Any timebuyer or advertiser who has not asked to see WOR's summer study, "FIVE MONTHS MAKE ONE YEAR," is missing the greatest radio-selling opportunity of the months ahead*

★ "Five Months Make One Year" is the first one-station study of summer radio selling. It is crammed with new facts which may be profitably applied to products and accounts. A call, wire or letter to WOR's offices at 1440 Broadway, in New York; Tribune Tower, Chicago; 80 Federal Street, Boston, or Russ Bldg., San Francisco, will bring a prompt answer.
"...for Meritorious Service to Agriculture"

The George Foster Peabody Radio Awards Committee has cited WLS, Chicago, for "meritorious service to agriculture." Naturally we are proud of this citation from the Henry W. Grady School of Journalism, University of Georgia.

Service to agriculture is the keystone of the WLS program structure. In 1928, when WLS came under its present management, Burridge D. Butler, President, said:

"To give you farm families help in your business by sending prompt and accurate markets, to help in your production by giving the best and latest in farm practices, to brighten the home with appropriate musical and educational programs for mornings and afternoons, to be with you in the evening with restful, inspirational and educational music and talks—to do this every day of the year—and all the years to come wherein I am given the privilege and pleasure of serving—to do this I pledge you my utmost and untriring endeavor."

WLS has fulfilled this pledge—a half-time station doing a full-time job. From March, 1940 to March, 1941, WLS broadcast 764 sustaining agricultural programs, 175 hours of market service and 68 hours of weather service.

These figures are for only one year of our 17-year history. Year after year our effort has been consistent, for WLS has always recognized its obligation to the rural areas, to the farms and small towns of Mid-West America... and our deepest concern is to maintain this program of constructive service to agriculture.
WHEN you promote your products on The Yankee Network, you move them right into New England homes, because the complete coverage of 19 stations assures maximum delivery of your sales messages.

In this populous, prosperous market, where per capita retail sales are 23.2% higher than the U. S. average, the same community loyalty that creates patronage of local merchants is given to The Yankee Network’s home town stations. It’s this kind of acceptance which "wins friends and influences people"... with profit-producing results.

Get the benefit of this key buying center coverage for the balance of 1941.
The Proof of the Pudding

No matter how fancy the build-up, it's still the pudding itself that counts.

... Same way with merchandising.

No matter how much is promised, it's still the actual performance that counts!

And that's the way we serve our merchandising.

KOIL 7-POINT PLUS MERCHANDISING not only looks as good as promised, but proves as good as performed.

Says one satisfied advertiser, putting it in a nutshell:

"YOU CERTAINLY DO CONTINUE TO DELIVER THE GOODS"

KOIL's 7-POINT PLUS MERCHANDISING doesn't cost one extra penny. All 7-POINTS PLUS go to work automatically for all qualified advertisers.

KOIL
OMAHA, NEBRASKA

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REP'R
WE Thank You
U.S. ARMY

... FOR GIVING "KTSA" ITS BROAD SCHEDULE OF "ARMY LIFE" PROGRAMS

... for the Spectacular "On-the-Spot" Broadcasts from Kelly and Randolph Fields—from Fort Sam Houston and the six other Army Fields located at San Antonio
... for the Sparkling Programs That Are Being Presented by the Draftees and Other Army Personnel

—AND ALL SOUTH TEXAS Thanks YOU
... for furnishing this area with the biggest business "plus" of a decade.

FULL CBS SCHEDULE

Get Attractive Combination Rate on These Four Stations

KGNC AMARILLO KFYO LUBBOCK
Taylor-Howe-Seawen Group
CENTRAL SALES OFFICE 805-6 Tower Petroleum Bldg., Dallas, Texas.

KTSA SAN ANTONIO KRGV WESLACO
Ken. L. Sibson, General Sales Manager
Telephone Riverside 5663
Progress ... growth ... expansion!

That is the story of Oklahoma City.

April 22, 1889, a lone bugle sounded at dawn over rolling prairie and "The Run" was on. By nightfall, what was to be Oklahoma City had its beginning in camp fires that lighted eager faces of men and women who knew they had claimed the "heart" of the new land.

In 52 years, this "heart" has become the Oklahoma City of today—America's 42nd market in half-a-century!

Keeping pace with this market's growth is KOMA with a record of achievement all its own.

With a Primary Daytime coverage of 41 counties, KOMA reaches 266,840 radio families ... families who are loyal because KOMA gives them the best that the broad scope of radio offers in News, Entertainment and Education.

With the total annual retail sales in these 41 counties amounting to $262,630,000.00, is it any wonder that so many advertisers use KOMA season after season to "blanket" this rich market?

Now, with National Defense measures and civic improvements adding thousands of buyers and millions in income to Oklahoma City, KOMA is at the highest point in its history in sales and advertising results for its clients.

Here is a combination we invite you to investigate ... to use with confidence.

KOMA

Oklahoma City's

CBS STATION

KMA

FREE & PETERS, Inc. • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA •
Why pay à la carte prices for your national radio coverage?

These exclusive NBC Blue Plate specials can save you up to 20%...the more you order, the less you pay!

HOW often have you looked at a menu and noticed that although roast beef costs 80¢ à la carte, it's yours with five other courses for only $1.00 on the Blue Plate Dinner? This same modern merchandising technique is available to radio advertisers on the Blue Network of NBC through a system of “Blue Plate” discounts.

Glance at the panel below for just an instant. It shows you how much these “Blue Plate” discounts save an advertiser who buys one half hour in the evening. Naturally the discount operates in a like manner for any other time unit you may select.

Notice that when you add the first of your regional groups to the Basic Blue, you receive a discount of 5%—not merely on the cost of the regional alone but on the $5,050.20 combined cost of Basic Blue plus regional group. Likewise as you add new groups, your increased discount is always applied to your entire Blue Network instead of merely to the added groups as you might expect. The resulting accumulated discounts can save you up to 20%.

The Blue also provides the normal volume discounts and annual rebates given by other leading networks, but this system of Blue Plate discounts is exclusive with the Blue. It is offered to help our fast growing clients to expand their networks with a minimum strain on their budgets.

These NBC “Blue Plate” discounts, plus the fact that Blue stations are located in the Money Markets where the nation's buying income is centered, explain why the Blue enables advertisers to do a national advertising job at the lowest cost of any medium entering the home.

National Broadcasting Company
A Radio Corporation of America Service

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**DISCOUNTS FOR ½ HOUR EVENINGS**

**A TYPICAL TASTY DISH FOR ADVERTISERS!**

<table>
<thead>
<tr>
<th>YOU BUY</th>
<th>TOTAL STATIONS</th>
<th>À LA CARTE COST</th>
<th>BLUE PLATE DISCOUNT</th>
<th>BLUE PLATE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC BLUE</td>
<td>30</td>
<td>$4,560.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PLUS SOUTHERN</td>
<td>38</td>
<td>5,050.20</td>
<td>5% ($252.51)</td>
<td>$4,797.69</td>
</tr>
<tr>
<td>PLUS SOUTHWESTERN</td>
<td>48</td>
<td>5,620.20</td>
<td>10% ($562.02)</td>
<td>5,058.18</td>
</tr>
<tr>
<td>PLUS MOUNTAIN</td>
<td>53</td>
<td>5,848.20</td>
<td>15% ($877.23)</td>
<td>4,970.97</td>
</tr>
<tr>
<td>PLUS PACIFIC</td>
<td>64</td>
<td>6,669.00</td>
<td>20% ($1,333.80)</td>
<td>5,335.20</td>
</tr>
<tr>
<td>PLUS BASIC BLUE SUPPS</td>
<td>98</td>
<td>8,082.60</td>
<td>20% ($1,616.52)</td>
<td>6,466.08</td>
</tr>
</tbody>
</table>

Note: Volume Discounts have already been deducted from these prices. However, they are subject to an additional 12½% rebate on 52-week contracts.

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**THE Blue NETWORK of NBC**

Sales thru the air with the greatest of ease

Program of the Month: “SONG OF YOUR LIFE”—Tuneful with Harry Salter's famous brand of music... Dramatic with interesting stories about interesting people and the songs that have changed their lives... MC'd by popular Ted Steele... A sure-fire commercial hit as evidenced by its last Hooper rating... On the BLUE NETWORK—9-9:30, N. Y. T., Saturday nights.
The ability to find the answer to almost any kind of problem in radio research is something far different from the mere willingness to look for it! So we're right proud of the fact that we usually come up with the answers to your questions, almost before you can say "Free & Peters!"

Part of the reason is that we have one of the most complete files of radio and market data in existence. The rest of it is that our fifteen good men are constantly on the move acquiring the sort of knowledge about markets, people, stations and programs that can't be committed to data books, but which is often more useful than stacks of statistics.

If maybe that sounds like thickly-sliced bologna, we'd like an opportunity to prove that it isn't. Now, if you like — or the next time you need any radio help.

**FREE & PETERS, INC.**

**Pioneer Radio Station Representatives**

_Since May, 1932_

CHICAGO: 380 N. Michigan
Franklin 6373

NEW YORK: 247 Park Ave.
Plaza 5-1131

DETROIT: New Center Bldg.
Trinity 2-8444

SAN FRANCISCO: 111 Sutter
Sutter 4353

LOS ANGELES: 830 S. Grand
Vendike 0560

ATLANTA: 322 Pulmar Bldg.
Main 5667
Censorship Operates on Voluntary Basis

Would Check FCC Onrush; Study of Net Report Ends; May Split Red, Blue

By SOL TAISHOFF

FORMULATION of a "national policy" for broadcasting, under Administration guidance, looms as the likely course to be adopted by President Roosevelt to check the heel-in-a-hack pace of the FCC toward remaking the whole commercial broadcast structure.

This new approach appeared to be taking shape just as the FCC, in a burst of speed, last week completed its consideration of the hot Network Monopoly Report. Among other things the report decreed separation of and banning of exclusive affiliation contracts and option time. It was tossed back to the law department for final pointing up and for drafting of actual (rather than proposed) orders to invoke its stringent provisions.

White Works on Bill

At the same time Sen. Wallace H. White Jr. (R-Me.) indicated he is prepared to introduce a bill, probably in collaboration with Chairman Wheeler, of the Senate Interstate Commerce Committee, to reorganize the FCC, possibly as a three-man agency, and change the substantive provisions of the existing law. Sen. White did not say flatly he would introduce the bill, but he has been working on a measure for several weeks and probably will drop it in the hopper during the current week.

The "national policy" move is foreseen as an aftermath of the violent repercussions which followed the summary action last month of the Fly-controlled majority of the FCC in ordering an inquiry into joint or interlocking ownership of newspapers and stations. That, together with the opposition engendered by the network monopoly onslaught and other recent FCC actions, has focused attention on the legislative rather than the purely regulatory procedure.

The President, it is indicated in informed quarters, soon may formally announce his desire that a national policy on broadcasting be developed. This may come with the appointment of a man well-known in radio to undertake the assignment. The move in this direction was launched earlier this month when the Chief Executive asked broadcasters and publishers who have visited Washington officials since the newspaper ownership issue erupted, have received the same general impression—that the FCC action was ill-advised in the light of the war emergency and that there is no necessity for speed.

Newspaper Hearing

Out of this came the view that the Administration desires to de-emphasize the importance of the newspaper issue and will urge an informal approach. Chairman James Lawren Ey of the FCC, however, told Broadcasting last Thursday he thought the hearings would be called in "about a month" and that the notice of hearing, setting forth the issues to be met, would be available "within a few days."

"The Commission has no preconceived notions about doing a particular job," the chairman said.

Defense Censorship to Be Voluntary

Present Policy Marked
By Cooperation of Government

By W. R. McANDREW

CENSORSHIP, perennial bugaboo of American broadcasters in one form or other since the creation of a Government regulatory commission, is a lively topic in Washington. Reaction of high Government officials to publication by some newspapers of news attending the arrival of the British cruiser Malaya in New York harbor has served to focus attention on this vital subject, although it has been receiving close scrutiny since the European War began.

To make the path a little easier for broadcasters, Broadcasting has made a thorough survey of the highest Government officials concerned, their attitude toward the problem, and their opinions on what broadcast station operators should do. In an adjoining column is printed a list of "don'ts." It is suggested that this list be compulsory reading for station executives and all who appear before the microphone. At best censorship is a nasty word. Public officials like to avoid it in normal times. But—and this a significant portent of our days—officials now are pulling no punches, and it's one of the most widely discussed topics in newspaper and radio circles.

At present, while the United States is passing through what one official calls "a hazy period between peace and war," censorship is in a fluid state. However, there are very definite indications of the trend and what might be expected if the United States is involved in a "shooting war". Primarily the basic philosophy of the Government from the President down at this writing is "no official censorship," even in time of war. Voluntary cooperation on the part of radio and newspapers is and will be expected. The Army and Navy, working on the basic philosophy of the Administration, will stress cooperation with all news agencies as far as compatible with their individual policies.

In other words, the plan now is to confine censorship to what is commonly known as military censorship. There will be censorship of outgoing communications—mail and telegrams going abroad. But it is felt there will be definite control over radio, principally of a technical nature dealing with the shutting down of stations while an air raid is on, pooling of facilities where necessary and coordination of shortwave facilities. Drafting a Plan

The blueprint for this control is being drawn now by the Defense Communications Board, composed of leading Government and industry officials. The decision of this board will decide the amount of control to be exercised over radio, with the paramount object being to keep information that might be of value to the enemy from reaching its hands through radio.

Press and radio have been asked by the Navy to cooperate in "avoiding publicity" in four general categories of naval news. They are listed in the adjoining list of "don'ts." The Navy is the only department requesting such cooperation, the Navy being on a war footing, ready for instant action.

The War Department has made no such request and feels that it won't be necessary even with an...
outbreak of hostilities. In the latter case, censorship won't take the usual form—submission of copy to an officer who will tell what can or cannot be said.

While this procedure will of necessity apply to radio and news reporters, the War Department feels that in Washington and other important Army centers the procedure should be that of normal censorship. The information released to the radio and press as at present, correspondents will be expected to check unverified rumors with proper officials before using them.

The War Department now has no plan to ask the President to issue an Executive Order requiring censorship of publications. If war comes, there automatically will fall upon the commander on the scene of operations the duty of imposing a certain type of censorship which is laid down in Army regulations. These regulations, of course, are necessary if any force in the field is to operate successfully.

Secret Information

High officers of the War Department are of the opinion that over 70% of the information is secret or confidential and should be withheld. These officers believe that radio and press are the Army's eyes and that all the information possible should be given out about the Army.

At the same time it is pointed out that persons handling news stories must be trusted with unverified reports and not use information that reaches them from unofficial sources without checking with proper public officials.

The Army has three classes of information—secret, confidential and restricted. Items classified as secret are war plans, designs of new equipment, and the listing of all weapons and devices used to transmit secret information, certain military maps, photographs. Confidential items are those which will not endanger the public security but are prejudicial to the interests of the United States. Restricted information deals principally with new weapons under test. News about them is classified as restricted until they are accepted by the War Department.

The Navy feels somewhat along the same lines: That the present situation is one of great urgency and that if we maintain the traditional American military way we will attempt to keep radio news flowing from our shores. That being the case, the big job falls on the fleet. It stands to reason that divulgence of operational matters or technical matters is dangerous in the extreme to potential enemies. As a result of that reasoning Secretary Knox last December addressed his now famous letter to stations and newspapers requesting a willing abstinence from broadcasts of news items.

In both the Army and Navy, bureaus dealing with the press and radio there is a spirit of cooperation that has not been equaled in modern times in Washington. That in itself bodes well for the future, come what may. However, continuance of this happy situation depends entirely on the way radio and the press handle military items.

It's an easy problem but it isn't insurmountable. There's only one rule:

If in doubt, check.

Woud Suspense Rule

BROADCAST MUSIC Inc. has asked MBS to suspend its rule which bars the playing of the same tune within less than a day or two. The rule was suspended by NBC and CBS early this year. According to Mutual, the ruling remains as it was, but broadcasting companies are in agreement, and the network will cooperate with BMI during the next few weeks in cutting down the interval.

DEFENSE PRECAUTIONS

What to Do in Cases of Doubt

IN ITS ISSUE of Oct. 1, 1939, BROADCASTING printed an unofficial but authoritative list of precautions for broadcasters faced with the problem of operating their stations and networks in the public interest during a proclaimed limited national emergency without benefit of precedent or official guidance.

Now, after almost two years of war, the situation as far as it pertains to the United States and in turn to American broadcasters, has jelled. Censorship or to use a less harsh term, prudent editorial judgment, has become a paramount topic of the day.

Secretary of the Navy Frank Knox has requested and received promises from the Defense Department that, along with the press, not to disseminate certain types of naval information. President Roosevelt has expressed his views in a press conference. And one incident—the publicity given the arrival of the British cruiser Malaya in New York by a portion of the press—has served to focus attention on the vital problem on which is described broadly as censorship.

Herewith, using the BROADCASTING list of 1939 as a base, is a revision of "don'ts" which station managers, program directors, and news editors should read carefully.

In some instances they are official, in others unofficial but authoritative; the latter based upon information and opinion from the public relations sections of the Government departments most involved.

1—Don't broadcast actual or intended movements of vessels or aircraft of the Navy, of units of naval personnel or dispersed naval supplies or reserves or of the Marine Corps, unless announced or authorized by the Navy Department.

2—Don't mention secret technical U. S. naval weapons or developments thereof, unless announced or authorized.

3—Don't broadcast news of new Navy ships or aircraft unless announced or authorized.

4—Don't broadcast news concerning Navy construction projects ashore unless announced or authorized.

5—Don't broadcast arrival or departure in newscasts or on-the-spot descriptions of British warships in our Navy yards for repair.

6—Don't broadcast arrival or departure of belligerent merchant ships.

7—Don't broadcast rumors of happenings at Army camps. Check them with the public relations officer. If you aren't satisfied with his answer, report it to the War Department Bureau of Public Relations in Washington. But DON'T carry unverified reports no matter how important they sound.

8—Don't broadcast reports of large troop movements unless they are authorized by the War Department.

9—Don't carry estimates of number of troops being sent to American bases outside continental United States unless authorized.

10—Don't broadcast any news that in your opinion might furnish information to unfriendly powers regardless of the location of your station.

11—Don't announce unverified rumor concerning war material for the public's information.

12—When in doubt check with the nearest public relations officer of the Army or Navy. That is, check with the office in Washington. If you do not prefer to do this, a wire or call to the Bureau of Public Relations at either the War or Navy Department will get a prompt answer. These offices are manned day and night. Major Gen. Robert C. Richardson Jr., is chief of the War Department Bureau and Rear Admiral Arthur J. Hepburn, chief of the Navy bureau.

Treasury Strikes Snag in Effort to Sell Lever Bros.

RFC Makes $40,000,000 Loan To Brown & Williamson

AS THE FIRST move came last weekend for the sale of the British-owned Brown & Williamson Tobacco Co., heavy users of radio time [BROADCASTING March 31] with a letter from the RFC, it became known in Washington that a hitch had developed in efforts by the Treasury to bring about sale of the far-flung Lever Bros. properties among the top users of radio time.

The Treasury, it is understood, feels it is "willing to be shown" if Lever Bros. is not a British corporation, as claimed by a member of the British Purchasing Commission in New York, and thus not subject to Secretary Morgenthau's edict that British holdings in this country must be liquidated to pay for war materials purchased before the Lease Lend Act became law.

Claim Dutch Control

In New York a member of the Purchasing Commission told Benjamin Mathes, branch of Lever Bros. is controlled by the Dutch. This transfer, it was said, took place in 1937 when the world market for tobacco was glutted.

On the other hand, there are undoubtedly large English holdings in the entire setup.

Just how the Treasury Department would determine whether these holdings were sufficient to bring the corporation under its liquidation policy, could not be learned.

The position of the British in connection with Lever is that the company will not be sold as far as they are concerned. They maintain it is not an English company before they have nothing to do with it. Members of the Purchasing Commission contend that their job is to effect the negotiations for sale of British holdings only and they don't want to do that except that, as they put it, "we are compelled to do so by the American Government."

The sale of the British holdings, it was pointed out, is being effectuated by the owners of the corporation through the RFC, which seeks to obtain the best possible price. One Commission official said "that when Secretary Morgenthau said that Lever Bros. would be included in the sale of British companies he was talking through his hat."

Mr. Morgenthau told the Senate Finance Committee in response to questions, that Lever would be among interests to be sold. At the Treasury it was pointed out that the Secretary's testimony was based on the negotiation for sale that Department by the British themselves.

One Treasury official said, when told of the statement, "We will..."
Enriched Bread—An Advertising Bonanza

Biggest Promotion Story in History of Food Industry Is Now Available

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

IF HE HASN'T already done so, the smart radio time salesman will soon beat a pathway to the door of every bread baker and miller in the nation. This goes for everybody from the largest major national network down to the smallest independent local. The reason for this is that the baking and milling industries are getting ready to put over the biggest promotion story in the history of the food industry.

The story will be based on the restoration of valuable nutritional elements—vitamins and minerals—to white flour and bread. Advertising promotion of vitamin and mineral fortification of food products is nothing new. But the bread and flour story is something new and different—it has quasi-governmental sponsorship; it has a national defense angle; and it has the support of the nation's leading nutritionists, whose names read like a proverbial "Who's Who" in the vitamin and mineral field.

Enriched and Enriched

In short, the new flour and bread story reads like the answer to an advertising copywriter's prayer. From an advertising standpoint, it has everything. And indications point to the belief that bakers and millers are going to ride the story for everything that it is worth. This is the first time that white flour and bread have had nutritionists on their side, and bakers and millers are going to make the most of it. In the days to come, the American people are going to hear plenty about "Enriched" bread and flour.

Promotion of "Enriched" bread and flour already has gotten under way in a number of larger cities, but the advertising to date is nothing compared to what is being anticipated for the near future. Full force of the campaign is being delayed while leaders of the baking and milling industries iron out a number of technical and regulatory problems—until milling production can be stepped-up so that the supply of "Enriched" bread and flour will be able to meet an anticipated demand—until the two industries can make peace with the Food & Drug Administration and the Federal Trade Commission. Although the promotion to date has been primarily a newspaper advertising story, radio has played a part. It would take a nationwide survey to list all the instances where radio is being used to promote the new nutritional flour and bread. The number is large and growing, and will serve to indicate the possibilities. WTAG, Worcester, Mass., has renewed a 15-minute program for Commercial Baking Co., in which a commercial was devoted to publicizing a new "Mothers Vitamin B (one) Bread".

On the same station, Town Talk GREATLY AMUSED was this group when an enthusiastic fan airmailed a pancake made from the sponsor's product to Sam Hayes, Hollywood commentator on the daily NBC-Sperry Flour Morning Newscast. Grilling executives are (1 to r), Ed Barker, NBC Hollywood account executive; Al Holen, assistant sales manager of Sperry Flour Co., San Francisco, firm sponsoring the program on 6 NBC-Pacific Red stations; Robert McAndrews, NBC western division sales promotion manager; Sidney Dixon, western division Red network sales manager, and Sam Hayes.

Bakers use time-signal announcements in addition to a half-hour Sunday feature to advertise vitamin and mineral restoration of three loaves. In Washington, WJSV, CBS outlet, has been carrying spot announcements for Continental Baking Co.'s, new vitamin-mineral bread, "Staff." These examples probably could be multiplied many times without difficulty, but the point is that every miller and baker of any size will soon be producing a new product with a smash advertising story behind it.

England First

And here is a resume of that story; it all started last summer. By parliamentary decree, England commanded its millers and bakers to fortify white flour and bread with vitamin B (one) and calcium. The order was issued as a defense measure. Vitamin B (one), or thiamin, is one of the important group of vitamins that make up the B complex—vitamin. Nutritionists claim that it is the most important of all the vitamins. This vitamin, according to current scientific claims, aids the body cells in the proper use of carbohydrate foods (sugars and starches) for energy. Thiamin enthusiasts tritionists started on a campaign to fortify certain staple foods in the American diet. White bread and flour were the first to receive attention. For years nutritionists had charged that millers were removing valuable vitamin and mineral elements from the wheat berry during the refining process that produces white flour. At one time their campaign became so strong that millers and bakers brought out whole-wheat bread as the answer—bread made from flour whose refining process did not remove the nutritional elements found in the outer brown coating of the wheat berry.

Must Be White

However, despite the fact that whole-wheat bread was pushed by nutritionists and dieticians, the American public soon indicated that it wanted white bread and flour—nowithstanding the fact that the removal of all the brown portions from the flour meant the removal of important nutritional elements. With the exception of a relatively small minority of the public, the whole-wheat campaign was a failure.

