IN THIS ISSUE: CITIES ON DAYLIGHT SAVING TIME

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

APRIL 28, 1941
Vol. 20 • No. 16
WASHINGTON, D. C.

DENVER'S STANDOUT STATION

CBS
5000 Watts
560 kc.

FOR STANDOUT RESULTS

MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
IT WAS a long trail home for the settlers who came to Fort Industry’s trading post on the Maumee River at the turn of the 18th century. The trips for provisions were made only once or twice a year, and it was with the prospect of several days’ wearisome travel that the pioneer cracked a bull whip over the heads of his team. Today that trail is shorter. In the time it would take the curling whip to crack out its command, the voices of WSPD travel to thousands of homes in Toledo—in Northwestern Ohio—in Southern Michigan; voices crying the wares of the great city that has grown on the ground of old Fort Industry.

WSPD is particularly sensitive to the rhythm of progress, for today the Voice of Toledo celebrates its 20th birthday. Casting a quick glance backward, WSPD can sense a certain kindred nostalgia with pioneers of another day.

WSPD
Represented Nationally by THE KATZ AGENCY
Leadership in Library Service

A Brilliant Innovation...

in the field of library service starts in our May first release: the first of a series of uninterrupted symphonic music on transcriptions! Standard Radio has acquired the famous Los Angeles Philharmonic Orchestra conducted by Henry Swed- rofsky for this series.

Except on live broadcasts, symphony music has heretofore been restricted to phonograph records. Now for the first time, stations may have the advantage of performing the world's finest music, without having to change or turn records. Now complete movements and selections, regardless of length, are recorded without a break. The further advantages of the high-fidelity, wider range and imperceptible surface noise of transcriptions, make this program material even more desirable.

The first releases include one complete movement from Sibelius' First Symphony, which runs ten minutes, and Moussorgsky's 'Night on the Bare Mountain', which runs nine and a half minutes. Other selections are 'Allegretto' from Brahms' Second Symphony and Brahms' 'Hungarian Dance No. 6', representative of the types of music to be released in the future.

It will pay you to investigate Standard Program Library Service and learn why over 300 radio stations have chosen it for their musical program needs. Standard's reputation of 'leadership in library service' is based on long established leadership in extra service features.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

No finer tribute has been paid to the Standard Radio Program Library than the simple statement: 'It's dependable.' Dependability is the foundation upon which Standard Radio has been built... Our subscribers know they can depend on brilliant showmanship, technical perfection and salability in every Standard release... they know they can depend on Standard to meet their transcribed musical requirements... It is this dependability which has won for Standard Radio a large and loyal following, which answers 'Yes' to the question:

"Are Your Transcriptions Up to Standard?"

Welcome to:

KMYR—Denver, Colo.
KPOW—Powell, Wyo.
W5SNO—New York City
WKWK—Wheeling, W. Va.
WALB—Albany, Ga.

Largest List of Active Subscribers!

When you think of **New Orleans**

you think of:

Rue Royale . . .

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

*FOR SALE: 903,105 Customers*

(Genuine, grade A-1, active: Guaranteed to buy what you sell.)

KOIL
OMAHA, NEBR
12 Million People To Spend
325 Million Dollars in
Michigan's Vacationland
this year

Industrial Activity
Gaining Momentum
Business Holds Near Record Levels as
Emphasis on Nation's Defense
Drive Continues

KEEP YOUR SALES UP
this Summer in Michigan
with the
MICHIGAN RADIO NETWORK

KEY WXYZ STATION
DETROIT

KING-TRENDELE BROADCASTING CORPORATION
National Sales Representative: PAUL H. RAYMER CO.
WCAE
PITTSBURGH

announces the appointment
of

THE KATZ AGENCY, INC.

as its exclusive national representatives
effective

MAY 1, 1941
Summer Activity
MEANS
EXTRA PROFITS
FOR YOU IN
THE NATION'S
WEALTHIEST
MARKET

America's No. 1 Market* is America's No. 1 Vacationland as well. And this year, more than ever, this beautiful area will be a mecca for vacationists from all parts of the nation. Take full advantage of this increased buying power. Use WTIC... the one medium which will reach all these people.

The country's wealthiest* market and that market's foremost selling force is a combination not to be missed! So why not make plans to let WTIC put your message across in Southern New England as so many national advertisers are already doing?

*1940 Income Figures of Division of Industrial Economics of the Conference Board.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
HOW'RE YOU DOING IN ST. LOUIS?

St. Louis is one of the wonder cities of America’s Midlands. The nation’s seventh in population, it is third in value-per-capita of manufactured products, and does a wholesale business nearly three times as large as its $385,000,000 annual retail business. That gives a pretty good picture of the city’s ability to buy your merchandise—and to sell it, too!

Exclusive St. Louis outlet for the NBC Basic Red Network, and operating at 550 KC, KSD has both the coverage and the audience in the entire St. Louis trading area. The Distinguished Broadcasting Station, KSD has since 1935 led all other St. Louis stations in “Firsts” in 18 nation-wide Radio Program Star Popularity Polls, voting for listeners’ preference. KSD is therefore the choice of most smart national spot advertisers. And it’s an economical choice because it delivers this area without waste.

Let us give you all the facts about KSD and the St. Louis market. “Ask your Agency to ask the Colonel!”

KSD
THE POST-DISPATCH STATION
550 KC . . . NBC Red
ST. LOUIS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

Exclusive National Representatives:

WGR-WKBW ...... BUFFALO
WCKY ...... CINCINNATI
WDAY ...... FARGO
WISH ...... INDIANAPOLIS
KMBG ...... KANSAS CITY
WAVE ...... LOUISVILLE
WTST ...... MINNEAPOLIS-ST. PAUL
WMBD ...... PEORIA
KSD ...... ST. LOUIS
WFBL ...... SYRACUSE

IOWA

WHO ...... DES MOINES
WOC ...... DAVENPORT
KMA ...... SHENANDOAH

SOUTHEAST

WCSC ...... CHARLESTON
WIS ...... COLUMBIA
WPTF ...... RALEIGH
WDBJ ...... ROANOKE

SOUTHWEST

KGKO ...... FT. WORTH-DALLAS
KOMA ...... OKLAHOMA CITY
KTUL ...... TULSA

PACIFIC COAST

KECA ...... LOS ANGELES
KOKI-KALE ...... PORTLAND
KROW ...... OAKLAND-S. FRANCISCO
KIRO ...... SEATTLE
President Names Ethridge for Radio Study

Hough Heads Press Group; Thacher-Kaye Counsel

WITH THE drafting by President Roosevelt of Mark Ethridge to undertake a "survey of the entire situation now existing" in broadcasting, fears of any immediate upheaval in radio by regulatory fiat have been allayed. The view still prevails, however, that the industry faces an uphill fight against imposition of restraints on newspaper-ownership and other business phases of radio operation.

Disclosure of the Ethridge appointment by the Chief Executive came at a meeting in New York, April 22, of 200 publishers of newspapers identified with ownership of stations, at which time the were completed for creation of an organization to resist any Government move toward divestment of newspapers from station ownership.

A reassuring note in the President’s letter read by Mr. Ethridge was that “no action is contemplated that would affect any present ownership of stations in connection with the projected inquiry into newspaper ownership.

Thacher Named

After electing Harold V. Hough, of the Fort Worth Star-Telegram, operating WBAP and co-owner of KGKO, to the chairmanship of the newspaper station group, Thomas D. Thacher, of New York and Washington, one-time Solicitor General and a former Federal judge, was designated chief counsel. Assisting the hard-hitting attorney in the preparation of the case to be presented to the FCC will be Sydney M. Kaye, vice-president and general counsel of Broadcast Music Inc. and a prime mover in its organization, who will be associate counsel.

Mr. Ethridge read to the special session at the Waldorf-Astoria last Tuesday the letter from President Roosevelt, which asked him to become his personal advisor on the formulation of a new national policy to govern radio. Mr. Ethridge thereby undertakes the assignment originally slated for Lowell Mellett, director of the Office of Government Reports. Mr. Mellett viewed the task as too special-

JUDGE THACHER

ized and is preoccupied with other matters [Broadcasting, April 14, April 21].

The unprecedented action of the President in selecting from the industry a figure to make the all-inclusive radio survey at a time when the FCC has been moving in on all industry fronts was acclaimed in broadcasting circles, though the gravity of the outlook is not discounted.

Even more significant, it was thought, is the fact that Mr. Ethridge was assigned to an over-all study rather than one restricted to the newspaper issue, culminating in the submission to Mr. Roosevelt by his new personal advisor on broadcasting suggested changes in the existing law.

Mr. Ethridge, vice-president and general manager of the Louisville Courier-Journal and Times, which operate WHAS, on April 20 had announced to his special committee of publisher-broadcasters that he would accept the President’s mandate as a “personal venture”. At the same time he resigned as chairman of the newspaper station group. This group was created to prepare for the FCC inquiry which had been ordered on March 19 by the FCC majority (Order No. 79) under instructions from the Administration.

The Ethridge committee of 44 [Broadcasting, April 14] at the April 20 meeting, designated a steering committee under the chairmanship of Mr. Hough to prepare for the April 22 session, and subject to the entire group’s ratification, to lay plans for meeting the issues raised by the FCC. It was at the Tuesday meeting, after hearing a full exposition of the current situation from Mr. Ethridge, including the authorized reading of the President letter (see page 10) that the Steering Committee selection of Judge Thacher and Mr. Kaye was ratified.

The entire group, impressed by Mr. Ethridge and Mr. Hough with the serious outlook and fearful of a squeeze play designed to exclude either newspapers or newspaper owners and stockholders from owning all or part of any radio station, practically unanimously approved a budget of approximately $200,000, to be raised by assessments of newspaper station revenues (see page 10).

Mr. Ethridge emphasized that he is undertaking the survey purely as a “personal venture”, though the President’s letter asked him to assume it either as a completely personal venture or as a representative of the radio industry. Mr. Ethridge said he felt he was accordingly obligated to resign as chairman of the original planning committee, and could serve neither on the Steering Committee nor continue as a director of the NAB. He will not stand for reelection at the St. Louis convention of the NAB as one of the two directors representing large stations.

Ethridge Survey

It is presumed Mr. Ethridge will take a leave of absence from his Louisville work and start the study, which may require several months. He may find it necessary to organize a staff. Meanwhile, it logically is expected that the FCC will not issue new regulations on business aspects of broadcasting now under scrutiny, until the President has had occasion to consider Mr. Ethridge’s findings.

The Steering Committee chosen by the Committee of 44 will function at least until the FCC hearings. FCC Chairman Fly and other Administration figures have assured Mr. Ethridge these meetings will not be hastened and will not be called before full opportunity has been given the newspaper interests, the expected intervenors and the FCC’s own counsel to prepare their cases. The hearing probably will be called sometime after June 1.

The Steering Committee is regarded as representative of all classes of newspaper-owned stations, and its members were elected without regard to their network affiliations. It was emphasized this was to be handled as a newspaper-ownership issue exclusively and was not to be confused with—and if possible not involved with—the network monopoly, multiple owner-
Radio Publishers Adopt Method to Raise $200,000 to Meet the Press-Radio Issue

WITH FEW dissenting votes radio publishers, at a meeting held last Tuesday in New York last Tuesday to plan ways of meeting the press-radio issue raised by FCC Order 79, approved the plan on the understanding that based on station income designed to raise $200,000 for payment of hearing and contingent expenses. The plan was devised by Ernst & Ernst, public accountants, and it was explained that it was based on gross income less agency commissions and frequency discounts. Funds distribute, in the amounts were passed among the membership and many were signed immediately. It was stated that 194 of the 294 stations involved were members of the NAB, these being included in the total of 244 stations for which their income records were available. From these could be raised $199,000. The other 50 stations include seven identified with newspapers but not yet constructed, or that were in the planning process and remain, mostly smaller stations, for which figures were unavailable. Chairman Harold Hough declared it was a strong point of the Steering Committee, whose treasurer is Tennant Bryan, manager of the Richmond News-Leader and an official of WNOL and son of the president of William & Mary College, to spend the entire $200,000 if it could possibly be avoided. The assessment schedule, based on 194 stations was:

<table>
<thead>
<tr>
<th>Rate</th>
<th>$ 0 to $ 15,000</th>
<th>$ 15,001 to $ 60,000</th>
<th>$ 60,001 to $ 125,000</th>
<th>$ 125,001 to $ 250,000</th>
<th>$ 250,001 to $ 500,000</th>
<th>$ 500,001 to $ 1,000,000</th>
<th>$1,000,001 and over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chairman Hough has been designated by Amon Carter, publisher of the Fort Worth Telegram, to devote all his time if necessary to the work of his committee and its counsel. He stated that headquarters will be established in New York and Washington, and that an executive secretary will be named. Also to be named will be a staff of researchers and statisticians to be under the direction of one to be chosen, who will assist Judge Thacher in preparing the case. "As I see it," Mr. Hough told the Tuesday meeting, "we ought to be glad to meet this issue out in the open. It has long been smouldering beneath the surface, and now we have a voice with our story frankly and openly. Newspaper-owned and affiliated stations have done a good job and are proud of it. We've done a lot for radio and can do a lot more." "We are going to present a factual case, and we have nothing to hide from the Commission or the public." Not an Inquisition

From Mr. Ethridge came assurance, reflecting the views of President Roosevelt, that the FCC hearings will be "inquisitorial" in character. Mr. Roosevelt, who is a friend of Mr. Ethridge and understood, assured him both in the letter and personally that the primary objective is to keep radio "as free as possible" and the public is to "explore" the problem as a whole, does not intend to upset the status quo precipitously and is concerned with a trend, admittedly of recent origin, of growing control of radio by newspaper interest. But Mr. Ethridge did not attempt to minimize the importance of the situation that the newspaper interest is in radio or proposing to get into radio, whether through corporate ownership, personal stock ownership, or personal wireless. "I have been assured that this will be a fact-finding inquiry," he said, "and the facts to be explored will be agreed upon in advance. But don't for a moment think there will be no response to this and I have a moment that its outcome will not affect all of you."

It is presumed the Ethridge response will play a big part in the determination of ultimate policy, but it will be submitted independent of the hearings—and it was made plain that it would be submitted with Mr. Roosevelt's full knowledge that Mr. Ethridge is a newspaperman directly interested in a radio station. It is possible that Mr. Ethridge, who was tendered a vote of thanks and confidence by the meeting, will appear as one of the witnesses at the inquiry.

Most of the Committee of 44 or their proxies, and some additional radio publishers, appeared at the Sunday closed sessions at which the questions and arguments outlined were agreed to by Mr. Ethridge. After the Steering Committee was elected, it met in continuous session until the Tuesday meeting, calling in Judge Thacher and Sydney Kaye for conferences and going over a proposed assessment plan by Ernst & Ernst. Commissioners wanted help from the NAB and BMI system of assessment. Names of nearly a dozen proposed counsel were considered before it was agreed to submit the name of Judge Thacher.

Nothing went on in the Steering Committee's parleys was withheld from the full meeting two days later. That meeting opened with Mr. Ethridge's announcement of his resignation and Mr. Hough's announcement of the Steering Committee, the latter being approved without opposition. Then Mr. Ethridge discussed the chronology of events since he began his inquiries. He went first to Chairman Fly, he said, and was assured there was no desire to "hurry us into an hearing without preparation." He was told the Commission, its docket loaded with many other matters, was ending its hearings but would hear nothing before June 1. Then he went to see Lowell Mellett, director of the Office of Government Reports, Stephen Early, White House, and President Roosevelt. Inquiring into the motives behind the order, he was soon convinced that everyone in the newspaper business connected with radio, even if only holding 1% in

President Names Ethridge to Survey Whole Radio Problem...

FOLLOWING is the full text of the "Dear Mark" letter from President Roosevelt, asking the Louis Michael, asking the Louis Michael, Union Station, Kansas City, in the letter, informing the publisher of the sort of hearing would be held at some un-named date by the FCC on the question of joint radio and newspaper ownership. As you know, the question is one that is continuously incubating, and meantime which the Commission never yet has laid down a guiding policy.

"Airing of the subject in this manner is the democratic way and I am sure is not a thing to which publishers can object. After a thorough exploration of all factors presented, it may be possible to formulate conclusions and recommendations in determining cases that are arising in the future. (No action is contemplated that would affect any existing ownership.)

"So much for the proposed hearings. In the meantime you have indicated a deep concern in the whole problem of radio in America—its ownership, its regulation and its public service. You have been impressed by your intelligent and informed interest and I am aware of your rather unusual experience in this field. I am wondering if you would be willing—as a completely personal venture or as a man of the future—to undertake a survey of the entire situation now existing and recommending any suggestions you may have for changes in the existing law. This would be a real service to me. "I have had a lot to do to try to keep radio free. I am certain therefore that newspaper publishers are.a part of the principle, now established after a long fight during the present Administration, that the public is entitled to as many broadcasting stations as the spectrum will permit, so long as there are operators who wish to use stations and so long as technical interferences are avoided. This technical limitation on the number of transmitters gives the Government its principal function in the realm of radio, that of referee to determine who the operators of the limited number of stations shall be. I have asked Chairman Fly to take such measures as he will he will welcome such an outside study as I am suggesting here. In any event the answers to be sought are these:

"How to keep radio free, as part of our purpose to keep all channels of public information free. This includes, naturally, how to prevent monopoly of radio operation or ownership.

"How best to utilize radio in the public interest.

"Because of the great importance of this matter to the American people, I wish that any suggestion you come up with as to the special interests involved, I trust I may have for a favorable response to this request."
ANPA Meeting Leaves Radio In Special Committee Hands

Publisher Tells of Frequency Discount Success; AP Session Discusses Broadcasting Indirectly

DESPITE the intense interest of all newspaper publishers, whether station owners or not, in the current FCC investigation of newspaper control of broadcasting, the subject was not discussed during the sessions of the 56th annual meeting of the New York Publishers Assn. held April 22-24 at the Waldorf-Astoria Hotel, New York.

Feeling was expressed by ANPA officials that this matter is being well handled by the special committee, which conducted a meeting of all publishers with radio interests on Tuesday afternoon (see story on page 9), and that there was no need for the ANPA to take organization action.

Report Omitted

Following this line, the customary report of the ANPA radio committee was omitted from this year’s convention. The investigation of Federal Laws mentioned in its report the FCC Order 79 and the resolution of Rep. Wigglesworth (R-Mass.) asking for an FCC investigation of newspaper ownership of radio stations which has been referred to the House Committee on Rules, but there was no discussion of the matter from the floor of the meeting.

Radio, however, still received a due share of attention from the publishers. On the opening day, devoted to newspapers of less than 50,000 circulation, J. S. Gray, Monroe (Mich.) Evening News, and F. S. Warden, Great Falls (Mont.) Tribune (KFBB), discussed the question of station operation by a small paper and how much advertising a paper loses through station operation.

Mr. Gray cited FCC figures showing that the smaller the market the more the station depends on local advertising. In cities of less than 25,000 population, he said, 74% of a station’s revenue comes from local advertisers. This drops to 67% in cities of between 25,000 and 50,000, and to 50%, in cities of more than 50,000, he reported.

Mr. Warden said that while his paper had felt some competitive influence from its station there had been no particular loss of business.

The question of the desirability of a paper owning an FM station was also touched on by Mr. Gray, who said that it is too early yet to determine what the effects of FM operation will be.

Lee R. Loomis, Mason City (Ia.), Globe Gazette (KGLO), reported on the experience of his paper in establishing a frequency discount rate for local advertisers, similar to radio practice. Plan was designed to get advertisers from small local concerns and was limited to copy of three columns inches or less, he said, with discounts given after 13 insertions, and further discounts after 26, 59, and 92 insertions. The plan worked out very well, he reported, the paper securing more than 200 new accounts and the advertisers getting good results from repeated insertions.

Circulation Growth

In his opening address at the Wednesday morning meeting, ANPA President John S. McCarrns, Cleveland Plain Dealer (WHK, WCLE, WHKO, WKBN), said that in 1940, U. S. daily newspaper circulation in the United States averaged 41,131,611, an increase of nearly 1,500,000 over 1939, 13,000,000 over 1920. Since 1920 population has increased 26%, newspaper circulation 47%.

High spot of the Wednesday afternoon session, held under the auspices of the ANPA Bureau of Advertising, was the address of Richard R. Deupree, president of Froster & Gamble Co. Using the soap business to illustrate, he said that in 1880-90 the housewife paid 5 cents for Ivory Soap and 5 cents in 1941, though raw materials have doubled in price and wages have risen tenfold, and Federal taxes, unknown 50 or 60 years ago, now cost the manufacturer a sum equal to his factory payroll.

“It does not seem possible,” he stated, “that expenses such as I have mentioned could be absorbed if we had not advertised Ivory Soap almost continuously since 1882. If through false reasoning or any other cause, worthwhile, honest advertising is crippled and hampered, it would be the death blow to real industrial development.”

Improvements in national advertising in newspapers were reported by William T. Thomson, director of the Bureau of Advertising. There is an “astonishing dealer preference” for radio and magazine advertising, he declared, “because radio and magazines have been busy selling the retailers while newspapers have largely been indifferent or too busy to bother about something that doesn’t affect today’s lineage.”

During the “Board of Experts” quiz session that concluded the afternoon session, several of the questions concerned radio. William H. Howard, executive vice-president of R. H. Macy & Co., New York department store, said in answer to a question: “If anybody tells you that radio for a department store cannot be made to pay off, I think you ought to examine his line of reasoning because ours indicate that it can.”

AP Discussion

Radio was mentioned tangentially by several publishers during the discussion of a resolution on hours of publication at the Associated Press meeting on Monday. While the debate was largely concerned with the competition of morning and evening newspapers and the feeling of the latter that the resolution favored the former by giving them the right to publish AP news from 7 p.m. to 9 a.m., or 14 hours, leaving only 10 hours to evening publishers, one of whom pointed out that he can get AP news for use on his radio station at hours when it is not available for a newspaper. As a result of the discussion the group author-

Walter M. Dear Elected

As President of ANPA

WALTER M. DEAR, Jersey City Journal, vice-president last year, was elected president of ANPA for the coming year, succeeding John S. McCarrns, Cleveland Plain Dealer, who becomes a director. Linwood I. Noyes, Ironwood (Mich.) Globe, was elected vice-president; Norman Chandler, Los Angeles Times, and William G. Chandler, Scripps-Howard Newspapers (WNOX-WCP) (WMC-WMPS), were re-elected secretary and treasurer, respectively. Directors elected for two years include Mr. McCarrns; Jerome D. Barnum, Syracuse Post-Standard; David W. Howe, Burlington (Vt.) Free Press; W. E. MacFarlane, Chicago Tribune (WGN); F. I. Ker, Hamilton (Ont.) Spectator; George C. Biggers, Atlanta Journal (WSB), also was elected a director.

There were two broadcasts in connection with the ANPA convention, both on Thursday evening. Penn Tobacco’s Vop Pop show on CBS, 7:30-8, included interviews with Gen. Hugh Johnson, Beatrice Fairfax, Arthur (Bugs) Baer, Inez Robb, Otto Saglow and Charles A. Smith, all familiar newspaper bylines. From 9:30 to 10, MBS carried the address of Secretary of the Navy Frank Knox.

The appointment of a committee to study the matter of a complete revision of AP’s by-laws.

Creation of Press Assn. Inc. as an AP subsidiary to handle the sale of news to radio, the AP Laboratory and other activities not immediately concerned with the news and news pictures to AP membership (Broadcasting, Jan. 27) was described in the report of the board of directors to the members.

(Continued on page 27)
DURING recent weeks there has been a lot of discussion pro and con regarding radio station merchandising, to the point where some broadcasters want the NAB to "pass a law". This sounds a little peculiar, coming from men who yelp like scalded kittens at the bare mention of further Government regulation and restriction . . . from station operators who shout that in radio, each station is "different". Advertisers naturally are concerned—but probably will have to take it or leave it—if NAB members actually take such a radical step.

However, I believe the immediate noise and smoke have confused the fundamental question, which started out as "how much merchandising should a station give". Fundamentally, no NAB member wants industry restriction which will eliminate competition, individual initiative and, most important of all, the value of radio as an advertising medium. It is not typical of the NAB to try to tear down a good thing.

Service That Is Better

So first assuming that station merchandising has a definite value, perhaps the issue will emerge as, not "how can we restrict or limit station merchandising"—but "what merchandising cooperation does the advertiser need from stations . . . how can stations improve their merchandising, to make it more effective and more profitable for the stations as well as the advertiser?" This sound more like the radio industry.

The current controversy has at least focused attention on station merchandising. And without advancing any of my own arguments or reasons, I furthermore believe most broadcasters will finally agree on these points:

(1) It is necessary to merchandise any radio campaign (already agreement here).

(2) Station merchandising, when properly handled, has a direct bearing on the success of a radio campaign.

(3) Station merchandising is primarily station selling—and in the long run will benefit the station just as much as the advertiser.

(4) Radio stations can give certain merchandising services which cannot be handled by the advertiser.

So (5) broadcasters should organize their merchandising departments to give cooperation the advertiser must have, and organize the operating details on an economical, efficient and mutually profitable basis.

First, if I attempt to speak with any authority on what the advertiser needs, it is not because of my vast experience—but because of lack of it. I have been on the advertiser’s side of the fence only for the past year. Under these circumstances, I sometimes found out what the advertiser needed to carry out a successful campaign—with painful suddenness.

From the station’s standpoint, radio men have a right to tell me to stay on my side of the fence. But here pure habit is responsible. I spent some years selling radio advertising—not for the powerful basic network outlet, but for the regional and local, sometimes without network, where we had to start on national business from scratch and dig for every contract. I merely assume that whatever merchandising we found possible, reasonable and profitable for these stations would be the proverbial duck’s broth for the average station today.

