"After looking over 'Five Months Make One Year'... one is persuaded that the summertime is as good if not better than winter. I am quite confident that I could be led to believe that we might 'steal a march' by advertising over the radio in the summertime in spite of the fact that we sell a product that melts at 92° F."

Excerpt from letter written by nationally-known confectioner after reading WOR's summer study, "Five Months Make One Year."
Name may be had by anyone interested.

First it was "How Department Stores Use Radio—to Sell". Then, "The Story of Saturday". Now WOR erases another radio fallacy with "Five Months Make One Year". Here, backed by fact, WOR offers conclusive evidence that summer radio selling pays. "Five Months Make One Year" should be seen and studied by everybody who buys radio to sell.
Again... twice in one month... WLS, Chicago, gets national recognition for its service to Mid-West America.

WLS placed second among all clear channel stations in The Billboard Fourth Annual Exploitation Survey. Only a few weeks before, WLS received the George Foster Peabody citation for meritorious service to agriculture.

Exploitation is showmanship; but exploitation at WLS is not of the "stunt" type. We tell our story to listeners in our programming, by localizing WLS interest and coverage. An example is the WLS County Salutes, broadcast every week as part of the WLS National Barn Dance and originating in the honor county. WLS broadcasts from all leading community events in its four-state Major Coverage Area, and in so doing is accepted as an integral part of the local community.

WLS is a half-time station. Yet, in competition with other clear-channel stations, WLS is recognized for doing a full-time job in its program of constructive service to Mid-West America—a program that builds confidence in any product associated with the WLS name.
With Fans and Sponsors...

A HIT!

THE Colonial Network's broadcasts of American and National League baseball games have absolutely dominated the dials in New England for a decade in 18 key buying areas. This season, sponsors for alternate games are Atlantic Refining Company (fifth year) and General Mills (Wheaties — third year).

* * * * *

At 6:15 each night on The Yankee Network, Jim Britt gives the highlights of the day's game, scores in both leagues, and interviews with outstanding personalities.

Jim is sponsored on Wednesday and Friday by Feigenspan. Sponsorship on Monday, Tuesday, Thursday and Saturday now available, subject of course to prior sale.

Alert advertisers will want to reach the richer than ever New England market with New England's only major league play-by-play reporter, Jim Britt.

For details wire The Yankee Network or its representatives.

The Colonial Network

21 BROOKLINE AVENUE  ·  BOSTON

EDWARD PETRY & CO., INC., National Sales Representative
Nebraska farmers are talking big money these days!

Here's why:

1. Estimates on big Nebraska crops point to a record yield.
2. The rains have come to make these estimates come true.
3. Prices are going up to give Nebraska farmers a chance to cash in on these crops.

So What? Just this:

If you want to reach those farmers...to tell them what they need...to get some of that cash money they're spending now...there's only one radio station in Nebraska that can do a complete job for you.

KFAB is the most powerful station in the state...the established friend and confidant of thousands of Nebraska farmers and their wives. Put us to work today, and get in on that GOLD-WAVE tomorrow!

CONTENTS

MBS Outlets Study ASCAP Proposal .......... 9
Less Aluminum For Set Makers .............. 10
Defense Measures May Disrupt Industry .... 11
Commercial Video July 1 .................. 12
FCC ADOPTS MONOPOLY REPORT ........... 13
Press-Radio Group Plan .................. 14
Advertising Faces Big Task ............... 16
NBC Shortwave on War Basis ............... 18
Franchise Tax Studied .................... 18
They Were in Army Then .................. 20
Columbia Record Strike Impasse .......... 20
Red, White and Blue Morale Net .......... 20
NAB Protests Free Circus Plugs .......... 20
More About Merchandising ................. 22
NAB Convention Program .................. 24
Wallace Principal NAB Speaker .......... 24
Coast Quiz Merchandises Self .......... 34
Success Story: Music Store ............... 43
Films Getting Talent From Radio .......... 44
Nets Juggle Spots ....................... 46
AFRA Disc Code Awaits Signatures ....... 51
Service Committees Named by Miller ... 54
Rosenbaum to Quit IRNA ................. 54

DEPARTMENTS

Agencies ............................. 33 Merchandising .......................... 26
Agency Appointments ............... 47 Network Accounts ............... 41
Behind the Mike ..................... 32 Other Fellows Viewpoint ...... 45
Classified Advertisements ........... 53 Personal Notes .................... 31
Control Room ........................ 39 Purely Programs .................. 26
Editorials ............................ 30 Radio Advertisers .............. 37
FCC Actions ........................ 52 Station Accounts ............... 36
Guest Editorial ...................... 30 Studio Notes .................... 35
Meet the Ladies ...................... 32 We Pay Respects ............... 31

Hix Cartoon ........................ 54

USE

KANS

WICHITA, KANSAS
Commemorating Daylight Saving Time, 1941.

"Will You Hate Me in September
As You Do in May?"

By WILLARD DURRE EGOLF

I know an advertiser who says he's sad but wiser

He always thought broadcasting was sublime

But now he cries, "Two-timer! You faithless pantomime"

All because of Daylight Saving Time! (and so this rhyme.)

CHORUS - Brightly but Politely

Will you hate me in September as you do in May?

Just because the hours we knew are gone a way!

Oh, believe me, there are others, To whose will I must bow!

Though I don't deserve it. Say you'll love me anyway!
Ever since NBC Thesaurus was started in 1935 we’ve been helping local stations to secure new advertising revenue by offering them the big-time “stars” of radio at economical cost. Our “Treasure House of Recorded Programs” is getting bigger and bigger. Our success story is getting longer and longer.

Today NBC Thesaurus comprises over 2,000 selections. These include programs of dance music, popular vocal music by groups and soloists, instrumental solos, mountain music, concert and symphonic selections, as well as mood music and sound effects. Whether it’s a symphonic concert, a hill-billy jamboree or a cat’s meow you’re looking for—it’s at your finger tips in NBC Thesaurus.

Among the new stars who have recently become regular contributors to NBC Thesaurus are Horace Heidt and his Musical Knights, Sammy Kaye and his Swing and Sway Music, and Carson Robison and his
Wagon to the "Stars"

BUCKAROOS. Special programs built around these master showmen are available to every Thesaurus subscriber.

What's more, we've increased the amount of regular weekly continuity to 24¾ hours. Now NBC Thesaurus provides weekly continuity for 23 outstanding program series—a total of 68 individual program periods per week.

Best of all, NBC Thesaurus offers the extra advantage of NBC ORTHACOUSTIC*—recording of such high fidelity that it gives programs the vivid reality of live studio broadcasts!

We'll be at the New Jefferson Hotel during the N. A. B. Convention and we hope you'll drop in to see us. We're bursting with new ideas and information about new features and new plans. We'd like to show you why—more than ever before—now is the time to hitch your wagon to the "stars" now available through NBC THESAURUS.

HIGHLIGHTS OF NBC THESAURUS

1. Names that mean Sales! "Name" talent—names that listeners know—names that you can use profitably in sales and merchandising activities.

2. Expert Program Direction—by men with both network and local station experience—at "Broadcasting Headquarters."

3. The Finest of Recording—NBC Orthacoustic.*

4. A Basic Library of more than 2,000 selections, with a minimum of 52 additions per month (83 in March, 84 in April, for example).

5. Weekly Continuity for 24¾ hours of broadcasting each week.

6. Sales Helps. A complete set of Thesaurus artists' photographs, mats and publicity material for advertising and sales promotion purposes, sales manual and special bulletins go to each Thesaurus subscriber.

— AND NBC SYNDICATED RECORDED PROGRAMS

NBC Radio-Recording Division also offers an important group of Saleable Syndicated Programs including:

Betty & Bob Hollywood Headliners
Face of the War Talks by Dr. Wm. L. Stidger
Touchdown Tips

Find out what a remarkable selling job these programs are doing for leading advertisers on many stations throughout the country. Facts and figures available to N. A. B. Members at Thesaurus Exhibit, or write your nearest NBC Radio-Recording Division office for full details.

*Registered Trademark
Mr. Pullman's best pal—

**WILLIAM A. CHALMERS!**

Just to look at Bill Chalmers' unwrinkled brow, you'd hardly think he'd had eleven successful and tight-packed years in business—including a travel-mileage record of 75,000 miles during the past three years alone! But what with a lot of general experience, plus being account executive and time-buyer for the Popsicle account, plus having production responsibilities for the Philip Morris and the "Take It or Leave It" network shows, Bill has had a very lively life, indeed!

And, now that we mention it, that's the general sort of background possessed by all our fifteen men here at F&P. We've picked successful fellows because we think they are the only kind that can be of any help to the successful men who plan this country's successful radio work.

If you have never sampled our service, give us an opportunity to prove that F&P can help to make your job easier, more profitable and more productive. We think we can do it. And that's the way we like to work, in this group of pioneer radio-station representatives.
MBS Outlets Study Dual ASCAP Plan

Formula Would Cost the Industry About $4,500,000 Yearly; Miller-Shepard-Taft Urge United Action at Convention

PROPOSING a formula that would yield $4,500,000 from the entire roster of broadcast stations and networks (if all accepted its terms), ASCAP last week made a strong bid for return of its music to the air in proposals approved by majority vote of the board of directors of the Mutual Broadcasting System and submitted to its 175 member stations for ratification.

Conforming with the requirements of the ASCAP-Department of Justice consent decree entered into last March that both a per-program and blanket license formula be offered, and that identical terms shall be proffered all elements in radio, the ASCAP plan would yield less than the $5,100,000 paid by the industry to the society during 1940.

Convention Action

But it is just about half of the estimated $9,000,000 which the industry would have been called upon to pay under the proposed 74%-%of-gross formula offered for networks and the sliding scale for stations in the proposition rejected in mid-1939, and which culminated in the formation of BMI to supply the industry's music needs.

Meeting the area board approval and its recommended acceptance of the new formula, on a flat-fee rather than the per-program basis, no industry-wide acceptance of the proposal is expected prior to the NAB convention in St. Louis May 12-15.

NAB President Neville Miller, seeking united industry action, advised all member stations telegraphically last Thursday that "in order to enable NAB members to comprehend the effect of the MBS-ASCAP proposal, a factual analysis is being made." He said this would be transmitted to stations in time to be available for consideration at the convention.

MBS, in its letter asking its 175 affiliates to ratify the proposal and wire their approval not later than May 6, said it preferred the blanket license plan because of simplicity of bookkeeping. Both forms were submitted to stations for their individual licensing arrangement, however.

MBS asked stations to reply by May 6 so ASCAP tunes might be back on the network by the end of that week. Contrary advice, however, was received by the MBS station roster the same day in wires signed by John Shepard 3d, Colonial-Radio Network president, and MBS director and Hubert Taft Jr., WKRC, Cincinnati, member of the MBS operating board, who opposed the proposed agreement, and asked the affiliates to withhold their decisions until after the convention.

The licenses proffered by ASCAP are due to run until Dec. 31, 1949, or 5 1/2 years after the last month the proposed agreement was accepted by MBS as well as by NBC and CBS.

Stations selecting the per-program method of buying ASCAP music will pay the following scale of fees for commercial programs on which such is used: 10% of net receipts from musical shows; 3% of net receipts from programs using theme songs or bridges; 1 1/4% of receipts from programs using incidental music only; 1 1/4% of income from broadcasts of football games in connection with which incidental music is broadcast. Other sporting events broadcast require no payments to ASCAP.

In addition to the deductions of agency commissions, MBS is also allowed to deduct line charges and its own sales commissions before applying the percentages in calculating ASCAP fees.

Net sustaining fees are $1 a year for broadcasting unsponsored programs to stations having individual ASCAP blanket licenses. If the station does have an ASCAP license, or if it is buying its ASCAP music on the per-program plan, then Mutual is to pay ASCAP for sustaining program service to such station 1% of the applicable card rate.

Mutual's maximum monthly payment, however, shall not be more than (a) half the station's highest published hourly rate but in no event more than three-quarters of the stations monthly sustaining fee to the point of reaching a maximum, to the difference between twice that amount and the actual sustaining fees paid by the station, whichever shall be less.

Sustaining Rate

Sustaining fees under the per-program method amount to the highest rate applicable to the time consumed for each sustaining show in which ASCAP music is used. As in the case of the blanket license, the maximum monthly sustaining fee is the highest one-hour rate of the station, which is also not to exceed 1 1/4 times the station's sustaining fee.

In addition to the ascertainment of religious, patriotic or civic groups carry no fees.

Stations choosing the per-program method of payment must furnish to ASCAP lists of all compositions broadcast on each program, helping the title, composer, author, publisher, date of copyright, etc., for each selection. Licenses under this method also contain a provision that if payment to ASCAP is in this basis amount to less than 2% of the station's net receipts during any year, ASCAP may elect to have the station operate on the blanket license formula, while if the payments exceed 5% of the station's net receipts, it may ask ASCAP for a blanket license.

Final agreement between ASCAP and MBS executives on the terms of the proposed licenses was reached in the early morning hours of May 1, after days of almost continuous meetings and conferences, several of which lasted through most of the night, in a determined effort to arrive at a formula which both parties could accept. In the meantime, ASCAP negotiations with NBC and Columbia were conducted at a much more leisurely pace.
Increase in Power On 570 and 820 kc.

WKBN Finally Granted Boost After Quest of a Decade

A SIX-PHASE decision, involving the 570 and 820 kc. channels, under which WKBN, Youngstown, gets fulltime with 5,000 watts after a quest of a decade, was approved April 30 by the FCC.

Under the decision, WNNC, Asheville; WSYR, Syracuse; WMCA, New York City, and WKBN acquire fulltime operation with 5,000 watts on 570 kc. WOSU, Columbus, which previously had shared 570 kc. with WKBN, was shifted to 820 kc. with an increase in power from 1,000 to 5,000 watts and hours of operation from specified to local sunset at Dallas.

Another beneficiary was WCB, Chicago, which was granted construction permit to shift from 1110 kc. to 820 kc. and increase power from 5,000 to 10,000 watts, with hours of operation from limited to daytime only. Fairfield Broadcasting Corp., Lancaster, O., in which Charles M. Copeland is Democratic National Committeee of Ohio and owner of WING, Dayton, is the principal, had its application for a new station on 820 kc. with 550 watts daytime, designated for hearing.

WKBN Power Boost

WKBN, of which Warren P. Williamson Jr., founder of the station, is president, was granted a construction permit to increase its power from 500 watts night, 1,000 watts day, to 5,000 watts fulltime, with installation of a directional for night use. WMCA received an increase to 5,000 watts fulltime from 1,000 watts night, 5,000 watts day. In the decision, a directional for day and night use.

The grant to WNNC was subject to action on renewal proceedings, but provision for an increase in power from 1,000 to 5,000 watts day and night on 570, with a directional antenna at night, subject to approval of FOC. WOSU was given a construction permit to change its directional antenna for both day and night use and increase power from 1,000 watts to 5,000 watts fulltime on 570, on condition of proof of performance and installation of a recording meter at a monitoring point on the radial toward WMCA.

Shell Quiz

SHELL OIL Co., Midwest Division, on April 14 and 28 started a 26-week series of five-week-five-minutes each, with a Shell B-20. Pages on 12 stations. Listeners are asked to send in interesting facts on jobs, hobbies, cooking, any subject in which they are well acquainted. For all “facts” accepted the cash awards are fixed. Stated are KFIP, KSST, WDWS, WEAV, WGIL, WGLL, WBA, WJBC, WMAB, WMBD, WKHT, WTAQ. Account was placed direct.

Serum Campaign

ASSOCIATED SERUM PRODUCERS, Kansas City, Mo., on May 2 and 14 started a schedule of twice-weekly spot announcements on four stations. Campaign is to induce doctors to consult their veterinarians. Contracts are for 13 weeks, in most instances. Stations being used are WLS WHO WTCN, KFAB, KFBM, WTXA KHOW KMBC WBNS KSOO KFNT WMT WNAX WWF KFNP MOX KSCJ. Agency is Fairall & Co., Des Moines.

Three Minneapolis Papers Realigned

MINNEAPOLIS’ three daily newspapers were “realigned” May 1 under a new corporate and mechanical setup which insures their continued existence in the face of the fact that for many years Minneapolis newspapers as a whole have been operated at a loss.”

In the readjustment the Star-Journal, published by the Cowles (Des Moines Register & Tribune) interests, obtains a financial interest in the Morning Tribune and the Times-Tribune, while Tribune stockholders acquire an interest in the Star-Journal. Largest stock interests will be held by John Cowles, president of the Star-Journal, the estate of F. E. Murphy, late publisher of the Tribune newspaper, and Kingsley H. Murphy. The Times-Tribune will become the Times and will be published from the Tribune plant, while the Morning Tribune will be published from the plant of the evening Star-Journal. The Sunday papers are combined.

John Cowles, president of the new Star-Journal and Tribune Co., is vice-president of Iowa Broadcasting Co., operating KSO and KFNT, Des Moines; WMJ, Cedar Rapids; WNAX, Yankton. The Cowles interests also own a minority of KFNF, Shenandoah, Ia., which is optioned to the Omaha World-Herald. The Minneapolis Tribune is 60% owner, in combination with the Ridder brothers’ St. Paul Pioneer Press and Dispatch, of WTCN, Minneapolis, which presumably is brought into the Star-Journal and Tribune Co.

Set Makers Agree To Less Aluminum

RMA to Use Substitutes in Receivers Where Possible

ACTING to confer with Federal restrictions placed on strategic metals, the radio manufacturing industry under the aegis of Radio Manufacturers Association, last week entered into voluntary formal agreements to employ substitutes for aluminum and other metals needed for small defense receivers.

Under the plan devised at a meeting of 50 manufacturers in New York last Tuesday, it is estimated the use of aluminum in radio defense manufacture will be reduced as much as 75%. The industry agreements came after the RMA priorities committee had met April 22 with officials of the Priorities Division of the Office of Production Management [BROADCASTING, April 28].

Hope for New Rating

Although it was foreseen that many models of receivers, particularly among the small sets, will necessarily be eliminated and that there be a general rise in receiver prices, it was believed the use of substitutes for strategic metals, particularly aluminum, would permit the use of available supplies in construction where no substitute can be employed.

Under priority ratings for May, aluminum for radio equipment manufacture is given a B-5 marking, qualifying for 30% of normal supply.

At the New York industry meeting it was unanimously agreed:

1. That use of aluminum manufacturing radio sets be restricted to material for foil in the manufacture of capacitors and rotors in vacuum tubes, and that aluminum substitutes be used for coil cans, condenser cans, tube shields, etc.

2. That manufacturers immediately will begin using variable constructive with stockholders, instead of lead of aluminum, and on and after June 15 will receive and use only condensers having stockers of processed steel.

3. That set and speaker manufacturers will immediately discontinue purchase of aluminum and nickel in permanent magnets for sets for domestic and export sale other than battery, portable, and farm sets that operate from batteries, and 3-power AC-DC portable and farm sets.

OPM officials indicated last Thursday that the B-7 classification on aluminum for civilian communications needs is by no means permanent, indicating that within the next few months there may be “fairly substantial” revisions in the ratings. It was believed reasonable that materials for communications equipment, particularly telephone apparatus, would receive a higher rating of B-4. At the same time aluminum was regarded as a good possibility, although it may be raised only to B-6.

Page 10 • May 5, 1941
Defense Measures May Disrupt Industry

Priorities, Delays In Delivery Are Factors

By SOL TAISHOFF

THE FULL-Scale swing toward a wartime footing in this country is putting pressure on operations to the point where serious dislocations are seen in the offing.

All phases of industry operations — steel, automotive and basic metal distribution — are feeling the impact of the national defense tempo, and while there is no alarm evident in broadcast circles, the realization has dawned that action must be taken promptly if ultimate serious injury is to be averted.

A transmitter and tube equipment bottleneck created by low priorities rating given the radio industry as a whole on essential metals, is causing real concern among manufacturers, according to a telegraphic survey made last Thursday by BROADCASTING, [see story on this page].

Near the Bottom

Despite the recognized status of broadcasting as a vital defense industry, as evidenced by the functioning of the Defense Communications Board created a year ago, the Priorities Division of the Office of Production Management has classified radio in next-to-the-lowest bracket insofar as basic metal distribution is concerned.

Totally aside from the equipment phase, other Government activity stemming from the near tempo of the month of April is being given to projects that are of direct bearing and priority ratings are becoming more and more difficult to procure. The number called already runs into the hundreds, out of a total industry employment of approximately 21,000.

Though little is being said in official and industry circles regarding the actual orders for commercial equipment, as FM and television, there is no doubt about a bogging down of interest, notably in visual radio. Lack of essential materials and the resultant shortages of equipment manufacture to take care of the heavy national defense requirements of the military establishments, mitigate against any concerted industry move to tool up for and exploit new lines. This is particularly true in the receiving set end of FM. Television is regarded of many quarters as a forgotten industry for the duration.

FM, particularly on the transmission end, is chafing to get under way, with many companies anxious to get their immediate priorities. But transmitter deliveries, tower steel and other essential equipment will not be available on a quantity basis for several months. In the receiver line, very little incentive appears to exist for large-scale production.

The outlook in standard broadcast receiver production was a little brighter last weekend as members of the Radio Manufacturers Assn. got together and agreed on substitutes for certain basic metals, including aluminum (see story on page 10). But this means more expensive production and may result in elimination of smaller units and freezing of 1941-1942 models, following the lead of the automotive industry.

Foreign Service

In the international broadcast field, the war fervor was more evident and may be indicative of what is in store for standard broadcasting. A number of stations are going to operate 24 hours in beaming programs to Europe and South America, which is interpreted as operation of a “wartime basis”.

Moreover, there are indications of Government sponsorship of counter-propaganda programming by them in a state of private operation. The first step in the direction of more effective use of international broadcast stations came with the appointment of Stanley P. Robertson as European newspaper correspondent and former assistant to Ambassador Joseph E. Davies, as coordinator [BROADCASTING, May 8].

A tendency to monitor more closely network pickups of European news broadcasts, particularly from the Axis capitals, has developed.

One recent incident on an NBC network is reported to have caused a flurry. The commentator had read the text of an editorial in a Nazi newspaper relating Hitler's plans for the new world order after he had mopped up Europe. While there was no official confirmation, it is understood the incident aroused High Administration (Continued on page 47)

Equipment Firms See Danger of Delayed Deliveries . . .

TO GLEAM from the industry reaction on the technical equipment manufacturers' side, there is a growing realization that the companies have sufficient material on hand or scheduled for delivery to fill in a reasonable time present orders, plus normal additional requirements for the next six months for transmitter tubes, FM transmitters and accessories.

Substitutes Used

Certain substitutes have already been initiated where practical, such as brass for aluminum. He reported the future outlook looks obviously uncertain and he urged that an effective "high priority rating should be assigned to equipment and tubes for practically all the future orders."

G. W. Henyay, sales manager of General Electric, reported that the company has sufficient material on hand or scheduled for delivery to fill in a reasonable time present orders, plus normal additional requirements for the next six months for transmitter tubes, FM transmitters and accessories.

