started a six-week campaign of 15 to 20 one-minute announcements and 120 short announcements on WBN & WBBR, Buffalo, N.Y., and 15,000 to 20,000 stations. This is one of the top 10 programs of the year, and it is known throughout the country as the "Territorial coverage" and other stations may be used at the end of the current contracts. Product is cooperatively new on the market. Agency is Erwin, Wasly & Co., Chicago.
Bell Telephone Co. of Canada. Montreal (Yellow Directory Pages) has started a series of minute transmitted spot announcements on CFRB and CFCF, Toronto. CFRB and CFCF, Montreal. Account was placed by Lord & Thomas of Canada Ltd., Montreal.


E. & S. Curbie Ltd., Toronto (Tootal-Coyoudy cravats) on April 3 started daily spot announcements on 32 Canadian stations. Account was placed by Norris-Patterson, Toronto.

Orange Crush Ltd., Toronto (soft drink), has started spot announcement thirty-week on CFRB. Toronto. Contract was placed by J. Walter Thompson Co., Toronto.

Five times weekly serial Vic & Sade, currently heard on NBC-Beau at 2:45 p.m. under sponsorship of Procter & Gamble Co., Cincinnati, for Crisco, has been heard on WOR, New York, via transcription, at 8-30 a.m. since March 31. Agency is Compton Adv., New York.

The Best Producer in Texas!

San Antonio is headquarters for the vast South Texas oil area, where wells produced more than $160,000,000.00 in "black gold" last year—and where new oil territory is being "proved up" from month to month.

San Antonio is also headquarters for Station WOAI—the most powerful advertising influence in the Southwest. Advertisers in this rich market unerringly place their schedules with WOAI because of its established reputation as the best producer in Texas.

Phyliss Lynne and Russ Morgan
record for Lang-Worth

WOAI
San Antonio
50,000 WATTS

Represented Nationally By Edward Petry & Co.

April 7, 1941 • Page 37
Merchandising & Promotion
Cash and Hooks—No Dues at All—Some Superkids—
Little Soldiers—Books for Soap

SEASIDE OIL Co., Santa Barbara, Cal., occasional user of
spot radio, on April 15 starts
for 20 weeks, the weekly audi-
ience participation Spelling Bee
Liner on 6 CBS West Coast sta-
tions (KNX KARM KROY KSPF
KTOC), Sunday, 5:30-5:55
p.m. (PST). Formerly sponsored
by Los Angeles Soap Co. (Sierra
Pine soap), and more recently a
CBS Pacific Coast sustaining fea-
ture, the program will present
eight contestants each week, with
Tom Breneeman as m.c., and Art
Gilman announcing. Paul Pierce
will produce.

Contestants are to compete for
$25 in cash each week, with a
similar sum awarded to those send-
ing in the best list of words used
on the program. Admission to the
show will be by tickets obtained
through Seaside dealers.

Several merchandising “hooks”
are being worked out and the series
will be supported by an extensive
promotional campaign which in-
cludes banner streamers, window
cards and A-boards at all Seaside
service stations. Firm will road-
show the program to stimulate
dealer interest. As added stimulant,
dealer meetings will also be held
in various communities on the open-
ing day of the series, so that com-
pany employees and service station
operators can hear the program.

Agency is The McCarthy Co., Los
Angeles, with W. W. Mann, ac-
count executive.

Treasure Hunt
NATIONWIDE treasure hunt with
listeners sending in requests as
well as supplying strange or un-
usual objects with a story behind
them is the theme of Gold Is
When You Find It, CBS Saturday
half-hour. The greater the novelty
of the request, the greater the re-
ward.

Morning Club
CLUB WITH NO DUES with the
motto “keep happy” has been
formed for listeners of KLZ’s 5-6
a.m. program. In a recent contest
to select a name, prize of a huge
cake donated by a local baker, went
to a night watchman who submitted
Dawn Busters.

Superkids
MODEL RAKING Co., Tacoma
(Snowbrite bread), sponsoring the
three-weekly quarter-hour tran-
scribed adventure serial Superman
on KMO, that city, as promotion
staged a special free theatre party
for juvenile followers of the pro-
gram. A total of five announce-
ments was made by the station
over a 12-day period. More than
2,000 youngsters jammed Ham-
rick’s Temple Theatre. Besides be-
ing enrolled as Supermen of Ameri-
ca Club members, each was given
a Gyro-plane and a Superman strip
magazine.

Toy Soldiers
KTSF, El Paso, is distributing to
the trade small lead soldiers car-
rying traveling bags and calling at-
tention to the 18,081 soldiers sta-
tioned in El Paso, at Fort Bliss
now and the expected increase to
30,000 before long. Reminder is
made that KTSF, NBC outlet to the
Southwest, will make no in-
crease in its rates.

Soap Books
GEARED to appeal to both adults
and children, Los Angeles Soap
Co., Los Angeles (White King and
Sierra Pine soaps), on its five-
weekly, quarter-hour program,
Kwog Messing, News, on 6 CBS
Pacific Coast stations, Monday
through Friday, 2:30-2:45 p.m.
(PST), as promotion is offering a
list of 44 cloth-bound books. Rang-
ing from classics to practical hints
on earning money, the volumes are
obtainable through the White King
Book Club at 20 to 70 cents each,
plus a boxtop.

BROCHURES

WBAL, Baltimore — Blue-and-silver
12-page 6½-size booklet “A Preview
Of The New WBAL,” promoting sta-
ton’s coverage on 50,000 watts.

KWK, St. Louis — Thirty-page booklet
containing 200 pictures of local and
MBJ personalities, studio and trans-
mitter.

WJOL, Minneapolis-St. Paul — Pic-
torial booklet of the station’s personal-
ality and activities.

WAAR, Akron — Pictorial booklet with
literature of the station’s personal-
ity and activities.

WAOC, Vincennes, Ind. — Pictorial
summary of personnel, activities, and
programs.

Baltimore Institutions:

JOHNS HOPKINS HOSPITAL

Most famous medical center
in the United States

and

WFBR

Maryland’s Pioneer Broadcast Station

Because WFBR has always been
operated in the public interest and
with a sense of
 civic consciousness, it is respected
by Baltimoreans as a Baltimore institution.

That public acceptance gives more
“pull” to your radio advertising
when you use WFBR.

“Since WFDF Flint Michigan
went to a kilowatt on 910 I’ve
thrown out all my etchings.”

Radio power
in the
“opportunity
market”
of the
nation

Ask any Edw. Perry office
for more information about
WFAS, one of the sixteen
50,000 watt stations.

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Broadcasting • Broadcast Advertising
DANA JONES, president of Dana Jones Co., Los Angeles agency, has been elected chairman of Southern California Chapter of the American Assn. of Advertising Agencies. Jack Smalley, Hollywood manager of BBDO, has been elected president, with Hiram E. Cassidy, executive of McCarty Co., Los Angeles, secretary-treasurer. Among with John Weiser, Los Angeles vice-president and manager of Bofscord, Constan
gardey, and radio writer.

JOSEPH A. VOSSE, formerly continuity writer and merchandising director of the American Embassy, has been made vice-president of the agency, has taken over ideas for the Mars Inc., New York, Corp. accounts for Benton & Bowles, New York, has been named co-manager of the Los Angeles office of McCann-Erickson. He was previously with that agency as Pacific Northwest manager in Portland and Seattle and later as an executive in the McCann Chicago office.

BURT COCHRAN, for the last year account executive on General Foods Corp. accounts for Benton & Bowles, New York, has been named co-manager of the Los Angeles office of McCann-Erickson. He was previously with that agency as Pacific Northwest manager in Portland and Seattle and later as an executive in the McCann Chicago office.

WILLIS COOPER of NBC's script division, who has been writing the NBC You're In the Army Now program, has joined the radio department of Grant Adv., Chicago. Cooper was called from New York recently to work out ideas for the Mars Inc. What's Your Idea? program and while in Chicago was offered the position with Grant.

FRANK SILVERNAIL, for two years in charge of time buying at Pol lar & Bryan, New York, and formerly with NBC sales promotion department, has joined Young & Rubicam, New York, as timebuyer.

HARRY J. WENDLAND Adv. Agen
cy, Los Angeles, has been established at 4570 Santa Monica Blvd., that city. Mr. Wendland was formerly associated with Howard Ray Adv., that city.

WCAE, Pittsburgh, has appointed The Katz Agency its national representative, effective May 1.

WATCHING with interest is this group while F. E. McClaren, gen

eral manager of Seaside Oil Co., Santa Barbara, Calif., signs a con

tract for his firm to sponsor the weekly Spelling Bee liner, on 6

CBS Pacific Coast stations, starting April 13. They are (standing,

1 to r), Harry W. Witt, CBS Southern California sales manager; G. B. Tucker, advertising manager of Seaside Oil Co.; Edward A. Larkin, CBS Hollywood account executive (seated, right), with Mr. Mc

Claren, is Wentworth W. Mann, executive of The McCarty Co., Los Angeles, servicing the account.

ELIS M. LIVY has become media director of J. M. Korn & Co., Phila

JOSEPH JACOBS, Jewish market promotion and advertising agency, has

moved to new headquarters at 6 East 48th St., New York; telephone, Murray Hill 2-6965.

BROADCASTING • Broadcast Advertising April 7, 1941 • Page 39
Army Radio Staff
(Continued from page 10)
and radio intelligence section. He probably will procure a commission rank.
Capt. Hittenmark, who has been on active duty for some time, has been transferred to the newly-created Morale Division, in charge of radio. His functions relate to programming on the receiving end, rather than in transmission clearance.

