A few weeks ago, dozens of excited young amateur boxers poured into Des Moines from all over Iowa Plus—covered themselves with glory (and their opponents' flying fists!). It was WHO's Golden Gloves Tournament®, and the folks back home were hanging on their radios, catching our blow-by-blow description of their local pride-and-joys' rise to fame—and subconsciously, perhaps, thanking their stars for the neighborly, friendly Station that had made the whole thing possible.

Because, you see, WHO had probably sent its own staff into their town to help them plan and organize their local tournaments... had seen to it that their boys were supplied with the proper equipment... had helped to stir up local cooperation... and had made a definite contribution to the civic solidarity of their community.

These annual Golden Gloves efforts are typical of WHO's assistance in promoting a dozen different community enterprises. And it's this sort of cooperation that makes friendly and loyal listeners for WHO—as proved by the fact that 55.4% of all radio families in Iowa vote WHO their favorite station (daytime)!

And here's the pay-off: Our loyal listeners feel much the same way about our advertisers' products! Write for the proof—or just ask Free & Peters.

*The Golden Gloves Tournament, sponsored by the Chicago Tribune in the Middlewest and Southwest, is supported by 43 other newspapers—and Station WHO!
TOTAL retail sales for 1941 in metropolitan Louisville, heart of the rich WHAS market, are headed toward actually doubling the volume for 1935!

The Last Week in March Was 64 Per Cent Higher Than the Same Week in 1940 . . . The Year 1941 To Date is 30 Per Cent Higher Than the Same Period of 1940!

WHAS
LOUISVILLE
840 on the Dial . . . 50,000 Watts . . . Represented Nationally by Edw. Petry & Company
Help
Wanted...

... means help given when it comes to added service for Standard Library subscribers.

For instance: for a long time, stations have wanted us to go into the publicity business on a large scale: so—this month we do!

A coordinated system of publicity on Standard Library artists and talent has just been put into effect. The new system provides a really complete kit of glossy pictures for newspaper releases or display use, newspaper mats and biographical and human interest publicity stories on all of the standout Standard talent. Release of this complete and highly usable material to our stations will be routine from now on.

Watch this column for the forthcoming announcement of the May first library release. Confidentially—it's packed with dynamite!

Ever onward and upward, as the saying goes—that's the story of Standard Tailored Transcription Services, Standard Spot-Ads and Standard Super Sound Effects. Write for more of the story—it's guaranteed to interest you, as it has so many others.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

The showmanship, technical excellence and variety which characterize the Standard Radio Program Library, add up to just one vital factor: Salability. Time and again, our station-subscribers tell us that they find the Standard Program Library an invaluable aid in turning prospects into customers, and retaining the loyalty of present sponsors. Small wonder then, that so many stations—the largest list of active subscribers—chorus "Yes" to the question: "Are Your Transcriptions Up to Standard?"

Standard Radio
HOLLYWOOD CHICAGO
When you think of

New Orleans

you think of:

Rue Royale . . .

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

April 14, 1941

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PERSONAL NOTES

FOR SALE: One Blanket
Covers Nebraska and her neighbors
Low cost returns

KFAB
LINCOLN, NEBR

Three Defense Plants in Detroit to Create Thousands of Jobs

Increase

WXYZ's
NEW 5000 WATTS
COVERAGE

Brings increased results in Detroit to Local and National Advertisers

Many more markets and listeners are now added to WXYZ's Primary Day and Night Area

KING-TRENDELE BROADCASTING CORPORATION
KEY STATION MICHIGAN RADIO NETWORK
BASIC DETROIT OUTLET NBC BLUE NETWORK

National Sales Representatives: PAUL H. RAYMER CO., New York, Chicago, Los Angeles, San Francisco
1126A AMPLIFIER HITS NEW PEAK IN CONTROL

1. **STOP SPLASH** or short-interval adjacent channel interference from overmodulation of your AM transmitter.

2. **STOP OVERSWING** in your FM transmission... enjoy increased efficiency with better quality.

3. **STOP OVERLOADING** effects in other program transmission systems by governing even instantaneous peaks.

4. **START** getting the facts of the new Western Electric 1126A Amplifier now. It offers an entirely new level controlling circuit with far faster operation, reacting in approximately 1/10,000 of a second to peaks in program input. It offers 5 db increase in average signal level... for high quality transmission.

Get the full details. Write or call Graybar today.

**Western Electric**
Each year Arizona business receives over $71,000,000.00 from seasonal visitors. KTAR will tune your sales to this spendable income!

Camelback Inn
Phoenix, Arizona
March 10, 1946

Dear Mr. Ltꈑs:

You'll be interested to know that Warner's as Camelback Inn is concerned, you have selected an ideal spot for the location of a new building next to the Inn. In choosing the site, we've been very careful to select a site that will be easily reached by you, your facilities or teams in the surrounding area. We want to assure you that your satisfaction will be our primary concern.

The location is a good one. In fact, no one else in the Phoenix area has such a well-planned and panoramic view of Camelback Inn, the adjoining property, and the beautiful mountains.

You offer an excellent example of the type of thoughtfulness that has been our policy in popularizing Camelback Inn.

Cordially,

[Signature]

February 23, 1946

Station KTAR
Phoenix, Arizona

[Signature]
PEORIA—AN IDEAL MID-WESTERN TEST CITY!

Peoria, Illinois—the center of Peoriarea—is one of the most prosperous medium-size industrial communities in America. Its products are famous all over the world. And its people have an effective family income 26.3% above the national average!

Naturally this means that Peoria and Peoriarea are good sales territory. But in addition, Peoriarea and Station WMBD offer you the finest opportunity for low-cost radio tests in the Mid-West. First, because their 145,136-family market (larger than the total populations in six U.S. states) is typically diversified. Second, the only Peoria station, WMBD is also the only major network station whose programs satisfactorily reach the whole of Peoriarea. Third, because WMBD has actually built up an unprecedented place in the entire civic and commercial life of the area—can actually secure preference for your products from chain-stores, wholesalers and retailers as well as from the listening public.

Big words, yes—but let us prove them! Ask your Agency to ask the Colonel!

WMBD
PEORIA, ILLINOIS
5000-1000 WATTS • CBS
Edgar L. Bill, Mgr. Chas. C. Caley, Sales Mgr.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
President Orders Press Ownership Study

Mellett to Direct Survey; White House Move to Change Law Speculated

By SOL TAISHOFF

TAKING an active interest in the regulatory plight of commercial broadcasting growing out of the FCC's all-front assault, President Roosevelt has assigned Lowell Mellett, his chief public relations advisor, to a study of the effect of newspaper ownership of broadcast stations upon general broadcast service.

This development comes on the heels of the FCC's latest foray into the business of broadcasting, reflected in its order of March 19 for an inquiry to determine whether joint control of newspapers and stations tends to result in "impairment of radio service." The immediate effect of this order was to suspend all pending applications by newspapers for facilities, whether standard or FM, and to cast a pall over the future of broadcasting.

No announcement came from the White House but word of the Mellett assignment has reached outside sources. Head of the office of Government Reports and one of the executive assistants to the President, Mr. Mellett is an experienced newspaper executive. He is the former editor of the Washington News and the Scripps-Howard Newspaper Alliance. In his present post he is the chief press and radio information officer of the Government.

Etridge Confers

Unofficial disclosure of revived Administration interest in radio regulation came shortly after the March 20, 1941 address of Mr. Etridge, vice-president and general manager of the Courier-Journal and Louisville Times, which operate WHAS, had conferred with the Chief Executive in behalf of newspaper-owned stations. Mr. Ethridge was at the White House on April 3 in his capacity as chairman of the group of newspaper-owned stations organized informally to resist any FCC move to bring about divestiture of newspapers from station ownership.

Following this visit, speculation developed over a possible White House move to foster new legislation to reorganize the FCC and clearly delineate its functions [BROADCASTING, April 7]. It is presumed the Mellett study will be awaited before the President determines his position. Two years ago, Mr. Roosevelt, in identical letters to Chairman Wheeler of the Senate Interstate Commerce Committee, and Chairman Lea of the House Interstate & Foreign Commerce Committee, urged reorganization of the FCC, with a reduction in its personnel from seven to three, along with the writing of new substantive law with provisions "so clear that the new administrative body will have no difficulty in interpreting and administering them."

The scope of Mr. Mellett's inquiry is conjectural. It is assumed it will cover all of the purported abuses of newspaper ownership. With nearly 300 stations owned by or to some extent identified with station operation, major criticism within the Government has been the alleged threat of development of "monopolies" of the most important media in the molding of public opinion.

It is thought the study will cover such items as the effect of joint ownership of newspapers and stations in the same market upon competitive stations; instances in which unfair competition is alleged to result when such combinations sell space and time at special discounts; use of microphone to project editorial opinions of the parent newspaper, and sundry other charges leveled against combined operations.

Possibly the most difficult issue to be met will be that of ownership of the only station in a particular community, usually small, by the only newspaper in the city. The FCC figures there are 90 such locally.

Meanwhile, Mr. Ethridge moved forward with plans to disprove the notions of the FCC majority that there is evil in newspaper ownership of stations. He named a committee of 44 publishers and newspapermen identified with broadcast station ownership or with pending applications was named April 9 by Mark Ethridge, vice-president and general manager of the Courier-Journal and Louisville Times, to consider the course to be followed in meeting the FCC's newspaper-divestiture inquiry order. The committee will meet April 20 at the Waldorf-Astoria, New York, and a steering committee of five to seven will be named.

A general meeting of publishers who own stations or have stock interest, or who have applications pending, will be held in New York April 22 during the sessions of the American Newspaper Publishers Assn. Following is the membership of the Etridge Committee:

ALABAMA—Harry M. Ayers, Anniston Star (WHNA); James Chappell, Birmingham News (WSGN).

ARIZONA—Charles A. Stauffer, Phoenix Arizona Republic and Gazette (KTAR, KVOA, KUMI).

ARKANSAS—W. C. Allspop, Little Rock Arkansas Democrat (KLR, KGRH).

CALIFORNIA—Dorothy Hafken, Oakland Tribune, and Oakland Examiner, San Francisco Examiner (KFBK, KMK, KRN, KGW, KOH).

CONNECTICUT—W. J. Pape, Waterbury Republican and American (WBRY).


FLORIDA—Ralph Nicholson, Tampa Times (WDAE); Truman Green, Tampa Tribune (WFLA).

GEORGIA—James M. Cox Jr., Atlanta Journal (WBB, WHIO, WOII).

ILLINOIS—E. H. Antirnm, Chicago Tribune (WGN).

INDIANA—F. A. Miller, South Bend Tribune (WSBF-WFAM).

KANSAS—Maro Morrow, Capper Publications (Towks Capital, Kansas City Kansas, WIBB, KSBN); Gene Howe, Athlson Globe (also Amurria Globe & News and other Kansas stations, KGNC, KFYO, KRGB, KSBA).

LOUISIANA—C. P. Mansfield, Baton Rouge Advocate and State Times (WBJO); John Ewing, Shreveport Times (WKKR-KTRR).


MASSACHUSETTS—George F. Booth, Worcester Telegram & Gazette (WTG).

MICHIGAN—W. J. Scripps, Detroit News (WWJ).

MINNESOTA—Gardner Cowles Jr., Minneapolis Star-Journal (Iowa Broadcasting System and Des Moines Register & Tribune, KSO, KNET, WMT, WNAI).

MISSOURI—Roy Roberts, Kansas City Star (WDAP); George M. Forbach, St. Louis Post-Dispatch (KSP); Ray Robison, Kansas City Star-Times (EXK, KFRU).

MONTANA—Q. B. Warden, Great Falls Tribune (KFBB).

NEBRASKA—H. Doorley, Omaha World-Herald (KOWB).

NEW YORK—A. H. Kirchshoff, Buffalo Evening News (WBE, WBB); Charles McCabe, New York Mirror (Heart Newspapers and radio stations, WCAE, WBBL, WISN, KYA); Jack Howard, New York newspapers and radio stations (WFCO, WMC, WMP, WNMX).

ARKANSAS—Don Elias, Arkansas Citizen and Times (WWNG); Gordon Gray, Winston-Salem Journal and Twin City Sentinel (WSJB).

CONNECTICUT—Walter Ammons, Chicago Tribune (WGN).

Dakota—John E. Person, Willamspoot Sun (WRAK).

SOUTH CAROLINA—Roger Peace, Greenville News and Piedmont (WFCP).

MARYLAND—James Peabody, Baltimore Sun (WBAL).

OCCIDENTAL—Michael McCaffrey, Richmon Daily News-Leader (WEND).


OHIO—Bly Bay, Cleveland Plain Dealer (WBEA).
mittee of 44 publishers and newspapermen identified with radio either through ownership, stock interest or who have applications pending (see list on page 9). He called a meeting of this committee at the Waldorf-Astoria, New York, on Monday afternoon, April 20, "to consider the course of the newspaper publishers' winning radio stations." From this group a small steering committee, probably of five to eight outstanding personalities, will be selected to undertake the immediate task of planning for the yet unscheduled hearing.

The meeting was called for the purpose of discussing the plans by which most of the members will be in New York to attend the annual convention of the American Newspaper Publishers Assn. Mr. Ethridge has called a second meeting of the same 300 publishers identified with radio for 12 p.m. April 22 at the Waldorf-Astoria, during the ANPA sessions.

The big convention, as representative of the various elements in newspaper ownership, both geographically and by classification, there are representatives of small non-network stations; of group-owned stations; of large network-affiliates, and of prospective stations not operated as yet, will bring applications on file at the FCC for both standard and FM stations.

No Hearing Date Set

The group may not organize formally, since it is the view of FCC General Counsel Telford Taylor that such a step is not essential. It has decided to attend a committee meeting to be held April 21 to prepare for the impending inquiry. Legal, engineering and economic counsel probably will be retained in due course. Since the precise date of hearing has not yet been set, and since the actual issues to be met have not been enumerated in a notice of hearing which must be forthcoming at least a month prior to the hearing, no great haste is indicated in actually preparing that notice.

The White House intervention evidenced in the assignment to Mr. Mellett may have the effect of slowing down the hearing more than a hearing date. Moreover, the Commission is still in the throes of final consideration of its explosive network-monopoly report, pending for more than two years, with indications that it won't complete the job until early in May whereas its last deadline was March 15. It hopes to tackle final details of the report and clear up the other muddled FM allocations, entirely apart from the newspaper-ownership aspects of that new medium, before clearing the decks for the newspaper-deregulation investigation.

Thus far, it is reported, few deviates from the network-monopoly draft have resulted during the bi-weekly executive sessions of the FCC on the network-monopoly report. The major conclusions, striking at exclusive network affiliation, contracts, option time, dual network operation of NBC, and other more basic considerations, is it is reported, have been covered. The question of FCC jurisdiction, challenged by virtually all of the respondents but MBS during the hearings, also is covered in a final chapter, submitted last week. It is believed the FCC majority will sustain the law department's contention of jurisdiction under the Communications Act, with Commissioners Craven and Case dissenting as they have on most vital policy considerations.

Quick Action Possible

Mr. Ethridge was in Washington April 18 and 19 to see Wallace White Jr., (R-Me.), ranking minority member of the Senate Interstate Commerce Committee, who has a draft bill for reorganization of the FCC into a three-man agency. Senator White left the city that day and is expected to return April 15 when he proposes to confer with Chairman Wheeler regarding introduction of a joint bill for revamping the Commission, which probably will be held over as the basis for a fact-finding study by a subcommittee.

Should the President, following Mr. Ethridge's study, conclude that the FCC has been extreme in its efforts to regulate broadcasting and again urge new legislation as he did two years ago, it is thought action might come quickly, despite the national defense situation. The call for investigation of the radio industry, including the FCC, has been sounded repeatedly in Congress for several years.

Bar Assn. Suggests Bill

The Federal Communications Bar Assn., representing practitioners before the FCC, on April 10 published in its Journal a proposed bill to amend the Communications Act of 1934, as drafted by a special committee. It proposes a seven-man commission, but with two automonopolists and three members appointed by each—for public communications, which would cover all broadcast services, and the other for private communications, dealing with common carriers. The chairman would be the chief executive officer and would not serve with either of the divisions except in the case of a vacancy.

A copy of this draft had been supplied Senators Wheeler and White several weeks ago by Herbert Skolnick, president of the association [BROADCASTING, March 31]. Senator White's proposed bill also would create two separate divisions, but of one man each with the chairman as executive officer.

Other members of the Bar Committee which drafted the proposed bill were Duke M. Patrick, former general counsel of the Radio Commission and Paul Power, Washington attorney. The proposed amendments, as suggestions on reform of administrative procedure, were approved by the association's executive committee of five.

Amendments Proposed

Among other amendments the association recommended reinstatement of the "protest provision" providing for automatic hearing on contested FCC grants by proper parties, a provision that appeals may be taken to circuit courts of appeals within any circuit in which the appellee does business. The bill in U. S. Court of Appeals for the District of Columbia; giving of jurisdiction to circuit courts to grant temporary injunctions of restraining orders from the FCC, with counsel appointed for both sides, as a rule promulgated in the Supreme Court decision in the so-called Potrero case on carrying out of lower court decision in favor of the Association of Licensed Broadcasters for an automatic hearing before the full court. The provision that filing of a petition for rehearing shall automatically stay the effect date of the FCC decision in the matter affects an existing service; and provide that a hearing means a "full and fair hearing" and that the person conducting it shall prepare and file an intermediate report.

ASCAP has issued a 10-page booklet, An American Institution, describing the Society's purpose and its history. Especially in connection with the copyright laws and their relation to ASCAP's musical performances, the booklet is a good companion book for the society. Booklet was prepared by Robert L. Murray, public relations director.
President, Knox, Early Favor Voluntary Censorship of News

Publication of British Battleship Arrival Leads To Official Requests for More Supervision

CALLS for increasing voluntary control of news on the part of broadcasters and newspaper publishers were voiced in three closely-quartered days during the week.

-Pres. Roosevelt, Secretary of the Navy Frank Knox, and White House Press Secretary Stephen T. Early

The spurt in censorship talk resulted from a needling of the news situation early last week when several newspapers published pictures and news stories on the arrival of a damaged British battleship in New York harbor.

No Aid to Enemies

Commenting radio and the press for their cooperation in handling certain situations arising from the war, particularly such events as the arrival of the battleship, Mr. Knox declared. "It is true that many people can see these ships as they arrived and before they are swallowed up in Navy yards. It is also true that neither agency is interested in the movements; but it seems to me only sportsmanlike that the keen American press refrain from giving a report of these ships for the benefit of Britain's enemies. At the present time this sort of reporting is of possible military value to the Germans."

"If a British warship arrives in a British yard for repair the fact does not appear in the British press, radio, or picture. The British people know how vital it is to keep that sort of information down to the very minimum. Since the United States was promised to give all aid to Great Britain, so far as repairs are concerned, it seems to me that it is our patriotic duty to keep such information about British war vessels to a minimum. That minimum, to my way of thinking, is to print nothing, I sincerely believe the thoughtless press will agree with this opinion."

The few papers publishing accounts of the arrival of the ship drew fire from President Roosevelt at his press conference last Tuesday. The President declared that he considered the papers' editors, who published the day following the news stories to explain their stand, the lamesst excuse to try and get square with their readers that he had ever heard. He said it was interesting to note that at the same time other newspapers were editorially advocating legal censorship.

"We need much prefer to go along with the overwhelming majority of newspapers at this time," President Roosevelt declared in commenting on the action of newspapers and press services in omitting mention of the ship's arrival. He indicated that at present nothing else was in sight but this type of voluntary control of news.

Early's Viewpoint

Following up the situation at his own press conference last Wednesday, Executive representative of President Roosevelt's stand, terming the plan for voluntary control "not a censorship, but an attempt to avoid censorship."

"All this will work out on voluntary ground. It's got to," Mr. Early declared, citing the educational value of the New York incident. "We don't want censorship. The newspapers don't want censorship. The President doesn't want it, I don't want and Lowell Mellett does not want censorship."

When it was pointed out that some control must necessarily be exerted on outgoing messages from the United States to foreign countries if the voluntary plan is to work, Secretary Early indicated this was an important question for study by the Defense Communications Board headed by FCC Chairman James Lawrence Fly.

Completing Disc Code

COMMITTEE representing the transcription industry met with executives of the American Federation of Radio Artists last Wednesday and Friday to clean up the last details of the AFRA transcription code, which is expected to be signed this week, according to Emily Holt, AFRA's general manager. As was announced in the New York Times last week, the code will be signed as with the network code, Mrs. Holt explained, with the transcription agents signing the contracts and the advertising agencies writing letters acknowledging the terms.

KEYS. Corpus Christi, Tex., was granted a license to cover its construction permit by the FCC April 30. Station was authorized by the FCC last Oct. 29 to use 250 watts on 1490 kc.

HANDICAP FOR FILM

Radio Picture Exploitation

—Hit by Copyrights

ALTHOUGH 20th Century Fox Studios produced a cavalcade of radio titles "The Great American Broadcast," the firm is not able to use that media to full effect for exploiting the motion picture. Primarily a musical, the film has sight songs by Mack Gordon and Harry Warren, none of which can be plugged on the networks because of the current radio-ASCAP controversy.

To offset loss of network plugs, 20th Century-Fox is framing exploitation musical trailers to be used in theatres and plans a series of music transcriptions to be released on more than 200 stations with ASCAP license agreements.

Although he will not be given screen credit and at his own request too, Ted Sherdenam, NBC Hollywood writer-producer, collaborated in writing the screen play. Joseph Aiken, sound man on the picture, doubled as technical advisor. He was technical assistant on the first big public event broadcast, the election of President Harding, in 1920. He has done much subsequent radio work, pioneering in early musical broadcasts.

BMI's SHEET SALES 1,165,000 IN YEAR

APPROXIMATELY 1,165,000 copies of BMI popular songs were sold during the radio-owned publishing house's first year of operation, reports Julius P. Wittel, BMI's New York office manager. He added that this figure does not include the songs of the other companies affiliated with BMI.

"BMI," he said, "may well be proud of its sheet music sales total when it is considered that during 1939, a banner year, the total control of popular sheet music produced by 130 ASCAP publishers was 18,000,000."

Breakdown of BMI's ton selling songs during the last year follows:

There I Go.......... 150,000
I Give You My Word... 90,000
High on a Windy Hill.... 70,000
I Call It a Day......... 60,000
I Never Never Never..... 50,000
Wisdom Old Owl........ 40,000
25 other BMI songs... 225,000

Consumer Group Lauds Power of Broadcasting In Education of Public

SOCIAL EFFECTS of national defense activity and for consumer education were discussed at the third National Conference on Education held last week at Stephens College, Columbia, Mo. About 500 educators, governmental spokesmen, businessmen and public representatives attended the conference sponsored by the Institute for Consumer Education, supported by the Alfred P. Sloan Foundation.

Harriett Elliott, Consumer Commissioner of the Defense Advisory Commission, advocated combating unjustified price rises, using "clean" sales message, and "scare" advertising, which she described as "advertising which tends through fear of price increases to induce consumers to make purchases."

In a roundtable discussion led by Emily Holt, director of the Workman's Service Program of the WPA, the increased use of radio in consumer education program was urged.

Work of the General Federation of Women Workers' weekly Saturday morning broadcast, the marketing programs sponsored by the U. S. Department of Agriculture, the radio-Broadcasting in Society's Education were commended. In the case of the first named, it was pointed out that the joint interest of the organization devoted to some informative selling angle in that it was a natural outgrowth of the radio which was one of the most powerful media through which the consumer educator could work and one which at the present was not being used to its fullest advantage.

Six P & G Serials on CBS Realigned

PROCTOR & GAMBLE Co., Cincinnati, continuing to realign its radio schedule after the renewal of its programs from the NBC-Blue [Broadcasting, March 10], on April 28 will rearrange the six P & G serials on CBS. Programs involved in the changes are:

"A Big Word," 9:30-10 a.m., on 37 stations for Ivory soap, will add five stations of the CBS Southwestern group, and will add "Mother's Pride" and "Basic Soup" instead of soap.

"Home is White," 1:15-1:30 p.m., currently on 34 stations for Camay, after April 28 will advertise Orizoli, and will add 16 CBS outlets and 26 CBC stations. There are no changes on 24 Canadian stations via transcription at 9:30-10 a.m.

"Right to Happiness," 1:30-1:45 p.m., on 26 CBS and 17 CBC stations for Crisco, will add six mid-western stations.