So the nutritionists said—if the American people won't eat whole-wheat bread, why not give them white flour and bread fortified with the same vitamins and minerals claimed to be lost in the manufacturing process. The first move was to urge the Food & Drug Administration to set up a standard of identity for a restored flour which would include the names and amounts of the vitamins and minerals to be added to ordinary flour. As included in the standardization process is the means of providing an official common or usual name for this restored flour which must be applied to all flour made according to standard specifications. Once a restored flour is standardized, a restored bread also can be given the same treatment.

While Food and Drug's standard-making procedure was proceeding along its routine legal course, certain nutritionists became impatient. Headed by Dr. Russell Wilder, of the Mayo Clinic, the Food & Nutrition Committee of the National Research Council got together with representatives of the Millers National Federation and the American Bakers Assn. to sponsor a voluntary restoration program.

As a result, late in January, this committee announced that the millers and bakers had agreed to add thiamin, nicotinic acid, and iron to bread and flour and call the new product "Enriched" bread or flour. The place of thiamin in the human diet has been previously discussed, and, unlike its name, has nothing to do with nicotine which many people regard as a poison. It is another member of the vitamin "complex" of which leads to pellagra, a nutritional disease particularly prevalent among the poorer classes in the South. The place of iron in the diet has long been known; it aids in the production of red blood cells.

Defense Angle

The National Research Council is a quasi-governmental agency dating all the way back to the Civil War. During the World War, President Wilson called on the council, an offshoot of the National Academy of Science, to advise the Government on national defense matters and it is serving in the same capacity now. The council, composed of the nation's leading scientists in all fields, is divided into a number of committees, of which the Food and Nutrition Committee is one. The council got the nation's most prominent nutritionists and representatives of virtually every Government department dealing with the human diet. Thus, their reports are considered to have a national defense angle and the support of virtually (Continued on Page 48)
Fund to Entertain Servicemen Sought
New Group Seeks $10,000,000
To Conduct Its Program

PLANS for a nationwide campaign to raise some 10 million dollars to provide entertainment and service facilities for U.S. soldiers and sailors, Unitied Service Organizations were announced last Thursday at a “defense morale conference” in Washington attended by several hundred representatives of the six national organizations of the United Services Organizations for National Defenses Inc.

With a radio bureau included as an integral unit, it was indicated that broadcasting would play an important role in promoting the appeal for funds.

Headed by Butcher

Recently appointed director of United Service Organization was Jesse Butcher, former CBS public-relations director and NBC station relations executive. Mr. Butcher started his new assignment in April after successfully directing radio activities for the 1941 Appeal for Catholic Charities. Last week NAB President Neville Miller stated a similar assignment in the USO national radio committee, and according to Mr. Butcher it was expected other members of the executive committee of the broadcasting personnel from all over the country, would be announced shortly.

CIO Disc Strike Threat Hits
Entire Columbia Organization

WITH Columbia Recording Corp., scheduled to submit a revised contract proposal to a CIO committee on April 21, William B. Eleonin, international representative, announced that unlike company executives come to an immediate agreement, a nationwide campaign against CBS and Columbia Recording Corp., will be launched.

Union leaders branded the proposal to be submitted April 21 as a “stalling move” on the part of CRC. Strikers report support from several AFL studio crafts and independent unions, including Motion Picture Painters Local 444, Screen Publicists and Screen Office Employees Guild.

Pickets Patrol Plant

When efforts of Federal Labor Conciliator Edward Fitzgerald failed to avert a walkout of 85 Hollywood shop employees of subsidiary of CBS, a strike was called April 11 by United Electrical, Radio & Machine Workers of America, Local 1421, CIO, and pickets patrolled the company plant at 6624 Rosaine St.

Strike action, voted more than three weeks ago, occurred when negotiations for an increase of from 55 to 75 cents per hour in the minimum pay scale bogged down.

Actual negotiations had continued five weeks when orders for a four-day slowdown, effective April 7, went through. When that failed to produce results, the strike was put into effect. A picket line was immediately established.

Plan Rejected

Several attempts had been made to avert the strike. James Hunter and James Murray, CRC vice-presidents, went to the West Coast from Bridgeport, Conn., to handle negotiations in person. But attempting to see Mr. Murray, sawed off when they failed. He has since been in continuous conference with a union committee and has come to the conclusion that the strike was necessary. Mr. Murray, and William B. Eleonin, international representative of CIO.

It is reported an agreement reached between Crowley and union officials prior to the strike had been turned down by company executives. Stoppage of work was then called, completely suspending operations at the plant which handles the bulk of that firm’s recording and transcription business in the 11 western states. An attempt to open the plant on April 14 failed when clerical workers, ordered to report for duty refused to cross the picket line, though only a few are union members.

Union officials said letters have been sent to all retail outlets in the Southern California area warning that a secondary picket line would be established should stores stock any Columbia records. Hollywood film studios, securing recordings from CRC have been requested to suspend relations during the strike. Although flash pickets were patrolling the CBS Hollywood studios from time to time, CIO officials expect establishment of a permanent line there as well as in front of the network’s Vine St. Playhouse. While hoping an amicable settlement would be reached, union executives on April 19 were planning a demonstration for that evening in front of the network’s headquarters, similar to the mass costume picket line staged the previous Saturday night.

Allied’s New Pact

It was further disclosed that a new wage deal had been negotiated by the union with Allied Record Mfg. Co., Hollywood. That firm, as well as RCA-Victor, has also agreed not to handle any work of Columbia Recording Corp. during the strike. New agreement with Allied, as announced by union officials, calls for a minimum wage scale of 72½ cents per hour, with an average through the plant of 84½ cents. Contract, it was said, also calls for elimination of the closed shop, and severance pay for workers called to military duty.

Bridgeport Local 237, UERMWA, CIO, has advised Hollywood union officials it will not accept any recordings or transcriptions from the West Coast during the strike. “All compromise offers made by the union have been withdrawn.”

FEDERAL REVISION ENDORSED BY FLY

APPEARING before a Senate Judiciary subcommittee at hearings on proposed changes in Federal administrative agencies, FCC Chairman John A. Logan-Walter Friday favorably endorsed a bill (S-675) proposed by the majority of the Attorney General’s Committee on Administrative Procedure.

The Senate subcommittee, headed by Senator Hatch (D-N.J.), leader in danger of losing its power as the reorganized Triumph-Walter Bill which died after President veto, is considered to be a natural outgrowth of the proposals from both the majority and minority groups on the Attorney General’s Committee and another draft Federal Radio and Television bill.

Commenting on the proposals, Chairman Fly pointed out that although the FCC was attempting to reduce as many matters as possible to an “all-or-nothing” basis, it was impossible to extend the same idea to policy matters, so far as feasible, there was no way of defining administrative work if the idea were carried to extreme.

“I am certainly in favor of all rules, regulations and statements of policy that could feasibly be put out,” he declared to Senator Hatch, a member of the subcommittee. “What I do want to avoid is the harmful compulsion. He declared that under the present agreement should be allowed, under pressure to “get in there and prod up a rule.”

WNOX Gets 10 Kw.

IN ANOTHER surprise deviation from its past policy of not granting Order 79 on joint newspaper-station ownership, the FCC last Friday authorized WNOX to increase power from its pronounced policy under Order 79 to 50,000 kwats on 740 kc. [See page 20].

Kennedy said. “The company has approved this strike and we are not intend to settle it on our own terms.” With no statements forthcoming from executives, general impression in Hollywood is that CRC considers the Strike in its plans for some months, suspending all operation in effort to fight the issue. The union has had a closed shop for some two years, according to a statement of the company.

The company’s announcement was made through a new system of increased living costs and is the sole remaining obstacle in the way to completion of a third contract.
ASCAP Offers First Formula Providing for Royalty Payment

But NBC Is Understood to Have Rejected the Plan; Separate Discussions Are Being Held With MBS

LATEST OVERTURES of ASCAP to the major networks on return of its repertoire to the air have embodied actual propositions on royalty payments, it was learned, though details have not yet been divulged. A definite formula, it is reported, was proposed to NBC at a meeting April 15 in New York, but promptly was rejected.

Meanwhile, separate conversations were being held with MBS, which, according to ASCAP spokes-

men, is regarded as being in a somewhat different category than the other major networks because of its mutual ownership.

Both Sides Willing

The first meeting between execu-
tives of NBC and ASCAP was held April 15, following a similar get-
together between ASCAP and CBS April 11. While the ASCAP for-
posal was promptly rejected by NBC, it is reported that the session was entirely amicable, with both sides displaying a willingness to get down to work and attempt to arrive at a formula which would permit the return of ASCAP music to NBC. No guess was hazard-
ed, however, as to what such an agreement might be achieved.

Meeting, held in the office of Niles Trammell, NBC president, was at-
tended for NBCw, Frank E. Mullen, executive vice-

president; Mark Woods, vice-presi-
dent and treasurer; with Samuel Rosenbaum, president of PIL, Philadelphia, representing the NBC-Blue affiliates, and Paul W. Morency, manager, WTIC, Har-
ford, acting for the NBC-Red affiliates.

Present for ASCAP were John G. Paine, general manager; E. Claude Mills, chairman of ASCAP advisory council; and Carl D. Wether Fischer, board member. Mr. Rosenbaum, who is also president of the Independent Radio Network Affiliates, and Mr. Morency volun-
teeered, because of their nearness to New York, to attend as many such meetings as are necessary.

No date was set for the next meeting, but it is understood that sessions will be called whenever either side has any progress to re-
port and that there will probably be at least one meeting weekly until some basis of settlement is reached.

Copyright committee of MBS will report the results of the two sessions into possible methods of making ASCAP music again available to the network and its affiliates to the MBS board of directors, stock-
holders and operating officers of the American Society of Authors. The MBS meeting expected to take place in New York April 25, it was an-
ounced following a meeting of the committee in Washington April 16-17.

Appointed by the MBS stock-
holders March 21, the copyright committee met with ASCAP radio committee the following day and

since then Alfred J. McCosker, chairman of board of MBS, and Fred Weber, general manager, have had almost daily conversations with ASCAP executives.

A full report of these conversa-
tions was made to the committee and while no details of the sessions were disclosed it is understood that definite plans for ASCAP licenses on both per program and blanket basis were presented and that most of the two-day session was devoted to discussing these plans and preparing them for presentation to the MBS board. John G. Paine, general manager of ASCAP, attended the Chicago meeting presumably to answer questions about the various details of the licensing plans.

Power Boost to 10 kw.

Granted KXL, Portland

KXL, PORTLAND, Ore., was jumped in status from a time-
sharing local to a 10,000-watt Class B station April 16 by the FCC. The station was granted authority to change frequency from 1450 to 750 kc., and increase power of transmission from 500 watts to 1000 kw. during hours of operation changed from sharing with KBPS, Portland school station, to limited time, with a directional antenna. The 750 kc.
channel is the clear channel occu-
pied by WSB, Atlanta.

KTRB, Modesto, Cal., was au-
thorized to increase from 250 to
1,000 watts on 660 kc., with unlimited time, a provision written for one channel of a directional antenna was installed. The applica-
tion was granted upon condition that KTRB apply within 30 days to install a directional antenna. The alternative: the Commission will not grant a license in place of a directional antenna. The 850 channel is assigned to CFRB, To-
ronto, Canada as Class I-A.

KROS are the call letters assigned to the new local in Clinton, Ia., granted Feb. 6 to the Clinton Broadcasting Co. to operate with 250 watts on 1340 kc. [Broadcasting, Feb. 10].

Youngest Draftee

BELIEVED to be the first and youngest station man-
ager to be drafted for the Army, 22-year-old Ralph M. Lambeth on April 15 left the general manage-
torship of W M F R, High Point,
N. C., to join his unit at Fort Jackson, S. C. Mr. Lambeth, who is also recent graduate of Duke University and Paul Ferguson, Ken
Weldings, who are members of the ASCAP executive committee, are sons of steel company executives.

Free Speech Stays, President Asserts

Only Military News Will Be Subject to Censorship

"FREE SPEECH is the undisputed possession of publishers and editors, of reporters and Washington correspondents; still in the possess-

ion of magazines, of motion pictures and of radio; still in the possess-ion of all means of intelligence, comment and criticism. So far as I am concerned, it will remain there for that which is belong-
ings.

These reassuring words were contained in President Roosevelt’s message to the American Society of Newspaper Editors meeting in Washington April 17.

Responsibility of Press

"It is important that it should remain there," the President con-

tinued, "for the suppression of opinion and censorship of news are among the mortal weapons that dictatorships direct against their own peoples and direct against the world. As far as I am concerned there will be no Government control of news unless it be of vital military information.

"Like the tree of liberty, liberty of speech and of the press is not a mere phrasic, a mere form of words, a constitutional abstraction. It has a living meaning—whatsoever the press itself gives it. Gov-
ernment and juridical process can afford a negative protection against interference with freedom of speech but it is the juridical and circu-
lation, and decreases advertising in newspapers.

Dr. Lazarsfeld said high income groups read more than low-income groups, but listen less; those who derive information from newspa-

pers only are better informed than those who use radio alone; failure to publish radio schedules is short-

sighted and harmful to newspapers in the long run; radio should be discussed editorially.

Dr. Lazarsfeld said radio is present in political campaigns in ratio to the amount of commer-
cial time handled for parties. He based his claim on a survey con-
ducted during the last campaign, which showed Republicans had far more time on the air than Demo-
crats in the area surveyed. Radio is non-partisan on sustaining time, Dr. Lazarsfeld conceded.

Good Audience

Walter Wade, president of Wades Adv. Agency, Chicago, when backstage following a recent broadcast, he related anti-
crases of the itemized KDKA and WkEd Toll Osborne, NBC Hollywood engineer, announcer and producer, respectively. NBC program, sponsored by Mills Labs. (Alka Seltzer), emanated from Hollywood April 9 and 16.

Radio Survey Methods Urged for Newspapers

NEWSPAPERS should cease anti-
radio pressure methods and should adopt the research technique of radio to analyze readership, according to Paul Lazarsfeld, Bureau of Radio Research, Columbia Uni-
versity-Rockefeller Foundation. Ad-
ressing the 19th annual conven-
tion of the American Society of Newspaper Editors in Washington April 18, he said radio increases readership and circulation, but de-
creases advertising in newspapers.

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ducted during the last campaign, which showed Republicans had far more time on the air than Demo-
crats in the area surveyed. Radio is non-partisan on sustaining time, Dr. Lazarsfeld conceded.
GUESTS OF THE ONTARIO GOVERNMENT on April 9 at Toronto were these CBS officials and managers of stations carrying the Ontario tourist show featuring Ned Sparkes, which started April 20. After a luncheon presided over by Douglas H. Oliver, director of the Ontario Travel & Publicity Bureau, and a dinner by Premier Hepburn, each guest on leaving by plane was presented with a pair of Hudson Bay blankets by the Hudson Bay Co. through Frank Ryan, formerly manager of CKLW, Windsor, now advertising manager of the latter company. Air music relations include: Standing (1 to 7): W. A. Webster, Past; S. A. McLean, WMV; W. E. Blodgett, CPBC; Ralph G. Winkler, WACQ; H. J. Frank, WSLB, Ogdenburg; N. Y.; L. W. Lindlow, WFBM, Indian- 

Defense, Boost Industry Drive Lead NAB Convention Topics

National Emergency to Bring Up Many Problems; Attendance Record Seen; Annual Golf Meet

The Accent will be national defense at the 19th annual conven- 
ion of the NAB, which convenes at the Hotel Jefferson, St. Louis, May 12-15. While the music situation, radio regulation, industry, and matters affecting commercial phases of broadcasting are on the agenda, greatest interest centers around radio's participation in the national scene, in the light of war developments.

Aside from national defense and the perennial business issues, con- siderable attention is expected to be focused upon a plan for creation of a $100,000 to $500,000 public relations fund for the industry [BROADCASTING, April 14].

Proposed by Edward Klauber, executive vice-president of CBS, the plan is being drafted by a spe- cial committee named by NAB president Neville Miller and will be placed before the convention. It is a "grass roots" plan, with an all-inclusive public relations and educational campaign, probably to be managed outside the NAB, as its over-all objective.

Scope of Plan

Mr. Klauber now is drafting his ideas of the scope of the project, preparatory to holding another meeting of the committee which he heads. Members of the committee, in addition to Messrs. Klauber and Miller, are Frank E. Mullen, NAB vice-president, and general man-ager; A. H. Kirchofer, WBEN- WBBR, Buffalo; Major Edney

Defense Discussion

The general discussion on national defense will follow the opening business session on Tuesday morning. Tuesday afternoon will be devoted to meetings of IRNA, NIB, sales managers division and the clear, regional and local channel stations. There will be no general convention session.

Wednesday will be devoted entirely to a discussion of music mat- ters, with President Miller, Sydney M. Kaye, vice-president and coun- sel; Merritt E. Tompkins, general manager; and Carl Haverlin, station relations director of BMI lead- ing the discussion. Tentatively, a late afternoon session of FM broadcasters is scheduled.

On the closing day, Thursday, the morning session will involve discussion of the aims and policies of the recently reorganized depart- ment of broadcast advertising of the NAB, the commercial section of the code, the unit plan of volume measurement, and other commer- 
cial problems.

Col. Willard Chevalier, publisher of Business Week and a recognized authority on advertising, will be the principal speaker at the session, with a discussion on placement of advertising in the national emer- 
gency.

At the noon session, a speaker from the Department of Commerce will be the principal speaker at the session, with a discussion on placement of advertising in the national emer- 
gency.

The annual banquet will be held Thursday evening at the Jefferson Hotel. The banquet is being ar- ranged jointly by CBS, NBC and MBS, with the cooperation of the St. Louis broadcasters, under the direction of Merle Jone, general chairman. The banquet is a KMOX, general convention committee chairman.

MBS UPHOLDS RIGHT TO FIGHT PROGRAMS

Following NBC's announce- ment that it had filed suits against the Twentieth Century Sporting Club, MBS and Gillette Safety Razor Co. to prevent the proposed transfer of the broadcasts of the club's boxing matches from NBC to MBS in June [BROADCASTING, April 14], MBS has made public the following letter to its attorney, Leon Lauterstein, through Emanuell Dattney, to A. L. Ashby, vice-president and general counsel of NBC:

Your letter dated March 25, 1941 to the Twentieth Century Sporting Club Inc., Mr. Jacobs, Mutual and another are parties to a contract relative to the broadcast of boxing bouts to be held at your office on March 26, 1941 with Mr. Jacobs, at which time you claimed that an oral renewal contract was signed for the year 1941, the date of the contract being held under its franchise in 1941-1942.

No, we have now fulfilled our investigation of the facts and law pertaining to this claim and are now prepared to respond to your letter.

Twentieth Century Sporting Club Inc., Mr. Jacobs, Mutual and another are parties to a contract relative to the broadcast of boxing bouts to be held at your office on March 26, 1941 with Mr. Jacobs, at which time you claimed that an oral renewal contract was signed for the year 1941, the date of the contract being held under its franchise in 1941-1942.

We are not aware of any such renewal contract signed by Mutual at the time of the contract.

Under the facts and law applicable thereto, it is our opinion that there has been no such agreement of any alleged rights of National Broadcasting Co. Inc.

Beech-Nut in Fall

BEECH-NUT PACKING Co., Cana-narriance, N. Y. (chewing gum), at present on 180 stations with spot announcements and programs, will not renounce your station on any of these stations for the summer. Company is tentatively planning to resume its broadcasting sched- ulene next fall. Newell-Emmett Co., New York, is agency.
KOA’s popularity in the Denver market is as towering as the hundreds of mountain peaks in the region . . . Listeners dial it for “the programs most people listen to most” . . . the outstanding features of the NBC Red Network. And they dial it for local news and local features with the same regularity.

Proof of this—and it’s proof an advertiser wants—is to be found in the sales records of KOA clients . . . in audience ratings . . . in the list of KOA repeat advertisers.

Get these proofs. They’ll show you why KOA is first in everything in Denver . . . and why it should be first for you.
Some Problems Created by the Treaty

International Accord to Bring New Issues In Regulation

A multiplicity of new problems, especially for applicants for new or improved facilities, is raised by the recent Havana Treaty allocations. The March 29 reallocation settled many existing problems, but now the broadcaster and his counsel are faced with new ones arising out of inter-American conflict of existing and proposed assignments, priorities in the use of channels, procedures in inter-American channel registration and related issues. These are analyzed in this article by Donald C. Beelar, attorney specializing in radio who is associated with the Washington office of Kirkland, Fleming, Green & Martin, headed by Louis G. Caldwell.

By DONALD C. BEELAR

THE BROADCASTING industry in North America, having for years been subjected to the possibility of an interference epidemic, has finally gained the quietness of a rest period for a course of treatment prescribed by the North American Regional Broadcasting Agreement. On March 29, 1941, the patient underwent a general readjustment in the radio spectrum, and is now reported doing nicely. The industry has recovered from the first shock of changing frequencies. That much is certain.

But it is not generally realized that there will be a period of convalescence of not less than five years, during which the industry, in a large measure, will be governed by what is permitted or prohibited under the Agreement. Some of the problems as they apply to the future are suggested below.

Observance of Rules

The NARBA (see BROADCASTING, Yearbook, 1941, Pages 388-407) is a treaty duly ratified by Congress and, like the Communications Act of 1934, is part of the law of the land binding upon both the Commission and the public alike. The Agreement, of course, is effective throughout the North American region comprising Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland and the United States. Restrictions or rights limited or conferred by the Agreement must be observed and recognized. For example, Section 3.28(b) of FCC Rules, as amended, provides:

In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, or cleared under the rules of the North American Regional Broadcasting Agreement shall be observed.

Existing stations have already taken the cure as set forth in the initial notifications effective March 29, 1941, which were duly filed and registered by each of the seven countries at the Inter-American Radio Office at Havana.

To illustrate, Canada registered five Class I-A, three Class I-B and nine Class II stations on 13 of the 59 clear channels. It registered 19 Class III-A, 13 Class III-B, and 30 Class IV stations on the regional or local channels. Cuba registered one Class I-B and 20 Class II stations on 20 of the 59 clear channels. It also registered 20 Class III-A, one Class III-B, and 43 Class IV stations on the regional or local channels.

The Dominican Republic registered one Class II, one Class III-A and three Class IV stations. Haiti registered one Class II and one Class IV station. Mexico registered six Class I-A, seven Class I-B, and 16 Class II stations on 20 of the 59 clear channels. Its initial notification also included registrations for 21 Class III-A stations, 42 Class III-B stations, and 79 Class IV stations.

Newfoundland registered two Class III-A stations, and one Class IV station. The United States registered 24 Class I-A stations, 31 Class I-B stations, and 56 Class II stations (not including 35 limited or part-time Class II stations), or a total of 75 stations on 50 of the 59 clear channels.

The initial notification of the United States also registered 316 Class III-A, or III-B stations, and 450 Class IV stations on the regional or local channels.

Within the first few days of the Agreement, the foregoing illustrates what occurred under the initial notifications under Section III, Paragraph 1.

Some New Problems

Paragraph 2 of Section III provides for subsequent notifications of changes and new assignments made after March 29, 1941. Procedure for resolving conflicts between notifications is provided in Paragraphs 3, 4, and 5.

In the meantime, broadcasters applying for new assignments, applicants for new facilities, radio lawyers and engineering consultants will be confronted with new problems under the Agreement and with a flow of new registrations which may either open up or foreclose opportunities.

The Agreement governs the determination of conflicts and new assignments in the North American countries. Conflicts as to existing assignments, effective March 29, 1941, were resolved at a January conference in Washington. As a result of this, the initial notification of Jan. 30, 1941 were exchanged and registered covering assignments to go into effect under the Agreement.

Conflicts as to new assignments or changes in assignments are governed by engineering standards set up in the Agreement in case of conflicts between changes or proposed assignments in one country with existing stations or proposed assignments in another country, priority of registration at the Inter-American Radio Office will govern.

The Agreement is based upon a system of priorities established first by the initial notifications, and second by subsequent notifications after March 29, 1941. A position statement is hereby made on page 42.
Enough miles were covered by the KSFO Public Affairs Department during 1940 to carry it from San Francisco to New York SIX times! Actually, these 20,000 miles were put to far better use... within California.

To produce an average of thirty programs a month, there was no spot within the State that was beyond “point of origination” for the KSFO Special Events crew. When there was a $350,000 fire at the San Francisco World’s Fair... when an airplane had to be chartered to fly over the flood areas and broadcast advice to the stricken... when a San Francisco Ferry boat set out on a 9,000 mile trip to South America... the KSFO Special Events boys were there. (Even more so this year!)

Besides catching the sound of important “one-time” events... while they were happening... KSFO last year broadcast close to 250 programs about people and places of interest to Californians. (Each of these shows, of course, was produced in KSFO’s regular network calibre fashion.) National parks—San Francisco harbor—California industries—fairs and fiestas—civic organizations... all came in for their share of KSFO support. And still are.