Delivery of custom and semi-custom built equipment, such as antennas, phasing equipment, tuning equipment, and operating consoles, Mr. Morris reported, "is seriously affected by scarcity of and long delivery for component raw material and finished parts".

P. S. Gates, president of Gates American Corp., reported as follows:

"The major importance in our industry is aluminum, brass, copper, steel and nickel alloy, and of course such items as radio tubes, electrical meters and similar items purchased on an open market. We have been shut out of inventory, and in many instances shut off unless priorities are given. We have pointed out many times to our suppliers that radio broadcasting in a time of emergency is not of only ordinary but of major importance, and that this industry should have (Continued on page 51)
Television Authorized by FCC
On a Full Commercial Basis

Green Light Given as Industry Accord Is Noted;
325 Lines, 30 Frames, FM Sound, AM Sight

By LEWIE V. GILPIN

DECLARING that recent developments indicate complete acceptance in the broadcast industry of FCC recommendations, the Federal Communications Commission announced its authorization of full commercial operation of television starting July 1. The authorization extends not only to the present low television channels but also to the 11 higher-frequency channels. The FCC adopted technical standards essentially as proposed by the National Television System Committee at the March 20-24 hearing. It also adopted, with little amendment, the rules and regulations submitted at that time.

Test Period

The approved standards fix the television image at 525 lines, 30 frames interlaced. Frequency modulation is required for the audio signal, while amplitude modulation will be employed for the visual signal. The FCC indicated the standards would undergo practical tests for six months, when changes made the proposed standards particular reference to color television, which has drawn much attention from Commission members, particularly Chairman Fly, since CBS first demonstrated its color television system last August.

As expected, in the light of strong opposition at the March hearings to the proposed requirement of 30 hours visual program service each week the FCC compromised with the industry in fixing a weekly minimum of 15 hours of program service. This apparently solves one of the chief objections to the proposed rules made by industry spokesmen.

Adhering to the policy set forth in its report on the April, 1940, television hearing, the FCC included a proviso directed against multiple programming which precludes operation of more than three television stations under the same control. This proposal also drew strong opposition at the recent hearings, particularly from NBC and CBS, which maintained that visual broadcasting must necessarily embrace operation on a network basis due to the high cost of programming and production.

In giving the green light, the FCC climaxed a turbulent year for visual broadcasting, dating from its resinding of "limited commercial" operation March 23, 1940. At that time the FCC, led by Chairman Fly, maintained the industry did not demonstrate high agreement on technical standards to warrant free development on a commercial basis.

Meanwhile, under auspices of Radio Manufacturers Assn. and the FCC, the National Television System Committee was formed to study the technical problems of television and recommend standards.

After several months intensive work, the NTSC recommendations which in many respects were little different from the standards of a year before, were presented to the FCC Jan. 27 at a special hearing [Broadcasting, Feb. 8]. The 22 technical recommendations approved by NTSC at that time formed the substance of the proposed standards advanced by the FCC a month later.

Continuing its studies, NTSC at the March hearings offered several amendments to its earlier recommendations, among them substitution of the 525-line image for the previously recommended 441-line image, as well as a loosening of the synchronizing pulse recommendation to permit continuation of new developments in this line.

Entire Agreement

Pointing out that whereas a year ago the FCC found the industry divided, recent developments dramatize the industry is "entirely in agreement that television broadcasting is ready for standardization."

The FCC declared also that the approved standards represent, with few exceptions, the undivided engineering opinion of the industry, and that they "satisfy the requirement for advancing television to a high level of efficiency within presenting known developments."

In the face of the FCC action in approving full commercial operation, extending it even farther than expected, it is felt in many quarters that commercial authorization has come too late. At the March hearings both NBC and CBS warned against setting commercial television off to another "false start," referring to the authorization and subsequent resinding of "limited commercial" operation [Broadcasting, March 24, 31]. The network representatives drew attention to the possible effects of the defense program on visual broadcasting development, warning both from a shortage of skilled personnel as well as a shortage of materials for manufacturing receivers and transmitters. It was even suggested that television be held back as an ace-in-the-hole to be sprung as a huge new industry when defense activity began slowing down, a backlog that would take up the slack in industrial pursuits.

At the moment, sentiment appears to run strongly to the belief that restrictions on strategic materials, particularly metals such as aluminum, nickel and zinc, will do little to advance the prospect of a rapid development for television at this time. With receiver manufacturers already making plans to conform their factory operations to defense demands and restrictions, and with civilian demands for such articles as radio receivers made secondary to defense demands, activities in a new field such as television are subject to unfavorable factors.

Radio in Shelters

WHEN AND IF this country constructs air-raid shelters or bombproofs, communications equipment, including telephone and radio, will be part of the regular equipment, according to recommendations advanced last Tuesday by the Office for Emergency Management. The bulletin stated that communications equipment and duplicate power and lines should receive special attention in constructing shelters. It was also recommended that shelters be equipped with receiving sets.

Legality of ASCAP Statutes Is Urged

Florida, Nebraska Measures Before Supreme Court

CLIMAXING the multi-faceted fight over just how far a State can go in anti-monopoly legislation, the Supreme Court last Tuesday and Wednesday heard arguments on the constitutionality of Florida and Nebraska statutes directed against alleged monopolistic practices of ASCAP.

The Supreme Court appeal came a year after a special three-judge Federal court had heard arguments of ASCAP and both States on similar acts. The District of Columbia tribunal last Aug. 1 handed down a decision which drew appeals from ASCAP as well as both States, partly upholding and partly breaking down the statutes.

Legislative Power

Despite the recent ASCAP consent decree, which was regarded as mitigating the effect of the Nebraska and Florida ASCAP cases, participants urged the Supreme Court to offer a definitive decision which would settle the dispute over constitutionality of the statutes and indicate how far a legislature can go in regulating monopolistic practices. The decision is expected by late May.

The State of Nebraska, in its argument presented by William J. Hots, special assistant to the State's attorney general, maintained that the questioned statute was an anti-monopoly measure directed against price-fixing and other activities in restraint of trade. Mr. Hots maintained that various sections of the statute are separable, and that unconstitutional sections may be held without destroying the constitutionality of the remaining measures. In the argument were Walter R. Johnson, G. W. Deising and Andrew W. Bennett.

Pleads For Florida

Pleasing for Florida, Lucien H. Boggs maintained that the only question involved so far as either Florida or ASCAP were concerned, was whether a State can enact and enforce an anti-monopoly statute. He maintained that ASCAP did not come into court with "clean hands." In addition to Mr. Bennett, Mr. Boggs was assisted by J. Tom Watson and Tyrus A. Norwood. Handling the argument for ASCAP, Thomas G. Wright declared that if the Supreme Court upholds the anti-ASCAP statutes, other States will inaugurage such laws and the effectiveness of the Copyright Act will be destroyed. He maintained also that even if ASCAP were monopolistic in its operation, it would not be barred from seeking to have State laws declared unconstitutional or from prosecuting suits for infringement. ASCAP counsel also included Frank J. Wideman, Louis D. Frohlich and Herman Finkelstein.

ELECTED MAYOR of Des Plaines, Ill., Chicago suburb, Charles Garland, assistant commercial manager of WBBM, Chicago, receives the congratulations of WBBM sales staff members. As members of the staff gathered around for the festivities, Mayor Garland (seated) palms off five fingers of fellowship with J. Kelly Smith (left), WBBM commercial manager and sales manager of Radio Sales. Garland joined WBBM in May, 1925, and was named assistant to Mr. Smith last Jan. 1.
**FCC Adopts Stringent Monopoly Report**

**NBC Split, Ban on Exclusive Pacts And Options**

At a momentous and highly secret session last Friday, the FCC, jammed through its final broadcast Monopoly Report, and adopted stringent regulations which may reduce the status of network organizations to that of “program brokers.”

While no details were available as Broadcasting went to press Friday night, with the lid clamped tight on any possible “leak,” it was thought the regulations adopted would:

- Spell the end of NBC’s dual network operation.
- Ban exclusive network affiliation contracts.
- Knock out option time.
- Ban ownership of more than one station in the same city by the same interests.

Otherwise, the status quo of commercial radio.

Action came despite the absence, due to illness of Commissioner T. A. M. Craven who, with Commissioner Norman S. Case, has dissented from virtually every phase of the majority’s onslaught against the existing radio system. Confined to his home with a high fever, Commissioner Craven had sought to have the Commission postpone consideration, but the majority proceeded anyway.

Reaction Awaited

Fast action on the final report and regulations was ordered by Chairman James Lawrence Flynn in the face of President Roosevelt’s April 22 appointment of Mark Ethridge to survey the entire radio regulatory situation and report to the Chief Executive.

In some quarters, the Commission’s action, by a majority vote, was viewed as in defiance of what appeared to be a direct mandate from the Chief Executive on a matter of policy embraced in the Ethridge survey. Violent repercussions are expected, but whether they will come from the White House remains to be seen.

Even after the Commission completed its Friday session, which ran from 9:45 a.m. until 1:15 p.m., it was evident that efforts were being made to thwart a dissenter’s opinion.

Chairman Flynn told Broadcasting that the two factions were not “far apart” and that there might be a single report. This, however, was viewed as a Herculean undertaking, because of the definite schism that has resulted in FCC ranks, with Commissioners Case and Craven on the negative side.

Only Commissioner Case dissenting from the majority’s action at the Friday meeting. Commissioner Craven’s “no” vote was known, however, and, unless all signs fail, there will be a bill along the lines of that bearing the Craven-Case signatures.

Even before the final vote, Commission mimeographs were set in motion to turn out portions of the majority and minority reports, plus the regulations. Whether this physical task could be completed before the weekend was problematical as NBC and AT&T went to press in any event, an early formal release was expected.

Ligation Seen

Only eight persons attended the final session — Commissioners Fly, Walker, Thompson, Wakefield and Payne (all of whom are understood to have voted aye), Commissioner Case (who voted no), and General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauch. The meeting had been called two days earlier with the secrecy injunction the keynote.

Ligation is expected. If the regulations, or any other cutting into network operations, are earmarked for immediate enforcement, an injunction will be sought either by NBC or CBS, or both, including certain other respondents in the four-year-old monopoly inquiry.

If the effective date is specified for some time in the future, the litigation may be delayed. In the meantime, reactions in Congress, and possibly in the White House, may provoke an immediate investigation or result in swift introduction of a bill by the Craven-Craven minority.

No Further Action

The FCC majority’s decision to act, despite the Ethridge survey and without regard to Commissioner Craven’s illness, confounded many observers. In the first place, it was known that Commissioner Paul A. Walker had obtained postponement of hearings scheduled in Houston

**Radio Graduation**

KMA, Shenandoah, will provide a special rural school graduation program for Iowa’s 3,800 rural schools May 16. Purpose of the mass program is to furnish rural schools too small to hold separate commencements with complete graduation exercises. Gov. Wilson, Earl May, president of KMA, and leading educational figures will speak on the half-hour program.

May 1 to participate in the final report deliberations. The hearings on ship-radio matters were deferred until May 5.

Commissioner Craven became ill following a meeting on Wednesday, April 30, suffering from bronchitis, laryngitis and possibly influenza. Despite his indisposition he attempted to transmit his views to the Commission in opposition to the report, via telephone.

The Commission had completed its official scrutiny of the 150-page Network Monopoly Report on April 14, and at that time instructed its law department to draft revisions as well as actual rather than proposed regulations invoking the drastic changes. The FCC, it is understood, plans no further action beyond hearings on renewal applications of licensees, under the procedure adopted.

While at this writing it cannot be stated with absolute certainty how the FCC would force NBC to cease Blue Network operation, indications are this would be accomplished through imposition of restrictions on individual station licenses. There probably will be the requirement that no station may take programs from a network organization supplying service to another outlet in the same city, thus automatically precluding dual network operation.

The Craven-Case minority consistently has held, throughout the deliberations, that imposition of bans on option time or exclusive contracts will result in deterioration of radio programs. The networks will become program brokers, in that they would serve stations on a best bid basis for a particular “program series.”

Precisely what tack the major networks, Independent Radio Network Affiliates, and other industry groups will take in attempting to forestall the complete breakthrough will depend on the language used in the regulations and the report. If the regulations prescribe action through the device of renewal hearings for affiliated stations or network owned, operated or managed stations, a very different procedure than court appeal may be entailed. It has been apparent, too, that the FCC does not propose to regulate the networks directly, but to attack the whole problem through individual station licensees. Because each network owner and operates stations, the approach could be made that way.

**Main Points Stand**

Though there have been certain modifications since the original instructions given on the drafting of reports in April, the FCC is sticking to the major points of attack. These, believed to be intact in over-all effect, were as follows:

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

2. Conclusion that existing network-affiliate contracts covering option time to publishers of interest and restrain competition. Networks to operate stations on a “program series” basis rather than on full-scale commercial schedules.

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

4. Probable banning of multiple ownership, with a limitation of three or perhaps four stations per entity, with no strike at networks and numerous other group-owned units.

5. Prohibition against dual network operation, which would be handled on renewal applications of affiliates, rather than directly from networks.

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

Broadcasting • Broadcast Advertising

May 5, 1941 • Page 13
Press-RadioGroupLaysHearingPlans

To Meet Chairman Fly; Delay Foreseen in Hearing Date

COUNSEL for the Newspaper Radio Committee, preparing to present the case for radio stations identified with newspaper ownership, began laying the groundwork for the proposed FCC hearing last weekend by arranging for an informal conference with FCC Chairman James Lawrence Fly in order to go over the issues.

Mr. Howard H. Hough, of Fort Worth, Tex., counsel of WGN, the Chicago Tribune's subsidiary, and a former chairman of the Newspaper Owners' Group, was welcomed to the conference by the Publications Officers of the Commission, who arranged for the meeting to follow the 10:30 a.m. hearing of the radio board, at which time Mr. Hough was scheduled to present the newspaper industry's side of the controversy.

The hearing is scheduled to begin at 3 p.m., with the case of the Commission, and will be held at the FCC building here.

Mr. Hough is expected to be assisted by counsel for the radio industry, and the hearing is expected to continue until late in the day.

Army Lingo

DESIGNED to help broadcasters and radio writers in developing the full picture of Army life and activities in the air, the Radio Branch of the Bureau of Public Relations last week started mailing a 25-page glossary of Army slang and military terms to U.S. radio stations. The glossary is first of several editorial series. Others are expected to cover history of the Army and its units. As the program develops, it is expected to make such information available upon request.

FCC Action Affects Proposed Acquisition of Interests

TRANSFER deals involving the proposed acquisition of all or part ownership of radio stations by newspaper interests are apparently stymied by the FCC's action April 22, placing the pending files all newspaper applications for transfers of control along with applications by newspaper interests for nonstandard stations. Previously [BROADCASTING, March 24] the Commission had suspended FM grants to newspapers already authorized, and let it be known that no action on new applications would be taken until its findings as a result of Order 79 of March 20 calling for investigation and hearing.

Still pending FCC approval are the proposed outright purchases of WFTL, Fort Lauderdale, Fla., and WUSA, Washington, D.C., a proposal involving with hearings on charges of alleged "hidden ownership" which Commissioner Walker is scheduled to conduct in Pensacola, Ocala and Florida City on May 15.

In KFNM, Shenandoah, Ia., the Des Moines Register & Tribune interests hold 48.75% interest and an option, and the Tribune is pending to sell the station to the Omaha World-Herald, now operator of KOWH.

In Greenville, S. C., an option to purchase a share of the stock in WMRC, a recently constructed local, is held by Roger Peace, publisher of the Greenville News and Piedmont Broadcasting Co. of WCFC.

Portsmouth Case

A case regarded as a test of the "local monopoly" issue, involving the proposed acquisition of the entire stock in WPAY, Portsmouth, O., by the Portsmouth News, has been put on hold since June 1, when the FCC, which had scheduled the hearing for June 2, before the FCC. The newspaper chain, which publishes the Portsmouth Times and other Ohio daily newspapers, has owned 50% of WMRC and has tentatively agreed to purchase the remaining 50% from Chester A. Thompson, Cleveland broker, for $20,000.

The FCC first claimed the Thompson offer was not bona fide, holding a hearing last September and raising the issue of local monopoly of all media of expression at all. Thompson and the newspaper chain were ordered to show cause why licenses should not be suspended pending on license renewal, consolidating this with the stock transfer issue, and after several postponements fixed June 2 as the date.
Buying Power
is Soaring in Detroit

WWJ, more
thoroughly than
any other radio
station, reaches
the buying power
homes of the
Detroit market.

George P. Hollingbery Company
New York :: Chicago :: Atlanta
San Francisco :: Los Angeles
Advertising, Facing Big Task, Said to Deter Price Increases

AAA Convention Heats Relation of Expansion in Production Facilities as Result of Defense

ADVERTISING'S role in maintaining the high American standard of living during and following the defense period was described by A. G. W. Hobler, president of Benton & Bowles, New York, and chairman of the board of the AAA, at the association's 24th annual convention in Hot Springs, Va., May 2.

"Subject to direct defense needs," he stated, "the economic and social turmoil that has existed must be maintained as close as possible to the normal manner to which we have long become accustomed. Such normalcy carries with it success—success for the defense program as well as success for the economy. For us to attain reasonable normalcy, advertising as an integral part of our economy plays an important role."

Keeps Prices Down

Advertising, he declared, helps to keep prices down, as advertised products are generally resistant to price increases; advertising helps maintain morale by supporting radio, newspapers and magazines, which provide information and entertainment; it helps in creating and maintaining normal business activity, employment and wages. Advertising can help to prevent needless interruptions in the normal manner of life by informing consumers of new products created to replace those curtailed by defense needed, and by continuing to stimulate sales and thus maintain our high level of income, make it possible for the fiscal normalcy of this country to be readily met. Mr. Hobler added.

Smith Elected

Mr. Hobler was succeeded as chairman of the AAAA board by Guy C. Smith, executive vice-president of Brooke, Smith, French & Dorsay, New York, and director John Benson was re-elected president of the AAAA, and will serve a four-year term.

In accepting his nomination Mr. Smith said that advertising has become one of the most tremendous task in its history as a result of expansion of production facilities resulting from the defense program. The end of the war, he said "will find America with a production capacity far beyond anything previously dreamed." And it is my belief that if this capacity is to be constructively used for the benefit of the people as a whole, it will be because the production, flow and use of consumer goods is stimulated by advertising in one and power to produce and anything seen in this country before."

Election of Mr. Smith was in recognition of long activity in AAAA affairs. He served as both secretary and vice-president of the organization. He was one of the original trustees of the Advertising Research Foundation, a joint enterprise maintained by the Ass'n of National Advertisers and the Ass'n of National Publications, that annual Clock, has been responsible for much of the advanced research being done in advertising and merchandising.


Executive Board

Also named to the executive board were:

Members-at-large, terms to expire 1944—Mr. Hobler; William Reidel, vice-president of Newell & Co., New York; Robert Garritt, president, Leo Burnett Co., Chicago, and Edward Lasker, first vice-president. President, Lord & Thomas, New York, will serve for two years to fill unexpired term of Don Francisco, resigned.

These members at large continue:


NEW COMMERCIALS

BY AMERICAN HOME

AMERICAN HOME PRODUCTS Co., Jersey City, with the start of the insecticide season is shifting commercials on some of its domestic serials to Black Flag and5 by distributed by the subsidiaries, A. S. Boyle Co. and Midway Chemical Co., Inc.

From the first week in June until September, Just Plain Bill (Ansin and Bisnold), NBC-Blue 3:45-4:45 pm will be heard Thursday and Fridays for Black Flag; Romance of Helen Trent (Edna Wallace Warner) color and Prophet (12:30-12:45 pm), will be on five days a week for Fingal; Our Gal Sunday (Ansin, CBS, 12:45-1:45 pm) will advertise Black Flag Thursdays and Fridays. One-minute announcements also will be used twice weekly for the insect powders at the conclusion of John's Other Wife (Old English Wax, NBC-Blue, 3:30-3:45 pm), and thrice-weekly at conclusion of Mr. Kem, Tracer of Lost Persons (Kolynos, 7:15-7:30 pm, Tues., Wed., Thurs.).

Company also started on April 20, milk ads, are being handled by a thrice-weekly for Flded on the following southern stations: KARK, WJY, WFAA, WRD, WSB and WSAZ. The two accounts are handled by John F. Murray Adv. Agency, New York.

Lorillard Changes

P. LORILLARD Co., New York, has renewed its half-hour weekly quiz programs for Sensation cigarettes on KDKA, and the Colonial and CBS Network. The transcription quarter-hour short story broadcasts on 25 stations are being carried as advertised spots, expires, and Army Camp News, five-minute program broadcast five times weekly on WBFL, Syracuse, goes off May 3, Schedule for Ripple tobacco has been mailed out to local and CBS Pacific networks. Thetranscribed quarter-hour short story broadcasts on 25 stations are being carried as advertised spots, expires, and Army Camp News, five-minute program broadcast five times weekly on WBFL, Syracuse, goes off May 3, Schedule for Ripple tobacco has been mailed out to local and CBS Pacific networks. The transcribed quarter-hour short story broadcasts on 25 stations are being carried as advertised spots, expires, and Army Camp News, five-minute program broadcast five times weekly on WBFL, Syracuse, goes off May 3, Schedule for Ripple tobacco has been mailed out to local and CBS Pacific networks.

Spots for Cubs

NATIONAL BISCUIT Co., New York, promoting the cereal Cubs, is using a five-minute period six times a week on the Mutual Network, WBBM, Chicago; participating announcements five times a week on Mrs. Paul's House Hour on WJR, Detroit; and on Mrs.Farrell's Kitchen, WFMN, Indianapolis. Agency is Federal Adv. Agency, New York.

AYLESWORTH NAMED TO CULTURAL POST

APPOINTMENT of Merlin H. Ayers, former president of the NBC, as head of the radio section of the Communication Division of the Coordinator of Information Office was announced last Thursday by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations between the American Republics, who succeeds Don Francisco, who recently was named chief of the Coordinator's office to direct the work. Mr. Ayers was formerly chief of the Bureau of Foreign & Domestic Commerce, designed [Broadcasting, May 26].

Mr. Aylesworth, who has long been interested in shortwave broadcast offices, is a native of Egypt, where he became chief of NBC, serving as its president from the network's start in 1926 until 1938. From 1938 to 1939 he was president of Radio Keith Orpheum Corp. He resigned as president in 1936 as chairman of the board of RKO and president of NBC to join the management of Scripps-Howard Newspapers. Mr. Ayersworth became publisher of the New York World-Telegram, resigning Jan. 1, 1940, and subsequently retaining his own offices in New York.

Sales of Campbell Soup Reveal Local Increase, Traced Direct to Radio

AN INCREASE of 74.8% in sales of Campbell Soup products in a St. Augustine supermarket has been reported as a result of the promotion of the products on CBS programs, according to a survey made in April by Glenn Marshall Jr., president and general manager of WFOY, CBS outlet in St. Augustine since June 1940.