"Woman," 10 a.m. on 26 stations for Chips, will add seven mid-western stations when "White Rose" is dropped.

"The Big Break," 1:15-1:30 p.m., on 17 stations for Ivory soap and The Goldbergs on 27 stations will exchange time when the latter will be dropped post April 28, while the latter is shifted to 3:15-3:30 p.m. The Goldbergs, which now will be on for Dus after April 28.

The Campbell Soup accounts are handled by Pedlar & Ryan, New York; "Dus" by Bernard Berger Co.; "Crisco" by Raymond Berg Co.; Roger J. Huston, Southern California manager of Radio Sales, the CBS national sales division; and William Gay, production assistant to William Moore, West Coast manager of Wm. Esty & Co.
ASCAP Negotiates First With Networks

Makes Settlement With Montana Group

TAKING a new tack in its effort to negotiate contracts as for the use of its music to the air, ASCAP has inaugurated the individual conference method with the major networks, preparatory to a general conference this week in New York of the NAB-industry negotiating committee.

Having settled on April 9 its differences with broadcasters in Montana, through negotiation of a final agreement on dismissal of some $250,000 in pending infringement suits and acceptance by the stations of the standard form of contract but with certain tentative and flexible provisions, ASCAP executives conferred last Friday with a committee representing CBS.

Conferences have been held during the last fortnight with officials of MBS, and initial sessions with representatives of NBC are indicated during this week of April 14.

Montana Settlement

The network conference method was requested by John G. Paine, ASCAP general manager, to which NAB President Neville Miller, chairman of the industry negotiating committee, interposed objection. Presumably the ASCAP plan is to clear with the networks, as their potential big customers, all grievances in the air and get clearance at the source, before meeting with the industry negotiating committee.

Negotiators at the preliminary CBS conference, held at the network's headquarters, were Mr. Paine, E. Claude Mills, chairman of the administrative committee of ASCAP, and Walter Fischer, ASCAP board member. Edward Kinueber, CBS executive vice-president; and a member of the NAB Copyright Committee, headed the network group. M. E. Runyon, CBS vice-president, and I. R. Lousherry, general manager of WGR-WKBW, Buffalo, member of the CBS-affiliate negotiating committee, also participated for CBS. Mr. Klaber said there had been a general discussion and that another meeting will be held soon.

Settlement of the Montana controversy, ending the most difficult encounter ASCAP has experienced with any single group of broadcasters, was not unexpected. Last August an agreement in principle was reached, under which the society would drop all pending infringement suits against the nine Montana stations. It was agreed to recognize the clearance at the source principle and concur in the request of Ed Crane, head of KGG, KBM, Butter, and the leader in the fight for clearance at the source, that he experiment with per-use payment to ASCAP for his three stations and help President Paine.

The form of contract to which Mr. Crane agreed, it is understood, covered the State network as well as KGG, KBM, Bose- man, and KPPF, Missoula, which he also operates. The group, however, could not be drawn until the Montana anti-ASCAP law had been repealed, which occurred on Feb. 20, and after ASCAP had audited the books of the stations.

The other Montana stations are KGG, Billings; KPBB, Great Falls; KGEX, Miles City; KGYO, Missoula; and KGXC, Wolf Point.

While the precise terms of the contract to which the Montana stations agreed were not disclosed, it was stated at ASCAP that they embodied the standard ASCAP blanket proposal made a year ago and were rejected by the vast majority of stations, culminating in the Jan. 1 termination of ASCAP performance over most stations.

It is understood, however, that in view of the per-piece experiment and certain other factors, the agreements are in tentative form and sufficient flexibility to accommodate possible changes in the performing rights field. The contracts were not actually signed at the April 9 meeting by the broadcasters but were agreed to in principle by the respective broadcasters and their representatives to obtain formal signatures upon their return to Montana.

The Montana controversy dates back to 1936. Since that time, Montana stations have not paid ASCAP any royalties because of the requirements of the State anti-ASCAP law making such payments illegal unless the copyright pool contained all provisions of the statute on per-piece payments, registration, and other stipulated acts. These difficulties reached a high-water mark in the fall of 1939 when warrants for the arrest of Gene Buck, ASCAP president, as a fugitive from justice, were sworn out.

The basic form of contract accepted by the states, with the NAB's consent and the ASCAP's understanding that an acceptable per-use method satisfactory both to the broadcasters and to ASCAP, has been evolved.

The final understanding was reached at a meeting attended by Mr. Crane, Ed Yocom, KGG; John Claxton, attorney for the Montana Broadcasters Assn.; and Philip G. Lough, attorney for MBS, and former managing director of the NAB who in 1933 originally proposed a clearance at the source and per-use basis.

Present for ASCAP were General Managers Robert Dean D. Frolich, general counsel; Herman Greenberg, assistant general counsel; and George Hoffman, controller. NAB President Miller had been contacted early this month by Mr. Paine regarding individual conversations with the major networks. Mr. Miller felt this procedure would not disrupt the network in any way. Mr. Paine desired to prevent such preliminary discussions. Mr. Miller pointed out that because of the clearance-at-the-source plan, he did not agree to a flexible readjustment of music cost arrangements by the networks with their affiliates, he felt networks would not be in a position to commit themselves until they knew precisely what arrangements would be made with their affiliates for local clearance.

Firms Operating International Stations

Name Stanley Richardson Coordinator

TO MAKE more effective use of the country's privately-owned international broadcast facilities in the interest of national defense, six stations have been inaugurated in the field last Friday appointed Stanley P. Richardson, previously foreign correspondent, as international broadcasting coordinator.

Mr. Richardson has been named as the appointment as the assignment to Director Joseph E. Davies of the President's Committee on War Relief Agencies, to accept the appointment. A committee representing NBC, CBS, General Electric, Westinghouse, Croxley Corp. and Worldwide Broadcasting Foundation made the appointment, after several meetings.

Efficiency Sought

The committee announced that Mr. Richardson's appointment grew out of the determination by the international station licensees "to make more effective use of their powerful shortwave facilities in the interest of national defense." He will assist the station staffs in development of a more effective world coverage by radio. This will be accomplished through coordination of traffic and license arrangements as well as through planning staged installation of other facilities to achieve the maximum results.

Joining in the plan are nine shortwave stations licensed to the companies. They have a total rated power of 450,000 watts, with a higher effective power because of beamed emissions. It was estimated use of the beam system multiplies the power effectiveness of these stations to more than 20 times the rated figure, or in excess of 9,000,000 watts.

The stations included in the project are the shortwave outlets in Boston, Schenectady, New York City, Philadelphia, and Seattle. They are authorized to use a total of 33 shortwave frequencies, declared to be a greater number than currently being used in the service of either the British Empire system or the German shortwave plant at Seseen.

Mr. Richardson for 16 years was with the Associated Press, serving both in this country and abroad. He was chief of the AP Moscow bureau for three years and served in the London bureau of the press association. Returning to the United States, he was a member of the AP staff in Washington for four years

He resigned from the AP in 1938 to become confidential secretary to Ambassador Davies, then in Moscow. He went with Mr. Davies to Belgium in 1940 when the diplomat was made special assistant to the Secretary of State. Mr. Richardson has traveled widely in Europe and is well acquainted with economic and political aspects of the Continent. (Continued on page 48)
We create and produce original and distinctive radio shows—from one minute transcribed jingles to live talent network productions—complete packages—no exorbitant production costs—no so-called "idea" costs—always at a fair price.

WRITE FOR FURTHER PARTICULARS

FLORSHEIM JINGLES
A breezy song by the Carol Sisters... a brief, sparkling commercial announcement on Florsheim Shoes... a twenty-second interval for a local announcer to insert store name, address, and merchandise message.

FLORSHEIM FROLICS
Songs by the Carol Sisters... a Quiz Quickie that will keep the audience waiting through the commercials for an answer! Fast-moving, merry, and musical—with 30 seconds for a local commercial.

*STATION MANAGERS
The Florsheim Shoe Company have made these transcribed radio programs available without charge to Florsheim dealers provided they pay the cost of the time. Wire or write.
NEW RED PROGRAM PLANNED BY B & W

BROWN & WILLIAMSON Tobacco Corp., Louisville, on April 29 starts a new show, as yet unnamed, for Raleigh cigarettes, 10:30-10:50 p.m. (EDST) on 64 NBC-Red network stations. The same day is a new five-minute dramatic skit, written by Linn Borden, will start on behalf of Sir Walter Raleigh smoking tobacco, 10:55-11 p.m. By having the time split, NBC has avoided having two cigarette accounts follow each other since the Liggett & Myers Tobacco Co., (Chesterfield), and in the same hour on the West Coast, is a new half-hour musical program, also heard on the NBC network. On the same day, over the 64 NBC stations, will be heard "Uncle Wal- ter's Doghouse" (Sir Walter Raleigh smoking tobacco), will be heard at 9:30-10 p.m. (EDST). The K & W account will be in full force from 9:30-10 p.m. on 82 NBC-Red network stations. Wings of Destiny (Wings Cigarettes) is currently heard 10-10:30 p.m. With the switch of program dates, Un- cle Walter's Doghouse has been re- newed for 52 weeks. There will be no Uncle Walter's Doghouse broadcast on April 29. Show Boat, half- hour, NBC, will continue on the network, will be dropped April 28.

On April 28, Tom Wallace, vice-president and radio director of the Israeli News Corp., will be m.c. on the new Raleigh cigarette variety show. Virginia Sue, songstress, along with Muse and his impersonation of Beulah, and Bob Strong's orchestra, will open the show.

New P & G Serial

PROCTOR & GAMBLE Co., Cincin- nati, on April 28 is dropping the serial "Kitty Keene" from their Monday through Friday 11:30-11:45 a.m. period on 15 NBC-Red stations, filling the time with "Lone Journey," now on NBC-Red at 5:15 p.m. Both programs are heard in the interest of Drift Agency. is Black & - Sample - Hummert, Chicago.

Choco-Spots

ROCKWOOD & Co., Brooklyn, candy mailorder house, is marking the first month of a new product, Choco-Spots, powdered milk amplifier. Announcements on participating programs are being tested for the product three times a week on WFBR, Baltimore; WTAR, Norfolk, and WSTR, Syra- cuse. Agency, New York, is agency.

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“Batteries for today’s game...Feller and Hemley.” The crowd is eager, attentive as a great pair of performers take the field. So it is with audiences of two radio stations that put over your selling message in the “Golden Horseshoe,” the market that is the heart of Industrial America.
ONTO S HOLDS FITZPATRICK
WJR Executive Selected to Address Provincial Parliament at CBS Program Ceremony

The Prime Minister said that although Canada was at war there is no need for the Americans to worry about the U.S. wishing to visit Canada's summer playgrounds.

"On the other side of the border," Mr. Fitzpatrick said, "I don't think we are now as before that this friendship should be emphasized. Many of us know of the exceptional opportunities that are being given to Americans who seek relaxation during the vacation months. We are sure that the never known Canadian hospitality will learn of it during the coming months. Whether the United States knows what is being spent here during the coming summer will come back for supplies and equipment so necessary in carrying on the present conflict in which Canada is engaged and in which we, our neighbors, are now so vitally interested."

ANNOUNCERS COVER ON BASEBALL PLANS

GREAT MILLS, Minneapolis, on April 10 held a conference in Minneapolis with announcers who will handle the company's 1941 baseball broadcasts in the east. R. De Vanny, sales supervisor of the eastern division of Knox Reeves, agency handling the broadcasts, presided over the meeting at which ideas sales were presented and the General Mills baseball setup explained.

H. M. Robinson, head of commercial production for spot radio of Knox Reeves, Minneapolis, participated in the discussions. Representing the sponsor were William Slocum, GM baseball coordinator; Howard Haver, of the grocery products sales force; and E. L. Schuah, grocery products sales manager of GM eastern division.

Announcers who attended were: Red Barber and Al Hefler, WOR, Brooklyn; B. H. Ramey, WAAB, Boston; Jack Craddock and Roger Rowse well, KDKA; Bill Dyer, WCBM; Blair Enhawks, WTOP; Papp Harp, WATT; Her Herrick and Glen Rand, WABY; Tom McMalon, WAGE.

Lady Esther Changed

LADY ESTHER LTD., Chicago (cosmetics), on May 12 will replace Guy Lombardo & His Orchestra on CBS, Mondays at 10:10-10:30 p.m., with a program as yet undetermined. Decision on a replacement program will be made within ten days, according to Pedlar & Ryan, New York, the agency.

Carnation Expansion

CARNATION Co., Milwaukee (carnation products), is considering the addition of 50 stations to the 33 now broadcasting the twice-weekly transcribed quarter-hour program with immediate effect. The agency is Erwin, Wasey & Co., New York.

New Production Firm

CONSOLIDATED RADIO PRODUCED AMERICA, Inc., with offices at 580 Fifth Avenue, New York, has been organized as a production unit specializing in network entertainment shows. Mr. Jones is president; Arthur W. Jones, Jr., vice-president and treasurer; Leonard S. Smith, production manager. Telephone number is Lagoac 3-3680.

ASSURANCES from the Mexican Government that steps have been taken to adhere to the letter of the peace treaty is repeated today by the Foreign Office. Through elimination of border station assignments, have been received by the State Department through the American Embassy in Mexico City following protests from this country.

Both XEO, now operating at Tijuana, and XEAW, operating at Ensenada, were condemned by the Mexican government. The wartime assignation stated, have been ordered to operate with reduced power pending their removal to Monterrey and Sonora, respectively, as provided by the treaty reallocation. XENT, at Nuevo Laredo, slated for removal to Monterrey, was not mentioned in the communication...

Brown in Yugoslavia

Cecil Brown, CBS correspondent, who left Rome after he had been informed that his analysis of the news did not please the Fascist hierarchy, arrived last week to be "somewhere in Yugoslavia" with an American party headed by Arthur Bliss Lane, American Min-ister. The American group left Belgrade when the Yugoslavian govern-ment abandoned the capital. Brown reached Belgrade April 6 and his broadcast from that city a few hours before or was welcomed was the last CBS picket from that city. Lee White, another CBS cor-respondent, in Belgrade, has not been contacted by CBS in New York since the war began.

Elmer Davis to London

ELMER DAVIS, CBS news ana-lyst, will fly to England April 23 for his only visit in London before New York June 1, when his nightly broadcasts on CBS, 8:55-9, will hand over the Affiliated Network Co. Palmolive-Peet Co. for Palmolive Soap. Bob Trout, now handling the broadcast, will move to New York, where Davis' vaca-tions in Florida, will continue until June 1.

NBC TO SHORTWAVE AVE HOTEL NAME BANDS

POPULARITY of North American dance bands with Latin American audiences, as revealed in fan mail received from listeners to NBC's shortwave broadcasts, has resulted in a new series of programs of name bands playing in New York hotels which NBC will start over its shortwave stations this week. The network expects to present at least one weekly program on NBC each evening of the week. Eventually two or three such periods may be broadcast.

NBC says that several advertis-ers have evinced interest in sponsoring the programs. Set-up has been arranged by the New York local of the American Federation of Musicians, following NBC's agree-ment with the AFM members to the regular sustaining scale of $15 per man and to pay the regular com-mission. It is understood that the programs go commercial.

IDEA for the new series came from Byrno y Damas, daily half-hour take-off of the "Bebo Bonilla," which has proved to be the biggest mail puller of all NBC international programs.
OUTLOOK MOST FAVORABLE IN YEARS FOR OMAHA-GREAT PLAINS MARKET!

3 Reasons Explain WOW's Dominance of Omaha-Great Plains Market

With both farm and city income trending upward in this territory, advertising efforts are becoming more productive. Radio Station WOW naturally figures large in the plans of those advertisers who have discovered that this station dominates more counties with more spendable income, at less cost than that of any other combination of stations covering the same market.

Location, Signal and Programs

There are three principal reasons for WOW's dominance. One is WOW's strategic location. (See map.) It straddles the Missouri River at Omaha, covering some of the richest sections of Iowa, Nebraska, South Dakota and Kansas—with an overlap into Minnesota and Missouri. Another reason is WOW's strong signal—5000 watts, day and night, with a preferred wave-length of 590 kilocycles. The third reason is WOW's programming policy, which holds wide audiences through the best Red Network programs plus top-notch local radio personalities.

The result of this "3-power" combination is the intensive and extensive coverage illustrated by WOW's mail maps, surveys and cartographs, which are available for the asking.

WOW Maps and Cartographs Create Unusual Interest

In the last two months WOW has received more requests for mail maps and cartographs than ever before in a similar period of time. The WOW cartograph, showing coverage in terms of buying power, is unique, and should be in every time-buyer's file. Write for a copy today.

Iowa-Nebraska Farm Income Reveals Upward Trend

Iowa's 1940 farm income is estimated by Iowa Farm Economist at $725,000,000, compared with $660,000,000 in 1939. The full significance of these figures is seen in the fact that Iowa's 1929 farm income was only $735,000,000, while the farmer's 1929 dollar would buy only 80% of what his 1940 dollar bought. The Iowa Farm Economist expects the 1941 income to exceed that of 1940.

Nebraska Farmer's Income 53 Per Cent Above Nation's Average

Nebraska farms yielded $23,835,000 more cash income in 1940 than in 1939. The average income per farm for Nebraska last year was $2,300.00. For the entire United States the average farm income was only $1,496.00. The difference in favor of the Nebraska farmer is more than 53%.

Rainfall Now Above Normal; Excellent Crop Prospects

Weather conditions have been very favorable in both Iowa and Nebraska. Rainfall since the end of the 1940 growing season has been well above normal, and most authorities agree that the 1941 crop outlook is excellent.

Havana Treaty Leaves WOW Same Wavelength

The not inconsiderable portion of any radio station's audience which habitually tunes to that station will suffer no inconvenience as far as WOW is concerned. WOW's excellent 590 kilocycle wave-length remains unchanged. And as a direct result of this, many new listeners are expected to get the "WOW habit."

You Can Dominate the Omaha Great Plains Market

With WOW

OMAHA, NEBRASKA

On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

BROADCASTING • Broadcast Advertising

April 14, 1941 • Page 17
CBS Builds Special Facilities For New Shortwave Operation

New Studios, Two 50-kw. Transmitters, as Well As 13 Antenna Arrays and FM Link Are Planned

NEW STUDIOS, to be devoted exclusively to programs designed for shortwave transmission in Latin America or Europe; two new 50-kw. shortwave transmitters, each equipped to operate on any of the medium frequency spectrum frequencies available for its international service; 13 antenna arrays which can be switched instantaneously from one frequency to another, affording a total of 30 possible frequency-antenna combinations, and a special FM relay link to transmit the programs from the studios in Manhattan to the broadcasting transmitters in Brentwood, L. I., these are currently under construction by CBS engineers for operation by September, according to A. E. Chamberlain, CBS chief engineer.

Rebroadcast Plans
Describing the technical nature of the apparatus and its installation in an address before the Boston section of the Institute of Radio Engineers, Mr. Chamberlain began by briefly reviewing the history of shortwave broadcasting from its inception in 1924, when it was known as “experimental relaying.”

The Latin American survey trip taken last winter by William S. Paley, CBS president, demonstrated to Mr. Chamberlain, as he stated, that “shortwave North America and Latin American programs to Latin America was not enough since most persons in those countries listen to their local station broadcasts just as they do in the United States.”

For this reason the CBS Latin American Network, already comprising 64 stations, has been set up to rebroadcast locally the programs emanating from the CBS shortwave stations WCBS and WORC in New York. As this plan requires the new facilities to be capable of relaying programs from New York to the various Latin American cities as well as broadcasting them for direct reception by shortwave set-owners, it has had a great effect on the plans for the new transmission equipment, Mr. Chamberlain explained.

More antenna arrays, with narrower transmission paths, will be used than would have been the case were home reception the only goal, he said, since the programs rebroadcast by local stations will be expected to have signal quality comparable to the other broadcasts of those stations, a quality the listener does not expect from his direct shortwave reception.

Tracing the course of this national program, he said that it will originate in one of the four new studios to be constructed in the CBS studio building for the exclusive use of the international division or any of the existing CBS studios. After passing through the master control room, the programs will be sent to the roof, where three 25-kw FM transmitters, operating in the 330-340 mc. band, will relay them to Brentwood. Uni-directional antennas at the transmitting and receiving end, will be used. There will also be special receiving, amplifying and other control equipment to de-modulate the signals and transmit them to the main transmitter building a mile away. This whole operation Mr. Chamberlain termed “truly experimental,” allowing CBS engineers to pioneer in this high frequency relay broadcast field.

Share with Mackay
At Brentwood, CBS will share the location of the main transmitting plant of Mackay Radio & Telegraph Co., which is already using 30 directive antenna arrays and operating more than 20 radiotelegraph transmitters on the 12.000 kc. site. Location, according to Mr. Chamberlain, is “excellent for shortwave transmission from the standpoint of topography, conductivity, accessibility and availability of public utility services, and removed from populous centers, airports and airways.”

The two 50-kw. international broadcast stations are now being manufactured to CBS specifications, which include such requirements as the ability to switch instantaneously from one operating frequency to another in a simple and reliable manner. This is accomplished by a manual pre-set which shifts automatically at the touch of a switch. Each transmitter will also be capable of operating on any one of 12 frequencies. Initially, 27 crystals will be required for the frequency control of the transmitters for the nine frequencies assigned to CBS—6060, 6120, 6170, 9560, 11830, 15270, 17850, 21520 and 21673 kc. A later plan for the two stations will comprise radio frequency equipment for three transmitters, so that adding a third modulation and power supply unit would give CBS a third station should it be required.

From consideration of the bearings of the foreign areas which CBS plans to serve and from the distribution of population and receiving sets in South America, among other technical factors, CBS engineers decided to build 13 unidirectional antenna arrays, eight directed to South America and the West Indies and five directed to Europe or Mexico and Central America. The same signal antenna systems are equipped for such an 80% reversals. The 13 arrays and the nine frequencies will provide a total of 30 antenna-frequency combinations, he stated.

Changes in Affiliations Of NBC in Baltimore And Pittsburgh Outlined

FORMAL announcement of the changes in affiliations in the Baltimore and Pittsburgh markets, to occur later this year, has been made by Edgar Kolak, vice-president in charge of Blue Network operations.

WBAL, present Baltimore Blue outlet, will move to the Red Sept. 27, at which time WCMB, now an MBS outlet, joins the Blue. About May 17, WBAL will increase its power to 50,000 watts. The new MBS outlet in Baltimore is expected to be WPIR, regional, now the Red Network outlet. The rate for WCMB will be $140 per evening hour, as compared to $250 for WBAL.

The Pittsburgh change will come Nov. 1, at which time KDRA, Blue outlet, will drop to Red. WBAP, Blue Wheeling, now a CBS outlet, 38 miles from Pittsburgh, will join the Blue May 3 and operate a bonus station. Also, Nov. 1, WQYK, Pittsburgh regional, becomes a Blue station on Nov. 1. WWVA is slated to be the Blue affiliate.

The rate for WWVA will be $320 and for WQYK $10, a total of $560 as against $480 for KDRA alone. Mr. Kolak pointed out that this increase of $80 per evening hour will be set off against the saving of $100,000 effecting in Baltimore.

WCAE, present Red outlet in Pittsburgh, is expected to join MBS as a fulltime outlet coincident with the arrival of the WCMB shift. WCAE, like WBAL, is a Hearst-owned outlet...

Elwood Rejoining NBC, Heads Foreign Division

JOHN ELWOOD, former vice-president of NBC’s Pan American network as manager of the International Division, according to John R. Lunn, NBC vice-president in charge of international operations. One of the original vice-presidents of NBC, Mr. Elwood, who is a nephew of Owen D. Young, has various positions prior to leaving the company. In his new post he will supervise programming for NBC’s Pan American network as well as the European hours.

Recently Shirley F. Woodell, former advertising manager of the Pacific Export Corp., was named sales manager of the international division, replacing Lunsford P. Yandell.

Lever Serial Test
LEVER BROS., Cambridge, has purchased the serial, Helen’s Home. The NBC alerted quarter-hour program will be heard Monday through Friday on five midwestern stations, a test for Rinso. Serial is written by Della West Decker, continuity writer for WBAP, Fort Worth, who has written the program had been heard daily. Ruthrauff & Ryan, New York, is agency.
Again this summer, more than 400,000 persons from the top layer of Midwestern and Southwestern buying power will spend vacations of from a few days to the entire season in the Pikes Peak region of Southern Colorado. They're just the class of buyers you are always trying hardest to find and to reach.

