

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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Canadian & Foreign \$6.00 the Year

MARCH 31, 1941
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WASHINGTON, D. C.



Portrait OF PULLING POWER

Here's the radio picture in the rich market of Mid-West America: *intensive* coverage of *four* states with one station—WLS in Chicago.

One present WLS daytime advertiser received 86,305 letters in 26 weeks. The first 39,182 of these, broken down by counties, showed listener response from 28 states and Canada, from New York to Florida and California! But that's just *plus* coverage. To see how intensively WLS covers Mid-West America, look at the map. Mail came from every county pictured in solid red—from:

Every county in Illinois

85 of 92 counties in Indiana

66 of 71 counties in Wisconsin

77 of 83 counties in Michigan

This *intensive* coverage of *four* states can be yours with *one* station—WLS—in Chicago!

890 KC., 50,000 WATTS
N.B.C. BLUE AFFILIATE

THE PRAIRIE FARMER STATION

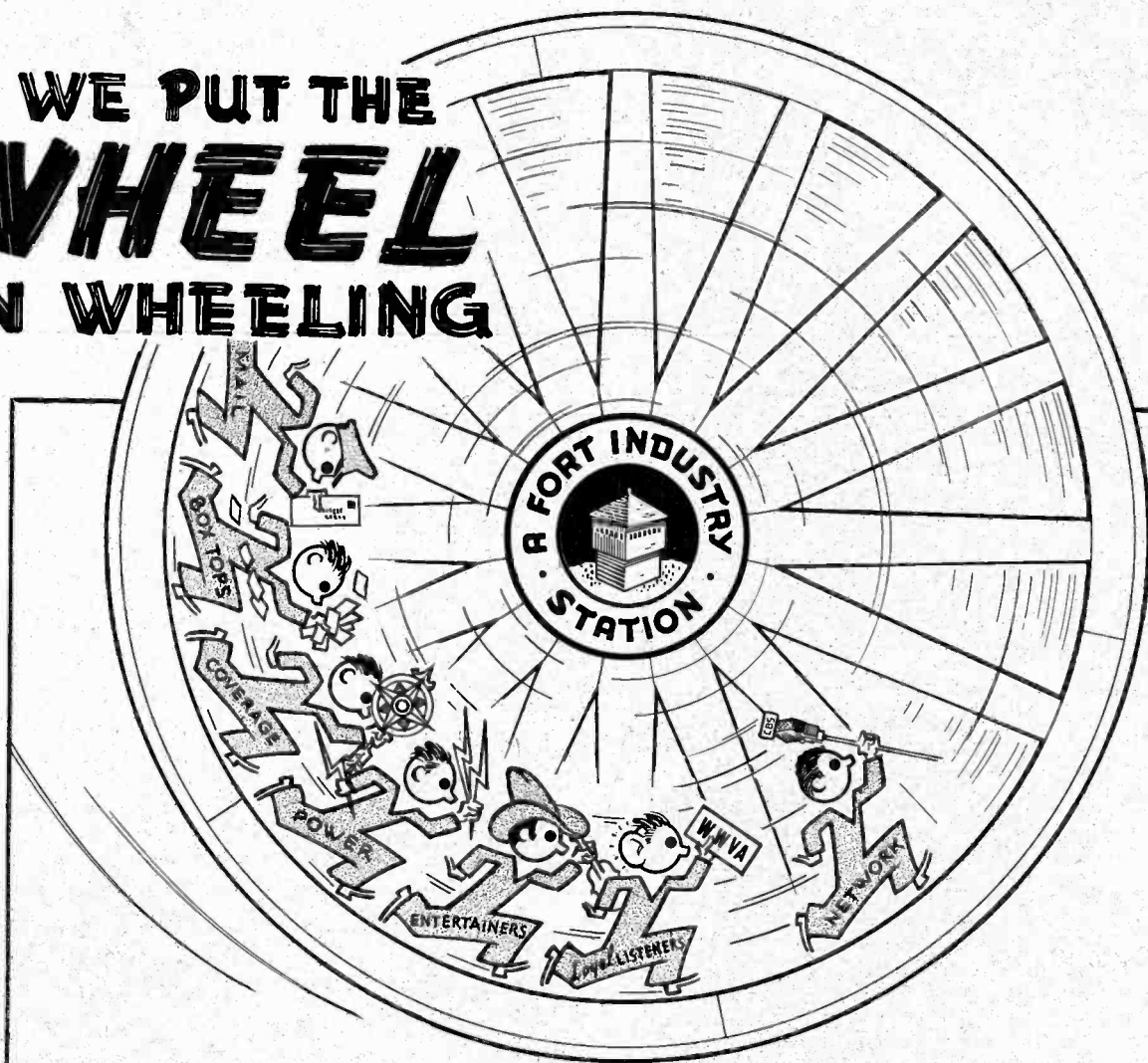
BURRIDGE D. BUTLER, *President*

GLENN SNYDER, *Manager*

National Representatives:
JOHN BLAIR & COMPANY

C H I C A G O

WE PUT THE **WHEEL** IN WHEELING



Springing from the Hub at Wheeling, powerful spokes reach out North, South, East and West, to complete a gigantic W W V A Wheel, which is powered by those essentials which a successful radio station just must have. This wheel turns out day after day the sales messages of an impressive list of local and National advertisers. Recent mail compilation charted the course of this W W V A Wheel in 2,579 cities and towns in Western Pennsylvania, Eastern Ohio and Northern West Virginia, the steel and coal belt of the Nation.