The comparison showed figures for the first third of 1940 when CBS did not broadcast in that area and the second third of 1941 when WFOY started broadcasting the three CBS programs, Campbell Soup, Lancy Ross and Amos 'n Andy.

The management of the Daylight Grocery Co., supermarket reporting the increase, stated that space advertising in other media had not been increased from 1940 to 1941, and that certain Campbell soups, such as Chicken Gumbo, now a leading product, had virtually no space advertising. Ward Wheelock Co., Philadelphia, is the Campbell agency.

RCA Los Angeles Fire

CAUSES $250,000 LOSS

SPECTACULAR fire early last Thursday morning destroyed a warehouse of the R. C. A. broadcasting equipment warehouse, 1941 North Orange St., Hollywood with loss estimated at $250,000. According to a spokesman for the superintendent, more than 250,000 finished products were ruined.

Firesmen fought the blaze three hours, the fire in presenting it from spreading to adjoining office buildings, one of which houses RCA Laboratory, apparently started in an incinerator in the rear of the warehouse.

Page 16 • May 5, 1941 • BROADCASTING • Broadcast Advertising
Graybar and Western Electric tribes to pitch wigwam in Suite 648-52, Hotel Jefferson, St. Louis for N.A.B. Convention.

Come up and meet all braves. Have plenty talk. Get plenty information.

**Western Electric**

Don't ask your engineer... send him
NBC's Shortwaves On Wartime Basis
Will Add New Personnel and Go on 24-Hour Operation

IN PREPARATION for 24-hour daily operation of NBC's shortwave transmitters, heads of the network's foreign language broadcasting groups were ordered to submit by the end of last week lists of the additional personnel that will be required for full-time operation on a wartime basis.

The extra broadcasters in English, French, German, Italian, Spanish, and Portuguese, as well as supervisors and editors, will increase the present staff of 60 plus to about 100, it was estimated. Hiring will start immediately and it is expected that the full-time international broadcasting will get under way in about three weeks.

Uncolored News
Expansion of this foreign service, said to have been instigated by the State Department, will add five hours a day to NBC's broadcasts to Europe. At present the shortwave schedule calls for transmission to Europe from 7 a.m. to 4 p.m., New York Time, and for transmission to Latin America from 3 a.m. to 9 p.m., Pacific Time. The new schedule will start the European transmission at 2 a.m. and will provide a morning service for European shortwave set-owners, who have been holding more than 50 per cent of the audience from NBC before afternoon in Europe.

Programs during these additional hours will feature news of the world, broadcast without color or censorship, and in English, French, and Italian.

Big Announcement Drive Opens U. S. Bond Sales
MORE than 5,000 separate announcements heralded the beginning of the Government's Defense Saving Bond drive April 30. The radio section of the bond drive, headed by Vincent F. Callahan, estimated that every station in the country participated in some way in announcing the drive. President Roosevelt spoke over all networks the night of April 30 and urged everyone able to purchase either a bond or war savings stamps.

Announcements urging participation in the bond campaign will be carried by practically every network commercial and will be heard on many station breaks. In addition, the radio section is planning a number of special features.

Iowa Soap's Plans
IOWA SOAP Co., of Burlington, la., and Enden, N. J., both from the radio for more than five years, has started a test radio campaign April 28 on KYW, Philadelphia, for its Magic Wasner granulated soap. Thrice-weekly participating for 13 weeks on Ruth Welles women's shows are being used. Radio was dropped when a silverware premium was adopted for the soap. While the premium is being continued, radio is being tried by the new agency handling the account in belief that added sales will justify the added advertising expenditures. If the test is successful, participating shows on stations in the Eastern area will be added. Agency is James G. Lamb Co., Philadelphia.

Satevost on 27
CURTIS PUBLISHING Co., Philadelphia, is sponsoring one-minute transcribed announcements for the Saturday Evening Post on 27 stations. Announcements are heard 9 times each week. BBDO, New York, is agency.

DODGER GAMES involve all these well-known figures in the radio and sports world. They get together at a knothole dinner at the start of the season. Present were (I to r.): standing; Bill Slocum, baseball coordinator for General Mills; Eugene Thomas, sales manager of WOR, New York; Al Heffer and Red Barber, play-by-play broadcasters; Ken Fleckett of the Wgn, Eddy agency handling Lever Bros. (Lifebuoy) account; Robert DeVany, handling baseball broadcasts in the East for Knox Reeves, sports agency for General Mills (Wheaties). Seated: Larry MacPhail, head of Brooklyn club; T. C. Streibert, WOR, v-p., general manager.

New N. C. Regional
BURLINGTON, N. C., a community of 12,000, was awarded a new 1,000-watt daytime station when the FCC April 29 granted a construction permit to Alamanacs Broadcasting Co. to operate on 920 kc. The new station has already signed its intention of being an MBS outlet. Ownership rests in 27 stockholder, 26 local citizens, with a New York company holding the remaining one-fifth of the stock. Paid in capital totals $25,300. President is V. Wilton Lane, proprietor of a dry cleaning company, with R. R. Izenhour, manager of the local Penny Store, as vice-president, and Ben V. May, who manages the local Gemead, as treasurer. Secretary and counsel is Thomas D. Cooper, city attorney.

Spots for 'Citizen'
REO RADIO PICTURES, New York, will use considerable radio in the promotion of the much discussed Orson Welles' picture, Citizen Kane. Connected with the radio campaign is the planned opening of a five-minute program on NBC to be called the Romance of the Air, WABC; four five-minute programs on WEAF; 14 chainbreak announcements on WOR. As the movie is booked in other cities, announcements will be placed through Donahue & Co., New York.

Fox Film Spots
TWENTIETH CENTURY-FOX FILM Corp., New York, is promoting the Great American Broadcast in New York with five half-minute announcements on WQXR, 10 on WNWE, nine on WMCA, five on WINS, eight on WHN; and in Jersey City and Newark, 10 announcements on WAAT, and six on WHOM. Kayton-Spiero Co., New York, is agency.

Tax Group Studies Radio Tax Scheme
Proposal for Franchise Levy Would Be Based on Power GROWING indication that a franchise tax on radio stations may develop as part of the Federal Government's new tax program appeared this week as public hearings on the proposal to raise $3,000,000 in new revenue were started before the House Ways & Means Committee.

The proposed franchise tax came up for discussion at hearings last Thursday when it was advanced by Rep. Sauthoff (Prog.-Wis.) as a possible source of defense revenue. Also it was revealed that the Joint Committee on Internal Revenue Taxation, directed by C. F. Stare, was considering the franchise tax idea.

Although Rep. Sauthoff made no recommendation as to the amount of the proposed franchise tax, he indicated it should be levied on the basis of licensed power. He said he opposed any tax of this kind based on gross income, although it might be levied on a net income basis.

The latter basis is advocated in the proposal espoused by John B. Watson, president of the International Allied Printing Trades Assn., under which radio stations would be called upon to pay a franchise tax ranging from 10 to 20% of their income [BROADCASTING, Feb. 24].

Mr. Starn indicated to BROADCASTING that while the radio franchise proposition is being studied by the committee, it is regarded at the request of several members of Congress, not enough information is yet at hand to indicate what form such a tax might take. In another group of plans, Mr. Starn emphasized that he has no axe to grind with radio, Rep. Sauthoff pointed out to BROADCASTING that the franchise tax on radio stations is not new idea, with him, because he advanced the idea originally as far back as 1935. He explained that such a tax now appears, more than ever, to be a possible source of Federal defense revenue when defense tax credits are needed. He indicated that he knew nothing of Mr. Haggerty's proposal.

"If the Government would give me a 5,000-watt radio station, I'd be willing to split the net income with the Government on a 50-50 basis," Rep. Sauthoff declared.

More than the income surtax schedule suggested previously by the Treasury Department [BROADCASTING, April 28] would put a heavy burden on citizens with medium-sized incomes, Rep. Sauthoff said he felt a radio franchise tax, along with other proposals such as boosting the price of newspaper distribution by mail, would effectively relieve the burden on this income group.

Appearing before the Ways & Means Committee last Thursday, Mr. Sauthoff, radio critic for Associated Record Inc., urged committee opposition to the Treasury Department's recommendation for a 10% excise tax on phonograph records.
With your CUSTOMERS in Oklahoma City

IT'S WKY

3 to 1

AND ON THIS SIDE OF THE COUNTER

4 Out of 5 Prefer WKY!

- WKY gets action and enthusiasm on BOTH sides of retail counters in Oklahoma. Daytime listeners in Oklahoma City listen to WKY 3 to 1 over any other station. In fact, more persons in Oklahoma City are listening to WKY morning, afternoon and evening than to ALL THREE other stations combined. (Ross-Federal survey.)

And among dealers in Oklahoma, the preference for WKY is equally decisive. Because 4 out of 5 of its 550 dealers preferred WKY, Superior Feed Mills, for instance, is now in its fourth consecutive year of amazingly successful daily programs on WKY. Feed dealers, home appliance dealers, retail druggists and dealers in many other fields have shown similar decisive preference for WKY time after time because WKY gets the thing done in which they and YOU are most interested. WKY sells!
Recalling $350,000 of Circus Spending In Papers, NAB Acts to Check Free Time

CITING the $350,000 expenditure for newspaper advertising reportedly being made this year by Ringling Bros. and Barnum & Bailey Combined Shows, the NAB last Friday called upon radio stations over the country to cooperate in an effort to convert circus management to the use of commercial broadcast time and to stop the “free-time abuse” now in practice by such shows.

The NAB also asked stations to send to the NAB Department of Broadcast Advertising success stories of commercial programs sponsored by amusement enterprises, to be used in presenting radio’s case to circus executives.

Lesson from Press

Pointing out that it took the newspaper industry years to sell the idea of paid-space advertising to circus press agents, the NAB declared that radio stations can speed up the idea of sponsored circus broadcasts by profiting from the newspapers’ example.

As the circus rolls this year, it’s certain that radio stations everywhere will be asked to broadcast sustaining special events programs, plunging the circus and covering such activities as the arrival and unloading, the parade, erection of the big top, etc., as well as interviews with star performers”, the NAB stated. “Usually, when asked to purchase this time, the advance contact man states that he has no authority to place orders for commercial advertising, but that in a broadcasting enterprise, that is understood. It is to be hoped, therefore, that radio stations will have a bearing, etc., etc.

“Circuses and other traveling shows will begin to use radio widely on a commercial basis, it is believed, only after stations have presented a united front for one season or two by discouraging the free-time abuse for disguised commercials.”

Fly by Night

INJECTING a bit of additional excitement into the busy days of FCC Chairman James Lawrence Fly, a brief last Tuesday evening made off with the Chicago 2-week-old DeSoto coupe. The car had been parked on Washington’s busy Constitution Ave., near the FCC, when Mr. Fly returned to his office for some night work. Although the car was found in the city by police the following morning, the thief had run it into a tree and bent up the entire front. However, this incident appeared mild compared to the night several years ago when Mr. Fly, then general counsel of the Tennessee Valley Authority, was forced at gunpoint to give up his car to a pair of footpads.

Contrast Breach Suit Against WIP

CHARGE of breach of contract entered in the Philadelphia Court of Common Pleas against the Pennsylvania Broadcasting Co., operator of WIP, by Philip B. White, trading as P. B. White & Co., local clothier, who claims WIP cancelled its contract with the company early in April to clear time for commercial use.

For the last 4 ½ years the clothing house has sponsored Tom Roberts “On the Air” a daily morning newspaper hour recorded and a half hour program on Sundays. Radio was the only advertising medium used. Although the P. B. White & Co. agreement for the radio time was cancellable, the attorneys bringing the action based the claim on the contention that it was not cancelled in accordance with the contract. According to counsel, the damages asked will be high since they will be accumulative over a long period during which it is contended the plaintiff will be without the benefit of its sole advertising medium.

Clothing Firm Plans

ZEEMAN CLOTHING Co., Los Angeles (retail chain), devoting more than 90% of its advertising appropriation to broadcasting, is sponsoring a daily newspaper column, an experimental basis. The station is already taking up and AP.

Red, White and Blue Net Proposed for Stations Adjacent to Army Camps

CREATION of a “Red, White and Blue” network by stations adjacent to Army camps has been recommended in a special transcription now being distributed by the War Department.

Taking part in a round-table discussion of the “network” on the day the White House was visited by A. U. Ullio, assistant adjutant general and head of the Morale Branch, Edward M. Kirby, director of radio for the department, and Capt. Gordon Hittenmark, of the Radio Section of the War Department.

Purpose of the “network” would be to include in early morning programs, the playing of music in camp areas of interest to soldiers, the singing of camp songs, and the general information of a helpful nature.

Capt. Hittenmark, announcer of an early morning program on WHDH, Boston, serving in camp areas, noted the interest of soldiers music appealing to the troops and general information of a helpful nature.

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For the last 4 ½ years the clothing house has sponsored Tom Roberts “On the Air” a daily morning newspaper hour recorded and a half hour program on Sundays. Radio was the only advertising medium used. Although the P. B. White & Co. agreement for the radio time was cancellable, the attorneys bringing the action based the claim on the contention that it was not cancelled in accordance with the contract. According to counsel, the damages asked will be high since they will be accumulative over a long period during which it is contended the plaintiff will be without the benefit of its sole advertising medium.

Clothing Firm Plans

ZEEMAN CLOTHING Co., Los Angeles (retail chain), devoting more than 90% of its advertising appropriation to broadcasting, is sponsoring a daily newspaper column, an experimental basis. The station is already taking up and AP.

Red, White and Blue Net Proposed for Stations Adjacent to Army Camps

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Purpose of the “network” would be to include in early morning programs, the playing of music in camp areas of interest to soldiers, the singing of camp songs, and the general information of a helpful nature.

Capt. Hittenmark, announcer of an early morning program on WHDH, Boston, serving in camp areas, noted the interest of soldiers music appealing to the troops and general information of a helpful nature.

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There's Only ONE DOUGLAS B-19

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

that's WGBI

Biggest of the super-bombers, that's the new Douglas B-19. Which, in a way, makes it akin to WGBI, biggest and most powerful radio station in the prosperous Scranton-Wilkes-Barre Market. Like the B-19, WGBI has a tremendous range. For example, it's the only station heard throughout this market . . . the only regional or clear channel station serving an industrial population of 652,000. A Dr. Starch and Staff survey proved that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county are regular WGBI tuner-inners.

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

WGBI
SCRANTON, PA.

SCRANTON BROADCASTERS, Inc.

John Blair & Company
National Representatives

Frank Megargee, Pres.
Merchandising and the Rate Card

Special Rate Cards Are Suggested as Solution

By BARRON HOWARD
Business Manager
WRVA, Richmond

In any objective look at so-called merchandising, there are significant facts become immediately apparent: Should radio stations become full-fledged merchandising companies as well as advertising media, the client will have to pay the bill in one way or another; and, ethics and business principles will have to be developed and the sale of merchandising services just as they have for radio time.

The first necessity is a definition of terms. The line between publicity and merchandising is admittedly a debatable one and it is just this room for debate that creates confusion and puts the broadcaster at a disadvantage. Where such a danger zone exists, sound business practice and self-protection require well thought out policies, rigidly fixed in policy and applied equally to all comers. Obligations undertaken under pressure of a big contract are frequently regretted.

A Definite Policy

Of course, each station must set its own policy. The important thing is that it must be a definite policy and that the advertiser know well in advance just what he can buy with his money. For the purposes of this article, the field falls apart on a sharply divided line: Publicity, or promotion of a station and program schedule to listeners and potential listeners; and merchandising, or promotion of a specific product or program to, or through, the trade. These are the definitions with which we shall work.

At the moment most radio stations are engaged in the business of selling listeners at so many thousand-dollar, together with all necessary equipment and service required to build and maintain that audience. It is understandable that many stations have found it desirable to include publicity services as part of the job of maintaining an audience, and have made provision for such services in operating costs, reflected in the rate card.

Such publicity might include program resumes, newspaper high-lights, the preparation of building announcements, mats to newspapers and, perhaps, listener bulletins. All routine publicity methods used by the station and available to all clients automatically might be included in this classification.

TO MERCHANDISE or not to merchandise! That question has been discussed pro and con, and vice versa, for some months. It's slated for a frank going-over at the NAB convention next week. In a discussion of merchandising from the sponsor's viewpoint, Clair Heyer exhaustively analyzed the subject in these columns last week. Barron Howard, of WRVA, read the piece Monday and within a couple of hours the adjoining article was in the mails. Barron looks at it from the station viewpoint, and tells why this merchandising business can get out of hand.

Decidedly not included would be special product announcements, series of announcements used in connection with a special selling drive by a client, window displays on individual programs, calls on dealers, soliciting orders or any other promotion devoted to specific programs or products beyond that allowed by regular station routine. These items enter the field of merchandising and start the station on a program expansion in a business field distinctly for that of radio station operation.

Let it be understood that there is no objection to the entry of any person into the field of merchandising, even if that person also happens to operate a radio station. It is also understandable that a station may carry a rate higher than ordinary broadcasting circumstances justify and include other tangible services with radio time to make up the balance to the advertiser.

In either event, the advertiser is purchasing two separate services and has a right to know the true condition and that the cost of the secondary service, whichever it might be, is justified.

Sense of Proportion

Completely aside from the ethical position of the industry and the vicious competitive potential, there seems to be a tendency to award merchandising by stations a position in the scheme of things that gives it an importance out of all proportion to actual fact.

While many stations carry on sustained and valuable publicity activity, it is doubtful that most so-called station merchandising is much more than a flash-in-the-pan—the Christmas wrappings and cellophane bow on the package. This does not include those comparatively few stations, of course, which feature a complete department with trained merchandising personnel and charge for it in their rates.

We are thus threatened with the abnormal situation in which $25 worth of apparently free service might be the deciding factor in a $5,000 advertising schedule. It is a false premise to expect or to permit our stations to be judged on such a basis. It is doubtful that many important advertisers will use any such distorted yardstick.

Selling a Service

Certainly the NAB cannot tell a station operator whether or not he may engage in the merchandising business and the extent of such an operation. The NAB can and should adopt the position that merchandising service is a business just like radio, in that it sells a special service, WRVA, plus a reasonable profit. Once we accept this understanding, it becomes plain that there must be some ethics in the business, that is, set prices and published policies.

This, then, is the path the industry can follow with honor to itself: Take the position that our merchandise should be given the same ethical position as our rate cards, published and available to all who would look. The merchandising policy should no more be tampered with than a specific piece of business than the rate card.

There was a time when many rate books had the following point for a bargain. Merchandising will adopt the same resolution.

Mars Candy to Sponsor Junior Quiz on the Red

MARS INC., Chicago (Forever Your's candy bars) on May 11 replaces What's Your Idea on 28 NBC-Red network stations, Sundays 6:30-7 p.m. (CDST) with Dr. I. Q. Jr. The new program is designed primarily for the juvenile audience and is patterned after the weekly Dr. I. Q. series heard Mondays 10:30 p.m. (CDST) for the same sponsor, also on the Red network.

James McClain, now Dr. I. Q., will also be the m.c. on the new series. Both shows will originate in the same city. Dr. I. Q. Jr., however, will be confined to broadcasting studio auditoriums, while the other show originates in theatres. In addition to cash awards, the amount of which had not been determined as Broadcasting went to press, merchandise such as bicycles will be awarded those answering questions correctly. If contestants miss, however, the awards go to those who have submitted the questions.

New promotional idea to be inaugurated with the start of the children's programs will be the awarding of 10 completely equipped club houses to groups collecting largest number of wrappers from the sponsor's product. It is expected an entry of an entry will be awarded at the conclusion of each 13-week series. Sponsor will award a club house club house in 10 counties built on property owned or secured by the groups participating in the contest. Equipment will include recreation room, cafeteria, ping pong tables, sewing outfits, baseball uniforms, tea tables and sets, boxing and other indoor sporting material. Agency is Grant Adv. Chicago.

INSURANCE SPOKESMAN signs a 52-week contract, effective May 2, for the weekly half-hour Western comedy-drama, Grandpappy & His Pals on 23 NBC Blue stations, Friday, 8-8:30 p.m. (PST) as Minnie Hiner, grand guardian of the Neighborhoods of Woodcraft, is the series order, pens the necessary document in her Portland, Ore. office. Contract marks one of the largest network deals ever closed on the Coast for full Western coverage. Around Miss Hiner are gathered (1 to r) Arden X. Pangborn, manager of KGW-KEX, Portland, where the series will originate; A. E. Cole, executive of Mac Wilkins & Co Inc., Portland agency servicing the account; and Showalter Lynch, vice-president of Mac Wilkins & Cole in charge of radio, who will supervise production of the programs. The fraternal and insurance order for the past year has sponsored, Good Morning Neighbor, on 31 Don Lee stations.

Page 22 • May 5, 1941
BROADCASTING • Broadcast Advertising
WQXR is recognized as having one of the most discriminating audiences in radio, an audience of music lovers. World salutes WQXR for the "high standards of its musical programs," so fittingly recognized in the important Peabody Citation. Along with the distinguished WQXR orchestra and other splendid talent appearing in person before this station's microphones, World has been happy to contribute a wide variety of music recorded by the World Wide Range vertical-cut method. This musical library is known as World Program Service and fills an important role in the program departments of 225 stations around the world. In serving as WQXR's sole transcription library, World acknowledges both a great responsibility and a great privilege.
Wallace Heads Speaker's List
For NAB Meeting at St. Louis

Mellett, Gen. Richardson, Fly, Ethridge Slated;
Industry Topics Also Will Be Considered

THE NATION’S No. 2 personality—Vice-President Henry A. Wallace—heads an imposing list of homemakers of the broadcasting scene who will address the 19th NAB convention at The Jefferson Hotel in St. Louis, May 12-15. An overall attendance of approximately 1,000 is estimated by NAB convention officials.

Among other officials definitely scheduled are Lowell Mellett, head of the Office of Government Reports and chief public relations adviser to the President; Maj. Gen. Robert C. Richardson Jr., chief of the public relations branch of the Army; FCC Chairman James Lawrence Fly; Mark Ethridge, Louisville publisher-broadcaster now assigned by President Roosevelt to a policy supervisory position, and Comdr. H. Ray Thurber, assistant director of public relations of the Navy.

While full details on the topics of the main speakers have not been divulged, the Government spokesmen will emphasize national defense and the part radio is playing in that drive and its destined to play in the war effort.

Vice-President Wallace, a former Secretary of Agriculture and an erstwhile farm paper publisher, has more than a cursory knowledge of the broadcasting scene. He is an accomplished radio speaker.

Mellett, Richardson and Fly already have indicated they will discuss radio and national defense, per se.

Questions that repeatedly have arisen regarding impending censorship for both radio and the press, unquesionably will be aired during these addresses.

Though the war outlook overasts the wall, the tentatve agenda for the convention is replete with broadcasting business items. Copy- right, and the future status of BMI, again will predominate at the business sessions. Col. Willard Chevallier, publisher of Business Week, will speak on the place of advertising in a national emergency at the May 15 session.