We think these 20,000 miles and several hundred community affairs programs are important. They’re “good” company for KSFO’s brilliant array of Columbia Network and local programs. And they build a big, loyal KSFO audience... and a mighty interested one.
NEGOTIATING committee of the transcription industry is expected to call a general industry meeting in the near future, possibly within the week, to discuss the revised code of the American Federation of Radio Artists covering the employment of talent on transcription programs.

Following a session with AFRA executives April 11 that lasted until 7:30 p.m., the committee met privately last Wednesday to examine the revised code submitted by the union earlier in the week.

Two Groups

On Friday the code committee and AFRA executives met again in what each side hoped would be the final meeting. If the industry meeting approves the work of its committee, as expected, the code will be signed by individual companies and will probably become effective by mid-May.

While the details of the code have not been disclosed, it is described as classifying transcriptions into two groups. Class A includes custom-built discs, to be used by one sponsor only in each locality for any of the sponsor's products, and open-end recordings, which may be used on any number of stations of any power for one or more sponsors. Class B discs are open-end recordings restricted for use on stations of 1,000 watts power or less. Rates are higher at present, although less than the AFRA minimums for live broadcasts. Code will expire on Nov. 1, 1943, together with the code for commercial and sustaining network programs.

It is understood NBC will work out a special supplementary agreement with AFRA concerning records made in Hollywood, where NBC has a contract with an independent union of sound effects men, who are included with actors, singers and announcers as coming under AFRA control in the national agreement.

Settlement of the differences between AFRA and WIOD, Miami, was worked out early last week, following a hearing by the National Labor Relations Board the week previous. Agreement, signed April 14, provides for an AFRA shop for talent and sound effects work, with increases in wages, minimum scales with extra pay for commercials, etc. Station also agreed to reinstate one announcer, Jack Stinson, with full pay for the 16 weeks he was out, including probable commercial fees, as does salary.

Another announcer, Bill Penell, was also paid both salary and probable commercial fees for the 16-week period and was given an additional 31 weeks pay as severance pay, if it is agreed that strained relations between him and the station management made his return undesirable. Both of the announcers, AFRA alleged, had been discharged for union activities.

Situation at WKRC, Cincinnati, where negotiations have been under way for some time, is being "muddled over" by AFRA executives, according to Mrs. Emily Holt, executive secretary of the union, who reported that the AFRA shop provision is the main stumbling block. The station, she said, had asked for arbitration of the point, which AFRA refused on the ground that since it has more than 30 contracts with AFRA shop provisions the matter is not one for arbitration. "We won't make a contract without the AFRA shop clause," she stated.

ASSOCIATED SIGNS FOR TRACK MEETS

TIDE WATER ASSOCIATED Oil Co., Associated Division, San Francisco, will sponsor a series of seven track and field meets of leading colleges on the Pacific Coast this spring, according to Harold R. Deal, manager of advertising and sales promotion, and Arthur Simon, general manager, Philadelphia.

The first broadcasts are scheduled for April 26. Other stations are expected to join in later.

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Don't take the selection of your antenna for granted! In the past few years new standards have been introduced that can save you valuable dollars and step up the efficiency of your station.

To be sure of the utmost in performance and the newest improvements in design investigate the Lingo Vertical Tubular Steel Radiator. Constructed of seamless copper-bearing steel tubing of uniform and narrow cross-section throughout, providing low base capacitance; high characteristic impedance; practically sinusoidal current distribution. Other exclusive features include:

- Moderate initial cost
- Exceptional high efficiency
- Low maintenance cost
- Unexcelled stability
- Five year insurance protection
- Single responsibility for constructing and erecting.

Whatever the task you demand for a radiator—whatever your special demands—you will find that Lingo gives you a full dollar's worth of performance out of every dollar you invest.

Our engineering staff will be pleased to supply you with technical details as they apply in your own particular case—without obligation, of course. In writing please give location, power and frequency of station.

The first Lingo Turnstile Radiator was furnished even prior to the Lingo Turnstile installations at the birthplace of FM at W2XMN, Alpine, New Jersey.

The improved, patented design now available offers new features with exclusive advantages—

- Antenna radiates a horizontal polarized signal with uniform circular field pattern.
- Antennas are custom built, and factory adjusted to the operating frequency, making no field adjustments necessary.
- Improved, simplified method of feeding and coupling.
- Turnstile elements fed by coaxial lines, no open turnstile wires used.
- Available with 2, 4, 6, 8 or 10 layers of turnstile elements depending upon desired gain.

Quotations available now for stations up to 50 KW and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are also available as optional equipment. Write today for complete facts and please indicate your proposed frequency, power and location.
Mexican Border Stations Under Latest Published Lists

Brinkley Station Appears at Former Location Between 790 and 810 kc.; Diplomatic Moves

See Letters on page 84

MEXICO'S new official broadcast station log for April, released April 9 by the Communications Administration, coincides exactly with that released immediately prior to the March 29 reallocation, with the so-called border stations remaining at the previously prescribed, rather than the Treaty-specified locations. The new official list, made public by the Secretary of Communications, does not deviate in any respect from that published in the March 24 reallocation supplement of Broadcasting. Despite this, however, the FCC has announced it will regard the original log of last March [Broadcasting, March 10], as the basic list to be used for allocation purposes in this country. The list did not provide for retention of the high-power border stations, and also made provision for two or more stations to appear on the same log.

Brinkley's Status

The former XERA, operated by Dr. Brinkley, appears on the April 9 list as a 500,000-watt station at Villas Acuna, its former location, but is no longer broadcast from there. It is placed between assignments on 790 and 810 kw., however, with no assignment shown for 800 kw., which is a Mexican Class I-A facility. Whether the station finally will operate at that frequency under Brinkley ownership or management is still open to speculation.

XENT, the Norman Baker station at Nuevo Laredo, is shown on the new log as assigned to 1140 kw. with 50,000 watts. XELO, on 1190 kw. with 50,000 watts, is shown at Tijuana, though its location had been specified for the province of Sonora.

XEAW, 100,000-watt outlet operated at Reynosa by Carr Collins, official of the Crazy W.C.K. Crystal Co., is shown as assigned to 1570 kw., though it has been operating on 1010 kc.

It was officially announced April 7 (Broadcasting, April 14) that the American Embassy in Mexico City had been assured XELO would operate with reduced power and "efforts would be made to cause early transfer of location." And that XEAW had been ordered to move to Nuevo Leon and change wavelength.

Meanwhile, Broadcasting was in receipt of two communications in connection with the reassignment. Nicolas Mendosa, former director of radio communications in Cuba, on April 9 took issue with published comments in Broadcasting of interference from Cuban stations following the reallocation. His letter is published on page 34 in full text. In a later communication April 14, Mr. Mendoza commented that he felt Dr. Orson Viamonte, the new Minister of Communications, had handled "masterfully and firmly" Cuban aspects of the reallocation and that 11 of Cuba's stations are less than five cycles off-frequency, with all but six less than 30 cycles off.

Eventually, he said, they will all be brought to safer, less troublesome limits, as engineers at the monitoring stations have been following a policy of collaborating with broadcasters, solving their problems, first as to frequency stability, later as to harmonics, high angle radiation, directive array patterns, etc.

W. E. Branch, president and general manager of XELO, giving his post office address as San Diego, Cal., wrote Broadcasting April 14 in a highly critical vein. His letter also appears on page 34. Mr. Branch has been identified with several border stations and is well known in radio engineering circles.

Designation Dropped

Following the precedent established several weeks ago, the FCC announced April 16 that it had dismissed the applications of four stations for modification of licenses to be classified as Class III-A stations, which would permit ultimate power of 5,000 watts power at night. The FCC said that class designations "are merely for administrative convenience and is not a part of any license, nor a source of any right in the license." The stations which sought classification as III-A outlets are KLX, Oakland; WSAE, Fall River; KFAC, Los Angeles; KVOR, Colorado Springs.

CBS Gross Up

CBS gross income for the first 13 weeks of 1941 totaled $14,685,777 as compared with a gross of $12,777,065 for the first quarter of 1940, a gain of 14.9%, according to a consolidated profit and loss statement issued April 16 by Frank K. White, CBS treasurer. Profit for the period was $1,487,886, up 55.9%, from the previous year's $1,284,331. Earnings per share amounted to 87 cents for the 10-week period of 1941, compared with 76 cents for the same period of 1940.

Charlotte Granted Regional on 610 kc.

Rep. Doughton Son Interested;
New Fitchburg, Mass., Local

TWO NEW station grants, one a regional in Charlotte, N. C. and the other a local in Fitchburg, Mass., were authorized by the FCC in actions announced Wednesday.

The Charlotte grant was to Inter-City Advertising Co., and covers 1,000 watts fulltime on 610 kc. Equal shareholders are Beverly T. Doughton, KTRH, Houston, Texas; Horace B. Cottrell, KTRH, Houston, Texas; J. M. Doughton and Mrs. J. M. Doughton, KTRH, Houston, Texas; and Mrs. W. H. Cottrell, KTRH, Houston, Texas. Mr. Doughton, secretary-treasurer of the company, is the son of Rep. Robert L. Doughton (D-N.C.), chairman of the House Ways & Means Committee. Mr. Whitemire, who does not own any of WBFC, but is employed by Roger Peace, publisher of the Greensville News & Piedmont, is vice-president.

The Fitchburg grant went to Ruben E. Aronheim, and covers 250 watts fulltime on 1340 kc. Mr. Aronheim is part owner and general manager of a retail furniture store.

THEY WERE IN THE ARMY THEN

One of a Series

New 50 kw. Station Granted Houston

KTRH Is Moved to 740 kc.;
KXYZ Given Its Facilities

A NEW 50,000-watt station for Houston, born of the Havana Treaty reallocation, was authorized April 16 by the FCC, with the assignment of KTRH, Houston, to 740 kc. This marks the FCC's first 50-kw. night, 5,000-watt day assignment on 1230 kc.

Although the station, licensed to the KTRH Broadcasting Co., is a subsidiary of the Houston Chronicle Publishing Co. and therefore has a newspaper identity, the FCC granted the application without regard to its newspaper investigation order (79) adopted March 19 which, by its own terms, was regarded as holding in abeyance all action on newspaper applications.

The Houston Chronicle and KTRH are understood to be identified with the Jones Interests. The Secretary of Commerce, however, is not officially listed as the publisher or head of the Chronicle Publishing Co.

Transmitter Shift

At the same meeting and as a second grant to the KTRH grant, the FCC granted KXYZ, Houston, owned by Tilford Jones, nephew of the Secretary of Commerce, a construction permit to utilize the facilities to be relinquished by KTRH with its shift to 740 kc. It granted KXYZ a construction permit to increase its power from 1,000 to 5,000 watts fulltime and shift its frequency from 1470 to 1230 kc., with a directional antenna for day and night use. The grant also authorized KXYZ to use the KTRH transmitter at a new location.

KTRH was authorized to install a new transmitter and use a directional antenna for day and night, subject to engineering approval, on 740 kc. This channel also has been assigned to KQW, San Jose, and is used as a Class I-A channel in Canada by CBL, Toronto.

The Fred Jones Broadcasting Co., of Tulsa, which had an application pending for a new station to operate on 760 kc., last week filed an amendment for assignment on 740 kc. The KTRH grant, however, it was presumed, technically might preclude such an assignment.

WCM Wants Time

CITY COMMISSION of Camden, N. J., at a meeting on April 10, adopted a resolution making formal application to the FCC for an increase of 22 hours a week in the broadcasting time of WCM. The municipal station's weekly schedule is now 29 hours. The additional time, it is understood, J. J. Trenton, N. J., would enhance the local outlet's broadcasting value, it was said by City Solicitor John J. Cean, who was designated to go to Washington to file formal application.
New Broadcast Allocations
Ordered Under The
North American Regional Broadcasting Agreement
(Havana Treaty)
Effective March 29, 1941

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Compiled by the Staff of BROADCASTING from Authoritative Government Sources

25c Each • 20c in quantities of 10 or more
News of Army Awards
CREATION of a new service for broadcast stations and agencies, through which announcements on current award of medal for distinguished service will be made, was announced last Friday by the newly-organized Radio Section of the War Department. The announcement said many requests have been received for permission to broadcast ceremonies from Army posts at which individuals are honored for acts of heroism. Dates and Army posts where such events will take place will be made available and arrangements for spot broadcasts will be handled through the Radio Section, headed by Edward M. Kirby.

KATE, Albert Lea, Minn., has appointed The Foreman Co. as national representative.

Bob Hope Replaces Jack Benny in Poll Conducted by ‘Movie & Radio Guide’

BOB HOPE, comedian sponsored on NBC-Red by Pepsi Cola Co., is winner of the “star of stars” honor in the eighth annual listener poll conducted by Movie & Radio Guide. Runner-up is Jack Benny, Jell-O comedian on NBC-Red. Hope is also the magazine’s best comedian again followed by Benny.

Favorite program selected in the magazine’s 1941 poll is the NBC-Blue Breakfast Club, a morning hour in which Swift & Co. is a participating sponsor. The program was also chosen as the best variety program and Don McNeill, along with other cast members, received other honors.

A newcomer to the poll is Quiz Kids, which started on NBC last year under Miles Labs, sponsor. The juvenile series leads the children’s division and ranked second to Burns and Allen in the quiz classification. The last poll was sponsored on NBC-Red by American Tobacco Co. Leading actress selected in the poll was Ann Rutherford sponsored on CBS by Thomas J. Lipton Inc. Bing Crosby, NBC-Red comedians sponsored by Kraft Foods Co., again wins the male pop song honor. Kate Smith, General Foods sponsor of CBS, leads the female singers.

Complete results of the poll follow:

- **Bob Hope,** 38.9; Jack Benny, 27.4; Fibber McGee, 13.1; Edgar Bergen, 7.6; Fred Allen, 7.0; Arthur Godfrey, 6.9; Gene Austin, 5.8; Jack Baker, 5.6.

- **Don Wilson,** 28.9; Milton Cross, 18.2; Ken Carpenter, 14.2; Bob Brown, 13.3; Harry von Zell, 8.9; Harlow Wilson, 8.0; Richfield of Kirby, 5.4; Ralph Edwards, 2.8; David Ross, 2.1; Ben Grauer, 2.1.

- **Actress—** Helen Hayes, 13.9; Barbara Loden, 8.9; Nan Gray, 8.1; Greta Davich, 7.6; Joan Blaine, 7.2; Alice Frost, 7.0; Betty Winkle, 5.5; Helen Menken, 4.1; Jeannette MacDonald, 2.7; Ona Munson, 2.5.

- **Master of Ceremonies—** Don McNeill, 32.1; Bob Hope, 18.1; Bing Crosby, 11.0; Garry Moore, 6.8; Clifton Fadiman, 6.8; Rust Valley, 6.1; Don McNeill, 4.7; Milton Cross, 3.2; Don Wilson, 2.8.

- **Male Singer of Popular Songs—** Bing Crosby, 32.7; Jack Baker, 24.9; Lanny Ross, 16.6; Kenny Baker, 9.8; Dane Davis, 7.2; Tony Martin, 5.6; Rudy Vallee, 2.7; Harry Babbitt, 1.1; Frank Moon, 2.2; Caro Brady, 1.6.

- **Woman Singer of Popular Songs—** Kate Smith, 38.2; Jack Benny, 27.4; Mary Livingstone, 12.1; Connie Boswell, 11.1; Nancy Martin, 10.5; Dinah Shore, 7.7; Bunny Baker, 7.7; Frances Langford, 5.4; Bea Wain, 4.8.

- **Male Singer of Classical Songs—** Richard Crooks, 24.8; Donald Dickson, 18.3; James Melton, 13.1; John Boesch, 11.1; Tiberio, 6.6; Lanny Ross, 6.2; Jack Baker, 5.5; Frank McHugh, 4.6; Charles Thomson, 5.4; Kenny Baker, 3.8.

- **Woman Singer of Classical Songs—** Illy Hope, 13.4; Frances Langford, 11.8; Jocelyn Towne, 8.5; Lucille Manners, 11.2; Rose Stevens, 8.9; Gladys Swarthout, 4.5; Marion Claire, 5.7; Grace Moore, 4.2.

- **News Commentator—** Jim Murray, 34.0; W. K. Kelton, 17.0; Walter Winchell, 10.9; Henry Luce, 10.9; Raymond Gram Swing, 6.0; Paul Sullivan, 5.5; Ed Wynn, 4.6; Carl Sandburg, 2.6; Gabriel Heatter, 3.6; Fulton Lewis, Jr., 3.6.

- **Sports Commentator—** Bill Stern, 25.3; Bob Elson, 15.2; Ted Hunsley, 8.3; Fred Pearson, 6.3; Graham McNamee, 2.6; Red Barber, 2.1; Bob Mortimer, 1.6; Clem McCarthy, 1.8; Bob Trout, 1.7; Dee C. L. Barnett, 1.8.

- **Dramatic Program—** Lux Theater, 48.2; One Man’s Family, 11.9; Helen Hayes, 8.3; Our Love, 7.8; First Nighter, 5.0; Bing Crosby, 4.3; Screen Guild, 2.8; Tony’s Man’s Theatre, 2.1; Silver Circle, 2.2.

- **Musical Program—** Ford Sunday Evening Hour, 24.7; Voice of Firestone, 8.9; Metropolitan Opera, 8.1; Hour of Charm, 7.9; Pleasure Time, 7.7; American Band of the Navy, 5.9; Orphan Annie, 5.6; Hit Parade, 5.2; Andre Kostelanetz, 5.1; Telstar, 4.8; Los Angeles Symphony, 4.7; Variety Program—Breakfast Club, 40.1; Kraft Music Hall, 14.1; Chase & Sanborn, 11.4; Fibber McGee & Molly, 7.8; Baseball Melino, 6.2; Kate Smith, 5.6; Rudy Vallee, 4.5; Maxwell House, 4.5; Fred Allen, 3.8.

**RICHFIELD EXTENDS ITS AIR CAMPAIGN**

RICHFIELD OIL Corp of New York will accelerate its 1941 advertising and promotional campaign this month according to B. N. Pol- lak, Richfield advertising and sales promotion manager.

Campaign, he stated, will center around Arthur Hale’s Confidentially Yours whose broadcasts under the slogan have been increased to three nights weekly over 30 MBS stations. Schedule will continue bringing listeners to Richfield stations for the 3,000,000 copies of the Richfield world map young listeners to make radio the spearhead of its promotional program.

Further promotional efforts on the part of Richfield dealers will be stressed during 1941. Mr. Pol- lak said, with distribution of material selected for its timeliness. Campaign was put into effect coincident with the annual conventions and distributors held at key points throughout Richfield sales territories. Meetings were highlighted by Arthur Hale who addressed the gatherings through his Confidentially Yours programs. The next convention will be held following the regional gatherings.


**Pre-Game Series**

COMMUNITY OPTICIANS, Boston, is sponsoring 104 pre-game fan interviews preceding home game baseball broadcasts on WAB, Boston; WLL, Lowell; WSAR, Fall River; WFEA, Manchester, N. H. The series is titled Baseball Fans Interviews With Jerry O’Reilly. Agency is Commonwealth Adv. Agency, Boston.

Dance Orchestra—Wayne King, 25.0; Guy Lombardo, 19.0; Kay Kyser, 18.9; Frank Chacksfield, 14.4; Fred Waring, 14.1; Tommy Dorsey, 12.5; Alton Bennett, 8.4; Abe Lyman, 8.3; Orin Tucker, 7.0; Charles Town, 6.7.

Audience Participation—Kay, Kyser, 71.1; Dorsey, 63.2; Tommy Dorsey, 19.1; Jack Benny, 19.1; Ben Winkler, 11.0; Tom Mix, 9.8; Kay Kyser, 7.1; Bing Crosby, 5.6; Ronald Colman, 3.8; Charles Boyer, 2.4.

**Serial Dramatic Program—** One Man’s Family, 51.9; The Big Store, 20.5; I Love Lucy, 9.9; Shady Tree, 1.0; Together We Stand, 9.7; 99s, 8.9; Jesse White, 2.7; Tom & Dick, 2.1.

**Quiz Program—** Information Please, 58.3; Quiz Kids, 15.0; Dr. J. G. 12.2; Take It Or Leave It, 11.2; Bob Hope, 9.5; A Life of Sexes, 8.4; Truth or Consequences, 4.4; Voice of Firestone Quiz, 2.3; Uncle Jim’s Question Bee, 2.9.

**Children’s Program—** Quiz Kids, 16.7; Let’s Pretend, 15.0; Love, 11.2; Love, 4.5; I Love Lucy, 3.5; 1941 Quiz Kids, 2.4; Uncle Jim’s Question Bee, 2.9.

**Songs of America—** American School of the Air, 14.5; University of Chicago Round-Up, 12.4; Cavalcade of America, 11.4; Music Appreciation Hour, 9.6; American Town Meeting of the Air, 7.5; Farm & Home Hour, 7.0; Quiz Kids, 5.8; World Is Yours, 3.2; America’s Place in the World, 2.2.

**Favorite Program—** Breakfast Club, 45.9; One Man’s Family, 7.2; Ford Sunday Evening Hour, 19.7; Lux Radio Theatre, 4.6; Kraft Music Hall, 4.6; Jack Benny (Jack Benny), 4.6; Those Who Love, 4.6; Metropolitan Opera, 4.4; Fibber McGee & Molly, 4.4; Bob Hope, 4.2.

**BROADCASTING • Broadcast Advertising**
Program Arranged For Ohio Meeting

Annual Institute to Consider Radio Education Problems

TWELFTH ANNUAL Institute for Education by radio, sponsored by Ohio State U will take place at the Deshler-Wallick Hotel, Columbus, May 4-7, providing a yearly meeting for joint discussion by broadcasters, educators and civic leaders on the problems of educational broadcasting. The agenda is devoted chiefly to considerations of the techniques of education by radio. The program for each annual meeting is developed from the suggestions and recommendations of those attending the Institute in previous years.

Committee for the 1941 program consists of three Institute officers in addition to the following members of Columbus stations: R. C. Higby director, and Friel Heimlich, program supervisor of WOSU; George Bebout, program director of WHKC; Ed Bronson, program director, WCOL, and Irwin A. Johnson, director of developmental programs, WBNS.

Highlights of the four-day session include:

MAY 4
Dinner for educational directors of stations affiliated with CBS; Sterling Faber, CBS director of Radio Talks & Education, chairman.
Dinner for educational and public service directors of stations affiliated with NBC; James R. Angell, educational counselor, chairman.

MAY 5
Radio in the present emergency—discussion conducted in town meeting fashion; George V. Denzer Jr., president of the Town Hall Inc., moderator.
Announcement of awards for the 5th American Exhibition of Recordings of Educational Radio Programs.
Meeting of work-study groups for agricultural broadcasts, broadcasting by national organizations, educational broadcasting for adults; children’s programs; religious education on the air; recordings for school use; research in educational broadcasting and school broadcasting.

MAY 6
Radio and cultural relations with the Americas; W. S. Henrix, professor of Romance Languages, Ohio State U., presiding.
Annual Institute Dinner.
Round table discussions on various radio problems.

MAY 7
Radio in war time; Shannon Allen, U. S. Dept. of Interior, presiding.
Demonstration of a production by a local station; Walter G. Preton Jr., manager, public service division.

Pierce’s Extension

PIERCE’S MEDICINES Inc., Buffalo (Golden Medical Discovery), has extended for two weeks its schedule of 6 to 10 weekly transcribed announcements on the following stations: WOKO WGR WHAM WPBL WCAU WHP WGBI WBAU WFAR WDBJ WRVA WXYZ WJB CKLW WOOD WJJD WIND WLS WDZ WISN WKBW WGBR WWVA WHK WLW WCHS WSM WSJ WXXK KPRU WBB KWTO WIBW KMOX KRTN WMT WNAS WCAE WMNN. Agency is H. W. Kastor & Sons, Chicago.

The most pampered audience you’d ever expect to meet...

We buy its clothes...snaffle its sniffles...round up its mules...oversee its children

We don’t believe there’s another audience quite like WBT’s. Its extraordinary loyalty to WBT (known to everyone in radio) hasn’t just happened. It’s been well-earned, and is still earned by the sweat of many collective brows.

No headline-seeking publicity department dreams up the services we render. There’s little or no desire to devise ways and means to keep WBT listeners happy. Simply by standing by our firm policy that no listener request is too small to be ignored or a listener problem too slight to be overlooked, we stay plenty busy.

We find their lost mules and name their children. They send us sample swatches, we buy their clothes. We even help guard their school children from colds...snaffling juvenile sniffles in the bud. We are nursemaid, adviser and friend. These and many more.