During June, July and August they'll spend an average of $150,000 a day for food, lodging, drugs, toiletries, gasoline, beverages, clothing and miscellaneous items.

Go after this business by going with these good-spending vacationists to Southern Colorado this summer. Keep selling them over the station this region depends on the year 'round for its radio entertainment, information and news.
"Can't blame the poor Swami for lapsing into frenzied Phoenician. The vision of five surveys with but a single thought is enough to drive any crystal-gazer cuckoo. The five surveys? Oh, yes..."

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

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

Station Representative Survey: Agency executives were asked which of three leading advertising trade publications carrying this representative's ad was best read. Broadcasting tops again.*

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

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

* The Swami will tell you more, too.
SCHEDULED to start operations April 14, the new WAGE, Syracuse, N. Y., has completed its construction and mastered its staff, and has appointed Edward Petry & Co. as national representative. The station, authorized last July, will operate with 1000 watts on 620 kc., and is owned by a group of local businessmen headed by Frank C. Revoir, local Hudson dealer, who is president and 66% stockholder.

Vice-president and general manager is William R. Lane, who has sold his Lane Advertising Agency and has resigned as president of the Syracuse Common Council to devote all his time to the station. He is 5% stockholder. Secretary of the company and in charge of technical operations, is Howard C. Barth, formerly manager of WSYR, Syracuse, who is 10% stockholder. Charles Brannen is chief engineer; Vic Hanson, and Herbert Schorr, local sales representatives; Russell Lofts, merchandising director; Jack Curren, program director.

The staff includes Tom Mahon, sportswriter; Jacky Deal, announcer and organist; Larry Lawrence, announcer; Glenn Williams, news editor; Thelma McNeil, musical director; Wolf Dickein; announcer; Gordon Alderman, continunity; Marguerite Kimball, organist.

WAGE has a four-tower directional array, designed by Paul Godley, which is said to be the only one of its kind in the country. The towers are 250 feet high, and were fabricated by Charles E. Schuler Engineering Co., Newark, O. The transmitter is a Collins 20-K, and studio equipment is RCA.

Seale Names Weaver Sales Head of 3 Stations

APPOINTMENT of Art Weaver as new general sales manager of KFAB, KOIL and KFOR was announced last week by Don Seale, general manager of the three Nebraska stations. His office will be in Omaha. He comes from KMMJ, Grand Island, Neb., where he served as sales manager. Before that, he was with KLZ, Denver, as well as Swift and Company.

Mr. Weaver

Mr. Weaver is a graduate of Washington U., St. Louis, and for a short time taught school at Elmhurst, Ill. He succeeds Frank Pellegrin, former KFAB-KOIL-KFOR sales manager, who resigned April 1 to accept a position with the NAB.

Film Engineers to Meet

TENTATIVE program has been released for the 1941 spring convention of the Society of Motion Picture Engineers, to be held May 5-8 at the Hotel Sagamore, Rochester. Multi-Speaker System will be discussed by H. J. Reising, RCA Mfg. Co., Indianapolis, and "The and Old Acquaintances of the Origins of 96-Cycle Distortion", by J. G. Baker and R. O. Drew, RCA Mfg. Co., Camden.

WAGE, in Syracuse In April 14 Debut

Fondern Joins KLZ

ELMER FONDERN, who formerly was the assistant manager of KGGM, Albuquerque, N. M., has been named as the promotion manager of KLZ, Denver. Mr. Fondern entered radio work at KGGM, Amarillo, Texas, where he was a continuity writer and had had experience in all branches of broadcasting, in merchandising, including selling and program promotions. He served for five years at KGN.

WPAT, PATERSON TO START IN MAY

THE NEW WPAT, Paterson, N. J., is expected to begin operation between May 3-10, according to James V. Cosman, managing director of the station and half-owner.

With the recent appointment of Harold Stretch, of New York, as general manager, all major personnel appointments have been made, Mr. Cosman said. George Kelley, formerly associated with Byron G. Collier, car card advertising, is in charge of sales in Essex County, which includes Newark, while Wolf Kaufman, with the old WODA, Paterson, and WNEW, New York, will cover the Passaic and Bergen County territory, which includes Paterson, Parsippany, Cliffon and Hackensack.

Mr. Cosman said the station will emphasize Northern New Jersey coverage, with its 1,000-watt daytime operation on 930 kc. Western Electric equipment throughout has been installed, along with a 50-kw. tower.

Member Basic Network

Columbia Broadcasting System

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

JUST LUCK?

THAT one announcement sold a Kimball Grand Piano.

THAT Western Union put over their special $5.00 book of stamps.

THAT Imaag Rug Mills, like many other sponsors, have been with us for ten years or more.

THAT the Bill Diamond Store purchased a full hour across the board after a 5-minute trial program.

THAT when the Philadelphia area must be covered advertisers use ...
“RADIO has produced results for the American Tobacco Co. ever since we started to use it back in 1927,” stated George W. Hill Jr., vice-president in charge of advertising, in an interview granted to Broadcasting on the radio advertising policies of the company. “If the commercial message can best be conveyed by sound,” Mr. Hill said, “radio is obviously the natural medium to use.

“In our day-to-day work on our radio programs,” Mr. Hill continued, “we are primarily concerned with the sales message. The programs themselves — Information Please and Kay Kyser on NBC-Red, and Your Hit Parade on CBS—are established on a more or less definite formula.

The Sales Message

“We therefore do not worry much about production or whether the Crossley rating goes up or down one or two points, but we compute 90% of our efforts on the sales message where we think 90% of the value of the program lies. The transmission of the sales message—what is said, and how we say it—is of utmost importance to us.”

“Radio,” observed Mr. Hill, “is to a degree show business, and it is easy for the advertiser to become intrigued by the program itself and to neglect the commercial.”

Mr. Hill said the company was pleased with the results of Information Please with Kay Kyser of American Tobacco Co. has been sponsoring since last November. “The program is reaching a segment of the listening audience which we felt was not being reached by our other two programs. It is an excellent program for Lucky Strike.

Commenting on the use of spot radio, Mr. Hill said that doing a national job with spot announcements cost money, but at the same time was comparatively inexpensive in the sense that the advertiser was spending his money on the selling message rather than on entertainment.

“The trouble with most spot announcements,” he said, “is that they do not offer the listener anything in return for having to listen to the commercial. We feel that a spot announcement should be a condensed program. In the spots we ran last year for Lucky Strikes, we combined a time signal and a hit tune with the program. The spots were effective and talked about. However, spot announcements are not a regular part of our radio schedule. We find them most effective when used as a stimulant from time to time.”

“We do a considerable amount of research in an attempt to measure the effectiveness of our radio programs. But the results of our research are weighed very carefully and approached with caution, for figures can often be misleading. The most important and difficult part of radio advertising is the measurement of the selling power of a program on the audience.”

“We have employed various means of finding this out. We have made correlations between the percentage of people in certain age groups who smoke Lucky Strike cigarettes and the percentage of persons in the same age group who listen to our programs. Our study of this research indicate our programs have a definite selling effect.”

“We know too, from our research, that we are reaching about 14,000-000 radio homes a week with our programs. However, we have found that the most effective measurement of the selling impact is the ‘rule of thumb’ reaction of our sales department.”

The Chant

“For example, when we first put the chant of the tobacco auctioneer on the air, we received an immediate response from our salesmen who said distributors and dealers, as well as consumers were talking about it. We got an immediate favorable reaction through our sales department on the time signal and hit tune spots we sponsored.

“Radio,” concluded Mr. Hill, “is effective because it is a personal form of selling to large masses of people; and advertising, in the last analysis, is salesmanship. We’re satisfied that radio is producing results for us because we can see it in our increased business.”

JENNINGS IS NAMED AS KWJJ MANAGER

APPOINTMENT of W. Carey Jennings, former general manager of KGW, Portland, Ore., as general manager of KWJJ, Portland independent outlet, was announced April 7 by Wilbur J. Jennings, president, and John C. Egan, secretary-treasurer, owners of the station.

Mr. Jennings, who had been with the Oregon stations for the last 10 years, is succeeded by Arden X. Pangborn, former managing editor of The Oregonian, and manager of several Sears Roebuck stores in the Northwest. In addition to his radio experience, he has had training in merchandising and general advertising.

The FCC recently authorized KWJJ to increase its power to 1,000 watts fulltime on 1080 kc. Mr. Jennings announced the new installation is being made, along with a directional antenna, and that the station should begin operation with its new power by May 15. New studios also are contemplated.

KWG-KEX Changes

ARDEN X. PANGBORN, new managing director of KWG-KEX, Portland, Ore., announces the following personnel changes effective immediately: H. G. Cox, program director, becomes assistant manager in charge of office staff, station promotion and special events. Paul Connet, national sales manager, is now commercial manager. Ralph Rogers, chief announcer, replaces Cox as program director.

Homer Welch will become production manager and Kansas is new chief announcer. Kenneth L. Pettus, Seattle freelance writer and former staff member of KUW at the U. of Washington, joins the continuity staff as news writer.

WACO Gets Boost

WACO, Baltimore CBS outlet, on April 8 was authorized by the FCC to increase power from 500 watts night, 1,000 day, to 5,000 day and night, along with a removal of its transmission block. Operating on 600 kc., the station will install a new transmitter and a directional antenna for day and night. Simultaneously, the FCC set for hearing the WACO application for transfer of control of the Monument Radio Call licensee, from Louis M. Milbourne and Clarence W. Miles, as voting trustees, to themselves and L. Water Milbourne, voting trustees of a new voting trust agreement.

Fred Bate to Return

FRED BATE, chief of NBC's London staff, has returned to New York from a month's holiday in Mexico and is planning to return to England via Cunard Line's Clipper in mid-April. Max Jordan, NBC's London chief, on long leave now in this country, will not return to Europe, however, and will probably be assigned a definite position with the network in the near future.
AMERICA’S RADIO EDITORS VOTE:

"Fizdale Best Radio P.A."

The Question:
"Which press agents seem to you to have the best service?"

The Answer:
"TOM FIZDALE INC."

Billboard’s Annual Poll of Radio Editors—who should know—puts Fizdale at the top of the list for radio publicity. Fizdale led on both counts: BEST SERVICE and BEST COVERAGE. We’re not going to add anything to this announcement. We’d rather let the jobs we’re doing do the talking . . .

TOM FIZDALE INCORPORATED

Publicity and Public Relations
485 Madison Avenue, New York

CHICAGO: 360 North Michigan Avenue

HOLLYWOOD: 1509 North Vine Street
Fred Wile Is Dead; First Commentator
Famous Journalist Had Been Out of Radio Three Years

THE DEAN of American radio news commentators, Frederic William Wile, died at his home in Washington last Monday at the age of 67. He had been ill for several years, and had retired from radio work about three years ago. A veteran journalist who went abroad for Chicago newspapers at the time of the Boer War, shortly after being graduated from Notre Dame, Fred Wile served with the old Chicago Record, the Chicago Daily News and the London Daily Mail in London and Berlin until the World War when he was attached to the Intelligence Section of General Headquarters of the A.E.F. in France.

Broadcast in 1923

After the war he went on a lecture tour in this country, and was engaged to head the Washington bureau of the Philadelphia Public Ledger. In 1923 radio attracted his interest and he was engaged by RCA to do a weekly commentary on The Political Situation in Washington Tonight over WRC, Washington. A gifted speaker with a splendid microphone manner, his feature was highly popular and was carried on the NBC network after it was formed in 1927.

In 1929 Alfred J. McCook, manager of WRC, then key of the newly-formed CBS, introduced him to CBS President William S. Paley, who offered him a long-term contract to broadcast over that network. Paley and Wile then worked to be the first of the first-rank journalists to do a regular radio stint, and his first job with CBS was coverage of the Hoover inauguration in March, 1929.

This was the forerunner of today's extensive public events and news coverage by the networks. CBS also sent him to the 1929 London Naval Conference, where he pioneered transoceanic broadcasting and brought to the microphone some of the first foreign notables heard on the American radio. A brilliant speaker and toastmaster, he also introduced the first "fireside chat" from the White House— that of President Hoover on Sept. 18, 1929. Mr. Hoover later sent him the notes of that broadcast as a Christmas gift.

In 1932 CBS sent him to the Geneva Disarmament Conference where he placed the League of Nations on the air for the first time. In honor of his radio work a group of citizens in his home town, LaPorte, Ind., whom he entertained last week, asked the FCC for authority to erect a local broadcast-

MBS and Discs Slated By General Mills for 'Lone Ranger' Program

GENERAL MILLS, Minneapolis (Corn Kix), on May 5 starts the Lone Ranger on 45 MBS stations (Broadcasting, March 3). The stations are WOR WOL WIP KWBK WXYZ WSAY WCAM WCLE WGRG WGN KWJ WLOL WRB KABC WHB WHFB KFOR KFBI KFJZ WDSM ROY KRC and the Colonial network of New England.

The program will be heard Monday, Wednesday and Friday, 7:30-8 p.m. (EDST), with a repeat for some outlets one hour later. Because of time clearance difficulties due to previous commitments, four stations -- KFEL KSO KXYZ KOME -- will record the show off the line and release it on available time. Contracted also is WFBR, Baltimore, which will start the series Oct. 1. The programs will continue to originate at WXZY, Detroit.

Writer of the series is Fran Striker. The dramatic director is James Jewell, creator and producer of the programs. The cast includes Jack Lawrence, John Todd, Bruce Gregory, Fred Reto, Malcolm McCoy, Ruth Dean Rickaby, Leona Krell and the Lone Ranger. Agency is Blackett-Sample-Hummert, Chicago.

Insurance Spots

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles, California, is sponsoring the quarter-hour transmitted programs, Capt. Quiz and One Man's Opinion, on KJ, Fresno and KFBK, Sacramento, alternating them on every other, seven-day-per-week schedule. On a thrice-weekly basis, the programs are being alternately used on KWQ, San Jose, and twice-weekly on KHSI, Chico. Firm, in addition, on a varied schedule is sponsoring the five-minute transmitted program Inside Stories on KFSD, KXO, KJ, and participating in Dad Martin's live talent early morning show on KYA. It is expected that Seattle and Portland stations will be added to the list by early May, with expansion also to include midwestern States. Stodel Adv. Co., Los Angeles, has the account.

POWER of WLW, Cincinnati, international broadcast station operated by the Triangle Corp., was increased from 50,000 to 75,000 watts under a modification authorized April 9 by the FCC. WLW is the first station to be known as WILE but this was rejected due to legal complications.

Mr. Wile was author of several important books last year, shortly after his retirement from the CBS staff on which he had continued to serve for several years in an advisory capacity, he published his autobiography, News Is Where You Find It. Mrs. Wile and their daughter, Helen, were at his bedside when he died. He is also survived by a son, Frederic, and a grandson, William Wile II, who is associated with Young & Rubicam, in New York.
**Tribute to ‘The Immortal Ranger’**

**Editorial In The New York Times**

EARLE W. GRASER was killed in an automobile wreck early Tuesday morning, but the rumor that the Lone Ranger is dead is unfounded. It was a man who died—a man with a silver voice, a modest, pleasant personality, several college degrees and, it was said, an ambition to act Hamlet. His death, like the deaths he tried to prevent in his radio campaign for safety, was pitifully unnecessary. But he didn’t take the Lone Ranger with him. The Lone Ranger doesn’t die, and Silver, his horse, will never get broken-winded.

The Lone Ranger, under that name, came into being in this generation for a radio public, but under various names he has been alive for many centuries. He was Ulysses, William Tell and Robin Hood; he was Richard the Lion-Hearted, the Black Prince, and du Guesclin; he was Kit Carson, Daniel Boone and Davy Crockett; he was honest, truthful and brave—and so he remains.

He got into dangers that would paralyze an ordinary man, but if there was an injustice to be righted, a wrong to be prevented, he liked danger. In the simple hearts of children, and possibly of adults who were willing to take a vacation from what unhappily has to be printed nowadays, he was as real as the policeman on the corner. He still is, and his trusty steed waits to carry him on his errands across the face of the wondrous West, where the air is crystal and virtue never lacks for its reward. Listen! There is a beating of hoofs as, in the nick of time, he swings into action. Ride, Tonto, ride, Lone Ranger. Hi-yo Silver!

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**How They Listen In Rochester**

**Between 7 and 9:30 A.M.**

**LISTENING TO**

**W-H-E-C**

**58%**

**2ND ROCHESTER STATION**

**19.9%**

**3RD ROCHESTER STATION**

**12.7%**

**TO ALL OTHERS OR “DIDN’T KNOW”**

**9.4%**

For WHEC leadership rest of day and night, see CBS-CAB Survey advertisements

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**Court Refuses Restraint In Appeal of Educators**

MOTION for a temporary injunction against WMCA, New York, the FCC, the Joint Legislative Committee to Investigate the Educational System of New York and several individuals was denied April 8 in New York Federal Court by Judge John C. Knox. Injunction was sought by the Committee for the Defense of Free Education and the New York College Teachers Union to restrain the Joint Committee from interfering with a WMCA series titled The Truth About the Schools, sponsored by the Union.

The injunction application set forth that Donald Shaw, WMCA manager, and Leslie E. Roberts, program director, had been subpoenaed by the Joint Committee, which is currently investigating the alleged spread of Communism in the school system. As a result, the application stated, WMCA was threatening to discontinue the Union’s programs.

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**Broadcast Advertising**

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**Broadcast Advertising**
Now They Look Like This

See Page 18

PHOTOGRAPHS ON PAGE 18 in the same (1 to r) order show: (1) Paul Winans, president of Advertising Arts Agency, Los Angeles, who enlisted in the Army Air Corps in 1918 but was transferred to Kelly Field for duty with the Signal Corps as a radio technician, and assigned to a bombing squadron. (2) Stanley E. Hubbard, president of KSTP, St. Paul, who in 1918 joined the first Signal Corps to take on "Army aviation operated; he did not see much flying service in the Army, but after the war he became one of the first commercial fliers, working out of Louisi- ville, key West and New York—and while barnstorming an New York won the dubious distinction of being the first pilot to fly his plane under Brooklyn Bridge. (3) Paul H. Raymer, station representative, who was an ensign and first pilot of naval aviation and saw about two years of active duty on the submarine patrol off the English and Irish coasts.

Breweries in Various Parts of Country Sponsoring Brisacher’s Series on Coast

ELEVEN BREWERS in various parts of the United States have signed for sponsorship of the co-operative transcribed Barrel of Fun, which features Charlie Ruggles and Benny Rubin, according to Emil Brisacher, president of Brisacher, Davis & Staff, San Fran- cisco. The program is being re- leased on 45 stations and its na- tionwide sponsorship may double the number of stations carrying this show before the summer season begins.

The Barrel of Fun was created by Brisacher, Davis & Staff for its client, Acme Breweries. Pro- duction cost exceeds $4,000 for each of the 26 episodes. 

Localized Angle

The program is produced before a live audience and has all of the feeling of a live broadcast. Because neither NBC nor CBS would accept beer accounts and because most brewers do intensified territorial advertising, transcriptions fit their needs better than a live production, the agency points out. The com- mercials of the various beers are transcribed on a separate record in Hollywood so that the program as broadcast has seemingly been transcribed for each individual sponsor.

The following are brewers spon- soring the program and the stations:

Acme Breweries, San Francisco: KIEM KMJ KOMO KOBW KSYV KFKE KPO KYEC KDYL KFX KHJ.
American Brewing Co., Rochester, N. Y.: WSAY.
Brewing Corp. of America, Cleveland: WHK WIBX WSYR WJTN WMNR WHK.
Falstaff Brewing Co., St. Louis: KTVI WJW LRC WOW KYW KTL KRLD KTRH KTRA WOBY.

Beer Spots Barred Next to Can Series

Local Breweries Protest as Pabst Signs Many Outlets

AMERICAN CAN Co., New York (Keglined Cans), aroused protests from local brewers the first week in April when it notified breweries throughout the country that The Amazing Mr. Smith was to start on 78 MBS stations, April 7, 8-8:30 p.m. (EST) and suggested that users of its products buy spot or tie-in announcements preceding or following the shows.

Breweries approved of the sug- gestion and immediately began con- tacting—some direct and others through their agencies—the stations for available times. First under the wire was Pabst Sales Co., Chicago, who, through its agency, Lord & Thomas, same city, within the hour wired every station sched- uled to carry the programs. Be- tween 65 and 70 stations responded with a willingness to give, many in- forming Pabst that its wire was re- ceived only a few minutes before request of other breweries. One station reported eight such inquiries. In no reported instance was Pabst beaten.

Breweries Complain

With regional users of Keglined cans unable to tie-in with the pro- gram, and other national users also out because of Pabst’s quick action, American Can executives found their hands loaded with complaints from customers.

A meeting was called in Chicago between representatives of Ameri- can Can, Pabst and Lord & Thomas. Pabst agreed to relinquish its contracts with stations when American Can agreed to protect the stations for committed time. To make doubly sure the stations un- derstood they were not to be losers in the controversy, Lord & Thomas piped a message to all Mutual affili- ates on the network's conference call bulletin April 5, just two days before the program was to start, advising them of American Can’s agreement to protect their inter- ests.

Mutual was advised that no beer accounts would be acceptable pre- ceding or following The Amazing Mr. Smith.

Young & Rubicam, New York, handles the American Can account.

Old Ben Coal Series

OLD BEN COAL Corp., Chicago (Green-Marked Stoker Coal), on April 4 dropped Nothing but the Truth, featuring Alexander Mc- Queen, on WGN, Chicago, but has set plans for the same program for a 2-week series on 16 stations to start Aug. 1. New five-minute series will be transcribed, with the exception of WGN which will release it as a live show, and will be heard on a Monday through Friday basis. A. L. Gale is the account executive of the J. B. Hamilton Adv. Agency, Chicago, which handles the account.
POSIBILITY that the Supreme Court may pass on the power of the U. S. Court of Appeals for the District of Columbia to issue stay orders from FCC decisions, under the Communications Act of 1934, was considered likely following reargument of the issue April 7 before the lower court.

The entire six-judge court heard arguments from Joseph L. Rauh, assistant general counsel of the FCC, in favor of a previous decision by three members of the court holding that it had authority to order FCC action, and Paul M. Segal, counsel for Scripps-Howard Radio, on behalf of WCPO, Cincinnati, in favor of the court's jurisdiction.

The original opinion on Feb. 3 was by a divided court, with Associate Justices Justin Miller and Wiley Rutledge sustaining the FCC view, while Associate Justice Harold M. Stephens strongly dissented. Reargument before the entire court was authorized on motion of Scripps-Howard Radio.

It is expected the full court will write a written opinion on this fundamental question. A divided court is predicted, particularly in the light of the original split opinion of the three-judge panel and based on questions from the bench during the April 7 argument.

To Seek Review

Should the court divide 3 to 3, the previous judgment holding that the tribunal is without authority would prevail. In that event, it is presumed Scripps-Howard Radio will seek a Supreme Court review. Because of the novel question, chances for review by the highest tribunal are considered good. On the other hand, it is presumed that if the court reverses its former action, the Government will seek a Supreme Court review.

WCPO had appealed from an FCC decision authorizing WCOL, Columbus, to operate on 1200 kc. with 250 watts, which the Cincinnati station contended would sharply curtail its audience on that frequency. WCPO contended the action was taken without notice and hearing.

In requesting reargument, Mr. Segal contended the three-judge court's divided opinion terminated uniform practice on issuance of stay orders which had been followed for 14 years and that the question involved is a basic one of administrative law.

He said the Commission already has affected the change and that WCOL now is operating on the new frequency. He argued that testimony in the case was procured "by correspondence" and that his client had been denied a hearing in what amounted to an ex-parte proceeding. Mr. Rauh, defending the original court ruling, argued that WCPO had not exhausted its legal remedies before the FCC. Moreover, he said he had an affidavit to show that WCPO had suffered no irreparable injury, since last year its business had been 2 1/2 times better than the preceding year.

Mr. Rauh contended the law was clear that stays could not properly be issued. Stay orders were proper before the statute had been amended by Congress, he said. He declared the court can lay bare errors of law and send them back to the FCC for correction.

Apropos WCPO's claim of loss of coverage, by virtue of the WCOL occupancy of the same frequency, Mr. Rauh argued that the FCC does not write into station licenses the areas to be covered. No rights beyond those expressly set out in the license, covering power and frequency, can be protected, he contended, and therefore WCPO was in no position to obtain injunctive relief.