Business Topics

The much-agitated mandatory daylight saving time issue, merchandising, code amendments, labor and other industry problems are allotted time during the three-day session. There also will be the election of directors at large from this floor, selection of next year's convention city, and amendment of membership classification with respect to dues payments.

The convention will conclude Wednesday night with the annual banquet. Cabaret entertainment will be provided by the networks and St. Louis stations.

GOLF TOURNAMENT ENTRIES NEAR MARK

ALL PREVIOUS records for entries in the NAB golf tournament for the Broadcasters Magazine trophy will be broken in the competition May 12 at the Sunset Hill course in St. Louis, according to advance reports from the golf committee.

Thus far, there have been approximately 40 advance entries, as against the record event of last year in San Francisco, which attracted 69 broadcaster-golfers. In addition, the second highest mark for the lowest net score, the St. Louis stations will award a trophy to the player shooting the lowest actual score.

The golf committee, comprising Robert J. Richardson Jr., KWK, and J. Roy Stockton, KSD, reports also that there may be a ladies' golf tournament if enough interest is shown.

Among those already entered for the tournament are Carl Haymond, KMO; T. C. Young, KYA, St. Louis; D. E. Cahn, WFS; J. T. Ashlock, WPR, St. Louis; Gilmore N. Nunn, WCAP, Lexington, Ky.; A. L. Spear, WENJ, Hollywood; C. L. Hamag, WTCN, Minneapolis; R. J. Laubenberg, WIP, Allis, Wisc.; B. E. Johnson, WERF, Des Moines, Iowa; A. W. Lamb, WLOK, Lima; Milton B. Barber, KBOI, Boise, Idaho; Jack Cramer, WPTF, Raleigh; William S. Hedges, KXJO, New York; Merrill Lindsay, WBOY, Decatur, Ill.; James L. Howe, WSB, Atlanta; Howard Shull, WBTM, Dunville; Harry Hoessly, C. M. Everson and G. K. Everson, WHK, Columbus; Leslie C. Johnson, WHER, Rock Island; Eugene S. Puel, KSL, Salt Lake City; Jack Mendola, KTB, Kingman; R. W. Taft Jr., WKRC, Cincinnati; Claude Hulse, WISN, Milwaukee; Jack F. Pett, WGAR, Cleveland; J. B. Conley, WWOI, Fort Wayne; George Thomas, KYVL, Lafayette, La.; Earl H. Gammons, WCCO, Minneapolis; Gregory Guttman, KROC, Rochester, Minn.; G. W. Covington Jr., WCOY, Montgomery, Ala.; H. M. Felts, KOMO-KJR, Seattle.

NAB Convention Plans Are Discussed by BMI

BMI board met in New York April 23 in an extended session devoted chiefly to discussing plans for the NAB convention and plans to make BMI music available on a per-program basis. No action was taken nor any details of the plans divulged, and it was reported that BMI will make no official move toward a per-program plan until ASCAP has brought out its formula for per-program licensing.

Present were: Neville Miller, NAT; Walter Damm, WTMJ; John Elmer, WCBS; Niles Trammell, MK, NBB; Herberton, Roy Ream, CBS; Paul Morency, WTIC; John Shepard 3d, Yankee Network; Theodore Bingham, KRL, MBS; Sydney Kaye, Merritt Tempkins, Carl Haverlin, BMI.

Razor Blade Spots

WORLD’S PRODUCTS Co., Spencer, Iowa (Razor Blade Spots), has started a 13-week spot announcement campaign on WHBF, Rock Island, Ill., WHIK, Columbus, Ohio, KNCB, Ogden, Utah, WCCO, Minneapolis, and WTKY, WLOK, Lima, Ohio, as a part of the company's advertising campaign to promote the company's products.

PROGRAM DIRECTOR'S REFUGE would appear to be the lot of WIS, Columbia, S. C., as a checkup shows that four former program directors are on the station's staff in addition to Floyd Rodgers, the present WIS program director. They are (1 to 7): Glenn Adams, formerly program director of WMRC, Boston; Bob Bingham, who was program director of WWNC, Asheville, N. C.; Mr. Rodgers; John Sherman, program director of WFIG, Sumter, S. C.; and Jim Young, in the same capacity at WJHP, Jacksonville, Fla. Average age of the group is 27 years.
ARE YOU "SQUARE-PEGGING" 
THE PHILADELPHIA CIRCLE?

Defense contracts and geography have made the expanding Philadelphia market a gigantic circle of concentrated buying power. Philadelphia and its thriving industrial neighbors within a 60-mile radius around the compass are sharing in armament contracts totaling more than $2,000,000,000.

Now the question is, "Are you reaching all of this big, active consumer market? Or is your coverage square-pegged?"

The one sure way to reach all of the Philadelphia market, to cover all of the Philadelphia circle at the one cost is to use the only station that covers it all—WCAU—the only 1A clear channel station in Eastern Pennsylvania, Delaware, Maryland or New Jersey.

50,000 WATTS IN ALL DIRECTIONS WCAU
WHILE LONG queues forming at marriage license windows, WSTP, St. Paul is presenting a morning program devoted to hints for the bride-to-be. Called the Bride's Breakfast, the program offers a bank of advice on etiquette, fashion and culinary experts who discuss everything about weddings from flowers to color of usher's neckties. Program also offers a Bride's Booklet sent on request to prospective brides, their friends and families.

Culinary Answers
PROFESSIONAL answers to kitchen problems is the aim of Kitchen Conversation, weekly show on WJHP, Jacksonville, featuring the chef of one of Jacksonville's leading hotels.

YOUTH PROBLEMS
PROBLEMS OF YOUTH in the modern scheme of civilization and the relation of these problems to Parent-Teachers' associations will be dramatized in Looking Ahead, to be heard on WLW, Cincinnati, starting May 11. Each program will begin by setting a phase of the problem under consideration, in dramatic form. Then Dr. Ada Hart Arlitt, child psychologist, of the U of Cincinnati, will analyze the problem, and her analysis and recommendations will be illustrated by the cast.

Where the Money Goes
GOOD WILL SERIES recently inaugurated on WORL, Boston dramatizes various phases of the year 'round activities of the Community Fund of Greater Boston, showing contributors where their dollars go after the annual WINAS. Places in February. Titled Sunday Evening Players, the program debuted with a dramatization on the Household Nursing Association.

MERCHANDISING & PROMOTION
Dancing at Camps-River Race-Around St. Louis-
Signboards and Photos-Game Books

COOPERATING with Larus Bros. Co., Richmond (Edge- worth tobacco, Chelsea and Domino cigarettes), WRVA, Richmond, is remoting weekly a half-hour portion of the three-hour Edgeworth Dancing Party which the sponsor is rotating among four military training bases in Tide- water, Virginia. To emphasize the good-will angle, WRVA suggested an orchestra be sent to the camps to perform for the troops.

Famous Print
A UNIQUE merchandising scheme has been undertaken by WWL, New Orleans, which has issued a reproduction of the famous Cur- rier & Ives print depicting the race between the Natchez and the Robert E. Lee. Debbed to the picture is a circular gold on white captioned, "When you think of New Orleans you think of: The race between the Natchez and the Robert E. Lee—and WWL!

Booth at Exposition
WFIL, Philadelphia, was honored by the Electrical Assn. of Philadelphia, which set aside the final day of its electrical display show as "WFIL Day." Public recognition was given for the station's co-operation in making this annual event a huge success. During the entire week of the show, WFIL maintained a large booth from which feature events of the show were broadcast by Bill Edmonds.

Darts and Dough
A COMBINATION dart and quiz game in which the studio audience and the listeners both participate is sponsored by COD (Cash on Darts, Collect One Dollar) on CFDB, Toronto. Listeners sending in wrappers of the sponsor's products get one throw at a dart board by a studio audience member for each wrapper and collect 50c. of the money won by dart thrower. In the quiz part of the program the studio audience selects questions to be thrown at a board of two experts, with the questioner collecting one dollar for every question the experts miss.

RANCHER & FARMER NEWS
AS A SERVICE to ranchers and farmers of Southern California, KMPC, Beverly Hills, is broadcasting a daily morning program titled Farm Journal. Fred Henry, author on livestock and agriculture, gives market reports, price scales, fluctuations of the various daily commodities on the fruit, vegetable and grain markets. In addition he covers all special events of importance to ranchers and growers.

CHEERS FOR THE HOUSEWIFE
AS AN ANTIDOTE to the European news, WDAS, Philadelphia, is scheduling a series of morning poetry programs. J. W. Stanistreet, a local poet, gives a daily series of original poems.

PLUGS FOR KMOK
TO STIMULATE interest in its primary area, KMOK, St. Louis, will send more than a score of its entertainers and staff members to Cape Girardeau, Mo., May 10, to originate at least eight of the station's programs from that city, 125 miles southeast of St. Louis. The Chamber of Commerce of Cape Girardeau, the local sponsor, has been designated "KMOK-Cape Girardeau Day," and its twofold purpose is to promote the community's industrial and business opportunities and to promote interest in KMOK and its entertainers.

SIGNS OF BLUE
CALLING attention to its NBC- Blue network affiliation and popular local features, WCBS, Spring- field, Ill., has posted a number of 10 x 25 foot outdoor signboards and several hundred window news pictures. Each week the window news pictures are changed to plug a different network show or local feature. Since last Oct. 13 outdoor signboards have been used.

Three Eye Games
SEVERAL THOUSAND schedule booklets of the Three-Eye League baseball games have been distributed to 100,000 fans in the Springfield, Ill., area. Booklets call attention to the games being aired over WCBS, Springfield, and include a picture of Stretch Miller, baseball announcer.
MORE than half the 800-old U. S. radio stations carry agricultural market news reports at least once each day, according to a survey recently completed by the Agricultural Marketing Service of the Department of Agriculture.

The survey, based on questionnaires sent out in January, indicates that 938 stations broadcast daily farm market reports. This compares with 387 stations in 1940 and 345 in 1939. It was pointed out also that back in 1929 only nine stations were presenting programs of this type.

Dual Personality

An analysis of the survey, covered in the 1941 Directory of Market News Broadcasts, to be published shortly by the Agricultural Marketing Service, indicates that while radio is primarily a form of entertainment for urban listeners, it has a dual personality in the rural areas — it plays an important entertainment role, but also means dollars and cents to the farmer by keeping him in touch with the markets for his products. The survey emphasizes that news, market information and weather reports top the preference list of rural listeners.

The survey favors a uniform time for farm programs — the rural audience should be able to locate its market reports from habit, just as it locates its favorite comedians and quiz shows. Another problem, getting information to stations located some distance from a market news office, has been alleviated during the last three years, it was pointed out, by expansion of press associations' service to include market news and the growing number of radio stations subscribing to these services.

The growing popularity of all kinds of market news broadcasts with the farmers is indicated by the steady increase in the number of stations carrying these reports, it was stated. Commenting on this growth, it was observed that William E. Drips, NBC director of agriculture, declared recently: "Radio is a 'natural' for rural people. With it comes additional facilities for collecting market news and eventually the means to spread the information. Today any farmer marketing agricultural products can get just as reliable and up-to-the-minute news as any city dealer, broker, or commission merchant."

BAMBERGER Broadcasting Service, owner and operator of WOR, New York, has been officially incorporated in New York State, following the shift of WOR studios from Newark, N. J., to New York. Stock issued is 200 shares, no par value, with directors listed as Alfred J. MacSweeney, President of WOR, Theodore C. Stiefel, WOR general manager, and Emanuel Dunnet, WOR attorney.
Len Rilee
POPULAR SPORTS COMMENTATOR FOR WCKY
DOING THE REAL JOB IN THE LAND OF THE
CBS
WB FOR BASEBALL
THE CHAMPIONS...

...FIFTY GRAND IN WATTS
Bleak Outlook

RADIO is beginning to feel the pinch of the national defense program. Up to now the effect has been superficial, but the outlook is bleak unless the industry promptly gets busy in Washington.

In a national emergency (and there no longer can be any doubt that one exists though not officially proclaimed) the military has the right of way. Broadcasting, as an industry, has not been mobilized. Yet one of the first moves of the Administration in preparing for “M-Day” was in connection with communications and with the “physical aspects” of broadcasting. That resulted in the creation last year of the Defense Communications Board, with important subcommittees for broadcasting, both domestic and international.

The situation facing radio today is a contradiction in Government policies. There can be no doubt about broadcasting’s status as a vital defense pursuit. It is recognized as the fourth arm of defense. The roster of 900 stations is of paramount importance in keeping the public informed, in maintaining morale, and avoiding complete breakdown of the last semblance of the “business as usual” concept. It is closer to the 150,000,000 Americans than any other medium. To disturb broadcasting’s normal service would result in immediate unrest.

Yet, what is on the other side of the ledger? A virtual stoppage of basic materials essential to construct and maintain radio transmitters (and auxiliary equipment), as well as receivers, is threatened under the limitations imposed by the Priorities Division of the Office of Production Management. We do not mean to condemn OPM for its actions in the interest of national defense. Perhaps the industry is to blame for failing to present its case with sufficient emphasis and foresight.

But the plain facts, gleaned from soundings in the industry, are that the rationing of aluminum, brass, copper, steel, zinc and nickel alloy to radio in one of the lowest priority classifications, threatens to retard manufacture and delivery of equipment all down the line, beginning this summer.

Some hair bristled when it was revealed that under the May aluminum priorities classification aluminum hoods for cottage cheese jars were ranked four classes ahead of aluminum supplies for radio manufactures. There are sufficient inventories of transmitters and accessories to take care of immediate demand.

What will happen when priorities strike such basic materials as tower steel, and substitutes for aluminum, copper and zinc, however, is obvious.

Both transmitter and receiver plants are diversifying more and more facilities for defense production. Following the lead of the automotive industry, several manufacturers already are freezing 1941-42 models to avoid retooling and to allow full-scale defense production. OPM already has ruled that the receiving set industry doesn’t require a defense rating, since there are more than 50,000,000 sets in use. Yet, broadcast equipment is on the “critical” list of the military services. It’s difficult to reconcile this reasoning.

The effect of the priorities rating on television and FM also appears ominous. The simple truth is that interest has bogged down in both, with television at this writing almost dormant. Industry investors are aware of the complete termination of television, after a three-year run, in England, with the onset of the war. Moreover, lack of materials, diversion of plants for defense work, and an indicated shortage of competent personnel have contributed to the television inertia.

FM, while off to better a start than television, also may become an innocent victim of the national defense momentum, to some extent. Slowing down of production, plus lack of essential materials, are only part of the FM story. The real rub is FM receiver production, which will be bottlenecked unless the priority restrictions are broken.

It seems to us the Defense Communications Board, functioning directly under the President, should take a hand in the whole physical radio picture, and certify to OPM that radio is a vital defense industry. Otherwise conditions can become chaotic quicker than many imagine.

The Little Things

IT’S BEEN SAID that the little things count in life. This axiom could well be applied to radio, forgetting such monumental problems as the war and censorship, FCC relations, newspaper ownership and even merchandising.

This is all by way of calling attention to an innovation announced in last week’s Broadcast by KWK, St. Louis. Simple in itself, we are certain it will prove to be a definite deterrent to hair pulling by innocent listeners tuning in late on sports broadcasts. KWK’s contribution to progress is an automatic chimes, which ring every three minutes to remind announcers it’s time to give the score. How many times have you tuned in, interest at a high pitch, to hear who’s winning—and then have to wait, while other things go by, period after period roll into history, while your sports announcer talks about the weather, his new car, his sponsor and sometimes even the seriousness of the international situation—but no score.

We bow to KWK for attempting to make the plight of the listener easier—nay advancing the cause of radio entertainment. If these chimes, we feel sure, will take their place with the self-starter, the automatic egg-heater, and the electric potato-peeler as milestones on the road to “the more abundant life”.

And if they fail to work as gentle reminders, we know of one group of sports listeners who will volubly donate automatic air hammers to make certain that forgetful sports announcers will only suffer one lapse of memory.
Lamberton said to ABC, "During the winter in Virginia, looking toward the capital as the happy State a nook was made for him in the Federal Communications Commission and its predecessor Federal Radio Commission.

As assistant secretary of the FRC during the years radio was coming of age, Jack Reynolds had acquired a host of genuine friends in the broadcasting industry. And they all wish him godspeed in his first venture into commercial broadcasting, as part-owner and general manager of the new WKWK, Wheeling, W. Va.

In the new venture he is associated with J. L. Smith Jr., son of Rep. Smith, and owner of WJJJS, Beckley, W. Va.

Leaving his native Minnesota at the time of World War I, Jack Reynolds with his long subsequent residence in the District of Columbia rather than in Washingtonian. However, he has the happy faculty of appreciating his geographic background, so with his move to West Virginia it will surprise no one to see him identified not only as a West Virginian, but also as a Minnesotan and a Washingtonian. He likes to run over his experiences in the Gopher State and the Capital City, and is looking forward to living in West Virginia.

Born in Minneapolis, Jan. 13, 1897, he spent his teen-years down in the Southwest corner of the State, at Lamberton. He was graduated from Lamberton High School in 1916 and the next year attended the normal training school. During the winter he played on the Lamberton high school basketball team, which competed in a high school circuit extending from Mankato on the east to Tracy and Tyler on the west. During the summers he performed as an outfielder for the Lamberton baseball team.

Putting his teacher's training to work, he started teaching gradeschool at nearby Jeffers, Minn., in the fall of 1917. But in January, 1918, he dropped his teaching job to go to Fort Snelling and enlist in the 20th Engineers Corps, which was stationed there. Within six weeks he was in France.

As it happened, he was included in a group of American doughboys district to active duty in the French Army—among the first sent overseas. In fact, he served actively with the French Army throughout his participation, first with General Maginot's 4th French Army and later with General Petain's 10th French Army—the same Marshall Henri Philippe Petain who is now Chief of State of Unoccupied France. He remained on duty with the French until May, 1919, and finally was discharged from service at Camp Dodge, Iowa, in June, 1919.

The following month Jack came to Washington to work with the superintendent of offices in the State-War-Navy Department buildings. Shortly he became building mail duty as a Justice Department group—a group of 10 or 11 "30-day buildings" constructed in about a month to take care of the tremendous demand for official space during war days, some of which are still being used today by the War and Navy Departments.

In 1924 he joined the Department of Justice as chief of its division of supplies and printing. Promoted later to the assistant chief clerkship of the Justice Department, he there made his first association with James W. Baldwin, then chief clerk and subsequently secretary to the Federal Radio Commission and now Washington representative of Finch Telecommunications Laboratories.

In 1927 he was sent to the U. S. District Attorney's office in Brooklyn as the Department's administrative assistant, serving there until 1929. His next assignment was field duty as a Justice Department examiner checking offices of U. S. attorneys, marshals, clerks of court and referees in bankruptcy.

In 1930 Jack entered the radio field as assistant secretary of the Federal Radio Commission, of which Mr. Baldwin then was secretary. In May, 1940, he rounded off 10 years with the FRC and FBB. During that decade he distinguished himself as a specialist in matters of budget, administration and personnel.

He married Corinne Anderson, a native of Nebraska who had come to Washington via California. They are the parents of Jack Jr., now finishing the third grade.

A Mason, he is a member of Lebanon Blue Lodge, Mount Vernon Chapter and Columbia Commandery. Also he is a member of Sigma Chi fraternity, an affiliation made during his days as a student at George Washington U in 1923-24—he graduated in 1926 from that institution. He is now resident in Washington. And he is a trustee of the Chevy Chase Baptist Church. Jack's hobbies tend to the outdoors, his favorite being golf, including golf, bowling and fishing.

The thrill of his life, he maintains, came in 1937 when he represented the chief engineer E. K. Jett, at a conference on aviation and communications called by the Governor of Alaska. In June, he flew all over Alaska, up to Nome into the Arctic Circle and over a patch of Siberia, Bering Strait and the Diomedes—in all about 10,000 miles over the wondrous snows.
Behind the Mike

REID KILPATRICK, KIJH, Hollywood, announcer, has taken on additional duties of handling programming for WIXAO, the Don Lee network experimental television station in that city.

MURIEL R. RICHARDSON, secretary to Commercial Manager George H. Jasper of WTAG, Worcester, Mass., has announced her engagement to Arthur E. French Jr., of the Peolijgels Labs, Inc.

BEN ALEXANDER, NBC Hollywood commentator-announcer, and Elizabeth Rhih, on the secretarial staff of J. Walter Thompson Co., that city, have announced their engagement. Wedding is scheduled for late July.

TODD HUNTER, newscaster of WBBM, Chicago, on April 16 was named as Special Safety Officer for the office of the Secretary of State of Illinois.

LEO GEORGE, formerly announcer and writer of KFYO-KGKX, Springfield, Mo., and WTMV, E. St. Louis, Ill., has joined the continuity department of WCN, Springfield, Ill.

LOUIS E. MARSH, of New York, has succeeded Louis Mahal, a draftsman, as news editor of WMIR, Murfreesboro, Tenn.

FRANK HEMINGWAY, formerly of KWJW, Portland Ore., has joined the announcing staff of KOIN-KALE Portland.

BOB FISK, KONI, Portland Ore., announcer, has been inducted into the Army.

REX BOWEN, former news editor and continuity chief of KYCA, Prescott, Ariz., has joined the continuity staff of KTUC, Tucson.

HARRY W. PASCOE, continuity director of WINS, New York, has resigned to join WATT, Jersey City, as continuity and program director. Albert W. Grobe of the news staff takes his duties.

HELEN B. PEARSE, of the program department of KYW, Philadelphia, announces her engagement to William J. Flett, former station transmitter-engineer now with the Carnegie Institute of Terrestrial Magnetism.

LEON ADAMS JR., publicity director of WWL, New Orleans, recently married Ruth Paula Shreveport, La.

BOB PAGE, formerly with KGGB, Coffeyville, Kan., and KQOS, Jefferson City, Mo., has joined the announcing staff of KOY, Oklahoma City.

CHARLES KELLY, formerly of WRAL, Knoxville, Tenn., joined WHHL, Johnson City, Tenn., replacing Dick Crane who resigned to become news announcer of WBIR, Knoxville.

HOWARD FLYNN, formerly an announcer of WJLS, Beclley, W. Va., has joined KLO, Ogden, Utah.

ELEANOR OSBORNE has been named as an assistant in the continuity department of WOWO-WUG, Fort Wayne, Ind.

FAIRLIE MYERS, former feature writer of the Savannah Morning News, has been added to the continuity department of WMCA, Jack Davis, of the WMCA production staff, has been inducted into the Army.

JOHN C. SPEARS, formerly connected with the Boone County Jambo- ree, on WGY, Buffalo, has joined the personal management pact with Al Conner and his Oklahoma Outlaws and will manage, book, and publicize the cowboys with the full cooperation of the station.

ENLARGED 5 TIMES

Yessiree ... the Winged Plug's night time wattage has been enlarged 5 times ... to 5,000 watts Night and Day. From my greatly increased area of almost 2 million consumers I now pull more and more sales. All the more reason it's smart to hitch me to your selling team for more sales.