In addition to the posts already filled by Mr. Kirby, two others will shortly be filled. These will be appointment of a civilian for handling liaison with advertising agencies and of another to handle liaison within the military establishment. It was emphasized that the radio station will not engage in the radio production business, but will seek only to procure the Army story and make it available in broadcast form. The branch will service stations, writers and the public relations officers of the Army direct.

The War Department announced that in the future all clearances for national and commercial programs involving the Army will be made through the new radio branch. The objective, it was stated, is traffic control and editorial balance, as to simplify the task for stations and networks.

All down the line, writers will be aided in procuring authentic background on the story of the Army. Script writers will be assigned to the War College to dig out factual data and make it available for broadcast use.

Educational Data
It was emphasized that creation of the branch does not constitute an effort to obtain large quantities of extra time from radio. On the contrary, it was said that the effort will be only to supply stations and networks with authentic material for existing programs or, on occasion, for special event features. In the educational line, it was pointed out, there are some 200 programs broadcast daily over the more than 800 stations. Educational data included in such programs can be furnished by the radio branch, it was pointed out.

Many inquiries have been received at the War Department from young men in radio who are likely to be drafted, seeking assignment to radio or public relations work. In this regard, it was pointed out that nothing can be done at the time of the draft, but that public relations officers in the field, as well as at headquarters, are on the lookout for qualified men with radio experience. It is only necessary for the draftee, it was said, to notify the public relations office in his particular outfit of his background and experience. If vacancies develop, such men logically would be given an opportunity to qualify.

Ontario to Fete 52 CBS Managers
MANAGERS of 52 CBS stations will be guests of the Ontario Government April 9, and if present plans are completed will also see the Dionne Quintuplets the same day at Callender, Ont., as part of the promotional tour for the Ontario Government's tourist show which starts on CBS April 20 (BROADCASTING, March 31). They are to be taken by American Airlines from Buffalo to Toronto. A civic luncheon, moving picture show of Ontario attractions, airplane trip to the Quints and Ontario Government dinner at Toronto are planned.

The Ontario Government's half-hour variety show will originate at Toronto at the Hart House Theatre of the U of T and will be produced by Ned Sparks, also the star of the show. Mr. Sparks has been living in Toronto for the last year recuperating from an operation and has been spending his time on voluntary war service work. He is an old friend of Ontario's Premier, Mitchell Hepburn, and a native-born Ontarian.

The program will be carried in Canada only on CFBF. Toronto. CBS Canadian outlet, and while the commercial stations on Ontario tourist attractions are heard on American stations, listeners to CFBF will be told how best they can receive American visitors to Canada and what Americans expect of their Canadian hosts. The program is being handled by Walsh Adv. Co., Toronto.

Roy Thomson Acquires CKRN, His Fifth Station
ROY THOMSON, president of Northern Broadcasting & Publishing, Timmins, Ont., and publisher of the Timmins Free Press, has bought controlling interest in CKRN, Rouyn, Que., making the fifth station in the Northern Ontario-Quebec mining belt in his control. Ownership changed hands April 1. The station will be operated by the Thomson organization, but controlling interest is vested in the personal names of Roy Thomson and Jack Cooke, general manager of Northern.

Jean Legault has been appointed manager of CKRN, succeeding J. O. Tarvird, who becomes secretary-treasurer. Legault was formerly with CKGB, Timmins, another Thomson property. Murray Morison, commercial manager of CKGB, takes on the same post at CKRN.

Don Inlay, program director at CKVD, Val d'Or, Que., Thomson-owned, is new program director of CKRN. Mr. Thomson also controls CPCH, North Bay, Ont., and CJKL, Kirkland Lake, Ont.
Network Accounts

All time EST unless otherwise indicated.

New Business


Renewal Accounts


AMERICAN TOBACCO Co., New York, on May 3 renewes Hunt Parade on 168 CBS stations. Sat., 9-9:45 p.m. Agency: Lord & Thomas, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on April 28 renews Jack Armstrong for five weeks on 12 NBC-Rei stations, Mon. thru Fri., 6:30-6:45 p.m. Agency: Knox-Reeves Adv., Minneapolis.

COLGATE-PALMOLIVE-Peet Co., Jersey City (Palmolive shave cream), on April 3 renewed City Desk on 68 CBS stations. Thurs., 8:30-8:55 p.m. Agency: Ted Bates Inc., N. Y.

TEXAS Co., New York, on March 24 renewed Texas Star Reporter on 14 Texas State Network stations. Mon. thru Fri., 7:30 a.m. (CST), and added KRIS, Corpus Christi, 7:45 a.m. Agency: Buchman & Co., N. Y.

Network Changes
THOMAS J. Lipton Ltd., Toronto (tea) has added CFRB, Toronto and CKAC, Montreal, to Helen Hayes Theatre on CBS, Sun., 9-9:30 p.m. (EDST). Agency: Vickers & Benson, Toronto.

SHIRRIFS Ltd., Toronto (jelly), on April 2 added CFOP, Montreal, to Fun Parade Wed., 8:30-9 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

J. L. PRESCOTT Co., Passaic, N. J. (Dazle Bleech shoe polish) has started daily announcements on WOR, Newark, and KDKA, Pittsburgh. Agency is Monroe F. Dreher, New York.

BMI Enters Its Second Year

(Continued from page 12)

somewhat the same manner as was done several years ago when the American Federation of Musicians secured an industry guarantee of increased station expenditure for union musicians, were flatly denied by ASCAP spokesmen.

It was pointed out that the Department of Justice had blocked a renewal of the industry agreement with the musicians by terming it an illegal conspiracy in restraint of trade and that such a proposition on the part of ASCAP would serve only to start new anti-monopoly proceedings against itself.

The ASCAP opinion at present is that no single formula can be found to settle the sale of their music to radio. The NAB has requested alternate plans of per-program and blanket licenses; there must be sustaining fees and fees for local commercial programs and for network commercials. Each station and each network will have to make its own individual deal, subject only to a “favored nation” stipulation that would guarantee the station or network receiving terms as favorable as those given to its competitors.

Regarding one report that ASCAP would settle for annual payments equal to its 1940 receipts from radio, roughly $5,000,000, a Society spokesman pointed out that such an agreement would be contrary to ASCAP’s basic policy of scaling its charges to the income of its clients.

ASCAP Royalties

Last week ASCAP made its royalty distribution for the first quarter of 1941, covering in reality the last quarter of 1940 as the Society allows a three-month interval period for billings and collections. Sum authorized by the board for pay-

ment to members was $1,100,000, same amount paid out for the first quarter of last year. From this amount, however, was deducted the $750,000 distributed in December when it was discovered that to hold this money up past the end of the year would subject it to heavy taxes.

So great was the increase in the ASCAP revenue in the last quarter of 1940 over the previous year, that even by matching last year’s distribution, the board was enabled to hold up $600,000 which will be paid to members in July, evening the loss in income from radio sustained since Jan. 1 of this year. It was disclosed that the income from radio stations which have taken out ASCAP licenses this year is higher than the amounts these stations paid to ASCAP in the early months of 1940, despite the fact that they now pay only 3% in place of the 5% paid last year.

WHO at Des Moines is "Heard Regularly" all over IOWA with 50,000 WATTS from the center of the State

J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

WHO

at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center of the State

J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

WBLC Radio Stations Talk Cooperation
WFIL “ACTS”

Many thanks for the material you prepared.

Sincerely,

WALLACE ORR
N. W. AYER & SON, INC.
SALES MANAGERS of the fourth district of the NAB met March 28 and were guests of WPTF, Raleigh, and Knox Massey of Harvey-Massengale Co., Durham. Present were: Front row seated (1 to r): E. N. Pope, Caroline Power & Light Co.; John New, WTAR, Norfolk; Pat Taylor, WMFR, High Point; N. C.; Frank Stearns, WRAL, Raleigh; Leslie H. Peard Jr., WBAL, Baltimore; J. D. Saumenig, WIS, Columbus; Richard H. Mason, WPTF; Ed Rawi, Carolina Sales Corp.; back row seated, Jack Field, WPTF; chairman; John Dodge, WRC-WMAL, Washington; Barron Howard, WRVA, Richmond; Henry Nigrelli, WPTF; John Thayer, WWNC, Asheville; Graham Poynor, WPTF; W. C. Erwin, WSOC, Charlotte; Harold Essex, WESI, Winston-Salem; back row standing, Bob Phillips, William B. Miller, WTAR; Bob McCall, WFR, Benson, N. C.; Louis Brown, WENC, Durham; Burt Hanauer, WFBF; John Moorhead, Harvey-Massengale; Travis Barnes, WPL; Hubert Durand, Royal Penny, WBT, Charlotte; John Birkman, WNC, Durham; and E. C. Whitlock, WRNL, Richmond. Vital industry problems were discussed.

William B. Maillefer of Compton Advertising, Inc., writes: "We have been greatly impressed by the amount of promotional activity generated by WSYR in behalf of our clients on your station. We agree with you that radio Station owners can make best use of open announcement time in attempting to publicize programs broadcast at other hours on their Stations. Such a buildup must have a definite plus value. "Of course we were very interested to see your most recent compilation of publicity and merchandising and we want to thank you very much for your splendid cooperation."

William B. Maillefer, Compton Advertising, Inc.
CBS Plans to Transfer Cecil Brown to Balkans

CECIL BROWN, CBS correspondent in Rome, on March 31 was denied further use of Italian broadcasting facilities when the Ministry of Popular Culture refused to renew a temporary permit granted the correspondent two months ago after a previous suspension. "Continued hostile attitude" was the reason cited by the Fascist hierarchy.

On the previous occasion when Brown's broadcasting privileges had been suspended, American diplomatic officials had interceded on his behalf with the Italian government, and he was reinstated on a temporary basis [Broadcasting, Feb. 8]. In New York, CBS officials stated that no representation would be made to the State Department, but that Brown would be shifted to one of the Balkan countries, and a CBS Balkan correspondent, acceptable to the Italian government, would be transferred to Rome.