Mr. Rauh made the novel argument that the frequency in question no longer applied anyway, since the March 29 reallocation resulted in moves up the band 30 kc. for both the 1200 and 1210 kc. channels.

Mr. Segal contended this argument was fallacious in that the FCC has issued orders covering the Havana Treaty reallocations automatically assigning stations to their new wavelengths.

Names for News

WBGO, Glen Stone, Pa., instead of classifying its news periods simply as newscasts, has now tagged each period with a descriptive title. Throughout the day, newscasts are presented by the following titles: Sunrise Edition, Community Special, Morning Extra, News at Noon, The Front Page, Newsroll of the Air, Three Star Extra and Night Extra.

Washington business is at an all time high. Uncle Sam's payroll is greatest in Governmental history—$20,000,000 every two weeks. Washington's trading area with 1,000,000 people with 2,000,000 personal spending power (per capita income twice that of any other U. S. city)—and thousands coming every month to add to this great total makes Washington the fastest growing city in the nation and the best U. S. market. It's CLOVER—and WMAL's new 5,000 watt power Day and Night is right in the heart of Washington's crop of sales.

You can have a program on WMAL that will put your sales in clover. And it can be tailored to your budget. Phone, write or wire for the facts now.
FEATURING "just ordinary children," Kids of the Week, made its appearance on KJR and KEX, Portland, on April 13. The program centers about an interview of some outstanding personality or a roundtable discussion, conducted by teams of youngsters, three boys and three girls to each performance, rotating age groups of 10-12 and 12-14 and changing the team personnel every week. Purpose is to show the straightforward, down-to-earth functions of the youthful mind.

Bundles for the Boys

LETTERS from boys whose homes are in or near New Haven, who are now in the Army, are featured on Bundles for Our Boys, on WELI. In addition, boys home on leave are interviewed as to their life in camp. On the program the public is asked to send to the sponsor such items as books, magazines, cigarettes, and the like, which are then made into bundles and shipped to the boys in camp.

Apartment Hunters

A SERVICE PROGRAM for apartment hunters has been started on WQXR, New York. On the program, sponsored by a New York realty firm, listeners are asked to write or telephone their apartment problems and attempts are made to straighten them out.

Pranks and Parents

A NEW SERIES of broadcasts, dealing with a typical adolescent escape, combining the Henry Aldrich type of comedy with information designed to build a better understanding between parents and their children, was started on KOA, Denver, April 6. The educational feature, known as Betwixt & Between, features true-to-life situations and fast-moving dialogue.

Life of a Private

BUILT around the life of an Army private, a new series to be started on WWL, New Orleans, will feature every phase of military life, from the first oversized pair of hiking boots to the last KP duty. The program will originate at Camp Livingston, and will attempt the most complete record possible of life in an Army camp, 1941.

Store Interview

INTERVIEWS with the personnel of William Filene's Sons, Boston, on WEEI, from basement bundle wrapper to executive, are used to interest shoppers in the clerks who serve them.

SOUP-TO-NUTS NETWORK has been set up by young John Simeon, 12, son of Robert A. Simon, continuity editor of WOR, author and music critic of the New Yorker. The microphone, set up in the middle of the dining room table has direct communication with the maid and cook. Here is 8-year-old Peggy giving her order for another helping of dessert to her brother, who relays it to the kitchen.

Drama by Workers

PERFORMERS will be the sole judge of a series of programs being planned by WDAS, Philadelphia. The station, which is using the industrial concerns to broadcast programs of their employe groups with the personnel manager recruiting the talent, assisted by the station program department. They will guide employes in producing a series of programs. And after they are rehearsed and ready for presentation, transcriptions will be made. Recordings will be played back to the entire force at the factories, votes taken to decide the best programs to be used for station presentation. Aim of the programs will be to improve employer-employee relations and offer the station a new source of talent.

The Public Performs

THE RADIO audience will have a chance to either write dramatic sketches or act in them when The People's Playhouse program featuring Bob and Betty White, goes on WOR, New York, April 8. Ideas submitted by the public will be dramatized and castings given to one amateur actor and one amateur actress will appear with the Whites.

Maids and Mikes

THE SERVANT problem will be investigated from both sides in a new series, Maids & Mistresses, on KSTP, St. Paul. Broadcast as a feature of a daily women's page program, the series will bring maids and their mistresses before the microphone to discuss mutual problems.

Week's Woman

EACH WEEK the outstanding "women and home" programs are inter- viewed on Listen, Ladies, feature of WHBF, Rock Island, Ill., conducted by Millicent Polley.

Psychological Quiz

QUIZ SHOW with a psychological twist, Was I Right?, is a regular feature of WAKR, Akron, sponsored by the First National Bank & Savings Bank, the program features situations sent in by the listening audience who describe what happened and what they did under the circumstances. Two teams of the station's dramatic clubs, give their reactions on what they would do if confronted with a like situation, after which an Akron attorney discusses the situation with the contestants. Dr. George Hayes, head of the psychology department of the U of Akron determines what the correct average Human Behavior would be, and scores the teams accordingly.

Budding Farmers' Quiz

STUDENTS studying agriculture compete in teams on Farm Quiz, on WNAK, Akron. Each week high school teams from three surrounding states are featured, two for the quiz, and one for a discussion group. Idea is to help the interest of high school students in agriculture, which they can carry with them to their various State agriculture colleges.

BMJ Quiz

NAMES OF PERSONS in the vicinity of WDAY, Fargo, N. D., are announced throughout the commercials of Hidden Treasure, a program of popular BMJ and public domain music. The names are hidden so that it is difficult to catch them; however, if a person does recognize his name, he receives a cash award.

Tax Troubles

AN ATTEMPT to solve taxpayer troubles is being made on a new educational program Austin Peabody, Assessor, on WTAG, Worcester, Mass. Each week a different State law is dramatized with the purpose of correcting common misconceptions between property owner and assessor.

Information for Children

EDMONTON'S public libraries, in conjunction with CFRN, have start- Mr. Information, for school children. Pupils are requested to write in to the libraries any questions, and the answer is given out over Mr. Information.

Dancing Drama

DRAMATIZATIONS of lives of famous exponents of the dance, particularly ballet, are the substance of Adventures in the Art of Dancing recently launched on KKLX, Oakland, Cal.

For the Bride

ANOTHER VERSION of a school girls show given still new to the mysteries of domestic economy is Brides' Forum, recently started on KKLX, Oakland, Cal.

"KNX gets results"

says Druggist Lee

An astute and progressive Southern California retailer for fourteen years—and currently serving the industry as first vice-president of Southern California Retail Druggists' Association—John M. Lee knows the retail drug business...knows, too, that "Radio today is the major advertising force in whooping up interest in new drug products and in keeping old-line brands on top. "We feel KNX results here in the store."

KNX

LOS ANGELES

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System, Represented by Radio Sales

Page 28 • April 14, 1941

BROADCASTING • Broadcast Advertising
**Merchandising & Promotion**

**Flags for Fighters—Syrup Party—Friendly Rings—**
**Club's Anniversary—Gratitude**

GLOBE BOTTLING Co., Los Angeles (Wilshire Club beverages), periodic user of radio, on April 14 starts testing the quarter-hour five-weekly transcribed adventure series, Captain Danger, on KKLJ, Hollywood. If successful, stations in Bakersfield, Monterey, Santa Barbara and San Bernardino will also be used, being in with local distributors. Written and produced by Bennett Downie Associates, Beverly Hills, Cal., the series has proof-of-purchase merchandising plan, directed to children. It includes a Mystic Patrol Club, and loose-leaf Book of a Thousand Secrets, with a page being added weekly. Banner streamers on Globe Bottling delivery trucks, window and store displays and newspaper advertisements are included. For a week in advance, daily spot announcements were made to announce the series placed by McElroy Adv. Agency.

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### Cigarettes for Soldiers

IN COOPERATION with Lerus Bros. Co. (Edgeworth, Domino), WRVA, Richmond, is providing all participants on its Olay America shows, which originates from Camp Lee and various military points in the Tidewater area, with free cartons of Domino cigarettes.

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**Josh Higgins of Finchville**

**FINCHVILLE**

*A Program*—
with a large, ready-made, responsive audience—
that drew 6,000 requests for a poem from men and women in all walks of life on only one announcement—
which so inspired the State of Iowa that they dedicated a park to and named it after Josh Higgins—
after which the National Home and Garden Exposition named a garden—
great in influence and low in cost—

**PLUS WENR**

*A Station*—
that serves 3,405,000 radio families—
with a 586-foot, 10,000-watt transmitter that blankets the huge Chicago market—
that is the key outlet of NBC's famous Blue Network—

**EQUALS**

increased sales and profits with less effort in the Chicago area—America's second richest market.

Further information about "Josh Higgins of Finchville" and Station WENR upon request, and remember

**YOU GET MORE FOR LESS ON**

**WENR**


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**Brochures**

WWL, New Orleans—Four-page pictorial folder on Our Miss America, weekly broadcast of the Miss at Loyola U, broadcast every Sunday morning since September, 1924.

WFL, Philadelphia—An 8-page pictorial magazine, WFL News, in two colors, to be published monthly, for trade distribution.

WKGV, Charleston, W. Va.—Red-and-blue piece of 12 pages telling the story of the Charleston market.

WSJ, Winston-Salem, N. C.—Platograph booklet in two colors giving coverage figures and service signal of station on new 9000 frequency.

WAOV, Vinny, Ind.—25-page, letter-sized brochure with fourteen cover "This Is Vinny's WAOV".
advocating legislation to reduce the FCC to a three-man agency, said he was "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission" and that he had come to the definite conclusion that new legislation is necessary to effect a satisfactory reorganization of the FCC.

Certainly in the two years that have transpired since the President made this observation the situation has not improved. It is our humble and considered view that if a reorganization is desired in 1939, when the President wrote Chairman Wheeler and Lea of the Congressional committee advocating new legislation, then it is ten-fold more so today.

Summer ‘Naturals’

THE TRAVEL and hotels classification of sponsoring business on the networks represented less than $350,000 last year, and it is doubtful whether much more was spent on spot and local. Yet travel and vacationing, with all their concomitant activities such as fishing, boating, hunting, etc., represent billions of dollars annually in consumer expenditures and should be among the most advertisable "commodities" on the radio.

For some reason, possibly the lack of adequate effort, radio has pulled relatively little business out of this field, though travel and resort advertising is a major item of magazine and newspaper lineage.

It is gratifying to report [Broadcasting, April 7] the Province of Ontario signing up for a late Sunday afternoon half-hour variety show on CBS, starting this week, designed to promote tourist visits to Canada. That radio can and will "pull" for a client like this, there can be no doubt. That radio should go after more of this kind of business, goes without saying. The summer vacation season in the offing presents a challenge to broadcasters' salesmanship.

Voluntary Restraint

AS THE WAR pace quickens, we hear more and more loud talk about censorship in this country—censorship of the press, radio, motion pictures, and in fact every avenue for the conveyance of public intelligence. It is unfortunate that there is so much talk about a subject on which most of the talkers know so little. That goes for those in industry as well as Government.

In times of national stress, it should be obvious that Government cannot function normally. In the public information field, certain developments are kept secret for reasons of state. But that doesn't mean that censorship, of the kind invoked abroad, is in force. Censorship there is active blue in the hands of Government censors of news dispatches or script before publication or broadcast.

Recently the Secretary of the Navy asked all news disseminating media to refrain from publication of information on movements of British ships into our ports for repair because the news might be used by Britain's enemies. The information was not released, so no stories could be written anyway, unless reporters happened to pick up the data unofficially. That is not censorship. It might be classified as voluntary restraint, but nothing more.

Publication last week by some newspapers of new and pictures covering arrival of a British battleship in New York for repairs drew that rebuke from President Roosevelt, Mr. Early, his secretary, and Secretary of the Navy Knox. They called for voluntary control of news on a more stringent basis and Secretary Knox praised radio and the cooperating press for living up to his previous request.

Nobody in Government, press or radio wants official censorship. But obviously some control must be exercised over dissemination of news of benefit to the dictator powers. The best way to avoid official censorship is to exercise voluntary control. The lesson of last week's incident would seem to be: When in doubt, check best available sources before disseminating military information.

A New Order

THE GEARS are beginning to mesh on a new regulatory order in radio. President Roosevelt, it appears, has personally taken a hand in the matter by assigning his key public relations advisor, Lowell Mellett, to a preliminary study of the effect upon public service of newspaper ownership of stations. And a move toward introduction of new laws to reorganize the FCC is getting under way on Capitol Hill.

It has been evident for some months that the FCC's anti-radio tide can be stemmed only by coordinated action between both ends of Pennsylvania Avenue—at the White House and in Congress. The FCC is too far advanced in its crusade against the status quo of commercial broadcasting to mend its ways. The check must come by legislative enactment, with White House blessing.

Since the latest reorganization of the FCC its actions have been almost entirely negative, even though the intentions of the majority may have been to promote the public welfare ultimately.

A quick inventory fails to reveal anything really constructive. For example, television, which appeared on the brink of public acceptance a year ago, has been all but scuttled as an immediate public service because of the bogging down of new non-national defense developments. FM appeared off to a good start only a few months ago, but likewise has been slowed down to a walk by the newspaper-station inquiry of the FCC. And the network-monor report prospects, along with the fears engendered by newspaper-ownership investigation and the onslaught against clear channels—all have tended to shatter confidence in the future.

It was not until the newspaper-ownership inquiry order of last month that an aggressive effort toward clearing the atmosphere got under way. In selecting Mark Ethridge as their leader the group of publisher-broadcasters drafted the industry's outstanding figure, who has a record of getting things done. He carried the issue direct to the White House.

What transpired at Mr. Ethridge's conference with the President on April 7, of course, has not been made public. The fact that Mr. Roosevelt saw fit to assign Mr. Mellett, himself a former newspaper executive, to a study of the newspaper-ownership issue is proof that the President is not satisfied with the FCC's course of action.

Moreover, two years ago Mr. Roosevelt, in

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BROADCASTING • Broadcast Advertising
COUPLE OF YEARS ago the landing gear jammed on a plane as it was circling for a landing at the Los Angeles Airport. Passengers, among them Hay McClinton, were in the midst of the trouble, packed and strapped into their seats, and told the ship was going to pancake in.

Next thing Passenger McClinton knew, he was being hauled out and manhandled by a rescue squad which had axed its way through the side of the ship. Gathering his bulk (and there's quite a lot of it) as soon as he was free of the straps, he collapsed one of the rescuers and yelled —

"Hell, get me out of here. I've got to make the next plane for San Francisco!"

That crack has gone down as one of the classics in the annals of the airport. And it ought to go down as a classic in the annals of "Hay" McClinton, vice-president of N. W. Ayer & Son in charge of radio. For his life during the last ten years has been one of plane schedules and trying to be several places at one time—in spite of hell, high water or jammed landing gear.

Hay, who answers to the full name of Harold Leigh McClinton only in Social Security questionnaire, was born June 16, 1898, in the little town of Port Townsend, Wash., then the customs port of entry for Puget Sound. Perhaps the travel star marked him from infancy, for his father was a sea captain, running then between Seattle and Alaska—when Alaska was really Alaska!

Hay was just about two when his family moved home port to Seattle, and there he spent the next 22 years, with the exception of a stretch in the Field Artillery in this country and France during the World War. In Seattle he attended grammar school, high school, and then the U of Washington, where he was a Beta Theta Pi, and helped pay his way as campus correspondent for the Seattle Times, and later as columnist for the Seattle Star. While in college he joined the Army, enlisting as a private and emerging from the war with a sergeant's stripes.

After graduation in 1922, he joined the Public Ledger in Philadelphia, where he remained for six years, becoming progressively head of the copy desk, foreign editor, telegraph editor and swing man who filled in for various editors on their nights off.

From the Ledger, Hay took the familiar step into publicity and promotion, serving as promotion manager for the Penn Athletic Club in Philadelphia. Then, in 1929, he joined the publicity department of N. W. Ayer & Son, where he handled publicity for the Brazilian American Coffee Assn., Warren Telechron Clocks and other accounts.

When the NRA came into being in 1933, Hay was loaned to the Government for six months to help set up Gen. Johnson's publicity department. Here he helped Charles Cilmer, Ayer art director, work out the design for the Blue Eagle.

His debut in radio came about almost accidentally. Ford Motor Co. had brought the Detroit Symphony Orchestra to Chicago in 1934 for 12 weeks of outdoor concerts at the Century of Progress. Managing these was part of his job as chief of Ford publicity at the Exposition. The concerts were so successful that at the conclusion of the Fair it was decided to put the orchestra on the air—and that's how the Ford Sunday Evening Hour was born.

Because of his familiarity with the work and the musical problems, Hay was moved to Detroit to handle the Sunday Evening Hour. That eventually involved handling other Ford radio programs, which at various times, included the Fred Waring series, the Mamakazes series, the World Series broadcasts, the Universal Rhythm, Al Pearce & His Gang, transcription and spot announcements. It also led to Hay's present position as head of radio for Ayer.

Hobbies? Well, they're all of the broadcast variety—tape-playing, radio, theatre and writing. In the latter classification, he has done quite a bit in both prose and verse, and his wares have been published in the New Yorker, in the old Life and in Judge.

Family? As he puts it himself, his present family consists of a wife, 15-year-old son, an 11-year-old daughter, a six-year-old dachshund, and a maid.

Tall, rangy, good-natured and possessed of a fine sense of humor, Hay is easy to get along with, and at the same time is able to get the best results from talent. He is on equal terms with long-hairs, jivers, with comedians and actors. During his radio career, he has handled the complete scale of program types, and has hung up some good ratings along the line.

Just as an idea of how a radio executive goes about getting here, here's Hay McClinton, who has probably handled more big-league opera singers and orchestra conductors than any other radio man in the country, now shaping up one of the largest programs of baseball broadcasting for Ayer's client, Atlantic Refining Co. (Incidentally, Ayer claims to handle more specialty radio than any other agency.) But, as Hay pointed out in a "learned" dissertation on radio entertainment he was asked to write this year for The Manual of the American Academy of Political & Social Sciences, "It's all in the radio day."

KINGSLEY F. HORTON, sales manager of WEEI, Boston, has been appointed chairman of the radio committee for Cabaret Night of the American Federation of Advertisers Convention in Boston next month. Mr. Horton is to leave for a two-week vacation in the Bahamas Islands the latter half of April.

WEBB ARTZ, radio news manager of United Press, is in the Indianapolis general manager of WPFA, whose condition is described as serious.

LYLE MUNSON, formerly of WLL, Champaign, Ill., has joined the sales department of United Features Syndicate.

FRED A. PALMER, vice-president and general manager of KOE, Phoenix, for the last four years, has resigned. He is now in the General Motors service in Ohio and has not yet announced future plans.

ARDEN X. PANGBORN, recently with the Columbia Broadcasting System, has been appointed and newly-appointed managing editor of its two stations, KGW and KEX, and Mrs. Pangborn on March 24 became the parents of a baby daughter, Mary Alice, their second child.

FRANK E. MULLEN, executive vice-president of NBC, and Mrs. Mullen are the parents of an 8 lb. 6 oz. son, Frank E. Jr., born April 5 in New York.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Co., has had his office in Montreal since his appointment, but will move to Ottawa where General Manager Gladstone Murray has his headquarters.

R. T. BOWMAN, Canadian Broadcasting Co. vice-president, has been in charge of the CBC Overseas Unit in England for 15 months, is home on leave.

DAVID TAFT, youngest member of the family owning WKRC, Cincinnati, and a member of the station sales promotion department, leaves April 25 for Army training.

GORDON GRAY, owner of WJJS, Winston-Salem, is the father of a baby born.

ARTHUR Q. MOORE, formerly manager of KYOS, Bellingham, Wash., has joined KMO, Tacoma, in an executive capacity.

EARL J. GLUCK, president and general manager of WSOO, Charlotte, N. C., has been named manager, S. C., for active service in the Navy. Mr. Gluck, a lieutenant-commander in the Navy Reserve, is in charge of Navy recruiting for the Charlotte area.

JAMES M. LeGATE, manager of WHD, Dubuque, Ia., has been appointed general chairman of the music festival division of the Dayton Centennial-Miami Valley Celebration June 15-22, celebrating the 100th anniversary of the City.

LEE POTTER, WCCO, Minneapolis, sales manager, newest member of the staff, will leave about May 1 to join the rival WCCO, Rochester, Minn., and Buechler, formerly of the Wainwright, Leavenworth, Kansas City, and New York, and brother of Thomas Buechler, vice-president of the Ted Bates Agency, has been named to succeed Potter.

JOHN M. CARNEY, formerly of the General Amusement Co., and previous executive manager of the Gold Record Music Corp. of America, has joined the sales staff of WINS, New York.

NILES TRAMMELL, NBC president and general manager, has been named chairman of the executive committee of the National Advertisers Association of America.

WARD WIGGON, of the KOE, Phoenix, Ariz., has been appointed director of advertising and sales promotion of the station.
BEHIND THE MIKE

JACK PEACH, Canadian Broadcasting Corp. producer, has joined the CBC Overseas Unit in London as commentator. He formerly worked with the CBC since Feb. 1, 1937, joining from the staff of CBCV, Vancouver, now CBC. He accompanied King George and Queen Elizabeth on their 1959 trip to Canada, and this summer has been special events director for the CBC in British Columbia.

EDDIE HOLDEN, Hollywood creator of the Walanate & Archie live and transcription series, has established a new radio production unit under firm name of Hale-Aughton, with offices at 1600 E. Vine St., city.

DON WILSON, Hollywood announcer for the NBC Maxwell House Coffee Time, sponsored by General Foods Corp., has been relieved of that assignment, with Jack Foyte, mc-singer, taking over duties.

RAY EDWARDS, Polish language announcer, has been added to the announcing staff of WNLN, New London, Conn., as junior announcer.

ROBERT ST. JOHN GERARD, former staff announcer of WOKY, Charleston, W. Va., has joined WDNS, Durham, N. C., in a similar capacity.

KATHERINE CLARK, formerly a member of the news staff of WORC, Cincinnati, has joined the news department of WLTN, Cincinnati. Bob Hurles, formerly with a Cincinnati newspaper, also has been added to the WLTN news room and Jack Vogele, in that division for the last three years, has been transferred to the advertising representative of the Appalachian Coal Co.

FRED CUSICK, graduate of Northeastern U., has joined WCOF, Boston, as sportscaster announcer.

DICK DORF, formerly the announcing staff of WOR, New York, after one-day's experience with WFAQ, White Plains, N. Y.

BASIL RUYSDAEL, announcer on the CBS Hit Parade, has added the internationally famous Van Halen-Jan Brown painting of "The God's Peace," painted in 1910, to his collection of 20 canvases.

PHIL McHUGH of the CBS New York announcing staff, has been added to the Army. McHugh, in collaboration with Jim Towbes, announcer, has had a song, "Right or Wrong," accepted by BMI.

LEE WOOD, formerly associated with WGB, San Francisco, has joined the staff of KBKS, San Francisco as announcer and manager of the station.

ART CARTER, NBC Hollywood photographer, is writing a book on photography titled Flash Bulbs, to be published by Simon & Schuster.

RICHARD BROOKS, NBC Hollywood commentator, is a new member of the announcing staff of WWJ, Detroit. His series written through Sutton House Ltd. Book consists of stories used on his NBC Side Street Signet program.

JOE PARKER, NBC Hollywood producer, has written a new song, "Hold Out for Heaven," to be released through E. B. Marks Publishing Co.

J. C. LEWIS Jr., KHL, Hollywood producer, has written a new tune titled "Mr. Franklin D.," recently recorded and performed by Maxene and Maxine Gray on the weekly MHS Vignettes program. Flenk recently also wrote lyrics and melody of "Fishin' & Whishin'."

HOWARD DUFF, Hollywood radio writer, has portrayed Lynn Bari in the weekly NBC Dear John program, sponsored by Welch, Grape Juice Co., has been inducted into the Army.

JACK WORMSER, Hollywood sound effects engineer on the NBC Fibber McGee & Molly program, created and written by S. C. Johnson & Son, has been notified to appear for Army duty.

FRANKLIN BINGHAM, NBC Hollywood commentator, has been signed as narrator of an MGM cartoon short.