Needs of Advertisers

During the past few months, I had a chance to see and work with the very best in station merchandising. The Armour & Company merchandising contest last October and November [Broadcasting, Feb. 24] produced outstanding examples of station cooperation and merchandising operation, which was put to every practical test. It also revealed some weak points.

What the advertiser needs can be classified as (1) program-listener promotion, (2) dealer merchandising, (3) merchandising to the client’s sales organization, and (4) cooperation with the client’s advertising department and advertising agency.

But here I am concerned with the smaller details as well as fundamentals. After all, it is operating and administration details which grow ulcers for both advertisers and broadcasters. Probably the majority of broadcasters who view merchandising with alarm do their worrying primarily because details of their own merchandising operations are not organized on a routine basis. Any complete merchandising program involves extra work, takes staff members from other duties, and is therefore difficult and costly to handle. Judging by the Armour contest, stations which have their merchandising work well organized seem to actually have a good time and turn it to their own advantage.

The following are some station services which I feel are vital to the average program sponsor, with some illustrations from the Armour Station Merchandising Contest:

Station Support

1. The advertiser needs all the support he can get from his station to publicize his program to the public and to increase its audience. It makes no difference how the station does it—newspaper display, column publicity, direct mail, courtesy announcements, plugs on sustained, special broadcasts of all kinds, billboards, theatre trailers, electric signs, community contacts, fan publications and/or what have you.

The non-merchandising station uses these facilities to say "Station WOOF is wonderful, listen to WOOF". The merchandising station uses them to say "Listen to Treat Time on WOOF—Treat Time. WOOF and WOOF are all wonderful".

What is the difference, except that the latter is more specific?

All stations render some publicity service but a few justify limited cooperation by saying program promotion is the advertiser’s responsibility. Perhaps!

But radio’s whole success is due to those individual stations which have developed and built up their own local audiences, not to those which hooked a ride on the networks’ coat tails. Radio budgets usually group the cost of station time, talent and program promotion.

But if the advertiser bought all the time, space and other facilities necessary to do the entire listener promotion job, there wouldn’t be a solitary dime left for the stations. However, stations can make reciprocal deals involving little cash for a sufficient number of the above services which can be used to
plug all commercial accounts in their turn.

The advertiser who wants merchandising cooperation will furnish the necessary continuity, newspapers, newsprint, displays, signs, photos, and display material.

Many radio stations print and distribute their own program logs and on the back of some we find white space. But such stations as KTUL, KTSA, KLZ, WCSC, KGN, WTAR and WWL used covers or panels to publicize commercial shows.

Many broadcasters have become aware of the opportunity to tie-in merchandising work with public relations contacts. Stations have built a tremendous amount of goodwill through public service cooperation with the various civic, social, educational, fraternal and other community groups.

Publicity Ties

Officers of these groups are more than willing to cooperate with the local station by permitting it to publicize campaigns, especially consumer contests, among their memberships. Advertising has its own glamour for the public, just the same as Hollywood stars and the local hillbilly—if the station people will take it. We have a change by telling listener groups about advertisers and commercial programs, as well as kilowatts and name stars.

Some years ago WHBF at Rock Island organized a group of small-town news correspondents into good will merchandisers simply by letting them in on news about commercial programs, sending them occasional samples, conducting little contests, etc. WLW, Cincinnati, recently organized its own consumer organization.

To publicize the Your Treat mink coat contest, such stations as WSYR, KHQ, KTUL, WGST, KDAL, WCHS, WLW, KTRH, KTSA and others sent representatives direct to various women's organizations. Such as KGN, WMBG, WERC, WBT and WGBR who worked through dealers . . . KTRH, KOIL and WMBR sent wires or letters direct to listeners, while WWL and WMBG made a special effort to reach co-eds at colleges where they had contacts.

This is one of the smartest and easiest ways to make friends for advertising, to counteract the few so-called consumer groups which preach the doctrine that all advertising rob the public of its money.

Dealer Contacts

II. The advertiser needs the station's help in securing the support of dealers and wholesalers. Again, this may be the advertiser's responsibility—and he will usually try. But perhaps the most ideal method is to have the station do the job.

The sponsor's salesman may tell the dealer he has a campaign on WOOF, but the opinion that dealer has of station WOOF depends entirely on its contacts and experiences, and these may be a thing or two of time. Whether he increases his order and puts up a display, or just grunts, depends on what the station does to make it seem more than just another advertising program (see photo this page).

There are the usual dealer mailings, contacts, displays and meetings, plus distribution of display material. Some stations court dealers in the latter's own trade papers. Cooperative working agreements between broadcasters and retail groups have been successful.

An outstanding example of dealer merchandising was the fur coat style show conducted at St. Louis by KMOX, attended by over 2,000 St. Louis grocers and wives. Advertisers with no local salesmen may depend entirely on the station for some of the above services. Remember, it is that much more punch to the drive.

Dealer merchandising does require more work. But perhaps I am old-fashioned in believing that the station man who contacts dealers for one account and has a salesmen selling them on his station . . . sells them on supporting other national campaigns on his station . . . thereby enabling that station to sell more national advertising.

Letters, of Course!

Program promotion often becomes dealer merchandising merely by telling the dealer what is going on. During the Mink Coat Contest, WNAX bad girls and sandwich signs passing out entry blanks on the streets of Sioux City. But instead of stopping there, these girls called at every retail grocer and meat market in the city.

Some stations think of dealer merchandising in terms of dealer letters. This is a step in the right direction but after the first several hundred how can you think of a new way to say fundamentally the same thing? Special merchandised bulletins with a little cartooning, such as those used by WNAK, KGN, and WIRE and special printed cards put out by WLW (see photo page 13) and KTUL carry far more sales punch than mailers.

More and more stations are publishing regular periodicals for dealer lists, miniature magazine or tabloid style. Such pieces not only sell the entire story to dealers but in many instances are used as mailing pieces to agencies and advertisers, and cost less than the average brochure. Outstanding examples are those published by KNT, WLW, WKY, WFAA, WSYR, KTBS, WFBM and WMC.

Newsletters Ahead

By handling a greater volume of food and drug retail advertising, a majority of newspapers have had an advantage over radio on dealer contacts and are far ahead on the very important dealer tie-in advertising. But most stations could work out a plan somewhat like this:

The station offers the retailer two or three announcements (no restriction on continuity or product) with exchange for space of equal value in the retailer's regular newspaper ad, which would give the sponsor's program, the station and the week-end price of the featured product.

On any dealer contacts, the advertiser will appreciate some kind of a summary report showing percentage of distribution, dealer operation, how product ranks in consumer movement, etc. Specific cases calling for immediate attention should be returned immediately to the company's local salesman, instead of delaying action by sending the report to the client's headquarters. Why not a mimeographed weekly newsletter?

Self-Selling

III. The advertiser has a right to insist that the station sell itself to its own local salesman and field managers. An advertising department can merchandise its radio advertising program to its sales organization, but cannot sell each unit on its local stations without some cooperation. And no salesman can be enthused about his radio program, and get his dealer's support, unless he is enthused about the station itself. This responsibility rests solely with the broadcaster. Sales meetings, audits, bull sessions or golf—the method makes little difference.

Again I say "sell" instead of merchandise, sticking to the horse and buggy category that the broadcaster will sell more national business by working with a man instead of on him, or by reading about new campaigns in Broadcasting, writing letters and wondering why the national rep fell down on the job. Get to know "Oscar" instead of "Mr. District Manager" and he might recommend your station for future advertising.

An advertiser's salesman can take advantage of station merchandising support only if they know about it and have the evidence for their sales portfolios. And don't wait until the campaign is over.

Stations furnish the advertiser's organization with coverage maps, up to elaborate sales portfolios. But to the best of my knowledge, no station has cut costs by planographing a standard form for mailing to salesmen—one which attractively shows the stations' basic presentation, leaving space to fill in each advertiser's own story.

Informing the Advertisers

IV. The advertiser's home office needs complete, detailed and concrete reports on station merchandising activity, which in my dictionary is another "selling" operation. A station may be doing a bang-up merchandising job but few persons will know it unless the stations submit reports and evidence which can be passed along to all interested parties.

It is the only way the story will get from the agency time buyer to the agency contact man, to the sponsor's radio director, to the advertising manager, to the department head, to the sales manager, to the vice-president and before we get to the stockholders, this will give an idea of how many persons may be involved.

Parties far down, or up the line, usually inaccessible to station salesmen, may have strong voices in market appropriations but merchandising evidence and reports are about the only part of an individual station's story which will

(Continued on page 41)
FORTY-NEWFOUNDLAND STATIONS UNDER TERMS OF HAVANA TREATY

All Assignments Are Located in City of St. Johns;
U. S. Agreement With Mexico Is Made Public

NEWFOUNDLAND, in the extreme Northeastern portion of the Continent, has been assigned four broadcast stations under the reallocation with United States and Latin American countries in the North American nations, though it is not an actual signatory to the North American Regional Broadcast Agreement, which became effective April 29, 1940.

The Newfoundland assignments, not heretofore finally made public, must be considered along with those of other nations on the Continent. Newfoundland is a self-governing group of colonies, part of the British Empire, including the St. Pierre and Miquelon Islands. It also includes the extreme eastern portions of Nova Scotia, Prince Edward Island, and New Brunswick.

All in St. Johns

All four of the Newfoundland stations are located in its capital city of St. John’s but only one of the four, VONF, uses more than 1,000 kilowatts. The station is assigned to 640 kc., clear channel occupied by KFI, Los Angeles, with 12,000 watts. It is given the protection normally applicable to Class A stations.

The Newfoundland assignments should be added to those published in the supplement to the March 24, 1941 issue of BROADCASTING, covering all other allocations on the continent. The Newfoundland assignments follow in full text:

**VOWR 600 kc., St. Johns 500 W. III-B**

It is agreed that the secondary service of VOWR, 460 kc., St. Johns 500 W., will be assigned to Class I-B station throughout Newfoundland in accordance with the engineering standards of the Treaty unless the United States reserves the right of assignment to the national government, or to the nation for a Class I-A station on the Pacific coast.

**VOAB 960 kc., St. Johns 25 W. IV**

It is agreed that the secondary service of VOAB, 1100 kc., St. Johns 100 W., will be assigned to Class I-B station throughout Newfoundland in accordance with the engineering standards of the Treaty unless the United States reserves the right of assignment to the national government, or to the nation for a Class I-A station on the Pacific coast.

**VOGH 1100 kc, St. Johns 100 W. II**

This assignment is accepted by Canada provided the power is not increased.

Simultaneously, the State Department announced official publication of the bilateral agreement between the United States and Canada, covering conditions under which assignments will be made on six frequencies under the Havana Treaty, as effected in an exchange of notes signed Aug. 24 and 28, 1940.

While the sense of this agreement had been published in previous broadcasts, before the notes actually had been signed, the full text of the agreement, as published by the Department of State in Executive Agreement Series 196, is published herewith for record purposes.

**Eduardo Hay, Minister for Foreign Affairs, United Mexican States, Addressed Secretary Knox: St. Johns, May 18, 1940, addressed this communication to Josephus Daniels, U. S. Ambassador to Mexico:**

**Reference to the relevant antecedents, I have the honor to com- municate to Your Excellency, and through the Secretary of State for Mexico is in accord- ance with the understanding reached at the meeting of March 28, 1940, and the text of which is as follows:**

A. The United States agrees to pro- tect the following Mexican Class I-A stations having frequencies of 730 kc., 800 kc., 900 kc., and 1210 kc.:

B. On 1220 kc., the United States may assign a station in the Denver, Colo., area with a directional antenna that will direct the signal to the north and protect the Mexican station's coverage in the United States as much as possible.

C. On 1050 kc., the United States is agreed to assign any station on the United States Class I-A frequencies at a power not in excess of 1 kW, on the condition that they are to provide that the signal from these stations shall not exceed 5 microvolts per meter ground wave with the transmitter in the United States.

D. Mexico agrees to assign any station on the United States Class I-A frequencies at a power not in excess of 1 kW, on the condition that they are to provide that the signal from these stations shall not exceed 5 microvolts per meter ground wave with the transmitter in the United States.

E. Reciprocally, Mexico agrees to assign any station on the United States Class I-A frequencies at a power not in excess of 1 kW, on the condition that they are to provide that the signal from these stations shall not exceed 5 microvolts per meter ground wave with the transmitter in the United States.

F. Mexico and the United States to provide for the friendly and cooperative relations which affect municipalities on standard time all winter.

The agreement provides that the signal from the United States stations on 1050 kc. and the signal from the Mexican station on 1210 kc. will be directed to the north and protect the Mexican station's coverage in the United States as much as possible.

The agreement also provides that the signal from the Mexican station on 1210 kc. will be directed to the north and protect the Mexican station's coverage in the United States as much as possible.

The agreement also provides that the signal from the United States stations on 1050 kc. and the signal from the Mexican station on 1210 kc. will be directed to the north and protect the Mexican station's coverage in the United States as much as possible.

The agreement also provides that the signal from the United States stations on 1050 kc. and the signal from the Mexican station on 1210 kc. will be directed to the north and protect the Mexican station's coverage in the United States as much as possible.

**JOSEPHUS DANIELS, U. S. Ambassador to Mexico: CONSIDERATION is being given at Ottawa to establishing double daylight saving time for the summer months in Ontario and Quebec districts which have been on day- light saving since 1916. Last summer when the change to standard time took place practically all industrial cities in Ontario and Quebec had been on daylight saving since May 1. Now with summer daylight saving time established in other municipalities throughout Canada, there is the possibility that Ottawa may consider extending the system to the industrial cities of Ontario and Quebec to follow Great Brit- ain’s lead and go on double day- light saving time in the summer. This possibility has given the broadcasting industry the jitters as no decision has as yet been made and the stations are busying themselves in an effort to save electricity needed in war indus-

**Tobacco Spots**

**R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C., has named J. CARSON BRANTLEY Adv. Agency, Salisbury, N. C., to handle its Brown’s Mule Chewing Tobacco. Radio will be used exclusively in the South.**

**Wrigley Time Signals**

**WM. WRIGLY JR. Co., Chicago (Spearmint Gum), on April 20 started a 52-week schedule of weekly time signals comprising Wrigley's weather reports on approximately 50 CBS affiliate stations. Agency is Vanderlie & Rubens, Chicago.**

**Radio Post in Navy Given Frank Mason**

**NBC Vice-President to Serve On a $1-per-Year Basis**

**APPOINTMENT of Frank E. Mason as NBC vice-president in charge of information, as civilian director of radio activities of the Navy Department was announced last Wednesday by Secretary of the Navy Frank Knox at his weekly press confer- ence.**

Secretary Knox indicated Mr. Mason would join the Navy Department about May 1, on leave of absence from NBC, and would immediately start gathering radio division, part of the new public relations bureau headed by Rear Admiral Arthur J. Hepburn.

Explaining that he had asked his "old, old friend" to organize a new radio setup for the Navy Department, Secretary Knox said Mr. Mason would serve as a director of the day civil aviation and would function as "head man" of the new radio operations. Mr. Mason will be designated special assistant to the Secretary of Navy, it was stated.

Jack Hartley, assistant director of special events with NBC in New York, also will join the Navy radio division, but was not announced until Thursday. Mr. Hartley, a lieutenant in the Naval Reserve, is expected to start his new assignment in Washington about May 1.

**Remains With NBC**

Although Secretary Knox did not explain the extent of the proposed reorganization, it was understood Lieut. Comdr. Norvelle Sharpe would remain the official naval head of the radio branch, with Mr. Mason functioning as civilian advisor, without rank. Mr. Mason indicated that he would not drop his duties with NBC nor move permanently to Washington, although his new assignment would draw his major attention for some time.

Mr. Mason, like Secretary Knox, will join the Navy Department after a distinguished wartime career in the Army. In France with the 9th Infantry during the World War, Mr. Mason held the rank of captain and was adjutant at the Army Intelligence School. He also was chief censor of the Army GHQ at Trier, and later was assigned to The Hague and Berlin as assistant military attaché. He was mustered out of service in November, 1919. At present he holds no reserve rank in the Army.

As president of the International News Service before joining NBC, and earlier as a well-known foreign correspondent, Mr. Mason came to know Secretary Knox when the latter was a naval intelligence officer and Hearst newspaper enterprises and later as publisher of the Chicago Daily News.

Page 14 • April 28, 1941
"WITH THE COMPLIMENTS OF WHO, MA'AM!"

No—that headline is misleading. We're not giving away dishes, here at WHO. But we are building a tremendous goodwill for WHO by helping various community organizations throughout Iowa Plus to get some of the things they want, such as new dishes for the P.T.A., uniforms for the High School Band, Christmas toys for various child-welfare groups, etc., etc., etc.

For instance, we quote from a recent issue of the Spencer, Iowa, Times: "The regular meeting of the Jefferson P.T.A. was held Friday afternoon . . . The group had the pleasure of using the new school dishes for the first time, dishes purchased from the funds of the recent WHO Home Talent Show here."

Just a little local news item—but full of the stuff that makes loyal and friendly listeners for WHO—responsive listeners for WHO advertisers.

Because, you see, before that item could be written, WHO had sent its Community Service director, Arthur MacMurray (formerly professor at Iowa State College), to help the P.T.A. stage a three-performance WHO Home Talent Show. For more than ten days the director held try-outs, helped select a cast of 100 who could mimic the acts of the Iowa Barn Dance Frolic, and directed the sell-out show that produced the profits that bought the dishes!

Similar shows are produced in four different Iowa communities every week. This has been going on for several years with the result that literally hundreds of communities have had the help of WHO in securing money for some local needs and tens of thousands of families have become personal friends of ours.

Is it any wonder that WHO is the favorite station of 55.4% (daytime) of all radio families in Iowa? For the complete, amazing story, ask your agency to ask Free & Peters!
**Cities Observing Daylight Saving Time: 1941**

**NEW YORK**

| Town                | Town                
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>Auburn</td>
</tr>
<tr>
<td>Amsterdam</td>
<td>Binghamton</td>
</tr>
<tr>
<td>Buffalo</td>
<td>Canandaigua</td>
</tr>
<tr>
<td>Cohoes</td>
<td>Corning</td>
</tr>
<tr>
<td>Cortland</td>
<td>Dunkirk</td>
</tr>
<tr>
<td>Elmira</td>
<td>Fulton</td>
</tr>
<tr>
<td>Geneva</td>
<td>Gloversville</td>
</tr>
<tr>
<td>Herkimer</td>
<td>Hudson</td>
</tr>
<tr>
<td>Islip</td>
<td>Jamestown</td>
</tr>
<tr>
<td>Johnstown</td>
<td>Knox</td>
</tr>
<tr>
<td>Lackawanna</td>
<td>Lockport</td>
</tr>
<tr>
<td>Long Beach</td>
<td>Mechanicville</td>
</tr>
<tr>
<td>Middleport</td>
<td>Mount Vernon</td>
</tr>
<tr>
<td>New York</td>
<td>North Tonawanda</td>
</tr>
<tr>
<td>Newburgh</td>
<td>Ogdensburg</td>
</tr>
<tr>
<td>New York City</td>
<td>Oswego</td>
</tr>
<tr>
<td>North Tonawanda</td>
<td>Oneonta</td>
</tr>
<tr>
<td>New York City</td>
<td>Oneonta</td>
</tr>
</tbody>
</table>

**DAYSLIGHT saving time will be observed by many of these cities, the period generally extending from 2 a.m. April 27 to 2 a.m. Sept. 28. A list of cities observing Daylight Saving Time as compiled from questionnaires by the Merchants Association of New York, is presented on this page.**

| Town             | Town             
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Altoona</td>
<td>Amsterdam</td>
</tr>
<tr>
<td>Brookfield</td>
<td>Cortland</td>
</tr>
</tbody>
</table>

**CONNECTICUT**

Daylight Saving Time is generally observed throughout the State.

**DELWARE**

Daylight Saving Time is observed in Wilmington and a number of nearby towns in the northern part of the State. Under the terms of the State Law, adopted April 22, 1931, Eastern Standard Time is defined as legal time for the entire State of Delaware.

**GEORGIA**

Entire State of Georgia has been placed on Eastern Standard Time by action of the State Commerce Commission. This will enable Daylight Saving Time to be given Daylight Saving to a large part of the State which has not had it before.

**IDAHO**

Cities of Kellogg, Mullan, Wallace and Moscow observe Daylight Saving Time throughout the entire year by adhering to Mountain Time.

**ILLINOIS**

Daylight Saving Time is observed in practically all of the extreme northern counties of Illinois. Communities in Indiana reported observing Daylight Saving Time. The Association's survey of New York State for reference purposes. The Association's survey of New York State for reference purposes.

| Town            | Town            
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Apron</td>
<td>Anthony</td>
</tr>
<tr>
<td>Atica</td>
<td>Braidwood</td>
</tr>
<tr>
<td>Belvidinva</td>
<td>Bloomingdale</td>
</tr>
<tr>
<td>Bidridge</td>
<td>Bunkerberg</td>
</tr>
<tr>
<td>Brookport</td>
<td>Cannaheer</td>
</tr>
<tr>
<td>Buckner</td>
<td>Casisco</td>
</tr>
<tr>
<td>Chautauqua</td>
<td>Canisso</td>
</tr>
<tr>
<td>Cairo</td>
<td>Cassiday</td>
</tr>
<tr>
<td>Carbondale</td>
<td>Carmel</td>
</tr>
<tr>
<td>Carlow</td>
<td>Casper</td>
</tr>
<tr>
<td>Castor</td>
<td>Catoma</td>
</tr>
<tr>
<td>Caudle</td>
<td>Chernistle</td>
</tr>
<tr>
<td>Chesterton</td>
<td>Chester</td>
</tr>
<tr>
<td>Cherry Hill</td>
<td>Chesapeake</td>
</tr>
<tr>
<td>Cherry Hill</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Clarksburg</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Clinton</td>
</tr>
<tr>
<td>Clinton</td>
<td>Clifton</td>
</tr>
<tr>
<td>Clifton</td>
<td>Clinton</td>
</tr>
<tr>
<td>Clinton</td>
<td>Clinton</td>
</tr>
<tr>
<td>Clinton</td>
<td>Clifton</td>
</tr>
</tbody>
</table>

**ILLINOIS**

Daylight Saving Time is observed in the Chicago Metropolitan Area.

**INDIANA**

Daylight Saving Time is observed in practically all of the extreme northern counties of Indiana. Communities in Indiana reported observing Daylight Saving Time. The Association's survey of New York State for reference purposes.

| Town            | Town            
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Angola</td>
<td>Aurora</td>
</tr>
<tr>
<td>Auburn</td>
<td>Bremen</td>
</tr>
<tr>
<td>Bremen Point</td>
<td>Camber</td>
</tr>
<tr>
<td>Cambridge</td>
<td>Catamarca</td>
</tr>
<tr>
<td>Canton</td>
<td>Centre</td>
</tr>
<tr>
<td>Carrollton</td>
<td>Cedarurg</td>
</tr>
<tr>
<td>Cedarburg</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>Chillicothe</td>
</tr>
</tbody>
</table>

**MINNESOTA**

Unofficial observance of Daylight Saving Time in grain elevators and houses and radio stations of Minnesota.

**NEW HAMPSHIRE**

Observance required by State law.

**NEW JERSEY**

Every city, town and village in the State observes Daylight Saving Time.

**OHIO**

Entire State in Eastern Standard Time Zone throughout the year by order of the Interstate Commerce Commission effective Sept. 27, 1936.

**PENNSYLVANIA**

Practically all of the communities listed below observe Daylight Saving Time for the period from April 27 to Sept. 28. Variations from these dates were not in all cases determinable up to the date of publication.

| Town            | Town            
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aden</td>
<td>Altoona</td>
</tr>
<tr>
<td>Akron</td>
<td>Allison</td>
</tr>
<tr>
<td>Allentown</td>
<td>Allentown</td>
</tr>
<tr>
<td>Ambler</td>
<td>Ambler</td>
</tr>
<tr>
<td>Ambridge</td>
<td>Ambridge</td>
</tr>
<tr>
<td>Annapolis</td>
<td>Annapolis</td>
</tr>
<tr>
<td>Ashtabula</td>
<td>Ashtabula</td>
</tr>
<tr>
<td>Athens</td>
<td>Athens</td>
</tr>
<tr>
<td>Audubon</td>
<td>Audubon</td>
</tr>
<tr>
<td>Avondale</td>
<td>Avondale</td>
</tr>
<tr>
<td>Avon</td>
<td>Avon</td>
</tr>
<tr>
<td>Avon</td>
<td>Avon</td>
</tr>
<tr>
<td>Avon</td>
<td>Avon</td>
</tr>
<tr>
<td>Avon</td>
<td>Avon</td>
</tr>
</tbody>
</table>

**RHODE ISLAND**

Daylight Saving Time has been adopted by ordinance in all the cities and most of the towns of Rhode Island. Effective April 27, 1935.

**VERMONT**

Local sections of the State of Vermont use Daylight Saving Time. Places from which observance is reported.
PARTICIPATIONS AVAILABLE FOR THE FIRST TIME IN OVER SIX MONTHS

For more than six months "The Woman of Tomorrow" has been sold out. Now, because of seasonal expirations, there are a limited number of participations open for non-competitive products...foods...cosmetics...household appliances...drugs...any of the many things women buy for their homes, their families or themselves.

And they buy when Nancy Craig tells them. During her 112 weeks on the air she has applied her "golden touch" to a half a hundred products...Her audience has broken all records in responding. Every month more than 46,000 women write in requesting information, mentioning the products she talks about, reporting on buying them.

The full story of "The Woman of Tomorrow" is one of radio's outstanding success stories...a story of sales productiveness, of audience loyalty, a responsiveness that surpasses that of any other woman's program in the market.