Helen Hiett Returns

HELEN HIETT, 26-year-old NBC foreign correspondent, on April 1 arrived in New York on the American Export Lines SS Exeter to confer with NBC officials and to take a vacation. In Paris during the bombing of NBC's office there and the German occupation, Miss Hiett gave a special broadcast on NBC-DU on April 1 describing her experiences. Following a lecture tour in the Middlewest, she is understood to be leaving for South America as an NBC correspondent.

Other Problems

The luncheon meeting, presided over by Hugh Felts, sales manager of KOMO-KJR, attended by 55 broadcasters and agency executives, was featured by a talk on "The Most Fundamental Objections to Buying Radio Advertising" by Bill Horsely, president of the Pacific Council of the American Ass'n of Advertising Agencies, Other points were taken up by H. E. Studebaker, operator of KUJ, Walla Walla, and KRLC, Lewiston, who discussed stations on local business; Harry Spence of KXRO, Aberdeen, Wash., director of the NAB, explained some of the problems in fair establishing station rates; Loren Stone, assistant manager of KIRO, answered Horsely's plea for guaranteed time for local accounts; consultations on political business and keeping agencies better informed on available local shows, were also discussed.

Next meeting of the 17th District Sales Managers will be held in Portland, Aug. 22. Those attending were: Fred Goddard, Harry Spence, KXRO, Aberdeen; H. S. Jacobson, KXL, Portland; Arlen X. Pang-
**N?BC Plans Court Action To Void Fight Contract**

N?BC will go to court this week seeking legal action to block broadcast of 20th Century Sporting Club fight, scheduled for June 14, according to Jack MBS and Mike Jacobs, club president, signed a contract last month for exclusive broadcasts of the club fights in New York and other cities [BROADCASTING, March 24, 31].

While NBC refused to comment until actual suit has been filed, it is understood it will ask the court to set aside the contract on the ground that it violates an earlier oral contract between NBC and the club. It is assumed the claim will be based on a $15,000 check from N?BC which the club cashed, the check having a notation that it covered 1941-42 fight contracts.

**Dickson Seized**

JOHN PAUL DICKSON, Berlin commentator for MBS and part-time correspondent of the Chicago Tribune, was one of several American citizens seized and detained by German authorities reportedly in retaliation for United States seizure of Axis ships in American ports. Mr. Dickson and others were released after being held for several hours, dispatches indicated. He is appointed MBS representative in Berlin in September, 1940, joining Sigrid Schultz, of the Tribune, now in this country on vacation.

**Grant's Radio Expansion**

IN ENLARGING its radio department, Grant Adv. Agency, Chicago, has named Wyllis Cooper, former of Ward Wheelock Co., to supervise activity in that department. He joined the agency three weeks ago. James McClain, former radio director, on March 31 became "Dr. I. Q." on the Mars Inc. NBC-Red program of that name [BROADCASTING, March 31]. Further announcements are expected in connection with the expansion.

**White Labs. Renewal**

WHITE LABS, Newark (Chooz), on March 31 renewed disc announcement contract for the one-year period, beginning April 1. KFI KJH KMPC KECA KROW KPO KFRC KDYL KERN KMW KFBK KSAH KOH KHC KIRO KYI KGW KMED KSLM KXL KELA KRC. Agency is H. W. Kastor & Sons, Chicago, is agency.

**Hat Drive**

NOXZENA CHEMICAL Co., Baltimore (Chooz), will add another of two cities April 12 when it stages the drive in Salt Lake City, under the title Battle of Boroa. It will be heard Saturdays, 9:45-10:15 p.m. Agency is Rithraunt & Ryan, New York.

**Wrigley Renewal**

WILLIAM WRILEY JR. Co., Chicago (Spramint), has renewed its five-week-quarter-hour local talent program on 20 Texas stations. Agency is Arthur Meyerhoff Co., Chicago.

**Gerard Publishing**


**Penning A Three-Year Contract**

A series of 15-minute transcribed dramatic shows, Kathryn Turney Garten will produce the programs for T. M. Sayman Products Co., St. Louis. Mrs. Garten does all her shows without prepared script. Interested spectators at the signing were (seated, l to r), Bert Somson, president of Premier Radio Enterprises, producer of the show; and Raymond W. Anderson, director of sales and promotion for Sayman Co.; (standing) Chas. F. Kelly Jr., president of Kelly, Stuhlim & Zahrndt, agency handling the Sayman account; and Max Koenigsberg, Mrs. Garten's personal representative.

**WTBO Announcer-Engineer Is Deferred As Draft Board Heeds Plea of Station**

BASING its plea on radio's function in the national defense program, and the difficulty a small station meets in replacing expert personnel drafted for military service, WTBO, Cumberland, Md., has secured deferment for one of its announcer-engineers. In a letter to the local selective service board, Frank V. Becker, WTBO president and general manager, outlined the case of a local station in regard to the difficulties arising from drafting of its trained employees for military service.

"This plea is not for the individual, but rather is made on the basis of his qualifications and consequent usefulness in the radio broadcasting industry, which industry has been designated by the Government as one of the 'essential industries' in the interest of national defense. It is hoped that the individual's future military service would be much more valuable if he remained for the present in his present 'training grounds', rather than be inducted into a branch of the service that could be filled by one who does not have specialized training.

Another thought comes to mind in connection with the hiring of individuals who are 'unknown quantities' and with possible dubious patriotic characteristics. It is better to keep people whose integrity is known in important positions. It would also seem that the ideal condition is to have men placed in positions for national defense in the service where they can serve in their maximum capacity and usefulness.

'While I know there is no such intention, I want to say in conclusion that it would be incompatible with good judgment, to the one hand, classify something as essential and at the same time the structure which makes its operation efficient; especially if the move did not contribute a usefulness to something else on at least a comparable basis.'

G. W. (Johnny) JOHNSTON, radio director of the Democratic Committee, has set up a permanent office at 50 E. 420 St., New York, to handle special assignments from Washington.

**Special Easter Campaign Is Sponsered by Armour**

ARMOUR & Co., Chicago, in a pre-holiday campaign for its Easter Ham, on April 1 started announcements on WJMP, WQK, WQJ, KGML, KGMLI, KSQ, KSQI, KANS, WSAF, WCAF, WBZ, and KSCJ, Sioux City, Iowa. On April 7, WHMA, Anniston, and WSAF, Montgomery, Ala., were added. All contracts expire April 10. In addition, tie-in announcements are being used on the sponsor's NBC Breakfast Club programs which promote Treet.

Further radio being currently used is that quarter-hour baseball preview on KCKN, Kansas City, daily except Sundays and holidays; a half-hour promo on KCKH, Kansas City, ham, bacon and frankfurters, with the first mentioned being plugged exclusively through April 10. This program started March 14 and will be heard through the baseball season. A schedule of five-weekly one-minute announcements for bacon started on KIQH, Spokane, March 10 and runs through June 6. Agency is Lord & Thomas, Chicago.

**Howard on MBS**

HOWARD CLOTHES, New York, April 6 replaced its Sunday evening Show of the Week program on MBS with a series to run 12 weeks along with its well-known Bull Dog Drummond detective stories. With the exception of the detective work handled by Donald Couloris, the characters change from week to week to fit the episodes. Other permanent members of the cast, formerly with Orson Welles' Mercury Theatre group, include Ray Collins, Pat Paul Stew- art and Ray Collins. Series is heard on 8 MBS stations (WOR WAAB WBN WPIL WCAE WEAN WHAC WAC WAC). NAB Town Hall program for March 20 and April 13 on WAGE. Agency is Redfield-Johnstone, New York.

**Longines Program**

LONGINES - WITTNAUER WATCHES, New York, will start week of April 7 a transcribed series of symphony music featuring the chamber group of the New York Philharmonic Society. Plans are for three-quarter-hour programs a week or one-half-hour programs on Sunday evenings. About 50 stations will be used, according to Arthur Rosenberg Co., New York, the agency.

**Seiberling Opening**

SEIBERLING RUBBER Co., Akron, is promoting its new Adjustable Wear Heels on Texas State, Oklahoma and other networks. Additional radio will be used as new territories for the product are opened. More placements are planned for the agency. Agency is Meldrum & Fewsnight, Cleveland.

**Spots for New Bread**

CONTINENTAL BAKING Co., New York, introducing a new bread product, Staff bread, developed after considerable research on a new wheat, is using radio spots. The product has been introduced in the Rochester market, with spot announcements on WHEC. National distribution is expected in about two months. Ted Bates Inc., New York, is agency.
FEDERAL CAMPAIGN LACKS RADIO FUND

As part of the program to promote hemispheric solidarity, a $600,000 advertising campaign designed to stimulate travel between the Americas, extending to some 350 of the larger daily newspapers of the American Republics, was announced last Wednesday by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations, between the American Republics.

No radio is included in the budget.

In announcing the Government-financed campaign, Mr. Rockefeller also announced formation of a five-man American Travel Committee, composed of officials of shipping and transportation companies plying between the Americas, which will sponsor the promotion. It is understood the newspaper campaign will run for about 35 weeks, using roughly a full-page advertisement per week in each paper, although size and frequency will vary. The ads are to be placed in newspapers in every Latin American country.

Copy is to be prepared and produced by the Expanso Information Bureau of the American Assn. of Advertising Agencies and placed through five agencies: J. Walter Thompson Co. and McCann-Erickson, both having Latin American branches; National Advertising Boy and Irwin Vladamir Agency, all three export agencies. Russell Pierce, vice-president of J. Walter Thompson, is on leave as advertising director of the Bureau, headquartered at 11 W. 54th St., New York, Walter Rapp, assistant vice-president of American Express Co., also is understood to have been given leave to act as head of the travel committee and handle the actual transportation arrangements.