DON McNAMARA, KFI-KKEA, Los Angeles, announcer, is the father of a boy born recently.

MAURIE WEBSTER, CBS Hollywood commentator, is in charge of whitewash for Home Movies, explaining process of making music in home movies.

ELMER R. HERKNER, program director of WHTL, New York, inducted, Ind., since 1937, resigned April 1.

OCTAVIO CESAR SORIANO, twice former police, was killed and four persons injured March 29 in an automobile accident near National City, Calif., March 29.

FRANK GOSS, Hollywood announcer, has been assigned to the weekly half-hour "Hollywood Reporter program", sponsored by Richard Hudson Inc., New York.

DON O'BRIEN, formerly with KTLU, Thomasville, Ga., has joined WAXN, Yankton, S. D., as sports director with Gil Will, alternate with Gene Shumate, of KSO, Des Moines, in giving telegraphic descriptions of St. Louis baseball games. He also has been added to the WLTN news room and Jack Vogele, in that division for the last three years, has been transferred to the advertising representative of the Appalachian Coal Co.

ROBERT PAGE, formerly with WKTU, Springfield, Mo., has been added to the announcing staff of WHK-WCLE, Cleveland.

ARTHUR J. SMITH, program director of WAXN, Yankton, S. D., is the father of a boy born recently.

CATHERINE KANE, new to radio, has been named assistant continuity executive with WCLF, Washington, D.C. Helen J. Jett, secretary to the American Broadcasting Co., owner of WCLF, has been notified to take her desk after a six-week illness.

JAMES McGRATH, announcer of WIX, Washington, suffered several fractured ribs, abrasions and possible internal injury when he fell through an open skylight while extingushing a fire in the station.

TOM LIVENEY, announcer of WPEN, Philadelphia, resigned effective April 3.

ROY A. MAYPOLE Jr., radio actor, producer and writer, formerly of NBC, Ward, New York, and WWJ, Detroit, has joined ABC, New York, as a script-writer.

ERIC SEVAREID, former CBS Paris and London correspondent, now one of the CBS Washington correspondents, is in Hollywood making a short subject for Pathé, which is scheduled for Paris screening.

PRIVATE BILL CARLSON, former staff announcer of KMBC, Kansas City, is now in the service as Public Relations and Camp Grant Comments, nightly programs originating from Camp Grant, Ill., for World, Rockford, Ill.

DAVE BACAL, organist of CBS, has married Jeanne Cook of that city.

Robert E. Price

ROBERT E. PRICE, 45, joint owner and director of WXMU, Michigan, was killed suddenly in his doctor's office April 2 after a long illness. He had been possessed of a SBP since 1943 and bought it jointly with Lloyd Mofat in 1930. He is survived by his widow and one daughter.

Henry Burr

HENRY BURR, 56, veteran radio announcer, formerly of WDUP, Chicago, died April 6 in Chicago after a long illness. He had been hospital patient since December. He took his name when first started singing for phonograph records. He began his broadcasting career while he was a boy.

Isadore Wittman

ISAAC WITTMAN, former president and a founder of the music firm bearing that name, died April 9 at the age of 71. Among the countless hits his firm produced were "Sweet Adeline", "My Wild Irish Rose", and "When Irish Eyes are Smiling". In 1930, Mr. Wittman wrote an entertaining song called "From Ragtime to Swingtime".

Egebart Von Lepel

EGBERT VON LEPEL, 60, pioneer in the development of high-frequency apparatus, was found dead April 2 of accidental gas poisoning in his New York laboratory where the Lepel High-Frequency Laboratory Inc., of which he was president, maintained its plant. He was best known for inventing the fixed quench high-frequency spark gap used most universally for welding since 1927.

PUBLICATION of the book by CBS European Correspondent William L. Shiner on his recent experiences abroad has been scheduled for May 1 by Alfred A. Knopf, New York publisher.

TO GET YOUR SALES MESSAGE TO MORE EARS...

In This Important Market

Use KTS?

The NBC Red and Blue Outlet in

EL PASO, TEXAS

GEORGE P. HOLLINGER CO.
Nat'l. Representative
From time to time, as you listen to The Telephone Hour, you hear us refer to the Bell Telephone System, and perhaps you have wondered just what this means.

"It is a group of telephone companies, with a centralized laboratory and a manufacturing and purchasing company, geared together to give a nation-wide telephone service.

"The American Telephone and Telegraph Company is the parent company which furnishes the Long Distance and Overseas services and advises on problems common to all the companies. There are twenty-four principal subsidiary telephone companies which furnish service in their respective territories from Maine to California.

"Outside the Bell System there are 6400 other telephone companies, and 60,000 rural lines and associations, which connect with the Bell Companies so that this country has a truly national service. Included in the System are the Western Electric Company, which manufactures standard equipment and purchases supplies, and the Bell Telephone Laboratories, which carry on scientific and technical research for the improvement of the service.

"But what we’d like you most to remember is that these companies are teams of people all well trained and coached, all working toward the common purpose of giving you the best possible telephone service at the lowest possible cost."
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WOR, New York
L. N. Renault & Sons, Egg Harbor, N. J.
Shell Oil Co., New York, 6 ep weekly, thru J. Walter Thompson Co., N. Y.

WKLC, Cleveland
Midland Radio & Television, Kansas City, 7 ep weekly, thru Foster-Miller Co., New York (Don's pills), 2 ep weekly, thru Space Broadcasting, N. Y.

KECA, Los Angeles
Pentom Oil & Greenhouse Co., Los Angeles, 2 ep weekly, thru Burris, Davis & Staff, Adv. Co., Chicago.

WCOJ, Lewiston, Me.

WEEI, Boston
Okote Products, New York (cleaner), daily, thru Daily Calendar, N. Y.

CHRC, Quebec
WALP, Augusta, Ga.

WJJJ, Chicago
Foster-Miller Co., New York (Don's pills), 2 ep weekly, thru Space Broadcasting, N. Y.

WHO, Des Moines

WFCI, Chicago

KFAR, Fairbanks, Alaska
Standard Brands, New York (Chase & Barney), 2 daily, thru J. Walter Thompson Co., N. Y.

WAGA, Atlanta

WGN, Chicago

WLAE, LaGrange, Ga.

WNZT, a SINGLE POLICY AT A SINGLE RATE

WANNA MAKE SOMETHING OUT OF IT?

WSPA-WORD Name Hollinger

THE BUSINESS OF BROADCASTING

Rate Card Issued For Red Network

Total of 128 Affiliates Noted In Data Covering Shifts

ON THE OCCASION of the shifts in frequencies March 29 under the Hollinger Treaty, the CBC-Red sold the to the trade Rate Card No. 28, dated April 1, 1941, listing 128 affiliates, a gain of five stations compared with the 123 affiliates listed on Rate Card No. 27, dated Sept. 1, 1940. Two former Red affiliates—WSUN, St. Petersburg, and KOH, Reno—have joined the Blue, while two former Blue stations—KZRC, Cebu, and KZRH, Manila—have joined the Red.

The five new United States stations are: WEAU, Eau Claire, Wis.; and WIZE, Springfield, 0., as basic Red supplementaries; and as Southcentral Group affiliates WAML, Laurel, Miss.; WFOR, Hattiesburg, Miss.; WSPA, Montgomery.

Other Changes

WAVE, Louisville, formerly listed with the Midsouth Group, is now a basic Red station. The Florida Group now includes only four stations, WSUN, St. Petersburg, now being added to the Blue Florida Group, operating independently of WFLA, Tampa. The South Mountain Group has been eliminated, KOB, Albuquerque, N. Mex., now being added to the Blue Pacific Coast Station.

The Pacific Supplementaries Group also has been dropped, its three stations divided among the Blue Pacific Coast, KMED, Medford, Ore., becomes a Pacific Coast Group station; KGU, Honolulu, is included in the new Special Service Group, and KOH, Reno, is now listed as a Blue Pacific Coast station. Besides KGU, the Special Service Group includes CMX, Havana (formerly listed as CBS, St. Petersburg, Fla.), and the two new Philippine Island affiliates, KZRC, Cebu, and KZRH, Manila.

Six Red stations in different groups have had their rates increased, as follows: WBE, Indianapolis, from $200 per evening hour to $220; WGBF, Evansville, from $120 to $160; WBO, Terre Haute, from $100 to $160, WID, Miam, from $160 to $200, KOMO, Seattle, from $220 to $240; WFBF, Greenbri, S. C., from $120 to $140.

Another change in the rate card is the reduction from 25% to 20% in rebates allowed advertisers whose billing exceeds $1,500,000 a year for programs broadcast 8-10 p.m. Advertisers using time other than these choice evening periods continue to earn the 25% as before.

WSPA-WORD Name Hollinger

GEORGE P. HOLLINGER, CO. has been appointed national representative for WCFI, Chicago.


KMPH, Beverly Hills, Cal.

KQW, San Jose, Cal.
MBJ Co., San Francisco (coffee and tea), 5 ep weekly, thru BBDG, N. Y.

WBAB, Atlantic City

Famous Names, Co., Los Angeles, 6 ep weekly, thru Chas. N. Shatt Adv. Agency, Los Angeles.

KPCO, San Francisco
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 4 ep weekly, thru BBDG, N. Y.

WOR, New York
L. Renault & Sons, Egg Harbor, N. J.
Shell Oil Co., New York, 6 ep weekly, thru J. Walter Thompson Co., N. Y.

WKLC, Cleveland
Midland Radio & Television, Kansas City, 7 ep weekly, thru Foster-Miller Co., New York (Don’s pills), 2 ep weekly, thru Space Broadcasting, N. Y.

KECA, Los Angeles
Pentom Oil & Greenhouse Co., Los Angeles, 2 ep weekly, thru Burris, Davis & Staff, Adv. Co., Chicago.

WCOJ, Lewiston, Me.

WEEI, Boston
Okote Products, New York (cleaner), daily, thru Daily Calendar, N. Y.

CHRC, Quebec
WALP, Augusta, Ga.

WJJJ, Chicago
Foster-Miller Co., New York (Don’s pills), 2 ep weekly, thru Space Broadcasting, N. Y.

WHO, Des Moines

WFCI, Chicago

KFAR, Fairbanks, Alaska
Standard Brands, New York (Chase & Barney), 2 daily, thru J. Walter Thompson Co., N. Y.

WAGA, Atlanta

WGN, Chicago

WLAE, LaGrange, Ga.
BC Racing, Durham, N. C. (proprietary), 312 ep, thru Harvey-Massengale Co., Durham.

THE BUSINESS OF BROADCASTING

BROADCASTING  *  Broadcast Advertising

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JOSEPH KUHN Co., Champaign, Ill. (clothing), is sponsoring a series of weekly half-hour programs direct from Chasus Field, Bathouj, Ill., on WZD, Tuscola, Ill. Lt. C. L. Scott, assistant provost marshal, is m.c. of the variety show which is comprised of officers and men enlisted in the ground forces of the Air Corps, including the Wing Chorus of 30 trained voices.

WILLS - OVERLAND MOTORS, Toledo (America), on April 1 started a weekly half-hour transcribed program on WLS, Chicago. On April 1, firm started a three-weekly quarter-hour news program, featuring Ed Paul, on WCFL, Chicago. Agency is Dave Bennett & Associates, Chicago.

DR. ELLIS SALES Co., Pittsburg (Beauty Aids), is currently sponsoring a three-weekly five-minute program titled Hollywood Murmurs, featuring Gloria Grant, on WLAQ, Chicago. Agency is Smith, Hoffman & Smith, Pittsburgh.

ASSOCIATED PAINT STORES, Chicago (chain), on April 15 starts a three-weekly one-minute participation in the June Baker Home Management program on WGN, Chicago. Agency is David Goldman Co., same city.

CROWN DIAMOND PAINT Co., Montreal, has started an announcement campaign on CFB, Toronto; CPCF and CKAC, Montreal; CQOR, Vancouver; CCB, Sydney, N. S.; CHNS, Halifax; CFCT, Charlotte- town, P. E. I.; CHB, Saint John, N. B.; CKGW, Moncton, N. B. Account was placed by McConnell Eastman Co., Montreal.

ROMA WINE Co., Fresno, Cal. (wine), currently releasing an open forum program What Do You Think? with Art Linkletter m.c. on Mutual-Den Lee network in California, has added KGW, San Jose, which transcribes off the line and releases them later. Agency is Cesana & Associates, San Francisco.


FEDERAL OUTFITTING Co., San Francisco, recently added spots on KGW, San Jose, and KKE, Berkeley, to its list of Northern California stations. KJBS and KFRC are likewise using announcements and KROW is releasing a daily half-hour program, Western Rangers. Agency is Allied Adv. Agencies, San Francisco.

MAC'S SUPER GLOSS Co., Los Angeles (polish), which used local spot radio last summer in a brief test, on May 6 starts using daily 30-second announcements on KJH KFRC KOL KALE. Contract is for 13 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account, with Melvin A. Jensen executive in charge.

NELSON FURNITURE Co., Los Angeles, consistent user of radio, on April 1, for 26 weeks inaugurated its three-weekly quarter-hour newscast on KMPC, Beverly Hills, Calif., to five times weekly and will rate other regional radio after May 1. Allied Adv. Agencies, Los Angeles, has the account.

BARQ'S BOTTLING Co., San Bernadino, Cal., in early April started weekly sponsorship of the quarter-hour transcribed adventure series, The Shadow, for 26 weeks on KFMY, that city.

CAMPBELL SOUP Co., New Toronto, Ont., expands the transcribed Amos & Andy serial five times weekly starting April 14 on CKGO, Ottawa; May 5 on CKY, Winnipeg, making 10 stations in all carrying the transcribed program in Canada. Cockfield Brown & Co., Toronto, placed the account.

FRENCH BAUER Co., Cincinnati dairy, has been signed to sponsor Betty and Bob on WAKY, that city. Stations carrying the serial syndicated by NBC Radio-Recording division now total 18.

CALIFORNIA ASSOCIATED Products Co., Los Angeles (coffee and cream), is doing work on NBC Radio-Recording division with the same radio stations already mentioned.

KIP Corp., Los Angeles (burn ointment), consistently using daily transcribed announcements on KNX and KMPC, in the area, on March 26 started a short campaign sponsoring six spots per week on three additional California stations, KJBS KLS KDB. Agency is Philip J. Meaney Co., Los Angeles.

MORTON SALTS Co., Chicago (table salt), in a ten-week Southern California campaign which ends May 31 is sponsoring participating six times weekly in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Agency is Blackett-Sample-Hummert, Chicago.

VITA-C CITRUS PRODUCTS Co., San Bernardino, Calif., in early April started for 13 weeks sponsoring a three-weekly five-minute dramatic program, You'll Find Out, on KFYM, that city. Austin King is writer-producer.

Copyright, 1941.
John Blair & Co.
LONDON HOUSE PRODUCTS, Dayton's, has started the First Floor-
Un Homme et son Fache on CBS, Montreal-CITY, Quebec; CKXH, Hull, Que.; CJB, Chichoulti, Que. Account was placed by Canadian Ad AG, Montreal.

OLSON BAKERY Co., Los Angeles (Mayflower doughnuts), new to radio, in a 13-week Southern California test carried on KFWF, which started in mid-March is using 6 to 13 transmitted announce-
ments weekly on KFWD and KFOX KFVPD. Agency is Smith & Bull Adv., Los Angeles.

LYONS VAN & STORAGE Co., Los Angeles, for the benefit of the Red Cross, will sponsor a national radio program, "Bible Show," on KFTE, with a sweepstakes premium on the HRM Enterprises' television network, the "Educational Kitchen" on KPO, and daily spot an-
ouncements on KQTV KXMP KQMP. Agency is in-house.

ELLENBA BROS. WINE Co., Eti-
wanga, Calif. (Regina wines), new to radio, on March 31 started a weekly half-hour musical program, "Regina Festa," on 5 California Radio System stations (KFSDF KFOX KFWR KFTVI KFTVI), in addition to KXMR XEMO XERRR, Monday, 7:70:30 night. Contract is for 12 weeks. Agency is J. B. Shaw Co., Los An-
geles.

THOMAS J. WEBB Co., Chicago (co-owners of many radio and television stations), will sponsor a series of weekly 1-hour programs on WOKA, 7KOA and WGN, Chicago. Agency is Schum-
mer & Scott, same city.

RE-COR CAMERA Corp., Chicago (Radio-Scope Co.), sponsors six weekly educational announce-

McGILDENNY Co., Avenel, N.J. (Tobacco Sauce), on March 25 re-

UNITED DRUG Co., Toronto (Res-
illy), has started transcribed three-to-five-minute musical announce-
ments on 37 Canadian stations. Ac-
fourty, a subsidiary of Ronalds Adv.
Agency, Toronto.

BUFFALO BREWING Co., Sacra-
mento, Calif. (beer), on April 13 re-
ceived for 13 weeks its three-weekly five-minute sports programs with Hal "Pee Wee" Hafley on Ch. 2, San Francisco. Agency is Ewing-Kelly, Sacramento.

ORANGE-CRUSH Co., Chicago (Old Colony beverages), on March 31 started a test campaign of six-weekly station break announcements on WGN, Chicago. Contract is for 13 weeks. Agency is Sherman & Ellis & Co., Chicago.

BARKER SOUP Co., Los Angeles (dehydrated soups), new to radio, No-
veau, a 10-week test campaign on April 3 started sponsoring daily participation in a Andy & Jerry program on KMPX, Beverly Hills, Calif. Agency is Golin-Greasy & Co., Los Angeles.

GRAND RUCK Co., Dallas, on April 3 started six weekly newscasts, World News in Brief, on KGRO, Fort Worth, with Ted D. Slater as commentator. Contract was placed direct.

Fruit Growers Cooperative FRUIT GROWERS COOPERATIVE Asso., Sturgeon Bay, Wis., is cur-
tently running a spot announcement campaign on KITF, St. Paul, KFWF, Fort Dodge, Ia.; KSO, Des Moines; WIBB, Bloomington, Ill.; and WFL, Hartford, Conn. Contract is for 13 weeks. Agency is Paulson-Gerlach & Associ-
ates Inc., Milwaukee.

PROUDLY displaying his QSL card to his Royal Highness, Archduke Otto of Austria, is Dwight (Red) Kahl, operator of KLZ, Denver (left). Reason for that brother-under-the-skin smile is that the card is from Anton Hapsburg, Archduke of Austria, cousin of Otto who is also a radio "ham." On a short vacation in Denver, Archduke Otto was interviewed on KLZ, and told listeners of his experiences with radio propaganda in France.

Hans Stage Drill DEMONSTRATING their value in time of emergency, America's "ham" radio network on April 7 concluded a coast-to-coast drill, turning over to Norman H. Davis, chairman of the "ham" program, from approximately 1000 chapters in the East while simultaneously Minneapolis "hams" were receiving reports from chapters in their sections. Starting Friday night, April 4, 12 chapters were set aside for "ham" operators, messages from Red Cross chapters were flashed to regional coordinators and relayed to Red Cross area headquarters at San Francisco, St. Louis and Washington. Mobilization of the country's amateur short-
wave facilities demonstrated the importance of a reserve communi-
cation system in normal, war, earthquakes, or other disasters. Red Cross officials said the drill was one of the most extensive of its kind ever attempted.

RCA to Televise Fight On Large-Screen SIZE SOMEWHERE in May, probably the night of the Joe Louis-Abe Simon championship bout, RCA plans to demonstrate its large-screen televis-
ion to motion picture executives. As in the case of the FCC demonstra-
tion to the Motion Picture Assn. of America (MPA) in Jan. 27), the showing will take place in the New Yorker Theatre. The fight will not be generally televiewed, but will be piped by special wirelines directly into the theatre.

Preliminary tests of large screen reception of a boxing match were made last Friday during the Baer-


AUBRY BLAKE, joins 11 other en-
graves of KOA, Denver, in the "ama-
niate" fraternity. He is installing a new "ham" transmitter in his home.

HUBERT PEAVY, engineer of KSO-
KNT, Des Moines, has been called to the University of California to be stationed at the naval base at Corpus Christi. Other "ham" employees called are Don Havens, lieutenant in the infantry in Newenburg, and Vern Cox, of the motion picture department, at Port Riley, Kan.

ROBERT F. WOLFSKILL of the Chicago Commercial Radio Equipment Co., has gone on an ex-
tended field trip through the West and Northwest, devoting his time to radio-resistance measurements after Havana Treaty shifts. Oren Nigh, head of the moni-
toring department at the West Coast Radio "hams," is headed for Hollywood; and so is Harold Crispell of the Hollywood office responsible over the radio to the Kansas City office; Robert F. Tashum's of the Kansas City office has been on a test trip through the East.

WILLIAM BUSSEY HOFFMAN of WOR's sound effects staff is engaged to marry Miss Edith Christine Fetter, who has just graduated from Millard Fillmore College.
HOW TO PLAN AN FM STATION
by W. R. David
...is a valuable aid to any 
FM-minded organization.
Ask the G-E representative 
who serves you for a free 
copy, or write direct to 
General Electric, Radio and 
Television Department, 
Schenectady, N. Y.

60 MILLION WATTS—that's the pro-
duction record in 862's alone since our 
engeers developed the tube years ago. It's 
undeniable evidence of sound design, thorough 
engineering. And today GL-862's are setting 
eivable performance records wherever they 
are used. Be sure your next 862's are GL-862's.

WHATEVER YOUR TUBE-NEEDS 
whether you operate at 50 watts or 50 thou-
sand, tube-up next time with General Electric. 
Five warehouses with carefully regulated 
stocks speed up deliveries. A nation-wide sales 
organization saves you time and money.

AND HISTORY REPEATS ITSELF 
for today G.E. is a leader in the field with 
high-power tubes for FM and television. Just 
another way that G-E research and foresight 
speed the progress of your industry.

NEED TUBES TODAY? 
Call the nearby G-E office for quick service. 
And be sure you have your copy of our new 
transmitting-tube bulletin GEA-3315B. Gen-
eral Electric, Schenectady, N. Y.
Benton Calls on Universities to Lead Nationwide Drive for Adult Education

HAILING broadcasting as the greatest medium for adult education ever invented, American universities were called upon to take the lead in developing this field by William Benton, vice-president of Chicago University and formerly chairman of the board of Benton & Bowles, in an address before a conference of high school principals and college educators held in Chicago late in March. Mr. Benton also emphasized the important function and growing responsibility of radio in juvenile education.

"The greatest educational opportunity for broadcasting, adopting the word 'educational' for use in this sense, lies in the field of adult education," Mr. Benton declared. "I need not tell you professionals how much the word 'adult' qualifies that word 'education'. In fact, it so qualifies it as to change it almost beyond recognition.

Must Be Cajoled

"Few adults will put effort into self-improvement. In the mass, adults resist intellectual stimulation. That is why the moving picture theatres would be empty if they showed educational films. That is why a political or economic pamphlet is regarded as a smash success if it reaches a sale of 25,000 copies at a dime. That is why the YMCA and other evening extension courses appeal to mere handfuls of people.

"And it is precisely because the adult public cannot be corralled into a classroom, or forced to read books or pamphlets, that broadcasting emerges as the ideal vehicle for adult education. If the truant officers would deliver the parents to the schools, there would, of course, be other and far more effective forms of instruction.

"Radio is by far the most important potential vehicle for adult education ever developed. Further, it is essential to the future welfare of this country that we learn how to focus the enormous power of radio into the field of adult education.

"Now who should take this leadership in the field of adult education by radio? It seems to me there can be but one logical answer—the universities. The universities may not like the assignment; it is a new kind of assignment to most of them. But I see no other alternative; and the responsibility is not out of line with many respectable university objectives.

"Where are the programs which are educational, and at the same time attract and hold substantial audiences? We should not count on the broadcasting industry to develop programs for us. We must seek for these programs ourselves. We must respect radio as the greatest medium for adult education ever invented. We must learn to work through that medium, and through it to carry to the American people the knowledge and the stimulation to more knowledge, which they need and want."

---

IT'S Pay Day FOR EVERY DAY in NORFOLK

UNCLE SAM's billion two hundred million dollar defense program in the Norfolk Market is shooting every business indice sky-high.

44% GAIN in DEPARTMENT STORE SALES and 26% gain in general business, February over a year ago. Other sales far exceed the national average.‡ And destined to shoot still higher when the peak of work is reached!

WTAR can make every day a sales PAY DAY for you in Norfolk. With the heaviest NBC Red and Blue Network commercial schedules in the entire Southeast—PLUS local programs cued to the special interests of this nautical area—WTAR contacts more listeners in the Norfolk Market than all other stations combined.