Get the story now...today. These few participations will be sold on a first-come basis.

"The Woman of Tomorrow" is broadcast over WJZ from 9 to 9:30 A. M., Monday through Friday...the most favorable time to reach and sell the thousands of women in the world's richest market.

KEY STATION OF THE NBC BLUE NETWORK

Represented Nationally by
National Broadcasting Company
SPOT Sales Offices in
NEW YORK • CHICAGO
SAN FRANCISCO • BOSTON
CLEVELAND • DENVER
HOLLYWOOD • WASHINGTON
No Tax on Stations In Treasury’s Plan

Higher Corporate, Commodity Levies Urged by Treasury

ALTHOUGH it became known last week that a franchise tax on radio stations is not included in omnibus tax recommendations of the Treasury Department, the possibility of such a tax remained as the House Ways & Means Committee opened to the public its hearings on the proposal to raise an additional $3 1/2 billion in taxes for 1942.

As public hearings opened last Thursday, neither Secretary of the Treasury Henry Morgenthau nor Assistant Secretary John L. Sullivan mentioned a radio franchise tax as they outlined the Treasury Department’s tax proposal.

Connelly Interested

However, it was still apparent that pressure is coming both from within and outside Congress for some sort of franchise tax on radio. It has been pointed out in some quarters that since the Federal government necessarily must root out every possible tax source to foot the huge bill for war, the chances for originating such a tax on the broadcasting industry are enhanced.

Although the support has not broken into the open, it is known that several Congressmen, among them Rep. Connelly (D-Mass.), have shown sympathy for such proposals. As the 10 to 20% franchise tax, based on broadcast income, advanced by John B. Haggerty, president of the International Allied Printing Trades Assn. [See story on this page],

According to the explanation last Thursday by Secretary Morgenthau and Mr. Sullivan, the realized structure and texture of the tax, as proposed by them, would emphasize the ability-to-pay taxes, although increases also would be provided in corporate taxes and certain selected commodity taxes.

The schedule of proposed increases in excise taxes indicated increase from 5 1/2% to 10% on the manufacturers’ tax for radio sets and parts; would yield an estimated additional tax return of $6,500,000.

Radio Amusement Levy Is Urged by Haggerty

DISOWNING any intention of advocating a tax on advertising, John B. Haggerty, president of the International Allied Printing Trades Assn., last week pursued a new tack in his campaign to secure a Federal tax on broadcast incomes by championing an “amusement tax” for radio.

In a letter last Monday to M. H. White, managing director of the Winona (Minn.) Republican-Herald, and part-owner of KWN0, declared tax task, Jeff Haggerty, against the “disseminators of sponsored entertainment”, would be in line with taxes paid by motion picture ‘houses’ and other places of entertainment.

Governor’s Praise

FEATURED on 1,600th consecutive broadcast of Frank Nicholson’s Inquiring Mike on KROY, Sacramento, was the appearance of Gov. Culbert L. Olson by remote control with congratulatory messages for Nicholson and the sponsoring Capitol Chevrolet Co. Program began in regular style with Nicholson handling three or four interviews on the street and then the Governor was switched in from the State Capitol with his message.

Mid-May Deadline Seen

In Net Monopoly Report

A NEW deadline of about mid-May is discussed at the FCC for release of that agency’s final report on the two-year-old national monopoly inquiry. Ten days ago, the FCC had indicated it wanted the report completed by April 28, after revision by its law department.

Whether it will be accompanied by actual regulations is problematical. Originally that was the plan [BROADCASTING, April 21], but the appointment by President Roosevelt of Mark Edehide to conduct an all-inclusive survey of radio may cause the FCC to revise procedure, though no instructions to that end have been issued. In some quarters it is thought the FCC would await further instructions from the President before attempting to institute radical reforms in broadcast regulation.

KMBC Seeks 770 kc.

AMENDING its pending application, KMBC, Kansas City, on April 23 filed with the FCC a request for assignment to 770 kc. the clear channel occupied by WJZ, New York, with 50,000 watts, using a directional antenna. Directional antennas have been hoped for also on 980 kc. with 5,000 watts fulltime, the Arthur Church station originally sought assignment of Poynter, with 50,000 watts, under the North American Regional Broadcasting Agreement. This facility, however, has been assigned to KGGF, Coffeyville, but a hearing is scheduled because of other pending applications.

MINNESOTA CHARGE

DISMISSED BY FCC

CHARGING “unwarranted cancellation” of a political talk, several members of the Minnesota Legislature last week filed in complaint to the FCC against WCCO, CBS outlet in Minneapolis. Despite complaints, and Farmer-Labor members of the Legislature, it was indicated the FCC considered the matter a question of programming to be settled by the station management.

The charges reportedly arose when WCCO, put on notice by the office of Governor Stassen, of Minnesota, that certain statements in the address were “incorrect and libelous”, cancelled a scheduled April 1 broadcast of State Senator George H. Lommen, a Farmer-Laborite.

Last Monday Paul A. Rasmussen, a Minnesota Democratic leader, explained the complainants’ case at an informal conference with FCC Commissioner Frederick I. Thompson, indicating that although FCC was not asked to revoke the WCCO license, the complaint was being made “to make sure that the station will conduct itself with proper attitude in the future”. Paul A. Porter, CBS Washington correspondent, and Democrat-Rep. Don Wright, presented the station’s side of the argument to the FCC legal department.

Thurmond Seeks Radio Study

Whether it is true or not, there is a feeling today that the President is planning something in the line of a reorganization of FCC, with an informal committee of experts, including either Thurmond or Aylesworth, which will presumably come up with a program of recommendations for a new FCC. It has been said of Thurmond that he is planning a move to bring in a_radio study vehicle.

Milton Burgh.

BURGH, for four years news editor of NBC, on May 15 will become radio director of the New York office of Tracy-Locke-Dawson. Before joining NBC, Burgh was for two years foreign editor of Transradio Press Service and previously worked on various newspapers. Francis C. McCall of NBC’s New York news staff succeeds Burgh as news editor.

‘Redbook’ Test

MCALL Corp., New York, is testing one-minute announcements on six stations for monthly Redbook advertising. Frequency of spots ranges from 7 to 26 times over a period of two weeks for each issue. Joseph Katz Co., New York, is agency.

Aylsworth Slated

For Cultural Post

WILL Succeed Francisco in Rockefeller Group Post

M. H. AYLESWORTH, first president and a pioneer in commercial broadcasting, may be named shortly by President Roosevelt to direct radio activities of the Office of the Coordination of Information & Cultural Relations between the American Republics, a 1-year basis. He would succeed Don Francisco as head of the radio activities, in the post vacated Mr. Aylesworth when Mr. Francisco was made director of the Communication Division.

Mr. Aylesworth, now in private law practice in New York, would be appointed to the new position, a 90-day temporary period. It is presumed he would undertake the same sort of job he handled so successfully in setting up broadcasting in Latin America by seeking to interest capital in support of international commercial broadcasting, with emphasis on Latin America.

Mr. Aylesworth, it is understood, would headquarter in New York, working under Mr. Francisco and Nelson Rockefeller, coordinator of the Communications Bureau. Parallel that of Nelson A. Poynter, editor of the St. Petersburg Times and owner of WTSP, who spends about three weeks each month in New York in charge of the press Division, succeeding Dr. James W. Young, who resigned.

Payne Transferred

John H. Payne, chief of the old Electrical Division of the Bureau of Foreign & Domestic Commerce, has been transferred to the Francisco organization in New York in connection with radio activities.

Mr. Payne is publishing a weekly digest of shortwave programs similar to that he handled as chief of the Electrical Division. He also is to act as the channel for transmitting data collected by the Francisco organization to embassies and Washington officials. Formerly with Westinghouse E & M Co., Mr. Payne was loaned to the Rockefeller Committee and it is understood he may eventually return to the Bureau of Foreign & Domestic Commerce.

The Payne transfer was coincident with the reorganization of the Bureau of Foreign & Domestic Commerce under Dr. Carroll Wilson, who succeeded Dr. Young as director of the Bureau. A new Division of Industrial Economy, which includes the old Electrical Division, has been created, along with four other branches—International Economy, Regional Economy, Research & Statistics, Commercial & Economic Information.

THEY WERE IN THE ARMY THEN

One of a Series

The RCA-NBC FAMILY adds these to our album of radio’s war veterans. See page 39 for identification and summaries of their service records.
JACKSON PROMOTED BY WESTINGHOUSE

WILLIAM E. JACKSON, for the last four years sales manager of KDKA, Pittsburgh, has been named general sales manager of Westinghouse Radio Stations Inc., with headquarters in Philadelphia, according to Lee B. Wailes, manager of WRS Inc. He succeeds Griffith B. Thompson, who resigned recently and who now is vice-president and general manager of the reorganised and consolidated WBYN, Brooklyn.

Mr. Jackson has been with Westinghouse since 1930, when he became sales promotion manager of the broadcast department of the company. After six months he joined the KDKA sales staff, and four years later became sales manager. He is 36 and a native of Whitaker, Pa. He attended Carnegie Tech, but left college after two years to join the advertising department of the Westinghouse International Co., and from 1926 to 1930 he was advertising manager of the National Electric Products Corp. in Pittsburgh.

While Mr. Jackson was sales manager of KDKA, the station reached the highest peak of prosperity in its history, and in volume of sales ranks among the first six stations in the country, Westinghouse stated.

KGW-KEX Appoint Cox As Assistant Manager

APPOINTMENT of H. Q. Cox, program manager of KGW-KEX, Portland, as assistant manager of the two NBC outlets, was announced last week by Arden X. Pangborn, recently named general manager. Mr. Pangborn is the former managing editor of the Oregonian, with which the stations are affiliated.

A former medical student, Mr. Cox joined in 1929 the advertising department of Meier & Frank Co., Portland department store. Three years later he became assistant to the advertising manager. He joined KGW-KEX in 1936 as merchandising, promotion and traffic manager, and then became production head in charge of special events and programming.

American Family Spots

PROCTOR & GAMBLE Co., Cincinnati, currently releasing Painted Dreams on WBBM, Chicago, for American Family soap and flakes, on April 28 added the show in transcribed form on WBEN, same city, for the same products. Agency is H. W. Kastor & Sons, Chicago. Sponsor added Painted Dreams, transcribed for Dreft on WLW, Cincinnati, on April 28. Blackett-Sample-Hummert, Chicago, is agency for Dreft. Programs are heard Monday through Friday.

why WCCO gives

TIME

TEMPERATURE

WEATHER

50 times before 9:00 a.m.

A ten-degree change in temperature can be as important to the Northwest farmer as a ten-point shift in a C.A.B. rating can be to you.

So, with a half a million rural homes within the station’s primary area, WCCO programming continually stresses its time, temperature, and weather reporting services. Between 6:00 and 9:00 a.m. alone, when the farmer planning and starting his day, WCCO gives the time and temperature over fifty times. During that period it also gives the wind velocity twenty times, and complete Government weather reports, and forecasts for six states over a dozen times.

Accent on these simple services over a sixteen-year period is one of the reasons why WCCO has and holds the bulk of the Northwest listening audience. It’s one of the reasons why this station is preferred by over 70% of early morning Northwest listeners the year around, and why national advertisers have received such excellent results from early morning and all other time on WCCO.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

MINNEAPOLIS—ST. PAUL. Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York Chicago · Detroit · St. Louis · Charlotte · San Francisco · Los Angeles

BROADCASTING • Broadcast Advertising April 28, 1941 • Page 19
Kroger List
KROGER GROCERY & BAKING Co., Cincinnati (Tender Ray Beef), on March 31 started a new quarter-hour transmitted daytime show [BROADCASTING, March 31] titled Hearts in Harmony on 15 stations. Series is released Monday through Friday. Contracts are for 52 weeks. Stations being used are KARK, KDKA, KMOX WINS WGN WJEWLW WMDB WJR WWO WSPO WTMAT WCHS WDBJ WOOD. Agency is Ralph H. Jones Co., Cincinnati.

Score Chimes
FOR THE ever-impatient baseball fan who wants to know the score as soon as he tunes in his radio, KWK, St. Louis, has the tuneful answer. Every three minutes during description of play, chimes sound automatically, reminding the announcer to work the current score into the running commentary.

School Expands
UTILITY ENGINEERING Institute, Chicago (air conditioning courses), has added seven stations to the list releasing its varying schedule of 5 and 15-minute musical programs. Contracts, placed through First United Broadcasters, Chicago, are for an undetermined time. Stations added during the last few weeks are WHO, Des Moines; WPNF, Fayetteville, N. C.; WIS, Columbus, S. C.; WCSC, Charleston, S. C.; KFRU, Columbus, Mo.; KATE, Albert Lea, Minn.; KNOX, Sweetwater, Tex.

General Mills Product Will Be Introduced by 'Treasure Island' Serial
GENERAL MILLS, Minneapolis, to introduce a new product, its name as yet revealed, on June 2 starts a five-week, five-station campaign of Robert Louis Stevenson's classic, Treasure Island, in six markets for a 20-week campaign. Shows will be transmitted by the recording department of Blackett-Sampjen- mert, Chicago, agency handling the account, under supervision of Max Wylie, radio director.

Broadcast times will be 5:45-6 p.m. local time. Fritz Blocki, veteran Chicago director, will handle the phase of the production, with the radio adaptation being written by Irving Crump of New York, managing editor of Boys Life Magazine. Markets to be used are Peoria, Providence, Harrisburg, Milwaukee, Sacramento, Houston.

The serial will closely follow Stevenson's book with the exception of the introduction of a 15-year-old girl who will be written in as a first cousin to Jim Hawkins, hero of the story. The reason for this addition is to garner a larger audience of girls than the book would ordinarily provide.

It has been stated by the agency that if the initial test proves successful, transcriptions will be dropped and the sponsor will put the serial on a network.

According to current calculations, Treasure Island furnishes enough material for a full year's broadcasts. If the serial continues beyond that point another of Stevenson's works, "Kidnapped" could be introduced to carry on, or, as an alternative, "Back to Treasure Island" by George Cameron, could be utilized.

New Program for B&W To Start on Red Network
BROWN & WILLIAMSON TOBACCO Corp., Louisville, has chosen College Humor as the title for its new weekly NBC-Red feature which starts April 29 on 54 stations, Tuesday, 10:30-11 p.m. (EDT) [BROADCASTING, April 14]. It replaces Uncle Walter's Dog House.

Three novelties will be introduced as features of the new program. The first will be dramatized "Campus Experiences", gleaned from ideas mailed in by listeners for which a weekly $50 cash prize will be paid. The second is to be a "Musical Bow" to students of the university or college sending in the greatest volume of votes for the week's most popular campus tune. The third, in the final five minutes of the half-hour, will star Linn Borden, dead-pan comic, in his new monologue act, "Private Linn Borden Reports", based on experiences of a rookie in an Army training camp.

The program is on behalf of Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobaccos. Tom Wallace, radio director of Russell M. Seeds Co., Chicago, the agency handling the account, will act as m.c., with Virginia Verrill, Bob Strong's orchestra, Linn Borden, and Marlin Hurt being featured.

KTBC, Austin, Tex., has named Far- gason & Walker as national representatives.
When you see this...

Spring Offensive in an "all-out" merchandising campaign was launched by Rubsam & Hormann Brewing Co., New York, on behalf of its weekly half-hour transcribed program, Barrel of Fun, on WOR, New York. Schedule of promotion, planned by Edward H. Acree, the brewery's advertising manager, includes newspaper ads on radio pages of New York dailies, giant telegrams to dealers, window displays, blowup pictures of the stars of the program for stores and taverns, telegrams sent on opening day of program to consumers whose names were supplied by grocers followed up by postcards, cards announcing the program in trains and buses, free offer of a hostess set of coasters and a bottle opener to all listeners writing in during the first four weeks, program promotion on company letterhead and postage meter stamp, letters to new dealers describing the program. The program, Barrel of Fun, is a transcribed feature for brewery sponsorship produced by Brissacher, Davis & Staff, San Francisco [Broadcasting, April 14].

Sprung on Amarillo

To make both merchants and shoppers of Amarillo "spring conscious", KGNC distributed all sorts of advance teasers depicting anomalous situations which could be expected only because spring was in the air. The excuse was, "It's Spring — You're Sprung". Many appointments carrying this theme were transcribed and produced by the station's production department, later auditioned in the offices of Amarillo businessmen. Every merchant participating displayed a card in his windows carrying out the theme "It's Spring — You're Sprung".

From 41 Dealers

Showrooms of the 41 Studebaker auto dealers in the Philadelphia area have been improvised as broadcasting studios of WPIL, Philadelphia. Lines have been drawn on the showrooms, and once a week, Michael Blair conducts his nightly Tomorrow's Headlines news show, sponsored by Studebaker, from the store of a different dealer. Designed to create showroom traffic for each dealer in the area, the station has arranged for a police motor escort to bring Blair to each showroom in time for the broadcast, at the same time providing a dramatic entrance.

Bank's Baseball Book

For members of its baseball listening audience, First National Bank, Louisville, has issued the second annual Grandstand Managers Baseball Book, a 42-page illustrated collection of dope about the Louisville Colonels. Series is sponsored on WAVE, with Don Hill as announcer.

Only then you'll see a lower cost than WTAM's 0.00073 cents per family

And that's not only the lowest cost per listener but also the greatest value for your advertising dollar. WTAM not only can reach over a million and a quarter families in its Primary Area but actually does reach more homes than any other Cleveland Station. Check the surveys on this point. WTAM leads, all day, all night, all week. That's why smart buyers of local, spot and Red Network advertising make WTAM their first choice.

Brochures

NBC Blue — To announce the results of a recent C. E. Hooper survey of the True or False program, sponsored by J. B. Williams Co., Glastonbury, Conn., "A quiz on a quiz on a quiz program", blue-white booklet, illustrated with O. Soglow drawings.

NBC Pacific Coast Red — Red-nude-white brochure, reproducing letter signed by Sidney Dixon, NBC sales manager of the western division, offering best available buys on that network and other data.

WCCO, Minneapolis — Book containing 24 charts and six tables on morning and evening listening habits, WCCO listening habits and figures on respondents to WCCO programs.

WGX, Schenectady — Brown and white mailing folder promoting the Your Neighbor program, featuring Annette McCullough.

Texas State Network — File folder giving complete market data of the network's coverage.

Hooper-Holmes Bureau Inc. — An 85-page reference booklet listing all places in U. S. and Canada where the Bureau is equipped to give service.

KNX, Los Angeles — Booklet showing that the station has announced its call letters and frequency over 47 million times through various media.
Food Sales in Asheville amount to 266% of the average for prosperous North Carolina's 29 leading cities! You'll sell MORE here...

Lever Promotes Letter-Writing Contest Among Dealers for Promotion of Spry

LETTER-WRITING contest, not for listeners but for dealers, has been launched by Lever Bros. Co., Cambridge, to stimulate sales of Spry, the company's vegetable shortening, by getting the retailers to tie-in their store displays with the Spry radio program, Uncle Jim's Question Bee, on NBC-Blue.

Dealers are asked to write brief, simple letters telling: "How I teamed up with Uncle Jim and sold more Spry," with Lever Bros. offering cash prizes totaling $5,000 for the best letters.

Two Types of Prizes

So owners or managers of large and small stores may have equal chances of winning prizes, the company has divided the awards into two identical groups, one for stores displaying six cases or more, the other for stores displaying five cases or less. In each class, first prize is $500, second prize $200, third prize $100, four fourth prizes of $50 each, five fifth prizes of $10 each and 200 sixth prizes of $5 each. In addition, first prize winners and their wives will be given three-day visits to New York, during which they will appear on a Question Bee broadcast.

To aid dealers in preparing displays, Lever Bros. has sent out display kits containing price posters, window streamers and other material, each piece featuring the program as well as the product. Kit also contains smaller blue-and-white posters urging readers to "Tune in Uncle Jim's Question Bee every Tuesday night" and prominently showing the call letters of the local station carrying the program. Dealers also received a special newspaper, Question Bee, giving full details of the contest and helpful suggestions.

This Spry contest is giving many Blue station managers their first chance to use the cameras recently sent them from Blue Network headquarters to record pictures radio- ing on display in local stores.

Complete with indoor flash equipment, these cameras permit the photographing of window, floor and counter displays or other promotion tied in with local or national broadcasts.

Cooperating with their local grocers, Blue stations have informed them that when their displays are completed they all have to do is to phone the station and someone will come over and photograph the display, the picture being sent to Lever Bros. to supplement the dealer's letter.

SPOTLIGHT FEATURE ORGANIZED IN N. Y.

WHO'S WHO on the Air Inc., with offices at 1270 Sixth Ave., New York, has been organized by Fred Barnard, a former advertising director of the New York American, to market a plan to list ten programs with one large daily ad on the radio page of various newspapers and paid for by the ten advertisers.

The layout will be 3 columns wide and 32 lines deep under the heading "Who's Who on Air Today?" Each of the ten ads will be a separate display, mentioning product, name of show, station and reproducing stars and product. Products in the same group will be non-competing. Mr. Barnard explained, and newspapers used in the initial campaign will be in 23 cities used by C. E. Hooper Inc., New York, for sponsor identification surveys. If the plan improves ratings of the programs advertised in these cities, it will be expanded, it was said.

Lever Brothers Co., Cambridge, has signed to advertise four evening shows under the plan and other national advertisers are considering the idea, Mr. Barnard stated.

Cantor Pact Denied

OFFICIALS at Bristol-Myers Co., New York, denied a story appearing last week in the New York World-Telegram stating the company was negotiating a five-year contract with Eddie Cantor. Company at present sponsors the comedian in a half-hour program for Ipana toothpaste and Sal's on NBC-Red, Wednesdays, 9:30 p.m. Show is going off for the summer and the sponsor stated that neither a summer replacement nor next year's plans have been set. Young & Rubicam, New York, is agency.

WHYN Takes the Air Despite Steel Shortage

DELAYS in procurement of steel have delayed construction of the projected South Hadley Falls quarters of the new WHYN, Holyoke, Mass., but the station nevertheless is ready on the air in fulltime operation, using 250 watts on 1400 kc. It is RCA-equipped throughout with the exception of Presto turntables and recording apparatus.

A Lehigh 179-foot self-supporting tower is surmounted by twin flashing beacons because of the proximity to Westover Field.

Charles N. DeRose, a newspaperman, is general manager and vice-president; Walcott A. Willisy, program director; Patrick J. Montague, commercial manager; Thomas R. Humphrey, chief engineer; Robert R. Dixon, manager Northampton studio; Lloyd T. Westovers, S. Canfield, Edward J. Coutre, William J. Lally and G. B. Bartlett, announcers; Joseph Sanford, Willo Whitman and Edward J. White, operators. The station is owned by the publishers of the Holyoke Transcript-Telegram.

PHOTOGRAPHED in the Spanish Pyrenees was Helen Hiett, former NBC Madrid and Paris reporter. No longer will she be able to gallivant around her "Bell Tolling" hangouts in the Iberian, for she has been barred from the country and has returned to the U.S. for a lecture tour on her experiences in Europe. On April 28 she starts news commentaries on NBC-Blue.

a 6-year user...
Network Coverage
Of NBC Is Shown
In New Area Maps
Many Basic Improvements in
Audience Survey Claimed

ISSUANCE to advertisers and
agencies of the new NBC Effective
Coverage Area Maps of the Red
Network [Broadcasting, Feb. 24],
along with "station area" maps
showing what part each Red affili-
ate plays in the network setup, was
announced April 21 by Roy C. Wit-
ter, vice-president in charge of
sales. With the new maps went an
explanatory brochure and a letter
from Mr. Witmer describing the
process by which the data was
obtained.

It was stated at NBC that it is
not planned to release the individu-
al station maps. There have been
changes in the powers and wave-
lengt h s of some of the stations
which have materially affected
their pattern since the maps were
being compiled; these stations will
be resurveyed wherever necessary.

Fundamental Changes

"For the last three years," Mr.
Witmer said, "NBC has been en-
tried in developing a better method
of measuring and mapping network
coverage. The new maps embody
many fundamental improvements
not found on other maps-improve-
ments which, we believe, make them
the most accurate and useful mea-
sure of network coverage ever de-
vised. Not only do they tell the ad-
vertiser where his program should
be listened to but they help him to
make a more intelligent estimate
of his program audience in every
county in the United States.

"They show, county-by-county,
where the coverage of the network,
as indicated by the listeners, is
approximately the same as in the
cities where program ratings are
made. They recognize the difference
in effectiveness of the coverage fur-
ished by individual stations and
that furnished by a combination
of stations. They show for the first
time how the country is served by
the network during daylight hours,
and how it is served after dark.

"The coverage of the network is
determined by means of the NBC-
All-County Survey conducted in
February, 1940, using mail ques-
tionnaires in which 100,000 families
told us what stations they listened
to, not just occasionally but regu-
larly enough to be included among
the three or four best stations on
their dial. The response, the largest
ever secured in a nation-wide sur-
vey of this type, was tabulated
county by county, and separately
for day and evening, by C. E.
Hooper Inc.

"In addition to these effective
coverage maps of the complete Red
Network, we are prepared to pro-
vide custom-built maps showing the
specific coverage of individual
advertiser's networks."

William S. Hedges, vice-presi-
dent in charge of the stations de-
partment, sent a letter to all Red
Network stations, in which he said:

"As you will note on these maps,
the Effective Coverage Areas of
the NBC-Red Network include only
those counties where at least three-
quarters as many families, percent-
age-wise, mention Red Network
stations, as mention the stations of
the network in the 25 cities where
the national advertiser's program
ratings are made both by CAB and
Hooper. This is to enable the adver-
tsirer to arrive at a more much
more intelligent estimate of his program
audience in each county because it
shows him where the network has
approximately the same effective-
ness as in the cities where his pro-
grain audience is periodically mea-
sured.