What WBT...pioneer station of the South...has gained by catering to so many whims of its audience for 20 years is very apparent to WBT clients. WBT listeners have always been more than ordinarily responsive to sales messages...because they like and are loyal to WBT.

That’s why WBT broadcast advertisers are so successful in selling the Carolinas.

WBT 50,000 WATTS • CHARLOTTE
"THE STATION AN AUDIENCE BUILT"
Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit (St. Louis • Los Angeles • San Francisco

BROADCASTING • Broadcast Advertising April 21, 1941 • Page 23
LATEST EXPLOITATION stunt of NBC Central Division press department is the International Assn. for the Protection of the Rights of Left-Handers. IAPLR is headed by Henry Hunter, NBC actor who plays lead roles in Wings of Destiny, Girl Alone, Midstream and Forest Rangers sketch on Farm & Home Hour.

Other officers of the club include Rudy Valley; Joe Sanders; NBC Musical Director Roy Shield; William E. Drips, NBC agricultural director; William Ray, NBC Central Division press manager; Judge Graber of Criminal Court in Chicago.

A banquet was held in "Portside" room of Chicago's Sherman Hotel, April 16. WLS, Chicago, carried an account of the affair. Speeches demanding equal rights for southpaws in matter of dinner service, telephones, gearshifts on cars, and such, and a constitution were adopted.

Books and Clubs
GLOBE BOTTLING Co., Los Angeles (Wilshire Club beverages), periodic user of radio, on April 14 starts testing the quarter-hour five-weekly advertised adventure series, Captain Danger, on KJL, Hollywood. If successful, stations in Beaverton, Portland, Santa Barbara and San Bernardino will also be used, tie-in with local distributors. Written and produced by Bennett-Downe Associates, Beverly Hills, Calif., 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 puzzle included 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 on KJL to announce start of the series. McElroy Adv. Agency, Los Angeles, has the account.

Community Tiesups
EFFECTIVE May 3, WLS, Chicago, will resume its series of "Salute" broadcasts to communities in its coverage. The series was started last year and proved highly successful with over 107,000 people attending nine broadcasts originating in nine different counties. The half-hour remote programs will be a part of the WLS National Born Daters with the first broadcast originating in Rock Island, Ill. The program will serve as a climax to Rock Island's Centennial Celebration during the week of April 28.

Booma Book
WITH the engaging title "How to Play the Booma, or Sock Dancing Taught Free", a booklet sent out by WOR, New York, contains a list of the 207 advertisers who used that station during 1940, in addition to the articles named in the title. Booklet was prepared by Joseph Creamer, promotion director of WOR.

“Showcase Meeting”
SO THEY could get first-hand information on what is being done to merchandise and promote the weekly Hollywood Showcase, sponsored by Richard Hudnut (cosmetics), on six CBS Pacific Coast stations, more than 500 employees of Sanatag Drug Co., attended a dealers' rally at the network’s Hollywood studios on April 15, following the broadcast. Sherman Pruitt, Pacific coast sales manager of Richard Hudnut Inc., outlined the sales campaign, with George Moskowitz, CBS Pacific network sales promotion manager, revealing cooperation plans of his organization. There were also brief talks by Alvin F. Jacobson, vice-president of Sanatag Drug Co., and Mary Austin, m.c. of the program.

Rural Shindig
ORIGINATING from Long Beach (Cal.) Auditorium a new weekly 60-minute variety show titled Sea-Side, Shindig & Barn Dance, has been started on 31 Pacific Coast Don Lee network stations. Produced by Roy Rogers Inc., Hollywood program builders and directed to semi-rural population, cast includes Jim (Texas) Lewis and the Miller Ranch Gang; Cipher, the Drug Store Cowboy; Oscar and Elmer; Stafford Sisters; Range Singers Quartette; Grandpappy Doolittle; Senator Fisheface and guest film talent. Peter Potter is m/c with Stu Wilson, producer.

Miami Report
AS A SORT of "annual report" to its constituency, WQAM, Miami, has issued a booklet titled WQAM: Record of Its Service to the Community for the Year 1940. The inside cover of the booklet, the seventh to be issued, is devoted to a letter from CBS President Paley felicitating Fred Horton, president on the high standards maintained by the station. In outline form, all of the public service activities of WQAM during the year are presented.

Getting Acquainted
FACE-TO-FACE meeting of the public and KOTN's talent and sponsors was arranged in a four-day fete staged in Pine Bluff's largest auditorium. Booth space was sold to business firms. Lectures, demonstrations and shows were staged, along with fashion display and jitterbug contest. Public was pleased, judging by letters, says General Manager Jack Parrish.

Twin City Swap
ADVERTISERS using WCCO, Minneapolis, are receiving reprints of a recent WCCO ad appearing in the Minneapolis Star-Journal and the St. Paul Dispatch Pioneer Press. The newspapers are promoting their features and building their circulations through regular programs on WCCO, and WCCO uses daily institutional space in these papers.
Glowing with satisfaction is this group as they hold post mortem following the initial broadcast of the weekly half-hour Hollywood Showcase, which started April 1 under sponsorship of Richard Hudnut (cosmetics), on 8 CBS Pacific Coast stations. They are (1 to 7): Russ Johnston, CBS Pacific network program director, producer; Tom Reaves, New York vice-president and radio director of Benton & Bowles; Mary Astor, film actress and m.c.; Mann Holner, Hollywood production manager of the agency.

Employees' Rally

To stimulate interest and explain purpose of the weekly Spelling Bee night, sponsored by Seaside Oil Co., Santa Barbara, Calif., on 6 CBS Pacific Coast stations, a Southern California employees' rally was staged in the network's Hollywood studios April 13 following the initial broadcast. In addition to pep talks by F. D. McClure and G. B. Tucker, general sales and advertising managers respectively of Seaside, George L. Moskovics, CBS Pacific Coast sales promotion manager, outlined what is being done by the network to promote the program. Other speakers included W. W. Mann, executive of The McCarty Co., Los Angeles agency.

Pep's Co-Pilots

Co-Pilot cards are sent to listeners sending in telegrams and letters for record requests on the all night Driggs Patrol sponsored by Pep Boys, auto accessories chain stores, on WIP, Philadelphia. Mort Lawrence, who handles the all-record show, is billed as the "Pilot" and the invitation to become a Co-Pilot brings the certificate in a specially bound wallet with the compliments of the sponsor.

Tags for Staff

WJSV, Washington, through its sales promotion manager, John Heiney, is distributing small metal plates bearing the station's call letters to staff members. Plates are to be affixed to the license plates of employees' cars.

BROCHURES

WJRD, Tuscaloosa, Ala.—Brown on buff four-page booklet of the station's market area.

KXX, Los Angeles—Two-color folder on the ABCDE of KXX, audience, business, coverage, dealers and economy.

CBS—Yellow folder "August is bigger than Illinois ..." with map of that State superimposed on cartoon drawings of August amusements covered by radio.

NBC-Blue—Four-page booklet describing coverage costs.

A Limited Offer to Radio Stations Everywhere!

Presenting Collins Driggs at the Hammond Novachord is like presenting Spalding on the violin . . . Iuchi at the concert grand . . . or Goodman on the swing clarinet. Driggs was waiting in the next room when the Novachord was born in 1939 . . . has stayed with it ever since . . . and when it comes to playing this fascinating, wonderfully versatile instrument—he's the Old Master!

That's why we think you station owners and managers will be eager to add the new 1941 Hammond Novachord Record to your transcription library. There's a full half hour of delightful music on its two sides—eight favorite selections played as only Collins Driggs at the Novachord can play them. The music is all Public Domain—you may use it on any broadcast, any time you wish.

This sample of the Novachord is prepared to show you the many, many ways you can use this amazing instrument in your studios. It is a brilliant demonstration of what can be done with the Novachord's thrilling array of instrumental effects: as of piano, flute, violin, English horn, trombone, Hawaiian guitar, trumpet, saxophone, and many more—all yours at the piano-like keyboard of the Novachord.

This transcription disc is FREE to all station owners and managers—yours to use as you choose with no obligation whatsoever. Many already have been sent out. For yours, just send your name . . . your position . . . and your station call letters to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

The Makers of the Hammond Organ!
New Paid Air Campaign
Is Started by Dominion
To Promote Bond Sale

CANADIAN broadcasters start another
paid government financial drive. As part of its cam-
paign to keep interest in The War
Savings Stamps and Certificates
drive, $4 worth of additional
radio time is set aside as part
of the drive for the Third War
Loan to start sometime in June
for about $750,000,000.

The 51 Ontario stations that will take part in this latest network campaign which continues the cam-
paign of Margaret Vale for the War
Savings drive. Present plans call for
48-quarter-hour morning shows,
Our Family, on 41 English and 10
French stations, beginning April
1 through Friday until June 20; and
nine one-hour all-star variety shows
by Saturday stars, June 21, 9-10 p.m.
(EDST), on the same 51 network stations. As
the Government's war loan campaign
gets under way, these two shows
will be supplemented on these and
other stations with transcribed an-
ouncements.

A committee of Canadian broad-
casters, including officials of the
Canadian Broadcasting Corp. and
private stations, along with a com-
nittee of advertising agency execu-
tives, planned the present cam-
paign which is to start April 1. In Febru-
ary, Department of Finance of-
icials have participated. The com-
mitee includes: Peter Thompson, B. E. Smith & Toronto, chairman;
A. M. Calins, A. McKim Ltd., To-
ronto; H. E. Telford, E. W. Smith
& Co., Toronto; M. Rosenfield,
MacLaren Adv. Co., Toronto; E. A.
Weir, WBC, Eastern manager,
Toronto; Harry Sernett, WRB, To-
ton; Guy F. Herbert, All-Can-
ada Radio Facilities Ltd., Toronto;
A. E. Evans, secretary, Canadian
Assn. of Broadcasters, Toronto.

Catalina Campaign
WILMINGTON TRANSPORTA-
TION Co., Wilmington, Cal., sea-
sion leaders of network radio time,
to publicize Catalina Island as a
summer resort, on May 12 starts for
22 weeks sponsoring a five-
watt program. Under the pro-
cipation program, Catalina Fun
Quiz on 6 CBS West Coast stations
(KKNX-KSF, WDSY, KDFX-
KOY), Mon. thru Fri., 12 noon-
12:15 p.m. (FST). Program, to be
conducted by Gary Breckner, Phil
continue at the same time for an
additional 29 days on KNX, Holly-
wood, only effective Aug. 1. Firm,
in addition will carry use announce-
ments on various Pacific Coast
stations. Agency is Arthur
Meyerhoff & Co., Los Angeles.

WWVA 50 kw. Plant
SOLD of a 50,000-watt transmitter at
WWVA, Wheeling, West Virginia,
comes the new NBC Blue network
outlet in the Wheeling-Pittsburgh
area was announced April 16 by
all NBC stations. The station has
bought an FM transmitter of 10,000
watts output. KBUR, Burlington,
Ia., has purchased a 250-watt
transmitter from RCA.

KAND, Corsicana, Tex., on April 15
was authorized by the FCC to in-
crease its power from 100 to 250 watts
fulltime, on 1340 kc.

Extensive Use of Free Radio Is Planned
In Federal Drive to Sell Defense Bonds

WIDE use of radio has been planned
in connection with the com-
ming drive for the sale of defense
saving bonds and stamps to start
May 1, according to Vincent F.
Leuci, director of the Publicity
Staff, a separate organization
created by the Treasury for the
drive. No funds are available for
special radio broadcasts.

Plans call for a coordinated use
of both network and local time,
with transcriptions, live announce-
ments and studio programs.

Domestic and foreign language
will play an important part, in addi-
tion to free plugs on commercial
shows in cooperation with spon-
sors.

Full cooperation of all stations is
already apparent. Over 550 an-
swers have been received to a let-
ter sent out by Secretary of Treas-
ury, Mr. Callahan, calling for coopera-
tion. More than that, 60 stations have sent in
specific suggestions which are being
worked over and worked out by the
DSS.

No Time Requests
It is the policy of DSS to work
out all plans with stations and net-
works. Each will make suggestions
and come to agreement. Stations
will arrange their own time sche-
dules. The DSS will make no
requests for specific time, Mr. Cal-
lahan pointed out.

Keynote address will be made by
Harold Graves, Assistant Secre-
tary of Treasury, in charge of the
DSS, on May 5, over the Na-
tional Radio Forum, on NBC-Blue.
Plans are in the making to have the
President, Secretary of Treas-
ury, and the Postmaster General
speak the night before the open-
ning day of the campaign. Those,
however, were still nebulous as
broadcasting went to press.

On Monday, April 28, local sta-
tions will announce the coming
drive to start with the keynote that
date, these local calls will tell listen-
ers details of the drive, using live
announcements from material sent
out from DSS headquarters. They
will continue through May. At the
same time five-minute transcribed
scripts have been prepared for
broadcast by mayors of all com-
munities. After approach appeal
the drive will open with a 15-min-
ute interview with the local post-
master by a local announcer.

Special transmissions will be
featured for May on the locals.
Six five-minute interviews with a
cross-section of the American peo-
ple have been transcribed and will
be used twice weekly on the sec-
tond, third and fourth weeks of the
month. For June 30, one-minute
transcriptions of interviews with
movie stars will be featured.

Foreign languages will be used
every Tuesday during the drive.
Already 182 stations have agreed to
broadcast in 22 different languages
during May. These, for the most

of Dick Day, WDDY announcer, and
his wife, Dorothy, in the lead-
ning role.

The venture is sponsored com-
mmercially by the Walter S. Hatherly
equipment manufacturer, plaster-
ning contractor, millwork company
and several other enterprises that
are participating in the actual
construction of a WDDY model home.

Upon completion in June the Days
with their fourth-month-old son will
move into the model home.

Format of the broadcasts are the
experiences of the Days, here-
examining a model project, in
homebuilding with interviews with
FHA personnel, contractors, manu-
facturers' representatives, etc. as
highlights of the scripts.

Currently a contest for a name
for the WDDY model home is being
conducted with an engagement ring
den for the one producing the best
idea. A prize will be given to the
best, with those in the division of
public relations, has been transferred to DSS.

Created by Trendle
CREATOR of the Lone Ranger
series is George W. Trendle, presi-
dent of WXYZ, and not James
Jewell, as incorrectly stated in the
April 14 BROADCASTING. Jewell has not been with the WXYZ interests
for many years, and was not involved in a story listing stations to be
used by General Mills when it as-
nounced Lone Ranger sponsorship
March 30. The former managing editor of the Record, who died of a
stroke on June 6, 1942, Trendle was
the originator and creator and
that Charles Livingston is
producer and Fred Striker is
writer of the program.

RCA transmitter equipment and a
W-Liner truck has been ordered
for the WHOM, Medford, Or.
A wire was authorized last November for 100 watts, as reported by the
station's owner, reports that construction will begin as soon as 200-watt power
is authorized and that he hopes to have the station on the air by July 15.

HOME FOR THE DAYS
WDDY Announcer and Wife in
Housing Project

PROMOTING regional interest in
small home building, W. G. Iver-
son Co., Minnesota home building
contractors, is presenting a daily
dramatic serial on WDDY, Min-
neapolis. Promotional efforts of
Dorothy Build a Home, draws a
real life parallel with the casting
campaign material. No straight
announcements will be asked. Adam
Hat Co. has been one of the first
to announce agreement to make addi-
ional announcements on its first broadcast April 25 at 10 p.m. Quiz Kids
will also feature special tie-ins on
its April 30 broadcast. Quiz pro-
grams will play a more im-
portant part in sounding out pub-
ic reactions, said Mr. Callahan,
by placing before the people, ques-
tions on stamps, bonds, and the
entire set-up.

Many special event broadcasts
are in process of formation. On
May 1, Secretary of Agriculture
Claude Wickard will speak on the
Farm & Home Hour, and on the
same day CBS will make a pickup
from Portland, Me., interviewing
five or six people from the town of
Medddybems, Me., which sub-
scribed to the drive 100%. There
are 100 people in the town.

As plans for the campaign take
shape, the DSS personnel is being
equipped with complete information
by the Gilchrist &amp; Co., Chicago on April 15 was named to assist
Mr. Callahan. Prior to his entrance into Government, Mr. Gilchrist was a
reporter for the Chicago Tribune, and
during the last 10 of which he was the
News' radio editor, columnist and
critic. Later he served as NBC man, was
in charge of special events in New England, after
which he was general manager of Radio Feature Service, a pub-
licity and public relations organiza-
tion. Mr. Callahan is a native of Staf-
ford, Conn., has been appointed to handle foreign language and farm activ-
ties of the radio division. A former
newspaperman with AP and INS in New
England, he came to Washington in
1938 as a correspondent for various
Connecticut papers and subse-
quently was in charge of foreign
language radio production and trans-
scription series for the Depart-
ment of Justice's alien registration
campaign. He has worked closely with the Treasury for the last ten
years, seven of them in the divi-
sion of public relations, has been
transferred to DSS.
Rare indeed are the stations which achieve the pronounced listener popularity of WKY. Few penetrate their markets so deeply and deliver to advertisers such a maximum of their markets' potential audience so consistently morning, afternoon and evening.

A recent telephone coincidental survey conducted by the Ross Federal Research Corporation to determine radio station popularity in Oklahoma City showed WKY to be a 3-to-1 favorite over the next most popular station daytimes...almost a 2-to-1 favorite nights. In fact, 23% more persons were listening to WKY day and night than ALL THREE other Oklahoma City stations combined.

That is popularity, penetration, and selling power!
No monkey

Maybe it's a draft. WI
When Mr. KXOK sells its primary more than its profits in for you.

NBC BASIC BLUE STATION • ST. LOUIS, MO.
AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, CH
do-over on their income tax . . . maybe they're signing up for the do-over it is, we can tell by their expressions that it's serious business. vertiser selects a sales medium, that's serious business too, but he difficulty choosing in the rich Mid-Mississippi Valley Market. Here, penetrates four states and receives mail from seventeen. KXOK, in 'ea alone, reaches more than 3,500,000 people, people who spend 26,000,000 per year. If you are after greater sales and bigger center of America . . . learn what KXOK's sales enthusiasm can do

KXOK

630 KC. 5000 WATTS DAY AND NIGHT
GO, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
**Free and Freely**

THE GOVERNMENT of Brazil, to foster good neighborhood and to sell its coffee crop, buys time on an American network. The Government of Ontario, to promote summer tourist travel, buys time on another. The Government of Canada buys time on the CBC network, linking both Government-owned and private stations, to sell War Savings Stamps.

On the other hand, the U. S. Army and Navy seek recruits. The Civil Service Commission needs certain specialists. The Treasury is about to launch a war bond drive. All want radio time, and all get it—free and freely, from networks and from individual stations. It's part of the national defense effort; the profit motive isn't there.

All this is well and good, and radio isn't kicking—indeed, is cooperating wholeheartedly, as the Government agencies, notably the Treasury Dept. at the moment, will attest. But radio doesn't want to be played for a sucker either in the event Uncle Sam sets up promotional budgets that might mean buying newspaper and magazine space. We don't say such budgets should be set up, but if they are there is no reason why radio should not be included, as it was in Canada.

**Fourth Arm of Defense**

ONE OF THE curious anomalies of broadcasting always has been that it is about the most hazardous yet the most fascinating of business operations. Never was that better exemplified than under current conditions.

The broadcaster, the agency, advertiser, is building in their budgets and balance sheets, are pretty well satisfied that business is booming. But when they cast a glance at the headlines or tune in a news broadcast, they find little that is comforting.

There are many unponderables in the present outlook. Priorities, taxes, the draft, drain on personnel, and the alarming regulatory prospects—all make for a confused outlook for future operations.

One thing, however, appears certain. There will always be an American broadcasting system. The complexion may be changed somewhat by virtue of national defense requirements, but the basic plan of commercial operation does not appear slated for any fundamental revamping.

An NAB convention is coming up in St. Louis May 12-15. Advance reservations indicate a record-breaking attendance, with possibly 900 industry people representing substantially more than half of the stations. They want to know about copyright, of course. They are interested in merchandising, in the daylight-saving time issue, rates, rebates and other purely business operations.

But their primary concern is the war's effect upon radio. Maj. Gen. Robert C. Richardson, Jr., chief of signals, and Maj. John C. McLeod, public relations officer of the Army, in time of war emergency the Army is charged with control of internal communications, which embraces broadcasting. More than any other individual in public life he can project for a hungry broadcasting industry the niche it is expected to occupy in the war economy.

We hope such key figures in the national scene as Lowell Mellett, the President's No. 1 public relations advisor, and Chairman James Lawrence Fly, as the head of the Defense Communications Board, can appear before the convention to impart their views on radio in the national defense picture. What is needed now is clarification of that vital consideration.

The tentative program for the convention provides for other discussions of radio's role and outlook in the emergency. Willard Chevalier, publisher of Business Week, will discuss advertising's place in the war picture.

So there are many imponderables.

With the cooperation of several of our regular advertisers, we cleared from 7:30 to 8 o'clock every weekday evening for Camp Lee programs. On March 12 we started a regular series of Wednesday evening religious services conducted by the 24 chaplains stationed there. On March 18 we got underway with a quiz show, Call to Quarters, which opens with that call by an Army bugler and during which we give away a number of new silver quarters. March 22 saw the opening of a debate series for Tuesday evenings, and the Friday spot is filled by a Camp Lee Song Party which began March 25.

March and Saturday variety programs use talent at the camp, Monday night for white and Saturday nights for negro talent.

Two or more evenings each week we take some of our station talent to the camp for an informal entertainment following the broadcasts.

Though we are just getting underway, we plan to near capacity crowds and each program seems to draw a larger audience. Each building seats about 400 and we are making arrangements for a booster amplifier for use outside the halls.

The logical question now is how much does it cost and what do we get out of it.

We estimated that with an extra salary, lines, hours consumed by engineers, transportation (180 man trips per month), prizes and miscellaneous expenses a monthly expenditure of about $340 would be required.

Being a local station without regular network affiliation although we do carry some network programs, we were able to build up the interest of the troops very quickly and we have an opportunity to offer live programs every night which are comparable to network performances. And,

**Guestitorial**

PROGRAMS FROM ARMY CAMPS

By Lee Chadwick

Manager, WPID, Petersburg, Va.

WHEN we received word last summer that Camp Lee of World War days was to be rebuilt and opened as a national defense training center for 24,000 men we joined the elated merchants in the thought of increased business and a boom in Petersbourg. The entrance to the camp is only a couple miles from the downtown business district, and conveniently for us, about the same distance from our transmitter.

We found that recreational officers were delighted at the prospect of broadcasts from the camp recreation halls, since it would provide entertainment and lighten their own burden of planning recreation for 24,000 men. Recreational officers were constantly shifted and it took many hours of contact work by Program Director Ben Miller to line things up for the first program and then to plan a regular schedule.

Broadcast circuits created a somewhat complicated problem, since there were 23 buildings. At first it seemed that the Army Signal Corps might be responsible for installation of circuits and the expected expenses, but it later developed that the local telephone company, a Bell subsidiary, furnished the loops on our usual payment basis.

We felt one program could be much more successful in coordinating camp radio activities, and hired Jack Lowe, who was working as an assistant production man on several network programs. Lowe spends his afternoons at Camp Lee making arrangements, each broadcast a gathering and rehearsing talent, as well as producing and announcing the programs.

With the cooperation of several of our regular advertisers, we cleared a spot in the 8-9 o'clock every weekday evening for Camp Lee programs. On March 12 we started a regular series of Wednesday evening religious services conducted by the 24 chaplains stationed there. On March 18 we got underway with a quiz show, Call to Quarters, which opens with that call by an Army bugler and during which we give away a number of new silver quarters. March 22 saw the opening of a debate series for Tuesday evenings, and the Friday spot is filled by a Camp Lee Song Party which began March 25.

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HENRY WILLIAM SLAVICK seems to have worked his whole life with one ideal in mind: Whatever he was doing, there were worst disasters. In the flood of 1927 and again in 1937, the entire personnel and facilities of WMC were placed at the disposal of qualified relief workers. WMC and two mobile units and a network of 17 amateur stations were working on 24-hour basis, keeping people informed on the progress of the relief work and movement of refugees. For his service in the 1927 flood, Herbert Hoo-

ver, then Secretary of Commerce, in a speech broadcast from WMC's studios gave him official recognition. Being honored for his work in the 1937 flood, he was appointed director of communications for the American Red Cross in the Mississippi district.

As manager of WMC, Hank Sla-

vick has never stopped building. In 1938 he designed and supervised the building of a second transmitting plant. With the cooperation of the construction company's engineers, he designed WMC's 61-

foot vertical radiator. His latest achievement, in February this year, was the fulfillment of a dream he has long awaited—the building of the largest and most modern studio in the South. He designed and supervised the building of the new WMC studios in the Goodwyn Institute Bldg., in the heart of downtown Memphis. With the comple-

tion of the new home, Slavick con-

ducted a dedication which caused no end of comment in the Mid-

South's two dailies, the "Memphis News Letter" following the opening, more than 11,000 people vis-

ited WMC.