Axton-Fisher Plans

AXTON-FISHER TOBACCO CO., Louisville, will promote Spud cigarettes on two-quarter-hour programs on 17 MBS stations starting June 2. Danger Is My Business, built around stories of dangerous jobs, will be heard Wednesdays at 10:15 p.m., a program featuring Mary Small and a chorus will be presented Mondays at the same hour. Agency is Wees & Geller, New York. Company is also testing sports programs for Himyay Shredded Tobacco on two stations. All Sisson is heard in a thrice weekly sports commentary on WHAM, Rochester; and Bert Lee in a quarter-hour nightly on WHN, New York. More stations may be added.

FM Group Meets

(Continued from page 15)

may be used during the one-hour daytime and one-hour evening periods during which FM stations are required to originate programs not duplicated on amplitude modulation stations and to demonstrate the full service of FM.

News broadcasts may also be included in these periods, he stated. Remote pickups made locally over wire lines capable of transmitting 10,000 cycles have been temporarily approved, he said, but he was turned down on a request to bring FM programs from New York to Boston over the highest quality long-distance lines available, which will carry up to 8,000 cycles. Mr. Shepard also reported that his FM station is planning to broadcast baseball this summer, following a vote at last winter's major league meetings to exempt FM from the ban on shortwave broadcasts of games.

Auto Problem

The meeting discussed plans to get auto manufacturers to cooperate in eliminating ignition interference, which could be done for about $1 a car at the factory, it was stated. Plans of eliminating interference, WOR said, were also discussed, with the conclusion that good programs, especially programs not duplicated in other stations, provide the best stimulus to make people want FM receivers.

Those Attending

Registrations at the open session Wednesday morning included:


Axton-Fisher plans, Louisville, will promote Spud cigarettes on two-quarter-hour programs on 17 MBS stations starting June 2. Danger Is My Business, built around stories of dangerous jobs, will be heard Wednesdays at 10:15 p.m., a program featuring Mary Small and a chorus will be presented Mondays at the same hour. Agency is Wees & Geller, New York. Company is also testing sports programs for Himyay Shredded Tobacco on two stations. All Sisson is heard in a thrice weekly sports commentary on WHAM, Rochester; and Bert Lee in a quarter-hour nightly on WHN, New York. More stations may be added.

LIMA

A Fort Industry Market

TRY

Test Town

What's your product? Food — soap — gasoline — milk — ice cream — hubac —____

Whatever it is, you can test your advertising campaign in Lima, Ohio, and get a true index to its audience acceptance. For Lima is known as those parts as "Test Town." It's a staple, multi-industry city and its citizens are average up- and-at-'em Americans. Try it in Test Town — and get America's reaction.

Now at 1240
in Test Town
Godwin Named Manager of WOR's FM Station; Program Policy Drafted

PROMOTIONS for several members of the program department of WOR, New York, became effective last week with the appointment of Charles Godwin, as manager of W71NY, WOR's FM station, and the transfer of Tom Slater, announcer-producer, to MBS as coordinator of sports and special events for the network.

Two newly-created posts find Arthur Whiteside, former assistant production manager, moving up to replace Godwin, with a new title, daytime studio manager, and Carl Warren replacing Whiteside as announcer-producer with the title of nighttime studio manager. Eugene King, who has been heard on WOR with a daily program of music transcriptions, joins the announcing staff as replacement for Tom Slater. Aiwyn Bach, 1931 Academy Award winner for direction, and Len Sterling, formerly of WVL, joins the announcing staff of W71NY.

W71NY's program policy aims at a complete presentation of classical music, news, special features and educational programs and it avoids as much as possible duplication of WOR programs. Raymond Gram Swing's analyses of the foreign situation are carried without commercial continuity. Three transmitted musical programs are broadcast daily on W71NY, including Symphonies Cycle, 8-9 a.m.; Luncheon Concert, 1-2 p.m., and Smilentime Music in the late evening. The FM station also broadcasts several program features created by MBS and heard on WOR, including the Duluth Symphony Orchestra and the Chicago Symphony Orchestra concerts.

Commercial sales for W71NY will be handled by the WOR sales staff, which will stress an outlet with a restriction for Class-A appeal, as against the large volume mass-appeal of WOR.

WTCN

AN NBC STATION

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REL FM's PIONEER MANUFACTURER

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

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

Do you want to go ahead with F.M.?—Then buy REL and go to it.

RADIO ENGINEERING LABS, INC.,

Long Island City, N.Y.
SHELBY PROMOTED TO NEW NBC POST

NIXON IS NAMED ASSISTANT

ROBERT E. SHELBY, supervisor of NBC's television activities, has been appointed NBC development engineer, succeeding R. M. Morris, who recently joined the network's radio-recording division, according to O. B. Hanson, NBC vice-president and chief engineer.

Mr. Hanson announced promotion of George M. Nixon of NBC's development staff as assistant development engineer, succeeding W. A. R. Brown, a member of NBC’s technical staff since the formation of the company, who has resigned to join the RCA central frequency bureau.

Mr. Shelby, a graduate of the U. of Texas, joined NBC's engineering staff in 1922 in charge of NBC's Empire State Bldg. television transmitter. Author of numerous technical articles on television, he includes among his activities the design of original broadcasting apparatus and operating techniques.

He is a panel member of the National Television Systems Committee, of the Society of Motion Picture Engineers and of the television technical committee of the Institute of Radio Engineers. In his new position, he will have charge of all equipment design and development at NBC, and will continue to supervise television engineering activities.

Mr. Nixon, an NBC engineer since 1928 following a year in the operating department of the Electric Storage Battery Co., is best known for his work in studio acoustics, on which he serves as consultant for theatres and auditoriums as well as for broadcasting studios. He is a fellow of the Acoustical Society of America and a member of the AIEE and the IRE.

Mr. Brown leaves NBC after numerous technical tours with the company. From 1924 to 1927 he was transmitter engineer of WJZ, New York, now key station of NBC-Blue, and has conducted extensive studies in shortwave transmission and solar activities and is considered an authority in those fields.

A BMI TUNE, "Madam Will Drop Her Shawl," has been adopted as the feature song in a new film, "South of Panama," starring Roger Pryor and Virginia Vale. BMI is one of the producers and is the performer of the title song with a title page identifying it with the picture motion. Words are by Al E. Hendricks, BMI, composer, and music by Herb Pine, BMI, arranger in the "Heltzoppi" orchestra.

Dwight McEek, formerly in charge of engineering schedules and operations group, has been transferred to NBC's television studios in Chicago, and control room replacing Frank Lehnert, who recently left for Camp Forrest. Although formerly assistant to McEek, has replaced him, while William Votz, of WHCM-CDS staff has been appointed assistant to Satter.

Kenneth Hollop, formerly engineer at CJRM, Radio Cortez, Ogdensburg, Ont., has joined CKGB, mercury burner control engineer. Norm Chaplin, Radio College of Canada graduate, has been appointed transmitter engineer of CKGB, and Vance Refuse, assistant engineer.

W. J. Howell, of Pittsburgh, with Westinghouse for the past 10 years, recently was named assistant to the manager of the Pacific Coast District, W. R. Whaley, succeeding Paul V. Whaley, who was transferred to New York.

John Peoples, technician of KJL, Hollywood, has been inducted into the Army.

Ralph Buehler, engineer of WJJD, Chicago, married Helaine Johnson March 24 at Davenport, la.

Cecil Wallace has been named to the staff of KLHD, Dallas.

Byron J. Judy, formerly of WHB, Bluefield, W. Va., and WAKR, Akron, has taken over transmitter engineer at WBLJ, Dalton, Ga.

Harry Berg, engineer of WJJD, has married Georgia Pemberton April 5.

Hugh Allen, formerly recording technician of Photo & Sound, San Francisco, has joined the engineering staff of KSFO, San Francisco.

Norman R. Rugen has joined the paid staff of WAAF, Chicago.

Olivey G. Coburn, formerly of KDFL, Salt Lake City, is now chief engineer of KTKO, Everett, Wash.

Eugene Elmer Lovejoy, former chief engineer of KBND, Bend, Ore., is now with KGW-KRX, Portland.

Richard Erbe, recently with WGAL, Athens, Ga., has joined KKNJ, Juneau, Alaska, as operator-announcer.

William Batts, engineer of WJE, Philadelphia, has volunteered and enters the service to train wireless operators.

Dick Britz, engineer of WFTL, Philadelphia, is the father of a boy born March 25.

Kenneth Taylor, formerly of KTV, Santa Barbara, Calif., has joined KERN, Bakersfield, Calif., as engineer. He succeeds George Otte who resigned to enter military service.

James McCadle, KFRC, San Francisco, engineer, has been transferred to KJH, Los Angeles. Don Lee network key station in Southern California.

Bruce Dennis, of Granbury, Tex., of broadcasting area engineering staff of WCBI, Columbus, Miss., replacing Vasco Riddle who has joined WOTC, Joplin, Mo., and Satter, is the new chief engineer of WBAL, Baltimore, as recording technician.

Robert D. Wilber, formerly KMTR, Hollywood, has assisted in preparing various TV shows for NBC.

J. M. Baldwin, chief engineer of KDVL, Salt Lake City, is the father of a baby girl.

Reese C. Clifford, assistant personnel director of Western Electric at New York headquarters, has been promoted to personnel director.

Joe Rohrer, KKO, Denver, assistant control supervisor, has returned to his duties after a two-weeks illness.