"To further assist the advertiser in
arriving at an intelligent estimate
of program opportunities in
every county, we have shown the
Effective Coverage Areas in two
shades of color. The dark red areas
are those where individual stations
meet the standard, and the lighter
colored areas are those where it
takes a combination of stations to
meet the standard."

Pa. Names Chafey

CLIFFORD M. CHAFEY

President of WRAW-WEEU, Reading,
was nominated to continue in office
for another year as president of the
Pennsylvania Assn. of Broadcast-
ers. Meeting recently in Philadel-
phia, at the Benjamin Franklin
Hotel, unopposed nominations also
went to Roy Thompson, WFBG, Al-
town, vice-president; C. G. Moos,
WKBO, Harrisburg, secretary; and
George Coleman, WGBI, Scranton,
treasurer. For the three seats on
the board of directors: Benedict
Gimbel Jr., WIP, Philadelphia;
George Joy, WRAF, Williamsport;
and John Tully, WJAC, Johnstown.
Issac A. Levy, WCAU, Philadel-
phia, was elected representative to
the NAB board of directors, to be
sented after the May 12 convention.

Eidmann Gets Control
Of WLAK, in Lakeland

BRADLEY R. EIDMANN, program
director of WAAF, Chicago, was
granted authority by the FCC
April 22 to assume control of the
Lake Region Broadcasting Co.,
operator of WLAK, Lakeland, Fla.
In relinquishing the 100 shares of
$100 par capital stock and assign-
ing a $5,000 mortgage upon the
property of WLAK to Eidmann for
$10,000 the present owners, J. P.
Marchant, D. J. Carey, W. Walter
Tison, Melvin Meyer and the Tri-
Bune Co., publisher of the Tampa
Tribune, have stipulated that they
will have no stock interest in, se-
curity interest against or any part
in the management of WLAK.

Designated for hearing the same
day was the application of the Lake
Region Broadcasting Co., to trans-
fer control to Russell E. Baker but
in view of the aforementioned ac-
tion, it is believed the latter appli-
cation will be withdrawn.
CONGRATULATIONS
BOB HOPE
Radio's New "Star of Stars"
and his sponsor
The Pepsodent Company

NBC RED NETWORK SWEEPS
THE 1941 MOVIE-RADIO GUIDE
STAR OF STARS POLL

Coast to coast by listeners' vote, NBC Red sweeps the Movie-Radio Guide 1941 Star of Stars Poll. More than 50,000 radio listeners cast their votes—ballots were tabulated under the supervision of the American Audience Institute—and here's what they show.

The ballots for radio's "star of stars" placed the crown on the brow of Bob Hope, ace comedian on Pepsodent's Red Network program. And what's more...seven of the ten "Best Comedians"...seven of the ten "Best Announcers"...six of the ten "Best Actors"...seven of the ten "Best Masters of Ceremonies" and eight of the ten "Best Serial Dramatic Programs" are heard on the RED.

Congratulations to Bob Hope and to all the artists and sponsors whose outstanding showmanship is making NBC Red the nation's first network again in 1941.

National Broadcasting Company • A Radio Corporation of America Service
Congratulations also to NBC BLUE for its excellent showing... (The BLUE tied for second place with six "first awards")

(RED CHECK) Indicates Red Network program or personality.
(BLACK CHECK) Indicates Blue Network program or personality.
(RED & BLACK CHECK) Indicate program or personality appearing on both Red and Blue.

---

Radio Star of Stars
✓ Bob Hope
✓ Jack Benny
✓ Don McNeill
✓ Bing Crosby
✓ Edgar Bergen
✓ Don Ameche

Best Comedian
✓ Bob Hope
✓ Jack Benny
✓ Fibber McGee
✓ Edgar Bergen
✓ Eddie Cantor
✓ Ransom Sherman
✓ Frank Morgan
✓ Bob Burns

Best Announcer
✓ Don Wilson
✓ Milton Cross
✓ Ken Carpenter
✓ Harlow Wilcox
✓ Durward Kirby
✓ Ralph Edwards
✓ Ben Grauer

Best Actor
✓ Don Ameche
✓ Charles Boyer
✓ Ezra Stone
✓ Michael Raffetto
✓ Hugh Studebaker
✓ John Barrymore

Best Actress
✓ Joan Blaine
✓ Betty Winkler

Best Master of Ceremonies
✓ Don McNeill
✓ Bob Hope
✓ Bing Crosby
✓ Garry Moore
✓ Clifton Fadiman
✓ Rudy Vallee
✓ Don Ameche
✓ Ransom Sherman
✓ Milton Cross
✓ Don Wilson

Best Male Singer of Popular Songs
✓ Bing Crosby
✓ Jack Baker
✓ Dennis Day
✓ Tony Martin
✓ Rudy Vallee
✓ Harry Babbitt
✓ Frank Munn
✓ Curley Bradley

Best Woman Singer of Popular Songs
✓ Ginny Simms
✓ Evelyn Lynne
✓ Connie Boswell
✓ Nancy Martin
✓ Dinah Shore
✓ Bonnie Baker

Best Male Soloist of Classical Songs
✓ Richard Crooks
✓ Donald Dickson
✓ James Melton
✓ Frank Munn
✓ Jack Baker

Best Woman Soloist of Classical Songs
✓ Margaret Speaks
✓ Jean Dickerson
✓ Franca White
✓ Lucille Manners

Best News Commentator
✓ Lowell Thomas
✓ H. V. Kaltenborn
✓ Walter Winchell

Best Sports Commentator
✓ Bill Stern
✓ Fort Pearson
✓ Graham McNamee
✓ Hal Totten

Best Dramatic Program
✓ One Man's Family
✓ Aldrich Family
✓ Everyman's Theater

Best Musical Program
✓ Kay Kyser
✓ Voice of Firestone
✓ Metropolitan Opera
✓ Hour of Charm
✓ Pleasure Time
✓ American Album of Familiar Music
✓ Telephone Hour

Best Variety Program
✓ Breakfast Club
✓ Kraft Music Hall
✓ Chase & Sanborn
✓ Bob Hope
✓ Fibber McGee
✓ Club Matinee
✓ Rudy Vallee
✓ Maxwell House

Best Dance Orchestra
✓ Kay Kyser
✓ Horace Heidt
✓ Fred Waring
✓ Tommy Dorsey
✓ Sammy Kaye
✓ Abe Lyman

Best Audience Participation
✓ Kay Kyser
✓ Dr. I. Q.
✓ Truth or Consequences
✓ Take It or Leave It
✓ Breakfast Club
✓ Horace Heidt
✓ Town Meeting

Best Quiz Program
✓ Information, Please
✓ Quiz Kids
✓ Dr. I. Q.
✓ Take It or Leave It
✓ Kay Kyser
✓ Battle of Sexes
✓ Truth or Consequences
✓ Uncle Jim's Question Bee

Best Serial Dramatic Program
✓ One Man's Family
✓ I Love a Mystery
✓ Bachelor's Children
✓ Vic and Sade
✓ Aldrich Family
✓ Guiding Light
✓ Life Can Be Beautiful
✓ Road of Life

Best Educational Program
✓ Information, Please
✓ University of Chicago Round Table
✓ Cavalcade of America
✓ Music Appreciation Hour
✓ America's Town Meeting
✓ Farm and Home Hour
✓ Quiz Kids
✓ World Is Yours

Best Children's Program
✓ Quiz Kids
✓ Coast to Coast on a Bus
✓ Bud Barton
✓ Tom Mix
✓ Our Barn
✓ Jack Armstrong

My Favorite Program
✓ Breakfast Club
✓ One Man's Family
✓ Kraft Music Hall
✓ Jack Benny
✓ Metropolitan Opera
✓ Fibber McGee and Molly
✓ Bob Hope

---

NBC Red Network
The Network Most People Listen To Most
THOSE who have seen what is happening in Britain and who have experienced the hardships of existence in countries under Nazi domination will provide graphic word pictures for Canadians. The Canadian Broadcasting Corp. will feature them on a new Sunday evening half-hour program We Have Been There on the CBC national network starting April 27. Those to be heard on the series will include Wendell Willkie, Leland Stowe, Ralph Ingersoll, Col. William Donovan, William Shirer and Fred Bate. Malcolm MacDonald, recently arrived new British High Commissioner to Canada, leads off the series.

Induction Interview

INTERVIEWS with draftees from Syracuse and Central New York as they pass through the induction center, is the theme of We're in the Army Now, a 15-minute transcribed series, sponsored by Merchants Bank & Trust Co. on WSYR. The program is transcribed at Fort Niagara by two of the station's announcers equipped with a portable transcription machine, who have been assigned to the Quartermaster Corps by the Army. Newspaper ads inform WSYR listeners the names of those to appear on the show that night.

Quiz of News

GOLDEN GLOW BREWING Co., San Francisco, on May 2 will start sponsorship of News Quiz, a weekly half-hour program with Cliff Howard as m.c., on KSFO, San Francisco. Program will be an audience participating show, with contestants asked questions regarding names, places and facts prominent in the news during the preceding week. Prizes will be awarded. Contract is for 26 weeks. Agency is Erwin, Wasey & Co., San Francisco.

International Quiz

A NEW PROGRAM on CKLW, Windsor, International Quiz, presents high school students in Canada and the United States in competition. The program is sponsored by the Canadian Legion and the American Legion to foster international goodwill.

For Defense

IN COOPERATION with the Hollywood Junior Chamber of Commerce, a new series of six broad- casts titled, That America Might Be Strong, has been started on KECA, Los Angeles. Aimsed to reveal what Southern California is doing for defense, the series will include interviews and informal discussion by Army, Navy and Ma- rine officers as well as executives of aircraft factories, steel manu- facturers and others.

Food of the Week

WITH THE advent of the Depart- ment of Agriculture’s surplus food stamp plan in Chicago and WCBD, that city, is presenting a weekly five-minute series titled Food of the Week. Talks explaining the uses and nutritional value of the surplus product available each week are given by U. S. government employees. Same program is pre- sented in Polish and Italian on WGES, Chicago.

Unseen Accompaniment

USING the “Add-A-Part” series of records issued monthly with sheet music by Columbia Records, WNYC, New York’s Municipal station, is presenting a weekly program Let’s Play Music. That Music that has been recorded with certain instrumental or vocal parts missing is played on the program and listener can fill in the missing part in their homes along with the ensemble.

Sidewalk Snopper

NEW TWIST to the man-on-the-street is Sidewalk Snopper, reported from the front of a local construction company, on WTSP, St. Petersburg, Fla. Interviewee in answering question correctly is permitted to pull a capsule out of a jar from which he can win anything from a $50 to $100 credit on a new home. The sale of more than 40 houses is directly traceable to the program.

Child Guidance

CHILD-PARENT problems are aired on Minor Problems, a new child-guidance round-table discussion on WOWO, Fort Wayne, Ind. Panel consists of a clergyman, a typical mother and a doctor, who discuss problems sent in by listeners. Time is taken to talk to special guests connected with your organiza- tions speak.

‘Shoot the Works’

HIRSCH CLOTHING Co., Chicago, on April 4 started a weekly half-hour quiz show Shoot the Works on WGN, Chicago. The program has studio guests as contestants trying to win cash prizes. The first question they answer correctly pays them $1. Contestants have the choice of keeping the money they have already won or continuing to save until the time the possible prize doubling in amount. Shoot the Works replaced the spon- sor’s former program, We Predict. Agency is Schimiggen & Scott, Chicago.

Insubordination

OPPORTUNITY for buck privates to tell commissioned officers where to get off will be provided by WCAT, Philadelphia, which starts May 3 a weekly quiz, The Old Army Game. The broadcast will be han- dled direct from the National Guard encampment at Indiantown Gap, Pa. Patterned after the “truth and consequences” game, each broad- cast will pit a team of four buck privates against officers.

The Good Old Days

HARKING BACK to the devil-may-care days of San Francisco’s “gay nineties” is the new drama series on KYA, San Francisco. Entitled, Gold Coast Theatre, the broadcasts present adapted versions of the old plays in the Golden Gate City from 1850 to 1906. They are played straight in the manner of the period in which they were first performed.

Flying With the Navy

LISTENERS can learn how it feels to learn to fly with the Navy during the series of special broadcasts on MBS presented from the U. S. Naval Reserve Base at Floyd Ben- nett Field, Brooklyn. The programs take listeners through the various stages of training received by a cadet until his “graduation” and eventual transfer to the Fleet Air Arm.

Know the Law

AN ORIGINAL dramatic script which presents the hazards the average person might unknowingly come in contact with every day because of ignorance of New York State criminal law is one of the sections of Timely Topics, on WTRY, Troy.
SESSION TO STUDY
RELIGION ON RADIO

ADVISABILITY of a national code for religious radio broadcasting will be discussed at the 12th Institute for Education by Radio, sponsored by Ohio State U at Columbus, 0., May 4-7.

Numerous important current problems in religious radio will occupy two workshop meetings May 5 and 6, devoted to the theme, "Broadcasting in Religious Education." It was announced by James H. Scull, in charge of radio for the National Conference of Christians & Jews and chairman of the sessions.

Reports on religious programs will be presented by Frank Goodman, department of radio, Federal Council of the Churches of Christ in America; Edward J. Heffron, executive secretary of the National Council of Catholic Men; and Dr. John Wise, of the Message of Israel program.

Scheduled speakers at the conference are Gilbert Harrison, director of radio, University Religious Conference, Los Angeles; Rabbi Barnett R. Brickner, Cleveland; Edward J. Heffron; H. B. Summers, director of public service programs, NBC eastern division; Sterling Fisher, director of radio talks and education, CBS; Frank Nelson, bureau of Institutional Broadcasting, Lakewood; O.; Rev. Roy Burkhart, Columbus.

WLB's Farm Service Expanded for Summer

MOST EXTENSIVE summer activities were scheduled on an agricultural broadcast series on WLW, Cincinnati, will take place this year over a five-month period. The new schedule was to take effect April 28, day after radio time change. It's highlights include news and on-the-spot coverage of the AAA, Future Farmers of America, Farm Credit Administration, county fairs, annual Vegetable Growers Show at Columbus, 4-H Club, farm bureau field days, major regional event meetings, extension services, and highlights of state fairs. All will be heard on Everybody's Farm Hour, Mondays thru Fridays at 12:20 and Saturdays at 1.

Throughout the summer, extension service workers from the four immediate States in the WLW's listener territory will appear on the program to present timely farming information. How the scientific approach to farming works out will be reported from the station's experimental farm adjoining its transmitter at Mason, O., 20 miles north of Cincinnati.

Bakery Campaigns

W. E. LONG Co., Chicago agency, has sold its W. E. Long Transcribed Featurettes to three bakeries, all of whom are featuring them in spot campaigns which started the week of April 14. All bakeries sell Holsum bread. Holsum Baking Co., Fort Wayne, Ind., is using 24 week- ly for 26 weeks on WNOY; Carpenter Baking Co., Milwaukee, Wis., is using 24 weekly for 26 weeks on WISN; Grocer's Baking Co., Gastonia, N. C., is using WGNC for 52 weeks with number of announcements undetermined.

SKISHOP for the occasion, this quartet from KVI, Tacoma, went up Mt. Rainier's slopes with their equipment to supply an on-the-spot description of the open slalom race in the sixth annual Seattle Post-Intelligencer Silver Skis Tournament early in April. Paused at one of the stations along the difficult slalom course are (l to r) Larry Husby, announcer; Bill Haase, chief engineer; Wes Martin, announcer; Ernie Estes, engineer.

Service of All Sorts

SERVICE PROGRAM sponsored by the Industrial Federal Savings & Loan Co., Denver, on KZL, features music, announcements of local club meetings, civic affairs of importance, weather and road reports and temperature readings. Known as the Friendly Service Bureau, the program is a weekday feature.

Tips for Readers

LOCAL LIBRARIANS in the Salt Lake City Free Public Libraries are given a chance twice a week to tell KDYL listeners what they might find in way of new reading material. Short book reviews of the libraries' latest books are given together with suggested reading for children and grownups.

Army Swing

REGIMENTAL swing bands of the 27th Division now stationed at Fort McClellan vie for "best-swinging band of the Division" honors, on WHMA, Anniston, Ala. Ten bands compete, each playing one tune and the finalists are left to battle it out. Competition is keen because many of the soldiers come from the top-ranking orchestras.

Hits or Flops

DEPENDING entirely on his ear and background for judgment, a Tin Pan Alley music expert judges new songs sent in to him on Hits of Tomorrow, weekly feature on WBAI, Atlantic City. Tunes are adjudged according to his own rating system as either possible "hits" or "flops."

School Bands

OUTSTANDING preparatory and military school bands in its radius, will be aired weekly on WAVA, Richmond. When necessary some concerts will be remoted from the school campuses.

Bowling Quiz

BOWLING QUIZ direct from one of the local alleys is conducted weekly on WTMV, E. St. Louis, Ill. It is titled Spare Time.

PRESTO RECORDING CORPORATION

242 West 55th Street, New York, N. Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising

April 28, 1941 • Page 27

WPEN always has been a hit with sponsors who want to cover the greater Philadelphia market—an area enriched with more than three billion dollars worth of defense contracts.

Cover the nation's defense center—use Philadelphia's most powerful independent station.
ETHRIDGE, Surveyor

THE HARRIED broadcasting industry would make a serious mistake if it regarded the latest developments in the radio regulatory picture as a cure-all. But the President did much to reassure the industry against arbitrary or hasty action when he drafted Mark Ethridge to undertake a survey destined to result in a new "national policy" for broadcasting.

Aside from the selection of Mr. Ethridge, however, there is little solace in the President's latest expression on radio, embraced in the letter which Mr. Ethridge read to the publisher-broadcasters meeting in New York. The industry has unbounded confidence in the Long Islander, who twice before has rallied dissident groups in broadcasting and effected a united front. That the President likewise has an abiding faith in Mr. Ethridge's judgment and ability is reflected in his letter naming him his personal advisor on radio. The effect of the Chief Executive's latest action will be to forestall any sudden move that might disrupt an essential medium in time of national-stress. It may hold up projected rules to alter network-affiliate relations or otherwise change fundamentals in broadcasting until the President has opportunity to appraise Mr. Ethridge's conclusions and recommendations. It seems to us that it should stay the hand of the FCC until there is a further expression from the President, though the newspaper-ownership inquiry can go forward concurrently.

There is temporary consolation, perhaps, in the President's observation that "no action is contemplated that would affect any present ownership", so far as the newspaper issue is concerned. But it should not be overlooked that the present law specifies all applications for license renewals of existing stations must be considered on the same footing with new applications.

Thus if there eventuates a ban against granting of broadcast facilities to newspapers not now in radio, the same standard would have to be applied on renewal applications. And there is serious question whether a law could be enacted, freeing newspaper ownership to those already in that could stand the Constitutional test.

Mark Ethridge, clear-eyed and level headed, has done another outstanding job for radio in its latest dilemma. His spadework in probing motives and impressing upon newspaper-radio owners the importance of the inquiry is more than praiseworthy. He will be missed on Chairman Harold Hough's Steering Committee, but he undertakes a larger task for the public and for radio.

In meeting the immediate newspaper-ownership issue, publisher-broadcasters have created with essential speed an organization under the Ethridge-Hough leadership. A distinguished and forceful attorney has been selected in former Judge Thomas D. Thacher. A competent staff will be assembled. The issue presents a challenge not merely in law but in statesmanship. The newspaper fight must be won if radio by the American Plan is to be preserved.

We wish we could be as sure as others, in view of the past record of the FCC, that this will be solely a fact-finding inquiry free of "pyrotechnics and oratory and smearing". But the assurances from the President and from Chairman Fly, at this time, must be accepted at their face value—that nothing precipitate will be done and that no action is contemplated that will affect present ownership.

It will be a pity, however, if in the meantime, improvement of existing plants and the development of FM and other services, no matter by whom, should be stymied by banning the flow of capital into radio from willing and qualified sources.

Fortunately for both the newspaper and radio industries, the approach to the hearings is being made calmly and objectively, though not without trepidation. It is fortunate, too, that the Ethridge report to the President, which he will make as a personal venture, will probably weigh as much in the final determinations as the FCC inquiry.

Despite the many imponderables in the picture, the opportunity exists for the writing of a Magna Carta for American Radio. We think it can and will be done under the guiding hand of Mark Ethridge.

The Buyer's Slant

SOME WEEKS ago we shot a little merchandising arrow into the air [BROADCASTING, Feb. 17]. And it hit the jack-pot.

Ever since we have received "Old Subscriber" epistles pro and con, hot and cold. It added up to a good healthy controversy. Now it's due for a going-over when sales managers meet at the NAB convention in St. Louis May 12-15.

To set the stage for the controversy, we enjoyed Clair Heyer, Radio Director of Armour & Co., who crystallized his views on the merchandising needs of the advertiser. Having formerly been national sales manager of WHBF, Rock Island, and having staged the Armour Treet-Mink Coast campaign last fall, he knows the problem from both sides.

His powerful piece, published in this issue, cracks between the eyes BROADCASTING's editorial stand. It is an exhaustive demonstration of radio merchandising—a young primer, replete with guideposts and gives every salesman in radio plenty to conjure with in evolving future campaigns.

Mr. Heyer's epic, amply illustrated, might on the surface refute our claim that merchandising is a "Frankenstein's monster" when it is given away.

Sure, we agree that the advertiser needs merchandising cooperation from the station! But we insist there should be a floor and a ceiling, perhaps elastic, on such service. It goes back to simple arithmetic. When you have an established rate, and you subtract so many digits for something other than the time you sell, you're really rehting.

Let's talk it out in St. Louis!
JAMES CARSON BRANTLEY

I F YOU happen to be in Salisbury, N. C., and meet a tall, thin man, immaculately dressed and with an ultra-dignified bearing and a tiny mustache, you can safely bet it is J. Carson Brantley. For he has no double in Salisbury; or elsewhere. His serious mien and kindly expression will attract you.

And if you still do not know the subject of this sketch, any Southern radio station man will promptly tell you that he is the sole owner of the J. Carson Brantley Advertising Agency, big user of spot time.

Brantley, as he is generally known in radio, was born in Talbotton, Ga., June 1, 1903. In childhood he moved to Salisbury, where for the most part he has lived ever since. He was educated in Salisbury schools. His business career began as a lad when he sold magazine subscriptions door-to-door. With a native artistic ability, young Brantley put it to work in writing show cards and decorating windows. Before he was 21 he was advertising manager of a Carolina chain of department stores. He was offered a similar post with the Capitol in Fayetteville. Yearning for a business of his own, he formed on March 6, 1928, the J. Carson Brantley Advertising Agency.

In the early 30's, the breaks began coming his way and he listed a few small accounts. Most of these were newspaper advertisers exclusively. But he sensed that his small organization might fare better in radio. He could see in this new field untold possibilities for moving merchandise for his clients-to-be. He liked people and to deal with people. He could find no realm where this desire could be better satisfied than in radio. So, to radio he turned his efforts and today more than 70% of his agency's billing is in broadcasting.

Early in 1938 Brantley was appointed to direct the advertising of Stansbec, Co., makers of Stansbecr Headache Powders, a Salisbury concern. He turned immediately to radio. His carefully-planned copy clicked from the start and Stansbec sales began ascending. From three small Texas stations this account has advanced steadily, currently using approximately 200 stations in all sections of the land. And J. Carson Brantley still is its agency. The acquisition of Stansbec can be said to be the turning point in the agency's existence. Many regional and national accounts have been added to the clientele, including Duke Power Co., Owen Drug Co., and a slice of The Chattanooga Medicine Co. The latest addition is Brown's Mule Chewing Tobacco, a product of R. J. Reynolds Tobacco Co. of Winston-Salem. Only radio is being used in the South for this account. This agency's 1940 broadcasts totaled more than 92,000 and 1941 will exceed this.

Never much of a joiner, Brantley is a great family man. In 1925 he married Fannie Shoaf, of Lexington, N. C. They have an 11-year-old daughter, June. He is active in the Salisbury Civitan Club and in Saint John's Lutheran Church, where he has taught a Sunday School class of five-year-olds for 13 years.

He cares little for most sports but is an ardent fisherman. Brantley is well-known in Morehead City and other coastal points, to which he makes frequent fishing trips. His other hobby is helping people. That he has been successful in this endeavor is attested by the number of men he has placed in radio.

This man, who at an early age saw possibilities of an advertising agency prospering in a small southern town, is as familiarly known in New York as at a gathering of North Carolina broadcasters. His agency's NBC and CBS billings prove it.

WILLIAM W. CRAWFORD, former copywriter of J. Walter Thompson Co., New York, and contributed to Collier's and The Saturday Evening Post, has joined the promotion department of WNYC, New York City.

HARRY SYLVERN, musical director of Allied Radio Associates, New York, and organist for various orchestras and recording companies, has been appointed musical director of WINS, New York equipment. Mr. Katzen, who resigned April 28 to devote full time to the position of research director of BMI.

LOUIS GOTTESMAN, manager of WJZ, New York, has been appointed manager of WINS, New York equipment. Mr. Gottesman is a native of New York City and has been with WJZ a number of years.

AFRICA gets its first Muzak station.

NORTHERN radioman, Dr. W. K. McCurdy, has been appointed director of the National Muzak Syndicate, Chicago.

ADMIRAL GRANT, formerly radio director of a Hawaiian department store, has joined the sales staff of WBAL, Baltimore.

WILLIAM GILLIS, formerly with stations in the Pacific Northwest, has joined the sales staff of KJBS, San Francisco.

WILLIAM WALTER, manager of WBZ-H, Boston, has joined the sales staff of WJZ, New York.