Mr. Slavick is active in civic affairs. He is the past president of the Lions Club, director of the Bartlett Civic Club, treasurer of Boy Scout Troop 88, chairman of publicity of the Chickasaw Coun-

sel of Boy Scouts and director of the American Recreation Industries. For recreation he likes swimming in his own pool at home, and plays base-

ball and table tennis with his two boys, William, 13, and Philip, 11. His daugher, Diane, 8, joins in the fun. Responsible for no small measure of Slavick's success is his wife, the former Leorene O'Hara, whom he married in St. Louis in 1929.

THEODORE CORDAY, director and stage manager of several outstanding Broadway plays, has joined the NBC production staff to work under Wil-

fred S. Roberts, NBC eastern produc-

tion director. Mr. Corday was a for-

mer actor of Eva Le Gallienne's Civic Repertory Theatre.

GORDON LLOYD, formerly in the sales department of WIBA, New York and WINS, New York, has joined the sales staff of WNEW, New York.

Dudley at War Dept.

H. A. DUDLEY, consumer sales manager of the William Wrigley Jr. Co., Chicago, has been granted leave of absence to make an as-

signment in the Bureau of Public Relations of the War Department in Washington. He will assist Maj. Gen. Robert C. Richardson, Jr., di-

rector of the Army's newly-en-

larged bureau. Mr. Dudley is a graduate of Dartmouth and at one-
time was an administrative assistant for all advertising codes under the NRA.

Allen Heads WIBA

EDWIN C. ALLEN, head of the radio department of Reynolds-Fitz-
gerald, Chicago, national representa-

tive firm, and prior to that with 

Bartlett & Kent, newspaper repre-

sentative firm, on May 1 becomes  

manager of WIBA, Madison, Wis., 

replacing William Walker, resigned. 

A successor to Mr. Allen will be an-

nounced in the near future.

Guestiorial

(Continued from page 30)

of course, our listeners are vitally interested in what goes on at Camp Lee, and through the programs they may hear a different type of show almost every evening direct from the camp.

We are looking ahead when we chose the 7:30-8 period, for base-

ball games throughout the summer are broadcast over WPID beginning at 8:15. With concentration on livewire features, many locally pro-

duced, standard baseball, scores at 5:45, we feel that our evening schedule is now unusually strong for a local station.

Obviously we have no intention of selling the religious service or the debate, but Call to Quarters after two weeks trial on a sustaining basis has been offered, with immediate interest on the part of sev-

eral national accounts which hith-
terto have not used our station. After similar trial periods, we hope to offer the Camp Lejeune Song Party and the variety shows.

We are getting splendid coopera-

tion from camp authorities. We were fortunate in securing General Edmonds, Commanding Officer of Camp Lee, to make a brief talk im-

mediately preceding our first pro-

gram, and all of the officers with whom we have had contact are generous in publicizing the shows, securing halls, and working with us in every way we request them.
JOHNNY Mores, assistant manager of WOR, New York, has succeeded John S. Hayes, a draftsman, as assistant director of program operations. Frank Knight, announcer, has become the night manager and Ira Avery, assistant program manager of WNYA, Richmond, has joined WOR as assistant production man and announcer.

DR. NICHOLAS GUALILLO, conductor of the Syracuse Symphony Orchestra and musical director of the Syracuse Opera Assn., has been appointed musical advisor of WSTR, Syracuse.

JACK COSTELLO, NBC announcer on the Fitch Bandwagon program, sponsored by F. W. Fitch Co., Des Moines, recently became the father of a second son, Timothy Jerry.

JOSEPH GOTTLIEB, production director of WCAL, Philadelphia, is the father of a baby girl.

JERRY STONE, publicity director of WJAS, Philadelphia, is writing a primer on studio operations, titled the ABC of Broadcasting, for use in the city's public and high schools.

LUCILE HAGEN, of the NBC Central Division continuity department, on April 5 was married to Willard Miller, Joliet, Ill.

WILLIAM MCCLAIN, formerly news editor of WSOY, Decatur, Ill., on April 20, became the city editor of one of the largest newspapers in the state of Illinois, and news department of NBC Chicago. He will replace Ed Weber who has joined the U. S. Marine Corp. On April 19 McClain will marry Marion Cape of Decatur.

KEN NILES, Hollywood announcer, has been assigned to the CBS Take It or Leave It program sponsored by Everhard & Co., during its West Coast originations. He will continue to handle commercials on the weekly CBS Big Town series, sponsored by Lever Bros. Co.

EDDIE DAVIS, Hollywood writer, has been added to the J. Walter Thompson Co. production staff to write the Bud Abbott and Lou Costello comedy material for the weekly NBC Chase & Sanborn Sko, sponsored by Standard Brands.

TONY LEFRANO, KHJ, Los Angeles announcer, recently became the father of a boy.

ARTIE PHILLIPS, Hollywood freelance writer, has been added to the writing staff of the weekly CBS Al Pander & His Gang, sponsored by R. J. Reynolds Tobacco Co.

ARTHUR ROBINSON, of the music clearance department of WEFL, Boston, is to marry Marjorie James May 3.

ROBERT WEAR, formerly manager of the Rocky Mountain Bureau of UP at Denver and assistant UP manager in Dallas, has been named news editor of WBBN-KGKO, Fort Worth. Milton Adams, continuity writer of WBBN-KGKO, has been promoted to assistant publicist succeeding Thaine Eagle, recent drafter, and Fish Campbell, from the public relations offices of Neiman Marcus Department Store, has filled the continuity vacancy.

JOISE HAMPTON of KQA, San Francisco and Adrian Glass, script writer of KFRC, San Francisco, have announced their engagement and plan a June wedding.

REED BROWNING, announcer of KGFO-KSF, San Francisco and Kansas City, has been added to the writing staff of the program. His father, the father of a baby girl, Wendy Laurel, born April 4.

KAY LYTLE RANNEY

JUST THE OTHER DAY, Sister Kay of WFMJ, Youngstown, was married to James Ranney, engineer of the station. But that didn't mean she would give up her highly popular radio program on WFMJ, during which she reads the funnies seven days weekly and talks about children's birthdays and birthday parties. The news that she would continue her Sister Kay programs was hailed with delight, especially by the children who are on her list to be guests in the studio while she reads the comics from the Youngstown Vindicator. Each little guest is introduced during the course of the program.

JERRY BURNS, baseball announcer of WJJD, Chicago, last year, has joined WSAV, Savannah, Ga., to handle the Atlantic Refining Co. baseball broadcasts of the Savannah Indians this year. At WSAV he will also do a quarter-hour sports commentary, Sports From a Different Angle.

BERNARD JOHNSON has been named continuity editor of CBS Radio, Washington, succeeding Dorothy O'Donnell Freund, resigned.

RUTH HOWARD, daughter of radio commentator, Carl Howard, is conducting a daily half-hour program titled Your Radio Hostess, on WELI, New Haven.

AL HELFRR, sportscaster on WOR, New York, is conducting a five times weekly sports round-up 6-45-6-50 p.m. on W71NY, FM station owned by WOR, New York, as the FM station's first regular sports commentator.

MARCUS BARTLETT, production manager, Elmo Israel, director of publicity relations, and Manuel Cooper, assistant publicity director, all of WSB, Atlanta, were initiated last week into the newly-established Emory U. chapter of Sigma Delta Chi professional journalist fraternity.

STANLEY RATBRUN, talent agent, has joined Consolidated Radio Productions of America, New York, as general manager.

DOUGLAS MCKELLER, former announcer of KMTR, Hollywood, and prior to that on the KGU, Honolulu, staff has joined KFI-KECA, Los Angeles.

LEE VICKERS, announcer of WJSV, Washington, will do the commentaries on a series of film shorts which the Department of Agriculture is producing.

FAYE CASEY, of the WIL, New Orleans, commercial department, is to marry Edward C. Lutes, an Army engineer, May 6.

EDON CAMPBELL, production manager, and assistant director of WKDQ-WGL, Fort Wayne, Ind., on April 19 married Helen Jones of the continuity department.

DICK MARTIN, of KKNY, Amarillo, Tex., has joined the Daily News as editor. He will be succeeded by Jack Sitton of the Duluth News Tribune. After a six-month absence, Dorothy Hooper Holbrook has rejoined the continuity staff.

EDGAR C. DEPPENBAUGH, program director of WSOY, Decatur, Ill., on April 14 joined KGIV, Herrin, Ill., as production manager.

JACK RATHBURN has been promoted to program director of WJHP, Jacksonville, Fla., succeeding Speed Yeal who joined the Navy Air Corp. Kenneth Houseman, formerly at WHAI, Greenfield, Mass., and Bob McConnell, brother of 'Smilin' Ed McConnell, have joined the announcing staff.

IRVIN CUTLER, of New York, has joined the announcing staff of WEST, Easton, Pa.

GUY GUIONION, stage actor and recently program director of WKNY, St. Louis, will succeed Speed Yeal who joined the Navy Air Corp. Kenneth Houseman, formerly at WHAI, Greenfield, Mass., and Bob McConnell, brother of 'Smilin' Ed McConnell, have joined the announcing staff.

JACK BENNETT, announcer, formerly of the San Francisco World of Talk, has been added to the announcing staff of KGFU, San Francisco, succeeding Bill Adams, who has joined the Air Force.

ABBBOTT TERSMAN, Hollywood announcer, has been assigned to NBC Marines House Coffee Time, sponsored by General Foods Corp., replacing Don Wilson.

EDGAR BERGER, the Charlie McCarthy creator, will receive a master of arts degree June 14 at commencement exercises of Northwestern U., Chicago.

LESLIE HIRING, Hollywood pianist, has been made permanent musical director of the 6:15 Al Pander & His Gang, sponsored by R. J. Reynolds Tobacco Co. He has been filling in since resigning his former post.

JAMES SHEFTZ, announcer of WROK, Rockford, Ill., on May 1 will be leaving the station.

RICHARD DORF, formerly announcer for WNCT, New York, has joined the announcing staff of WRNY, FM station owned by WOR, New York, replacing Len Sterling, who has transferred to the WOR announcing staff.

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BROADCASTING • Broadcast Advertising
NBC Talent Agency

NBC, San Francisco, has formed a new talent agency called "Program Talent Sales". Bob Seal, formerly production manager of KFO-KGO, is head. Talent will be available to night clubs, hotels and club dates, as well as radio programs. Contracts with AGMA and AFRA have been signed and a state license to operate was secured. Coming under the agency's listings will be producers, announcers, dramatic and variety talent.

Ask Birmingham CP

TRUM SESSIONS, nephew of Niles Trunnell, NBC president, is 4% stockholder in WBAM Inc., applicant for a new station in Birmingham, on 1340 ke, with 290 watts, when WBEN, Birmingham, vacates that frequency for 810 ke. Other principals are C. W. Rochelle, regional distributor for T-N-P, 22%: Morton Simpson, dry goods department store owner, 12%: Hugh Kneil, president of Kneil Lumber Co., 12%: Paul Johnstone, lawyer, 12%: Nathan Bratton, furniture dealer, 12%; W. B. Crew, auto accessory dealer and service station owner, 12%; Peter Vredenburg, lumberman, 12%.

Kennedy Returns

JOHN A. KENNEDY, president of the West Virginia Network, and Mrs. Kennedy, returned to Charleston April 5 after an extended air tour of Central and South America, during which they visited more than a dozen countries. Mr. and Mrs. Kennedy left Jan. 25. Commentaries on the social, economic and political aspects of life in the various countries were transcribed by Mr. Kennedy and broadcast over the network.

WHOOPS! gasps the audience, and Lucky Pierre splashes off his log into the water. The tenor-faced gent really is Lowell MacMillan, sports-caster of WHEC, Rochester, N. Y., who decided to take a flyer at log-birling during Rochester's recent fourth annual Sports Show. As the camera clicked, Birl MacMillan had just completed eight seconds on the log and was on his way to the bottom of the pool—carrying with him a WHEC mike on which he was describing his sensations! Some 5,000 persons saw him immerse, and listeners for 10 or 15 seconds heard real-life gurglings as the mike went down with him.

Walker Leaving WIBA; In Station, Agency Work

W. E. (Bill) WALKER, business manager and sports announcer of WIBA, Madison, Wis., for 10 years, effective May 1, will devote all his efforts to the W. E. Walker Co., advertising agency, and to supervising stations WSAU, Wausau, Wis., and WMAM, Marinette, Wis. Mr. Walker constructed WISJ for the Wisconsin State Journal in 1931 and has been business manager of the stations since.

He established the Walker advertising agency in 1921, and shortly will open enlarged offices in the Tenney Bldg., Madison. Mr. Walker is also president of the Northern Broadcasting Co which owns WSAU, and of the M & M Broadcasting Co., which own WMAM. He will continue to supervise the operation of these stations.

Buchanan to CBS

STUART BUCHANAN, former program director of WOV, New York, and program director of KFJF, Los Angeles, and news and program supervisor of KMBC, CBS station in Hollywood, has joined the CBS program service department, filling the position left vacant by Richard Voynow, who left CBS recently to become radio director of Ward Wheelock Co., New York. Mr. Buchanan will handle principally the sales side of the program division, but also will be engaged in the creation of program ideas, according to Francis G. Barton Jr., director of the department.
WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES  -  50,000 WATTS,
CLEAR CHANNEL

THEY LIKE US!
Our listeners are our friends.
They respond to our service
with whole-hearted loyalty to
our advertisers. Meet them on—

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

IN INTERNATIONAL NEWS SERVICE
INS is now issuing more than
50,000 words of supplementary
radio mail features totaling more than three
hours "air time" weekly.

KFRU
INCOLUMBUS, COVERS THE
HEART OF MISSOURI
Winner of the "Gong Foster Peabody Award" for Distinguished and Meritorious
Public Service Programs in the local
channel group during 1940.

1400 KC. * 250 WATTS

THE OTHER FELLOW'S
VIEWPOINT

Cuban Allocations
EDITOR, BROADCASTING:
In the March 24 number of your
magazine I have noticed two state-
ments regarding Cuban stations
which have not been justified by past
history, if for the purpose, we forget
the causes and focus exclusive-
ly on the results: but on the other hand,
it seems, at least to a few Cubans,
that they do not coincide with the
proliferation of Cuba's telecommu-
nications wholeheartedly in a North
American set-up to orderly organ-
ize the use of the standard broad-
cast band.

In the article on page 10, 3d col-
umn, 2d paragraph, it states, "And
despite anticipated interference
with Cuban stations, which will un-
dergo a wholesale shift"; and also,
in the March 10th, 2d paragraph on
page 32, second sentence of the
fourth paragraph, we find: "Cuba
will not be ready for the full-scale
shift of its 87 stations," referring
to the not foreseen interference
when the changeover develops.

With statements like these, we feel
and knowing that your magazine is
in an ideal position to learn first-
hand facts as to any of the "anticipated
interferences" I would sincerely appreci-
ate if you could have a few lines dropped to the informing of said
interferences, as I have heard com-
tacts to the effect that to date the
Cuban authorities have received no
complaints.

I stated above Cuba's positive
efforts to cooperate, and proof of it
rests on the 1st page of the accord
treaty, but in the presentation of
the idea for a preliminary confer-
ence, and in the apparent successes
of both the preliminary and the
First Inter-American Radio Con-
ference, both invited, organized and
accomplished in Cuba.

Cuba was the first nation to rati-
fiy December 1937; reporting to
allocations before March 1, 1941; and
complied with it after the 29th;
had power down, and maint-
ained silent all stations off fre-
quency. That seems to be, I believe,
what Americans call "Playing
Ball".

Nicholas G. Mendoza
Havana, Cuba
April 15, 1941

 border Blast
EDITOR, BROADCASTING:
Your magazine has a reputation
for fair and accurate reporting,
and this reputation well earned ex-
cept for the occasional slip in
radio news, makes it imperative for
us to ask you to correct a series of slurring
statements regarding the Station XELO which harms this
station's reputation, and may even affect
its business. They all fall under the
"Treaty Switchover Is Engineered Smoothly" of your April 7 num-
ber.

First, you say: "The third de-
parture from the Treaty under-
standing is that of XELO, operat-
ing at Tijuana, which has been
moved to Sonora, with 50 kw.
as an I-B station using a directional
antenna. This is in defiance of
the treaty, which was to have
moved to Sonora, distance between
KEX and XELO would re-
main practically the same that it is now.

Oregon Situation
This unfortunate state of affairs
has been brought about by a de-
parture from the treaty by the
Government of the United States.
Oregon's I-B channel was accord-
ing to the treaty, 1170 kilocycles.
(See table II appendix I of the
treaty) but for some reason this
assignment was changed, at the
behest of the United States to 1190,
thus placing two I-B channels on
the same frequency along the
Pacific Coast within 1,200 miles
of each other. If KEX had been as-
signed its original treaty fre-
quency, no such an "intolerable
interference" would have arisen.

Second you continue: "Moreover
it was said this interference would
persist, since that is very little
population below Tijuana and since
XELO will unquestionably use a
directional antenna northward."
This company, in the four stations
it has owned and operated in Mex-
ico since 1932, has never used a
directional antenna, north, south,
est, or west. We have suggested
to Station KEX that they put up a
directional antenna northward
and we put up a directional east-
ward, to see how that would work,
but so far neither have done
nor definitely decided upon doing
anything of this kind.

Third, you say further: "In con-
nection with the other border sta-
tions operations it was felt in some
quarters here that these stations
are operating in defiance of Mexi-
can regulations and that the issue
may wind up in the Mexican courts!". This statement, as I have
read it, is incorrect, and is the
result of either international confu-
sion, not to mention the assump-
tion, which is in the story, that
XELO, and, in as far as it does, it is
a lie, pure and simple. Station
XELO is running as has always
been under a written authorization
signed by the Mexican Secretary
of Communications, and it is doing
so because Mexican authorities
have become convinced that mov-
ings the station 150 miles east does
not solve the problem of interfer-
ence, but only transfers it to the
Mexican courts. Such a misrepre-
sentation, even though swaddled in
the journalese "it was felt in some quarters" can
tarnish the reputation of a com-
pany that is not violating any Mex-
ican regulations, and the issue will
remain in the United States courts.

A Matter of Veracity
We do not know, nor do we much
care whether your news concerning
other Mexican stations is true or not,
but if we are to judge it from your
statements regarding XELO,
we very much doubt its veracity.
For your information, allow us
to state that we have made various
suggestions to Station KEX in re-
gard to different ways in which our
difficulties may be solved, and that
we are confident that the
Mexican authorities will see the
result as a satisfactory conclusion to
the present state of affairs, much to the
disappointment of troublemaking and
insidious gossips.

To conclude, please accept our
congratulations on the very per-
sistent and able manner in which
you are doing your bit to sabotage
our government's policy of contin-
ental solidarity.

W. E. Branch
President
XELO, P. O. Box 849,
San Diego, Cal.
April 14, 1941

EDITORS NOTE: The letterhead of XELO
bears the post office address San Diego,
Cal., though the station is located in Tiju-
aña, Lower California, about 25 miles
distant. The Mexican regulations, accord-
ing to information available in Washington,
gives that stations stations KEX and XELO
are licensed only to Mexican citizens and to serve Mexi-
can nationals. The paragraphs in the story
of April 7, to which Mr. Branch takes
exception, were inserted by 3-0 Radio
holding executive posts with the FCC. On April 7
(Broadcasting, April 11) the FCC an-
ounced receipt of a dispatch from the
American Embassy in Mexico City.
"XELO would operate under reduced
power and efforts would be made to cause
early transfer of location."
D. E. ROBINSON, general manager of WPNX, Philadelphia, was elected chairman of the New York Council of the AAAA. Dr. H. J. Williams, Mo., Erwin, Wasey & Co., was elected vice-chairman, and Scott Kimball, head of the Kimball Agency, was named secretary-treasurer. Governors elected were: Edward J. Owens, vice-president, Arthur Kudner Inc.; C. F. Han- by, presidente, Fery-Hanly Co.; H. C. Marschalk, president, Marschalk & Pratt; H. Paul Warren, vice-president, WPC Advertising.

J. STIRLING GETCHELL Inc., New York, has been appointed advertising counsel for the Wadhams division of Southwestern, Inc., which will open a new branch in Milwaukee, in the First Wisconsin National Bank Bldg. May 15. Harry H. Scott, active in Milwaukee marketing and advertising circles for many years, will be Wadhams account executive and Paul V. Carpenter, formerly representing the Allis-Chalmers' account for the Getchell agency, will also be located in the Milwaukee office.

OSCAR M. SCHLOSS, spacebuyer of McCann-Erickson, New York, has been made chief timebuyer succeeding Robert W. Tannahill who has joined Benton & Bowles, New York, as chief of merchandising. Jack Thompson, as assistant timebuyer, has been drafted into the Army. His successor has not yet been named.

STUART LUDLUM, radio director of McCann-Erickson, New York, about May 1 joins the radio department of J. Stirling Getchell Inc., New York, in a creative capacity. Mr. Ludlum's resignation follows the recent resignation of four persons from the agency's radio department.

RUTH LOVEAIRE, for the past eight years with MacFadden Publications, has joined the commercial radio department of Benton & Bowles Inc.

MARGARET JESSUP, formerly radio producer of McCann-Erickson, New York, has joined Parent's Magazine, New York, as assistant to the publisher.

WEBER SALES Co., distributors of Egofoam shampoo, has moved to 724 Fifth Ave., New York. E. P. Wheaton, president and general manager, will move his agency, Wheaton-Adv., to the same address. Telephone is Circle 6-5240.

CHARLES H. MAYNE Co., Los Angeles agency, has moved to 1709 W. Eight Street. Telephone number is Drexel 4383.

EMIL MAGOL Co. on April 14 moved its New York offices to 250 W. 57th St.

Dinner for Benny

TESTIMONIAL dinner for Jack Benny, in observance of his ten years in radio, will be staged May 9 in Biltmore Hotel Bowl, Los Angeles, with Niles Trammell, NBC president, as speaker. Clay Morgan, New York assistant to Trammell, is in Hollywood for conferences with Young & Rubicam executives and to view arrangements for the event which will be attended by radio and film dignitaries. Plans call for a half-hour broadcast on NBC, Benny made his first radio appearance May 2, 1931, on a New York station as guest of Ed Sullivan, columnist. He has been with General Foods Corp. (J. O.), a star of the weekly NBC Jack Benny Show for seven years.

Colgate Changes Show

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate dental cream), on April 17 changed the format of Ask-It-Basket from a quiz program to a variety show featuring Ed East as m.c., Charles Hawthaway orchestra, and five acts of "undiscovered" professional talent. Program will be titled Spotlight and will remain the same Thursdays, 8-30 p.m. on 82 CBS stations. Agency is Ted Bates Inc., New York.

Staley Shift

A. E. Staley MPG Co., Decatur, Ill. (starch & syrup), on April 25 switches its five-week quarter-hour transmitted dramatic serial, Betty & Bob, from WENER to WMAQ, Chicago. Contract is for 52 weeks. Betty & Bob is currently heard on WPFA, Raleigh, and WTAM, Cleveland. Agency is Blackett-Sample-Hummert, Chicago.

FARM EXPERIMENT IS BEGUN BY WVL

AN EXPERIMENTAL FARM, to be known as " Everybody's Farm," from broadcast of that name, will be operated by WVL, Cincinnati, starting April 24, to demonstrate modern agricultural methods. A 126-acre farm and scientific methods to transmit its operation in Warren County, Ohio, from which broadcasts of Everybody's Farm Hour will originate intermittently, has been taken over for the purpose. It is to be operated not as showplace but as a one-family self-sustaining property, paying its expenses all the way.

The project will adopt the most economical methods to build up the soil, increase its livestock feeding capacity, and make it as profitable on operation as possible, sharing a 50-50 basis with the present tenant, who will continue operation.

Special broadcast equipment is being installed so programs can be originated from any place on the property. Listeners to the program will be kept closely advised of the complete operation, including costs, etc. Farmers, 4-H Club members, high school and vocational agricultural students will be invited to visit the farm, to check and study its workings and appear on the broadcasts.

Auto Insurer Adds

ALL-STATE INSURANCE Co., Chicago (auto insurance), has added four stations in the New York market bringing the total to approximately 35 stations being used on a schedule of undetermined length. Being used in this series are spot announcements and local programs depending on the market. E. H. Brown Adv. Agency, Chicago, handles the account.

WELCH USING 8

WELCH GRAPE JUICE Co., Westfield, N. Y., on April 14 started a 10-week schedule of approximately 10-weekly one-minute dramatic transmitted announcements featuring Irene Rich. Stations are WMCA, WQXR, WHN, WBNX, WTC, WJAR, WEEI, WBT. Agency is H. W. Kastor & Sons, Chicago.