BETTER FACILITIES FOR FIVE STATIONS

An increase in power from 1,000 to 5,000 watts fulltime, with a directional antenna for day and night use on 1300 kc., was announced by KOL, Seattle, by the FCC at its meeting April 1. WSTV, Steubenville, 12, was granted a construction permit to increase from specified to unlimited time on 1340 kc. with 250 watts, and WLOG, Logan, W. Va., was granted an increase in power from 100 to 250 watts fulltime on 1250 kc.

KCR, Enid, Okla., was given a construction permit to install a directional antenna for day and night use and increase power from 500 to 1,000 watts on 1390 kc. with fulltime.

KHJ, Los Angeles, Wash., was granted a construction permit to increase time of operation from unlimited, except when KTW, Seattle, is operating, to unlimited time on 1240 kc. with 100 watts day and night.

KGFJ and KFMF Sign New Pacts With IBEW

After several months of negotiations, which included Supreme Court litigation, KGFJ and KFMF, in late March signed a 100% union shop contract with Local 40, IBEW, Broadcasting, Minneapolis. Although KMBF, San Diego, Calif., has not yet started operation, the management in late March also signed an IBEW agreement. With technicians having organized several months ago, negotiations are being handled with Don Lee Broadcasting System, Hollywood, for an agreement covering the four owned and operated stations of Don Lee work in California, KJH KPDC KGB, according to W. A. Kelly, IBEW international representative. It is claimed that KPAC KFDV and KIEV in the Southern California area will also shortly sign union shop contracts. Los Angeles area stations now operating under 100% IBEW agreement are KNX KFWB KMPC KFOX KXTM KFJJ.

KGFJ has also signed a guild shop contract with AFRA covering staff announcers. Agreement carries a minimum wage clause and other provisions of regular AFRA contract forms. Negotiations for the contract were handled by I. B. Kernblum, executive secretary of Los Angeles Chapter of AFRA.
May Seek Change in Law
(Continued from page 9)

try asks is to be heard when the time comes for making a new law," Mr. Ethridge's article concluded.

Mr. Ethridge pointed out that broadcasters "are perfectly willing to accept the President's word that the law is not clear enough to serve as a guide to the Commission." He observed that the industry feels that the key phrase of the 1934 law "public interest, convenience and necessity" has been "stretch to cover too many things".

Anticipated Move

Though the article was written months before the FCC move on newspaper divestiture had developed, Mr. Ethridge anticipated such a situation. He said there may be perfectly legitimate argument as to the extent to which newspaper ownership should go, but the Commission should recognize that incidental ownership has been a logical development and that part of it has been due to the Commission's policy.

"In the early days, there was no money in radio," he commented. "If there were to be any owners they had to be either capitalists or corporations with other sources of income. Newspapers, for instance, saw radio as a competing medium, as it has been, and hedged by acquiring stations. Other businesses got licenses for other reasons, but all of them poured money into the development of the industry. The Commission has not put the industry in position to stand entirely on its own feet."

A glance at the FCC's current roster indicates the extent to which it has gone in recent extreme regulatory moves. The Network Monop-

oly Report, now under final consideration, is the immediate order of business. Until it completes that study, possibly by the end of this month, it is not expected to set a date for the newspaper ownership hearing. And in setting the date, it is reasonably expected to give the newspaper group at least 30 days advance notice to permit it to prepare its case.

Among its other current moves are the clear-channel breakup issues, precipitated by its action on March 27 granting WHDH, Boston, fulltime on the 830 kc. clear channel; the unsettled state of FM development precipitated by its newspaper investigation; and the decidedly questionable status of television, which had been estopped from commercial operation a year ago; the new investigation ordered last week of AT&T's long time rate as well as rererations from other sources, among them the municipal police services, which have complained about being "pushed around" by the Commission on frequency allocations.

The FCC had another meeting on March 31 on the Network Monopoly Report and is about half-way through, moving up to page 70 of 136 pages. It has yet to receive from the law department a chapter on FCC jurisdiction under the existing act, which most of the respondents claimed it did not have. MBS alone, among the major industry entities, supported the FCC law department view that it has ample jurisdiction to regulate businesses aspects of broadcasting and the networks.

Gordon Gray Case

In regranding the application of Gordon Gray, identified with the R. J. Reynolds tobacco family, the FCC majority apparently did not invoke the letter of the newspaper ownership order, which specified that construction of FM facilities by persons associated with the publication of newspapers should not be undertaken until after the Commission completed its investigation and decided on new policy.

The station, a Class "C", or of the "super" type which would provide service in seven states, originally had been authorized a fortnight ago for Mt. Mitchell, N. C. Like a dozen others, it was made subject to negative by the newspaper order.

Counsel for Mr. Gray has pointed out, however, that he had applied for the station as an individual, rather than as Publisher of a newspaper. Moreover, the FCC had been notified of a change in control of the station, which would reduce Mr. Gray to the status of a minority stockholder. Mr. Gray is

being considered for appointment to the Ethridge committee.

At its April 1 meeting, at which the Gray grant was reinstated, the FCC is understood to have rejected the application of the Milwaukee Journal, operating WTMJ, for a full commercial FM authorization, but did give it authority to operate its present experimental FM transmitter commercially. The Chicago Tribune, operating WGN, also sought regular authority for its new FM station and is likewise understood to have been denied the authorization.

With moves going forward on so many fronts and with the national depression situation straining increased tempo, broadcasters were in a quandary as to where to look for developments. Introduction of legislation for reorganization of the FCC, particularly if it gets Administration endorsement, probably would have the effect of transferring to the Capitol virtually all of the issues and of delaying FCC policy conclusions until action by Congress.

Anti-Trust Probe

On the other hand, the Department of Justice is gearing itself for further moves in the radio-entertainment field, to luck up its successes in procuring consent decrees from both ASCAP and from the broadcasting industry through BMI on copyrighted music performance. Assistant Attorney General Arnold announced several weeks ago that action would be taken against James C. Petriello, ear of union musicians, but this has not yet materialized, although Mr. Waters and his staff have been active in the field. In some quarters it was thought the Department might withhold action against A F of M until such time as it could open up a new line of the network monopoly aspects. Until the FCC releases its final Network Monopoly Report, however, Mr. Arnold's staff probably will not be disposed to move.

ARTHUR A. HERBERT Sr., 67, treasurer of the American Radio Relay League, died April 3 in West Hartford, Conn.

"I know I'll have a good home now that I'm being advertised over WDFD Flint Michigan with its new kilowatt on 910."

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BROADCASTING • Broadcast Advertising
PRESS FM CASES IN PENDING FILES

THE FCC announced last Friday that pending determination of policy or rules, if any, governing newspaper operation of stations, it has adopted the procedure of "holding in its pending files" all applications by newspaper interests for FM construction permits prior to the adoption of the order "...are being issued such permits subject to the conditions that no construction shall be undertaken until the Commission has taken action on the newspaper ownership application....while, if any such newspaper interest can show to the satisfaction of the Commission that it should be allowed to go ahead immediately, it will be permitted to do so."

NAB By-Law Changes

SEVERAL proposals to amend the NAB by-laws, under authorization by the NAB board of directors, were submitted last Friday to the membership committee. Action is expected at the May 12-15 convention in St. Louis. The proposals would authorize nomination and election of six directors-at-large by vote in open session, approval of the succeeding year's convention site by the convention, reclassification of dues in higher station income brackets, and reallocation of territory effecting NAB districts 2, 3, 8, 9, 11, and 14.

Lyndon Test

LYNDON COSMETICS, Norwalk, Conn., through their newly-appointed agency, Albert Frank-Quenouter Ltd., New York, is featuring two new announcements weekly on the Ruth Maron Wells participating program on WQW, Cleveland. The company is promoting Lady Lyndon line of popular priced cosmetics.

MBS Billings Soar

MBS gross time sales for March totaled $51,377, a gain of 31.5% over the March 1940 figure of $39,812. Cumulative MBS billings for the first quarter of 1941 are $1,461,162, up 39.7% from the $1,046,191 total for the same period of 1940.

Pabst Sports

PABST SALES Co., Chicago (Blue Ribbon beer), on April 14 starts a six-week quarter-hour series, Blue Ribbon Sports Review, on 13 Texas State network stations. Shows will be heard 10:15-11:10 P.M. (CST) Mondays through Saturdays following the night baseball games played in the Texas League and will run throughout the season. Zack Hurt, veteran sports announcer who has been heard on the games for General Mills, will conduct the programs. Agency is Lord & Thomas, Chicago.

Renault Returns

L. N. RENALTA & SONS, Egg Harbor City, N. J. (wineries), is launching an extensive spring campaign, executing radio newspaper, trade papers, national magazines, and ear cards during the months of April and May for its line of Renault American champagne and American vermouths. Returning to radio for the first time this year, a larger schedule has been arranged, with the addition of WOR, New York, for three five-minute periods weekly with Ed Fitzgerald's man-about-town program. Reminder of the schedule calls for 369 live spot announcements, using five a week on WOR, Pittsburgh, and 18 a week on WPEN and WDAS in Philadelphia. Agency is Gray-Rogers Adv., Philadelphia.

Nitragin Series

NITRAGIN Co., Milwaukee (Nitragin Inoculate), during March started a six-week varying schedule of one-minute spot announcements on approximately 18 stations [BROADCASTING, March 24], Western Adv. Agency, Racine, Wis., handles the account.

Redivision of Ownership In WSJS Is Ordered

COMPLYING with a suggestion of FCC attorneys, St. Louis' Goldman, A. C. & Co., Winston-Salem, N. C., licensee of WSJS, has agreed to a redivision of stock so that voting control will be shared by the 80 present stockholders. The company also publishes the Winston-Salem Journal and Times City States.