JOSEPH D. R. FREED, 43, president of Freed Radio Corp. and pioneer manufacturer of Freed-Muzak, died April 18 in New York City after a brief illness. Born in New York Oct. 18, 1897, he graduated from the College of the City of New York in 1917. After the World War he joined the improvement Co., 1926, organizing and operating Freed Freed Freed Freed Muzak Corp. In 1927 he became vice-president and general manager of Muzak Corp. Last year he returned to receive manufacture as head of Freed Radio Corp. specializing in his field received a degree in the Institute of Radio Engineers and a membership of the Radio Club of America. He is survived by his wife, father, son and four brothers.

J. TRACY GARRETT

J. TRACY GARRETT, 60, treasurer and 20% stockholder of the KKH, Burlington, La., now under court sale, has been engaged to start broadcasting in June or July, and publisher of the Hawk-Eye Gazette, Burlington, La., June 15. Mr. Garrett was re-elected April 14 of cerebral hemorrhage. While not in good health recently, Mr. Garrett had not complained of illness. He is survived by his widow, Kathleen Tibbits Garrett, and one son, Lieut. George Tracy Garrett of the 1316th Medical Regiment, currently stationed at Camp Claiborne, La., survivor.
LEROY W. MILLER, announcer of KYW, Philadelphia, and Hope Alessandroni, daughter of Judge and Mrs. Leonard Alessandroni, of the Philadelphia Court of Quarter Sessions, have announced their engagement.

RUTH LAFERHIT, assistant to Dr. William B. Horrigan, president of the College of William and Mary, Philadelphia, has been named personal director of the station.

JIM MCGANN, formerly of WINS, New York, and Bob Roberts, formerly of WDEL, Wilmington, Del., have joined the announcing staff of WFEN, Philadelphia.

LARRY LANSING, KHI, Hollywood announcer, has joined KVEE, San Luis Obispo, Calif.

PHILIP MAXWELL, editorial promotion director of the Chicago Tribune and “Chicago Tribune Forum,” a senator of Tomorrow on WGN, Chicago, will be the commencement speaker May 22 at the Poudre Valley High School, Pueblo, Ill.

SANDY BAKER, formerly of the announcing staff of WCKY, Cincinnati, and on the Long Island, has joined WHDL, Olean, N. Y.

BILL ETTEN, ROBINSON, formerly newscaster of KFIF, Montreal, has succeeded Sid Walton as news announcer at WAYS, New York.

WARD LANG, announcer on KTSB, San Antonio, was selected to act as master of the colorful Battle of Flowers Petie, one of the highlights of Antonio’s Fifteenth Fiesta De San Jacinto, which was held the week of April 21.

JACK CONNALLY, an announcer for KCJO, has returned to the regular staff of WCOL, New York. This was his second return to WCOL, having been rejected at the induction center.

PHIL BARRY, formerly of WNYC and WOR, New York, has joined Hu Tnus, from WHG, Greenside, Pa., and has been named to the announcing staff of WHCQ, Los Angeles.

ROBERT HARTER, traffic manager of WHO, Des Moines, on April 13 married Mary Deegan, daughter of the U.S. district attorney for Southern Iowa.

GENE PLUMSTEAD, announcer of WJZ, Baltimore, has been inducted into the Army.

BOB DAVIDSON, formerly of WJW, Columbus, Ohio, and BU Train, has joined the announcing staff of the new WLAG, LaGrange, Ga.

GEORGE ERTWIN, formerly an announcer of KKAY, Honolulu, has joined the announcing staff of KFJJ, Texas Network.

MERRILL INCH, continuity director of KOH, Reno, recently became the father of his second son, Patrick Joseph.

HAROLD MODLIN, a student in the radio department of Jordan Conservation College, Minneapolis, Minn., has joined the announcing staff of WJZ.

LARRY KRAMP, announcer-writer of WOR, New York, has been inducted into the Army.

VINCENT ALEXANDER, formerly announcer of WQBR, Scranton, Pa., has been inducted into the Army.

JOHN TUMBLER, messenger of WCKY, Cincinnati, became the station’s first draftee, leaving for camp April 21.

VIRGINIA VERMILLION, formerly of KFHX, Wichita, has joined the Continuity Department of KTUL, Tulsa.

GREGORY ADHOTT, Paramount News announcer for ten years, on April 21 joined WMCA, New York, as a newscaster. He is heard five days weekly under sponsorship of Crawford Clothco, New York, and is Al Paul LeTourco, New York.

PAUL KEEFE, announcer of WCOP, Boston, recently married Constance Rice, of Boston.

STEPHEN McCRUMMICK, chief announcer of WOL, Washington, volunteered for the Army and was inducted April 3. All members of the announcing staff have not yet been named.

DON WIRTH, formerly announcer of WOAC, Philadelphia, has joined WOBM, Philadelphia, and WBLF, Shelbyan, all in Washington, has joined the announcing staff of WTMJ, Milwaukee.

JAMES LANTZ, formerly of KRLW, Salinas, Calif., has joined the announcing staff of WINS in Washington.

BOB OLSEN, formerly of KGO, San Francisco, has joined the announcing staff of KFRO, Longview, Tex.

JACK KNELL, of the CBS special events staff has been transferred to the newly-formed CBS Dixie Network as director of news and special events, with headquarters in Atlanta. C. C. Allessandroni, former director of the network, has joined the announcing staff of KVOY, Colorado Springs.

FAIRLIE MYERS, former feature writer of the Savannah Morning News, has joined the continuing staff of WMCQ, New York, and has been named to the draft for a year’s service in the Army.

JOHN RICHMOND, free-lance writer and former editor of Photo Magazine, has joined the news service of the CBS publicity department.

PHILIP KELTH PALMER, formerly of WMCA, New York, has joined the announcing staff of WINS, New York, replacing William D. Straus, who is in the Army at Fort Jackson, S. C.

ROGER SHAW, former foreign news editor of The Review of Reviews and Curmudgeon, is now joining the first regular news network of WITN, Flemington, N. J., for the new WINS, New York. He and his wife, the former Sylvia Garfield, are married and will live in New York.

WALTER HARGO, president of the NBC press division, has resigned to devote his time to his new role as assistant to the manager of the department.

RICHARD MORENO, of the NBC script division, has resigned to take up free-lance script-writing.

HAL KOSUT, formerly an announcer of WABX, Jersey City, has joined the announcing staff of WWXR, Woodbridge, N. Y.

OLIN TICE, formerly of Wins and WDNO, Columbia, S. C., and of WINS, Durham, N. C., has joined the announcing staff of WFTF, Charlotte, N. C.

C. E. ERICKSON, formerly of KOAY, Vancouver, has joined the staff of WONN-WG, Fort Wayne, and has been named an associate of the station.

DAN IOKER, former of the production staff of WIS, Chicago, has joined the announcing staff of the department of KERO-KNET, Des Moines, to succeed Marian Schimmel who was married April 13 to Herbert Pike.

STANLEY RAYBURN, formerly of WKCR, Columbia, has joined the announcing staff of WINS, New York, and has been named to the announcing staff of WTAR, Norfolk, Va.

NORINE LOWE HERE’S ONE of radio’s young ladies who has won her way into the hearts of the Western North Carolina’s radio family. She’s Norine Lowe, the only feminine member of the staff of WWNC, Asheville, in Asheville for several years she has been prominently identified with Little Theatre movements in all capacities, with writing and direction leading roles. Among her programs are The Woman’s World, Woman’s Matinee and Stars of Tomorrow, the latter program presenting juvenile talent.

EDDY CALLAWAY, program director of KFLO, Temple, Tex., has resigned to enter the Rayon Aeronautical School, Henuut, Cal., preparatory to joining the Army Air Corps.

BILL STEEL, formerly of KBIX, Muskego, Ohio, has replaced Gordon Horner on the announcing staff of KDO, Ogden, Utah.

VOLNEY CUNNINGHAM, head of the CBS publicity department, has resigned to devote his time to the newly-formed CBS Dixie Network as director of news and special events, with headquarters in Atlanta. C. C. Allessandroni, former director of the network, has joined the announcing staff of KVOY, Colorado Springs.

WALTER HARGO, president of the NBC press division, has resigned to devote his time to his new role as assistant to the manager of the department.

BILL HAWORTH, KHI, Los Angeles, announcer, has returned to his duties after an illness of two months.

DONALD H. CLARK, Hollywood writer of the weekly half-hour program When Pigeons Roar, sponsored on KFI by the Los Angeles Herald Expre, has joined the public relations, writing and directing staff of Warner Bros. He also continues his radio assignment.

MONIQUE ANGLE, of the old KEKE, Los Angeles, has joined KRKD, that city, as announcer.

DANE CORBASSO, Charles Cooper, who is in the announcing staff of the new WINS, New York, has been named to the announcing staff of KSAN, San Francisco.

JACK ELY, formerly of KJJO, Kansas City, has joined the announcing staff of KTRK, Melbourne, Calif., on April 1 because of the father of a girl.

MAURICE SPRIGGS, formerly of WMBX, who has joined the Defense Savings Bond radio section in Washington, to handle women’s and children’s departments.

MARY MARGARET VESSEY, secretary to Frank W. Webb, sales manager of WOOG-WL, Fort Wayne, has joined Five and Peters, station representatives, Chicago.

PHIL BELL, staff announcer of WPTF, Raleigh will marry Mary Low Haywood also a member of the staff, in Trenton, N. C., May 11.
H. G. MALCOURNE, announcer of WJLJ, Beckley, W. Va., has been made program manager or station manager of WVL surpassing Kathryn Redick who resigned to become assistant program director of the WKVWe Wheeling.

PAUL DOUGLAS, sports commentator and announcer on the Fred Waring program, sponsored by Liggett & Myers Co., New York, on NBC-Red, on April 28 will conduct a six-week sportscast column, 6:45-7 p.m. on WEAF, New York, and available Red stations.

KEN STOWMAN, publicity director of WCAU, Philadelphia, is teaching a special course in radio at Temple U.

BILL DIER, baseball announcer of WHN, Philadelphia, WOR, WABC and WDIV, has joined WCBN, Baltimore, to broadcast play-by-play of the Baltimore Orioles, when WCBN abandoned baseball broadcasts.

TRN COOKER, production manager of Koen-Kate, Portland, Ore., is the father of a baby boy born April 17.

WALTER WHITNEY, page of KMKX, St. Louis, has been promoted to staff photographer.

JACK NORMINE, new to radio, has joined the announcing staff of WTMY, St. Louis, Ill.

LEE KIRBY, sports announcer of WBBF, Charleston, W. Va., has been assigned to handle baseball broadcasts for Atlantic Refining Co. this season.

Mike-crowder is Sally Joe Barbyd, daughter of Frank Barbyd. At age of 7½ months she made her radio debut on KMB, Kansas City, where pop is director of sales promotion and publicity. And he pulled the trigger for this sterling shot, which ought to win most any photographic exhibit.

DEFENDANTS DENY FIGHT SUIT CLAIMS

MBS, 20th Century Sporting Club and Gillette Safety Razor Corp., in answers filed April 23 in the New York Supreme Court, denied all allegations made by NBC in its action against them. [Broadcasting, April 14]. Answer states that on March 18 Mutual and Gillette signed in good faith contracts with the club giving them exclusive broadcasting rights for all boxing events promoted by Mike Jacobs, president of the club, between June 1, 1941, and May 31, 1942.

Furthermore, answers of all defendants state that NBC's alleged contract with the club was not submitted to or approved by Madison Square Garden, although its lease with the Garden expired in May 1944, and did not approve all broadcasts and the Garden did approve the contract with MBS.

Contrary to NBC's complaint, the 20th Century Sporting Club denies that the alleged agreement between the club and NBC was ever made. Mutual and Gillette further stated that "NBC, well knowing that the club had no valid exclusive contract for the boxing bouts to be exhibited in Madison Square Garden or elsewhere from June 1, 1941, to May 31, 1942, and cognizant of Mutual's agreement, attempted to induce and persuade Jacobs to breach this agreement by offering to pay 20th Century a substantial sum for the exclusive broadcasts," according to the MBS release on the answer.

"By reason of the premises, the plaintiff does not come into court with clean hands and is not entitled to any relief in a court of equity," the answer concludes.

TO PROMOTE a better understanding of advertising by the Federation of America has completed a series of one-hour programs titled Consumer Should Know, featuring Alfred T. Falk, AFA director of research and education. Interesting features about advertising, business, competition and living standards are told in the studio, which has been released on 281 radio stations in all 48 States.
Ethridge to Make Survey
(Continued from page 10)

terest in a station, and certainly if applicants for standard or FM stations, was vitally concerned. This was an old issue now being seriously revived, he said.

Pressure groups, he told the pub-
lizations, were disturbed over the ef-
fect of newspaper ownership, some asserting that it is possible that newspapers might translate their editorial bias into the content of their radio station programs. They wanted to know, as does the Admin-
istration, whether the trend toward increased newspaper holdings in radio might mean "clogging the channels of information and there-
be contrary to the public in-
terest."

"From what I observed," he said, "it will not be easy for you to meet the issue merely by showing that you have abided by the laws of the FCC. You will be asked: Have you denied the use of the air to mi-
nority or majority groups opposed to your point of view? Has your editorial attitude been translated into station program content?"

"There is an expressed fear in some quarters that since newspapers are crusaders, in some future time they may become part of big mov-
ements, and may translate their editorial bias politically and in that way become enemies of democracy."

Mr. Ethridge listed as some of the "abuses," actual or potential, which he said would be investi-
gated thoroughly:

1. The degree of local responsi-

bility of stations—whether multi-
ple ownership and combinations of capital might result in some man sit-
ing at a distant desk directing the operations of eight or ten stations.

2. Joint exclusive ownership of newspapers and radio stations in a community—whether, though a creation of the FCC itself, this is not in violation of the anti-trust laws.

3. Joint newspaper-radio rates—whether these violate the Sherman Act. "Here," he said, "my advice is to abolish them where they exist, for the Commission says they do violate the anti-trust laws."

4. Publishers using their own newspapers to exploit their own stations, denying the same oppor-
tunity to competitive stations. Here, he said, some publishers will face the charge, with sympathetic ears in Washington, that their newspa-
ties are twice优势 once by the control of newspapers and then by having a publicly granted facility that gives them added com-
petitive advantages. "You owe it to the public," he said, "to read the programs of your competitors."

The basic problem, he continued, is whether the combination ownership of the two media of expression is detrimental to the public in-
terest.

Commission's Power

In suspending FM newspaper grants, Mr. Ethridge expressed the opinion that the Commission went beyond anything President Roose-
velt contemplated, for he had been assured there was no purpose to im-
pair present investments in radio.

At the Commission it was pointed out that 27 out of 94 pending ap-
lications for FM, being from newspapers, were withdrawn, and 42, and compounded "a bad situa-
tion."

He has been told by Mr. Fly and Mr. Ethridge that the entire disposi-
tion of the Administration is to conduct the hearings "without py-
rotechnics, oratory or smearing." The hearings should be "perfectly friendly, and the inquiry will be

TRYING TO CONTACT anyone on the rural telephone to feed an on-
thouspout description of the syllmania-Central Airliner crash 12 miles from Charleston, to the West Virginia Network are Engineer

Munson Robinson (holding mike) and F. J. Beerbower. When its mo-
ible unit was unable to reach the scene, Engineer Robinson tapped the line and tried for a half-hour to rouse farmers on the line. He finally got one sleepy answer and after some hurried explanations a line was cleared for the broadcast.

into facts on which we are not without our resources."

"I think we can prove by factual statement that we have observed the law in only two cases have charges of political partnership been made—and neither of the stations involved was a newspaper station."

Mr. Ethridge cautioned against placing too great faith in amend-
ments to the radio law. Neither the Commission nor the Administra-
tion, he said, has arrived at a philosophy of what newspaper ownership in the United States ought to be. "The Commission's wide powers have been widened by the courts. There may possibly be legislative relief for radio as a whole, but not for newspaper-owned radio. And it is idle to assume that any law cover-
ing radio can be enacted without Administration approval."

Then Mr. Ethridge read the text of President Roosevelt's letter, and the parenthetical statement there-
in ("No action is contemplated that would affect any present own-
ership") evoked considerable question-
ing from the floor. He could not in fairness expand upon this, he said, and he wound up by assert-
ing:

"The only issue is: Is there any reason a newspaper should not own a radio station? We have no intention of carrying anybody else's load. Network monopoly, multiple own-
ership, clear channels—these are not our concern except as they in-
volve the radio picture as a whole."

After ratification of the Steering Committee's actions, Mr. Hough
announced the appointment of Judge Thacher and Mr. Kaye and laid before the group the Ernst &

Ernst & (Continued from page 140)

would pay $10,000 toward the fund under the plan. All of the actions of the Steering Committee, how-

ever, were approved, including the assessment plan.

Mr. Hough's closing statement was:

"We newspapers in radio have a wonderful story to tell, and we ought to go out and the opportunity to tell it. I believe newspapers have done more for broadcasting than broadcasting for newspapers. We have cleaned up. We have cleared.

There may be a fellow here and there who went out of line, but never maliciously.

"This is a big case, and it must be proved. We are going to be of it when we do present it."

Attending Early Session

Most of the members of Mr. Eth-
ridge's committee of 44 [BROAD-
CASTING, April 14] attended the
Sunday meeting April 20 at the Waldorf-Astoria, and they elected the steering committee of nine members. The proxies were posted in the several cases. The following were attended:

Mark Ethridge, Barry Bingham and John Knorpp, News and Courier Journal and Times (WHAS).

National Broadcasting Company, Evanston, Ill.:

Cranston Williams, general manager.

struction (WJNO, WTAE, WMAL, WABC, KYW, WMAE, WJZ, WJOT, WCAP).

Gardner Cowles Jr., Denver Register & Tribune (KKW, WRNT, WMT, WNAX). Roy Roberts, Kansas City Star (WAF). George M. Burcha, St. Louis Post-Di-
patch (KED).

Ethridge, Robert F., St. Louis Star-Telegram (KXOR, EFRU).

A. H. Kich, Buffalo Evening News (WBEN, WEBS).


Don Mitchell, Asheville Citizen and Times (WNNC).

Norman Black, Faro Post Forum (WDAE). C. A. Shively, Pittsburgh Post, Port-
land Oregonian (KGW, KEX).

Harold Hough, Fort Worth Star-Telegram (WBAP, KGKO).


Sam Kaufmam, Washington Star (WMAL).


Don Key and James M. Cox Jr., Cox Newspapers (Dayton News, Miami News, Atlanta Journal, and radio stations (WHO, WIO, WSB).)

Tampa Bay, Miami Daily Phoeni
c and Times-Democrat (KBEX).

Harry Dykes, Austin Star (WHA).

James Chappell, Birmingham News (WBSN).

Wesley Knopp, Phoenix Republic and Gazette (KTAR, KVOA, KYUS).

E. J. Frey, International Republicans and American (WBR).


John Elling, Shreveport Times (WWKH, KXBP).

Guy P. Gannett, Portland Press-Herald (KGO).

George F. Booth, Worcester Telegram and Gazette (TATC).

H. Doorley, Omaha World-Herald (KOWH).

Charles McCabe, New York Mirror (K至今).


Halbert Taff, Cincinnati Times-Star (WKRC).

E. K. Gaylord, Oklahoma City Oklahoman and Times (WKY, KLZ, KYOB).

Mayberry, Ariz. (Orv.) Coos Bay Times (KBOS).

John E. Peterson, Willamina (Pa.) Sun (WRK).

Tennant, Richmond News-Leader (WRNL).

Page 32 • April 28, 1941

BROADCASTING • Broadcast Advertising

NO SEASONAL SLUMP at

WLAW

LAWRENCE, MASS.

5000 watts - 680 k.c.

8 NEW network shows in 3 weeks.

57 National and Regional accounts since December 1, 1940.

Prices vs. Coverage, WLAW is the Biggest Buy in Radio!

IN ROCHELLE

WHEC

BASIC CBS

NEW ENGLAND

WLAW

LAWRENCE, MASS.

C.B.S. Affiliate

The Katz Agency, Inc.

THE HEART OF
Newspapers Urged By Cowles to Meet Changes in Times

Cites Radio's Broad Appeal; Criticizes Photo Handling

URGING newspapers to adapt themselves to changing conditions, Gardner Cowles Jr., associate publisher of the Des Moines Register & Tribune (KDSM, WMT, WNNX), cited radio's appeal to the whole family at the Tuesday morning session of the National Newspaper Promotion Assn. held concurrently with the ANPA meeting in New York.

Stating that newspapers must themselves change to gain the attention of readers in a changing world, he continued: "Perhaps I can make my point better by a reference to radio. I happen to be responsible for the operation of four midwestern radio stations. I have been tremendously impressed by a number of almost unbelievable radio advertising successes. In these programs, I have been struck by two basic advantages which, at least up to now, radio has enjoyed and publications have lacked.

A Hold on Everyone

"(1) Top radio programs hold the attention of the whole family—not just the husband, not just the children—but all three groups. This ability of radio to sell the whole family accounts in a large degree, it seems to me, for the outstanding success of radio."

(2) Radio also has an ability to make a deep emotional impression on its listener audience which no conventionally—edited publication has ever been able to do with cold type.

"I have wondered for a number of years if there is not a new type of newspaper which could be created that would maintain the important and definite visual advantage of the printed word and yet add radio's two most compelling points: the ability to get and hold the attention of the whole family plus the ability to stir that family audience emotionally. I'm rash enough to say that I think picture magazines are being evolved which will do just that. And I think it can be done in the daily newspaper field."

WHDH Rehearing Asked

TO PAVE the way for an ultimate appeal from the FCC move toward the breakdown of clear channels, NBC last Friday filed with the Commission a petition for rehearing of the application of WHDH, Boston, for fulltime on 830 kc., with 5,000 watts, duplicating the clear channel of KOA, Denver. The FCC April 7 granted the WHDH application, and afterward denied the NBC petition for reconsideration, the NBC counsel, D. M. Patrick, P. J. Hennessey Jr., A. T. Ashby and Henry Ladder, in the new petition specified a series of 13 alleged errors in the decision, contending the decision was illegal and void and in violation of the due process clause.

WGN, Tribune, Quit Ethridge Group, Questioning Handling of $200,000 Fund

FIRST defection from ranks of the organized newspaper-radio group, preparing for FCC hearings on the ownership of radio stations by newspapers, occurred the day after the April 22 general meeting in the Waldorf-Astoria, New York, when E. N. Antrim, assistant secretary of WGN, owned by the Chicago Tribune, tendered, his resignation as a member of the Ethridge Committee of 44.

In a letter to Harold Hough, chairman of the Steering Committee of C. Mr. Antrim, WGN executive secretary and director, said "there is not sufficient assurance that the large fund of $200,000 to be collected from the newspapers will be devoted exclusively to the preparation and presentation of the case on behalf of newspaper ownership of broadcasting stations on the merits of the issues involved."

Unrelated Items

He objected to the "intermingling of these issues with other and unrelated issues and activities in which the newspaper group as such have no interest", referring obviously to the network monopoly situation in which MBS and the other major networks have taken different stands. It was learned that the appointment of Sydney Kaye as associate counsel for the radio publishers aroused objections in some quarters by reason of his law firm's representation of CBS and his own position as general counsel of BMI.

Mr. Hough said he first learned of Mr. Antrim's resignation from a story appearing in the New York Daily News, under the same ownership as the Chicago Tribune, and said he would immediately place it before the Steering Committee. WGN is the only newspaper-owned station in the $10,000,000-$2,000,000 annual volume class, and would be the only one to pay $10,000 toward the fund being raised to prepare and present the case before the FCC. "If anyone has not confidence in this outfit as we have set it up," said Mr. Hough, "it certainly is his privilege not to join up with us. That's my horseback opinion, but it's up to my committee to take any formal action." The Hough committee, however, has superseded the Committee of 44, and its next meeting will be called during the NAB convention in St. Louis, May 12-15.

Staying With BMI

A PUBLISHED report that he was giving up active participation in BMI, in which he is first vice-president and general counsel, was denied April 24 by Sydney Kaye, who has been engaged by the radio publishers' steering committee as associate counsel with Judge Thacher. Mr. Kaye stated: "The major work of organization of BMI has been accomplished, and this, of necessity, reduces the volume of work which I must personally do. I regard BMI as a continued responsibility and I intend to give to BMI all of the time that it needs."

To Hear ASCAP Appeal

U. S. SUPREME COURT has agreed to hear an appeal by ASCAP following the second refusal of the Federal District Court in Tacoma to accept the Society's suit to test the constitutionality of Washington State's anti-ASCAP law. According to Schwartz & Frohlich, ASCAP counsel, this appeal probably will not come up during the current Supreme Court session. However, the Court on April 28 or 29 was to hear similar ASCAP appeals over Nebraska and Florida anti-ASCAP statutes, the decision forming precedent for the Washington case.

Unrelated Items

According to Schwartz & Frohlich, ASCAP counsel, this appeal probably will not come up during the current Supreme Court session. However, the Court on April 28 or 29 was to hear similar ASCAP appeals over Nebraska and Florida anti-ASCAP statutes, the decision forming precedent for the Washington case.

MECHANIZED STAND of AFM ILLEGAL

A BODY-BLOW to the efforts of the American Federation of Musicians and its president, James C. Petrillo, to force use of live musicians in lieu of mechanical music in radio, motion pictures and other entertainment fields, was delivered last Thursday by the Court of Appeals of New York in Albany in a 4-2 opinion denying musicians and stagehands the right to strike on such grounds.

In deciding the injunction suit brought by Opera on Tour Inc. against AFM and the other unions in a case that has been pending since December, the court majority held the sympathetic strike called by the stagehands' union was the result of a conspiracy, was an illegal use of the strike weapon and involved no lawful labor objective. The majority said that for a union to insist that machinery be discarded so manual labor may take its place and secure additional employment would be the same as if labor demanded a printing plant discard type-setting machinery because it would furnish more employment if the setting were done by hand.