WAVE AIN'T MAD ABOUT MUSIC (Ky.)!

Somehow we can't get excited about the sales possibilities in Music (Ky.). Music, y'see, hasn't taken the tempo to make your sales thermometer run much of a temperature. On the other hand, you'll be a little dubious about the Louisville Area's buying power! Normally double the rest of Kentucky, it's now enriched with an extra $5,000,000-a-month defense payroll! . . . To get your share of this monetary melody, you need only WAVE—the bargain buy for complete coverage of the Louisville Area! May we send you the facts?

WAVE 970 K.C. . N. B. C. Basic Red

FREE & PETERS, INC.
THE MAILMAN comes to the home of the farmer via the airwaves on Rural Free Delivery, to be started shortly on WPTF, Raleigh. Based on a survey conducted recently at North Carolina U of what the farmer wants to listen to most, the program will include market and weather information, news of the farm in all sections of the State and a five-minute commentary on farm news. Hillbilly talent will complete the program.

Baseball Quiz

A NEW TWIST to the quiz craze is "Run, Hits & Errors," heard on WCBI, Columbus, Miss. Civic clubs compete in teams with each answer credited with a hit, error, out, etc.

Chinatown to China

FROM THE HEART of San Francisco's Chinatown, comes Chinese Good Neighbor Hour, inaugurated April 19 and shorted over KGEI on a direct beam to Asia. The program consists of the finest Chinese operas and music, and unbiased reports of world news in both Cantonese and Mandarin dialects. Special events such as the Chinese New Year and Rice Bowl celebrations will be described by roving Chinese-speaking reporters.

News Exchange

LEADING a new commentary group on The World's News, and the stock exchange will be feature of The News Exchange, NBC-Blue program. The new commentator, to be heard Mondays at 9 p.m., starting April 28, will be "China," meaning "the four tractors" selected each week to give their opinions from the following list: H. V. Kallenborn, Lovell Thomas, John W. Vandervoor, John Gunther, Edward Tomlinson, Earl Godwin, Raymond Clapper, Bauschke, Upton Close, Helen Hiett, T. R. Ybarra and Major General Stephen O. Fugua, as well as members of NBC's foreign correspondents, whenever they are in the United States, according to their appearance on the same.

Idea Tests

TESTS of audience reaction to new programs through experimental broadcasting before offering them for sponsorship, have been made in a dramatic series, "John Doe's News of Tomorrow," on KFWB, Hollywood. Based on current news items, dramatic sketches stress the importance of listening to programs. Scheduled for a studio audience, the series is presented by professional students of Hollywood Talent Scout, training school division of Hollywood Radio Playhouse.

Weekly Farmer

A NEW SERIES of dramatic programs featuring the "Farm family of the week," will start May 3 on KFWB, Fanton, S. D. The program will tell the story of the work, trials, and progress of a midwest farm family that has made farming a success through hard work and careful management. Special emphasis will be placed, not on the individual family, but on the correct farm practices that have been used in their success.

Gossip from the Wastebasket

GOSSIP about radio personalities, gleaned from WCCO, Minneapolis, wastebaskets is featured on the new NYX program, "Susie," which has been built up as the grammatically incorrect scrubwoman about the station, is heard in a five-minute spot when she answers listeners' questions and passes on any news that is not uncovered in the previous night's cleaning.

Radio Cross-Word Puzzle

A RADIO VERSION of the crossword puzzle, called "Radio Game," recently took the air on KSPO, San Francisco. Prizes are awarded to listeners who are first to telephone correct answers to the puzzle.

Who's Who at Zoo

QUIZ SHOW based on the animals at the Philadelphia Zoo made its debut April 5 on WPEN, Philadelphia, coming from the zoo grounds. Visitors are brought to the microphone, and those answering the questions correctly are given two free passes to the grounds, an incorrect answer rating the sender a pair of zoo passes as well. In addition, a novel note has been injected for the station identification. A parrot, inhabitant of the zoo's bird-house, has been taught to say "This is WPEN!"

Delayed Quiz

TRANScribed street quizzes under the title "Delayed Street Quiz," inaugurated on WSYR, Syracuse, features records of answers to a running question asked by a station announcer during the day throughout the downtown Syracuse. The question who comes nearest to the right answer receives a prize, while at the same time the participants are given an opportunity to hear themselves on the air.

Hoosier Salute

WCKY, Cincinnati, on April 14 started a new series of salute programs dedicated to Indiana towns and cities under the general title "Hoosier Salute." Heard Mondays through Fridays from 12:30-3:30 EST, the series features the music of Johnny Bowman's WCKY orchestra, with narration by Lou Johnson and readings by Olive Rackley, WCKY Good Will Ambassador.

Each broadcast is under the auspices of a local newspaper which cooperates in publicizing the series and furnishing material for the scripts.

Numbers to Remember

ABILITY of contestants to total all numbers in a giving series, the "Please program on KROW, Oakland, Cal., makes listeners eligible for prizes. Each program contains a variety of numbers—street addresses, food prices, number of sponsor's customers preceding week, month, and year, Winners get merchandise orders.

Button, Button

NEW SHOW to create morning customer traffic has started on KSTP, St. Paul. Titled "Finders Keepers," the program describes an article in the store, its approximate location, and the price. Customers are assured that the first one to find it gets it free.

Drama by the Blind

BLIND ACTORS have a chance to be radio Thespians in a dramatic series, "Fellowship House," presented on KRE, Berkeley, Cal., under the auspices of the local Lions Club.
Detroit Power

“It’S THREE TIMES AND out”, for the local electric company, as far as WBK, Detroit is concerned. When, according to the station, by coincidence or not, the municipal power system failed three times in as many days during the regular daily remote from AFL and CIO headquarters during the Ford strike, Ed MacKenzie, announcer-engineer who has handled the broadcasts, has made certain the show would go on. He has rigged up his own power system so that he does not have to rely on the utility company’s power. What’s more, he has a flashlight at his side to be sure he will read without interruption.

Ketcham Reelected

FRANK A. KETCHAM, president of Graybar Electric Co., was reelected for another year at a recent meeting of the directors. Elbert A. Hawkins, who has been vice-president in charge of sales, was elected senior vice-president, and Alfred H. Nicoll was reelected vice-president. Three district managers were elected vice-presidents: Walter H. Hoagland of Chicago, Walter J. Drury of New York and Alfred L. Hallstrom of Philadelphia. Elmer W. Shepard was reelected treasurer and Martin E. Wagner continues as secretary and comptroller.

ANNUAL GE AWARD PRESENTED TO KGO

KGO, General Electric-owned station in San Francisco, set a new high in efficiency of operation among all NBC-operated stations during 1940 and as a reward its engineering staff was awarded GE’s annual merit award for least lost time through technical failures. A plaque was presented A. E. (Shorty) Evans, engineer in charge of the transmitter, by Raymond M. Alford, GE vice-president in charge of the Pacific District, at a luncheon April 14. The ceremony was recorded and broadcast on KGO.

During 1940, KGO was on the air 6,406 hours and 53 minutes. In that time the station only lost 31 seconds or 0.00000134% of total time, a new high in efficiency since the GE awards have been made. WGY, Schenectady, was second for 1940 with 59 seconds of lost time.

The trophy is a silver plate 9 x 12 inches mounted on a wood base 11 x 15 inches. Associated with Evans in establishing the record were H. C. Dunton, James L. Ball, Myron Case, A. E. Eldredge and A. E. Fisher. O. B. Hanson, NBC vice-president and chief engineer, was special guest at the luncheon.

The 1941 summer convention of the Institute of Radio Engineers has been scheduled for the Hotel Statler, Detroit, June 25-26.

LOWEST COST

WINCHARGER

VERSICAL RADIATOR

Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section... designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for quotations on lighting equipment and complete tower erection.

APPROXIMATE COSTS

<table>
<thead>
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<th>Tower Size</th>
<th>Cost (in dollars)</th>
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<td>200 FT. TOWER</td>
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<tr>
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</tr>
</tbody>
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WINCHARGER CORPORATION

SIOUX CITY, IOWA

WHEELING, W. VA.
128 Stations Listed in CBS Rate Card

CBS Rate Card 28 to become effective July 1, just released by the network, shows a total of 128 affiliated stations, a net gain of nine stations since the last rate card, issued July 15, 1940. Payne increases have been granted 44 CBS stations and new day and night operations for stations which had to operate "sunset to sunrise".

With two exceptions which offset each other, there are no changes in rates not previously announced by William C. Gittinger, vice-president in charge of advertising. The rate for WCSC, Charleston, S. C., is reduced from $125 to $100 per night to go into effect July 1. The rate for WSPA, Spartanburg, S. C., is increased from $100 to $125. Both stations are members of the Southeastern Group.

All other rates are scaled proportionately. WRVA, Richmond, previously in the Southeastern Group, is announced on the new card as a member of the Basic Supplementary.

Recent legislation in Georgia places Atlanta, Albany and Columbus in the Eastern Time Zone.

Other improvements made by CBS stations since July 15, 1940 include new transmitters for 18 stations; new transmitters for 13 stations; new transmitter sites for 18 stations; new antennas for 41 stations; new transmitters for 12 stations; new systems for 21 stations; new screens for 11 stations; new programs and stations for 19 stations; new "research" installations for six stations; new transmitter-checking equipment; new frequencies, other than those due to the Havana Treaty, for eight stations.

_____

New Fiscal Series

F. W. FITCH Co., Des Moines, on May 3 starts a new weekly quarter, Fitch's Shampoo, 9:45-10 a.m. (CDST), on 10 NBC-Radio network stations. As broadcasting went to press, format of the program was not definitely set. Stations selected are WEAF, WNYC WMAT, WBBM, WIBF, WTOI and WBEN. Contract is for 22 weeks. Agency is W. L. Ramsey Co., Danvers, Ia.

McKesson Adds

MCKEESON & ROBBINS, Bridgeport, Conn. (Purine, blood tonic), has added WLS, WMAG, Chicago, and WMT, Cedar Rapids, Ia., to its varying schedule of one-minute transcribed announcements, thus making 29 stations used.

BROADCASTING, March 3]. Agency is H. W. Kastor & Sons, Chicago.

MISS F. E. CLOTWORTHY, secreta

TRANSCRIBED announcements for F. W. Fitch's Shampoo and Manhattan Soap Co. listed on this page in the April 21, 1941, issue under their respective names. Miss Lewis, me., was not placed for Fitch's Shampoo, and Manhattan Soap Co. list in the April 21, 1941, issue.

BROADCASTING, March 3]. Agency is H. W. Kastor & Sons, Chicago.

Butte - KGIR

Montana's only full time KBOZ and KGIR, KGIR as bonus coverage.

NUTS SERVES MONTANA'S RICHEST MARKETS

ZETT SERVES MONTANA'S RICHEST MARKETS

NUTS SERVES MONTANA'S RICHEST MARKETS

BROADCASTING • Broadcast Advertising
Radio Advertiser

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD, Chicago, on April 20 started a 15-week schedule of weekly quarter-hour programs, Announcing your Message on WFRL, Chicago. Agency is Roche, Williams & Cunningham, Chicago. Nelson Brothers, Chicago (hamburger), consistent user of local radio, on April 15 started the Voice of the Bleachers for 15 minutes preceding the baseball games on WGN. Guy Savage conducts the broadcasts. Contract is for the baseball season, Agency is George H. Hartman Co., Chicago.

TIRITTER OUSLET Co., Los Angeles (retail clothing), in a 13-week campaign ending July 3, is sponsoring a weekly half-hour program of transcribed cowboy music on KJH, Hollywood. Firm also sponsors a similar program twice daily on KRKD, with a 24-hour broadcast on Friday night; and 45 minutes on Saturday day. Announcements are used weekly on KJH with 30 per week on EPAC United Adv. Agency, Los Angeles, has the account. Bert Phillips is account executive.

NEDICK'S STORES, New York, on April 14 started promoting its side-walk refreshment stand on WHN, New York, using a nightly quarter-hour sports review titled Nedick's Sports Final and a 7-10 a.m. United Press news period seven times weekly. Agency is Weiss & Geller, New York. Besides this contract with Bert Leonard, also WHN director of sales, does the nightly Today's Baseball, sponsored on the station by Avato-Fisher Tobacco Co., Louisville. The Nedick program is heard in his home in New Rochelle, N.Y., where remote equipment has been installed.

KAVANAGH FOODS Ltd., Toronto (breakfast cereal) has started a spot announcement campaign on CBL, St. John, N.B., and GIBS, Halifax, and plans to expand throughout Canada. Account is handled by Richardson-MacDonald Adv. Service, Toronto.

MCOLL FRONTENAC OIL Co., Montreal (Red Indian gasoline) has started spot announcements on CKY and CKWX, Vancouver. Account was placed by A. McKim Ltd., Montreal.


CHICAGO GOSPEL TABERNACLE, Chicago, on April 14 started six-week quarter-hour religious programs, Monday through Saturday, and a half-hour program on Sunday, WHO, Des Moines. Contract is for an indefinite period, as more placements are planned for the near future. Account was placed direct.

CONTEST WINNER on the weekly prize program, Want's Your Idea, sponsored by Marx Inc., each Sunday on NBC-Red, 5:30-6 p.m., Mrs. Del Sanguinet of Bel- lingham, Wash., pens a contract entitling her to royalties in addition to the cash award for her radio program idea. H. H. Hobson of Grant Adv. Agency, Chicago, handling the account, flew to Bell- lingham to present the contract. Winning idea was a versified description of the song, "Alexander the Swoose!"

JOHN MURRILL & Co., Ottumwa, Ia. (Red Heart Dog Food), on June 2 reviews for 17 weeks its Big Boy Den series on WMAQ, Chicago. Program will be heard five weekdays, 12:45-12:53 p.m. (CST), during the first nine weeks and thrice-weekly at the same time during the last eight weeks. Agency is Heinrich & Hartman, Chicago.

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), in a 52-week Southern California campaign started April 10, is using 14 transcribed announcements weekly on KFVB and KFVD, with 28 per week on KGJF. Firm in addition is also currently using 15 transcribed announcements per week on KVOE KFRO KRO 3 weeks on KFHM. Radio Recorders Inc., Los Angeles, cut the series, with placement through Milton Weinberg Adv. Co., that city.

RAINIER BREWING Co., San Francisco (beer, ale). Frequent users of West Coast radio, on June 2 starts a 13-week summer campaign on 13 Cali- fornia stations, using 100-word night announcements five times weekly. Stations are KJJ KFBK KFRO KFRC KFVM KFVM KTOO KFON KFRR KFHR. Agency is Buchanan & Co., Los Angeles.

WBBM, Chicago, on April 14 started a six-week quarter-hour Morning Sports Page program. Series is conducted by Warren Brown, sports writer for the Chicago Herald-American, and presents highlights of the sports scene, predictions for the day's baseball games and other major sports events. The program is sponsored by the Morris B. Sachs Clothing Co., Chicago, through Wrede Adv. Agency, same city, on Monday, Wednesday and Friday, and Local Loan Co., Chicago, through George H. Hartman Co., same city, on Thursday, Tuesday and Saturday, 7-7:30 a.m. (CST).

AMERICAN HOME PRODUCTS, Jersey City, and Sterling Products, Wheeling, on April 14 renewed for 52 weeks the two-hour block of transcribed programs, 1:15-2:15 p.m., on WMCA, New York. Blackett-Sample-Hummert, New York, is agency.

IT'S NEW! IT'S DIFFERENT! IT'S IMPORTANT!
ANOTHER FIRST IN NBC RECORDED PROGRAMS!

There's absolutely nothing like this new NBC recorded program. It's a brand-new approach to the news behind the headlines of today.

Sam Cuff, author, traveler, lecturer who really knows his subject, tells in simple, understandable language how different geographical, economic and political factors govern present moves on the European chessboard. In brilliant and penetrating analyses Mr. Cuff explains not only what is happening but why...

Write today for presentation, rates, and availability in your city. It's by far the best sales bet in the commentary field today.
Saturday's radio works for a living! ... and pulls 1,068,593 'votes' in 5 weeks for McKesson & Robbins

The time when commercial radio toiled not on Saturday is past. Consider KMOX in St. Louis.

A year ago nine "pioneering" advertisers had Saturday morning and afternoon programs on KMOX. They were discovering that we can sell to the thousands of listeners we entertain, instruct and excite on Saturday just as well as we do on Friday or Thursday or Tuesday.

Today there are twice this number—18 advertisers sponsoring a total of 25 quarter-hours on KMOX between 6:00 a.m. and 6:00 p.m. Saturdays.

Typical among them is McKesson & Robbins, sponsor of a half-hour amateur program called "The Opportunity Hour" and broadcast each Saturday morning, with cash prizes for contestants who secure the most votes from the listening audience. In the very first week of the show, the votes totalled 132,807. The second week vote was 182,892. The third week went to 222,891 and the fourth reached 238,066. And in the fifth week 291,947 votes were cast. A total for five weeks of 1,068,593! All voting was done in drug stores by cash customers only.

There are still some choice time availabilities in KMOX' Saturday schedule. We, or any Radio Sales office, shall be glad to tell you how to take advantage of them.

KMOX ★ THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York • Chicago • Detroit • Charlotte, North Carolina • San Francisco • Los Angeles
Daylight Change

ANNUAL spring change of network and station program schedule is from standard to daylight saving time which will take place at 2 a.m. Sunday, April 27. All major network schedules will be based on daylight time.

A PARTY FOR KATE

Songstress to Be Guest on Tenth Anniversary

When Kate Smith celebrates her tenth anniversary on the air April 28, William S. Paley, president of CBS, and Clarence Francis, president of General Foods Corp., New York, present sponsor of her programs, will be guests on the CBS Kate Smith Hour to extend her congratulatory messages.

After the broadcast, CBS will give Kate Smith a party at the Hotel Astor, New York, organized by Louis Ruppel, CBS director of publicity; Bill Thomas, director of publicity of Young & Rubicam, New York, General Foods' agency, and Bill LeRoy, who handles publicity for the Kate Smith-Red Collins office.

Kate Smith's first sponsored program began for American Cigar Co. in 1931 on CBS. In the fall of 1934 she started a program for Hudson Motor Co., and in 1935 began her two-year association with the Great Atlantic & Pacific Tea Co. She has been sponsored since 1937 by General Foods for the Kate Smith Hour and by that company on her noon-day chats on CBS since 1938.

CBS Payment Plan

CBS STOCKHOLDERS, at the annual meeting of the corporation April 16, adopted a plan allowing additional compensation up to 6% of net profits for certain executives and last year because of ill health, started his career with Austin Nichols & Co., as a clerk and five years later, in 1905, joined Procter & Gamble, remaining with them until 1919. In that year he joined the Boston office of the George Pat- ten Co. as account executive. When that company merged with Batton, Durstine & Osborn, he served as business head of the company and later was in charge of a division specializing in the promotion of package goods. He had also been associated with the Curtis Publishing Co. in Boston.

WANTED

Experienced radio-time salesman between 22 and 35 years old, for popular 1000 watt regional station, located in a Middle West city, and serving a primary area of 1,700,000 people. Chance for advancement. Replies will be held in strict confidence. Send complete qualifications and photo to Box 327, BROADCASTING.

NEW BUSINESS

NEIGHBORS OF WOODCRAFT, Portland (insurance), on May 2 starts for 15 weeks Grandpa on His Pancy - Red on 23 NBC-Blue stations, Fri., 8-8:30 p.m. (PST). Agency: Mac Wilkins & Co., Portland.


Renewal Accounts

PURE OIL Co., Carswell, Tex., on May 13 renewed for 52 weeks Rattleden Edits the News on 8 NBC-Red stations, Tues.-Thurs.-Sat. 7-7:30 p.m. (EST). Agency: Leo Burnet Co., Chicago.


AMERICAN OIL Co., Baltimore, on April 28 renewed Edwin C. Hill in Human Side of the News on 50 CBS stations, Mon.-Fri., 6-6:10 p.m. Agency: Joseph E. Lemp.

IRONIZED YEAST Co., Atlanta, on April 20 renewed for 52 weeks Good Will Hour on 47 NBC-Blue stations, Sun., 10-11 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

Network Changes

WILLIAMSON CANDY Co., Jersey City (OH) candy, on April 25 shifts Famous Jerry Jerry from 10 to 11 NBC-Blue stations, Mon.-Fri., 7-7:30 p.m. (EST), to 66 NBC-Blue stations Mon.-Fri., 10-10:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on April 27 replaces Silver Theater with Silver Theater Summit, 6:30-7 p.m. on 57 CBS stations, Sun., 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

HECKER PRODUCTS Corp., New York (Shinola), on May 3 adds 35 NBC-Red stations to Lincoln Highway, making total 75 NBC-Red, Sat., 10-10:30 a.m. Agency: Benton & Bowles, N. Y.

N. Y. Agency Merger

CEcil & PREBREY, New York, on May 1 will absorb Husband & Thomas, New York. James M. Cecil, president of the former agency, will continue in that position; David C. Thomas, president of the latter agency, will become secretary and treasurer; H. L. Kneel-land, vice-president of Husband & Thomas, will retain that post in the new organization.

BELL CLOTHING Co. of Tulsa in placing its advertising schedule on KYVO has lowered over a 60% return from out-of-town business. Never having missed a day on the station since placing its first radio advertising contract in 1934, the company, with stores in Oklahoma City and Tulsa, renewed for the seventh successive year. At the signing of 1941 contract were (I to r) Wm. B. Way, vice-president and general manager of KYVO, Gene Esterline, general manager of Bell Clothing Co., Tulsa, and F. Kenyon Brown, account executive.

Starting with a program centering around the "Bell Boys," who are now heard on the current Gene Autry series, and who are under contract to Republic Pictures, Bell Clothes in 1939 started a quarter-hour daily newscast, working on a four-hour rotating schedule, using a different time schedule for four successive days. As a result of the increased demands on the Tulsa store, it has been doubled in size, and its personnel increased.

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Women's Radio Lunch To Hear Annual Awards

WOMEN'S National Committee has invited issuances to its annual awards luncheon, to be held May 17 at the Hotel Astor in New York. Awards, this year going to programs which have advanced the cause of democracy, will again be presented by Mme. Yolanda Mer-iron, WNRC chairman.

A special award will be made to Mrs. Franklin D. Roosevelt. Speakers are Raymond Gram Swing, MBS commentator, "Radio as a Force in Education for Democracy in the United States"; Dr. Antonion C. Graham, recently appointed assistant director of Latin American relations of CBS, "Radio and Pan-American Relations"; John Gunther, NBC commentator and author, "Radio and World Wide Democracy."

CANADIAN Broadcasting Corporation's Network Rate Card No. 4, dated April 1, has been released and lists all affiliated stations, their rates and their new facilities under the Havana Treaty allocations.

KDH, Dubuque, Ia., which starts operating April 27, will join CBS as the network's 178th affiliate. Owned by the Dubuque Telegraph-Herald, KDH will operate fulltime on 1370 kc., with 1000 watts.

"Didja know, Chief, that WDFD Flint Michigan is now a kilowatt on 910?"

"Didja know, Chief, that WDFD Flint Michigan is now a kilowatt on 910?"

KFRG 5000 watts day and night blankets 33 central and northern California counties ... an area of over 2,500,000 population

"The Pioneer Voice of Kansas"
MUSICIANS AT KWK WORK DAY-TO-DAY

FOLLOWING a conference with James P. Petrillo, president of the American Federation of Musicians, Robert T. Convey, president of KWK, St. Louis, has announced return of staff musicians to the station on a day-to-day basis, pending settlement of an employment dispute which resulted in a walk-out April 6.

The musicians returned April 12 under the arrangement suggested by Petrillo, it was said, with further conversations to be held regarding a full settlement.

The rupture in negotiations developed on the issue of year-round retention of a staff band of 10. Mr. Convey had proposed that the quota be reduced to 7 during the summer, with a 15-man orchestra to be retained from Oct. 1 to Jan. 1. In that fashion, the same amount of money would be expended but the work distributed on a seasonal basis. Sam Meyers, head of the St. Louis local, refused to accede to this arrangement and the men walked out. Subsequently, remote pickups for MBS, involving KWK, were ordered discontinued.

SFSAC has announced that Maxwell Weiner, New York music publisher, is its latest affiliate.

Baltimore Institutions:

WASHINGTON MONUMENT

First monument to Washington erected in the U.S.

and

WFBR

Maryland's Pioneer Broadcast Station

Because WFBR keeps a finger on the local pulse; because WFBR covers matters of local as well as national import, it is respected as a Baltimore institution.