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

CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Page 32 • May 5, 1941

Meet the Ladies

MARJORIE L. SPRIGGS

UNCLE SAM can rest assured of the success of its new defense savings bond campaign insofar as Marjorie L. Spriggs, its new director of women's and children's radio activities for the defense savings staff of the Treasury Department, is concerned. Miss Spriggs' background in radio dates back to five years ago when she was publicity director and continuity writer for WORL, Boston. She is active, under George Lasker, in developing the station's popular "200 Club" program. She also conducted the women's show, "Women of Tomorrow," under the name of Jean Allen. From WORL she went to WBZ-WBZA, Boston-Springfield, as publicity director and then went to Washington to work under Vincent F. Callahan on the bond drive. She has charge of securing cooperation for the drive from the hundreds of women's and children's programs throughout the country and is writing scripts keyed to women's activities and educational enterprises. A graduate of Emerson College, Boston, and New Rochelle (N. Y.) High School, Miss Spriggs is a member of Delta Phi Eta, national professional speech arts fraternity for women.

GORDON RAMBIRK, formerly of KIHI, Seattle, has joined the announcing staff of KGW-KENT, Portland.


HOWARD FENTON, CBS-Hollywood assistant to George McQuade, manager of building maintenance and studio-theatres, has been promoted to the program department. Virginia McQuade has been made McQuade's assistant.

KEN HIGGINS, KFI-KCMA, Los Angeles, announcer, has resigned to join the Hal E. Roach Studios as scenario writer. Sought by Le Roy Frank Productions.

ELIOT MILLER, junior announcer of WBIC, Hartford, has been promoted to senior announcer during the absence of Gill Bayes.

NANCY HUDSON, former announcer of Movie & Radio Guide, has joined the news bureau of WHIG, Greensboro, N. C.

JERRY CARROLL, formerly announcer of WTUL, WAKAS and WPIT, Pittsburgh, has joined WPIT.

HERB MORRISON, announcer of WCAE, Pittsburgh, has been promoted to the program and promotion department of the station.

RAY LEWIS, program director of KNBO, San Jose, Calif., returned to free-lance work with the programs and production in San Francisco.

KEN GIVENS, sports announcer of KFIDS, Charleston, W. Va., and Mrs. Given are the parents of a baby son, Michael Terry.

HUB JACKSON, TSN-KXTV, announcer, Ft. Worth, has joined the Texas Defense Guard and is sergeant in Company G, 15th Infantry.

DOROTHY MCGAIN, formerly program director of KOB, Albuquerque, has joined WBZ-CBS, New York, as traffic manager and woman's editor. Paul Windsor, from KHSL, Chico, Calif., and Paul Timmer Jr., new to radio, have joined the announcing staff of WTVS.

DON E. HARNEY, former service director of KSGO and KELO, Sioux Falls, S. D., is on a six-month leave of absence in a summer stock company in the Cumber Medal Mountain resort region of Colorado.

RED BOURN, musical director of WOAI, San Antonio, has written a new song, "Battle of the Flowers," for the annual Fiesta de San Jacinto. Monte Kleinsman, production manager of the station, furnished the lyrics.

DOROTHY HOPPER HOLBROOK, announcer of WORL, New York, has joined the Continental staff of KGNC, Amarillo, Texas, after a six-month absence.

THOMAS RATTERS, announcer of KQAR, Washington, married Vista Ridon May 1.

JUAN ARIZUV, Latin American tenor recently signed by CBS for its Latin American network, on May 5 starts a three-weekly series of song recitals for CBS, accompanied by the Tipica Orchestra made up of Latin American musicians. Dr. Robert E. Wood, permanent member of the board of experts on WSB's "Quiz the Scientist" on the Baltimore station, Friday at 7 p.m., has been awarded the Gold Medal of Science which was presented to him by the National Academy of Sciences. A graduate of the University of Chicago, Dr. Wood is professor of experimental physics at Johns Hopkins University.

JOSE P. MACHADO, a native of Brazil, who came to U. S. to study at Columbia U., has joined the Brackish staff of WGEA, General Electric short-wave station in Schenectady.

A 5-YEAR ADVERTISER...

"Very gratifying results... continually increasing out-of-town business... local sales are also on the increase... doing a very fine line for us"
Three Advertising Men Take Time Off From Fourth District Convention of American Federation of Advertisers, recently held at the Lord Tarleton Hotel, Miami. They are (1 to r): R. H. Chandler, president of AFA; Norman MacKay, commercial manager of WQAM, Miami, and newly-elected governor of the fourth district of AFA; and Thomas D. Connolly, program promotion director of CBS.

Y & R Transfers

WITH advent of daylight saving time and seasonal tapering off of its West Coast program origination, Young & Rubicam is transferring several Hollywood producers to the agency's New York headquarters for the summer. Glenn Hall, producer of the weekly CBS Silver Theater, sponsored by International Silver Co. (silverware), with close of the season, has been shifted to New York. He is now preparing Reg'lar Fellers as a summer substitute for the ABC Jack Benny Show, sponsored by General Foods Corp. (Jell-O). Harry Ackerman, producer of the CBS Gulf Screen Guild Theatre, has been shifted to New York. Lee also produced the daytime serial, The Second Mrs. Burton, sponsored on CBS by General Foods Corp. (Postum). Those duties have been taken over by Ken Hansen.

KQV, WHJB to IRS

As WCAE Appoints Katz

FOLLOWING close upon the shift in the representation of WCAE, Pittsburgh, to The Katz Agency, effective May 1, it was announced that as of the same date KQV, Pittsburgh, and WHJB, Greensburg, Pa., have appointed International Radio Sales as exclusive representatives. Both KQV and WHJB are owned by H. J. Brennen, with C. S. Wasser as manager of the former and George Podeyn manager of the latter.

When KDKA becomes NBC-Red outlet in Pittsburgh Oct. 1, KQV, now MBS, will join the basic Blue, and WCAE joins MBS. WCAE is owned by Hearst Consolidated Newspapers and thus is under separate corporate control from the other stations in the Hearst group of the West Coast, all of which are represented by IRS which in turn is a Hearst subsidiary. Hence the independent decision of WCAE to transfer their business to IRS and be represented by Katz.

Moore's Double

L. T. Crossley, recently announced as being transferred from the Wm. Esty & Co., New York office to Hollywood, is a mythical person, it has been revealed. He was created by William Moore, Hollywood agency manager, to act as buffer between himself and visitors. It was explained that the L. T. in Crossley reports means "less than one".

D. D. Corp., Batavia, Ill., has been ordered by the Federal Trade Commission to stop misleading advertising claims for D. D. F. prescription, proprietary, according to an FTC announcement last Thursday.

Collins to Kudner


Texaco Signs 'Met'

Texas Co., New York, will again sponsor next season's broadcasts of the Metropolitan Opera for 16 weeks starting in November. Broadcasts will be heard on 131 NBC-Blue stations and will be shortwave on WRCA and WNBQ, Buchanan & Co., New York agency.

Agnecia
NOW THEY LOOK LIKE THIS

Photographs on page 20 in the same (1 to r) order show: (1) George W. Smith, managing director of WWVA, Wheeling, W. Va., who served as a doughboy throughout World War I with the 302d Infantry on the French and Belgian fronts. (2) S. A. (Steve) Vetter, commercial manager, WIOD, Miami, who was with the 320th Infantry, 80th Division, but was left behind when his outfit went overseas, because of pneumonia; later he was assigned to Officers Training School at Camp Lee, Va. (3) Maj. Edward A. Davies, vice-president of WIP, Philadelphia, now back in active service with the 28th Division, National Guard; during the last war he was a second lieutenant, served in the Meuse-Argonne offensive and was wounded in action eight days before the Armistice.

AN IDEA THAT SUCCEEDED PDQ

Coast Quiz Merchandises Itself and Builds Both Good-Will and New Customers

BY CHEL CRANK

Dana Jones Co. and Chel Crank Inc., Associates, Los Angeles

WHEN the Petrol Corp., Los Angeles, went looking for a radio program in August of 1939, executives had no particular type in mind. Their interest was to find one that would help sell its petroleum products, but the show must be inexpensive and have general public appeal. Then, too, it must interest Petrol dealers in the Southern California area.

Many shows were considered. Just as many were turned down. Then up popped the PDQ Quiz Court.

Frankly, executives of the firm were not very radio minded. They had tried the medium in the past and results had been so so. No, they weren't sured on radio. Only a bit disappointed, and other media were proving satisfactory. Maybe they had used the wrong type of program, they admitted. Probably the commercials weren't just right.

General Appeal

So we went into a huddle and an idea emerged. They were interested. As demanded, it wasn't expensive and it had general appeal. It seemed to have possibilities for the making of new friends for Petrol Corp.

The entire idea of the Quiz Court revolved around audience participation which assumed the leading role with a supporting radio personality.

We secured LeRoy Dawson, presiding judge of the Los Angeles Municipal Court, only because a portion of the PDQ Quiz Court was to be devoted to questions on traffic safety. As a public official, he felt it his duty to undertake the dissemination of traffic laws as a means to increase safety. His unusual wit had won him an enviable reputation as an after dinner speaker throughout Southern California.

Emanating from the Paramount Theatre in downtown Los Angeles, the weekly half-hour program was started on KFI, Sept. 19, 1939. The stage, set with judge's bench and jury and defendant's boxes, creates the atmosphere of an actual courtroom. Acting as judge is Gary Breckner, West Coast announcer.

Contests are selected from volunteers in the audience. Each week 17 are chosen. From these, five serve as defendants, with 12 sitting as a jury of their peers. As each defendant comes to the microphone, he is presented with ten new silver dollars. If he is able to answer the question, he retains his money. If he fails, the judge levies a fine against him, which goes into the court treasury.

From Their Seats

While the judge is making its decision, “bailiffs” pass through the audience with trading microphones selecting volunteers to answer questions from their seats. Judge Dawson propounds these questions, too, with rewards including cash, gasoline and motor oil orders, or theatre tickets, depending on accuracy of the answer.

All questions, except those on traffic are submitted by the public. For each question of general information used, the person submitting it is given $1, with $5 for questions relating to the special subject selected each week. All questions must be submitted on forms secured at independent retail gasoline dealers who handle Petrol products. More than 3,500 questions are received weekly.

With exception of the introductions which are written by David Nowinson, KFI chief continuity writer, and the two commercials prepared by the writer on a dramatic format, the weekly show is strictly ad lib. It is light and informal, entertaining and informative and appeals to all ages. In addition to building good will, it is selling the sponsor's product. Dealers throughout the Southern California area report further business increases as result of the weekly show.
WPTF, Raleigh, N. C., has adopted a policy of giving a monthly salute to Army draftsmen taken from the station's personnel. First in the PTF to be inductee was Henry Rigler, public relations director.

FOR THE FIFTH consecutive year the Sunday evening program Dawson Song goes on the air on Sunnyside Beach, Toronto, on June 1st. GBTD, Toronto. Known as the broadcast with the largest visible and participating audience—it took 6,000 people just last summer—the program includes feature singers, a choir, and "the world's largest book" whose pages measure 12 "by 10 feet and are turned by white coiled bakes at Weston Ltd., bakeries. The program is handled by Richardson-McDonald Adv. Agency, Toronto.

WCPG, Boston, is contributing to the national defense program with a daily quarter-hour broadcast, Radio Reveille, in which are featured interviews with the enlisted men in the various branches of the service on their particular work. WCPG is also carrying 15 announcements weekly for the Army Air Forces Film, WANTED WINGS, and on May 7th will open the stay. Call to this station on the history of the service of the service.

WTRY, Troy, New York, is playing host with several clerics. Throughout the week of the kick off, Weston Ltd., bakers, sponsors. The program is handled by Richardson-McDonald Adv. Agency, Toronto.

STRETCHED to its full was the KFEL, Denver, adjustable mike when Jack Earle, 8', 6', 365-pound former circus giant, now salesman for the Wine Co., New York, visited the station's Navaho studio. Posed with the vinous behemoth are the sons of Gene O'Fallon, manager of KFEL, Charles left, and Martin III. Roma Wine's Mutual Program What Do You Think? is heard currently over KFEL.

WHAS, Louisville, is planning to furnish 35 new battery receiving sets and two electric sets to the U of K's weekly's listening centers in southeastern Kentucky. The center plans was formulated in 1933 by the University to provide radio listening facilities for remote areas in the Kentucky hills and has proved useful as focal points for educational listening activities.

WCAU, Philadelphia, on April 26 started a weekly analysis of the war each Saturday at 6:30 p.m. Analyst is Col. William N. Taylor, prominent Philadelphia authority on military and political affairs. WCAU is also representing Maj. Thomas Coulson, former member of the British government and author of "Marty Hare," in a daily news review.

KSTP, St. Paul, will present a Monday dramatic series for the Theatre Company of the Twin Cities, through the summer. Titled The People's Pageant, the drama will be directed and produced by Bob Murphy, KSTP newscaster who is also one of the leading men in the Little Theatre organization. All plays will be written and presented by members of the company.

FAVORITE music of listeners to WGNR, New York, compiled by the station from polls, will be played during May on the nightly Symphony Wall.

WHYA, Richmond, under the title of The Edgeworth Dancing Party, and on behalf of Luray Bros. (Edgeworth tobacco, Lcheese and Domino cigarettes), is currently remoting weekly half-hour portions of the three-hour dance sessions which the sponsor is providing officers and nurses at various military training quarters in Virginia. The dance music is provided by a visiting, established orchestra and talented service men are invited to participate in the broadcasts.

WSOY, Decatur, Ill., recently gave a party for listeners of Key-Tunes, daily request show conducted by "Uncle Berne" Enterline, announcer. Demands for the party were made by the listeners and arrangements were made by the station with a local skating rink to use their facilities at a Key-Tunes Skate Dance was presented. Approximately 1,200 attended and arrangements for plans for a second similar party in the near future.

WCLO, Janesville, Wl, is letting Milwaukee College, Milwaukee, Ws, use its facilities for a complete course in radio continuity and production. The college has opened its own complete studio for students.

CONSTRUCTION of a commercial building at 124-26 Broadway in Cincinnati, N. J., has been started by Camden Broadcasting Co. Aaron Heyer, president, said plans call for a one-story brick structure, by which the second floor is for offices is being considered. The company has an application before the FCC for a license to operate a new station in Camden.

WXE, Philco experimental station in Philadelphia, received the 47th annual convention of the U of Pennsylvania April 25-26.

WWBM, Chicago, on April 21 increased its new Farm Service Hour, conducted by William Costello, from 25 to 40 minutes by going on the air 15 minutes earlier each morning.

WCF, Chicago, on April 23 started operating on a 10-hour daily schedule, going on the air at 8 a.m. Monday through Saturday with Cheerful Earful, previously heard 6:30-8 a.m. (CDST). The program is currently sponsored by Levy-Sang, Chicago, (manufacturer) 6:30-7:10 and Associated Paint Stores, 7:10-8.

THEUghest schedule of Americanization broadcasts in the nation during 1940-41 has won for WGBS, Chicago, the highest place in the nationwide competition made by the Daughters of the American Revolution. Announcement of the award came in a telegram to Phil Ivey, owner, manager, and Arnold Brown, president of the Chicago outlet, from Mrs. Albert E. Jennings, national vice-chairman of radio and television of the DAR. National board will followed similar laudings for WGBS for Illinois, awarded during the Golden Jubilee Conference of the DAR in Chicago last year.

WASP WDSP, Reaches one and a half million listeners! (Primary Area)

WSPD is the only BASIC station in Northwestern Ohio. (NBC Red)

WSPD is the only station in Toledo served by TOWO world wide news services. (UP and INS)

WSPD is offered at a low cost—because the rate is based on the Toledo Trading Area and does not reflect the station's vast PLUS coverage.

We're Represented by Katz!
Radio Clients Seen In Sporting Goods

Dealers Declared Behind the Trend in Use of Radio

Retail sporting goods dealers, as a group, are learning how they can use radio to boost their sales volume. This is indicated in a nationwide survey of radio stations conducted by the Sporting Goods Dealer, trade journal of the retail sports business, described in the April issue of the publication.

Although it was based entirely on replies by dealers, rather than data supplied by radio-using dealers themselves, several general conclusions were drawn by the market research from the replies, among them: (1) Sporting goods stores, on the average, are behind the trend toward advertising; (2) most sporting goods advertising is on small stations; (3) programs conducted by the dealer himself rank among the most successful; outdoor goods dealers have advantageous relationships with many stations, with the result that they sometimes get free plugs or cooperative coverage where, without special event sports broadcasts.

Store Sponsorships

Citing NAB time unit sales figures for September, October, and November, 1940, Sporting Goods Dealer estimated that about 325 programs were sponsored by sporting goods stores on the 210 stations covered in the NAB survey during the three-month period—an estimated average of only about five minutes per program, along with about 1:15 minutes per program for spot announcements sponsored by these stores.

"It is not likely that the 210 stations represented in the NAB study are in any way the number of stations of each power range, nor are the figures intended for such a purpose," the magazine declared. "It is a safe probability that there is a greater percentage of powerful stations included in the NAB report than the percentage of powerful stations in the broadcasting industry."

"And from the replies received to the survey questions, it appears that some of the most successful radio advertising by sporting goods stores is handled through stations of lesser wattage. This is true for two reasons: The average store would be too small to pay the costs of advertising on a powerful station, and even if it were to pay the costs, a more equitable buy is normally with the 'local' powered stations. Many stores find this extra cost for extra listeners outside their normal zone a method for building business, and they are in the majority, finding the cost of line with the return, as compared with what can be done on the smaller station.
PATHFINDER PETROLEUM Corp., Los Angeles, through Theodore B. Creager, Adv. Dir., has started sponsoring a six-week quarter-hour program, PATHFINDER News with Neil Reznag, commentator, on KFWB, Hollywood, Contract is for 13 weeks, having started April 21.

CHICAGO DAILY NEWS, Chicago (newspaper), is sponsoring a thrice-weekly quarter-hour transmitted program, Getting Some Fun Out of Life on WCBS, Springfield, Ill. Series feature songs by John H. Stidger and special messages by Dr. William L. Stidger.

ACCOUNTS PLACED through Harry J. Haldeman, Jr., Inc., Chicago agency, during the last two weeks in April include: Match King Inc., Chicago (Match King lighters), a 13-week test campaign of six-weekly five-minute programs on WSAZ, Huntington, W. Va., and thirteen-week spot announcements on WNZ, Tecumseh, Ill.; KMO, Toomewan, Wyo.; WGL, Lebanon, Pa.; WDBJ, Roanoke, Va.; and WWOZ, New Orleans, La.

Launch a Laundry program was the assignment of Lyle DeMoss, production manager of WOW, Omaha, and he dove into the with this disdainful expression. Occasion was the starting of Your Musical Laundry Boy, sponsored each weekday morning at 7:45 a.m. by Kimball's Laundry. This informal shot of DeMoss in his best washwoman manner will be blown up to 3 x 4 foot dimensions and used on Kimball trucks and billboards.

HELM'S BAKERY, Los Angeles (home delivery business), has started a five-week participation in the morning exercise program, Hollywood Way to Glamar on KMPC, Beverly Hills, Ca. Contract is for 13 weeks, having started April 21. Firm in addition sponsors the daily quarter-hour, children's program, Uncle Harry & the Little Engine on that station, and also three-weekly participation in Norma Young's Happy Hours on KFRC, Los Angeles. Martin Allen Adv., Los Angeles, has the account.

LAUNCHING A LAUNDRY program was the assignment of Lyle DeMoss, production manager of WOW, Omaha, and he dove into the with this disdainful expression. Occasion was the starting of Your Musical Laundry Boy, sponsored each weekday morning at 7:45 a.m. by Kimball's Laundry. This informal shot of DeMoss in his best washwoman manner will be blown up to 3 x 4 foot dimensions and used on Kimball trucks and billboards.

GOING UP!

Here's news! Within the next 30 days WDBJ's night power is going up to 5000 watts—at no increase in rates! Which means a big, BIG bonus for advertisers—many extra thousands of radio families in our primary night coverage, at our present, low 1000-watt rates!

And that, friend, makes WDBJ a better-than-ever buy—more than ever the only station that provides complete coverage of the rich Roanoke-Southwest Virginia market! We suggest that you phone or write for availabilities!
**CBS 50,000 WATTS**

**LOS ANGELES**

The most-listened-to station in the richest market in the West

**KNX 50,000 WATTS**

LOUIS VOGEL, San Francisco, Ca. (Hollin and LaBellewine wine) sponsored by What Do You Think You'd Do If You Were Commanded to Do It? A program broadcast by Art Linkletter twice weekly on the Mutual-Wron Len network on the Coast, is augmenting its radio advertising with a five-minute newscast, seven minutes a week on KFRC, San Francisco, and a series of one-minute transcribed commercials on eight California stations. KFSO is releasing the transcriptions five times daily, six days a week. Frequency on the various stations varies. The transcriptions carry announcements of radio and movie stars and invite the listener to guess the name of the star being impersonated. Agent is Jacobs & Associate, San Francisco. The station list: KFOX KXTR KFPE KMIC KERN KFRK KFRA KFRC.

**Rockwood & Co., New York** (Chocolate Bites), has started sponsored spot announcements of its own on KFRC, S.F. on Saturday, Tuesday and Thursday, 8-8:30 a.m. (PST). Agent is J. Walter Thompson Co., San Francisco.

**Macaroni Test**

**KEYSTONE MACARONI Co., Lebanon, Pa., will test an American language program for the first time, starting May 5, and continuing throughout the entire month, on WBRB, Wilkes-Barre, Pa., for its Swiss Gorton spaghetti sauce. Sponsored by the Macaroni Test Kitchen, the program has been on foreign-language shows for a number of years on many stations in various markets. On WBRB, participation in the 10:15 a.m. Women’s Program will be used five times weekly. Door-to-door sampling will be tied up with the radio advertising and the Wilkes-Barre Test Kitchen. The program proves successful, similar programs in connection with two straight American radio programs will be extended to other markets. Agent is James G. Lambert Co., Philadelphia.
GARRY HARRIS, Hollywood engineer on the CBS At Peace Show, sponsored by R. J. Reynolds Tobacco Co. who is Canadian born, celebrated three major events in his life during the week of April 24. He had a birthday on Monday, a fourth wedding anniversary on Thursday and the following day came the 38th issue of Caribbean Broadcasting.

JOHN GAUSE, engineer of WGN, Chicago, is the father of a boy, born at St. Bernards Hospital, Chicago.

LARRY WALKER, formerly of WJZ, Fort Lauderdale, Fla. and Ben Tessler have been added to the engineering staff of WPID, Pittsburgh.

HAL O’DONNELL, engineer-announcer of KYCV, Redding, Calif., has become production manager of the station.

HENRY ROBSON of Lancaster, O., has joined the engineering staff of WLIS, Beechley, Va., succeeding William Barron who transferred to the new WKKW, Wheeling. Bill Barron has left the WPIS new construction control room to accept a newwriting job.