‡Call Edward Perry & Co. for the complete story on the rich Norfolk Market.
Agencies

ROBERT LUSK, vice-president and director of Benton & Bowles, and prior to that advertising manager of R. H. Macy & Co., has been elected president of the Allied Adv. Agencies, Chicago, Illinois, succeeding H. A. Latham, who has been appointed vice-president of printed media, according to Freeman Keys, president of the agency.

RUTH DRAKE, formerly with the Leland & Ryan handling the Lady Esther account, has joined the radio commercial department of Benton & Bowles, New York.

ALICE SMART, formerly secretary to Noel Grierson, has joined Ward Wheelock Co., New York, as aide to Richard Vornow, radio director.

HARVEY SMITH, vice-president and copy chief of Anderson & Matte, New York, has written a satire on college alumni, titled The Gang’s All Here, and published last week by the Princeton University Press.


A. K. SPENCER, New York executive of J. Walter Thompson Co., is in Hollywood to supervise preparations for the new Torchy & Bettie Lou program which starts April 17 under sponsorship of P. Lorillard Co. (Old Gold cigarettes). Cal Kuhl will be agency producer.

WILBUR NEWMAN, formerly with Latham Co., has joined Robert B. Young Adv. Agency, San Francisco, as account executive.

MAXFIELD KAYLOR, who formerly operated his own Hollywood radio production unit, has joined Allied Adv. Agencies, Los Angeles, as producer.

RENSON Co., Montreal, Toronto, and Vancouver, has been taken over by Strauf & Blakie, Montreal. Branch offices are maintained in Toronto and Vancouver. The change follows the death some months ago of Lionel Benison.

HAZEL KELLY has been appointed manager of the Toronto office of Stevenson & Scott, Montreal, succeeding the late D. L. Reburn. Miss Kelly joined the agency when it opened its Toronto branch in 1938.


ALTHOUGH there was an avalanche of protest because of “free talent” methods to be utilized on the CBS Hollywood Premieres, the weekly half-hour program under sponsorship of Lever Bros. Co. (Lifebuoy), got off to a good start March 28. Scanning script of the initial broadcast during backstage conference were (standing, l to r) William Moore, Hollywood production manager of William Esty & Co.; Charles Vanda, CBS Western division program director and producer; Richard Marvin, New York radio director of the agency. Seated (1 to r) are Harry Kronman, advertising screen plays for the series; Louella D. Parsons, conductor, and Harlow Wilson, announcer. Miss Parsons will withdraw at expiration of her 13-week contract.

H. P. SIGWALT, for the last 30 years associated in various phases of advertising, has been appointed production manager, with supervisory control over merchandising, planning and client contacts, of Paulson-Geibel & Co., Milwaukee. He has been associated with the agency for the past year.

Mr. Sigwalt is a past president of the Milwaukee Assn. of Industrial Advertisers and formerly advertising manager of T. L. Smith Co., same city, which account is still handled by the agency.

ROBERT W. BEATTY, of Schwab & Beatty Co., New York, has returned from his round-the-world trip to South America.

CHARLES GRAVES, formerly copywriter, with J. Stirling Getchell Inc., has joined the radio department of N. W. Ayer, New York.

Robbins Drops Suit

SUIT OF Robbins Music Corp. against CBS in the Federal Court for the Southern District of New York has been continued. T. Announced by ASCAP Jan 30 as “the first court action in the ASCAP-radio chain war,” the action charged WEAI, CBS-operated station in Boston, with playing without permission a Robbins tune, “Don’t Be That Way” [BROADCAST, Feb. 9].

Tarleton and Hollister Buy Getchell Holdings

JOHN V. TARLETON, and Paul Hollister, through the purchase of the common stock holdings of the late J. Stirling Getchell from his estate, have assumed control of the agency and on April 8 were elected president and vice-president respectively.

Mr. Tarleton, who with Mr. Getchell founded the agency in 1915, has been vice-president since its formation. He had been associated with Mr. Getchell in J. Walter Thompson Co. and Lennin & Mitchell before becoming a partner in J. Stirling Getchell Inc. Mr. Hollister, formerly executive vice-president and publicity director of R. H. Macy & Co. and vice-president of BBDO, joined the agency last year.

Other officers elected include M. P. Franceschi, vice-president and general manager; E. G. Nickerson, vice-president and chairman of the plan board; Frank R. Griffin, vice-president; Harry T. Mitchell, vice-president; William E. Berchold, vice-president; Charles M. C. O’Rourke, treasurer, and Orville H. Schell Jr., secretary.

Koehler Opens in Chicago

ALLEN R. KOEHLER & Associates, radio production firm, has been opened at 410 N. Michigan Ave., Chicago; telephone, Chicago 1016 Mr. Koehler, president, was formerly classified advertising manager of the Chicago Tribune and was once time salesman of WMJ, Milwaukee. At present the company is handling a number of productions in script form but will start building and recording shows within the next few weeks.

Huber Hoge

HUBER HOGE, president of the New York advertising firm of Huber Hoge & Son, died April 5 after a week’s illness. Mr. Hoge was on the staff of Frank Seaman Inc., New York, from 1912 to 1919 when he founded his own firm, and was well known for his work in developing such standard agency methods as group handling of advertising accounts.

ROGER PRYOR, director of the CBS Gulf Screen Guild Theater plans an aerial tour of the country this summer while his program is off the air. A licensed pilot, he will fly his own plane.

(Represented by KATZ)
Attention Time Buyers
Commerce Department figures show Savannah leading all Georgia cities in retail sales increase.

State as a whole: +13% Savannah: +36%

WFMJ
Youngstown's Favorite Station

A Hober-Kelzini survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

INS
KRE, Berkeley, longtime exclusive INS subscriber, has inaugurated expanded news schedule calling for 21 newscasts weekdays plus 14 five-minute shots Sundays.

INTERNATIONAL NEWS SERVICE

"Columbia Island"
CBS has rebuilt and renamed Little Pen Island in Long Island Sound, location of the new 50,000-watt transmitter for WABC, New York. Concrete sea walls have been built, four concrete piers have been sunk into the bed of the ocean as bases for the transmitters, and the island has been rechristened Columbia Island.

Swift & Co., Chicago (Sunr-Jaising Cleanser), on May 5 starts six-week one-minute live announcements on five stations. Schedule will run during May, Stack-Goble Ad. Agency, Chicago, placed the business.

BROADCASTING conditions in all parts of the nation were discussed by these network and station executives at a recent Hollywood luncheon. Therefore (to be continued) Gordon Southern California sales representative of WLS, Chicago, and KOY, Phoenix; John A. Reilly, manager of KOY; Donald W. Thornburgh, CBS Pacific Coast vice-president; George Cook, WLS treasurer, and Burridge Butler, owner of WLS-KOY.

Yankton Nights
GEORGE GERMAN, traffic manager of WNAX, Yankton, S.D., has come up from sleepless nights with this doggerel occasioned by the approach of the daylight saving time changes:

Now I lay me down to sleep,
I pray the Lord those spots to keep.
If they should go, before I wake,
My God, what will the sponsors fake?

FLORIDA STATIONS
AID CITRUS DRIVE
AS A GESTURE of public service, 14 Florida stations are offering their services to the citrus country of that State by broadcasting bi-monthly educational features Citrus & You. Scripts are written in the offices of the Florida Citrus Commission, State regulatory and promotional agency, and are prepared by Bob Wilbur, former Bosco newsmen.

The interview plan is used, with the material on the lighter side. The romance, magnitude, health values and economic effects of the citrus industry are brought out. It is estimated that the Florida growers alone represent about 17,000 persons, with at least 100,000 directly affected by the course of the $100,000,000 industry.

 Stations carrying the program are: WFLA, Tampa; WLAK, Lakeland; WSUN, St. Petersburg; WDAE, Tampa; WFTM, Fort Myers; WPAX and WMBR, Jacksonville; WMJF, Daytona Beach; WFTL, Fort Lauderdale; WLOF, Orlando; WRUF, Gainesville;

WFOY, St. Augustine.

Clothing Chain Spots
JIM DALE, New York (clothing chain), is opening "roadside" clothing store units in the East, located on traveled highways within short commuting distance of metropolitan areas. First unit has been opened on U.S. Highway 9A between Bridgeport and New Haven. Radio will be extensively used by the chain, according to Bollin Adv., New York, agency handling the account. One-minute spot announcements will be placed on WICO, Bridgeport, and WELI, New Haven, to announce opening of the first unit.
Alert Monitor Picks Up Hitler’s Order, Giving NBC Scoop on Balkan Campaign

ALERTNESS of Jules Van Item, chief monitor of NBC’s shortwave listening post in New York, scored an impressive beat for the network April 5 when he picked up the official German announcement of the invasion of Yugoslavia and Greece minutes ahead of the other networks and before press associations received the flash directly from Berlin.

Van Item, monitoring DZD, Berlin, heard five minutes of martial music and then the German announcement reading Hitler’s order of the day to the German Balkan Army. Two minutes later, at 11:18 p.m., a bulletin was cleared over both networks and shortwave stations WRCA and WNIB, at that time beamed to South America. At 3 a.m. the network carried special talks by the Greek and Yugoslavian ministers from Washington. News picked up by the monitoring post was fed to press associations which gave full credit to NBC.

A promotion piece including tear sheets from newspapers and press association copy was turned out under the direction of A. A. Schechter, director of news and special events, and reached the desks of New York agencies, sponsors and editors Monday.

CBS Comments

CBS also picked up the German broadcast on its shortwave listening post, but due to technical difficulties did not broadcast the bulletin until 11:32 p.m. when Bob Trout gave summaries of the situation, continuing his reports at intervals until the network signed off at 4 a.m. At 3:30 a.m. CBS presented Linton Wells, Major George Fielding Elliot and Albert Warner from Washington with their analyses of the news.

Both CBS and NBC broadcast early morning news from London April 6, but neither was able to pick up the bulletin in Berlin until later in the afternoon when NBC carried a Berlin report. In fact American radio correspondents in Berlin were the only United States newsmen permitted to transmit news of Germany’s thrust into Yugoslavia and Greece April 6.

For 26 ½ hours ending at 12:30 a.m. April 7, the German high command blocked efforts of all newspaper correspondents in Germany to transmit news of the invasion. During that period the only news from Germany that reached newspapers outside of Germany was picked up in Switzerland, London, and New York from the wireless transmissions of DNB, the German official news agency, transatlantic, and the broadcasts of the German ministry of propaganda, all of which continued as usual.

11-Hour Silence

Following this blockade on communications from Italy and Germany, authorities of both countries notified this country April 7 that

MBS, which does not have a listening post, carried the news of the declaration of war by Germany Saturday night as picked up from press wire association wires, but from midnight until 2 a.m. re-broadcast direct pickups from the BBC and from Rome, NBC New York station, stayed on the air until 4 a.m. April 5 under the direction of Alvin Josephy Jr. of the special features division.

CBS organized a new system of blind delays for emergency use, whereby three to four times daily CBS respondents in Yugoslavia, Greece and Turkey broadcast on a closed circuit. If anything momentous was said New York, listening in, put them on the air immediately and was able to get news through this method when all other means of communications failed.

IRON FIREMAN MFG. Co., which has used spot radio in the past, has announced a 15% increase in its advertising budget for 1941. Agency is Joseph R. Gerber Co., Portland, Ore.
FORMAL announcement of issuance of a construction permit to Gordon Gray, Winston-Salem publisher and broadcaster, for a new " FM station in City of North Carolina despite his identity with ownership of a newspaper, was made April 7 by the FCC. The action had been taken the preceding week [Broadcasting, April 7].

The FCC said that pursuant to Order 79, calling for a hearing on newspaper ownership of broadcast stations both AM and FM, and to "related announcements", it had ordered issuance of a construction permit for the Gordon Gray station, which will have the call W41MM. This action was taken "under the last proviso of Order No. 79, upon finding that the public interest, convenience and necessity will be served by construction at this time".

Other Grants

In the case of six other FM applications, aligned with newspaper, the FCC said it had ordered issuance of construction permits with the condition "that no construction facilities shall be undertaken or completed until the Commission has acted on the general newspaper-ownership question". These stations were W71SB, South Bend (Ind.) Tribune, W45D, Detroit News; W58M, Milwaukee Journal; W47P, Pittsburgh, licensed to Walker & Downing Radio Corp. but owned by the Paul Block newspapers; W45RG, Baton Rouge Broadcasting Co. identified with the Baton Rouge Advocate & States Times; W46CM, licensed to WBNS Inc., Columbus.

In the case of the Chicago Tribune station, W59C, licensed to WGN Inc., the FCC announced it had placed in the pending files the application for modification of construction permit previously granted. Similar action was taken in the case of W71RF, licensed to Rockford Broadcasters Inc., which operates WROK and publishes the Register-Repub.

The FCC said that these actions were taken "without prejudice to the provisons in Order 79 that newspapers' who interests whose applications for FM stations had already been acted upon could in and make a special showing that they should be allowed to go ahead immediately".

Applications of A. S. Abell Co., Baltimore, which publishes the Baltimore Sun; of Mercier Broadcasting Co., near Trenton, N. J., which publishes the Trenton Times; and of News Syndicate Co. Inc., New York, publishing the New York Daily News, were placed in the pending file.

The FCC announced also that it had granted a special temporary authorization to the Milwaukee Journal to operate commercially for a period of 60 days its FM experimental station [Broadcasting, April 7]. The grant was made subject to any rules and regulations "which might later be adopted by the Commission in the newspaper investigation."

In an action announced April 8, the FCC granted consent to assignment of the construction permit for an FM station from Howitt-Wood Radio Co. Inc., which operates WNBK, Binghamton, to its present company, Wylie B. Jones Adv. Agency. With the call W49BN, the station is authorized for a coverage of 5,500 square miles.

FM IN WASHINGTON AND BOSTON SOUGHT

APPLICATIONS for commercial FM facilities were received by the FCC during the last week from the Boston Edison Co. for a station in Boston, and from McNary & Chambers, Washington consulting engineers, for an outlet in the capital city.

The Boston Edison Co. is owner of WEEI, which it leases to CBS, and its FM application was for 44.7 mc. to cover 6,390 square miles with a population of 3,075,297. McNary & Chambers, in making the first such application for an FM station in Washington, applied for 47.5 mc. covering 2,610 square miles and a 762,485 population.

Pending applications before the Commission now total 58. Columbia Broadcasting System Inc., applicant for FM in Boston on 44.1 mc. with a 12,620 square mile coverage reaching a population of 5,972,246, has amended its original application to request 43.5 mc., covering 20,000 square miles and a population of 5,384,179 and to move its transmitter site to the summit of Mt. Ameubuskit, Paxton, Mass.

Boston Games on FM

COMPLETE COVERAGE of all the home games of the Boston Bees and Red Sox will be made via FM for New England sports fans this year, in addition to the regular broadcasts via AM on the Colonial Network, according to John Sheppard, 3d, president of the Colonial Network. Both WIXO, Paxton, Mass., and W39B, FM station on the peak of Mt. Washington, which on April 5 became the first FM stations in that area to begin operation on a commercial basis, will feature the play-by-play accounts.

NEW BROADCAST ALLOCATIONS Ordered Under The North American Regional Broadcasting Agreement

(Havana Treaty) Effective March 29, 1941

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

Columbia Records

Has Biggest Month

Transcription Division Cuts

Large Sponsoring Campaigns

NEW high in volume of business booked for March was reached by the transcription division of Columbia Records Corp., Bridgeport, Conn., according to William A. Schudt Jr., the division's general manager.

Biggest account was the 26-week contract to record and manufacture all Royal Crown Cola transcriptions for Nehi Corp., Columbus, Ga. Other new accounts included transcriptions for Palm Mall cigarettes and Dodge Division of Chrysler Corp., both through Ruthrauff & Ryan, New York; for Wm. R. Wrigley Jr.'s Spearmint gum, through Vanderbie & Rubens, Chicago, and for Dr. Pepper Bottling Co., through Benton & Bowles, New York.

Recording session took place during March three to five times weekly in the CRC New York, Chicago and Hollywood studios for the Lang-Worth transcription library, while transcriptions were ordered by the following motion picture studios: Paramount, M-G-M, United Artists, 20th Century-Fox and Universal Pictures.


NBC Questionnaire

TO DISCOVER the best means of supplying its affiliated stations with material for merchandising programs, NBC has mailed a questionnaire to the managers of both its Blue and Red Networks. The information will be used by the NBC sales department. An explanatory letter accompanied the questionnaire, signed by Eason C. Woolley, manager of the service division of the NBC station relations department.

Florida Hearings May 5

THE F.C.C. has postponed until May 5 the hearings to be conducted by Commissioner Walker on its proposed revocation of the licenses of WTMJ, Oacoma, and WDLB, Panama City, Fla., locals identified with the John H. Perry newspaper scandal, on charges of "hidden ownership." The hearings have been moved to Pensacola.

Radio's Newest

Transcribed Attraction

"Barrel of Fun"

Starring

Charlie Ruggles

Produced by

Brisacher-Davis & Staff

Los Angeles

San Francisco

Recorded by

Radio Recorders, Inc.

of Hollywood

Processing and Pressings

by

Allied

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

THERE'S ALWAYS AN EASY WAY TO DO A JOB

- The Presto 10-A turntable proves the point. It has only 2 moving parts. - A rubber-rimmed turntable, dynamically balanced, driven by a steel stem-pulley on the motor shaft. A lever changes the speed instantly from 78 to 331/3 RPM. It's the simplest drive mechanism of any table made... inexpensive, too... maintenance averages $2.00 a year. As for performance, speed accuracy .4%, speed regulation .2%, vibration noise 50 db below zero level (.006W). Decide now to improve your transcription broadcasts. Replace your turntables with the new Presto 10-A. Catalog sheet on request.

Presto 10-A Turntable Price: complete chassis ready for use $140.00

In Other Cities, Phone...Atlanta, Jack. 4073 • Boston, Tel. 4510

Chicago, M. 4340 • Cleveland, Me. 1565 • Dallas, 37095 • Denver, Central 6781 • Detroit, 1-1340 • Honolulu, Mc. 3333 • Kansas City, Vic. 5671 • Minneapolis, Atlantic 4216 • Montreal, Wd. 6967

Philadelphia, Perty 5492 • Rochester, Col. 5544 • San Francisco, Co. 7102 • Seattle, Sen. 2560 • Washington, D.C., Sheep 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
The Sales of Bread and Cake Rising

Continental’s Program Based on Problems Of Marriage

IN THE OLD days, a leading lady "played the road" to increase her prestige and popularity. Today a product—in this case, Wonder Bread, sometimes sharing the limelight with its sister product Hostess Cake—takes up stage and goes on tour.

Its starring vehicle is Your Marriage Club, an itinerant radio show, heard on CBS every Saturday night at 8:30 p.m. And the "Happy Wonder Bakers" are indeed happy because sales are clicking in the path of Your Marriage Club which has toured 13 cities in six months, and will broadcast from 11 additional cities in coming months.

City to City

Continental Baking Co., New York, sponsors the itinerant broadcast; Ted Bates Inc., New York, is the agency; Haven MacQuarrie, an ex-vu-du-vu villager familiar with playing the road, authored the idea, and is Producer and M.C. of the program. The program is taken from city to city, where Continental has bakeries and where there are a CBS outlet; two weeks is the usual "run" in each city—long enough to win enthusiastic audiences for Your Marriage Club and to give a decided boost to Wonder Bread and Hostess Cake sales.

Your Marriage Club is based on the ever-growing popularity of the audience participation program. Its subject is the universally appealing theme of marriage. Married couples—brides and golden wedding celebrants alike—are interviewed on problems of family life. Each couple appearing on the program receives a $20, and the man and wife who give the best answers to their problem, in the opinion of the guest judges, are awarded an admittance prize of $25. Good humor and friendly bantering prevail throughout the program.

This is the half-hour broadcast that is on the air, but the part of the show that the radio listeners don't hear is the entertainment that has made Your Marriage Club a success on the road.

Movies and Amateurs

Before each broadcast, of which there are two every Saturday evening—one for the East and Midwest, and a repeat for the Coast—Haven MacQuarrie entertains his local guests with an extra hour-and-a-half performance.

An audience participation show, So You Want to Be an Actor? with which MacQuarrie has had success in vaudeville and on the air, comprises part of the program, while movies of the New York World's Fair, showing scenes of Continental's own model bakery, complete it.

Auditoriums are packed at every broadcast. Wonder Bread is the star of the show, and here's the reason for its success:

Wonder Bread and Hostess Cakes are sold through the retail grocer. There are about 2,000 to 6,000 grocery stores served by each one of the Continental Bakeries, and the goodwill of each one of those grocers is a prime requisite in the Continental sales program. Your Marriage Club acts as that necessary goodwill builder because it is tied directly to the grocery store counter.

It is there that customers must secure tickets to admit them to the broadcast. Tickets are free, of course, but each person desiring one must come to the store—first, to fill out a request card, and then a second time to pick up the ticket. Thus each member of Your Marriage Club has visited the grocery store twice.

Dealers like that. It means new customers, added sales and goodwill for everyone concerned. The popularity of the show in each city has meant a "sellout" of tickets.

For instance, in St. Louis, when a combination of rain, sleet and snow made traveling a hazard, the combined audiences of the two broadcasts totaled 16,427 prospective customers for Wonder Bread. In each city where the program has played, the enthusiasm of the audience has been reflected in immediate sales increases.

Theatre Displays

From the minute the curtain goes up, the showmanship of this traveling broadcast is apparent. Advertising displays are hung throughout the theatre or auditorium. The lobby and stage is decorated with Continental products. Wherever possible, clean white Wonder Bread trucks—each supporting a giant loaf of bread in its gay balloon wrapper—are placed on the floor beside the stage.

The nature of Your Marriage Club lends itself naturally to tie-ins with local activities. The program is heartily endorsed by civic authorities because their city receives national publicity on the CBS network. Two mayors have proclaimed "Married Folks Day" in honor of the program, and women's organizations, parent-teacher groups give the program their support. Local papers know the news value in the origination of a national broadcast in their home city—and they take advantage of it.

The program is one of the pioneer as a radio road show, and its first six months have already brought it a long way from the experimental stage. Not only is the rating steadily rising, but the men who sell Wonder Bread and the customers who eat it are expressing their enthusiasm for the program through the grocers. The proof of the sales of Wonder Bread is in the eating, and Continental Baking Company's dividends in sales.

MBS Names Brewer

SAM BRESNER, correspondent in Greece for the Chicago Tribune, has been appointed MBS warfront correspondent in Athens and will start a series of news broadcasts from that area, the exact time of which will be announced shortly.


Levy Is Returned To Board of NAB

J. Harold Ryan is re-elected as District 7 Director

AFTER an absence of five years, Isaac D. Levy, co-owner of WCAU, Philadelphia, and a major stockholder in CBS, was returned to the NAB board of directors April 7 at a district meeting in Philadelphia. He was elected as district director for the Cincinnati session. District 7 comprises Kentucky, New Jersey and Delaware.

Confidence in BMI

Both meetings adopted resolutions unanimously affirming allegiance to Broadcast Music Inc. and commending the industry-owned copyright organization for its work. NAB President Miller attended the Cincinnati session, while C. E. Arney Jr., assistant to the president; Joseph L. Miller, labor relations director, and Frank E. Pellegrin attended the Philadelphia meeting.

Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, addressed the Cincinnati session. He repeated his oft-expressed opposition to Government ownership or control of radio, but asked broadcasters to assure equal opportunity on the air to both sides of controversial issues.

Mr. Levy, who has been active in industry affairs, notably copyright, resigned from the NAB several years ago because of disagreement with policies. He is expected to figure prominently in the copyright discussion at the NAB convention in St. Louis, May 12-15.

Youth Serial Renewed

GENERAL MILLS, Minneapolis (Wheaties), on June 2 renewed for 17 weeks Jack Armstrong, the All American Boy, on 13 NBC-Red stations. Effective with the renewal the series will be broadcast Monday through Friday 5:45-6 p.m. (EDST), in place of its former time 5:30-5:45 p.m. (EST), over 11 stations in the eastern time zone. WMAQ, Chicago, and WLW, Cincinnati, will transcribe the program off the board. The broadcasts on a delayed basis. Agency is Knox Reeves Adv., Minneapolis.