The case is important to radio, because of repeated demands, some time impending, by AFM that stagehands be excluded, and that the censors be employed and that transcriptions be restricted.

ROBERT H. BROWN, assistant vice-president of Bristol-Myers Co., New York, has been appointed by the Assn. of National Advertisers as one of the 12 members of the governing committee of the Cooperative Analysis of Broadcasting.

KGW * KEX

On Friday evening, May 2, the entire NBC Blue Network of 23 stations in the nine western states will carry a new program sponsored by Neighbors of Woodcraft. The program will be produced for NBC by KEX.

Although few commercial programs of this scope have come from the Pacific Northwest, network origination is no novelty for the staff of KGW and KEX. No less than 36 network programs have been carried there in recent years.

Whether it's a big job or a little job, if you have a broadcasting problem, you can safely entrust it to the staff of KGW and KEX.

The OREGONIAN

The Great Newspaper of the West

April 28, 1941 • Page 33
**The Business of Broadcasting**

**STATION ACCOUNTS**

- ep—studio programs
- tp—transcriptions
- ta—transmission announcements

**WGY, Schenectady**

Walker Remedy Co., Waterford, 1A (chick remedies), 4 tp weekly, thru Westcott & Eames, Ft. Wayne, Ind.

Lever Bros. Co., Cambridge, Mass. (Sil-<em>linit</em>), 6 tp weekly, thru BBDO, N. Y.


Richfield Oil Co., New York, 6 tp weekly, thru Hixson-O'Donnell, N. Y.

F. Schumacher Co., New York (Waverly fabrics), 1 tp weekly, thru Anderson, Davis & Flatte, N. Y.

American Church Oil Co., Long Island City (Dentyl), 3 tp weekly, thru Badger & Sullivan, N. Y.

Mason & Magenheimer Confectionery Co., New York (ice cream), 3 tp weekly, thru Applied Merchandising, N. Y.


Good Lube & Co., Rochester (dorms), 15 tp weekly, thru F. A. Hughes & Co., N. Y.

Sweet's Co. of America, New York (Tootsie Roll chocolate), 3 tp weekly, thru S. Zimmerman, N. Y.

Lah & Fink Products Co., New York (Hi-Lite swabs), 10 tp weekly, thru Wm. & Nels, N. Y.

Johnson & Johnson, New Brunswick, N. J. (Jenoa toothpaste), 12 tp weekly, thru Par-Hurny, N. Y.

Benton Bros., Schenectady (stores), 6 tp weekly, thru Leighton & Nelson, Schenec-
tady.

**WIP, Philadelphia**

Procter & Gamble Co., Cincinnati (Duco), 6 tp weekly, thru Compton Adv., N. Y.

Grinnell Cold Storage Co., N. Y. (storage), thru Young & Rubicam, N. Y.

Grisso Mfg. Co., Brooklyn (shoe polish), 2 tp weekly, thru Young & Rubicam, N. Y.

Lever Bros. Co., Cambridge (Swarvon), 15 tp, thru Young & Rubicam, N. Y.

P. Lorillard Co., New York (Union Leader tobacco), 6 tp weekly, thru Leinen & Stadler, N. Y.

A. E. Staley Co., Decatur, Ill. (starch), 5 tp weekly, thru Young & Rubicam, N. Y.

**WITL, Philadelphia**

Canada Dry Ginger Ale Co., New York, 5 tp weekly, thru J. Mathis Adv., N. Y.

Nash-Kelvinator Corp., Detroit (refrigerators), 4 tp weekly, thru Geyer, Cornell & Newell, N. Y.

Consolidated Gas, Pennsylvania, Harris-
burg (highway safety), 4 tp weekly, thru Benjamin Rehlman Co., Philadelphia.

**WMAQ, Chicago**

Look Inc., New York City (magazine), 2 tp weekly, thru Horst & Kennedy, Chicago.

Longines-Wittnauer Watch Co., New York City, 1 tp weekly, thru Arthur Rosenberg, N. Y.

Shell Oil Co., New York City, 1 tp weekly, thru J. Walter Thompson, N. Y.

**WABC, New York**

Rival Packing Co., Chicago (dog food), 3 tp weekly, thru Charles Silver & Co., Chicago.

**WOWO-WGL, Fort Wayne**


Par Soap Co., Oakland (Par soap), 3 tp weekly, thru J. Stirling Gettchell Inc., N. Y.

Talbot Mfg. Co., Los Angeles (brandi-
ning), 2 tp weekly, thru J. Russell Miller Co., Los Angeles.

Beede-Nut Packing Co., Canajoharie, N. Y., 1 tp weekly, thru Newell-Emmett Co., N. Y.

**WNEW, New York**

Jacob Ruppert Brewery, Brooklyn (beer), 12 tp weekly, thru Rothfus & Ryan, N. Y.

Dill Co., Norristown, Pa. (Esquitos), 5 tp weekly, thru Rothfus & Ryan, N. Y.

Pepperidge Farm, New Haven, Conn. (bread), 6 tp weekly, thru Herbert Siler Adv., N. Y.

**KOA, Denver**

Mountain States Tel. & Tel. Co., Denver, 3 tp weekly, thru S. H. Kress & Co., Denver.

**WNAC, Boston**

Chrysler Corp., Detroit (weekly), thru J. Stirling Getchell Inc., N. Y.

Packard Motor Car Co., Detroit, 14 tp, thru Young & Rubicam, N. Y.

United Drug Co., Boston, 3 tp thru Street & Finney, N. Y.

**KDKA, Pittsburgh**

Fort Pitt Brewing Co., Sharpsburg, Pa., 2 tp thru BBDO, N. Y.

DuBois Brewing Co., DuBois, Pa., 6 tp thru J. Stirling Getchell Inc., N. Y.

Foster & Gemba, Philadelphia, 5 tp weekly, thru Pedlar & Ryan, N. Y.

Jadex Co., New York (tea), 2 tp weekly, thru Mason Inc., N. Y.

Philadelphia Co., Pittsburgh (utility), thru J. Stirling Getchell Inc., N. Y.

Kroger Grocer & Baking Co., Cincinnati, 5 tp weekly, thru Russell & Jones, Inc., Cin-
cinnati.

Parker & Gamble Co., Cincinnati (Oxy-
do), 5 tp weekly, thru Blackett-Bampe-
hammersberg, Cincinnati.

Griffin Mfg. Co., Brooklyn (shoe polish), 5 tp weekly, thru Rothfus & Ryan, N. Y.

**WINS, New York**

American Cigarette & Cigar Co., New York (Fall Mails), 35 tp weekly, thru Rothfus & Ryan, N. Y.

Catalina Wholesale Co., New York (Tito coca soda), 15 tp weekly, thru Barton A. Stebbins, N. Y.

Wise & Meehan, Washington (Homelike Style and Tip-Top bread), 24 weekly, thru Wise & Meehan, N. Y.


**WBGW, Cleveland**

Bread & Coke, New York, 2527 at, 52 tp weekly, thru Emil Mogul & Co., N. Y.

Great Western Tea Co., N. Y. (weekly, thru Jasper, Lynch & Fishe, N. Y.

Weber-Elronhaus, New York (Smoker series), weekly, thru Roberts & Reimers, N. Y.

**WBT, Charlotte**


Chrysler Motor Corp., New York, 7 tp thru Herbert Siler Adv., N. Y.


National Toilet Co., Paris, Tenn., 5 tp weekly, thru Rochie, Williams & Cunningham, Chicago.

**WEEL, Boston**


**WBIB, Chicago**

United Drug Co., New York (Revalax), 3 tp thru Street & Finney, N. Y.

**Opposition by ANA To Station Breaks**

Session Sees Public Interest Affected by Use of Spots

STATION break announcements were a major topic of discussion at a meeting of the Radio Committee of the Assn. of National Ad-
vertisers in New York April 17, the ANA reported last week.

Basing the discussion on a de-
tailed study of station breaks, the committee viewed with alarm the seemingly growing practice of selling announcements between programs, especially immediately before and after the most popular network programs during the evening hours.

Public Reaction

Some of the advertisers felt that sale of announcements, which cash in on the audiences built by the programs of other advertisers, interferes with public acceptance of radio and adversely affects its value as an advertising medium. The feeling was expressed that the sale of such spots might even be considered as against public interest.

It is understood that in addition to the feeling that these announce-
ments are in unfair competition with the commercial messages programs of entertainment, several advertisers expressed fears that the insertion of a break announcement into the pause between the closing commercial and the program proper of the opening commercial of another program tends to lump the adver-
sisement of three distinct products into such proximity that the listener is confused rather than impressed by the sales messages.

It was also stated that many sta-
tions selling these chain breaks pay little attention to the products ad-
nounced themselves, in relation to the products advertised on the preceding and following programs, so that too frequently one commercial is contradicts or conflicts with that just before or after, again causing confusion or antagonism on the part of the listener and defeating the purpose of the advertisers.

W. N. Connolly, of S. C. John-
son & Son, sponsor of Fibber Magee & Molly, was present at the meeting. Other committee members are:

- R. Del Dunning, Centaur Co.; J. M. Allen, Bristol-Myers Co.; R. A. Apple-

}- Ince, Ford Motor Co.; N. W. A. Atch, A. J. Folger & Co.; C. M. Biro, Texas Co.; Gifford Hart, White Label; H. Q. Daily, Colgate-Palmolive Co.; R. S. Perre, General Elec-
catron Co.; D. E. Smulier, Proctor & Gamble Co.; W. T. Smithers, R. J. Re-
nolds Tobacco Co.; E. S. T. Stewart, Wm. Weatherly, Emerson Drug Co.; R. J. Cabra-
ones, Carter Products Co.; J. D. Delevy, Cities Service Co.; George W. Williston Stone, General Baking Co.

**ZNET. THREE STATIONS THAT PRODUCE ASTONISHING RESULTS**

<table>
<thead>
<tr>
<th>BUTTE</th>
<th>KIGR</th>
<th>HELENA</th>
<th>KPFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOZEMAN</td>
<td>KOJE</td>
<td>SHERBO</td>
<td>LIVINGSTON</td>
</tr>
<tr>
<td>KRAL</td>
<td>KRAM</td>
<td>KRM</td>
<td>KRM</td>
</tr>
</tbody>
</table>

**DEIGNED FOR THE BRITISH in the daily quarter-hour series New York**

- Time: 24:00 weekly, thru NBC's inter-

ational stations WRCA and WNB.

- With Arthur Garry, one of the English Hour announcers of the international division.

Page 34 • April 28, 1941

**BROADCASTING**

**Broadcast Advertising**
PARTICIPATING sponsors for Arthur Godfrey's new 70-minute series of programs starting April 25 on WABC, New York, at noon, are leading companies and the major sponsors in New York, known as the New York Newspaper PM and the R. C. Williams Co., New York. PM started on WABC April 21 with early morning announcements, shifting April 28 to the Godfrey program, and also is sponsoring the WABC Woman's Page of the Air three-weekly. Agency is Harry A. Berk, New York. R. C. Williams plans to sponsor the Godfrey series three-weekly at 7:15 a.m. for House of Scarf Coffee. Agency is Alley & Richards, New York.

OGILVIE SISTERS Corp., New York, for its beauty salon is participating thrice-weekly on Antoinette Donnelly's daily program For Women Only on WM. In new York, Olgilvie features questions and answers to beauty problems submitted by listeners. Agency is Mears Adv., New York.

OSCAR SERLIN, producer of "Life With Father," has purchased the stage rights to A. the Story of the New, best-seller by Oliver Gramling, assistant general manager of Press Assn. Production for the Broadway play next season will start immediately upon completion of the script, which will dramatize the story of the Associated Press since 1848.

GENERAL FOODS Corp., New York (Jell-O), on April 24 adds CBS stations to Henry Aldrich on 88 NBC Red stations. Thurs., 3:30-9 p.m. Agency: Young & Rubicam, N. Y.

WEINSTEIN BROS. & SURYOL, Los Angeles, in a seven-day campaign to publicize opening of its new $500,000 Surv-All Market Market, from April 27 to May 3 is sponsoring daily participation in Sunlight Sales and Housewares Protective League on KNX; four participations in Art Baker's Notebook and one in Mirandy's Garden Patch on KFI; four quarter-hour programs of recorded music on KFAC and one during that week on KPWB and RMPC, respectively. In addition, a total of 25 interview broadcasts are to be sponsored May 3-4 on KPFI, KFAC and KPWB. Direct from show floor staged in conjunction with market opening, Tom Brennan will handle interviews. Warren P. Felman Adv., Huntington Park, Calif., has the account.

ICE-CAPADES Inc., Pittsburgh, to promote the "Ice-Capades of 1941" at Pan-Pacific Auditorium, Los Angeles, used 367 spot announcements from April 11 to 22 inclusive, on eight Southern California stations, KFAC KPWB KMPC KFAC KPMD KTRK KFMD KPVD KFOX. In addition, a scattered schedule of quarter-hour remote broadcasts from the show which ends May 11, is being broadcast. Allied Adv. Agencies, Los Angeles, has the account.

SEIBLING RUBBER Co., Akron (rubber heels), in an eight-week spring campaign ending June 6, is sponsoring a three-weekly, quarter-hour program titled Texas Jim Lewis and His Gang on 16 California Don Lee stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PST). Series originating from KHJ, Hollywood, features Western cowboy music, and has local dealer cut-in announcements. Stu Wilson is producer-announcer. Agency is Meldrum & Fewsmith, Cleveland.

NASSOUR Bros., Los Angeles (42 oil shampoo), on April 28 shifts the twice-weekly hour Hollywood Tattletales, with Erskine Johnson, commentator, from KECA to KFI, and reduces the schedule for the summer to one broadcast per week. Series has a weekly hook, with writer of the best submitted letter of 25 words giving reason for product preference, being Johnson's grant at one of the major film studios. Each letter is accompanied by a copy top. Agency is Milton Weinberg Adv. Co.

YELLOW CAB Co., San Francisco, recently renewed for another 13 weeks its transcribed spot announcements on KFSO and KPO and its weekly 15-minute program Tales of Old San Francisco on KFRC. Agency is Ennis Rhoades & Co., San Francisco.

NELSON BROS. Co., Chicago (furrier), consistent user of local radio, on April 15 started seven-weeks quarter-hour Ten to Ten Fashion broadcasts, conducted by Bob Purell on WCFL, Chicago. Contract is for 26 weeks. Agency is George H. Hartman Co., same city. Coca Cola Bottling Co., Chicago, on April 21 started five-weeks quarter-hour transcribed programs Singin' Shows on WCFL. Contract is for 25 weeks. Agency is William B. Wisdom Inc., New Orleans.

ROYAL SHOE MARKETS, Philadelphia (shoe store), is extending its radio time for the spring and summer for its seven shoe stores in Philadelphia, Chester, Pa., and Wilmington, Del. In addition to the current spot campaign on WDAS and WPEN in Philadelphia, WIP has been added to the list for a transcribed quarter-hour program, three-weekly, Program is Royal Time, conducted by Howard Jones. Agency is Dan Rivkin, Philadelphia.

STEPHenson, LEYDECKER & Co., Oakland, Calif. (investment bankers) recently started sponsorship of one hour of transcribed and recorded classical music six nights a week on KDF, Berkeley, Calif. Agency is J. P. Ullal & Associates, San Francisco.

"THIS ROAD'S FASTER—LESS TRAFFIC"

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

BEFORE starting on a pleasure-drive—or a sales-drive—it's well to check with someone who's familiar with the ground to be covered. Through close cooperation with the stations we represent, a John Blair man can always provide up-to-the-minute information that can help you "go places" with spot radio in any of our markets.

John Blair & Company

National Representatives of Radio Stations

CHICAGO

520 N. Michigan Ave.

SU Fenelon 9689

NEW YORK

341 Madison Ave.

Murray Hill 9-0684

DETROIT

New Center Bldg.

Madison 7869

ST. LOUIS

349 Paul Brown Bldg.

Chestnut 5688

LOS ANGELES

Chamber of Comm. Bldg.

Prospect 3584

SAN FRANCISCO

608 Russ Building

Douglas 3188

ADAM, MELDRUM & ANDERSON Co., Buffalo department store, is now sponsoring three daily programs on WEBR, including newscasts by Cy King, a shoppers' aid program by Ruth Paige and five-weekly musical rounds. Ads in the Buffalo News, operator of WEBR, promote the programs.

LAKE COMPOUNDS. Connecticut, has signed on WDRF, Hartford, for a weekly interview program, Saturday swing show, Sunday noon spot and sports on Ad-Liner.

ARIZONA'S FIRST STATION

KYO

BE THE FIRST TO SELL STATION KYO

Mail response means sales response—and KYO pulled over 90,000 letters in 1940!

JOHN BLAIR & COMPANY

AFFILIATE STATION WLS CHICAGO

BROADCASTING • Broadcast Advertising

April 28, 1941 • Page 35
Columbia Record Strike Continues

FIGHT TO FINISH IS THREATENED BY OFFICIALS OF CIO UNION

ALTHOUGH striking Hollywood employees of Columbia Recording Corp. on April 22 voted unanimously to accept a compromise settlement recommended by Edward Fitzgerald of the Federal Conciliation Board, Bridgeport executives of the company turned it down. Company maintains its previous offer of a 4.7 cents minimum per hour, but has withdrawn all amended proposals, it was said.

William B. Elconin, CIO international field organizer, announced "a fight to the finish."

"This is complete proof to us and the Federal Conciliator, too, that Columbia Recording Corp. executives have but one desire, and that is to smash organized labor in its plant," Elconin said.

Compromise Offer

Fitzgerald is understood to have stated that the compromises put forth by the recording company indicate that the plantwide seniority system is considered as the basis for settlement of a labor dispute. He proposed, instead, hourly wage increases of 6.7 cents, 10 cents, or 15 cents per hour over the present 55 cents per hour.

Fitzgerald's proposal also called for the agreement to run until June 30, at which time either side could reopen wage negotiations. At present no paid holidays are granted CRC employees.

His proposal includes one week's vacation with pay for workers employed one year or more, with continuation of the plantwide seniority and closed shop policy. Union's original demand was for a 75-cent minimum, or an increase of 10 cents over the present 55 cents per hour.

At the meeting April 21, presided over by Fitzgerald, Homer I. Mitchell, a toastmaster representing CRC, offered a written contract proposed by the recording company when negotiations were broken off April 16. Besides the 1.7 cents increase per hour, the pact offered by CRC would abolish the plantwide seniority system. Approximately 85 workers are affected by the strike, the plant having 159 members. Agreement was ordered on April 11, [Broadasting, April 21], Clerical help refused to cross the CIO picket lines. Besides picketing the recording company, CRC executives have reported laying off employees because of inability to reschedule records.

CRC's Position

Secondary boycott of CBS sponsors with possibility of a sympathy walkout at Bridgeport plant of Columbia Recording was threatened by striking Hollywood workers.

CRC spokesman denied charges that the company was seeking to destroy the union and also expressed willingness to negotiate with CIO officials at any time. They said CRC had offered workers wage increases and pay for six holidays that would tilt payroll 5.34% annually, paid over 1.5 minimum and 30 cents per hour. CRC spokesman further said the offer had been made before the strike and several times since, and still good. CRC claims that its offer to strikers amounted to approximately 4 cents per hour and not 1.7 cents per hour as reported by union officials.

Negotiating Committee of Disc Industry To Hold Final Meeting on AFRA's Code

A FINAL MEETING of representatives of the recording industry to discuss the terms and conditions of the transcription code of the American Federation of Radio Artists will be held in the NBC board room in New York Monday afternoon at 2:30; it was announced Thursday following a preliminary meeting in the by about 28 transcription company executives. Members of the industry negotiating committee reported on their dealings with CRC and presented the group copies of the code as worked out during more than a year of negotiations.

Thorough Study

It had been expected only one meeting would be necessary, but since many of those present were examining the code for the first time and wanted to go over it with their attorneys before accepting the proposals, a second meeting was arranged for Monday. Invitations were sent by Charles Gaines, WBS, chairman of the negotiating committee representing the transcription companies and it is hoped that more of them will be represented on Monday than on Thursday. John MacDonald, NBC, was present in the absence of Mr. Gaines because of illness.

At the Monday meeting the industry representatives are expected either to accept the present code or to present suggestions with specific suggestions for revision which the committee can take back to AFRA. It is considered unlikely the group will voice any general objection to the code as a whole, but there is possibility it will wish to change certain of its provisions. Major points of the code in its present form follow:

Code sets up two classes of transcriptions: Class A, built transcriptions used by one sponsor once only in each town or city for one program, and Class B, built transcriptions that may be used on any number of stations for any one or more sponsors.

Class B includes open-end transcription recording by stations on one or more of the basis of one hour or more of station for each original program. The transcription may be used on all stations in the network's territory. Class B will be automatically classified as Class A.

Class A minimum fees for actors and announcers are $2 for one hour; $3 for two hours; $5 for five minutes; $11 for 15 minutes; $30 for 30 minutes; $58 for 60 minutes, with rehearsals at $5 an hour, one hour required, plus an additional of over five minutes. On Class B disc minimum fees for announcers and actors range from $2 for one minute to $17.50 for an hour, with rehearsals at $5 an hour.

Class A minimums for singers vary with the size of the group. Without itemizing the whole scale from one minute to an hour for each group, a tentative scale for the 15-minute rates, as follows: For group of three and persons, $1; $4 for each group of five, six, or eight voices; $16 each; for four voices, $20 each; for six voices, $24 each, and the scale runs from $4 to $6 an hour.

Recorded musical signatures, which may be used on all stations, minimum fees of $150 for soloists, $125 per person and trio, and $100 per person for groups of four or more. Dramatized commercial programs of 15 minutes or less, $16 per program; $30 for programs of 15 minutes or less.

Rates for Sponsors

Minimum rates for sponsors are the same on Class B as on Class A recordings. Minimum fees for any station over the city of New York are reported. List of rates is: $50 for one sponsor; $100 for two sponsors; $150 for three sponsors; $300 for four sponsors; $450 for five sponsors; $600 for six sponsors; $750 for seven sponsors; and $900 for eight sponsors.

When transcriptions are used in connection with live commercial broadcasts to one or more stations, the minimum rates for them are the same as for��es above.

Time spent on recordings which are discarded shall be counted as regular time. Minimum rates are $50 per hour except for discs used for processing or making duplicate copies from masters, transcriptions with vocals, or transcriptions made in connection with commercials.

Auditions are to be paid at not less than the applicable program fee, plus full rehearsal fee, but individuals voice tests, in addition to any payout compensation. Terms of the code apply to English programs only.

Recoveries for commercial or re-issue labeling of each Class B record as follows:

"VMC" records of this program at the station of over 1,000 watts power or for one sponsor on more than three stations, 1,000 cents per transcriptions made available for foreign distribution; and the additional fee equal to the original minimum for each artist, with sponsor or other compensation equal to the minimum fee paid in the first instance. Remainder of terms and conditions are similar to Class 'A' provisions, AFRA Code of Fair Practice for network broadcasting for arbitration of all disputes and for changes in minimum rates after Dec. 31, 1941.

Executing Committee of Disc Industry met April 10, 1941, has risen 10 points or more during the preceding year. Contract is dated to Nov. 1, 1941, and is tied with the network contracts.

Executives of MBS Meet With ASCAP

Entire Governing Body Holds Discussion in New York

MBS DIRECTORS, stockholders and operating board met in New York last Friday and Saturday for a thorough discussion of their copyright committee's reports on exploitation of revenue features during the return of ASCAP music to the network. Meeting, called by Fred Weber, MBS general manager, followed previous suggestions of the committee in Chicago, April 16-17, was still in progress as Broadcasting went to press and no details of the discussion were available at that time.

Neither have the committee's deliberations in Chicago been made public, but it is understood that at that time two ASCAP proposals were discussed, one for a blanket license similar to the present ASCAP licensing plan and the other for a per-program arrangement, both of which is required to be offered by the Government consent. Whatever the nature of these proposals, it is at least certain that the committee found them interesting and that they called the entire committee body to New York to hear the committee's report.

Others Watching

Last week preceding the MBS meeting, ASCAP's radio committee and the Society's board had been in frequent sessions, apparently feverishly to perfect the details of its proposals before the MBS group assembled. No meetings have been held between ASCAP and the other networks since the preliminary discussions with CBS April 11 and with NBC April 15 [Broadcasting, April 14, 21].

A temporary consent decree binds ASCAP to give each station or network as good terms as its competitors under a "favored nation" clause, it is believed that NBC and CBS are working to come to an agreement on the negotiations with ASCAP and that when and if MBS signs an ASCAP contract it will not take long for the other networks to accept similar deals if they so desire at that time.

"PM" Campaign

THE NEWSPAPER PM, New York, has started an intensive six-week campaign to promote circulation among women readers. The paper is sponsoring spot announcements on radio stations WABC WOR and WBRO WQXR WEAF WJZ WMCA WBN. Agency is Harry A. Berk Inc., New York.

Feed Firm Test

DUNLOP MILLING Co., Clarks- ville, Tenn., is testing radio for the firm's flour. The company, subsidiary of General Foods Corp., New York, is using local quarter-hour programs one to three times weekly on five Western stations. Young & Rubicam, New York, is agency.
EVIDENCE that the aluminum shortage resulting from national defense activity was striking more deeply at the radio manufacturing industry than first thought came to light last week as the priorities committee of Radio Manufacturers Assn. met with officials of the Priorities Division of the Office of Production Management.

The conferences with OPM are to be followed this week, starting Tuesday, by RMA group meetings in New York at which discussions will be held with suppliers of strategic materials as to the availability of the material in question, and the extent to which it may be used. The priorities division, however, that enforcement of the priorities control likely will cut to the bone radio manufacturers for domestic demand, also has been placed on the critical list of the Army and Navy. The apparent paradox is hard to resolve, it is said.