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

Contract Gallore abound at WACO, Waco, Tex., the management claims. Typical Waco scene is said to be contract renewal ceremony in a sponsor's office—in this case that of L. Fred & Son Jewelers which has signed for paid advertising 80 programs a week. Present at the signing were (l to r) D. D. Davidson, credit manager; Lee Glasson, general manager of WACO; Iise Fred, owner of L. Fred & Son; Bernard Helton, newscaster; Hugh Tarratt, a member of the WACO sales staff.

Enriched Bread

(Continued From Page 11)

of food products—FDA and FTC—have announced they will not let the situation get out of hand. Advertisers can go as far as they like as long as they stick to the truth.

In this particular case, the truth is stranger than fiction. There is plenty to be said about "Enriched" bread and flour without getting off-base so one or both of the agencies can have a chance to crack-down. The sad part, however, is that some advertisers already have gone too far. With so much that can be truthfully said about the new products, industry leaders are hoping that, for the good of all concerned—advertising media as well as everybody else—enough restraint will be shown to prevent drastic Government regulatory action, which might choke the program at length.

This isn't all there is to the story, but it will suffice to indicate the magnitude of the campaign on which the bakers and millers will embark in the near future. There are many other details—there are the variety of processes for incorporating the various vitamins and minerals into bread and flour, but an explanation of these processes and their virtues is a matter to be left to the spokesmen of the respective industries.

In the days to come, newspaper and magazine columns and radio news broadcasts will contain plenty of news material dealing with the important nutrition program headed by Federal Security Administration McNutt. "Enriched" bread and flour will be in the forefront of this news material, and advertisers undoubtedly will tie this material into their campaigns.

Already two top-flight advertising and promotion men have found their way to Washington to work on the nutrition program. Paul Cornell, former head of the American Assn. of Advertising Agencies, has come from virtual retirement to act as liaison man between the milling and baking industries and Government nutrition agencies. Henry B. Sell, of Blaker Adv. Agency, New York, and former head of "Vitamins-Plus," is acting as a part-time nutrition promotion consultant to Secretary of Agriculture Wickard.

A word of caution—there is danger of killing the goose that is laying the golden egg. Despite quasi-Governmental sponsorship of the enrichment program, the two Government regulatory agencies dealing with advertising and labeling of food products—FDA and FTC—have announced they will not let the situation get out of hand. Advertisers can go as far as they like as long as they stick to the truth.

In this particular case, the truth is stranger than fiction. There is plenty to be said about "Enriched" bread and flour without getting off-base so one or both of the agencies can have a chance to crack-down. The sad part, however, is that some advertisers already have gone too far! With so much that can be truthfully said about the new products, industry leaders are hoping that, for the good of all concerned—advertising media as well as everybody else—enough restraint will be shown to prevent drastic Government regulatory action, which might choke the program at length.

WANTED

by independent station in major market

Musical Director with successful program experience in building both hillbilly and popular type shows. Experience must include ordinary ability with some musical instrument. Salary $100 weekly. Box 381, BROADCASTING.
WHEC Frames Bowling Strike
Weekly Festival From Alleys Draws Wide Interest
Among Rochester Radio Listeners

By GUNNAR WIG
Manager, WHEC, Rochester

PARDON US, but even with a few "frames" remaining in the series of bowling broadcasts comprised by this sports-minded station this winter, WHEC scores itself with "300" for the program's success in comprehensively covering bowling activities, building interest in the sport, providing unusual entertainment and instruction for its late-evening audience, and in more than meeting the expectations of Rochester bowlers. For this was the first presentation in Rochester of "play-by-play" bowling description.

With an estimated 26,000 persons bowling regularly in the city, WHEC decided that more time could be devoted to pin-pickers and that a general program incorporating all phases of the sport would prove of greatest interest to listeners and simultaneously best serve the sport. Lines were put in Buonomo's local bowling hall, and throughout the entire 1940-41 season, Monday nights from 11:05 to 11:45, have been devoted exclusively to bowling.

Rumble of Balls
A novel sound effect signals the beginning of each broadcast. An engineer stands half-way down the alleys with a microphone picking up the rumble of two balls on adjacent lanes, and the resultant crash with the tenpins is now a well-known signature of 40 fast minutes of broadcast action.

The program each week consists of several features. There is a pin-by-pin, ball-by-ball description of the closing frames of one of the feature matches. Two outstanding men and women Rochester bowlers, selected each week as guests, are interviewed on their bowling background and highlights of their careers. With theatre tickets at stake, these two then engage in a split-picking contest.

Another popular feature is a question-and-answer session during which the knowledge of the guests is put on the spot by questions from listeners. An impartial board of judges chooses the most interesting questions from the large number received each week. Correct answerers are rewarded with theatre tickets, and stumpers get the tickets for those who sent them in. Program concludes with general news on bowling and the listing of the high scorers ruling on the various alleys throughout the city on each particular night.

Because of the interest created by this new series, arrangements were made at the invitation of the Eastman Kodak Co. to broadcast its annual inter-plant match. Other specially planned broadcasts included descriptions from the feature team-match between the city's two outstanding feminine teams, and the semi-finals of the Rochester Times-Union women's handicap championship bowling tournament.

All the bowling broadcasts were presented by WHBC's sports director, Lowell MacMillan, assisted by Tony Buonomo, the city's No. 1 bowling instructor.

Our experience pretty well indicates that other stations, who might not have done much in the sport, will find strikes "made" and not "called" in good-will and listener-interest with the presentation of such a series.

Huss Wins Award
PIERRE J. HUSS, Berlin correspondent and central European manager of INS, on April 24, will be awarded the George R. Holmes Memorial Trophy for 1940, at a luncheon at New York's Waldorf-Astoria before 500 editors from all parts of the country at the annual convention of the American Newspaper Publishers' Assn. Cited for "the best example of an INS reporters' work", Huss will be declared the winner on the basis of battle-line dispatches, describing the collapse of Belgium and predicting that the Maginot Line could not hold.
Problems Created by the Treaty
(Continued from page 16)

ability of conflict exists in the use of any of the total 106 channels. The Agreement, at least in theory, recognizes the right of all countries to use every channel in the broadcast band.

In practice, the possibility of conflict is in relation to power and class of station. For example, conflict between Class IV stations in different countries is not likely to occur, except in the border areas.

Class III stations may present conflicts, and assignments of fulltime stations on any clear channel are apt to involve conflicts. A clear channel to which has been assigned a Class I-A station cannot be shared in another country, unless the proposed station is at least 650 miles from the nearest border.

Conflicts to Come
Interference conflicts between proposed assignments in different countries or between a proposed assignment and existing assignments will vary in degree from those which are obviously mutually exclusive to those which call for a determination of law and fact in the particular case.

At least one applicant has already been deprived of any opportunity for favorable action by the Commission because of the prior registration of a conflicting assignment in another country.

Another applicant has been required to prove in a hearing that his proposed assignment is in compliance with the Agreement. Another applicant has been confronted with an official engineering opinion that there is a "double standard" of interference, based upon the difference between a root-mean-square field intensity with a 70% limitation [Standards of Good Engineering Practice] and a root-mean-square without any limitation [Agreement Section II D.2].

A problem of foremost importance concerns the apparent conflict between Appendix I and the initial notifications. This question determines what clear channels were assigned to the countries under the Agreement.

The Agreement in a sense preempts priority of use of the clear channels in the several countries, which is not so regional or local channels. There is divided opinion as to whether the assignment of such clear channels was affected by Appendix I or by the initial notifications which were actually registered and put into effect.

The notifications actually made differ in many respects from the assignments intended under Appendix I. There are differences as to frequencies, class of stations, location of stations and operating power, and, in some instances, registrations were not made on frequencies listed.

To illustrate, under Appendix I "priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country." Canada is assigned 14 but it filed registrations on 17 Class I and Class II stations.

Cuba is assigned nine but it filed registrations on 21 Class I and Class II stations. Mexico is assigned 15 but it filed registrations on 29 Class I and Class II stations. The United States is assigned 63 but it filed registrations on 75 Class I and Class II stations.

Some 39 Class I and Class II stations were registered in addition to those listed in the Appendix. If priority of use is limited to the number shown in the Appendix, what is the priority status of the additional 39 Class I and Class II stations?

The other opinion is that the initial registrations under Section III were the ones which the treaty (which in this respect was not self-executing) actually put into effect and that the initial registrations were a modification of Appendix I. In this case, the priority reserved under Section II is limited to the assignments in fact registered. Each initial list is designated "assignments".

Change in Procedure
Another problem of some urgency has to do with procedure for registration of assignments and the determination of conflicts between notifications (Section III).

To illustrate, an applicant applies for the use of a frequency in the United States and there is no conflict with any existing station in the United States or in the North American Region, or existing stations are adequately protected by a proposed directional antenna.

The Commission grants the application and proceeds to effect registration of the assignment. It is then discovered that there is a conflicting assignment just previously registered for one of the frequencies in another country.

If both assignments are in accordance with the terms of the Agreement, the American applicant, although given a grant by the Commission, is precluded from operation. There can be many variations of the problem illustrated. Obviously, it is serious, if applicants are in continuous jeopardy of conflicting prior registrations.

The Commission is understood to be working on procedure for notifications. Whether or not the procedure evolved will give an applicant before the Commission any protection against action by the Commission upon the application is still problematical.

Will the Commission give tentative notification of each application filed? Will registration by the Commission be made at the time the application is granted? Will registration be withheld until after petitions for rehearing have been disposed of? Or until after time for appeal has expired?

Up to Supreme Court
Suppose the Commission grants an application. Suppose a new station on May 1, 1941, and registration is promptly filed which has priority. Such priority of notification is conferred upon the treaty, unless the new station, within one year, has "actually commenced continuous operation".

Suppose in this case an appeal is taken from the Commission's decision and carried to the United States Supreme Court, which might take more than one year.

Even though the United States Supreme Court confirms the Commission's grant, the applicant may lose priority and be precluded from operation.

An applicant before the Commission is now required to submit a great deal of engineering and other data in support of the application, which may involve considerable expense. From the time an applicant decides to file an application until after it is granted by the Commission, he is in jeopardy of a prior registration which may preclude use of the assignment requested.

In the case of conflicting notifications received at Havana, priority in the date of mailing governs. Notification is required by registered mail. After the filing of any notification, each government has

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.
ahead 1946.
come, or
are
able as
United
various footnotes
be
tions and
not "in accordance with
	ment"? There
Or
Is
portance
at
flicts
matters
office.
objection.

Baseball in Washington
Is Sponsored on WMAL
GENERAL MILLS, Minneapolis,
and L. P. Steuart Inc., Washing-
ton dealer for various Chrysler
cars, are cooperatively sponsoring
baseball games of the Washing-
ton Senators, American League
team. Broadcasts started April 16
on WMAL. NBC - Blue Washington
key. Arch McDonald, loaned by
WJSV, Washington, is announcing,
assisted by Ray Michael, NBC-
Washington sports announcer.

Under the contract with Clark
Griffith, head of the ball club,
the sponsors are understood to be paying
$20,000 for rights to the games,
a $10,000 reduction from asking
price. Negotiations had been
delayed while the Steuart firm ar-
ranged with Chrysler to obtain a
supply of new cars to meet the anti-
cipated demand. No war clause
is included in the contract. Until the
daylight time shift of schedules,
game broadcasts will start at 4:15.
After April 26 they will start at
3:15. Agency for General Mills is
Knox Reeves Adv.; for Steuart,
J. Stirling Getchell Inc., New
York.

RISHWORTH, Minneapolis, since
1932 educational director of KSTP,
St. Paul, on May 1 will join NBC
as assistant director of public ser-
vice programs in the eastern divi-
sion. He will assist Dr. Harrison E.
Summers, director of public ser-
vice programs in that division, who
also becomes executive director
of religious programs May 1 when
Dr. Franklin Dunham goes on leave
of absence from NBC to become
executive director of the National
Catholic Community Service.

Two FM Transmitters
Are Ordered From REL
WSPH, Philadelphia, and W38B,
Mt. Washington-Boston, have each
ordered 10,000-watt FM trans-
mitters from Radio Engineering Labs.,
according to announcement April 19
by Col. Gustavus Reinger, REL
sales manager. The No. 520DL
units, the third development in
REL's 10 kw. transmitter construc-
tion, feature a unique design com-
bining aluminum ducts for 10 kw.
tubes and the plate circuit of the
final stages of amplification with
mechanical support for the high-
powered tubes.
The John Shepard 3d FM station
on the peak of Mt. Washington at
present is using a temporary insta-
lation of the well-traveled REL 1
kw. transmitter which was used for
demonstration purposes at the last
NAB convention. However, as soon
as weather conditions permit, the
Mt. Washington station will install
its 10 kw. transmitter.

RESPONSE-ABLE COVERAGE
It's big news in Central-
Southwestern Coverage
when KWKH reaches
425,683 Listening
families* . . . that,
Mister, is circulation!
If it's maximum results
you're after, let KWKH
tell your message to
425,683 families* . . .
and THAT, Mister, is
our RESPONSE-ABILITY.

THE HOT SPOT
740 between
NBC's Red and Blue
KQW
San Jose, Calif.
San Francisco Studios
1470 Pine Street
Reps.: Reynolds-Fitzgerald, Inc.

KWKH LOUISIANA
SHREVEPORT

50,000 WATTS — CBS
425,683 FAMILIES

MEMBER SOUTH CENTRAL QUALITY NETWORK
KWKH — Shreveport  •  KTBS — Shreveport  •  KARK — Little Rock
WJDX — Jackson  •  WMC — Memphis  •  WSMB — New Orleans
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

April 21, 1941 • Page 45
Photographs on page 20 in the same (l to r) order show: (1) Arthur B. Church, president of KMBC, Kansas City, who was 21 in 1917 when he enlisted and was assigned to the Signal Corps Buzzer School at Fort Leavenworth as an instructor in radio; he mustered out as a sergeant, first class. (2) Henry C. Merritt, of the CBS sales department, who served overseas with the 38th Infantry in engagements at the Marne, Chateau Thierry, Neuse, St. Mihiel and Meuse-Argonne, was wounded in action and won the Distinguished Service Cross, Legion of Honor and Croix de Guerre with palm; he rose to a captaincy and while with the Army of Occupation was aide de camp to Maj. Gen. R. L. Howze. (3) S. C. Vinsonhaler, manager of KLRA, Little Rock, who served at Fort Sam Houston and Fort Sill with the 3d Cavalry and 19th Field Artillery Brigade in 1917-18; his adjutant at Fort Sill was the present Supreme Court Justice Hugo Black.

Koy Cooperates
A HELPING HAND by Koy to its fellow Phoenix station, KTAR, according to the former's press release. It was found that KTAR to bring Arizona farmers the noise of water spilling over Roosevelt Dam. Water released by Roosevelt Dam filled the entire district and filled the huge reservoirs of the dam for the first time in 20 years, preventing a drought. The Koy special events crew fought its way through a storm to the giant dam for a special broadcast. However, KTAR's special crew was detained by slides and floods. In the emergency Koy announcer Jack Williams turned a Koy mike over to Lee Carson, KTAR announcer. An interstation line was arranged in Phoenix between the two stations and the big event became a joint cooperative broadcast.

Movie Industry Awards Plaque to 'Screen Guild' FIRST PLAQUE ever awarded a radio program by the motion picture industry was presented to the CBS Screen Guild Theatre on the last broadcast of its current cycle for the Gulf Oil Co., Pittsburgh, April 20.

Mary Pickford, representing the Assn. of Motion Picture Producers, Screen Actors Guild, Screen Directors Guild, and Screen Writers Guild, made one of her rare radio appearances to present the silver plaque to Roger Pryor, director and m.c. of the program. Plaque read:—"Award to the Gulf Oil Co.'s program for eminent achievement in furthering the advancement of the allied arts of motion pictures and radio."

The Gulf series has contributed more than $800,000 in the last three seasons to the campaign of the Motion Picture Relief Fund to build a home for needy motion picture industry workers, while this year's receipts will be more than $300,000. Replacing the program April 27 after its current cycle will be "World News Tonight" in the Sunday 7:30-8 p.m. period on CBS. Agency is Young & Rubicam, New York.

Plans for New KRJF ONLY the general manager and chief engineer of the new KRJF, Miles City, Mont., have been selected thus far, but it is expected the station will be ready for operation by July 1. This is reported by W. F. Flinn, general manager of the Star Printing Co., publisher of the Miles City Star, who stated he will be general manager and will select a station and studio manager. Chief engineer, who has already joined the staff, is Henry Poole, former Navy and Transradio operator and recently with K WAL, Walla Wall., Wash., Transmitter and control equipment have been ordered from RCA and tower from Truscon. KRJF will operate with 250 watts on 1340 kc.

WSAM, Saginaw, Mich., has established commercial offices on the mezzanine floor of the Hotel Baumer.
FIRST in the Field of F-M BROADCAST RELAY EQUIPMENT

• R. E. L. developed and installed the first F-M Broadcast Transmitters and Relay Equipment. We specialize exclusively in the Armstrong phase-shift method of modulation whereby frequency stability is directly controlled by a crystal, eliminating the necessity of counter feed-back. Our advanced facilities and pioneering research keep R. E. L. F-M equipment far ahead of the rest of the industry. Today, in the broadcast F-M field, you'll find more R. E. L. equipped stations in daily operation than all other makes combined. And NOW R. E. L. offers a line of F-M Broadcast Relay equipment.

HERE'S THE R.E.L. MODEL 538 150 W. F-M RELAY TRANSMITTER

SPECIFICATIONS:
Operating Frequency: 156-161 MC
Frequency Stability: plus minus 500 cycles at 161 MC
Fidelity: plus minus 1 db. 30-16000 cycles
Distortion: Below 100 cycles 1%
Above 100 cycles less than 1%
Noise Level: 76 db. below 100% modulation—hum included.
Frequency Swing: 100 KC max. for 100% modulation

Contained in single cabinet with necessary power supplies for operation from 220 volts 60 cycles—associated relay pick-up receiver furnished with self-contained power supply for operation from 115 Volt 60 Cycle.

SOON TO BE ANNOUNCED:

The New Model 560 50 WATT F-M Relay Broadcast equipment for operation in the 330-344 megacycle band. Here is the perfect circuit for studio-to-station F-M program relaying AND HERE ARE ADVANCED SPECS:

Operating Frequency: 330-344 MC
Frequency Stability: Plus minus 1000 cycles at 344 MC
Fidelity: Plus Minus 1 db. 30-16000 cycles
Distortion: Below 100 cycles 1%
Above 100 cycles less than 1%
Noise Level: 76 db. below 100% modulation—hum included.
Frequency Swing: 500 KC max. for 100% modulation.

Contained in single cabinet with necessary power supplies for operation from 115 volts 60 cycles—Associated relay pick-up receiver also furnished.

The first F-M relay transmitter (250 watts at 156 Mc) in the World, installed by R.E.L. for the Yankee Network in Boston, Mass., relaying to Paxton, Mass. (45 miles, airline) and in operation 16 hours daily since May, 1939.
May Frame Policy
(Continued from page 9)

order (No. 78) to determine whether joint control of newspapers and stations tends to result "in impairment of radio service".

A meeting of his committee of 44 (Broadcasting, April 14) is slated to be held at the Waldorf-Astoria, in New York, Sunday, April 20, at which time an executive committee of five to seven men will be named. There also was to be a financial committee and a research group, with plans to be discussed for retention of legal counsel, a research head and a consulting engineer. Presumably, selection of legal and engineering counsel will await the actual FCC hearing, but a research project may be launched promptly.

The Sunday meeting will be followed by a general session April 22 at the Waldorf-Astoria, during the annual meeting of the American Newspaper Publishers Assn. The some 300 publishers identified with ownership or affiliation of broadcast stations have been invited to this session. Steps will be taken to raise sufficient money to defray the probable hearing costs.

Ethridge Approved

Drafting of Mr. Ethridge to head the newspaper group, it is indicated in official quarters, has been received favorably by the Administration. After his first conference with the President April 3, the assignment of Mr. Mellett to the newspaper ownership study first was disclosed.

It is believed, however, that the new "national policy" study will encompass all phases of broadcasting, rather than merely the ownership issue. In certain White House quarters, the view is advanced that some abuses do exist in broadcasting but that these can be corrected without disrupting normal processes.

That the FCC is not adhering to an ironclad policy of holding in abeyance all newspaper applications for licenses in a surprise decision announced last Wednesday, granting KTRH, Houston, newspaper-owned station affiliated with the Jesse Jones interests, 50,000 watts power on 740 kc. The Houston Chronicle is the parent of the station. Previously, in the FM realm, the FCC had granted the application of Gordon Gray, Winston-Salem publisher and station owner, for a new FM station at Mt. Mitchell, near Asheville, despite the newspaper ownership investigation order and the suspension of other newspaper grants.

The KTRH grant was followed by an announcement that WNOX, Knoxville, owned by Scripps-Howard Radio, had been granted a construction permit to increase its power to 10,000 watts on 990 kc. The Knoxville grant was not announced until Friday, though the Commission's press release stated the action was taken Tuesday—or one day before the KTRH announcement. This constituted a third important deviation from the originally indicated policy under the newspaper investigation order of holding all newspaper applications in abeyance. In some quarters it was regarded as an "offset" to the KTRH grant.

The FCC's sudden completion of its scrutiny of the 150-page Network Monopoly Report came on Monday, April 14. It was indicated the Commission wanted to issue the report by April 28, after revisions according to instructions by its law department, but there was doubt that that deadline could be met.

It took the Commission a little more than a month to complete its review of the law department's version of the final report, having begun consideration March 10.

A Drastic Document

All current signs are that the report will be just as drastic as at first indicated, proposing to revise, by regulation, virtually the entire business structure of broadcasting as it exists today. In addition to the report, there will be actual orders, rather than merely proposed orders, to invoke the conclusions reached by the Commission, the majority having concluded (Case and Craven dissenting) that the Commission has the jurisdiction. The theory is that the hearing already has been held (having occurred during 1938 and 1939) and that no further steps need be taken by the Commission. It appears that only sketchy and vague instructions were given the law department by the FCC on pointing up the report. General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh Jr. were instructed to revise the document along the lines specified, and to submit the orders carrying the terms into effect as speedily as possible. Since Commissioner Paul A. Walker will hold hearings in the Southwest beginning May 1, the Commission would prefer to have the report completed in final form before his departure, although this is not now regarded as likely.

Whereas the original law department version proposed nothing in the nature of direct separation of the Red and Blue network of NBC, the FCC, in its instructions to the department, is understood to have requested that such a separation be stipulated on grounds of parity and monopoly.

In no instance does the FCC propose to regulate the networks directly. Rather it would be accomplished through individual station licensees. Since each network owns and operates stations, the approach can be made in that way.

A possible way of forcing separa-
tions of the Red and Blue, insofar as the FCC plans are concerned, may be the requirement in the new rules that no station may take programs from a network organization, supplying programs to another outlet in the same city. That automatically would preclude dual network operation.

It was clear that NBC would fight in the courts any move to force the sale of the Blue network. Despite this, representatives appeared before the FCC, as urged two years ago by the President himself, but may result in sharp toning down of the report.

The whole philosophy behind the major networks, that there should be no exclusive network affiliation or option time, and that the network would contract for a particular "program series", whatever the market.

The Craven-Cove minority consistently has held that such an operation would reduce the status of networks to that of mere program brokers and thereby to an industry operation. The best programs, they have argued, would gravitate to the bigger stations in particular markets, with secondary stations, now protected by exclusive network affiliations, probably losing out entirely.

Outstanding Provisions

Based on views expressed in official circles, the following may be regarded as the salient provisions of the report as it stands approved today, though it cannot be emphasized too strongly that the document may be far different when finally released, probably next month:

1. Ban exclusive network contracts, with arrangements in no event to run beyond the station license term of one-year.

2. Conclusion that existing network-affiliate contracts covering option time are contrary to public interest and restrain competition. Networks to serve stations on a "program series" basis rather than on full-scale commercial schedules.

3. Ban on ownership of more than one station in the same city by the same interests. Opportunity would be allowed for owners to "dispose" of other stations. Otherwise renewal will be set for hearing under the projected new rule.

4. Prohibition against dual network operation, which would be handled on renewal applications of affiliation, would be prohibited against the network or networks.

5. Prohibition against dual network operation, which would be handled on renewal applications of affiliation, would be prohibited against the network or networks.

6. Prohibition, not yet clearly defined, against network participation in the transcription field, as resulting in suppression of competition, and possibly also in the concert and artists fields.

FAN STUFF hot from the barber chairs is heard on WHK, Cleveland, under sponsorship of J. T. S. Co., Elyria, O. (rubber heels), Titled Homers & Haircuts, it is heard three times weekly during the baseball season. Pinky Hunter (left) and Jack Graney go from chair to chair with a portable mule, interviewing occupants. Best interview wins some free tonsorial treatment. Here Hunter interviews E. C. Sheeler (behind feet), account executive of Carr Liggett Adv. Agency, handling the T. S. account. In rear is barber.