DISTRICT managers and salesmen of the Eastern toilet goods division of Colgate-Palmolive-PEET Co., Jersey City, on April 10 were guests at a special performance of the company's Ask-It-Basket program on CBS for Colgate dental cream, following the regular 8-9:30 p.m. broadcast.

Levy, right, in of opportunity his the Cincinnati session. Commerce Committee, notions unanimously affirming allegiance to BMI. March 27 the FCC, by a 3-2 vote, announced granting of the WDHJ application for 850 kc with 5,000 watts and fulltime, in lieu of limited time operation [BROADCASTING, March 31].

The final order was issued April 7. In the NBC petition, filed by A. L. Ashby, vice-president and general counsel, Duke M. Patrick and Philip G. Hennessy Jr., Washington attorneys, the FCC was asked first to stay the amendment of its rules governing clear channels and the issuance of a construction permit to WDHJ, until it had an opportunity to act on a petition for rehearing to be filed by NBC on or before April 23. Under FCC rules, 20 days from the date of final order are allowed for rehearing petitions.

Other Requests

NBC's second request was that the Commission grant the petition for rehearing, then a further stay of action is asked until conclusion of any hearing which may be held. Finally, NBC asked that should the FCC deny the rehearing petition, then a stay of action be issued until a final determination of proceedings, which NBC intends to institute in the United States Court of Appeals for the District of Columbia for judicial review of the FCC action. This was interpreted as meaning that in such an eventuality, NBC will seek to procure a stay order from the courts against the KOA channel breakdown.

Stern Heads NBC Sports

BILL STERN, ace NBC sports announcer since 1937, on April 15 will become NBC director of all sports events. Stern will handle both sustaining and commercial sports programs and will cooperate with William Hillpot, NBC-Blue program manager, and Philip Carlin, NBC-Red program manager. A. A. Schechter, who has been handling sports programs, continues as NBC director of news and special events.

THE EFFECT of defense spending in various sections of the country with some defense spending in various sections of the country, is the basis of a new market survey service announced last week by Roehl Federal Service Inc.

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NBC seeks Legal Test of FCC Decision

In WHDH Case, to Define Clear Status

PAVING the way for a court test of the validity of the FCC's proposed clear-channel breakdown through its recent split vote grant of fulltime to WHDH, Boston, on the clear channel occupied by KOA, Denver, NBC last Friday petitioned the FCC to stay this action pending reconsideration to be sought by KOA.

On March 27 the FCC, by a 3-2 vote, announced granting of the WDHJ application for 830 kc with 5,000 watts and fulltime, in lieu of limited time operation [BROADCASTING, March 31].

The final order was issued April 7. In the NBC petition, filed by A. L. Ashby, vice-president and general counsel, Duke M. Patrick and Philip G. Hennessy Jr., Washington attorneys, the FCC was asked first to stay the amendment of its rules governing clear channels and the issuance of a construction permit to WDHJ, until it had an opportunity to act on a petition for rehearing to be filed by NBC on or before April 23. Under FCC rules, 20 days from the date of final order are allowed for rehearing petitions.

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Network Accounts

All Time EDST unless otherwise indicated.

New Business

GENERAL MILLS, Minneapolis (Corn Kix), on May 5 starts "The Lone Ranger" on 45 MBS stations. Mon. Wed. Fri. 7:30-8 p.m. (repeat. 8:30-9 p.m.). Two stations record the programs for delayed broadcasts. After daylight time begins broadcast moves to 8:30 and repeat is eliminated. Agency: Blackett-Sample-Hume, Chicago.

COLGATE-PALMOLIVE-PETT Co., Jersey City (Palmolive soap), June 1 starts Elmer Davis & the News on 90 CBS stations, 7 days weekly, 8-8:55 p.m. Agency: Ward Wheelock Co.

COLGATE-PALMOLIVE-PETT Co., Jersey City (Palmolive soap), on April 25 starts Story of Bea Johnson on 60 NBC-Red stations, 10-11:15 a.m. Mon. thru Fri., 1-3:45-4:45 p.m. Agency: Ward Wheelock, N. Y.

G_IlP Oil Co., Pittsburgh on April 27 replaces Screen Guild Theatre with World News Tonight on 78 CBS stations. Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts


GENERAL MILLS, Minneapolis (Wheaties), on June 2 renewed for 17 weeks and shifts Jack Armstrong, the All American Boy on 33 NBC-Red stations, Mon. thru Fri., from 5:30-5:45 p.m. (EST), 5:45-6 (EDST). Agency: Knox Reeves, Minneapolis.

Flow-in Indiana Day and Night

The Hosier Station gives you...

5,000 Watts

WFBM

The Hosier Station

National Representative: The Katz Agency, Inc.

ONLY BASIC CBS OUTLET IN INDIANA

BROADCASTING • Broadcast Advertising

April 14, 1941 • Page 45
Local Promotion Drive Urged in Philadelphia

A. W. DANNENBAUM Jr., sales manager of WDAS, Philadelphia, has proposed that Philadelphia stations appropriate a sum for mutual promotion, utilizing only their own media but newspapers as well. He stated that as a result of Radio Moving Day, when all the local stations combined their resources to publicize the change in dial positions, an influx of new business came to the stations. He believes that stations could promote themselves locally as public service mediums as well as effective forms of advertising.

While stations boost themselves individually, no local joint effort has been tried and Mr. Dannenbaum believes the results, from a commercial standpoint, would be most encouraging. In addition, if the local outlets were to finance institutional advertising for the industry as a whole in the local newspapers, it would tend to eradicate entirely any lingering animosity toward radio on the part of newspaper publishers. He added that such an effort would supplement the promotional work of the NAB, localizing the promotional efforts.

C. of C. Radio Stand

REAFIRMATION of the 1936 resolution of the U. S. Chamber of Commerce favoring the conforming of Federal regulation of broadcasting to technical considerations is regarded as certain. At the 29th annual meeting of the Chamber, to be held in Washington April 29 to May 1. The proposition of reaffirmation was placed in a booklet of questions for consideration at the annual meeting, sent recently to Chamber of Commerce members over the country. Under ordinary procedure, Chamber resolutions expire after five years unless extended. Reaffirmation of the 1936 resolution, which expires this year, would extend it to 1946.
RAILROADING on a small scale is the hobby of Roger Baker, sports commentator of WLW-WSAI, Cincinnati. He has set up an entire railroad system in his basement, with three trains, loading and unloading docks for coal and lumber, and a maze of tracks and switches.

MUSICIANS AT KWK
START A WALKOUT

UNION musicians of KWK, St. Louis, walked out April 6, after a rupture in negotiations on year-round retention of a staff band of 10 men, according to Robert T. Convoy, president and general manager of the MBS outlet.

Mr. Convoy, during several weeks of conversations with the local, headed by Sam Meyers, proposed that the number of men be reduced from 10 to 7 during the summer, with a 15-man orchestra to be retained from Oct. 1 to Jan. 1. There was no dispute over hours or wages, and the amount of money expended in that fashion would have been equivalent to the disbursement for 10 men on a year-round basis, according to Mr. Convoy.

He added that the union spokesman insisted upon a 10-man year-round operation, irrespective of the amount of money expended. When the station declined to accede to this proposition, on the ground that the union was attempting to tell KWK how it should spend its money, Mr. Meyers called out the musicians.

Conoco Spots

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco) will sponsor transcribed announcements broad- cast 52 times during June on 120 midwestern and southwest stations. NBC Radio-Recording Division re- corded the announcements, placed through Tracy-Loce-Dawson, New York.

Picketing at W LAW

MEMBERS of the local chapter of Associated Broadcast Technicians Union of International Brother- hood of Electrical Workers have picketed W LAW, Lawrence, Mass., for several days, because of failure of protracted negotiations to produce an agreement, according to G. Tyler Byrne, treasurer of the Lowell chapter. The chapter covers also engineers of WILH, Lowell-Lawrence, and WPFA, Manches- ter. Mr. Byrne said that all station managements, with the exception of W LAW, have signed union shop contracts after negotiations of several months.

KSTP Pays Out $2,700
For Musicians Not Used

TO Avert another threatened strike of musicians, Stanley E. Hubbard, president of KSTP, St. Paul, reports that on March 31 he handed over a check for $2,700 to officers of the Twin Cities Ameri- can Federation of Musicians local, that being the difference between what the union claimed he actually spent on musicians and what he should have spent between June, 1940 and January, 1941.

KSTP was focal point of a threatened musicians' strike last summer which would have held up network service under orders of James Pe- trillo, AFM president, who also ordered the recent payment, according to Mr. Hubbard. "I did not wish to be in the position of not living up to our agreement," said Mr. Hubbard, "yet I was unable to find use for the men required to be employed under our agreement."

Vic Connors Negotiates AFRA Coast Contracts

VIC CONNORS, executive secretary of the San Francisco local of AFRA, has been appointed national field representative. He will make his temporary headquarters in Detroit and will leave for New York this week. Connors negoti- ated a contract with KWG-KEK, Portland, Ore, which, he announced, calls for a raise in salary for all announcers on the staff reaching a maximum of $50 per week. Before taking over his new duties he will attempt to sign up the four remaining stations in the San Francisco Bay area which are non-AFRA— KRE, KLS, KYA and KSAN. KSFO signed a contract with AFRA recently, calling for a con- siderable increase in salary to all announcers, retroactive to Jan. 1. The contract established a parity among the four network stations in San Francisco, calling for a minimum wage of $200 per month.

NBC Wins Suit

VERDICT in favor of NBC was handed down April 2 in New York Supreme Court, by Justice Leonard Shientag following a three-day trial of the radio plagiarism suit for $175,000 brought by Lodewick Vroom and George W. Butler. The programs complained of were four sustaining shows titled Rising Stars. After finding that NBC had not entered into a contract, the court held that, as a matter of law, the writers had not submitted anything new, novel or concrete which was used by NBC.
I LIVE ON AIR
BEHIND THE SCENES OF RADIO
by A. A. SCHECTHER

EDWARD ANTHONY

"A lively narrative of news broadcasting in what you might call radio's Richard Harding Davis era, with spirited scoops being scored from time to time by alert men-on-the-spot." — N. Y. Times.

"What goes on behind the scenes makes one of the most interesting, as well as one of the most readable books for every one. We're recommending it everywhere a radio or a newspaper." — Boston Herald.

"Racy and enthusiastic and laid out on the principles that when one good story reminds the teller of another it should be told once." — N. Y. Times Book Review. 

F. Stokes Co., 443-4th Ave., N. Y. C.

THE FAMOUS Z-BAR symbol exploited in these columns by Ed Crane, operator of KGI, Butte, Mont., and the Z-Bar network, has reached New Zealand, judging by this letter just received by Chicago. The "bull" symbol, featured in the Z-Bar and KGI advertising, was drawn in ink on the envelope. Ed's conclusion is that "this listener must have seen an advertisement in Broadcasting." He gets, incidentally, about 30 letters a month from New Zealand.

ASCAP Negotiates With Networks

(Continued from page 12)

MBS stockholders. It was emphasized that these conversations are not negotiations but merely preliminary discussions leading toward a method of permitting MBS stations to resume the broadcasting of ASCAP music. An MBS board meeting on March 24 authorized such conversations but specifically stated that "no negotiations be carried on with ASCAP in the name of MBS until further action of the board of directors." [Broadcasting, March 24].

ASCAP's radio committee has also continued its formula-seeking task, and, according to Mr. Paine, has a formula which he believes is just about ready for submission to any interested person. The committee will probably present the formula to the ASCAP board early this week, Mr. Paine said, and if the board approves it, the committee will then offer it to broadcasters.

Admitting that he did not consider this formula by any means a perfect solution and that it was not sure whether it would work out in practice to the advantage of or in the disadvantage of either ASCAP or the broadcasters, he expressed the hope that it would be tested out experimentally by enough stations to uncover and correct any defects and to develop a workable plan for the use of ASCAP music on a per-program basis.

"We don't want anyone to think we're not trying to work this per-program plan out, because we are," he stated. "And we're trying to make it as simple as we possibly can. But a system broad enough to cover all conditions can rapidly become so complicated that its application is practically impossible."

"The consent decree provides that a broadcaster can inform ASCAP if he wishes to present a program of such and such length on so many stations with this talent at that time and using these compositions. ASCAP is then to fix a price for the use of the music requested.

"That's relatively simple, even when allowance is made for last-minute substitutions in music caused by the illness of a soloist or some other unforeseeable factor.

Bookkeeping Cost

"But that's only the beginning. There are a hundred variations needed, covering all-musical shows, variety programs, dramatic programs with background music and script shows with only music, that must then be classified as commercial or sustaining, as individual station broadcasts or regional networks or national networks or transcriptions, and to provide for clearance at the source in some cases and not in others. Each variation complicates the accounting, and every complication of accounting makes the formula more expensive and so less satisfactory."

Mr. Paine said that one broadcaster, operating a small station had told him that the compilation of records for BMI to use in calculating the royalty payments to composers amounted to more than $100 a month, a sizable proportion of his entire payment to ASCAP under the blanket license system. This broadcaster, Mr. Paine reported, said that when he had to spend money for music he preferred to go to ASCAP rather than bookkeeping.

The ASCAP committee appointed to revise the Society's by-laws in accordance with the provisions of the Federal consent decree has completed its task. Mr. Paine said, and the ASCAP general counsel are now going over the recommended changes and putting them into the legal language for submission to the membership.

A general membership meeting will be called as soon as the attorneys are ready, he said. Following the adoption of the amended by-laws, an election of directors will be held, with 11 of the 24 posts on the board to be filled by vote of the membership for the first time will participate in the election of its board. Formerly the board elected its own members.

Retiring directors are: Otto Harbach, J. H. Mortimer, Oley Speaks, Decos Taylor, writers; J. J. Bregman, George Fischer, Walter S. Fischer, J. O'Connor, Gustave Schirmer, Will Von Vlasek, business managers; and, for the next three years, the terms expire at the end of the year, giving the membership an opportunity to name a majority of the board before the beginning of 1942.

NETWORK PROGRESS
PORTRAYED BY MBS

CHANGES in station affiliation, which have strengthened Mutual's national coverage and improvements in power and frequency of other MBS affiliates were major arguments at an eight-factor presentation made to two groups of approximately 50 station executives and advertising agencies by MBS officials.

A two-dy-day "advertising clinic" was conducted by MBS at the Waldorf-Astoria Hotel, New York.

Opened by Fred Weber, MBS general manager, who traced the growth of MBS from its inception in 1921 by three independently owned stations to its 178-station strength today as proof of the soundness of the mutual principle of operation, the clinic sessions were also addressed by Edward Wood, sales manager; Adolph Oppinger, program coordinator; Lester Gottlieb, publicity director; Irene A. Hopper, statistician, and Robert A. Schmid, sales promotion director and creator of the easel presentation.

After the speakers had pointed out the advantages offered to advertisers by Mutual's volume discount plan, its network coverage and commenting, its outstanding sustaining features and its sports exclusives, the presentation wound up with a comparison of the facilities of MBS and NBC-Blue.

SHIRLEY SNYDER, youngest daughter of Glenn Snyder, vice-president and manager of WLS, Chicago, is now appearing with the famed Duquesn Mountains in the Marine Dining Room of Chicago's Edgewater Beach Hotel.

Page 48 • April 14, 1941
Universal Daylight Saving Is Advised
Miller Asks Knaudson for His Views on Defense Measure

CALLING for a public statement from the National Defense Advisory Council on the desirability of establishing national daylight saving time as a defense measure, NAB President Neville Miller last Tuesday in a letter to William S. Knudsen, director of the Office of Production Management, declared that a universal daylight saving time system would solve the broadcasting industry's perennial programming headaches. No answering statement had been made by OPM as broadcasting went to press.

Pointing out that both the NAB board of directors and the board of the Assn. of American Railroads have voted to support the daylight saving proposition, and noting that two bills providing a universal daylight saving time system have been introduced in the House—HR-3789 by Rep. McLean (R-N.J.) and HR-4206 by Rep. Keogh (D-N.Y.)—Mr. Miller stated:

An Aid to Programming

“Our board of directors has voted unanimously to support national daylight saving time for the reason that it will solve the broadcasting industry's semi-annual programming problems arising out of the fact that some States operate on daylight saving time and others do not. I do not know what consideration, if any, the Defense Commission has given to the question of the desirability of national daylight saving time as a defense measure. Our association, and others, deem it of transcendent importance. If you concur in our view, we urge that you make a public statement to that effect immediately.”

Although final tabulations have not been completed and no official announcement made, it is understood the daylight saving survey being conducted by the NAB indicates that a preponderance of U.S. stations favor universal daylight saving time as the best solution to programming difficulties.

Capps With WITH

NOW OPERATING on a 24-hour-a-day basis, the new WITH, Baltimore, which was inaugurated last month, announces the appointment as program director of Charles Capps, former program director of WMCA, New York, and recently with WOR, New York. Mr. Capps recently produced the ACAP on Parade series. He was director and producer of War Letters From Britain and Ex-Lax's Five Star Final, and was script writer for the Lever Big Town series.

BMI Defines Plan on Infringements

OCCASIONAL innocent infringements of BMI music by stations not members of Broadcast Music Inc. will not be prosecuted, with only non-BMI stations to be attacked, according to Carl Haverlin, station relations manager of BMI.

Mr. Haverlin last month advised non-BMI stations that use of its music without a license may be subject to infringement action, causing a further annoyance to those stations [Broadcasting, April 7].

After Calvin J. Smith, general manager of KFAC, Los Angeles, had branded these tactics as “the same old threat that the industry as a whole objected to on the part of ASCAP for many years”, Mr. Haverlin on April 3 advised the California broadcaster that no arbitrary action was contemplated. He said he had written his original letter after he had been “bedeviled by a number of BMI licensees who heartlessly dislike the idea that some non-subscribing stations seem to feel free to use the music that subscribers have to pay for—music which would not exist had it not been for their payments.”

From other broadcasters not members of BMI, protests have been registered against the request that such stations, joining the industry-owned company, be required to pay assessments for the preceding year, during which they were not members.

Stern Tests Spots

L. & H. STERN Co., New York, is testing one-minute spot announcements on WHN, New York, for Zeus cigarette holders. More spots may be added if the test is successful. Alfred L. Lefringer, New York, is the agency.

GE Records Speeches for English Rebroadcast

BECAUSE most of the important speeches made in this country are broadcast in the evening when no shortwave stations are beamed to England, WGEO, General Electric shortwave station in Schenectady, has worked out a special system for rebroadcasting such talks at the request of the BBC.

While a speaker is broadcasting in America, WGEO transcribes the talk and after signing off its program to Latin America at 11 p.m. (EST), sends the recorded talk via shortwave to the BBC in London. The BBC in turn re-records the WGEO broadcast and presents it for London listeners the first thing the following morning.

Army Shifts Brechner

JOSEPH L. BRECHNER, former of the U.S. Army Recruiting Service where he wrote a series of quarter-hour recruiting recitation, has been transferred to the Pictorial & Radio Division of the Public Relations Division of the War Department. He will continue as a script writer in his new post, working with E. M. Kirby, civilian advisor.

Tootsie Rolls on 9

SWEETS Co. of America, Hoboken, has started 25-word campaign breaks and minute transcribed announcements for Tootsie Rolls on WNBC WMAQ WTM WFAA CKLW KBMG WCCO WCAU WGY. Biow Co., New York, is the agency.

15c Never Bought More Premium Value

MARY ELLEN QUINLAN’S
UNIVERSAL COOK BOOK

• Full Library Size
• 256 Pages
• Washable Covers

In sheer appeal and quick response, no housewife premium outpums a good cook book! The Universal Cook Book is one of the greatest values ever offered for this purpose. It's big and thick, never folds to please. Yet its cost is only 15c a copy! You can't possibly appreciate what a value this is until you've seen a sample. Send for one today.

Address Dept. B-14
THE WORLD PUBLISHING CO.
1211 W. 110 S.
Cleveland, O.

$20 REWARD FOR PLAYING THE RED

That's right $20.00. Here's how: A minute spot, night-time on WMBG—the Red Network outlet in Richmond costs only $15.00. A minute spot—night-time on the other leading Richmond Station costs $35.00. Reward for playing the Red—$20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.
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
Earle 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. 66 Broad St., New York, N. Y.

Raymond M. Wilmot Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Reson Bldg. a WASH... D. C. a NA. 8718

Growing Regional Needs Young, Aggressive Associate-Copywriter-Minimum two years experience. Send photo, transcription, qualifications, KLO, Ogden, Utah.

MidwestFulltime Station—To go on air in approximately 60 days. Requires complete staff with exception of manager. Write full details of past experiences etc. Box 365, BROADCASTING.

Salesman—Well established MBS affiliate South East offers excellent opportunity to producer. Drawing account plus commission. Will consider part-time. An aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 372, BROADCASTING.

Situations Wanted
Announcer, Technician, A-1 Salesman—Sales manager experience, all phases of radio production and sales. No high pressure type; can produce. Want to manage small station. Have capital for right propo- sition, training, experience. Box 366, BROADCASTING.

Announcer—Wishes connection with eastern network affiliate. Thoroughly trained in news, ad lib and general assignments. Has tested early morning show and network experience. Thirty years old. Married, College education. Address Box 371, BROADCASTING.

Engineer—Steadily employed, desires permanent connection as Chief Engineer or connection with promotion possibilities. Qualified for general broadcasting installations, operation and maintenance, etc. Also familiar with FM and Directional Antenna systems. Qualifications furnished upon request. Glady arrange an interview. Prefer Stations operating with five to fifty Kw. Box 369, BROADCASTING.

Wanted—By midwest chain station. Experienced mail man m. m. announcer. Good opportunity for right man. Apply immediately. Box 367, BROADCASTING.

Wanted—Radio operator telephone 1st location Puerto Rico. Combination an- nouncer preferable. Twenty-five Dollars ($25.00) week. Box 368, BROADCASTING.

Salesman—Two hundred fifty watt full time in rich market. City thirty thousand midwest. Salary and commission. Give details and references. Box 361, BROADCASTING.

Wanting—Starting a chain station in the Midwest. Will require experienced announcer. Send experience and photo. Box 375, BROADCASTING.


CBS Station In Central West—Looking for chief engineer, preferably married. Please give complete background and experience record as well as starting salary expected. Box 372, BROADCASTING.

Wanted—Operator—Operator—Operator. Have complete experience, will help. Box 356, BROADCASTING.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 357, BROADCASTING.

Announced—New chance for family. Will help. Box 358, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 352, BROADCASTING.

Operator, Licensed—Four years studio, remote and transmitter experience. Immediately. Box 370, BROADCASTING.

Sports Announcer—Baseball-sports commentary, also handle general duties. Refer- ences, recordings. Box 389, BROADCASTING.

Chief Engineer—Competent, cooperative. Take complete charge. Make engineering department click. Employed. Box 361, BROADCASTING.

Wanted—Announcer—Junior Announcer—20 years experience. Box 383, BROADCASTING.

Wanted—Young man with Radiotelephone first class license. Experience not nec- essary. Apply Box 368, BROADCASTING.

Help Wanted—Wanted—Young man with Radiotelephone first class license. Experience not neces- sary. Apply Box 368, BROADCASTING.

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Gross Named to FCC Broadcasting Post With Adair Appointed as His Assistant

WITH THE APPOINTMENT of Gerald C. Gross as assistant chief engineer of the FCC in charge of broadcasting and the recommendation of Mr. Gross to the Commission at a meeting April 9 also approved promotions for nearly a dozen broadcast engineers, with increases in salary and grade.

George P. Adair, chief assistant to Andrew D. Ring who resigned last month to enter private consulting service, was named assistant chief of the Broadcast Division, with a promotion in grade. Mr. Adair will serve under Mr. Gross, who formerly headed the international section of the engineering department.

Simultaneously, the FCC appointed Philip F. Siling, assistant chief of the International Division, won to succeed Mr. Gross. The latter's promotion to the Ring vacancy had been expected [BROADCASTING, April 7].

Change in Functions

Revision of the functions of the Broadcast Division under Mr. Gross also was approved by the FCC, upon recommendation of General Manager J. Jett, with promotions in rank for several engineers. John A. Willoughby was named chief of the standard broadcast applications section, with Robert M. Silliman appointed assistant chief, effective April 15.

William C. Bose was named chief of the non-standard broadcast application section, covering FM, television and some AM. Cyril M. Braun was made his assistant.