The corporation, it was disclosed, entered into commitments with reference to the preferred stock, when it acquired the newspaper and radio station. These were not met at the end of a required three-year period, and the preferred stockholders, some of them Mr. Gray's relatives, became entitled to voting privileges. Under the new setup Mr. Gray will actually vote 18.1% of the outstanding stock. Mr. Gray is also a large stockholder in R. J. Reynolds Tobacco Co. There are no plans to change either the officers or directors of the corporation, or the management of the newspapers and radio station.

AFRA-WGN Pact

SIGNING of an agreement with WGN, Chicago key outlet of MBS, for a minimum salary covering one week for sound men, gives the American Federation of Radio Artists a closed shop in every major Chicago station, covering 18 technicians and artists. First AFRA contract went into effect in March 1940, when sound men were raised from $28 to $40 a week. The new pact with WGN for the $51 weekly minimum is for 12 months, from April 23, holding until Nov. 1, 1945.

More Socony News

SOCONY-VACUUM OIL Co., New York, has added a daily quarter-hour news program on KSO, Des Moines, and WNAX, Yankton, S. D., bringing a total of 39 stations now carrying the sponsor's newscasts. J. Stirling Getchell, New York, is agency.

BMI Tunes in Movies

BROADCAST MUSIC Inc., through Harry Engel, Pacific Coast manager, has placed new songs by Stephens-Lang Inc., Hollywood film producers, for the next Dr. Christian picture to be released through RKO. Written by Jack Owen, Claude Sweeten, David Gregory and Al Moss, the songs are Largest, Where Love Lives, Make Believe Land of Dreams, Get Alive, and The Rhythm Is Back. W. J. Blue. BMI has also closed a deal with Walt Disney Studios for publication of the song, The Merry Blue Dragon, from the feature cartoon of the same title to be released about March 1. Song was written by Charles Wooldrich, Ed Penner and T. Hee.

Leprohon Gets CKAC Post

LOUIS LEPROIHN, sales manager of CKAC, Montreal, has been promoted to national and local sales manager. The announcement was made April 3 by Phil Leproux, manager, Paul Leproux Carpeting, from Livre-EEE! College, has been added to the announcing staff.

SOCIETY CLUB HATS Corp., New York, is staging a spring spot campaign on radio stations, with announcements on WPRO RNJ and WSB-BC. Latest spots heard WOR RNJ, WCBS RNJ, WHN RNJ, WCBS WPIF. Agency is Gossow-Kahn & Co., N. Y.
Hockey Plot
ALERTNESS of an announcer at WBRK, Pittsfield, Mass., can be credited with the foiling of perhaps the greatest schoolboy plot in history, wholesale hokey, for the entire city. A lad called the studio early one morning stating that he was calling for the local superintendent of schools and asked that WBRK broadcast an announcement of no school that day. WBRK usually is the official organ for such announcements but the announcer on duty suspecting a hoax decided to check back with the superintendent's office. Result was an exposure of the scheme.

IN RESPONSE to a request of WSPA, Fort Worth, for advice on listeners' desirability of a third anniversary show for the Thirty Minutes Behind the Walls program, 211,507 listeners in 48 of the United States, Canada, Mexico and Hawaii voted for the full-hour show March 19th. The broadcast originated from the State prison at Huntsville and were cited in the George Foster Peabody Awards for the best public service. STAFFS of WTAG and W1XTG, Worcester-Telegram, Evening Gazette and Sunday Telegram participated in a celebration at the local Hotel Banerect March 31st in honor of radio and newspaper expansion in that community. Wrist watches were presented to all 20 year employees and entertainment featuring Everett Marshall, singing star of stage and screen was furnshed.

FOR THE second consecutive year, WKNV, New York has been voted by the American Legion with a scroll commemorating its activity in promoting Americanism through its series of Legion broadcasts.

TO MEET the demand for trained radio writers, a workshop course in radio script writing will be offered during the spring term of the Writers' School, New York, under direction of Helen Bergoyon, writer for the Columbia Workshop. All types of scripts will be considered in the course, starting April 1st.

WBRM, Chicago, has started a series of weekly half-hour programs from Camp Forrest near Tullahoma, Tenn., designed to give a complete picture of Illinois 33d Division army life. The programs have been made available to other stations.

WOAI, San Antonio, featured on a recent broadcast of Army Life from Dodd Field, Fort Sam Houston, an interview of Dan Edwards, soldier of fortune, who said of the evacuation of Dunkerque last year. Army Life program is a weekly presentation each Sunday from Dodd Field by Hoyt Andres.

COOPERATIVE agreement between WCHS, Champaign, Ill., and the Illinois Farmer's Guide, a weekly farm newspaper, has been arranged so that the station receives a half-page ad, in each issue of the paper in return for sponsorship three days each week of the 0.5 hour WCHS farm feature of Jim Conway, Farm Star program of the station.

WBPM, Indianapolis, on April 1st John Doe Meets the Pro, a weekly quarter-hour interview which features a professional golfer each program, Lee Harris, recent addition to the station's sports staff, is in charge.

GUY LOMBARDO, whose orchestra is heard Monday nights on CBS for Lady Esther, Chicago, is sponsoring a Glee Club contest among the 352 Boys' Clubs of America in connection with the National Boys' Clubs Week, which starts May 19.

TEA-TIME note will be struck in the weekly half-hour High Tea in the Boy's Room, which starts April 10th for 10 weeks, on KMPC, Beverly Hills, Calif., under cooperative sponsorship of John Mitchell & J. Sloane Co., Elizabeth Arden Sales Corp., Alexander Perino (restaurants), and John Fifth Avenue (department store). Weekly programme will feature newly-discovered professional talent. Percentage of tea-time proceeds will be turned over to charity. Ed J. Holden, head of Holden Associates, Hollywood agency, will be producer, with Lillian Glen Prouty, script writer.

My P. W. S. (Popularity With Sponsors) is soaring because I tuck each one under my wing and give them all the benefit of my "pull" with 1,600,000 Cincinnatians. Takes BIG wings to cover 231½ sponsored quarter hours a week (77.7% of them renewals)—but there's always room for one more.

NBC RED AND BLUE

WHAS Cincinnati's Own Station
Represented by Inter National Radio Sales

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NBC-Chicago Boom

REVENUE for the first quarter of 1941 for the two NBC Chicago stations, WMAQ and WENR, is $115,121 ahead of the same period last year, according to figures compiled by M. M. Boyd, NBC Central Division spot sales manager. With 238 accounts booked on the two stations during March, billings for the month on WMAQ are the highest on record, while WENR billings for the month also are the highest in history, with the exception of October, 1940, when political broadcasts added to the station's revenue.

BEFORE YOU'RE UP—YOUR SALES CAN BE!

While you're still deep in slumber, deep South farmers dial WWI to hear Dean's Early Edition. Pull 107,980 letters first year wide-area mailable on participating basis. Plant your product in this all-farm, all-time BUY (5 to 7 A.M. Daily)

The Pioneer Voice of Kansas

KFB 5000 WATTS

NEW ORLEANS

50,000 WATTS

BROADCASTING • Broadcast Advertising
GAVEL FROM KDKA

Fashioned for First Sponsor

From Original Tower

JOSEPH HORNE Co., Pittsburgh department store, which claims to have been radio's first advertiser, paid a unique tribute to the broadcasting industry at the semi-annual meeting of the Retail Research Ass'n, last month in Miami. As it was the custom for one of the 22 member stores to present a gavel to A. Lincoln Filene, president of the association, at each meeting, it came the turn of the Joseph Horne Co. to make the presentation.

The store asked KDKA, Pittsburgh, for a small piece of the original antenna pole used by Frank Conrad in his early experiments which led to the founding of the pioneer Westinghouse station. This was fashioned into the gavel and presented to Mr. Filene with a letter of authentication from Dr. Conrad. Here James B. Rock (right), manager of KDKA, hands the gavel to W. H. Burchfield, president of Joseph Horne Co.

Joseph Horne also distributed at the gathering an attractive booklet, How Radio Broadcasting Began, sketching the early history of broadcasting and how Horne's became radio's first retail advertisers after being partially responsible for the actual establishment of KDKA.

H. C. MULBERGER Inc., Milwaukee agency, has organized Atomic Research & Engineering Co., as a subsidiary, to analyze various products manufactured by its clients and to aid in the development of new products. Mr. Mulberger, manager of the new agency, is joined by Ben Risley, WOR, New York; Paul W. Morency, manager, and Thomas C. Peavey, manager, WHB, West- ford, Conn.; Richard Veil, WNEW, Henry Hutchins, WMBG, Walter R. Bishop, WRVA, Richmond; Charles Worchester, WNAX, Yankton, S. D.

RED BARBER, sportscaster of WOR, New York, has signed with Pathe News as narrator and consultant for its sports newsmagazine. Barber will handle all sports except racing, currently described by Clem McCarthy, and will work with Joe Walsh,Pathe editor.

CRYS'TALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal, is ready to offer the broadcaster and munufacturing minded farm leaders the large production and the exclusive Hipower ground controls your crystal need may be. Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 Wacker Drive, Chicago Factory—2035 Charleston Street, Chicago, Ill.

“I'm right pleased since WFDF Flint Michigan went a kilo-watt on 910. It's so loud now I don't have to carry Pappy indoors to hear it.”

NIGHT BALL GAMES BOUGHT ON WNEW

UNDER Joint sponsorship of General Mills, Minneapolis (Wheaties), and Lever Bros Co., Cambridge, Mass. (Lifebuoy), WNEW, New York, will broadcast the entire schedule of 11 night games, home and abroad, played by the Brooklyn Dodgers. Play-by-play and between inning commentaries will be handled by Red Barber and Al Helfer, sportscaster covering the games by day under the same sponsors on WOR, New York.