PAUL H. CLARK, junior control supervisor of NBC, Chicago, on April 28 reported for duty in the WPIS Reserve at Noroton Heights, Conn.

REALISTIC EFFECTS

CSC Engineer Gets Authentic
Blitz Recordings

NOW it can be told. During the air raids of London last September, Art Holmes, recording engineer with the Canadian Broadcasting Co., Overseas Unit, sat in the middle of a famous London park with the recording car to get sound effects of a blitz. Mr. Holmes, who has been used not only on numerous broadcasts but also for use with newscasts and by speakers describing the air raids.

Holmes was first assigned to CBC work in France in March 1940, has been since then in a collision at sea, has stood anti-submarine watch on a liner, has been on flights with the RAF, has recorded activities of Canadian troops in Great Britain. Before going overseas he had worked in the Arctic, been a wireless operator for 10 years at sea, worked on newsreels, owned an amateur transmitter. He has been overseas since December, 1939, when he stepped on board the flag-ship which took over the first Canadian troops, with on a suitcase and his recording car.

Chief Engineers of the 64 CBS Latin American stations have been welcomed into the ranks of CSC engineers by W. K. Colman, CSC director of engineering, in the 38th issue of "Engineering Notes", booklet on equipment and engineering news distributed from time to time by the network to its affiliates. The booklet will hereafter be mailed to Latin American engineers in Spanish and Portuguese.

WJR’S NEW TOWER, replacing the one blown down in an Armistice Day Gale, went into operation last week. Here Chief Engineer M. R. Mitchell of the Detroit Station waves a salute as the last section of the 700-foot structure goes into place. Mitchell won the praise of engineers when, in zero weather and a 70-mile wind, he constructed a temporary antenna last November and had the station back on the air at starting time the following morning. The new tower has done valiant service throughout the winter, keeping the WJR signal at full strength throughout its primary area. The new tower has already greatly enlarged the area.

New WFCL, Providence
Announces Personnel

AFFILIATED with both MBS and Colonial Network, the new WFCL, Pawtucket-Providence, began operation under program test April 26 and launched its regular schedule April 28. The station operates on 1420 kc. with 1,000 watts. The formal dedication was scheduled for May 4.

Owned by Pawtucket Broadcast Co., of which Frank F. Crook, automobile distributor, and Howard W. Thornley, former chief engineer of WPRO, are principal stockholders, the station is managed by W. Paul Oury, pioneer New England broadcaster and operator of the former WPON, Pawtucket, which later was combined with WPOR. Theodore F. Allen, formerly with NBC and one-time manager of WQDM, St. Albans, Vt., is commercial manager. Walter F. Hewitt is in the sales department.

The announcing staff includes Don Graham, David Brooks and David Adams. Arthur Paquette is musical director. Jefferson Bordon is the local color commentator.

WISH YOU WERE IN . . . IN DIXIE?


Video Innovations

NICK De FRANCESCO, of the engineering staff of WPEN, Philadelphia, and a former television engineer at the Philco plant in Philadelphia, has joined the engineering staff of WPEN, Philadelphia, and a former television engineer at the Philco plant in Philadelphia, claims he has designed a new radio frequency section receiving audio signals simultaneously, without interlocking. The images, he says, can be enlarged from a small cathode ray to a three-screen foot square by a special lens process. The new lens, incorporated on the television camera, uses a special curvature so that all views can be picked up without violently changing the position of the camera. De Francesco plans demonstration of his experiments at the WPEN studios.

HEARINGS scheduled for May 5 at Ponce de Leon on the proposed revocations of licenses of WTMG, Oakland, Calif., WDIA, Memphis, and WQXR, New York. Licenses identified with the Perry newspaper group have been postponed until May 19. Commissioner Walker will conduct the hearings and move to Oakland and Panama City if he deems necessary.

Board for Conciliation Of Labor Troubles in Dominion Is Advocated

The Department of Labor at Ottawa has announced readiness to appoint a Conciliation Board to discuss labor problems of the Canadian Broadcasting Corp. and its technical employees who are reported to have requested such a board.

The entire labor question is understood to be in connection with technical staffs in larger centers. Shortly after the outbreak of war the CBC announced that union organization of the BBC would not be allowed within the CBC for the duration. The CBC’s employees are not strictly civil servants since the CBC is a private corporation owned by the government, but CBC officials feel that CBC employees come under the same regulations as the civil service insofar as unions are concerned.

This stand has not yet been tested, though it is based on a ruling of the Justice Department that civil service disputes do not come under the Industrial Disputes Act. CBC officials state that they are ready at any time to discuss wages and working conditions with its employees.

Baltimore Institutions;

Pimlico
America’s most famed race course; scene of the “Preakness”

WFBF
Maryland’s Pioneer Broadcast Station

WFBF has always shown a keen, “hometown” interest in local events—it has won acceptance by Baltimoreans as a Baltimore institution.

That public acceptance gives more “pull” to your radio advertising when you use WFBF.
CHILD QUIZ SERIES—GOES ON DON LEE

BECAUSE it allegedly followed too closely formula of the N.B.C. Quiz Kids, sponsored by Miles Labs. (Alka-Seltzer), Hollywood executives of that network cancelled launching on April 28 of the weekly half-hour program, Kids of the Week, on 11 Pacific Blue network stations, Sun-day, 5:30 p.m. (PST).

Lime Coast Co. of California (bidders), sponsor of the new show, was offered choice of two substitute programs, but turned them down. Instead, Davis-Pearson Adv. Agency, Hollywood, servicing the account, announced that Kids of the Week will start May 10 for 13 weeks on 14 Pacific Coast Don Lee stations, Saturday, 1:30-2 p.m. (PST), in a test before going transcontinental on M.B.S.

Don D. Davis, agency executive, said the program formula as presented to NBC Hollywood executives had originally been approved, but later tabooed. He said the Lime Coast program differs from the Quiz Kids in that it has only one quiz angle, that of the six youngsters hurrying questions at a guest personality. Otherwise, it was said, they discussed current topics, with a "kid of the week" chosen for some miscellaneous act. Show, under the new set-up, is to originate from Hollywood, with Doris Sederholm portraying the role of Betsy Ross.

Action of NBC executives in cancelling Kids of the Week, it is understood was to avoid any infringe-ment. -E. Seltzer, which releases its weekly Quiz Kids on the Blue.

MBS Outlets Study ASCAP Plan

(Continued from Page 9)
on last Friday there was no indication that either of these networks would conclude their arrangements with ASCAP until after the N.A.B. convention.

Infringement Clause

All the proposed license forms carry ASCAP's agreement to release station or network and its sponsors and advertising agencies from any liability claims that have arisen since Jan. 1, 1941, because of broadcasts allegedly infringing on copyrights controlled by ASCAP. Contracts also for the first time provide for indemnification of advertisers and agencies as well as stations against infringement claims.

In a letter accompanying the license forms, the Mutual copyright committee reviews its negotiations with ASCAP which it states were undertaken at the decision of MBS shareholders that the return of ASCAP music to the air was in the public interest. Reason for Mutual's independent negotiations, apart from the public interest involved, "was the advice of our attorneys that negotiations should be entered upon separately in good faith to avoid any charge of conspiracy with other elements in the industry in violation of the anti-trust laws," the letter states.

Analyzing the proposed plans, the letter points out the 3% blanket license station fee in place of the 5% paid previously; the deduction of the charges and fixed sales ex-penses; the length of the contract, eight years and seven months, which "removes any question as to ASCAP licenses for a substantial period of time"; the extension of indemnity to advertisers and agencies; the "most favored nation" clause and other advantages, including the reduction in royalty rates which "should make it possible for broadcasters to secure additional music from other sources, so that the total music cost might well be the same or less than the percentage paid to ASCAP in 1940."

Letter was signed by the full copyright committee: Alfred M. McCooser, chairman; E. M. Antrim, H. K. Carpenter, Lewis Allen Weiss, Fred Weber, and approved by W. E. Macfarlane, MBS president.

Minority Report

The Shepard-Taft telegraphic "minority report" against the action of the majority of the Mutual board in approving the proposed formula, reads as follows:

"Mutual sent you today information regarding contracts not yet drawn which ASCAP has promised to sign with Mutual and individual stations, Mutual asked for quick reply which would commit stations without allowing time for analysis of proposal and without waiting for N.A.B convention being held within 10 days."

"Present proposal should be compared with offer ASCAP made to you in March, 1940, and which you turned down. In most cases present offer through Mutual affords yo no saving. On basis best figures procurable ASCAP would collect under proposed deal close to amount paid in 1940. We believe it would be suicide to put ASCAP music back on air as Mutual committee suggests before individual station contracts are signed. Alternative program deal contains guarantees and we believe does not comply with consent decree. We trust you will not be stumped and will wire Mutual you are withholding your decision until after convention. Letter follows as soon as can make detailed analysis."

Releasing the telegram to the press, Mr. Shepard said that of the 142 stations which are exclusive MBS affiliates, 122 are subscribers to BMI. Breaking them down into groups on the basis of 1939 revenue figures, he said that 78 of the stations had incomes of $50,000 or less and so would have paid ASCAP only 3% under the terms of the licensing offered by ASCAP last year and rejected by the stations. Of the other 44 Mutual stations, 37 fall in the $50,000 to $150,000 class, which the license proffered by ASCAP last year would have taxes 4%, and seven stations in the $150,000 and over category, for whom the AS-

CAP fee would have amounted to 5%.

FCC Chairman James L. Fly was quoted by International News Service as follows: "I can say that, of course, I feel that there is a strong public interest in making available to the public at an early date the vast libraries of ASCAP. I should be regretful if there should arise any impediment to expeditious con-sideration of this problem by anyone and all broadcasters. I certainly think the movement is in the public interest and I am happy to hear that the entire industry is making progress in the negotiations which are now under way."

MBS, in its press release, said that individual agreements with ASCAP "can be expected from some stations as WOB, WGN, KHJ, Don Lee Network, WHK, WCLE, WGR, WCAE and WFBQ."

This, it is resumed, stems from approval of the ASCAP proposal by directors of MBS representing these stations.

MBS Reply to Miller

On May 2 Fred Weber, MBS general manager, sent the following answer to Neville Miller: "Your telegraphic communication has reached our attention. We are amazed that you would propose an analysis of the ASCAP proposal and before it we received by Mutual stations. We wonder what prompted you to make such an analysis since the Mutual copyright committee sent a complete analysis with the proposals."

"We understood that the N.A.B. was an association supported by the entire radio industry. Recently the association has demonstrated an increasing alarming tendency to enter into controversial subjects affecting competition between the older networks and the Mutual Broadcasting System. This is emphasized by your action in entering into a matter of business which concerns the affiliates and Mutual."

"We protest against your attempt to coerce, influence, and restrain the free exercise of action of independent broadcasting stations."

RADIO commentators Johannes Steel, Lisa Sergie and Linda Littlejohn will be among the well-known radio figures speaking at the First National Town Hall Conference to be held at Town Hall, New York, May 7-9, under the direction of George V. Benny Jr., president of Town Hall, and moderator of the N.B.C. America's Town Meeting of Air program.
New Business

DR. B. L. CORLEY'S PRODUCT. San Francisco (medicinal), recently started for 32 weeks, quarter-hour health talks on 8 Don Lee California stations: KFRC, KYM KYL, KVCO, KTRC KHON 1000. Mon.-Fri., 2-2:30 p. m. (PST). Agency: Refus-Rubinov & Co., San Francisco.

GENERAL PETROLEUM Co., Los Angeles (Modol gas oil), on April 27 started for 52 weeks, quarter-hour health talks on 8 DON Lee California stations: KSFO, KARM, KOIN, KROI KFI, KIPY KOTT, Sun., 9-9:30 p.m. Agency: Smith & Drum, Los Angeles.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., (silverware), on April 27 started an all-Canadian Silver Theatre Summer Show on 30 Canadian Broadcasting Corp. stations, Sun., 9-9:15 p.m. (EDST). Agency: Young & Rubicam, Toronto.

CAMPBELL SOUP Co., New Tovton, Ont., on April 28 started the first of 12 weeks, quarter-hour easy Doree on CRT, Montreal; CHI, Quebec; and CBC, Chinoicite, Que.; Mon.-Fri., 10-10:15 p.m. (EDST). Agency: Cockfield Brown & Co., Los Angeles.

WILMINGTON TRANSPORTATION Co., Los Angeles, on May 12 starts Catalina Fun Quiz on 6 CBS Pacific Coast stations: KNX, KNBC, KSTW, KXTM, KUSF, KXTV. Mon.-Fri., 7-7:30 p.m. Agency: Arthur Meyerhoff & Co., Los Angeles.

W. J. ROBERTS, Bridgeport (prostitute), on May 12 starts 65 participations in Yankee Network News, on 14 YN stations, 1:15 p.m. Agency: Brown & Tischer, N. Y.

Renewal Accounts

COCA COLA Co. Atlanta (soft drinks), on May 15 makes new 6 weeks The Pause That Refreshes on the Air on 106 CBS stations Sun., 4-4:30 p.m., Mon.-Fri., 2-2:15 p.m., adds June 19 shift to Sun., 8-8:30 p.m. Agency: D'Arcy Adv. Co., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, on June 2 retires for 52 weeks Voice of Firestone on 56 NBC-Red stations, Mon., 8-8:45 p.m. Agency: Sweeney & James, Cleveland.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, has renewed Rumba y Romance, broadcast in Spanish for Camet cigarettes to Latin America over NBC's short-wave transmitters, WRCA and WNB1, for another 13 weeks, Thursday evening half-hour featuring Xavier de la Rosa and his orchestra. Agency: William Esty & Co., N. Y.

Color Television Given First Exhibition by NBC

NBC last Thursday took its color television out of the laboratory for its first public demonstration, with a crowd of newspapermen as witnesses. At the present stage of development it must be admitted that color is partly offset by the greater resolution of the black-and-white images.

Like the CBS television, previously demonstrated, NBC's system is mechanical, with the color supplied by three-color discs, operated in synchronous transmission at transmitter and receiver. Scanning of the two systems is also similar, 120 fields giving 20 interleaved frames a second. The present prototype showings of NBC's was not actually broadcast, but it was sent by cable directly from the studios to the receivers. O. B. Hanson, NBC vice-president and chief engineer, stated, however, that during the past few weeks NBC has broadcast 20 hours of color television for test tests. He reported that he had received the colored pictures clearly at his suburban home some 45 miles from the transmitter.

Mr. Hanson said the ultimate answer to television will provide an all-electronic system for color as it does for black-and-white television, but the mechanical color disc provides the simplest method.

PORT WORTH POULTRY & EGG (Armory & Co.) for Cloverbrook butter April 25 renewed Clover-Bloom Quartet for 13 weeks over 15 Texas State Network stations, Fri., 12-12:45 p.m. (CST). Placed direct.

PRUDENTIAL INSURANCE CO. OF AMERICA, New York, on May 26 renewa When a Girl Marries, on 50 CBS stations, Mon.-Fri., 12:15-12:30 p.m. Agency: Beuton & Bowles, N. Y. 

Network Changes


HECKER PRODUCTS Corp., New York division, on May 5 shifted Lincoln Highway from 10-10:30 a.m. to 11:30 a.m., and rebroadcast time from 11:30 to 12:30 p.m., to 61 NBC-Red stations. Agency: Benton & Bowles, N. Y.

MARS Inc., Chicago (candy bars), on May 26 shifts Dr. J. Q. from Washington, D. C., to Detroit, for six weeks on 9 WJZZ stations, Mon., 9-9:30 p.m. Agency: Gratit Adv., Chicago.

ROMA WINE Co., New York (wines), on May 2 shifted origin of What We Serve to 61 NBC-Red stations, Mon., 6-6:45 p.m. (PST). Agency: From San Francisco to Los Angeles, Agency: Cesana & Assoc., San Francisco.

GENERAL FOODS Corp., New York (Le Furse, Satins, Minute tapioca), on May 5 added 9 stations in California, Arizona stations, Mon., Fri., 2:15-2:30 p.m., rebroadcast 3:00-3:45 p.m. The additional 19 stations will be increased to 26 stations. Agency: Young & Rubicam, N. Y.

FARMERS OF WLW

EXECUTIVES of WLW, Cincinnati, turned farmers for a day April 23, when a special dedicatory program was aired from the station's new experimental farm in Warren County, Ohio [Broadcasting, April 21]. Holding the cup for

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

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

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Reggie Martin Appointed As Manager of WIZE

REGGIE MARTIN, veteran radio man who on May 1 left the general managership of WIXN, Washington, on the same date became manager of WIZE, Springfield, O., controlled by Charles Sawyer, Cincinnati attorney and Democratic national committee man from Ohio. The appointment was announced by Ronald B. Woodyard, vice-president of WIZE and of WING, Dayton, also Sawyer-controlled. With the Martin appointment, Woodyard stated he will devote his entire attention to the Dayton station.

Martin's move to WIZE reunites three former members of the Iowa Broadcasting Co. staff. Several years ago Martin was program director of KSO, Des Moines, and Ranny Daly, now program director of WING, held the same position at KSO. At that time Woodyard was a salesman for the two stations, and he and Martin were roommates. Martin later went to WING, West Palm Beach, as manager, and from there to Washington.
Two FM Station Grants Conditioned on Order 79

DEVIATING from its practice under the newspaper inquiry order, the FCC last Wednesday announced granting of the Class B FM application of the Milwaukee Journal, to which the call WSM5 already has been assigned. Action was taken on petition of the newspaper company, which operates WTMJ, setting forth that construction of the station had been about half-com- pleted, with approximately $50,000 already spent and another $100,000 earmarked.

The Commission ordered issuance of the construction permit under the last proviso of Order 79, adopted in March, upon finding that "the public interest, convenience and necessity will be served by construction at this time and without prejudice to determination of the newspaper issue.

At the same meeting, the FCC ordered issuance of a construction permit for a new FM station to Radio Service Center of Utah, which operates KSL, but with the condition that no construction shall be undertaken or completed until the Commission has acted on the general newspaper ownership question.

The proposed FM station, to which the call K47SL has been assigned, is corporately linked with the Salt Lake City Telegram and Telegram. John F. Fitzpatrick, publisher of the newspapers, is listed as an approximate 20% stockholder, with the Mormon Church owning 60.5%.

ACA Elections

LOUIS LITTLEJOHN and Edward Darlington, both of Philadelphia, have been elected chairman and secretary-treasurer respectively of the newly created Broadcast District Local 1 of the American Communications Assn. Elected board members were: Sidney Adler, New York; Raymond P. Griswold, Buffalo, and Charles C. Smith, Philadelphia. Sanford Alper was elected secretary-treasurer of the New York board: Walter Kriemann was elected secretary and Ernest Iones was treasurer.

LIP-STICK and slip-stick brigade is what this out-door shot was labelled by Everett L. Dillard, manager of Commercial Radio Equipment Co., Kansas City engineering firm. When spring fever struck, the crew adjourned to the balmy outdoors.

Morris Granted Control
Of KSU, Lowell, Ariz.

CARLTON W. MORRIS, manager of KSU, Lowell, Ariz., was elected secretary-treasurer of the station, which class B station has been operating under the name of KSU since 1940. The Commission has granted Morris control of the station, which will be expanded and operated under the name of KSU.

Don Lee Video Sports

TO TEST new developments in equipment and technique, all available outdoor sports in Southern California will be covered by the television cameras of KXAO in an experimental program lined up by Thaddeus S. Lee, President of Don Lee Broadcasting System, which owns and operates the station. With advantages of the new transmitter of KXAO on top of 1700-foot Mt. Lee, two cameras, one with wide-angle and the other with telephoto lens, are to be used. Reports from 500 owners of televisions in the area will be used to judge qualities of experimental coverage.

New Portable Recorder
Is Announced by RCA

A NEW TYPE portable disc recording equipment for cutting high-quality instantaneous recordings in both the studio and on remote locations, has been announced by the Engineering Products Section of RCA Mfg. Co. Although a quality standard in all respects, the device is compact enough to be enclosed in a field case and is only six feet tall, making it convenient for moving.

Designed for long service and built to the same standards set for RCA’s radio studio equipment, the portable unit is a complete recording chain: Lee has provided a microphone. It consists of a turntable, a recording head, an amplifier and a speaker unit. The turntable and the amplifier-speaker unit may be used together as a high-quality record player.

Boost for WHBL

WIBL, Sheboygan, Wis., was authorized April 27 to raise the power of its transmitter from 2,500 to 4,000 watts day and night, 1,000 watts fulltime, and 1,000 watts fulltime on 1330 kc., with a directional antenna for fulltime use. WESX, Salem, Mass., was granted a construction permit to increase its power from 100 watts to 250 watts fulltime, on 1320 kc.

Leese Corp. Asks FM

M. A. LESEE RADIO CORP., owned by the Washington Evening Star and licensee of WAM, Washington, has asked the FCC for channel 40, which it leased to the FCC for commercial FM facilities in the Capital City. The application, bringing the number of requests for channel 40 pending to 60, asks 47.1 mc. to cover 5,000 square miles and a population of 600,000.

Rules for Applications Are Amended by FCC

RULES governing the submission of applications to the FCC for standard broadcast, FM, international and television facilities, have been amended by an action of the Commission April 30. Hereafter applicants are not required to submit the duplicate application, but only the one application that is required. The rules also add an application for the increased power, which will be granted, and a rule regarding the filing of applications.

New FM Transmitter

LEWIS ALLEN WEISS, vice-president and general manager of the West Coast Broadcasting System, has placed an order with Graybar Electric Co., Los Angeles, for a high power FM transmitter to be erected atop Mt. Lee, Hollywood, the Don Lee television station.

IBEW Signs KIEV

AFTER several weeks of negotiation, IBEW Local 10 signed up KIEB and KIEV, Los Angeles, in late April announcing the signing of 100% union shop contracts with Local 10. The contracts call for standard union wage scales for all technicians, two-week vacation, sick leave and other improved working conditions. At Speedi, businesses in Los Angeles, with Roy Tompall and W. A. Kelly, international Business Manager, the negotiations are also under way with KFAG, Los Angeles.
47.8 of Population Lives in 140 Cities

THAT 47.8% of the population of the United States lived in the 140 metropolitan districts of the country as of April 1, 1940, was disclosed in a U. S. Census Bureau report released April 30.

Statistics gathered as part of the 1940 decennial census showed there were 62,958,703 persons living in the 140 metropolitan districts, and that these districts contained 181,814,766 dwelling units, or 48.7% of the nation's total. The latter figure was taken from the 1940 housing census gathered concurrently with the population count. Of these dwelling units 850,731, or 4.7%, were vacant and for sale or rent as compared with 5% in the country as a whole.

3.7 Persons Per Dwelling

The average population per occupied dwelling unit was 3.7 in the total area of 140 metropolitan districts, being 3.6 in the central cities and 3.8 outside these cities. In the nation as a whole, the average population per occupied dwelling unit was 3.8.

Summary population and housing data for each of the 140 metropolitan districts are given in tables now available from the Census Bureau. The population figures are final, the housing figures subject to possible slight revisions. Separate announcements are being released by the Census Bureau for the individual metropolitan districts, giving detailed population and housing data on each.