For enough Defense?

OPM has declared that the priorities ratings on aluminum will not affect manufacturers of radio equipment for national defense needs, since sufficient supplies will be made available, under the special defense classification, to supply those needs. However, the priorities division admits, however, that enforcement of the priorities control likely will cut to the bone radio manufacturers for domestic demand, also has been placed on the critical list of the Army and Navy. The apparent paradox is hard to resolve, it is said.

EVIDENCE that the aluminum shortage resulting from national defense activity was striking more deeply at the radio manufacturing industry than first thought came to light last week as the priorities committee of Radio Manufacturers Assn. met with officials of the Priorities Division of the Office of Production Management.

The conferences with OPM are to be followed this week, starting Tuesday, by RMA group meetings in New York at which discussions will be held with suppliers of strategic materials as to the availability of the material in question, and the extent to which it may be used. The priorities division, however, that enforcement of the priorities control likely will cut to the bone radio manufacturers for domestic demand, also has been placed on the critical list of the Army and Navy. The apparent paradox is hard to resolve, it is said.

For enough Defense?

OPM has declared that the priorities ratings on aluminum will not affect manufacturers of radio equipment for national defense needs, since sufficient supplies will be made available, under the special defense classification, to supply those needs. However, the priorities division admits, however, that enforcement of the priorities control likely will cut to the bone radio manufacturers for domestic demand, also has been placed on the critical list of the Army and Navy. The apparent paradox is hard to resolve, it is said.
HAWORTH BROMLEY has joined the Hollywood staff of Dolan & Doane, talent agency, as head of the story and writers department.

LEW KERNER, formerly account executive of CBS Hollywood artists bureau, has joined William Morris Agency, that city.

WALTER BLANKS, formerly manager of California Model Service, Hollywood, has joined T. Tyler Smith Adv. & Merchandising, that city, as account executive.

LICHTIG & ENGLANDER, Hollywood agency specializing in stories and writers, has expanded its services. Jack Brito, formerly associated with A. George Vokel Agency, has been appointed director of the talent department, with Anna Christie taking over management of musicians, composers, conductors and concert artists.

PAUL F. ADLER who recently re- signed as eastern manager of Sears & Ayer, station representatives, has established his own agency in Hollywood under firm name of Eastern Advertiser's Service, with offices at 3005 Wilshire Bivd., will service eastern advertising agencies and advertisers as West Coast representative, specializing in radio. San Francisco and Seattle branch offices will be established.


R. E. GIBB, regional executive of Walsh Adv. Agency, Toronto, has re- signed to become Ontario sales representative of Collins & Aikman of Canada. He was formerly in the advertising department of Chrysler Corp of Canada.

Vanderbie, Rubens Buy Interest in Large Boa

Frankly, we haven't a thing against Penny (Ky.)— or any of the other small villages in this here state. It's just that these "towns"—all 'em together—are a mere drop in the bucket as compared with the Louisville Trading Area, which has more than twice the spending power of the rest of Kentucky combined!... WAVE offers high coverage of the Louisville Area at low cost! What more could you ask?
Agency Personnel Depleted by Draft
Several Already in Training

THE DRAFT descended upon the radio departments of leading New York agencies for the first few weeks, creating personnel problems within the departments, hitherto unaffected to any considerable degree by the selective service program.

A number of agency radio personnel are already in training, others have been notified when to report, and others have received questionnaires and are in various stages of Army induction.

Already Summoned

Among those who have or are being called to the colors are: John Christ, producer of True or False, J. Walter Thompson Co.; Jack Thompson, assistant timebuyer, McCann-Erickson; James Cannon, promotion director, Lord & Thomas; Edward G. Mills, Socony-Vacuum Oil Co.; Harmon Nelson, production assistant, and Byron Collins Jr., writer, Young & Rubicam; Fred Gropper, radio promotion, Compton Adv.

Officials at the agencies explained there are more eligible draftees in radio than in other agency departments, and as the national defense program goes into high gear, more of these men, it is expected, will be drafted.

Ezra Stone, star of the Aldrick Family, has received and returned his Army questionnaire. The program is sponsored on NBC-Red by General Foods Corp., New York for Jell-O, and at Young & Rubicam, New York, the agency, it was stated the program would continue if Stone were drafted.

HIGH PAY IN RADIO
Broadcast Workers Set Top

COMPAIRED with Labor Department compilations of average weekly earnings in various other industries, workers in the broadcasting industry receive a higher average pay than workers in any other industry, according to estimates by Joseph L. Miller, NAB labor relations director.

The Labor Department figures, released in mid-April and based on average weekly earnings in February, 1941, show a weekly high wage of $41.78 for workers in the machine tool industry. Although the broadcasting industry is not ranked, Mr. Miller pointed out that FCC figures as of Oct. 15, 1940, showed an average weekly earning of $41.08, and observed that increases in radio's wage level since then doubtless bring the level for broadcasting workers above that of machine tool workers.

Other average earnings listed in the Labor Department compilation include automobile manufacture, $40.05; brokerage, $37.71; insurance, $47.67; telephone and telegraph, $31.30; printing, newspaper and periodical, $38.42.

PHOTOGRAPHS ON PAGE 18 in the same (l to r) order show: (1) Frank E. Mason, NBC v.p., who was assistant editor of American Boy magazine in 1917, was enlisted; he was sent to France immediately as intelligence officer with the 9th Infantry, was instructor at the Army Intelligence School, became chief censor of Advanced G.H.Q. at Trier, and was assigned to The Hague as assistant military attache, then went to Berlin in the same capacity. He was mustered out a captain in November, 1919. (2) Clayland T. Morgan, assistant to the president of NBC, who was a first lieutenant of the 5th Pioneers Infantry with the Army of Occupation. (3) Horton Heath, RCA director of advertising and publicity, who was a first lieutenant of Field Artillery and served through 1918 as an instructor at the School of Fire, Fort Sill.

Kelly Promoted

AFTER having travelled some 100,000 miles annually since 1937 as regional director of Knox Reeves Adv., sports broadcasting activities, James T. Kelley, has been transferred to Minneapolis headquarters to take over the newly-created post of sales development manager, stressing new markets, it was announced last week by E. Sylvestre, Mr. Kelley's president. Mr. Kelley has travelled on behalf of baseball broadcasts sponsored by General Mills, Socony-Vacuum Oil Co., B. F. Goodrich Rubber Co. and miscellaneous local companies. His new duties are in a field in which the Reeves agency will become increasingly active during coming months, Mr. Sylvestre said.

Crawford Renews

CRAWFORD CLOTHES, New York, has renewed for nine weeks its contract for 12 hours weekly on WMCA, New York, and has added two new programs to the schedule.

The KMBc Dinner Bell Round-Up

NEWS with John Cameron Swayze, famous reporter, editor, columnist.

MARKETS with Bob Riley, exclusive reporter for K.C. Livestock Interests.

FARM CHATS with Phil Evans, nationally-known KMBc Farm Service Director.

MUSIC, COMEDY, VARIETY with 28 artists—all featured each Saturday on "Brush Creek Follies"—CBS, coast to coast!

Looking for a Spot of Gold?

Forget the end of the rainbow...check with KMBc Dinner Bell Round-Up! For this hour-long, noon-time funfest—the biggest locally-produced show in this vast Missouri-Kansas area—you'll find the spot that delivers solid-gold profits!

THE KMBc Dinner Bell Round-Up

See page 18

NOW THEY LOOK LIKE THIS

BROADCASTING • Broadcast Advertising

April 28, 1941 • Page 39
Daylight Saving Cities

(Continued from page 18)

Third Daylight Bill

INDICATING growing interest in the proposition of establishing a nationwide daylight saving time system as a national defense measure, Rep. W. R. B. Smith (D.-N.Y.) last Thursday introduced in the House the third proposal of this session to provide universal daylight saving time in the United States, like the earlier proposal (HR-3789) of Rep. McLean (R.-N. J.), Mrs. Rogers' bill (HR-4062) providing daylight saving between the last Sunday in March and the last Sunday in August each year, for an eight-month annual stretch. The third bill (HR-4206), introduced several weeks ago by the Keough (D.-N.Y.), would provide seven months daylight saving time, from the last Sunday in April to the last Sunday in October. All three have been referred to the House Interstate & Foreign Commerce Committee.

EXECUTIVE SHIFTS ARE MADE BY KOY

REORGANIZATION of the executive staff of KOY (Killer's Opera House) was announced on appointment of John A. Reilly as commercial manager, was announced last week by Burridge D. De Koven, chairman of both KOY and president of WLS, Chicago, and the Prairie Farmer. The staff changes followed the resignation of Fred A. Palmer as general manager.

Mr. Reilly, a former regular Army captain, has been with KOY for the last two years. He was director of special War effort of both Chicago and New York World's Fairs and is well-known in that field. He joined KOY immediately following the close of the first year of the New York World's Fair and has worked in all departments of the station.

John R. Williams, with KOY for 12 years, has been named manager of operations. He had been program director for the past three years.

Albert D. Johnson, who joined the KOY staff two years ago, was named business manager. Robert I. Thompson, at KOY two years, is chief engineer and is in charge of the complete installation of a new 50,000-watt Western Electric transmitter and studios are being removed.

Hillman-Clapper News

WILLIAM HILLMAN, former European correspondent for Collier's Magazine and Raymond Clapper, Scripps-Howard political writer, on April 28 start a thrice-weekly quarter-hour series News from the States and Abroad on NBC-Blue. Hillman heard last year from London on NBC, speaks from New York, while Clapper gives his views on the nation's affairs from NBC's Washington studios.

PRACTICAL DEMONSTRATION of how radio functions in a public emergency was given on two fronts in recent weeks. On April 21, when forest fires were raging throughout New England, Lieut. Gov. Horace T. Cahill of Massachusetts delivered an urgent safety message to the people of his State over the entire Colonial Network of 20 stations, warning against the dangers which threatened.

Transcriptions of the broadcast were made and serviced to all the other stations in Boston. These were broadcast repeatedly for several hours. By carrying the messages over the Colonial Network, the six New England States were warned of the fire hazard.

FUNCTIONING as the directing force and the only communication with stranded motorists and between towns where telephone lines were down, KGW, Kearney, Neb., helped save countless lives when an unprecedented blizzard raged April 19 through Central and Western Nebraska. Lloyd Thomas, owner and general manager of KGW, Paul Roscoe, program director, Leslie Cox, announcer, and Kenner Wilkins, staff salesman, all out to aid the people of the country in various directions to aid in rescue work and to report back by telephone wherever possible.

At the request of KGW's staff took telephone calls, sent out bulletins, and gave directions, coordinating efforts of all rescue groups. Rooms were secured for the homeless, food was donated for a soup kitchen which was set up. A call for missing persons were carried by the station.

Dr. Smith Deferred

PREPARED to wind up the Where Are You? program on WOR, New York, (Reg. 45-25-67), by a call was active duty, Dr. Henry Lee Smith, 28-year-old Brown University chairman who conducts the weekly half-hour of dialect detection, received a wire just one hour before the final remarks and identifying him of deferment until the school semester ends June 16. The script was hastily rewritten explaining that the program, sponsored by Rex Cole Inc., New York General Electric distributor and cancelled because of the irrepressibility of Dr. Smith's philosophic talents, would remain on the air until Dr. Smith, who is a reserve officer, goes into the Army.

Press-Radio Committee

APPOINTMENT of a committee of three to study the newspaper advertisement issue created by the FCC's order of last month was authorized Tuesday by the Committee on the National Council for the Prevention of Censorship, affiliated with the American Civil Liberties Union, at a meeting in New York last Thursday. Guests were Sydney B. Kaye, New York attorney and associate counsel of the radio-news paper group, and Joseph L. Miller, NAB labor relations director. Morris Green, Civil Liberties local, general counsel, supported divorce of newspapers from station ownership in a debate with Mr. Kaye. This resulted in the decision to appoint a committee not yet named. The radio committee also discussed the desirability of a Federal statute to relieve broadcast station. All liability for libel and slander uttered over the air.

WITH FOREST FIRES RAGING

New England and Nebraska Stations Among Those Handling Urgent Disaster Messages

PROVINCE OF QUEBEC

Newfoundland and Labrador

One hour Daylight Saving provided by statute from May 1 to July 1. Probable advancement of another hour in June.

FOREIGN COUNTRIES

Country Clocks Advanced Starting Date

Egypt..............hour one Apr. 15-5-8
Europe......................hour one Apr. 15-5-8
eFrance (Unoccupied) two hours May 8
Germany-One hour-Indefinitely

Onset of Daylight Saving Time in Europe and Scandinavia is reported on same date as of picture of picture

Great Britain....two hours May 3-Aug. 9
Government............one hour April 1

Hungary.............one hour April 1
Italy & The Vatican-one hour indefinitely
Latin America (same time as Mexico). Indefinitely Lithuanian (same time as Moscow) Indefinitely Mexico

New Zealand ....30 minutes Sept. 25, 1941

Norway terminates April 28, 1942

Portugal........one hour April 5

Spain...........one hour April 1

Sweden...one hour April 16

Slovakia............one hour April 8

*Clocks have been advanced one hour since last fall.
Advertiser Merchandising Needs

(Continued from page 13)

reach them. It will certainly make them more conscious of what radio is accomplishing, and the value of radio advertising.

Any advertising department has to know what is going on to make possible the coordination of other departments’ work with the advertising program. The sponsor will be greatly assisted in some stations which make this job easier.

These reports to the client may involve a tremendous amount of detail work—often very simple. For example, one station has to write a daily letter and pay three cents postage to report contest mail, while the efficient merchandiser has a mimeographed postcard for all mail reports.

Here the rubber stamp, printed or mimeographed form will save stations hundreds of hours of dollars. A simple form or stamp can be prepared to report essential information accompanying courtesy announcement reports, newspaper tear sheets and clippings, dealer call reports, photographs and others. And these will be a lot easier for the advertising department to digest (see KLZ page page 13).

Answering Inquiries

The advertiser expects the station to answer mail and furnish requested information with reasonable promptness. It is strange that this point should be mentioned at all—but when an advertiser sends out a questionnaire regarding merchandising details, he is lucky to hear from 60% of the stations. It takes three follow-up letters and four more weeks before the response reaches 90%. At least one station is allergic to mimeograph ink, refusing to read, let alone answer, a mimeographed communication!

Remember when national advertising was so scarce that we missed meals to answer such inquiries, then slept with the letter under the pillow for two weeks?

Advertisers have been accused of sending out questionnaires just to kill time. True, they sometimes cut paper dolls, too, but the client who is spending reasonably sound money to at least deserves some mimeographed communications!

Most station managers are good enough business men to operate a merchandising department on a sound basis. And judging by their stand against the FCC, ASCAP and other bitches from all directions, I furthermore believe these same broadcasters will have the courage to resist the ultimatums of any advertiser with a dictator complex.

Radio stations might follow the policy of KFPY and send their own merchandising questionnaires to the sponsors such as “the following are the merchandising services we have available, and the material we need from the advertiser to make this cooperation successful. Please check these services you desire and indicate what material you will furnish . . .”

I am curious to know how many advertisers would answer.

More for Fels

FELS & Co., Philadelphia (Fels is the soap and cold cream), has enlarged its radio schedule to include six-weekly five-minute Polish programs on WEDC, Detroit, and six-weekly five-minute Italian programs and a weekly participation in the Polish Telephone Hour on WGR, Rochester. Contracts are for six months. Placed direct by Fels & Co., Chicago office. Sponsor, through S. E. Roberts Inc., Philadelphia, is currently running Happy Hallow Gang on WDGY, Minneapolis, where program originates and is fed to KDAL, Duluth, Minn.

HIZZONER the mayor (right) was guest at a newscast together by Larry Hartman, baseball announcer, and Mortimer C. Watters (left), vice-president of Scripps-Howard and chairman of WCPQ, Cincinnati. Hartman held out for more money to announce the Cincinnati Reds games on WCPQ under General Mills and Soony-Vacuum sponsorship. Hartman’s contract was drawn up last year before the Reds captured the world’s championship. His income, incidentally, is said to exceed that of Mayor Fazza, but to let Wills play the other sports programs. WCPQ has carried the games for 15 years. WSAI also broadcasts the games.

Mostly Reasonable

(1) not more than one call per prospect per month; (2) not more than one letter per month to any advertising agency; (3) not over one salesman per 5 kw.; (4) not over 10% of the dealers permitted to display radio matter; and (5) no mention of a sponsor or his broadcast except on duly authorized commercial broadcasts or in the men’s room. When this happens we can all turn to FM and television.

A few broadcasters say advertisers make unreasonable demands, but most of us find it good business to keep our merchandising requests reasonable. Have stations lost many desirable accounts directly because they refused an unreasonable request? Will mama refuse to let Wills play with any and all children just because one or two happens to be brats?

SALES O’RING

Popular station in Middle West Metropolitan market has opened for radio-time salesman experienced in selling local and national business. Excellent opportunity for the man who can measure up. Give full particulars in writing and remember to include in your inquiry a code, the title of your position, and the salary you can offer. Address: D7, Broadcasting.

WTSP

St. Petersburg, Fla.

Represented by Radio Advertising Corp.

New York • Cleveland • Chicago

April 28, 1941 • Page 41
Shepard Is Named By American Net

JOHN SHEPARD 3d, president of Yankee Network, was elected president of American Network, FM organization, at its first directors' meeting since its recent incorporation, held April 22 at the Hotel Ambassador, New York. John R. Latham, manager of the network's offices in New York, was selected executive vice-president; Walter Daymon, WTMJ and WSM, Milwaukee, vice-president; Herbert Pettey, WHN, New York, secretary.

American Network directors, in addition to the officers, include Gordon Gray, WSSJ, Winston-Salem, and Harry Stone, WSM and W47NV, Nashville. Meeting considered routine matters necessary to start off the new corporation and also established a standard form of rate card for all member stations, with uniform discount structures, although each station determines its individual rates.

Frequency discounts were set as follows: Less than 26 times, net; 26-51 times, 5%; 52-103 times, 7½%; 104-155 times, 9%; 156 or more, 12½%. An additional 12½% discount will be granted to advertisers whose programs are broadcast continuously 62 weeks.

Stations will be assigned uniform wavelength range between 100,000 and 150,000 cycles, although individual wavelengths will be assigned at the discretion of the FCC. The first assignments will be made on March 15.

Pending beginning of network operation, American Network office in New York is acting as sales representative for member stations, three of which are already operating commercially. Tria are: W47NV, Nashville; WSM, Milwaukee, and W393B, Mt. Washington, N. H.

FM Rate Card

W393B, FM station of Yankee Network, located at Mt. Washington, N. H., with offices at Yankee headquarters in Boston, issued its first rate card. Station serves principal cities in Maine, New Hampshire and Vermont. Daytime rates are $2 per hour, $20 for three-quarter hour, $15 a half-hour, $10 for a quarter-hour, $5 for five minutes and $2.50 for a 30-word announcement. Night rates are $45 an hour. $40 for three-quarter hour, $30 a half-hour, $20 a quarter-hour, $10 for five minutes and $5 for 30 words. Discounts range up to 15% according to length of contracts and a 15% commission is allowed to recognized agencies on net station time only. New York representatives are American Network Inc., at 60 E. 42d St.

PHYSICALLY FIT for Army service when the commission on physical examination cleared him for the service, was listed as the sales staff of KLZ, Denver, here Lieut. Col. T. T. Brown, medical examiner for the Air Corps, last month, was the report on Reames' blood pressure in a check-up preliminary to his induction and assignment to the Presidio in San Francisco for a refresher course. He will later transfer as a captain to the 40th field artillery at Camp Roberts at San Simeon. Others from KLZ already in the service are Chief Engineer Tom A. McManus, who was last Saturday, and Walter M. Harrison Jr., now at Camp Berkeley, Texas.

AXIS POWERS JAM BRITISH PROGRAMS

UNSUCCESSFUL ATTEMPTS by Axis radio technicians to jam short-wave programs sent out by the British Broadcasting Corp., were reported by Sir Noel Ashbridge, BBC controller of engineering.

In a report on the "pesterings" activities of the Axis broadcasters, released by BBC in New York, Sir Noel explained that since British shortwave broadcasts are transmitted at sufficient distance to allow them to be heard by London news programs clearly can do so by switching from a jammed wavelength to a clear one.

The attempt to jam the British shortwave programs sent out by the BBC from London was an indication of the effectiveness of BBC foreign language broadcasts especially to France and Italy, Sir Noel said.

Plans Board Approves Site for KFVD's FM

AFTER MUCH opposition from property owners, the Los Angeles City Planning Commission in mid-April granted KFVD, that city, permission to build a commercial FM transmitter and tower at Crescent Drive and Wonderland Ave. in Hollywood Hills, if its pending application for commercial FM license was approved by the FCC. Los Angeles City Council Planning Committee must now consider the request.

Property owners recently filed a protest with the Commission, claiming the proposed 150-foot self-supporting tower would have an adverse effect upon residential property values in that area. J. Frank Ertle, KFVD manager, both hearings declared there was a dearth of FM station sites in southern California. If the pending KFVD application before the FCC is granted, studios and business office will be located downtown Los Angeles. The KFVD application before the FCC is for 45.1 mc. to cover 5,707 square miles in the Los Angeles area.

N. H. FM Applicant

NONE application for FM facilities during the past week was received from The Radio Voice of New Hampshire, Inc., requesting a station in Manchester, N. H., on 45.5 mc. to cover 19,622 square miles and a population of 4,099,385. Applicant is operator of the recently started WMUR, Manchester, of which Edward J. Gallagher, publisher of the Laconia (N. H.) Citizen holds a majority interest. There are now 89 applications pending before the FCC.

RCA Video Exhibit

WITH THE lightweight championship boxing bout between Billy Champion and Jimmy Doyle, scheduled for tomorrow night's entertainment feature of the demonstration, RCA on May 9 will exhibit its large-screen theatre television system to entertainment hibitators and members of the radio trade at the New Yorker Theatre, New York.

ALAN MUNCY of the engineering section of WCAE, Philadelphia, became the second member of the station to be called to active duty by the Navy when he reported at the Coast Guard base in New London, Conn. Louis Fischer, WCAE's announcer, is awaiting his commission for an engineering student at the University of Pennsylvania.

PAUL HOLLON, formerly of WCHS, Charleston, W. Va., has been made chief engineer of WCLO, Janesville, Wis., and Donald Yapp has joined the staff to replace Dale Kealey, drafted.

WILLIAM BARRON, WJLS, Beverly, Va., has transferred to the new WKKW, W.A., and has been appointed a transmitter operator of WJLS.

ELLIS W. CALL, announcer-operator for George Marsh, technician, and Floyd Obion, Transistor press operator, all of KTDF, Twin Falls, Idaho, have resigned to join the Alaska Communication System and will be stationed at Anchorage. Frank Shealey, announcer and Transistor press operator, formerly on the staff of KSEJ, Pointeau, has joined KTFC in a similar capacity.

JOE HANICHETZ, engineer of KITK, San Simeon, Calif., will resign later of what, Philadelphia, has returned to the engineering staff of WHAT.

JULIUS C. GEISE JR., engineer of WJZ, Philadelphia, and Alan McHenry, engineer of WCAE, Philadelphia, have been made active duty at the submarine base, New London, Conn., both with the rank of lieutenants.

JACK H. TRAPIN, former transmitter man, transmitter equipment Mfg. Co., New York, and previously of WVBF, Brooklyn, has joined the engineering staff of WURL, Woodside, Long Island.

RAY BERCH has been named a control room engineer of KTSA, San Antonio.

WILL HARVEY WEHRMAN, control operator at KLZ, Denver, is recuperating after an operation.

J. DONOVAN, of the engineering staff of WHJ, Boulder, Fort Worth, reported April 21 to the Naval Academy as a special course in naval navigation.

ART TURNBROE, chief engineer of KJW, Globe, Ariz., is the father of a baby boy born April 15.

GLEN GLASSCOCK, studio engineer and announcer, has been promoted to the rank of senior first lieutenant in the naval reserve, Glasscock is commander of the naval communications reserve for Colorado.

BERNARD J. FULD, of the engineering section of WHJ, KGGK, Fort Worth, has been called to active duty as one of four naval communications reserve members at Seattle Island, N. W. He will also engage in a special course at the Naval Academy, Annapolis.

BILL BETTS, of the WRYA, Richmond, Va. staff, has joined WJSV, Washington.

JAMES FELIX, formerly of WKBH, La Crosse, Wis., has joined the engineering staff of WAGB, Syracuse, N. Y.

WHEN the new WMLM transmitter was opened recently at Potomac, Md., the transmitting equipment, with the exception of the original studio location downtown Washington was purchased by the Capitol Radio Engineering Institute to be used in training radio engineers for national defense jobs.
KDTH, IN DUBUQUE, SOON TO TAKE AIR

New WBYN, Brooklyn

KDTH, Dubuque, Ia., affiliated with the Dubuque Telegraph-Herald, will go on the air about May 1 with 1,000 watts on 1370 kc., according to K. S. (Ken) Gordon, manager. Before joining KDTH, Mr. Gordon was midwest zone manager for the West-Holliday Co., newspaper representative firm in Chicago.

The station will be affiliated with MBS, a newly-completed three-story building houses the station exclusively.

The Collins transmitter, located on the banks of the Mississippi, has a 370-foot Trucon tower and two 200-foot Winchargers for directional night operation. Studios use RCA equipment.

W. J. Binkley, formerly of KORN, Fremont, Neb., has been named commercial manager; Paul Skinner, from WIAM, Marinette, Wis., program director; Ruth Merritt, from WIBA, Madison, Wis., script and continuity supervisor; Silva Skinner, from WIAM, Marinette, music director; Sherman Bowen, former program director of KATE, Albert Lea, Minn., sports and news.