The broadcasts will be heard on WNEW from approximately 9 p.m. until conclusion of the game. The first takes place May 28 in Philadelphia between the Dodgers and the Philadelphia National League. Agency for General Mills is Knox-Reeves, Minneapolis, and Wm. Esty & Co., New York, is the Lifebuoy agency.

WE DON'T TRAVEL THE PRIMROSE (Ky.) PATH!

Sure, WAVe gets around—but we aren't boasting of our coverage in Primrose, Pyramid or Plutarch (Ky.)! The loss is small when you consider that the Louisville Trading Area—which WAVE covers completely normally buys twice as much as the rest of Kentucky combined, now buys even more because of extra defense payrolls in excess of $1,150,000 a week! This is the productive path in Kentucky—and it's panned with sales for WAVE's advertisers! Shall we hit the trail for you?
MARCH 29 TO APRIL 4, INCLUSIVE

**Actions of the Federal Communications Commission**

**Decisions...**

**MARCH 29**

**Miscellaneous—WNYC, New York.** Dismissed without hearing. Petition interlocutory application Camden Broadcasting Co. vs. Butler, Butler Broadcasting Co., Butler, New Jersey. Dismissed motion to amend application to 1400 kw under treaty. WAGA, Atlanta, Ga., dismissed motion to jeopardy FCC regulations and FMC on own motion. WANN, Fargo, N. D., dismissed motion to amend application to 3 kw. Wflag, Flagstaff, Ariz., dismissed motion to extend deadline for filing an amendment application. WAMM, Medford, Mass., dismissed motion to dismiss application. WZXU, Des Moines, Iowa., dismissed motion to dismiss application. WJOH, Holland, Ind., dismissed motion to dismiss application.

**Applications...**

**APRIL 1**

**WRC, Washington.** Modification of CP as modified for 5 kw under treaty.

**WJFR, Greenville.** Modification of CP as modified for 5 kw under treaty.

**WTBG, Salem, N. H.** Modification of CP as modified for 5 kw under treaty.

**KPOW, Portland.** Modification of CP as modified for 5 kw under treaty.

**KLX, Oakland.** Grant modification of CP as modified for 5 kw under treaty.

**NEW, Nashville Radio Corp.** Grant modification of CP as modified for 5 kw under treaty.

**WSOC, Charlotte, N. C.** Grant modification of CP as modified for 5 kw under treaty.

**Miscellaneous—NEW, CBS.** Grant motion change to 45.5 mc for new television station, denied consolidation of hearing of Yankee Network. WAGA, Atlanta, Ga., granted amendment application to 5 kw. WMYT, Springfield, Mass., granted amendment application to 3130 kw for directional antenna.

**APRIL 4**

**KSWO, Lawton, Okla.** Granted modification of CP as modified for 5 kw under treaty.

**WJOL, Green Bay, Wis.** Grant modification of CP increase power to 1470 kw under treaty.

**WJAR, Providence.** Granted modification of CP increase power to 1470 kw under treaty.

**WHBF, Rock Island, Ill.** Granted modification of CP increase power to 1470 kw under treaty.

**WIOE, Helena, Mont.** Granted new transmitter.

**North Carolina Broadcasting Corp., Burlington, N. C.** Grant 890 kc D dismissed without prejudice.

**Applications...**

**APRIL 2**

**WGNW, Brooklyn.** Granted modification temporary authority to increase N to 250 w. Granted extension to 250 w directional N, new transmitter.


**WSAN, Allen, Pa.** Granted amend- ed CP increase to 250 w N & D, change equip.

**KGY, Olympia, Wash.** Granted extension to new antenna, increase to 1 km.

**KFOM, Fort Collins, Colo.** Granted new transmitter, increase to 1 kw 1090 kc.

**SET FOR HEARING—WTMV, E. St. Louis, Ill.** CP granted to 10 kw N & D, transmitter increase to 500 w in D, new transmitter, equipment change.

**KGRC, Enid, Okla.** Granted CP direction- ally 1 km, new transmitter, increase to 1 kw 1390 kc.

**Six Ways to Kill Feedback Says Chief Engineer**

"If you're on warpath for feedback or reverberation, Western Electric 639B 6-way Cardioid Mike is best weapon," says the Chief. "Select any one of six pick-up patterns at turn of switch—adapt microphone to practically any service." Get full details. Write Graybar Electrical Co., Graybar Building, New York, N. Y.

**Tentative Calendar...**

**APRIL 10**

**NEW, Granite District Radio Broadcasting Co., Murray, Utah—CP 1490 250 w un.

**APRIL 11**

**KGNU, Dodge City, Kan.** Modification license to 1940 kc 560 w D un.

**APRIL 15**

**WTMC, Ocala, Fla.** Revocation of license, to be heard in Panama City.**APRIL 17**

**WDP, Panama City, Fla.** Revocation of license, to be heard in Panama City.

**APRIL 21**

**WPAY, Portland, O. T.** Transfer of control, to be heard in Panama City.

**NEW, Yankee Network, Boston, N. E.** Granted new transmitter, directional N & D, transfer control from Government to Government.

**KPG, Spokane—new transmitter.**

**KMO, Tacoma, Wash.** Modification for new transmitter.

**NEW, Comet Broadcasting Co., McLEnn, Fresno—CP 1590 kc 5 kw un.

**WEBR, Dubuque—Modification CP change antenna N, and 1320 kc under treaty.

**WJZ, CP increase to 1 kw N & D directional N, amended CP to 1470 kw D.

**WJOH, Hampton, Ind.** CP increase to 250 w.

**WCBS, Springfield, Ill.**—CP change to 1170 kc. Granted new transmitter, directional N & D, move transmitter.

**WJBC, Chicago, Ill.**—Modification CP change antenna, 1310 kc under treaty. Granted CP change antenna, 1290 kc directional antenna.

**KWAL, Wallace, Idaho.**—Vacant assignment license to Silver Broadcasting Co.

**KICA, Choteau, N. D.**—Grant to 1210 kc 250 w new, equipment, amended to be contingent on grant of KFYO application.

**WEBC, Duluth—Modification CP change antenna N, and 1320 kc under treaty.

**NEW, Detroit—CP change to 1470 kc.**

**NEW, Ottawa—CP change to 1470 kc.**


**KWLH, Decorah, Ia.**—Modification CP for 5 kw under treaty.

**KMMJ, Grand Island, Neb.**—Authority transfer control to Grand Island Independent Pub. Co. by sale of 50 shares common stock.

**WOWO, Fort Wayne—CP increase to 60 kw, amended to 1400 kw under treaty.

**NEW, Boston Edison Co., Boston—CP 447 mc 5,685 sq. miles, 5,078,232 population.

**KEHL, Midland, Tex.**—Modification CP to 1460 kc 5 kw un.

**WJS, Winston-Salem, N. C.**—Modification CP increase power to 1470 kc under treaty.

**NEW, Colonial Broadcasting Co., Salem—CP 1490 kc 5 kw un.

**WBBS, Alcoa, Tenn.**—CP 1290 kc 5 kw directional.

**NEW, Boston Edison Co., Boston—CP 1490 kc 5 kw directional.

**NEW, Chattanooga.**—Grant 890 kc D dismissed without prejudice.

**WEBR, Dubuque—Modification CP change antenna N, and 1320 kc under treaty.


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**NEW, Colonial Broadcasting Co., Salem—CP 1490 kc 5 kw un.**
Merck Tests Spots

Merck & Co., Rahway, N. J., is testing one-minute spot announcements twice daily on KYW, Philadelphia, for Di-Chloride, a crystalline moth preventative compound. More stations will be added if the test is successful. Charles W. Hoyt Co., New York, is agency.

WANTED

Experienced radio-time salesman between 22 and 35 years old, for popular 1,000 watt regional station, located in a Middle Atlantic State and serving a primary area of 1,700,000 people. Chance for advancement. Replies will be held in strict confidence. Send complete qualifications and photo to Box 327, Broadcasting.

WBRK Sale Approved

MONROE B. ENGLAND, retired clothier of Pittsfield, Mass., was authorized by the FCC to purchase WBRK, Pittsfield, for a reported sum of approximately $60,000. He bought the station from Harold Thomas, operator of WATW, Waterbury, Conn., who established it about two years ago. The station operates with 250 watts on 1540 kHz. The sale includes also holder of construction permit for the 250-watt WNA at Bridgeport, Conn., scheduled to operate on 1420 kc.

P & G Disc Hour

WITH the addition of the quarter-hour serial Vic & Sade on March 31, WOR, New York, is presenting a complete hour of Procter & Gamble Co. shows five times weekly via transcription. Programs are The Goldbergs for Oxydol, 8:15-8:30 a.m.; Vit & Sade for Crisco, 8:30-8:45 a.m.; Kitty Keene for Duz, 8:45-9 a.m. and Life Can Be Beautiful for Ivory Flakes, 10:25-10:45 a.m. Compton Adv., New York, is agency for Crisco, Duz and Ivory Flakes, while Blackett-Sample-Hummert, Chicago, is the Oxydol agency.

J & J Breaks

JOHNSON & JOHNSON, New Brunswick, N. J., has started a campaign for Tek tools and on 36 stations. Company will use 50-word evening station break announcements seven time a week. Ferry-Hanly Co., New York, is agency.

Vel Suds Test

COLGATE-PALMOLIVE-PEET Co., Jersey City (Vel Soapless Suds), on April 5 started it is full participation in the weekly Saturday Morning Open House program on WCWW, Minneapolis. Contract is for 13 weeks. Agency is Sherman & Marquette, Chicago.