Earlier, the Census Bureau issued a preliminary report on total farm population in the United States as of April 1, 1940, showing that it numbered 30,475,206 as compared to 30,445,350 in 1930. The difference between the preliminary 1940 and the 1930 figure—29,856, or 0.1%—is so small that it is not possible to state, until the complete returns are available, whether the total farm population of the United States has increased or decreased during the decade.

The preliminary table of farm population figures by geographical divisions and States is also available from the Bureau.

"We have established and are maintaining the daytime audience with our INS."—John C. Sweeney, KPHO, Phoenix.

INTERNATIONAL NEWS SERVICE

BROADCASTING • Broadcast Advertising

May 5, 1941 • Page 43
Screenland Culls New Talent From Radio

Many Mike Stars Appear in New Pictures

By DAVID GLICKMAN

HOLLYWOOD film producers, running their seasoned eyes over radio names on the lookout for motion picture talent, have discovered several potential stars. Some film companies have people assigned to nothing else but listening in for likely acting material. Others have scouts out around the country.

Barbara Jo Allen, Hollywood comedienne, featured as Vera Vague on the weekly half-hour Signal Carnival, sponsored by Signal Oil Co., on NBC-Pacific Red stations, Sunday, 7:30-8 p.m. (FST), having successfully completed her first major film assignment in the Paramount production, "Kiss the Boys Goodbye", has been engaged by that studio for a comedy lead in another picture, "Buy Me That Tenth!

The Great Profile

Cliff Nazarro, double-talker comedian, featured on the weekly NBC West Coast sustaining, This Is the Show, will have an important role in the Paramount picture "World Premiere", which is to feature John Barrymore, now a radio star on the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtest). The picture is in production.

Nazarro, on completion of that assignment, switches to Warner Bros. for a part in the musical film, "Navy Blues", which goes into production shortly. He recently completed important roles in the Republic Studios service comedy, "Rookies on Parade", and "The Night of Jan. 16", produced by Paramount. Martha Raye, who built her reputation through radio, has been signed for the second feminine lead in "Navy Blues". Mary Jane Walsh, former New York radio and night club vocalist, has a part in that screen play, too.

The Feminine Side

Making their radio film debut will be Gleason's Royal Guards, popular radio sextette, who have been signed by Fleischer Studios in Miami, Fla., to sing chorus numbers for "Mr. Bog Goes to Town", the new $1,000,000 feature length Technicolor cartoon, which Paramount will release this year. Composed of former university men, Gleason's Royal Guards include Tommy Gleason, Ollie West, Joe De Lisle, Henry Austin, Ricky Tanzi and Roy Russell. Kenny Gardner and Broom Williams, also radio singers, will do solo versions of the melodies. Fleischer Studios, incidentally, will also produce a Superman and Popeye cartoon series.

Marilyn Hare, daughter of Ernie Hare, pioneer radio comedian, who did some work before the microphone herself and is now under contract to Republic Studios, has completed her first major screen assignment in "Country Fair". She has a part in "Angels With Broken Wings", a Broadway-background musical now being produced by that film company.

Featured with Miss Hare in the latter film are Mary Lee, singer on the CBS Melody Ranch, sponsored by William Wrigley Jr. Co. (Doubledmint gum), and Jane Frazee, who was part of the noted Frazee Sisters singing team. Miss Frazee has a part in "Country Fair". She made her film debut as romantically masculine interest in Universal's service comedy, "Buck Privates", and has the lead in "Sing Another Chorus", recently completed by that company.

Republic Studios has long capitalized on the popularity of radio names and features several others from well-known local and network programs in "Country Fair". There are Whitey Ford of the NBC Plantation Party, sponsored by Brown & Williamson Tobacco Co. (Budweiser and Williams Tobacco Co. (Budweiser)), and Hal Peary who portrays Throckmorton P. Gildersleeve on the NBC Fibber McGee & Molly program, sponsored on NBC-Red by S. C. Johnson & Son. Cast also includes the Vass Family, singing group of the ABC Alec Templeton Time, sponsored by Miles Laboratories (Alka Seltzer), as well as Lulubelle & Scotty, singing stars of the WBNJ County Jamboree, on WLB, Cincinnati. Latter two are also signed by Republic for "Village Barn Dance".

Bud and Lou

Following completion of their next service comedy for Universal, which is titled "Bud Abbott and Lou Costello in the Navy" the duo will hit the great open spaces in "Hilde 'Em Cowboy", scheduled for June production. They are featured in "Oh Charlie", which will not be released for some time. The comedy team, which got its start to popularly on the CBS Kate Smith Hour, sponsored on CBS by General Foods Corp. (Grape Nuts), also has a featured part in "Buck Privates". Under a 13-week contract, Abbott & Costello on April 6 returned to radio as a feature of the weekly NBC Chase & Sanborn Show, sponsored by Standard Brands.

When that program resumes in September after a summer lull, they will continue to be featured along with Edgar Bergen and other cast members. Walter Thompson Co., agency servicing the Chase & Sanborn account, has a three-year option on the comedy team. The Andrews Sisters, back in Hollywood after a 16-week personal appearance tour, have also reported to Universal for a singing spot in "Buck Privates".

Arthur Q. Bryan, who portrays Waymond Wadeleife on the weekly CBS Al Pearce & His Gang, sponsored by R. J. Reynolds Tobacco Co., has been assigned a featured role in the Warner Bros. picture, "Manpower", starring Edward G. Robinson, radio and film star. Dick Lane, fast-talking man of the Al Pearce Show, was signed for a part in the RKO production, "Sunny", to be released this spring. Martha Tilton, NBC vocalist, has a singing and dance role in the latter picture.

Jimmy Wakely, Johnny Bond and Dick Rivers, country singers and musicians of the CBS Melody Ranch, sponsored by Wm. Wrigley Jr. Co., were signed to a five-year contract by Harry Sherman Productions, for the Hapola Cassidy pictures, released through Paramount. Their contract starts upon their return from the Gene Autry personal appearance tour.

Jerry Colonna, ab lib comedian of the NBC Bob Hope Show, sponsored by Pepsi Cola, (toothpaste), has a leading character role in "The Fighting Sullar production now being released by Republic. It stars Judy Canova. Bob Crosby's orchestra is also featured in the "Sixth Sense" film. Brenda & Cobina were recently borrowed by Columbia Pictures from the Bob Hope Show for a comedy spot in "Time Out for Rhythm", which stars Rudy Vallee. When the latter studio made "Penny Sereprado", Johnny Johnston, Hollywood vocalist featured in several West Coast NBC network programs, did the voice dubbing.

Sheriff Wilson

Don Wilson, announcer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), did several bit parts in pictures before he was signed by Harry Sherman, major role in "The Round-Up", a western comedy now being released through Paramount. He portrays the sheriff.

Douglas Evans, KFI-KECA, Los Angeles producer, has been cast as an announcer in the Universal picture, "Too Many Blondes", which stars Rudy Vallee. Purely a coincidence, his name in the film is Don McNamara, which is that of a KFI-KECA announcer. Tom Frandsen, a KFI-KECA announcer, is attending dramatic classes at MGM studios and getting paid for it. The studio has him under consider-
Ameche, to talent
The from radio
has been signed to
commentator,
there
eration
STANDARD
Milton Blink,
year
These
broadcasting
1941
1000 WATTS DAY AND NIGHT
ON 620 KILOCYCLES
SYRACUSE,
NEW YORK
The New Mutual Outlet

Already, Central New York listeners have ac-
corded WAGE their whole-
hearted acceptance—a gratifying tribute to the ex-
cellence of WAGE's local
and network programming. Already, local and national
advertisers are cashing in on this enthusiastic recep-
tion by getting top coverage
on a clear channel, a
responsive audience and
crack merchandising
support. 43 major Syracuse
advertisers opened with
WAGE!

Get more for your Central
New York advertising dollar. Put WAGE on the
top of your list.

Texas Cheer
RELEGATING war news
and the grimmer aspects
of the world to an obscure
position is the determination
of KGN, Amarillo, Tex., dur-
ing May. Messages to this
effect will be inserted
throughout the broadcast day
reminding people to forget
their worries and let romance
replace routine. Local mer-
chants are cooperating with
KGN by playing up the sta-
tion's slogan, "It's Maytime
. . . so . . . let's live" in their
window displays. One station
official even suggested, "that
we send our startled wives a
bouquet!"

Sam Moore, radio writer-produc-
er, has just completed his writing
assignment on the MGM screenplay,
"The Merry Marziweather," Louis
K. Sidney, will produce the film
play. Sidney was formerly a radio
producer. Prior to that he was a
New York radio station manager.
Aubrey Wisberg, former New York
radio writer, has sold an original
story, "Come Blow Your Horn," to
Jacques Thiery, for major release.
Ted Sherdeman, NBC Hollywood
writer-producer, has collaborated in
screen adaptations, to mention just
a few.

The Other Fellow's
VIEWPOINT

'Summer Naturals'

EDITOR BROADCASTING:
I couldn't help but notice the
splendid editorial in the current
[April 14] issue, "Summer Natur-
als," I'm rather surprised this
question didn't pop long before this.
One partial, but important, an-
swer is the fact that stations (not
networks) have done little or noth-
ing to slant their selling to entice
this kind of business.
This year WOR is taking the
first step ever taken by any sta-
tion to plug the hell out of summer.
The attached presentation* shows
you how.
Particularly novel and important
are two sections of this story:
1. The listening survey of boats
page 12.
2. The remarks on "available" and
listening audiences, pages 9
and 10.
The boat survey is the first of
the kind ever done by any station
anywhere. In fact, it was done se-
cretly last August to scoop the
boys this spring.
So far, we've had some rather
breath-taking responses on this
thing; the next few weeks will re-
ally indicate what we may expect.

* A 20-page brochure titled Five Months
Make One Year.

HUB JACKSON, TBN-KFJZ an-
nouncer, Ft. Worth, has joined the
Texas Defense Guard and is sergeant
in Company B, 27th Battalion.

70,000
defense workers in the
Youngstown district have
just received a liberal pay
raise. Most of them listen
regularly to

WFMJ

5000 WATTS DIRECTIONAL
WBNX
NEW YORK

TAKE ADVANTAGE
OF THIS DIRECT
APPROACH TO THE
WORLD'S LARGEST
MARKET-
Metropolitan New York

May 5, 1941 • Page 45
Procter & Gamble Leads Schedule Shifts As Networks Juggle To Meet Time Change

PACED BY the activity of Procter & Gamble, Cincinnati—summer removal of five of their daytime serials, reshuffling six others on the NBC-Red, and the realignment of three series on the NBC-Blue. Light saving time went into effect on April 28, accompanied by the annual minor headaches to network traffic managers and agency timers.

The usual changes in summer schedules were made with the shifting of some midwest stations from the early broadcast to the later time of 2:30 p.m., while other programs or are programs will take a summer hiatus.

Many to Stay

Although the summer plans of a number of sponsors have not as yet been decided, it is anticipated that a number of programs that went off the air last year will remain on through the summer this year.

"We have found", one agency official explained, "that the summer audience is there, and the network discount is all the more reason for staying on the air right through the summer. The summer placements thus far indicate a continuance of the popularity of dramatic and other non-musical programs. A number of agencies understood to be auditioning dramatic shows as summer replacements. Interestingly enough, there has not been a straight musical program as a summer replacement so far this year.

Summer and daylight time changes on NBC, CBS, and MBS programs to date are as follows:

**NBC-RED**

- **PROCTER & GAMBLE**, Cincinnati—Life Can Be Beautiful (soap) becomes Miss America. (Oxidyl), Kittie Keena (Dreyfus), and This Small Town (Dix) went over April 28. On the same date, Rance Holmes (Chicago and Oxidyl) was shifted to 10:15 (11:15 a.m.). Starting May 1, he is replaced by Yeager's Family to 11:15 a.m. for the next 3-11:15 a.m. soap: Loss Journey (Dreyfus and Dix) to 11:15 a.m. for the next 3-11:15 a.m. soap: Lost Journey (Flake and Dix) to 11:15 a.m. and Guiding Light to 11:15 a.m. and 12:30-1:15 p.m.

**GENERAL FOODS CORP., New York—Jack Benny (Zeilö), stations in the central time zone switch to Benny, and after a short period will be replaced by regular shows. All broadcasting families added a repeat to the commercial—Home (Dix); Home for the Holidays (Baking Powder and Swannstadt cake); Home for the Holidays (Soap); Home Tostatoes—shifted from CBS on April 28, now on 5-14-30 and 5-14-30.

**GENERAL MILLS, Minneapolis (Wheelwright)—June 2 shifts Jack Armstrong to 5:45 p.m.

**BEST FOODS, New York (Hellman's mayonnaise)—June 2 shifts We the Albate from CBS to NBC, 5:30-6:45 p.m.

**R. H. MILLIGAN, Inc., Cleveland—Winkle, Salem, N. C. (Came1 cigarettes)—Three Easy for the summer (date undecided).

**LIGgett & Myron, New York (York Chesterfield cigarettes)—Fred Warm, Lomax, stations in central time zone switched to repeat, April 28.

**PHILIP MORRIS & Co., New York (Philip cigarettes)—June 2 shifts Eastern States, stations in central time zone switched to repeat, April 28.

**NBC-BLUE**

- **AXTON-FISHER TOBACCO Co., Louisville (29 cigarettes)—Snediker's Surprise—Happy Birthday on May 1 added a repeat at 11:15-1:30 p.m. for Midwest and Far West.

**STORY OF PRESSURE**

Coffee Firm Finds Solution

By Use of Radio

WHEN, slightly more than a year ago, Tone Bros., Des Moines, announced their "Pressure Pack Coffee, both the account and its agency, Son De Regger & Brown of that city, admitted that the story of pressure packing was difficult to tell. Various advertising tests would have to be made to determine the most effective way of getting the story across. Radio's portion of the initial schedule was limited. Following the first announcement in April, 1940, Tone Bros. salesmen checked carefully the reaction of grocers and consumers alike. By December all advertising plans were abruptly changed and Tone Bros. put all their eggs in a new show on KRTN, Des Moines. The response on the part of the consumer was instantaneous according to the sponsors. In some cases grocers actually quadrupled their purchases and sales of the new coffee alone, and the retail grocers who had previously refused to include the new product in their stores, suddenly switched and discovered dealing with salesmen the unique claims made in commercials. They were convinced.

Pure Oil Series

PURE OIL Co., Chicago, is currently sponsoring a varying schedule of five to seven-weekly, 15 and 10-minute news broadcasts on WILH, WELH, WBM, WPTM, WCHV, WPAY, WSBA; three-weekly sports programs and three-weekly newscasts on WSLS and six-weekly sports broadcasts on WDEL. Contracts are for 13 and 26 weeks. Agency is Leo Burnett Co., Chicago.

**Double Daylight Dropped**

**Double Daylight Dropped**

Daylight saving time will no longer have an effect in industrial areas of Ontario and Quebec, as contemplated. While it was seriously considered by officials of the industries which have been on daylight time since last summer, it was finally decided not to go ahead with the plan adopted in Great Britain. But within the mining industry it is thought daylight saving may be nationally applied as a wartime measure to save electric power in the autumn, following the experience in Ontario and Quebec with year round daylight saving.

Page 46 - May 5, 1941
NAB Committee Will Ponder Public Relations

A FORMAL plan for the creation of a $300,000-$500,000 public relations fund for the broadcasting industry, will be considered by the NAB "Grass-Roots" Committee at a meeting called by its chairman, Edward Klauber, executive vice president, on May 11 in St. Louis.

Mr. Klauber told BROADCASTING last Thursday he is completing his draft of the plan for an all-inclusive industry promotional and educational campaign and would submit it to the full committee at the pre-NAB convention meeting—the first session of the group since its organization meeting in New York April 3. If approved, the plan, as modified, will be presented at the convention during the May 12-15 sessions.

Members of the Committee, in addition to Chairman Klauber, are Neville Miller, NAB president, ex officio; Frank E. Mullen, NBC vice president and general manager; A. H. Kirchhofer, WENN-WEBE, Buffalo; Maj. Edney Edgell, WBJG, Greensboro; Gardner Gourley, WFLA, Waupun, Wisconsin; KVNZ-WRDC, Burlington, Ia.; WJQ, Detroit; & WWDC, Minneapolis; Maj. Phil Drain, WBBJ, Chicago, and Mr. Peare.

Mr. Peare Heads Session

ROBERT S. PEARE, director of public relations for Department of General Electric Co., Schenectady, has been appointed chairman of the radio departmental session to be held May 28 as part of the 37th annual convention of the Advertising Federation of America, Hotel Statler, Boston [BROADCASTING, April 28]. Other speakers at the session have not been announced.

Capper Post to Zach

PHILIP ZACH, for 17 years eastern advertising manager of Capper Publications, and manager of the New York office, has been named vice-president and director of advertising, in which capacity he will raise the prestige of Capper Broadcasting as a means of reassuring the industry against any censorship implications.

Essential to Defense

While the sessions of all the DCB committees are being held in strict confidence, the Domestic Broadcast Committee has been meeting regularly during recent weeks under chairmanship of NAB President Neville Miller. A number of studies have been undertaken to create a pattern for wartime operation.

In these deliberations radio's status as a first-line medium and as an essential national defense pursuit is fully recognized. The fact that this status does not jibe with the OPM conclusion on priorities has caused disturbance within the industry. Moreover, the DCB itself has been thinking along the lines of physical spares equipment for the 900-station broadcast structure as a war measure—presumably having in mind availability of auxiliary transmitters for immediate installation, in the event existing facilities are disrupted. Unless production schedules are maintained, it appears hopeless without the essential metals, to evolve such a replacement plan.

Preparation of a guidebook or manual of broadcast station operations is under way under DCB Committee auspices, it is reported. This is designed to provide a complete picture of the broadcast structure, presumably to be used in some contingency that might develop as a result of the war.

...and a little child shall lead them...

ON A GREAT BIG HORSE!

Defense contracts are making a world of difference in markets today. Take Wichita, for example. A few years ago understanding total earned income amounted to approximately $2 million dollars. Add to that another 90 million in the form of defense contracts for Wichita industries, and there's more coming all the time), and You'll have some idea of how things are booming out Wichita way.
TECHNICIANS UNDER FAIR LABOR LAWS

As a group, radio technicians do not qualify as professional employees under the Fair Labor Standards Act and cannot be exempt, as a group, from overtime provisions of the Wage-Hour Act. This opinion was expressed by Harold Stein, attorney of the Wage & Hour Division of the Labor Department, following an inspection during the last fortnight of engineering operations at stations in Washington and conferences with Joseph L. Miller, NAB labor relations director, and Lynne C. Smeby, NAB director of engineering. Depending upon their duties, chief engineers and supervisors may be exempt as executives, Mr. Stein commented, although he explained that both educational requirements and duties led him to believe that all technicians, as a group, could not be called professionals.

Acting upon a query from station operators, Mr. Miller last week sent the Wage & Hour Division an inquiry regarding the classification of “outside salesmen” who, in addition to their dominant function of selling, write commercial continuity for use on programs they have sold and even in some cases announce the programs they sell. The question arose since “outside salesmen” are exempt from overtime provisions of the act, and if these additional functions were interpreted to weigh against the “outside salesman” classification in individual cases, these employees must necessarily be paid overtime.

Puerto Rican Grant

ADOPTING its findings of fact and conclusions of March 5 proposing to grant a new station in San Juan, P. R., to Enrique Abrera Sanfeliz, Puerto Rican sugar refining machinery manufacturer BROADCASTING, March 10), the FCC on April 26 made the grant final. The new outlet will operate on 580 kc, with 6,000 watts day and 1,000 night. Action also denied finally the rival application of United Theatres Inc., for like facilities in San Juan. The Commission in giving preference to Senor Sanfeliz’s application, stated he was better qualified financially and had proven he could provide superior technical service.

BONUSES FOR IDEAS

WOR, New York, is offering bonuses of $25 and $5 to members of its staff for the best “suggestions” turned in twice each month covering program or production ideas, slogans, more efficient business or office methods, etc. Members of the program, special features and publicity departments, however, are not eligible for awards on program ideas.

At the end of each six months, first, second and third grand prizes of $75, $50 and $25 will be given to those who have submitted the three best individual suggestions during that period, with possible adjustment if the suggestion proves more valuable than originally estimated.

Ideas are to be submitted in sealed envelopes to a suggestion committee composed of J. R. Poppele, chief engineer; Joseph Creamer, sales promotion director, and Jules Seebach Jr., program director.

Stores on Gaspipe Station

FINCHLEY & Brooks Bros., New York stores for men’s clothing, have signed for a series of 15-27 spot announcements on the new broadcasting station WPRU, to coincide with the arrival on the campus of the travelling representatives of the two stores. Spots will run about three a day during May. Finchley also will sponsor spots on the station of Brown U in Providence in mid-May. Contrasts between the Intercollegiate Broadcasting Station Representatives, New York.

Film Based on Serial

AS A SHORT subject for its current “Deadline” series, Paramount Pictures on June 8 will release a film dramatizing the CBS serial Those We Love, sponsored five times weekly by Procter & Gamble Co., Cincinnati, for Zeel and Dreyfus. The original picture, narrated by Jimmie Fidler, gives a graphic idea of the show in rehearsal and on the air.

New Fitch Program

IN ADDITION to its Bandwagon program on NBC-Red, F. W. Fitch Co., Des Moines, on May 3 started on NBC-Red a weekly series of quarter-hour programs featuring Happy Jack Turvey. Program is heard for Fitch Dandruff Remover Shampoo. Agency is L. W. Ramsey Co., Davenport, lowa.

ENTER YOUR SUBSCRIPTION NOW... GET

- 52 issues of BROADCASTING WEEKLY
- including New 1941 YEARBOOK Number
- and revised 33” x 22” Radio Outline Map

☐ Check for $5 is enclosed  ☐ Please send bill

Name

Address

City

State

Add $1 per year for Foreign or Canadian Subscriptions.

BROADCASTING • Broadcast Advertising
WWDC, WASHINGTON TAKES AIR MAY 3

WWDC, Washington's sixth station, went into operation May 3. Station was authorized by the FCC last Oct. 29 to the Capital Broadcasting Co. [Broadcasting, Nov. 1] and uses 250 watts on 1450 kc. with a 1000-foot tower at the northern limits of the city. The owners are Stanley Horner, local auto dealer, with 40% of the station; Dyke Cullum, auto dealer, vice-president, 40%; Edward M. Spence, formerly secretary-treasurer of the station, 20%. Mr. Spence, onetime manager of WBAL, Baltimore, and the now extinct WPG, Atlantic City, is manager of WWDC. Helen Mobberly, formerly with WRC-WMAL and WINX, Washington, is commercial manager. Program director is Norman Reed, previously with WBAB, Atlantic City. Announcings consist of Ray Carlson, from WBAB where he was known as Ray Morgan, chief announcer; Peter J. Har-kins, from WBTM, Danville, Va.; Williby Goff, from WGH, Newport News, Va.; Carlos Larrazolo and Earl Hauge, E. C. Kohlstaat Jr., new to radio, is chief engineer.