Clare H. Owen was appointed chief of the hearing section. H. Underwood Graham was named chief of the allocation section, with James E. Barr assistant chief. A. L. Kreis was named chief of the broadcasting-equipment section, with Mrs. Marie Colon a chief clerk of the records section.

Mr. Gross, a veteran engineer, participated in the formation of the engineering division of the former Radio Commission in 1928. He represented the Government at 21 international conferences on communications and since 1933 has served as secretary of the Inter-department Radio Advisory Committee. He is 37 and a graduate of Haverford. Before joining the Radio Commission in 1928, he was on the radio engineering staff of the Bureau of Standards.

Mr. Adair has been with the FCC since 1931. A native of Texas, he is 37 and received his B.S. degree in electrical engineering from Texas A & M College where he was ROTC officer in charge of radio and also served as a member of the DARTC and other engineering organizations. Before joining the FCC, Mr. Adair had served in the radio division of General Electric Co. and had conducted a private radio school in Texas.

Mr. Siling, who has been with the FCC since 1931, is a native of Texas, he is 37 and received his B.S. degree in electrical engineering from the University of Texas. He has been with the FCC since 1931, and has served in various capacities in the engineering and legal divisions. He has served as assistant chief engineer of the FCC and has been associated with the FCC for more than 20 years.

Nine Cities Show Double Population

ONLY NINE U. S. cities in the 10,000 and over class doubled their population in the decade between the 1930 and 1940 censuses, according to the latest official report released by the Bureau of the Census.

The fastest growing city in the 10,000 and over class was Hobbs, N. M., with a gain of 1,075.6% from 5,938 in 1930 to 10,919 in 1940, Florida and Texas were tied with three cities each in the second group of "double" cities.

Miami Beach, Fla., was second fastest growing city of the nation in this class, with a gain of 331.4% from 6,404 persons in 1930 to 8,612 in 1940. Panama City, with a gain of 114.0% from 5,402 in 1930 to 11,610 in 1940, and Fort Lauderdale, with a gain of 107.7% from 8,666 in 1930 to 17,996 in 1940, were the other two fastest growing Florida cities.

The third fastest growing city in the 10,000 class in the country was University Park, Tex., suburb of Dallas. This place gained by 242.2% from 4,200 in 1930 to 14,485 in 1940. The other two fastest growers in Texas were Longview, with a gain of 173.2% from 5,030 in 1930 to 13,756 in 1940, and Corpus Christi, with a gain of 106.6% from 27,741 in 1930 to 57,301 in 1940.

Burbank, Cal., gained by 106.1% from 16,602 in 1930 to 34,337 in 1940.

Arlington County, Va., suburb of Washington, clasped as an incorporated urban place under a special rule, gained by 114.5% during the decade—from 26,615 in 1930 to 57,640 in 1940.

The tenth fastest growing city in the 10,000 class was Hickory, N. C., but it did not quite double in size during the decade, Hickory gained by 83.2% from 7,683 in 1930 to 13,498 in 1940.

Radio Is Left Out In Monopoly Paper

TNEC Recommends a Charter Law for Corporations

APPARENTLY ignoring any recommendation advocating Government-operated radio facilities, the Temporary National Economic Committee in its report released last Monday advocated a national charter law for corporations, repeal of the Miller-Tydings Enabling Act, withdrawal of the suits for breach of maintenance contracts, reform of patent laws to reduce alleged monopolistic control and strengthen control of radio.

The report, which culminated TNEC's 2½-year investigation into the concentration of economic power in the United States, also recommended that the Federal Trade Commission and Justice Department receive adequate funds to administer the anti-trust laws and that penalties for violation of these statutes be stiffly increased.

Although it was recently recommended to the TNEC in a monograph, Economic Power and Political Pressures, that Government-operated radio stations be established to aid in bringing "into the open" lobbying activities by private interests [BROADCASTING, March 24], the report failed to include any language along this line. The only direct reference to radio in the report came in the recommendation for a Federal statute to prevent life insurance companies from using radio and other media to sell insurance in a State where they have not been lawfully admitted to do business.

TNEC, a joint Congressional-departmental committee, was constituted June 18, 1938. It passed out of existence last Wednesday, following filing of its final report with Congress. During its more than two years' activity the Committee heard 592 witnesses and took more than 20,000 pages of testimony and spent $1,062,000.
Commercial Video By May 1 Is Seen

Prospects of FCC Action in Near Future Is Observed

PROSPECTS are foreseen for a full commercial operation of television by May 1, with technical standards recommended by the National Television System Committee. The legal and engineering departments of the FCC are studying the record of the March 20-24 hearing on visual broadcasting [Broadcasting, March 24, 31], and it is expected the FCC will be able to act quickly when their study is completed.

Full Commercial

It is thought the FCC authorization will cover full commercial operation, in contrast to the "limited commercial" authorization rescinded by the FCC March 23, 1940. Also favored is the 525-line image, 30 frames interlaced, recommended at the hearings by RCA and endorsed by the large majority of participants in the recent hearing.

The light of testimony that the 30-hour-a-week program service recommended by the FCC would impose too heavy a burden at first, it was thought the requirement would be about 16 hours weekly.

FCC and NAB will climax the year in the coming-of-age of visual broadcasting. The whole problem of introducing television on a commercial basis was tossed back to the FCC designated March proceedings when RCA proposed that the Commission ascertain that all elements in the industry and the public are ready to move forward before setting a definite date to start commercial operation.

At the time CBS also pointed to the advisability of avoiding another "false start" and cautioned against proceeding with television operations before determining what might be the effect of the national defense program on the new industry.

Gaspie Net Trouble

REPORTEDLY causing interference to radio reception in nearby areas, the wire radio "gaspie" network of Brown U, Providence, is undergoing technical adjustments to cut it out of the "radio communication" classification. Although there has been no official FCC announcement, it is understood an FCC field man monitoring the wired radio setup recently discovered interference resulting from harmonics, affecting the listening in the community. The "network" is continuing operation.

MARY ELLE WILLIAMS of WBDN, White Plains, N. Y., WDRF, Hartford, has been awarded prizes of $100 each in the song-writing contest sponsored by Associated Music Publishers for staff members of stations outside the New York City area. Recorded Program Service, Miss Williams, pianist and continuity writer, received first prize for her original lyrics for "Let Come What May", while Mr. Breysh, announcer, wrote the prize-winning lyrics for "My Love is Gone".

Cost of Record Music Talent Is Found Above Expectations

Spelvin Finds From Early Returns in Survey That Various Agencies Are Using Recorded Music

"THE AMOUNT of money spent for musical talent on recorded programs is much higher than anyone in the industry would have guessed," Ben Selvin, vice-president of Associated Music Publishers, stated last week after analyzing preliminary returns to questionnaire sent out to advertising agencies and producers of transcriptions and phonograph records.

A musician and a member of the American Federation of Musicians of long standing, as well as a transcription company executive, Mr. Selvin was appointed by AFM's president, James C. Petrillo, to conduct a fact-finding survey of the effect of recorded music on the employment of union musicians [Broadcasting, March 17].

Accord Sought

In the letter accompanying the questionnaires, Mr. Selvin explains: "The AFM recognizes the desirability for a general and comprehensive survey of mechanized music in order to clarify the complex workings and correlation of the general record companies, transcription companies, advertising agencies, radio stations and coin phonograph industry. . . . All of us, I sincerely feel, will benefit materially from this effort of the AFM to work toward better understanding and cooperation with the record industry as a whole in its relation to the 130,000 AFM musicians who are involved in the creation of recorded music for every phase of the entertainment business."

Transcription companies are asked the number of stations served; whether they employ a union musician as conductor, arranger, program director, turntable operator or other capacity; whether they export or import master recordings; if they sell or lease transcriptions; if they sell or lease reproducing apparatus to the subscribers to their library service; the amounts of money spent for musicians for their library services during each year from 1935 through 1940 and the sums spent for musical talent for company-produced programs during those years; the number of selections currently in the libraries and the approximate number of selections added and deleted annually, and the average size of orchestra employed.

The questionnaire addressed to advertising agencies asks the amount of money spent "direct by you and your clients for musicians in making electrical transcriptions for commercial sponsors, from 1935 through 1940", and the same question for live broadcast during the same years, with places for reporting the answers by individual years. Agencies are also asked in what cities their transcriptions are recorded; whether their transcribed programs using music is increasing, decreasing or remaining the same, and how many of their transcriptions are made available and automatically transcribed at the same time for supplemental use.

Some Unanswered

Several radio executives of major agencies informed Broadcasting they have returned the questionnaires, explaining that they consider the information requested to be of a confidential nature between themselves and their clients. However, Mr. Selvin reports that in general he has received the utmost cooperation.

Forms to the coin phonograph industry and to the broadcasters will probably be mailed within the week, Mr. Selvin stated. The station letters have been delayed, he said, until he has conferred with Neville Miller, NAB president, who is expected to do late last week. Survey must be completed by the first of June so the date can be turned over to Mr. Petrillo in time for him to analyze them and draw his conclusions before he makes his annual president's report to the AFM national convention, which will meet June 8 in Seattle.

FM NET CHARTERED; OPENS N. Y. OFFICE

LOOKING toward eventual establishment of a coast-to-coast FM network, the American Network Inc. last Friday opened offices in the Lincoln Building, New York, to carry on research functions of its predecessor FM Program Research Committee. Its chairman, former advertising executive and ex-president of the American Cigar & Cigarette Co., who conducted the preliminary research, heads the New York office.

The corporation was organized April 3 in New York after considering details of FM network development drafted by Mr. Latham. The network project contains at least 45 key cities, with some 45 prospective FM station operators invited to participate. Because about a dozen of the prospective founders are identified with newspapers, detailed plans on the makeup of the proposed network could not be completed pending action by the FCC on the newspaper-ownership issue.

At the FM network meeting April 3, a temporary board of directors was set up, comprising John Shepard 3d, Yankee Network, Inc., New York; Jack Latham, WTJN, Milwaukee; Herbert L. Petey, WHN, New York City; Gordon Winant, WOR, N. C.; Harry Stone, WSM, Nashville, and Mr. Latham.

Texas Poet

FOR MOTHERS, F.M. Flaherty, of WOAI, San Antonio, has been reading poems of Bess O. Beeman, Austin poetess, on his program "Morning Mood" feature. A fortnight ago Pat was notified that the Texas Legislature had adopted a resolution naming Bess O. Beeman official Texas Poet of Radio, recognizing her contributions on the WOAI program.

Signal Corps Drive

SEEKING to remedy a shortage of officers in its newly expanding organization, the Signal Corps is canvassing all Reserve Officer Training Corps units outside the Corps, as well as all reserve officers, on or off active duty. From 1,500 to 3,000 additional officers are being sought for Signal Corps duty. It is planned to draw qualified officers from other branches of the Army who, it is expected, will be able to resign their commissions, or "furl" graduate electrical engineers, officers who trained in Signal Corps work.

NYU Summer Workshop

EIGHTH annual summer radio workshop of New York U will open on July 1 and will continue through Aug. 8. Subject matter will be in radio recording and producing. Douglas Coulter, assistant program director of CBS and director of the workshop, announced he would be assisted by Louella Has- tur, National Broadcasting Co., and Philip Cohen, chief of the radio project of the Library of Congress. Other instructors will be Lawton, W. S., Phil. CBS casting director; A. Murray, WQXR writer-producer; Petrolini, WJZ writer-producer; and Hymes, formerly director of broadcasts for Institute of Public Affairs at U of Virginia.
A NOVEL plan to remedy listeners' complaints about faulty reception of the station's signal has been put into operation by WFBL, Syracuse. The personalized campaign, originated by Bob Cerone, chief engineer, appears to be bearing fruit for the station both in good will and better reception.

Several months ago Aller noticed that intermittently the station received complaints from the same listeners about poor reception of WFBL programs. They seemed inclined to blame flaws in the technical operation of the station, although Aller reasoned that they probably were getting bad reception all along the dial—and they wanted WFBL to supply a remedy.

Taking up the matter with station officials, Aller was instrumental in working up an agreement with Pat Cerone, a local radio repairman, for routine examination and “diagnosis” of all complaints coming to the station from listeners.

It was understood that Repairman Cerone would receive a flat rate for each call, and that he would be working, in each case, for the station and not for himself—he was not to try and work up jobs for himself during these calls.

A Call Is Made

Now when a complaint on reception comes in, the WFBL switchboard operator turns it over to Aller. In turn, he makes an original typewritten report and two carbon copies—giving the name, address and telephone number of the complainant along with the specific complaint. The original goes into a looseleaf book which he keeps. Both carbons go to Cerone.

The repairman then makes the call. If the complaint arises from a minor technical difficulty, he simply corrects the condition and notes it on his report. In the many cases where poor reception results from careless tuning by the listeners, he delivers a tactful lesson on the fundamentals of good radio operation. If the receiver is obsolete, Cerone makes this plain, but without putting in a plug for himself.

After these visits, Cerone sends one carbon back to the station, so his “diagnosis” and “treatment” can be transcribed to the file original and the case record kept up to date. The second carbon he presents to the WFBL business office as a voucher for payment. As a checkup, WFBL engineer a few days later phones the listener to find whether the set is working correctly.

Results of the program have been definite and encouraging, WFBL reports. An average of two complaints are received daily, and Cerone is able to take care of this volume handily. The station also receives calls from aided listeners, attesting their appreciation.

“TThere is no doubt that a listener once so helped out is on WFBL’s side,” a station official remarked. “He knows the station has an interest in him. He undoubtedly perks up his ears every time he hears WFBL mentioned after that.”

Jack Campbell Named

Jack Campbell has been appointed manager of sales promotion for KGO and KPO, San Francisco, succeeding Gene Clark, who goes to NBC production department. A native of Bedford, Ind., Campbell attended Indiana U., and began his career in the outdoor advertising department of Foster & Kleiser in 1922. Moving to Young Adv. Agency in 1931, and three years later to Langendorf United Bakers as advertising manager handling radio, newspaper and outdoor advertising over the entire Pacific Coast. In 1939 Campbell became western regional advertising manager for Schenley Distilleries, coordinating advertising and sales activities for that corporation in the West.

Survey of Reading

THE READING of books during such months as June, October and November of last year was replaced by the urgency of radio listening and newspaper reading, according to the 1940 report of the New York Public Library. More books were circulated during 1940 than 1939, but the volume dropped sharply during those months due to world affairs. The report also shows a change in travel books requested, with interest turned to this hemisphere.

RCA Plans Spots

AS FURTHER promotion for its personal radio, RCA Radio, the campaign, including announcements, to start May 15 in time for the outdoor season and run on a large list of stations.

WANTED... in America's Money Belt!

Food for a Fourth of ALL the Nations' Tractors!

Mr. Campbell

Mr. Campbell

Nearly $300 a minute — every minute of the day and night — all year long . . . that’s what it costs to keep the farmers’ tractors and trucks running in “America’s Money Belt.” That’s a lot for plowing — but no wonder . . .

More than one-fourth of all the tractors of the nation are owned by “Money Belt” farmers. Only 10.7% of the U. S. farms — BUT 25.1% OF THE TRACTORS! Reason? farmers, and other folks too, have money to buy the things they need. Those “other folks” spend plenty for their automobiles too, out here where there’s practically a car for every family.

Reap your harvest while “Money Belt” farmers plow this Spring. The four-way voice of The Cowles will bring your message in this fertile ground. May we tell you more?
Decisions...

APRIL 5

KABR, Aberdeen, S. D.—Licensed grant increase to 5 kW etc.

WACO, Austin, Tex.—Grant five additional transmitters at 10 kW each to Bennett, Carter, Bell, Stovall, Fishburne, and Rigney.

APRIL 6

W41BM, Winston-Salem; W18SB, South Bend; W34D, Detroit; W58M, Milwaukee; W7P, Pittsburgh; W4MR, Rochester; W4CM, Columbus.—Ordered issuance CP on condition to be undertaken or completed until Commission has acted on general newspaper-ownership question.

W4E, Chicago; W1BR, Rockford, Ill.—Pended pending file applications for modification of CPs previously granted.


Milwaukee Journal—Granted temporary authorization operate commercially 90 days on experimental station.

APRIL 8


TATE, Tate, Fla.—Granted CP increase to 5 kW and move transmitter, directional N & D.

W4E1, Portland, Ore.—Modified granting CP to use additional antenna, two new transmitters, directional N 140° in 5 kW unil. and WACO, Baltimore—Modified CP to use additional antenna, two new transmitters, directional N 140° in 5 kW unil.

APRIL 9

WARM, Scranton, Pa.—Granted modification CP for new station for drift to 1400 kw under treaty.

WEJJ, Jersey City, N. J.—Granted modification CP of 5 kW to 250 kw under treaty.

W7SH, Pittsburgh, Pa.—Granted assignment CP from Howitt-Wood Radio Co. and granted 100 kw directional N 90° in 5 kW unil.

WFLW, Cincinnati—Granted modification international station increase from 50 to 75 kw.

WKDO, Kalamazoo—Adopted order vacating action of 5-6-41 granting in part application D to 5 kw and set hearing applications for CP applications for the station.

KORE, Fremont, Neb.—Set for hearing application for renewal of license and transfer of control.

APRIL 10

MISCELLANEOUS—WAAT, Jersey City, granted modification CP for new transmitter, directional N 970° in 1400 kw under treaty; W9SH, Pittsburgh, Pa.—Granted modification CP to 970° in 1400 kw under treaty; WFCF, Pawtucket, R. I.—Granted modification CP new station to extend completion; W5S, Corpus Christi, Tex.—Granted license as modified new station for 1400 kw under treaty; W4P, Portsmouth, O.—Granted continuity hearing on application to transfer control to 5-3-41; W9X, Boston, granted continuity hearing to 4-29-41; W4N, Willow Mass., Broadcasting Co., Pittsfield, granted indefinite postponement hearing on application for renewal of license for 1400 kw treaty; W1AX, Tank, S. D.—Granted leave without prejudice application transfer of control of station; WKZO, Kalamazoo, Mich., action granting in part application ordered vacated.

Applications...

APRIL 8

WAAT, Waterbury, Conn.—CP increase to 5 kW, new transmitter, amended to 1350 kw under treaty.

WFRC, Greenville, S. C.—Modification CP change antenna amended for further antenna changes, 1350 kw under treaty.

NEW, WFAA Inc., Lafayette, Ind.—CP 1350 kw to 100 kw unil. and WGPS, Chicago—Modification CP change transmitter, antenna on 1300 kw under treaty.

WACO, Austin, Tex.—CP new transmitter directional N & D, change to 1150 kw to 5 kw unil., amended to 1160 kw under treaty.

WTMC, Ocala, Fla.—Hearing continued to 5-6-41.

NEW, McNary & Chambers, Washington—CP 47.5 mc, 2,610 sq. miles, 762,458 population.

NEW, CBS, Inc., Boston—CP 44.1 mc, 16,229 sq. miles, 5,972,568 population, amended to 43.8 mc, 28,290 sq. miles, 5,884,179 population, change antenna, transmitter.

NEW, Birney, Inc., Toledo, Ohio—CP 1450 kw to 50 kw unil.

NEW, CBS, Inc., St. Louis—CP 44.7 kw, 1,728,322 population.

NEW, Southwest Broadcasters, Las Vegas, Nev.—CP 1210 kw to 260 kw unil.

APRIL 11

WNBC, New Britain, Conn.—Modification CP for 1410 kw under treaty, 6 kw unil., directional.

NEW, Indianapolis Broadcasting Inc., Indianapolis—CP 45.8 mc, 15,149 sq. miles, 1,917,017 population, FM station.

WTMA, Charlotte, S. C.—Modification new transmitter CP, asking 1250 under treaty, change antenna.

NEW, Capital City Broadcasting Co., Tepeka—CP 1170 kw to 5 kw D II, amended to 1210 kw under treaty.

KPC, Wenatchee, Wash.—CP new transmitter, change to 450 kw 600 kw 1 w D.

NEW, Hughes Projections, Los Angeles—CP 44.5 mc, FM 7,312 sq. miles, 2,576,558 population.

NEW, Hughes, Productions, San Mateo Co., Calif.—Same except 1,790 kw, 892,505 population.

Ring, Clark Are Feted At Testimonial Dinner

A TESTIMONIAL dinner in honor of Andrew D. Ring, former assistant chief engineer of the FCC, and Ralph L. Clark, former senior engineer, who resigned with Mr. Ring to engage in a private engineering practice in Washington, was held at the Willard Hotel, Washington, April 9. More than 100 attended, including members of the FCC engineering, law and accounting departments, broadcasters and legal and engineering practitioners in Washington, and others identified with radio and who were acquainted with Mr. Ring during his 12-year tenure at the FCC.

Prior to the dinner, FCC engineering department employees presented Mr. Ring with a desk set and Mr. Clark with a traveling bag. At the dinner, Mr. Ring was presented with a traveling bag and a planimeter, and Mr. Clark with a brief case. Paul D. F. Spearman, former general counsel of the FCC, presided at the banquet, with the presentation to Mr. Ring made by his first chief government service, Dr. C. B. Jolliffe, chief engineer of RCA Laboratories.

R. C. FOSTER, Statler Bldg., Boston, has been appointed the new WMUR, Manchester, N. H.

Tentative Calendar...

APRIL 14

NEW, Western Mass. Broadcasting Co., Pittsfield—CP 1500 kw (1400 under treaty) 100 w unil.

WIXG, Boston—Modification license to 50-66 mc 500 w visual, 45-66, 50-66 mc 500 w visual.

WNAV, Tankston, S. D.—Transfer of control.

KFNF, Shenandoah, Ia.—Renewal license.

APRIL 18

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1290 kw 150 w.

APRIL 23

NEW, CBS, Inc., Boston—CP 43.5 mc, 2,200 sq. miles unil.

APRIL 29

WIXG, Boston—CP and modification license television.

WGST, Atlanta—License renewal.

KMA, Shenandoah, Ia.—Renewal license.

KRBC, Abilene, Tex.—CP 940 kw 1 kw unil. directional N & D.

WQW, Augusta, Ga.—CP 1450 kw 1 w D unil.

JUNE 2

NEW, Sylvania Broadcasting Co., Ellensville, Wash.—CP 100 kw 1 w D.

WPAY, Portsmouth, O.—Transfer of control and license renewal.

JUNE 4

KPRO, Longview, Tex.—Modification CP to 1540 kw 6 kw unil. directional N.
SHELBYVILLE, IND.
1½ hours from Cincinnati by train, but part of Cincinnati by WLW.
Population 1940 .................. 10,791

"INCREDIBLE BUSINESS INVARIBLY follows WLW CAMPAIGN"

"As wholesale grocers active throughout our trading area, we find that products advertised over Station WLW move regularly. When a new product goes on the air over the Nation's Station, our organization goes into action to obtain our share of the increased business which invariably follows. Our salesmen are unanimous in agreeing that WLW advertising, reinforced by WLW merchandising services to the wholesaler and retailer, make for better business for all concerned."

(Signed) George M. Walker
H. H. Walker Wholesale Grocery Co.
Shelbyville, Indiana

The H. H. Walker Wholesale Grocery Company travels three men in six Indiana counties.
Every hour, millions of RCA radio tubes glow with an invitation for everybody—a friendly, ever-present invitation. For Radio’s latchstring is always out, in the greatest entertainment centers: Radio City in New York and Hollywood . . . the Metropolitan Opera . . . Studio 8-H with Arturo Toscanini and the NBC Symphony Orchestra. Or it may be drama, a comedian, a swing band!

Radio is Better Than Ever this Year!
New RCA Victor Radios, with finer tone—finer engineering than ever before—this year will bring even more pleasure to Americans everywhere. Push a button of one of these RCA Victor Radios . . . and you’re in a front-row seat! You hear perfectly the lifelike, colorful performance, every note of the music, every inflection of the human voice.

And when the show is over, Cinderella-like you’re home in a flash! No crowds. No traffic. No weather-worries. You’ve been across the city or across the ocean . . . without leaving your children or your household routine.

Distance doesn’t matter—radio whisks you home as quickly from 3,000 miles as it does a mile. All the world is just across the street. You have had a great time—and you are informed right up to the minute!

RADIO CORPORATION OF AMERICA
Radio City, New York

RCA Manufacturing Company, Inc.
RCA Laboratories
National Broadcasting Company, Inc.

Radiomarine Corporation of America
R.C.A. Communications, Inc.
RCA Institutes, Inc.