Classified Advertisements

Help Wanted

WANTED

Experienced Announcer—With operator's license. If you have selling experience it will help. Box 346, Broadcasting.


Openings On Floor For qualified employees—every department—announcers, operators, combinations, transcriptionists, salesmen, etc., except talent. National Radio Employment Bureau, Box 584, Denver, Colo.

Situations Wanted

Announcer-Program Director—36, news, patrician shows, experienced. References recording available. Box 321, Broadcasting.

Chief Engineer—Competent, cooperative. Take complete responsibility of engineering department. Click. Employed. Box 325, Broadcasting.

Why Lose Money?—Will manage Southern station profit sharing basis—just can't lose. Box 326, Broadcasting.


Newman—Five years' experience writing news on one of the nation's largest stations; newspaper background; have written both feature and spot news broadcasts for national networks; married with family and desire permanent location. Box 322, Broadcasting.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managed of the NBC affiliates. Details on request. Box 324, Broadcasting.

Yielding, Experienced—Merchandise, publicity, radio manager and salesman desires to make change, 34 years' experience in handling all types of accounts. Will furnish good references. At present disposing of interest in station in North prefers location in South. Box 339, Broadcasting.

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Professional Directory

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JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Erie Building, Washington, D. C. Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDAI
Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R. C. A. Communications, Inc. 68 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Boulevard, N. Y.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. D. C. 1015
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village Dallas, Texas

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

BROADCASTING • Broadcast Advertising
April 7, 1941 • Page 53
WBAX Is Refused Plea for Renewal
Station Ordered Off the Air
On July 1 in Swift Ruling

ACTING with unusual speed immediately after a tumultuous oral argument last Monday, the FCC denied renewal of the license of WBAX, Wilkes-Barre, Pa., taking the station off the air as of July 1 next. In deleting the station, the FCC adopted its proposed findings of fact and conclusions, issued Sept. 18, 1940, denying on several grounds the renewal application of John H. Stenger Jr., WBAX licen-
cee.

The oral arguments last Monday, during which there was caustic questioning from the bench of Philip J. Hennessey Jr., WBAX counsel, climax a long fight to secure renewal of the station's license. WBAX, with 100 watts on 1210 kc, has operated on a temporary basis since Nov. 18, 1938. Scheduled to last only 20 minutes, the oral argument stretched out to 50 minutes, with the FCC meeting immediately upon conclusion to make final decision on renewal.

Alleged Transfer

Renewal was denied on several grounds, mainly the applicant's alleged lack of financial qualification, alleged "false representations" and circumstances in regard to management and control of the station. Charging that Mr. Stenger has relinquished control of the station, the FCC decision declared:

"In practical effect, the station license herefrom granted to the applicant for the operation of WBAX, and the rights therein granted have been transferred to Glenn D. Gillett, Marchy Eager, and Stenger Broadcasting Corporation without obtaining the consent of the Commission thereto in writing, in violation of the provisions of Sec- tion 319(b) of the Communications Act of 1934, as amended.

"The radio transmitting apparatus described in licenses herefrom issued to the applicant for the operation of WBAX, and the station itself, is being operated and owned by Glenn D. Gillett and Marchy Eager, directly and through agents, and by Stenger Broadcasting Corporation, through its officers and directors, particularly with respect to the control of physical operation and programs broad- cast, in violation of the provisions of Section 301 of the Communication Act."

Commissioner Craven, concurring, stated his belief that the denial should be without prejudice to the filing of an application for transfer of license to "a person satisfactory to the Commission as to qualifications under the law."

At present the application of Wilkes-Barre Broadcasting Corp. for a new 250-watt station on 1210 kc., the WBAX facilities, is on file with the FCC. The company is controlled by John F. and J. H. Stenger, owners of WBAX, and owning 25% of the common stock and 24% of the preferred [Broadcasting, July 15, 1940].

"This Week Our Home-Town Industries Series Takes Us to the Farmer's Fertilizer Works!"

Other stockholders include Ernest G. Smith, publisher of the Wilkes-Barre Times-Leader-News, and L. J. Van Laeys, general manager of the Wilkes-Barre Record, each with 14% of the common stock. Presi- dent of the concern is Andrew L. Sordoni, also holding 14% of the common stock; vice-president, Mr. and Mrs. Marchy Eager; treasurer, Mrs. John H. Stenger Sr.; manager, the Steinman-owned Mason-Dixon Group; secretary-treasurer, I. L. Buckwalter, businessman of the Steinman-owned Lancaster and Intelligencer-Journal.

Competition Puts KYAN Off the Air

Cheyenne Station Victim of Survival-Of-Fittest Theory

ANOTHER practical effect of the "survival of the fittest" theory advanced in the Sanders case was demonstrated last week when KYAN, Cheyenne, Wyo., ceased oper-
ing and entered into an ar-

rangement with KFBC in the same city for the sale of its transmitter site and tower. Thus KFBC, affili-
ated with NBC-Blue, is left as the only station in the community.

KYAN, assigned 250 watts on 1370 kc., signed off March 28 with a statement by Harold L. McCracken, manager, that "the situation created by the granting of two broadcast licenses for Cheyenne has made it economically unfeasible for KYAN to continue broadcasting."

Granted Last Summer

The station was authorized last June and began operating in October. It was owned by a partnership consisting of Mr. and Mrs. J. Cecil Boll, operator of a monu-
mental and Mrs. M. H. Lennan, mother-in-law of Mr. McCracken.

In pursuit of its policy of denying no application where financial, legal and technical requirements are indisputable, the Commission in July authorized KFBC as the second station. It began operating in December, and it is now using 250 watts on 1420 kc. It is licensed to Frontier Broadcasting Co. and its president is S. H. Patterson, owner of KSAN, San Francisco, who holds 25% of the stock. Cheyenne Newspapers Inc., publishing the Wyoming Eagle and Wyoming Tribune & Leader, and their publisher, Tracy S. McCracken, own 20%. The Stock Growers Bank of Cheyenne, as executors of the estate of J. H. Schroeder, holds 25%; William G. Noonan, manager and chief engineer of KSAN, 9%; United Mine Work- ers, 10%; John Arp, hotel owner, 5%.

This is the third instance in which two new stations were author-
ized in small communities un-
der the "survival of the fittest" theory and one had to give up, but the first case where both actually went on the air in the past case—Salisbury, Md. and Las Vegas, Nev.—one surrendered the construction permit before going on the air [Broadcasting, June 15, 1940].

Ivy Snow to B & B

PROCTOR & GAMBLE has announced appointment of Benton & Bowles to handle Ivory Snow. Offi-
cial statement by the advertising depart-
ment said this move was in line with a company policy established a year ago of reviewing competing brands handled by the same agencies. The change will be effective approximately July 1.
"EXTRA BUSINESS—when advertised over WLW"

"The influence of WLW in promoting sales in the food field is certainly a paramount one in our own trading area. Their brands are among our best sellers; their merchandising services for the wholesalers and retailers are certainly helpful in obtaining greatest benefits from the manufacturers' advertising.

"We immediately have our salesmen go after the extra business available when we receive notice of new items being advertised over WLW."

(Signed) Edward P. Frechtling
The E. H. Frechtling Co.
Wholesale Grocers
Hamilton, Ohio

The Frechtling Co. have three men covering six Ohio counties and two Indiana counties.

"We immediately have our salesmen go after the extra business available when we receive notice of new items being advertised over WLW."

(Signed) Edward P. Frechtling
The E. H. Frechtling Co.
Wholesale Grocers
Hamilton, Ohio


WLW THE NATION'S most Merchandise-able STATION
FOR Higher Fidelity AUDIO

THESE TWO RCA AMPLIFIERS!

RCA Model 86-A
LIMITING AMPLIFIER

★ Compression-ratios to 18 db.
★ No audible "thumps" on peaks
★ Optimum return-time value
★ Flat within 2 db., 30-15,000 cycles
★ Calibrated level controls
★ Meter indicates reduction in db.
★ Meter measures plate currents
★ Built-in power supply
★ Ideal for recording

$275* with one set of tubes
(Least 36-B Mounting, shown above)

YOU can raise the average program level of your transmitter several db... with corresponding increase in coverage... easily and at low cost with this RCA Type 86-A Limiting Amplifier. Protection against overmodulation and transmitter outage is safe and certain—for the 86-A provides fast pickup time. Return time is slow enough to prevent low-frequency distortion, fast enough to avoid obvious level-reduction following a volume peak. Controls are calibrated in VU, to indicate exact input and output levels on the verge of compression. And even with maximum compressor-action suddenly applied, there are no audible "thumps" to mar your program. Write for the complete story of this low-cost, flexible Limiter Amplifier.

RCA Model 82-C
MONITORING AMPLIFIER

★ High fidelity at low cost
★ Flat within 2 db., 30-15,000 cycles
★ High gain—105 db.
★ Output level: 12 watts (3% distortion)
★ Less than 1½% distortion,
50-7500 cycles, 8 watts
★ Compensating Network Available
★ Built-in power supply
★ Remote volume control furnished

$85* less tubes
($15.00 extra for rack mounting)

HERE is an improved version of the highly popular Type 82-B Monitoring Amplifier. Like its predecessor, it affords high-fidelity audio at extremely low cost... is flexible and easily adapted to your studio arrangements. Because of its high gain it can be used directly in studio talk-back circuits without preamplifier or for driving speaker directly from turntable. High output level insures low distortion even when feeding into several speakers. Inverse-feedback keeps the overall response low in distortion and unusually uniform in frequency-response.

*F. O. B. Camden, N. J. Prices subject to change without notice.

Use RCA Radio Tubes in your station for finer performance

FOR TUNER PERFORMANCE
GO RCA ALL THE WAY

Microphones Speech Input Systems Associated Equipment Transmitters

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