Serves Air Crash ALBERT H. CRAWFORD, vice-president of the Kawanha Broadcasting Co., operating WQKY, Charleston, W. Va., was one of the passengers on the Pennsylvania Airliner that crashed five miles southwest of Charleston April 16 on its flight to Pittsburgh. Crawford, along with five other passengers, escaped unharmed from the wreckage. Program Director Joe Matthews of WQKY had Crawford on the air in a special interview 45 minutes after the crash.

JOHN COWLES, vice-president of Iowa Broadcasting Co., is one of 13 candidates nominated for five vacancies on the Board of Overseers of Harvard, it was revealed in the bulletins distributed recently to Harvard alumni. Gardner Cowles Jr., his brother, who heads Iowa Broadcasting Co., last year was elected to the Harvard Fund Council.

WELCOME BACK WORLD'S CHAMPION REDS AND "ROOTERS"

I take them out to the ball game—they take me into their homes. Here in Cincinnati are the World's Champion Baseball Fans! Enthusiasm runs wild from April through September. But Crosley field will only hold 35,000 people, so thousands of fans go to the games with me. For home runs in Cincinnati, let the Winged Plug of WSAI score "hits" on your selling team!

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WFMJ Youngstown's Favorite Station

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

COVERAGE OF FLOOD

WDAY Sends Its Mobile Unit

200 Miles to Scene

COMPLETE coverage of flood conditions in communities in the northern Red River Valley, by land, water and air was brought to listeners by WDAY, Fargo, N. D. When news of the conditions reached the station, its mobile unit was sent to Roseau, Minn., 200 miles away. Interviews with the mayor and folks who were most affected by the flood, together with a description of the area, were featured.

At the conclusion, the WDAY crew attempted to move its mobile unit to Elvarado and Forest River, N. D. Discovering that the towns were isolated by the high water, the entire equipment, including a portable recording machine, was loaded on a railroad car and sent to those points. Records were made at the towns, photographs taken and broadcasts were presented on return of the crew to Fargo.

Meanwhile two members of the WDAY staff, both pilots, took off in the station's plane to collect photos and information which were built into a half-hour program on their return.

CBS FIELD TESTS FOR COLOR VIDEO

CBS plans to begin regular field testing of its television transmitter in New York about June 1, according to Adrian Murphy, CBS Executive director of television. Emphasis will be put on transmission of pictures in full color, he said, but it has not yet been decided whether black-and-white images should be dropped completely.

The chief problem, he explained, is not at the transmitter end but one of reception. Several manufacturers have expressed considerable interest in making color receivers and work is progressing towards putting them into production although none are being produced at this time. There is no doubt about their eventual production, Mr. Murphy stated, but it is doubtful whether color receivers will be available by June 1.

EDUCATIONAL COUNCIL

TO ADVANCE education by radio and to make the CBS School of the Air of the Americas a truly Hemispheric project, representatives of most of the countries on the American continents have joined to form a Pan-American Council, a project discussed recently at the National Education Congress in Cincinnati. CBS director of education, is chairman of the new council.

JOHN H. LITZELMAN, of the FCC legal department, is to leave April 28 for Fort Meade, Md., where he will undergo physical examination before starting active military duty at Fort Meade, Va., as a captain in the coast artillery reserve.

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Broadcast Advertising April 21, 1941 • Page 49
3 REASONS

The three most important characteristics of a radio antenna are COVERAGE, STRENGTH, APPEARANCE. In all three the highest rating goes to BLAW-KNOX Vertical Radiators. Their wide coverage makes them more profitable, their greater structural strength cuts maintenance cost, their clean lines lend distinction to a station. We'll gladly explain more fully why these three superiorities are your three best reasons for using BLAW-KNOX Vertical Radiators. Write or wire.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX VERTICAL RADIATORS

ARBOR DAY PROGRAM of WCKY, Cincinnati, featured Bolton S. Armstrong (right), president of Mabley & Carew Co., local department store, interviewed by Jack Foster, WCKY announcer. Mr. Armstrong during the last 30 years has given more than 240,000 trees Arbor Days to Cincinnati school children. The interview was part of WCKY's High School Treasure Chest which is conducted by local high school students. Mabley & Carew Co. has used spot advertising on the station for ten years.

Oregon Session Reviews New Radio - Libel Law
OREGON STATE BROADCASTING Assn., in a meeting at Portland April 12, presided over by President Lee Bishop of KMSD, Medford, discussed the various phases of music copyright, legislative matters and local radio problems.

John W. Kendall, Portland attorney, reported on the activities of the association which resulted in the passage of the radio-sponsored libel bill in the Oregon Legislature. C. W. Myers of KOIN-RALE, Portland, spoke on the latest copyright developments. George Murphy, of Pacific National Ad Agency, delivered an address to the meeting at a luncheon session on the aspects of radio-agency relations.

Attending the sessions were:
Glenn McCormick, KOIN; Marshall Penn, KOIN; David A. Brown, KOIN; John G. Bauriedel, KOIN; G. A. Wheeler, KWID; W. Caro, KWDD; J. A. McLaughlin, KOIN; O. D. Cox, Robert Prigmore, James Bachman; Ralph Rogers and Bill Mock; KGK-X; C. Roy Hunt, Ted Kroonen, H. M. Swartwood, C. W. Meyers, Harry Berkendahl and John Walker, KOIN-RALE.

Frank King Heads NAB 5th Region
Continued Aid Is Voted BMI; Sales Managers’ Session

ELECTION of Frank King, general manager of WMBR, Jackson ville, as NAB district director for the 5th district, comprising Florida, Georgia, Alabama and Puerto Rico, occurred at the April 11 district meeting in Jacksonville. He will serve for two years, effective with the NAB convention next month, and succeeded W. Walter Tison, general manager of WFLA, Tampa. The meeting was the last of the series of pre-convention district sessions required by the by-laws.

The 50 broadcasters present heard a discussion of industry problems, including Carl Haverlin, station relations manager of BMI, who led a discussion on the music problem, with C. E. Arney Jr., assistant to NAB President Miller, representing the NAB executive staff. The meeting endorsed the work of BMI and urged its continued support by the industry.

Sales Meeting

Following the general session, sales managers of the 5th district held a meeting, presided over by Norman McKay, sales manager of WQAM, Miami, and chairman of the committee for the district. Attending the meeting were:
Don Joesot, Maurice C. Coleman, WAGA; E. D. Ford, WABO; Hal Ed Norton, WAPI; J. M. Conner, WATT; Jack Williams, John J.alford, WAXY; J. C. Bell, WBRC; R. H. Wells Jr., WCRA; Bill Covington; R. B. Barley, WOCV; Ralph Nicholson, L. D. Mitchell, WDAE; J. D. Duncan, WDAK; Harold F. Danforth, WDDO; Walter Tison, WFLA; Glenn Martin, WJFP, WJW; Harold E. Murrin, WDDO.

John Hopkins, Evelyn Boote, WJAX; H. C. Wells Jr., WHF; George A. Hassel wood, WLOF; "Red" Cross, WMZ; Frank King, WBMS; W. A. "Red" Sox, WFMZ; John F. Finkelm, MMGA; H. W. M. Woody, WPAX; Fred Miner, Norm MacKay, WQAM; J. W. Woodruff Jr., J. A. Davent, WJBD; W. R. Rignone, WWDW; Harry Quayler, WQRA; Frederick Kearney, WRRS; John M. Stahl Jr., WEB; Harold E. Mill, J. A. DeMatteo, WMFX; Harry Johnston, WQAM; J. E. A. Waller, WJSN; Marjorie Willis, WDDO.

9th District Session
SALES MANAGERS of the NAB Ninth District, comprising Illinois and Wisconsin, met at the Stevens Hotel, Chicago, April 11 to discuss payment of salesmen, coordination of sales and program departments, and merchandising efforts. Attending from Wisconsin were Ed Conniff, WBKSD, La Crosse, president; Haydn R. Evans, WTAQ, Green Bay; J. C. Gallagher, WHBY, Appleton; Harold Green, WREX, Racine. From Illinois were Walter M. Koessler, WROK, Rockford; Jack Heinta, WCSS, Springfield; Don W. Craig, WICS, Joliet; Roy O. Pearson, WHFC, Cicero; Art Harre, WAAF, William R. Cline, WLS, Chicago.

Stoker in KDYL Post
ED STOKER, since 1938 assistant musical director of KDYL, Salt Lake City, has been appointed musical director, replacing By Woodbury, according to S. S. Fox, president and general manager. Mr. Stoker joined the musical staff of the station in 1937, aiding Mr. Woodbury in forming the KDYL orchestra.

Mr. Stoker
Previous to that, he toured the West with an orchestra of his own, and is a pianist and violinist. In his new post Mr. Stoker will m.c. the studio band and handle music clearance for all talent shows.

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BROADCASTING • Broadcast Advertising
WELCOME! Recently to WPTF, Raleigh’s Ten-Year Club, were four additional members. Receiving handsome 21-jewel wrist watch, watches from Richard H. Mason, general manager, for “ten years of loyal service” were (I to r): Willard Dean, technician; Gordon Meriwether, bookkeeper; Sam Liles, transmitter operator; and Alton Tripp, control supervisor.

Disc Debates
DEBATES by transcriptions have been contemplated by Colgate U with six colleges throughout the country. Each institution will make a recording of its own speeches, questions and answers after manuscripts covering the three phases of the contest have been exchanged with Colgate. Colgate will then make its own additional arguments in support of its sponsors’ arguments for final distribution to about 15 stations located near the participating institutions.

KMB, Kansas City, recently carried a scheduled 15-minute program, “The View,” as part of the National Broadcasting program. The broadcast, conducted by Phil Evans, KMB’s farm counselor, was the first to be presented under the farm show umbrella, and included a weekly program of agronomic and marketing information.

KMBC, Kansas City, has added the “Armour Drug Department” to its already successful program lineup. The program, conducted by Armour Drug Department representatives, features interviews with doctors and pharmacists, and is designed to provide listeners with a full news summary, regardless of the time they tune in.

WWL, New Orleans, has organized a safety patrol to help the local police department reduce traffic accidents. The WWL mobile unit is cruising the principal streets of the City calling attention to all traffic violations. Announcer Frank Hennessy is on duty with the microphone, assisted by a policeman.

WWL has decided to continue Renfrew Valley Barn Store, which originated on the station several years ago, because its Boone County Jamboree has grown to such proportions as an air show and a country music festival that the station cannot handle both.

KLS, Oakland, Calif., recently inaugurated its 1,000-watt RCA transmitter, reconstructed antenna tower and other new equipment, installed under supervision of Russ Butler, engineer. KLS was first built and is still owned by S. W. Warner and his brother, E. N. Warner. It first went on the air in February, 1921.

KGB, Tyler, Tex., on the occasion of its tenth anniversary was cited for high community support in a special eight-page section of the Tyler Journal. Contained were pictures of the entire station personnel with biographies of the executives and news of note about the station.

TREAT THEM RIGHT
WMZA Employees Directed to Be Cordial to Visitors
AS A RESULT of an oft-repeated disagreement in experience in other stations, Wilton Cobb, promotion manager of WMZA, Macon, Ga., has issued a set of rules to his staff concerning the treatment of visitors to the station. He tells of standing around more than 15 minutes in the reception room of a station waiting for any of several employees standing around to recognize him and ask his business. Such a visitor, Cobb points out, may have been a time buyer or an advertiser, and with such treatment all good will would be lost.

In his order, Cobb said: “As long as our door is open and we are unable to hear the actual broadcasts of other stations, we are unable to provide listeners with a full news summary, regardless of the time they tune in.”

Dixon Tells of Qualities Required in Radio Jobs
“A COLLEGE education is not needed to break into radio,” Sidney Dixon, NBC Pacific sales manager, declared in a recent round-table discussion before 300 advertising students from Southern California schools and colleges. “A very high percentage of network executives and employees never went to college.”

Speaking as part of a panel arranged by the Los Angeles Junior Advertising Men and Women, Mr. Dixon asserted that hard work and sincerity are more important. “I’ve always believed ideas make budgets and that the right idea can create a budget.” You’ve got to have an idea first, you’ve got to believe in your product and know more about it than anyone else. NBC will hire production men as production men—but they must have ideas and be able to put them on paper.”

Participating in the panel discussion of radio advertising were Don Belding, vice-president, Korem Thomas; Robert L. Philippi, director of public relations and advertising, Union Oil Co.; R. E. Eiler, advertising manager, California Fruit Growers Exchange; Dr. Thurston Ross, director of School of Merchandising, U. of Southern California.
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**APRIL 12 TO APRIL 18, INCLUSIVE**

### Decisions

**APRIL 15**

ETRR, Houston—Granted CP change to 740 kc 50 kw, new transmitter, directional.

EXYZ, Houston—Granted CP move transmitter to Deepwater, Tex., use KTRR transmitter license to 300 kw N & D, change to 3000 kc directional N.

WDIR, Detroit—Granted CP increase to 1100 w, change to 1220 kw directional.

WMOO, Champaign—Granted petition for reconsideration and grant for change of tone of call letters, application for hearing, and granted application for hearing.

### Applications

**APRIL 15**

WKNE, Keene, N. H.—Voluntary assignment of license to WYQF, Utica, N. Y.

WCNW, Brooklyn—New transmitter, increased size.

WDDJ, Detroit—Modification CP to 950 w, directional.

NEW, Paderburn Broadcasting Co., Henderson, N. Y.—60 kw directional.

WLAP, Lexington, Ky.—License move transmitter etc. specifying 1450 kc under treaty.

WICA, Ashtabula, O.—CP new transmitter directional N, increased size.

WJAS, Pittsburgh—Modification CP increase to 5 kw N & D, directional N, 1220 kc under treaty, change antenna.

KPRC, Houston—Modification CP directional N, increase to 5 kw N & D, asking 950 kc under treaty.

WDMX, New Orleans—Modification CP change directional antenna, specify 1280 kc under treaty.

NEW, WHAM Inc., Birmingham—CP 1400 kc 250 w unlim. WGBN facilities when vacated.

WKMG, Hutchinson, Kan.—Authority transfer control, amended to change transfers from Taylor, Wyse & Brown to Stanley March 505; Wm. Wyse, 45.5%; and Wesley E. Brown 15%.

NEW, Hennessey Broadcasting Co., Butte, Mont.—CP 1400 kc 50 w unlim.

NEW, Commercial Radio Equipment Co., Knoxville, Tenn.—CP FM 44.9 to 22,094 sq. mi., 673,780 population, amended to 5340 st., 750,669 population, change antenna.

KDYL, Salt Lake City—Modification CP directional N & D, increase to 5 kw, change antenna, asking 1320 kc under stockholders.

**APRIL 18**

WMCA, New York.—Modification license to 5 kw N & D, change antenna.

WMPF, Wilmington, N. C.—Modification license increase to 550 w N & D.

KMPC, Beverly Hills—Modification CP increase from 6 to 11 kw.

### Tentative Calendar

**APRIL 21**

NEW, Yankee Network, Boston; Outlet Co.—Providence—FM applications, 443 mc.

**APRIL 22**

NEW, Camden Broadcasting Co., Camden, N. J.—CP 500 kc 500 w unlim.

**APRIL 23**

NEW, CBS Inc., Boston—CP FM 43.5 mc.

**APRIL 25**

WTEL, Philadelphia—CP 1500 kc 250 w unlim.

May 4

Hearing to be held in Pensacola, Fla., May 5, 1941, application to increase power to 50 kw, City and Ocala in re revocation of licenses of WYMC and WDLP.

May 7

KFKN, Shenshadoe, Va.—License renewal.

### Keys Completes Staff

KEYS, Corpus Christi, Tex., on the air since March 8, has announced completion of its staff to include Charles R. Terry, chief of the station, as general manager; Bill Hughes, former commercial manager of KISI, Corpus Christi, commercial manager; Bill Newkirk, from KTBG, Austin, and WACO, Waco, program director; H. B. Lockhart, previously with KRIS and KGO, Bivinsville, chief engineer. Gates available transmitter and console are being used. Winchek tower has been erected and Presto turntables installed.

### GATES AMERICAN Corp.

is making available to broadcasting stations a new booklet compiling complete cost data. FCC data for filing, illustrations of installations and helpful hints in putting the new station on the air. Booklet is available to any new or prospective station on request.

### NATIONAL RECORDING SUPPLY Co.

Hollywood, has been appointed Southern California distributors of Distow Mfg. Co.'s play-back and cutting needle line.

### WVIR, Kansas City—CP 710 kc 5 kw directional N & D.

WTCN, Minneapolis—CP 710 kc 10 kw unlim.

**MAY 19**

NEW, Camden Broadcasting Co., Camden, N. J.—CP 500 kc 500 w unlim.

JUNE 12

WQBC, Vicksburg, Miss.—Modification CP to 1650 kc 500 w D unlim.

JUNE 16

WIXZ, WIXY, General Electric Co.—Television license hearings.

JUNE 18

WBLF, Wilkes-Barre, Pa.—CP synchronous station.

JUNE 20

WOOD, Grand Rapids—Voluntary assignment.

### Keys

**Chief Engineer**

Now "22 tribe" has heir worthy of name. Western Electric 22D Portable Speech Input Equipment is true full-blood...follows tribe tradition of rugged construction, deluxe appearance, high fidelity. On my mixer and control.

One brave handler—like swiping candy from popaose!

Help Wanted

Announcer-Engineer—$100 per month. Send transcription. Box 397, BROADCASTING.

Announcer-Engineer—Good voice, experience unnecessary. $300 per month. Box 398, BROADCASTING.

Combination Announcer-Operator—$250 per month with 40 hours per week. Box 399, BROADCASTING.

Wanted—Experienced announcer-engineer $600 weekly. Send transcription with experience and salary expected. Box 388, BROADCASTING.

Combination Announcer-Engineer-Net Station—In West Texas. $300 weekly plus benefits. Send transcription and photo. Box 387, BROADCASTING.

Operator—Graduate student with license at once. Give full details. Address: Box 111, McBroom, Miss.

Salesman—For sale of equipment. Address: Box 11, Hack, Minn.

wanted—Wanted Experienced combination announcer-engineer $500 weekly C.B. affiliate. Send transcription with experience and salary expected. Box 386, BROADCASTING.

Announcer—Wants connection with eastern network affiliate. Thoroughly trained in news, ad lib and general assignments. Has tested early morning chatter shows. Network experience. 30 years old. Address Box 376, BROADCASTING.

Operator—Forced to leave present position through no fault of his own. Experienced on Western Electric equipment. Both control and transmitter experience. Has best of references from present employer. Can take station break announcements. Record on request. Write or wire collect, Charles Holmes, kwjm, Willmar, Minnesota.

To Promote Styles

NEW YORK Dress Institute, recently organized jointly by the International Ladies Garment Workers Union and New York dress manufacturers to establish New York as the style center of the world, has appointed J. Walter Thompson Co., New York, to handle its $1,000,000 promotional campaign. No details of promotion plans have been divulged, but it is understood radio will be included.

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Professional Directory

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D.C.

JOHN BARRON

Consulting Engineer

In Broadcast and Telecasting Industries

Earle Building, Washington, D.C.

McNARY & CHAMBERS

Radio Engineers

National Press Bldg., D.C. 1205

Washington, D.C.

PAUL F. GODLEY

Consulting Radio Engineer

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

PAGE & DAVIS

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D.C.

A. EARL CULLUM, JR.

Consulting Radio Engineer

Highland Park Village

Dallas, Texas

CLIFFORD YEWDALL

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. WILMOTTE

Consulting Radio Engineer

Designer of First Directional Antenna Controlling

New York, N.Y.

Advertise in BROADCASTING for Results!

April 21, 1941 • Page 53
Radio to Be Prominent in Discussions Of AP and ANPA at Annual Meetings

NEWSPAPER - RADIO relationships, always a favorite topic of discussion when publishers gather, is expected to receive even more than normal attention at this year's meetings of the Associated Press and the American Newspaper Publishers Assn., following the recent FCC announcement of an investigation of newspaper ownership of broadcasting stations.

Both organizations will convene at the Waldorf-Astoria Hotel in New York, the AP on Monday and the ANPA the following three days.

Etridge Group

Preceding the AP meeting, the committee of 44 newspapermen appointed by Mark Etridge, vice-president and general manager of the Courier-Journal and Louisville Times, to plan means of combating any move to outlaw station ownership by newspapers, will hold a preliminary session on Sunday at which time a steering committee will be appointed.

On Tuesday there will be a general meeting open to any publisher owning a radio station, holding station stock or having an application for radio facilities pending.

These are the only scheduled discussions of radio during the week. The subject is conspicuously absent from the ANPA agenda, which this year even omits the customary report of the radio committee. It was explained at ANPA headquarters that the only occurrence during the past year worthy of committee report was the FCC move toward newspaper-radio divorce and that since this was being handled by the Etridge committee the ANPA officially would neither discuss the matter nor take any action.

The only mention of radio in the convention's preliminary program was in the list of topics suggested for discussion at the Tuesday meeting of publishers of papers with circulations of less than 50,000. This is a question concerning the costs of station operation and the loss of advertising of the paper to the station.

There is possibility, however, that the subject of station-ownership may be raised from the floor of both ANPA sessions Wednesday and Thursday, which might result in the adoption of a resolution voicing the group's opinion of the FCC move. Whether or not this occurs will undoubtedly depend on the outcome of the meeting of station-owning publishers on Tuesday.

Not on AP Agenda

The same situation applies to the AP meeting, at which radio is not part of the official agenda but which may discuss any subject raised by any AP member. Nor has radio any scheduled part in the convention of the National Newspaper Promotion Assn., also meeting at the Waldorf, Monday through Wednesday, although it may be mentioned by Gardner Cowles Jr., associate publisher, Des Moines Register & Tribune and owner of KRNT and KBO, in his paper on "Tomorrow's Newspaper Promotion".

Government officials are scheduled to give the major addresses at the luncheons and banquets during the week. Jesse Jones, Secretary of Commerce, will speak at the AP luncheon Monday, Col. Frank Knox, Secretary of the Navy, and C. R. Smith, president of American Airlines, are featured speakers at the ANPA Bureau of Advertising dinner Thursday. Paul V. McNutt, Federal Security Administrator, and Richard R. Deupree, president of Procter & Gamble Co., will address the Bureau's Wednesday afternoon session, which will also feature a "board of experts" quiz with Col. Leroy W. Herron, advertising director, Washington Star, as interlocutor.

London Raids Hit Networks' Offices

Two Suffer Slight Injuries As NBC Branch Is Struck

LONDON headquarters of both NBC and CBS were completely wrecked in the intensive German air raid April 16, NBC for the second time and CBS for the third time since the start of the Nazi bombings of England seven months ago.

None of the employees in the two offices were injured although Florence Pearle and Mildred Boutwood, secretaries in the NBC office, were shaken and bruised by falling debris. Both girls are survivors of the Dec. 8 bombing of NBC headquarters, when Fred Bate, NBC chief London representative, was injured.

CBS received first word of the bombing at 6:45 p.m. New York time when Edward R. Murrow, chief of the CBS London staff, reported it on The World Today news round up. As Murrow expressed it:

"Tonight having been thrown against the wall by blasts which feel like nothing so much as being hit by a covered Ford and having lost our third office which looks as though some crazy giant had operated an egg-beater in its wire gags, we know that we have been bombed."

Soot Everywhere

At 8 a.m. on April 17 on the CBS news of Europe program, Charles Collingwood of the CBS London staff described the debris-covered streets of London and the wrecked CBS office building "with soot lying everywhere and chairs and tables strewn all over."

John MacVane, NBC London correspondent in charge while Bate is in this country on vacation, described the bombing on the 7:15 p.m. NBC News Roundup and on April 17 at 1:50 p.m. gave a vivid picture of "the devastation wrought by the raid.

"Bombs raked practically every part of the London area," MacVane said. "Burt is in charge while Bate is in this country and will do the reporting."

"I was able to get around after dark. Judging the number of bombers is pretty much guesswork but if you figure 400-600 bombers consisting of high dumping fire bombs and high explosives on London you can get some general idea of how it was. Some of the raiders dropped their bombs one by one. I got them in sticks of two or three or more. The incendies, many of them Molotoff Cocktails that explode in the air and shoot out the bombs in a shower, started blazes that lit the sky."

Stong Suit Dropped

INJUNCTION suit brought by Phil Stong, author, against CBS and Wm. Winckler and Son was discontinued April 14 out of New York Federal Court when Judge Murray Hulbert did not sustain Stong's complaint on preliminary injunction. Plaintiff charged plagiarism of his book "The Defend-ant's Program".

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