Barbasol Series

B A R B A S O L Co., Indianapolis (shaving cream), is sponsoring Close Shaves a thrice-weekly five-minute program relating miraculous escapes from death on WCAE, Pittsburgh; WMAQ, Chicago; and KFWC, San Francisco. Listeners are awarded cash prizes for best stories. Erwin, Wasey & Co., New York, is agency.

Odora's Plans

ODORA Co., New York, starting seasonal campaign for its moth Preventives is domesticating WEAF, New York, a quarter-hour newscast four days a week for eight weeks. Company is considering programs in the Boston and Chicago markets, but plans have not been definitely set. H. A. Salz- man Adv., New York, is agency.

Calox Returns

MACFESSON & ROBBINS, Bridgeport, Conn., have announced since the spring of last year, on May 5 starts a thrice-weekly series of quarter-hour evening and music programs. Mel Allen on WABC, New York, in the interests of Calox toothp. Agency is J. D. Tarcher & Co., New York.

RUDY VALLEE, star of the Sentinel program on NBC and veteran radio showman, will be on the anniversary dinner for Jack Benny given by Niles Trammell, president of NBC, at the Los Angeles Hotel Biltmore.

Drive for Emblems

SOCIETY OF ST. DUNSTANS, London, through First United Broadcasters, Chicago, is launching a national spot cam- paign to sell novelty wooden pins. Eighty pins are taken from buildings that have been bombed in that city. Proceeds will be used for British war relief with a special effort made to see that persons from whose home this wood is taken are cared for.

Store's Big Schedule

ADAM, MELDRUM & ANDERSON, Buffalo store, has signed what WEJB claims is the largest local time contract in the city's radio history. It includes six weekly quarter-hour chats by Ruth Paige as Amanda; five-weekly noon re- visions, half-minute programs; ten-minute new programs twice daily, five days a week, and two Sunday news periods, for a total of six hours a week.

Peurakness on Red

NBC has been granted exclusive rights to broadcast the Pecaurness at the May 10. The race was sponsored last year on NBC-Red by American Oil Co., Balti- more, but up to Saturday no spon- sor has signed for the 1941 broad- cast of the event.

Sowell Buys Weekly

F. C. SOWELL, general manager, WLAC, Nashville, has purchased an interest in the Mary Demoerst, a weekly published in Columbus, Ohio, on which he served as a cub reporter. The weekly has been in his family for the last 30 years and formerly was published by his brother, Ashley B. Sowell, now commercial attaché in Panama. Recently it has been managed by a sister, Louise. Mr. Sowell will continue fulltime with WLAC, whose stock is wholly owned by J. T. Ward.

All in An Hour

WARDE ADAMS, announcer of WVRM, Richmond, has been named assistant pro- gram director to succeed Ira Aver, who recently joined WOR, New York. An hour after he learned of his pro- motion, Adams got word that he had become a father.

NYC Adds in Chile

TWO CHILEAN stations, CB150, Santiago, and CB64, Valparaiso, have joined NBC's Pan American network, comprising about 30 sta- tions, according to John F. Royal, NBC vice-president in charge of international relations. Much favor- able response has been received by NBC's International Division from Latin American stations for the op- portunity to rebroadcast the April 22 speech by Secretary of State Cordell Hull, shortwaved in Span- ish to Latin America by W RCA and WNB, NBC's international stations.

Rep Firm Expands

ASSOCIATED RADIO SALES, New York, has opened Chicago office at 388 N. Michigan Ave., phone Randolph 6225. The station representative firm has moved to larger New York offices at 420 Lex- ington Ave., phone Murray Hill 6-4217.

Investment Series

COMMERCIAL Investment Trust, New York (auto finance), is using one-minute transcribed announce- ments. They are broadcast weekly on WLC, in Alabama and Georgia. Lord & Thomas, New York, is agency.

Nunn Out of Newspapers

J. LINDSAY NUNN, former Texas and Lexington, Ky. publisher who heads companies operating WLAP, Lexington, WCM, Ashland, Ky., and KFDA, Amarillo, reports that his company no longer a stockholder in the El Paso Times and thus has served his last connection with any newspaper. His son, Gilmore N. Nunn, operates the company.

RKO Pictures to Carry

NBC Shortwave Series

RKO PICTURES, New York, on May 1 signed a 52-week contract with NBC's International Division for a series of twice-weekly pro- grams in Spanish to be shortwaved to Latin America on W RCA and WNB, NBC's shortwave stations.

Starting May 6, the programs will be heard Tuesdays, 8:15-8:45 p.m. (EDST), when live dramatiza- tions of current RKO pictures will be featured, and Thursdays, 8:15- 8:30 p.m. (EDST), featuring dramatizations of the lives of vari- ous RKO stars. The programs will be written, produced and cast by Frank Yerges, Spanish author under the direction of Michael Hoffay, director of foreign publicity for RKO. Account is handled direct.

Breaks for Lava

PROCTER & GAMBLE, Cincinnati (Lava soap) during the week of April 28 started a varying schedule of to six station-breaks week- ly on WLW, Cincinnati; WWJ, Detroit; WTMI, Milwaukee and WCAE, Pittsburgh. Contracts are for 26 weeks. Agency is Blackett- Sample-Hummert, Chicago.

Candy Tent

M & M CANDY Co., Newark, introducing a small five-cent box of assorted chocolates, is testing station break announcements six times on WMBG, Richmond, and WCAA, Baltimore. Lord & Thomas, New York, is the newly-appointed agency.

PULLING POWER PLUS PROSPEROUS PROSPECTS

You get both when you buy KTBS . . .
1,000 watts NBC in Shreveport, the
7th city in the 100,000 or more group in the entire South for per capita effective buying income . . . industrial center of a Tri-state area formed by North Louisiana, East Texas and South Arkansas . . . one of the really im- portant markets.

For effective concentrated coverage of this center of rising prosperity, tell your sales message to able-to-buys prospects through KTBS.
Press-Radio Hearing (Continued from page 14)

sumed the Chicago Tribune and WGN will present an independent case before the FCC hearing.

The new associate counsel, Mr. Herman, has long represented the Fort Worth Star-Telegram, including some of its radio interests (WABP and KGKO), through his law firm, Samuel, Poster, Brown & McGee, of Fort Worth. He is virtually the personal advisor of Mr. Hough, upon whose shoulders fell the task of leading the fight after Mark Elbridge, vice-president and general manager of the Louisville Courier-Journal and Times, had resigned to undertake a study of the radio situation as a whole at the personal behest of President Roosevelt [Broadcasting, April 23.]

Letter of Resignation

The text of Mr. Antrim’s letter follows:

I hereby resign as a member of the Newspaper Radio Committee. I am further authorized to state that WGN has decided not to support, or continue to be represented in, the committee.

Our reason for this action is that developments to date indicate to us that 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, and that there is not sufficient safeguard against intruding into matters with other and unrelated

POINTING with obvious pride at his license fees is Mrs. Hough, chief engineer of WRC, Cincinnati, who really believes in his station. Reason for the center position is that the station is, in fact, the $500 station as shown on the plate is the station’s frequency.

issues and activities in which the newspaper group, as such, have no interest.

We believe that the course indicated by these developments will not prejudice the interests of the newspaper group in all but those of other groups having entirely separate problems.

It has been repeatedly stated by our representatives, particularly at the meeting held in New York on March 28, 1941, we believe that the issues involved in newspaper ownership of broadcasting stations has been prejudiced by the FCC, that the facts and arguments bearing on these issues should be gathered and presented exclusively on the basis of their merits, regardless of whether such facts and arguments help or hurt the cause of other radio interests before the Commission, and that with such presentation of the facts and presentation the newspaper group should be able to convince the Commission not only that there is no reason for any charge of monopoly against newspaper owners of stations, but also that such ownership has served the public interest.

Hough’s Reply

On April 25, upon receipt of the Antrim letter, Mr. Hough addressed the following letter to Mr. Antrim, accepting his resignation:

I acknowledge with regret the receipt of your letter of April 23 resigning from the Newspaper Radio Committee. If you lack confidence in the committee which was appointed by the approximately 250 newspaper publishers at the meeting which you attended you have reason, no other course open to you but to resign.

At the same time, I insist that any records of confidence on your part are wholly baseless. The committee subscribed to the principle that any hearings on newspaper ownership of radio stations should be limited most strictly to the actual issues involved. It is in our belief that a dispassionate consideration of the question will demonstrate that the newspaper publishers who have had radio facilities entrusted to them have been operating them in the highest public interest. It is in this belief that the committee desires to approach the Federal Communications Commission in a spirit of full cooperation and in full confidence that hearings will establish that there is neither legal nor social justification for the classification of newspaper publishers as a category of persons whose rights are in any way different from other citizens.

I am convinced that the progress and actions of our committee will ultimately result in that your premises are wholly unfounded. But meanwhile, I must acquiesce in your decision.

WICHITA

Mr. Williams feels fine, thank you. She is one of the thousands who know from experience that cancer in its early stages can be cured. You can help others to health by aiding the Women's Field Army of the American Society for the Control of Cancer. Enlist in your local unit now! Help save lives.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER

350 Madison Avenue - New York City

If resident of New York City or the Metropolitan area, address New York City Cancer Committee, 130 East 66th Street. Package labels and the Quarterly Review will be sent to you for dollar.

BROADCASTING • Broadcast Advertising

‘BULLETIN’ YIELDS TO RADIO AT LAST

THE Philadelphia Bulletin, conservative newspaper and credited with the largest circulation, is the last of the city's five dailies to capitulate completely to radio. Two months ago, as the Gibraltar Service Corp., it filed application with the FCC for an FM license. The Bulletin last week consummated time-for-space swaps with two local station: KXYM and WPEN.

That the newspaper has decided to finally take radio seriously is seen by the fact that KYW has added a Lilac, 5/9, editorial room for a daily 10-minute news period at 1:10 a.m. While an increased corps of borrowed equipment, is being used, it was disclosed by newspaper officials that a regular broadcasting studio will be constructed in the editorial room. New equipment has been ordered by the newspaper and the remote studio is expected to be ready for operations by the middle of May.

Harold Hadley, feature staff writer, is radio director, of the Bulletin, the second local newspaper to install an FM studio. Last year, the Philadelphia Record, which owns WHAT, named toward WPEN, Philadelphia, to take charge of radio activities.

The Bulletin's KYW broadcasts are conducted by Henry Pleasant, music and dramatic editor. On Tuesdays and Saturdays, commentaries on the news are aided by Melvin K. Whitehead. In addition the Bulletin is using two two-minute announcements weekly. The space swap with WPEN calls for a staggered spot announcement schedule. Although all time used is matched by agate lines, all radio commitments are handled by Donovan-Armstrong Co., Philadelphia agency.

Wayne U Awards

WINNER of the third annual Broadcasting Guild script writing contest of Wayne U, Detroit, is Russell Beggs, according to Garnet Garrison, Guild director. Beggs, editor of the university newspaper and regular contributor to the Guild’s presentations on Detroit stations as well as gag-men for the Guild’s comedy-variety program on W45D, FM station of the Detroit News, won the $25 award for a character study of a “professional amateur” tennis player entitled “Tennis Tramp.” Second prize of $10 went to Robert Farmer for an experimental script, “I Had to Die Happy”, and third prize was awarded to Evelyn Linden for her psychological study, “Only Child.”

On N. Y. Defense Committee

FOUR radio men are among the 11 members of the Defense Information Committee named April 26 by John L. McCloy to “further the dissemination of information on defense activities and defense responsibilities of New York State and its localities.” The radio representatives are: Alfred H. Coecker, president of WOR and chairman of MBS; William S. Peale, president of CBS; George J. Truman, president of NBC; Clarence Wheeler, WHBC, Rochester, representing the NAB. Others represent the press and movies.
AFRA's New Code Awaits Signatures

IATSE Claims Jurisdiction Over Sound Effects Men

AMERICAN Federation of Radio Artists is distributing its transcription code among union-striking stations and transcribed programs employing actors, singers and sound effects men, groups under AFRA jurisdiction, for signature.

Questions raised by record manufacturers at industry meeting April 24, 25, were ironed out at a final meeting of industry representatives and union executives April 29, at which time a few minor changes were made in the code and both sides termed it acceptable.

First Nationwide Pact

Code, like its forerunner covering network broadcasts, will be signed by companies making transcriptions, while agencies producing transcribed programs will sign letters binding them to live up to the terms of the code.

AFRA is hailing the new code as its first national agreement, since it covers all transcriptions made in the United States, while the transcription code specified the four major points of network program origination, New York, Chicago, Hollywood, and San Francisco.

Need for a special contract with NBC covering Hollywood, where NBC has a pact with an independent sound effects union, was obviated when this group last week voted to join AFRA, which took over its contract with NBC, enabling the network to accept the AFRA code without reservations. Code became effective May 1 and will run until Nov. 1, 1943, expiring coincidentally with the network codes for sustaining and commercial program.

AFRA's organization of sound effects men and its claims to jurisdiction over them have been contested by another AFL union, the International Alliance of Theatrical Stage Employees, stagehands' union. The IATSE claim is that the kind of work a man does determines the union he should belong to and that the work of sound effects men in radio parallels that of stagehands.

A NAZI UNCOVERED

SEARCH by the National Defense Operation for the FCC for an unauthorized radio transmission which trespassed on Government frequencies culminated April 30 in the arrest at Peoria, Ill., of a Charles W. Johnson, who identified himself according to the FCC, as a senior student in electrical engineering at "a midwestern college." Johnson's home revealed illegal equipment which was seized by the U. S. Marshall's office. The student was charged with violating Sections 301 and 318 of the Communications Act.

The unlicensed station used no call letters and the operation was led by himself "Fritz" and frequently concluded his transmissions with "Heil, Hitlers." He claimed to be a cryptographer for a signal unit in a German army of occupation and his general procedure was to broadcast that he was a foreign agent and to attempt to engage in communications with U. S. Government stations. The operation was relayed to the United States Air Force on one occasion threatened to be eliminated by the Armed Forces frequencies and claimed to be "a midwestern student," but was identified himself as "Charles W. Johnson," former secretary of AGVA. Adele Conner, former secretary to Connnors, was named office manager of AFRA and Max West part time business manager and representative for AFRA. Appointments became effective April 28.

in the theatre. Stagehands, they point out, construct and operate scenic and lighting and sound effects, just as soundmen in radio construct and operate their effects. AFRA states that sound men in radio are performers, whatever they may be on the stage.

Issue was officially raised by IATSE recently when the following was circulated among industry comprising AFRA as well as Actors Guild, American Guild of Musical Artists and other performers.

AFRA suggested that the question of union affiliation be put to a vote of radio sound effects men in an election to be held under the supervision of the American Arbitration Association. IATSE has not responded to that proposal but is not expected to agree, in which case the broadcasters employing sound effects men may find themselves involved in a jurisdictional union battle.

Equipment Delays

(Continued from page 11)

A Nazi Uncovered

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TODAY'S MODERN RADIO PLANTS represent a far cry from these pioneer inaudible in the South, both the product of W. Walter Tison, general manager of WFLA, Tampa, a veteran radioman prominent in the industry as NAB district director. Upper photo shows interior of WFLA, the broad one to be owned by a newspaper as the original 100-watt set of WSB, Atlanta, which Tison chief engineer put on the air March 17, 1922. He's at the desk. Standing beside him is George Iser. Lower photo shows the original WFLA, to install which Tison stood the baby's left in 1926, becoming its manager and chief engineer. Seated with the headphones is L. C. McKeown, operator.

WE Names Contingent For St. Louis Convention

REPRESENTING Western Electric at the NAB convention in St. Louis, Mayor 12-15, in Suite 648-652 Steiner Building, will be F. R. Lack, division manager; H. N. Willets, assistant sales manager; L. F. Bockoven, District Manager; H. S. Scagel, regional manager; and W. E. Jonker of the Specialty Products Division at Keary, N. J.; G. W. Davis, H. L. Hamilton and F. M. Harris, Midwestern, West Coast and Southeastern representatives of the Specialty Products Division respectively; Will Whitemore, editor of Pick-Ups. Present from Bell Laboratories will be J. F. Finck, H. C. E. Stuart, E. R. Scagel.

To concentrate more fully on the demands of the nation's armed forces, and to continue to meet the engineering and equipment needs of America's broadcasters, Western Electric has foregone its usual exhibits and displays of new and experimental equipment at the NAB convention.

FCC Statistical Volume

PREPARED in yearbook form for the first time, the FCC April 26 announced availability of a volume entitled "Statistics of the Communications Industry in the United States", covering 1939 broadcast and common carrier financial and operating data. The statistics were compiled by the Accounting, Statistical and Tariff Department of the NAB. Information on financial and operating data for radio stations was gathered from reports filed by broadcast, telephone, telegraph, cable and other industries regulated by the FCC for the year ended June 30, 1939. The book is printed in a convenient reference form and contains data on earnings, operating expenses, ownership and other information on the industry. Copies of the volume are available at the Government Printing Office, Washington, 25 cents.

AMERICAN Communications Assn. has been chosen collective bargaining agent for all employees of WARQ, Scranton, the union reports, and has asked the station's owner to enter into negotiations. ACA has requested the Massachusetts Commission of Arbitration & Conciliation to aid in speeding the union's negotiations with WOR, Worcester.
Hamm Predictions

THEODORE HAMM BREWING Co., St. Paul, is currently presenting "Hill Sanders, This Will Happen," five-minute live news prediction programs on four northwest stations [Broadcasting, March 10]. Identity of the commentator, "Hill Sanders," is secret. He is known as the "mystery man" and wears a mask during his broadcasts. Contracts have been extended to 52 weeks on WNAK, Yankton, S. D.; WDAY, Fargo, N. D.; KOIL, Omaha and KFAB, Lincoln, Neb. Agency is Mitchell-Paust Adv. Co., Chicago.

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Successful Radio Time Salesman
I like to sell radio time and I know the ins and outs of radio station operation in a way that appeals to advertisers. Seven years with present station, a basic CBS outlet in the Midwest, selling, servicing, writing, merchandising, promotion. Reason for this ad: my present station is nearly sold-out. Let me tell you more. Box 429, Broadcasting.

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WANTED TO BUY
General Radio Instruments as follows—Type 6117-B or Type 6117-C Interpolation Oscillator; and Type 616-C or 616-B Frequency Meter. In first letter condition and lowest cash price. Box 442, Broadcasting.

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BROADCASTING • Broadcast Advertising

May 5, 1941 • Page 53
Rosenbaum to Quit His Post With IRNA

Morency, Mentioned, Adaman; Group to Meet on May 13

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates Inc. since its permanent organization in 1937, plans to resign the latter post May 13 because of the pressure of business in Philadelphia.

While no formal announcement has been made, it is understood Mr. Rosenbaum has advised the IRNA board of his inability to continue in the office. In addition to his presidency and counsel for Albert H. Greenfield Co., investment bankers, and a director of that Bros. department store, as well as an executive of the Philadelphia Symphony Orchestra, Mr. Rosenbaum is active, make it difficult for Mr. Rosenbaum to outside of Philadelphia on broadcasting business, according to his IRNA colleagues.

Morency Mentioned

Paul W. Morency, general manager of WTAG, Hartford, and vice-chairman of IRNA, is outside of New York at the moment. He is a member of the board of the Broadcast Music Inc. and NAB, as well as Mr. Rosenbaum in Hartford, would make it difficult for him to take over the IRNA helm.

IRNA called a general meeting of its membership of some 300 affiliates on May 13, at the New Jefferson Hotel in St. Louis, in conjunction with the NAB convention. The terms of office for executive committee members expire at the meeting. These are John A. Kennedy, West Virginia Network, Charleston, and Charles W. Myers, KOIN-KALE, Portland, former NAB president; CBS representatives; Mr. Morency and W. J. Scripps, WWJ, Detroit, NBC representatives; and T. L. Golder and T. L. Lenderberry, WGR-WKBW, Buffalo, CBS representatives. The new terms will be for three years.

It is believed Mr. Rosenbaum, who also serves as chairman of the NBC Program Policy Negotiating Committee for IRNA, will remain as a member. He was not a candidate for re-election last year, but was drafted by the membership. In some quarters his appointment and effort will be made to draft him again, in spite of his repeated desire to be relieved of this duty.

U. S. TELEVISION MFG. CORP. has moved to 100 Seventh Ave., New York. Telephone is Chelsea 2-0960.

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WHK'S SHELL DISCS
Spot Series Is Merchandised
—By Transcriptions

DEVELOPING what he believes to be an entirely new method of merchandising spot announcements, Robert Greenberg is putting the plan in operation at once with a campaign on WHK, Cleveland, for Shell Oil Co., placed by the New York office of J. Waller Thompson Co.

When the contract, calling for three transcribed one-minute spots daily, 7 days a week for six months, was signed, Greenberg (left seated) outlined his plan to E. M. Shelton (standing), Shell's Cleveland merchandising manager, and J. G. Jordan (center), the company's division manager. Under the plan, WHK is making and sending out to a selected list of 100 Shell dealers six-inch discs upon which are copies of the Shell transcribed announcements the station is broadcasting.

The discs are made to be played on the dealers' home playback machines, giving them directly the sales talk that goes on the air. In this way they learn what Shell is doing for them in the way of radio advertising, and at the same time pick up the best sales arguments they can use on customers. Also listening with interest in the photo is Charles A. Stevens of the Radio Adv. Corp., national representative of WHK.

Edward Sloman, head of Edward Sloman Productions, Hollywood program firm, has taken over the sales and production duties formerly handled by Sam Marta Kerner.
"My 50,000 Watt 'Coming Out Party' Is Set For May 25, 1941"

For listeners—an entirely new and glorious strength of signal, quality of tone, and excellence of programs.

For advertisers—an entirely new opportunity to publicize and merchandise their products over—

The BASIC advertising medium of the Central Atlantic States

National Representation By INTERNATIONAL RADIO SALES, NEW YORK, N. Y.
AGAINST the horizon of "the spires of Princeton," the world's largest radio research laboratories are to be built by the Radio Corporation of America at Princeton, New Jersey.

The new RCA Laboratories, to be completed before the year-end, are planned to promote the growth of radio as an art and industry, and to meet the expanding demands of national defense. Several hundred research experts and engineers will coordinate their efforts to create new products and services, and improve existing ones, in all fields of radio and electronics.

The march of progress which has led to Princeton started back in 1919 when the first RCA laboratory was located in a tent, later to be augmented by a shack 15 feet square at Riverhead, L. I. From that humble beginning, with public service as the watchword, RCA has pioneered in radio manufacturing, international communications, marine radio, broadcasting, sound reproduction and television. Through continuous research it has discovered keys that have unlocked new doors of radio science, and has extended the usefulness of radio into many realms of public service.

Now, RCA research experts on a united front at Princeton are to take another historic step to enhance America's preeminence in radio, and to increase the services of radio to the Government, to the people of the United States and to industry.