George Freund, Harold Nagle and John Van Meter, all new to radio, and Fred Smith, formerly of WHJF, Rock Island, Ill., comprise the announcing staff. Other staff members are Arnie Stierman, formerly associated with Father Flanagan’s Boy’s Town, where he wrote scripts for that institution’s radio shows, writer; Bob Graham, salesman; Ann McKeever, librarian; Vanita Meyer, secretary. The engineering staff consists of Stanley Beck, formerly of WKBB, Dubuque, chief engineer; Charles Cain, from KGBX, Springfield, Mo.; Boynton Hagan, from KBOC, Rochester, Minn.

The station subscribes to Standard and Long-Wave libraries. John E. Pearson, Chicago, has been retained to handle national sales.

Polish Music Liked

POLISH music is in greater demand than any other foreign music by listeners to member stations of BMI, according to a survey of listener preferences and requests. Second most popular foreign music was Italian, according to the breakdown, followed by Cuban and Latin American, Scandinavian and Hawaiian. BMI’s latest catalog lists music of some 33 nationalities, including a vice-president for the acquisition of additional foreign catalogs, notably Polish.

SECRETs OF FINANCIAL SELLING

Persistence and Frequency in Use of Air Medium

--Advised by Loan Association Executive

PERSISTENCY is vital to radio selling by financial institutions contends Allen C. Knowles, executive vice-president of South Side Federal Savings & Loan Assn., Cleveland, in an article in the April issue of the Bulletin, official publication of the Financial Advertisers Assn.

Institutions intending to use radio should pick a definite phase of their business to sell, Mr. Knowles writes. Whether it be mortgage loans, small loans, savings or general banking service, the plan should pointedly drive toward one segment of the clientele. If the failure to lead to frustration in any type of advertising, he says. Coupled with this single aim in advertising should be persistency, striving to build confidence and good will with clients, he advises.

Arringtons Are Granted

Covington, Va., Station

JOHN ARRINGTON and his wife, Marcia, former operators of WCHV, Charlottesville, Va., were granted permission by the FCC to construct a new local in Covington, Va., station, to operate with 250 watts full-time, on 1360 kc., according to proposed call letters WJMA.

At the same meeting the Commission also adopted its previously proposed order of March 19 granting unconditionally a construction permit to the Natchez Broadcasting Co., for a station in Natchez, Miss., 250 watts on 1490 kc. [Broadcasting, March 24]. Principals of the new company are P. K. Ewing, manager of WDSU, New Orleans, who also owns WGRM, WJRM, WJSM, WJFM, Gulfport, Miss., 91% stockholder; his son, P. K. Ewing, Jr., manager of WGRM, 3%; another son, F. C. Ewing, manager of WJCMC, 3%; and M. E. Ewing, 3%.

WKBX

CONSERVING FOOD

WSB Promotes Collection of Jars for Canning

A STATEWIDE campaign to conserve food for national defense through the collection of jars for canning purposes has been started by WSB, Atlanta, in cooperation with the Georgia Agricultural Extension Service. The station has undertaken to promote pieces in the form of counter cards and window streamers to denote cooperating stores; last persons will know where to bring the jars they wish to donate. This has been supplemented by spot announcements and extensive publicity through the press. Chain and independent grocers alike have been contacted and collecting agencies.

The project has been undertaken as a supplement to the Government’s AAA program of granting a benefit payment of $3 to families canning the required amount of fruits and vegetables specified for 1941. It has been estimated that the cost of containers for each family’s supply of covered food will be about $20, and it is proposed to cut this cost considerably through distribution of containers donated by public and private sources.

WSR are the call letters assigned to the all-local in Butte, Mt., granted April 1 the Butler Broadcasting Co. to use 200 watts day/night on 1340 kc. [Broadcasting, April 7].

WAGE Formal Debut

FORMAL OPENING OF WAGE, Syracuse took place April 22, after eight days of actual operation [Broadcasting, April 14]. The inaugural program was staged from Loew’s Theatre and aired coast-to-coast on MBS, whose key the station has maintained, to New York. Ceremonies were staged a la Hollywood.

SECRETs OF FINANCIAL SELLING

Persistence and Frequency in Use of Air Medium

--Advised by Loan Association Executive

A final important phase in financial advertising is proper selection of program material, according to Mr. Knowles who cites as examples of good taste in program selection a broadcast for a predominately Polish city, that presented programs of polkas and obereks, traditional Polish folk music; an intrepid New York trust company that was enjoying success with sports programs; avox pop program of a bank, presented from the lobby of the bank; and numerous other successful uses of radio in the financial field.

Select the proper program, concentrate on presenting one service to the public and persistently keep that program before the public and you have the formula for successful use of radio by financial institutions, Mr. Knowles advises.
ACTIONs of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 19 TO APRIL 25, INCLUSIVE

DECISIONS

APRIL 21
WBCA, New York—Granted temporary authority 9670 kc 100 kw. WBNR, Washington—Granted extension temporary authority FM experiments.
WITG, Willsboro, N.Y.—Granted extension temporary authority FM.

APRIL 22
NEW, John & Marcia Arrington, Covington, Va.—Granted CP 1240 kc 280 w un.
NEW, CBS, New York—Granted CP devaluation new station 1480 kc 950 w INCLUSIVE.
WLAK, Lakeland, Fla.—Granted authority transfer control to Bradley E. Ed- man (100 shares capital stock, par $100) and to acquire license under pending lease $100 on condition neither Tribune Co. nor its officers, stockholders, agents, direc- tors or employees or any stock interest, security interest against or in management of WLAK, Lakeland.
WATF, Waterbury, Conn.—Granted CP new transmitter change of location, in- crease to 1 kw.

NEW, FOR HEARING—WENY, Elmira, N.Y.—CP change to 940 kc 1 kw, etc.; WTCQ, St. Louis, Mo.—CP increase to 580 kc 5 kw; KFKE, St. Joseph, Mo.—CP increase to 1150 kc 15 kw; KOGF, Coffey- ville, Kan.—CP increase to 5 kwetc.; NEW, Scott-Howard Broadcasting Co., and Greater Bond- ed Broadcasting Co., Inc., together—CP television station 1950 kc 25 w INCLUSIVE.
NEW, Herald Publishing Co., Clarksdale, Miss.—CP 1070 kc 25 w un; NEW, Gramercy Station, New York—CP 500 kc 1 kw, etc.; NEW, WPTQ, Fort Smith, Ark.—CP 1000 kc 1 kw, etc.; NEW, KUS radios, Chicago—CP 1070 kc 25 w.
NEW, McCormick, Ga.—CP 850 kc 1 kw.
NEW, WABC, New York—CP 1500 kc 1 kw, INCLUSIVE.

APRIL 23
MISCELLANEOUS—WSGN, Birmingham, Ala.—Granted convenience hearing, direction N & D, for change in antenna, 910 kc under treaty.
WITG, New York—Granted CP new transmitter, increase to 3 kw.

APRIL 24
WMAS, Springfield, Mass.—Granted motion to discontinue application CP change to 910 kc 1.5 kw directional.
WITL, York, Pa.—Granted motion to order withdrawal application modification CP to 1150 kc 5 kw.
WTIL, Philadelphia—Petition enlarge li- cense to 2 kw.
MISCELLANEOUS—KOVO, Provo, Utah—Granted convenience hearing 50 days.

APRIL 25
NEW, Atlanta—Granted convenience hear- ing 50 days; WIBG, Atlanta.—Granted convenience hearing 50 days.
WMAS, Augusta, Ga.—Granted convenience renewal hearing for 50 days.
WITL, Philadelphia—Granted convenience renewal hearing for 50 days.
WIXU, Hartford, Conn.—Granted convenience renewal hearing for 50 days.
WTJO, Pasco, Wash., granted extension license CP final.
WXML, San Francisco, Calif.—Granted license CP 2 kw 714 kc.

APRIL 26
KBRE, Portland, Ore.—Granted $5,000 non-broadcast license.

APRIL 27
WIFI, Lewiston, Pa.—Modification CP new station re transmitter, antenna.

APRIL 28
WCHS, Portland, Me.—License increase power amended to 950 kc.
WMAQ, Chicago—CP change transmitter, 950 kc.
WBNG, Buffalo—Modification CP 950 kc.
WNAO, Boston—Modification CP 1250 kc.
NEW, Genesee Broadcasting Corp., Flint, Mich.—CP 600 kc 1 kw, INCLUSIVE.
WKCE, Wheeling—Modification CP new transmitter.
WRAJ, Cleveland—Modification CP 1540 kc.
WJOY, Dayton, Ohio—Modification CP 1450 kc.
NEW, WQOJ, New York—Modification CP 1450 kc.
NEW, KQOSW, Los Angeles—Modification CP 1450 kc.

APRIL 29
KQKO, Fort Worth—Modification license CP 940 kc.

NEW, WBCB, Nashville—CP new station 610 kc 1 kw directional.

APRIL 30
FREE, Medford, Ore.—Modification CP new transmitter, change antenna, change of address to partnership of J. M. West, Jr., Marion West, Wesley J. West, and F. M. Stevenson.
KFCOM, Benton, Texas—CP new transmitter, directional N & D increase to 2 kw.
WJSM, Medford, Wis.—Modification CP new transmitter, change antenna, increase to 250 w, 1490 kc under treaty.
KWMV, Willmar, Minn.—CP increase to 250 w.
KXJ, Seattle—CP move transmitter locally.

TENTATIVE CALENDAR

APRIL 28
WORO, Augusta, Me.—License renewal.

APRIL 29
WITG, Boston—Modification visual li- cense.

APRIL 30
KMLB, Monroe, La.—CP 1410 kc 1 kw directional.

MAY 1
WGST, Atlanta—License renewal.

MAY 2
WACM, Camden, N.J.; WCAP, Asbury Park—Modification CP 1530 kc.
WTBJ, Trenton—Renewal license.
W◐JN, Trenton, N.J.—CP 1350 kc 1 kw, INCLUSIVE.

MAY 3
NEW, Trent Broadcast Co., La.—CP 1290 kc.
NEW, WOAM, Philadelphia—CP 1290 kc.

MAY 4
NEW, Butler Broadcasting Corp., Hamilton, O.—CP 1450 kc.

MAY 5
FWNT, Fayetteville, N.C.—Assignment license.

MAY 6
KDKR, Des Moines, Iowa—CP 800 kc (under treaty) 1 kw.

NATIONAL BROADCASTING COMPANY

BROADCASTING BILLINGS INCREASE

NBC-PACIFIC BLUE BILLINGS INCREASE

NBC-PACIFIC Blue network billings for the first quarter of 1941 "will be substantially in advance of 1940," Tracy Moore, Hollywood publicist, announced on April 23. He reported three more advertisers have contracted for time within the next three weeks. Others are expected soon.

Neighbors of Woodcraft, Portland, Ore., (insurance), on May 2 starts a weekly half-hour Western comedy-drama series, Grand- pappy and His Pal's, on 25 NBC- West Coast Blue stations, Fri., 8-8:30 p.m. (PST). Contract, placed by Mac Wilkins & Cole, Portland, is for 12 weeks.

Los Angeles Soap Co., Los An- geles (Sierra Pine soap), on April 28 starts a five-minute participation five times per week in the community program, Art Baker's Notebook, on 11 NBC-Pac Blue stations (KCOA, KFSD, KEK XJR KGA KFBK; KWW KOR KOR KOR), Mon. through Fri., at 3 p.m. for 25 weeks, placed by Raymond E. Morgan Co., Hollywood.

Like Cola Co. of California, Vernon, Calif., on April 22 started for 13 weeks a new interview-program Kids of the Air, broadcast Pacific Blue stations (KECA KJFS KFSD KTS KOH KFBK KFBK KOR), Sun., 11-11:30 p.m. (PST). Davis & Pierson Ad. Agency, Los Angeles, services the account.

New Station Affiliations Are Promoted by MBS

TO ANNOUNCE the switchover this October and June, 1942, of five stations from their present network affiliation to MBS, the network ran a half-page advertisement in the New York Times the week before April 21 and will take a similar ad in the New York Times the first week in May. The ads are timed to break during the conventions of the ANPA and the 4 A's.

WCAE, Pittsburgh, and WBFR, Baltimore, both basic NBC-Red stations, become MBS affiliates Oct. 1, as does WGR, Buffalo, now a CBS station. WNAC, Boston, now NBC-Red, and WEAN, Providence, now both Mutual and NBC-Blue, will become full-time MBS affiliates in June, 1942.

Holland Festival

HOLLAND FURNACE Co., Hol- land, Mich., on May 17 will sponsor a half-hour broadcast Holland Festival from their factory, on 105 NBC-Blue network sta- tions at 1-1:30 p.m. (CDST) [BROADCASTING, April 7]. Agency is Ruthrauff & Ryan, Chicago.

PADUCAH Broadcasting Co., opera- tionally owned by T. H. Baker, Hopkinsville, Ky., has applied to the FCC for a new 250-watt daytime station on 880 kc in Henderson, Ky.
Help Wanted

Announcer-Engineer—Good voice, experience unnecessary. Small city Rocky Mountain West. Box 402, BROADCASTING.

Salesman—Experienced in selling in medium size city. Give complete record. Salary basis. Box 424, BROADCASTING.

Combination Announcer—Ad-libber, draft exempt. Gentile, for regional station, $52 starting salary. Box 430, BROADCASTING.

Wanted Immediately—By New England Network Station—Program Director—Send transcript, experience and references. Box 406, BROADCASTING.

Experienced Announcer—$180.00 per month to start plus talent fees. Send transcript. Chance to advance to program director. Box 423, BROADCASTING.

Positions To Offer—Combination operator-announcer, transistor press, salesmen, others except talent. Register with recognized employer hereon—National Radio Employment Bureau, Box 844, Denver, Colorado.

Sales Manager-Station Manager—One who can buy minority interest in full time local station. Give full details of experience and location. Preferred. Box 419, BROADCASTING.

Wanted—5-piece versatile hillbilly combination play oldtime dance, stage acts, radio programs. Must be versatile entertainer with genuine oldtime dance rhythm. Permanent job for right group. KTVI, Twin Falls, Idaho.

Secretary-Stenographer—Young woman to assist Manager of local station. One who desires radio career. Plesant surroundings in middle Atlantic city of 20,000. State age, marital status and salary desired. Box 420, BROADCASTING.

Experienced Salesman—Wanted at once for local account. Must be clean cut, aggressive, and able to furnish good references. Salary position with new midwestern network affiliate salary plus sales commission. Send picture, full particulars and references first letter. Box 456, BROADCASTING.

Situations Wanted

Announcer—Excellent voice, years experience, college education, references, transcription, now employed. Box 418, BROADCASTING.

Commercial Man—Five years experience. Now employed. Desires affiliation with progressive station, regardless of location. Excellent record. References. Box 414, BROADCASTING.

Options

IM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

with

BROADCASTING

Broadcast Advertising

April 28, 1941 • Page 45
Creator Defends Freedom Program
Boyd Replies to Attacks by Recounting Its Background

WHILE CBS last week maintained its official attitude of ignoring the continuing attacks of the Hearst press against the Free Company programs broadcast each Sunday afternoon on its network, James Boyd, national chairman of the Free Company, explained the inception and purpose of the organization at a press meeting held April 22 in the group's headquarters in New York.

A well-known historical novelist, Mr. Boyd was called to Washington last fall to aid in publicizing the alien registration program, he stated, and while there and constantly encountering foreign propagandists he and others, including Attorney General Robert H. Jackson and pollster Franklin D. Del- bide, conceived the idea of combating this by re- stating in dramatic terms the basic American belief in freedom.

Wide Commendation

Mr. Boyd contacted other writers, and contributors who contributed their services. When enough members had been obtained to assure the production of a series of dramas, he then got the support of CBS in broadcasting the series.

From its inception Feb. 23, thousands of letters of commendation have been received, he said, including one from Mr. Roosevelt.

It was not until Orson Welles presented his broadcast of the series, on April 6, Mr. Boyd said, that the Free Company met with any opposition or disapproval, but immediately thereafter the Hearst papers began their attacks.

In Washington a spokesman for the Department of Justice confirmed administration spokesmen said the Department did not pass on scripts for the individual plays. The spokesman said the Department had approved the general idea of the Free Company.

Rival Campaign

RIVAL PACKING Co., Chicago (Rival Dog Food), on April 7 started a three-week-six-minute transmission on WAGM, New York. In addition sponsor is running a varying schedule of station break announcements on nine stations [BROADCASTING, Jan. 20]. Contracts are for an undetermined length. Agency is Charles Silver & Co., Chicago.

History of Regulation

COMPILED by Mary O'Leary, assist- ant to the director of information of the FCC, The 49-page mineographed document includes a chronology of the Federal Radio Commission.

' suburban Hour' with Norman Ross

WHEN an advertiser buys radio station time for a 30-day period for a special purpose, and the program proves so successful that it is still on the air and going strong after 5½ years—that's success in any man's language.

That is the story of the Suburban Hour with Nor- man Ross over WMAQ, Chicago, every morning 7 to 8 a.m., sponsored by the Chicago & North Western Railroad.

In September, 1935, our client, the Illinois Cen- tral System, made extensive changes in subur- ban train schedules and fares. To get the story over to regular and potential patrons, it was decided to use radio for a 30-day peri- od, and the Suburban Hour got its start. It consisted of record- ings and transcriptions of classical and semi-classical music of the best type, frequent time signals and weather reports, and commercials adlibed by Norman Ross.

More Then Its Job

Before the original 30 days ended, it became evident that the program was not only doing the railroad's suburban service, but it surprised everyone concerned by producing unexpected sales of the railroad's other products.

It sold tickets to Florida, New Orleans and Mexico and cruises to the Caribbean and South America.

There were very definite indications that the service features, such as the time signals and weather re- ports and the high class music, were earning goodwill for the advertisers that was very significantly influencing the routing of freight ship- ments.

Direct evidences of the produc- tivity of the Suburban Hour were so conclusive that it continued under the sponsorship of Illinois Central until February, 1937, when Chi- cago & North Western took over the sponsorship.

On March 24, 1941, the program was re- newed by the Chicago & North Western for its fifth con- secutive year.

The most remarkable thing about it is that for almost six years no change of any kind has been made in the program itself and yet its popularity and listening audience have been steadily growing until both are greater now than at any previous time.

Every one of the tests that have been made from time to time have proved this steady growth. These tests include telephone surveys, sur- veys among passengers on board trains, and mail tests. All have pro- duced similar results.

The latest test was made on the occasion of the last one, on March 24, when Norman Ross asked his audience to tell him whether they liked the program, or would like changes in the music or the announcements.

Why It Succeeds

Several thousand letters were re- ceived as a result of this one re- quest by Ross. An analysis of these letters gives a good idea as to why the program has been so successful:

Fifty-five percent told us they listened because they liked the music. Sixty-seven percent gave credit to Norman Ross' unique per- sonality. From the agency point of view the most pleasing and remark- able fact was that 32% of the writ- ers actually said they "liked the commercials".

Whether it's the high-class music, Norman Ross' unfailing cheerful- ness, "he's the man for the job", still his general audience.

AFA to Consider Problems of Radio Departmental Planned May 28; Roundtable Discussion

A RADIO departmental session, de- voted entirely to problems of ad- vertising on the air and conducted under the auspices of the commer- cial division of the NAB, will be held May 28 during the 37th an- nual convention of the Advertising Federation of America, meeting at the Hotel Statler in Boston, May 25-29.

Plan Roundtable

Another feature of the AFA con- vention will be the "town meeting" on advertising on Monday, May 25, George V. Denny Jr., moderator on the Town Hall broadcasts, will act in that capacity, with the following participants: Hill Blackett, vice- president, Blackett - Sample - Humbert; Cara Conway, chairman of the broadcast division C&CO.; Dr. George H. Gallup, vice-presi- dent, Young & Rubicam; Harford Powel, director of information, De- fenders Staff, United States Treasury Department.

Raymond Rubicam, chairman of the board, Young & Rubicam, will be the featured speaker of the con- vention's general luncheon session on May 28 on the theme, "What is ahead for adver- tising in the world of tomorrow." In addition to the radio departmental, similar sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will follow the general luncheon session, will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Executives' sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising.

Aside from the May 28 radio departmental, several other broad- cast industry features are being planned for the convention. Among them is the May 27 Boston stations in coopera- tion with the networks will furnish entertainment for a cabaret party. Kingsley Horton, sales manager of 

Newsmen's Banquet

SECOND annual dinner of the Radio Correspondents Assn., covering hearings of the House and Senate Radio Gal- leries, will be held May 8. Invitations have been sent President Roosevelt, Vice- President Wallace, Speaker Sam Rayburn, Senate Major- ity Leader Barkley, Senate Minority Leader McNary, House Majority Leader McC- Cumber, and Representative Minority Leader Martin. Albert Warner, CBS Washington commentator, retiring presi- dent of ASCAP, is in charge of general arrange- ments. R. H. Baukne, NBC War- time correspondent, is the incoming president, will take office.

P S I M\ A F S

Newsmen's Banquet

SECOND annual dinner of the Radio Correspondents Assn., covering hearings of the House and Senate Radio Gal- leries, will be held May 8. Invitations have been sent President Roosevelt, Vice- President Wallace, Speaker Sam Rayburn, Senate Major- ity Leader Barkley, Senate Minority Leader McNary, House Majority Leader McC- Cumber, and Representative Minority Leader Martin. Albert Warner, CBS Washington commentator, retiring presi- dent of ASCAP, is in charge of general arrange- ments. R. H. Baukne, NBC War- time correspondent, is the incoming president, will take office.

 Writers' Suit

FOLLOWING the action started in New York Supreme Court in March by 14 songwriters against NAB, BOC, and the NAB and the head of the British Advertising Federation in London.

Page 46 • April 28, 1941
MEET H. G. KESTER AND FAMILY

The family of H. G. Kester is representative of the thousands of farm families in the midwest to whom WLW is an integral part of daily life.

Mr. Kester, a member of the Ohio Farm Bureau Federation, cultivates 240 acres in Darke County, Ohio, which is more than 90 miles northwest of Cincinnati.

The Kester farm is a model of intelligent, progressive farming typical of that found in the WLW area.

Mr. Kester is one of the many midwestern farmers who appreciates the fact that WLW is making a conscientious effort to give the farmers through its clear channel facilities not only the best in entertainment, news, and up-to-the-minute weather reports, but also the most timely and comprehensive agricultural data that can be assembled by its large staff of specialists.

The Kester family: Lowell, Mary Kathryn, Mrs. Kester and Mr. Kester — gather about the radio for their favorite programs from their favorite station, WLW. Lowell Kester's radio favorites parallel his father's choice. Like his mother, he enjoys the clean-cut humor of Fibber McGee and Molly.

Helen Kester, shown with her prize-winning calf, is a member of the 4-H club, listens regularly to Everybody's Farm Hour to keep in touch with activities of 4-H clubs throughout the Midwest, especially enjoys the various quiz programs heard from the Nation's Station.

Mary Kathryn Kester, snapped holding her pet hen, enjoys the Sunday morning Children's Hour and is an avid follower of the mischievous Charlie McCarthy.

Mr. Kester, here busy hitching his fine team with son, Lowell, prefers WLW's Boone County Jamboree and frequent news programs. He finds Everybody's Farm Hour entertaining as well as useful and enjoys the weather reports by Staff Meteorologist James C. Fidler, as special interest. Lowell Kester's radio favorites parallel his father's choice. Like his mother, he enjoys the clean-cut humor of Fibber McGee and Molly.

Mary Kathryn Kester, snapped holding her pet hen, enjoys the Sunday morning Children's Hour and is an avid follower of the mischievous Charlie McCarthy.

Mary Kathryn Kester, snapped holding her pet hen, enjoys the Sunday morning Children's Hour and is an avid follower of the mischievous Charlie McCarthy.
New RCA Measuring Instruments
TO SIMPLIFY STATION OPERATION!

RCA Model 322-A
F-M MODULATION MONITOR

Precise indications of carrier-swing up to 90 kilocycles (equivalent to 120% modulation on standard 150 kc. channels) are secured directly with this RCA Type 322-A monitor. The neon warning indicator may be set to flash at any predetermined threshold of peak modulation.

Asymmetrical modulation—in which the carrier swings farther on one side of the resting frequency than on the other—presents no problem with the 322-A. Overswings are eliminated, because the 322-A will read either plus or minus swings at the touch of a switch.

Wide band discriminator, low temperature-coefficient crystal control, and extremely stable amplifier design keep the 322-A highly accurate over the entire scale. Unique linear circuit creates less than 0.1% distortion in the discriminator—gives accurate overall distortion measurements in conjunction with standard RCA Model 69B Distortion Meter. The 322-A operates directly from your 110-volt line; requires only to be plugged in and connected to the R-F supply.

RCA Model 300-C
PHASE MONITOR

Here is the simplest, most accurate phase monitor for directive-array systems that has yet been developed! With the 300-C, you can read the current in up to three lines simultaneously ... without switching or complicated preliminary adjustments!

Balance can be read to within 1/10 of 1° on the three-inch cathode-ray screen. Voltage division is independent of the total signal amplitude ... and circuit-errors are balanced out by a unique comparative method of indication. Scale extends a full 8 inches.

Usable with any type of sampling coil, the 300-C comes equipped with sampling coil and meter of the parallel-tuned-circuit type for each element in your array. Because the sampling current is fed into a pure resistive load, coupling-variations introduce no more than negligible error. Write for complete data.

Use RCA Radio Tubes in your station for finer performance

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

In Canada: RCA Victor Co., Ltd., Montreal

New York: 1270 Sixth Ave. • Chicago: 580 E. Illinois St. • Atlanta: 530 Clifton Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.