This Wheel will give you a thrilling ride in successful sales exploration.

5,000 WATTS DAY AND NIGHT

BLAIR REPRESENTS US

WWVA

WHEELING, W. VA.

Leadership in Library Service

With Movin' Day Out of the Way....

our stations are turning their in-the-spring fancy to two new talent groups just released in the Standard Library. We take our hats off to ourselves first for picking off Walter Schuman's unusual band which besides the usual instrumentation, employs three girls' voices and his own in place of a reed section.

Schuman's great arranging produces some of the most interesting harmonic tricks ever heard. But then it should—he was formerly vocal arranger for Andre Kostelanetz as well as coach and arranger for Deanna Durbin and Bobby Breen.

The second doff goes to Jack Conner, who is head man of one of the greatest vibraphone trios that has ever come our way. For a novel musical treat, this trio gets our money.

Speaking of talent, Standard has just signed Larry Clinton and his fine band and vocalists for a series of releases. The first is scheduled for May, adding another great name to our star-studded lineup.

Standard's basic now totals 2346 selections and gets bigger and better every month. Get in on the swing to Standard this year—write for full information on Standard Tailored Transcription Services, Standard Spot-Ads and Standard Super Sound Effects.

... SUPERB
SELLING QUALITIES
OF SPOT ADS

WHLD

STUDIOS IN THE NIAGARA HOTEL

NIAGARA FALLS GAZETTE RADIO STATION
NIAGARA FALLS, NEW YORK
February 6, 1941

Mr. M.M. Blink
Standard Radio
360 N. Michigan Avenue
Chicago, Illinois

Dear Mr. Blink:

For the second time within a month, we feel that we owe you a definite word of sincere congratulations on the superb selling qualities of your transcribed SPOT-ADS.

First, a jewelry account of ours had amazing success with your "Love Doctor" rib-ticklers, and now we happily admit that a used card dealer is proudly proclaiming your series of discs "the snappiest salesman he has ever employed."

We're ready now for your clothing series....and don't spare the rush labels on the package!

Very sincerely yours,

WHLD RADIO STATION

Fin Hollinger
Fin Hollinger
Sales Manager

FH:JB

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

STANDARD'S SPOT-ADS constitute an extremely worth-while "bonus" to Standard subscribers... an "extra" that is rich in profit possibilities. Many a Standard subscriber has "filled the till" because these clever dramatized commercials "fill the bill" when it comes to selling Used Cars, Clothing, Furniture or Jewelry. SPOT-ADS are an outstanding reason why Standard Radio can point with pride to the largest list of active subscribers... stations which are quick to answer "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

WELCOME TO:

WGL—Ft. Wayne, Ind.
WMAN—Mansfield, O.
KBND—Bend, Ore.
WFCI—Pawtucket, R. I.
CFRN—Edmonton, Alta.

Largest List of
Active Subscribers!

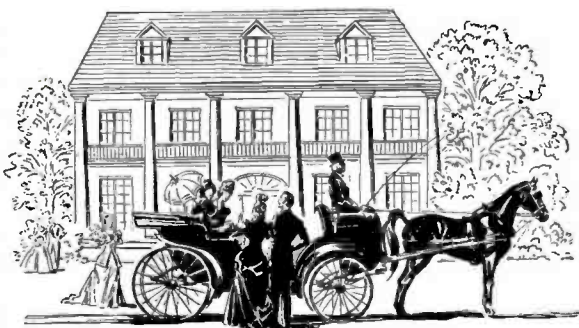
Standard Radio

HOLLYWOOD

CHICAGO

When you think of
NEW ORLEANS
 you think of:

Spring Fiesta . . .



and



The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

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 Broadcast Advertising

March 31, 1941

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FOR SALE:
 903,105 wallets and pocketbooks*
 Reasonable

KOIL
 OMAHA, NEBR.

*People in KOIL's 05 Millivolt Area

First Award of THE PEABODY MEDAL

presented to the

COLUMBIA BROADCASTING SYSTEM

For Outstanding Meritorious Public Service



“...for regarding its schedule as a curriculum for adults and children... for covering adequately the significant news of the year... for promoting Pan-American unity and understanding through its *School of the Air*... for aiding education with special school-room services and such programs as *Invitation to Learning*, *The Human Adventure*, *Report to the Nation*, *The People's Platform* and *Columbia's Country Journal*... for giving religion a major place in its public service activities... and for its manifold and continuous interest in serious music and other cultural subjects.”

Naturally we're proud that CBS is the first network to be honored by the University of Georgia with the George Foster Peabody Award—radio's own “Pulitzer Prize”—for “outstanding meritorious public service.” We are especially happy that this award comes to CBS for its complete program structure—a harmoniously integrated unit designed in the interests of the American people.

Columbia Broadcasting System

HERE'S THE DOPE ON THE TWIN CITIES!

As goes Minneapolis-St. Paul, so goes the Northwest! Far more than the largest market between Chicago and Seattle, the Twin Cities are important also because they are the headquarters for companies that *control* commerce in this whole great section of America.

In the Twin Cities, WTCN is preferred by the people who *sell your product*. Its popularity is proven by the fact that local merchants buy more time on WTCN than on all other major network stations combined. Backed by powerful cooperation from the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press, WTCN does a real merchandising job both for itself *and its advertisers*. And at the lowest rate of any NBC or CBS station in town.

Power isn't the problem in the Twin Cities. It's *personality and popularity*. Let us prove to you that WTCN has both. Or "Ask your Agency to ask the Colonel"!

WTCN

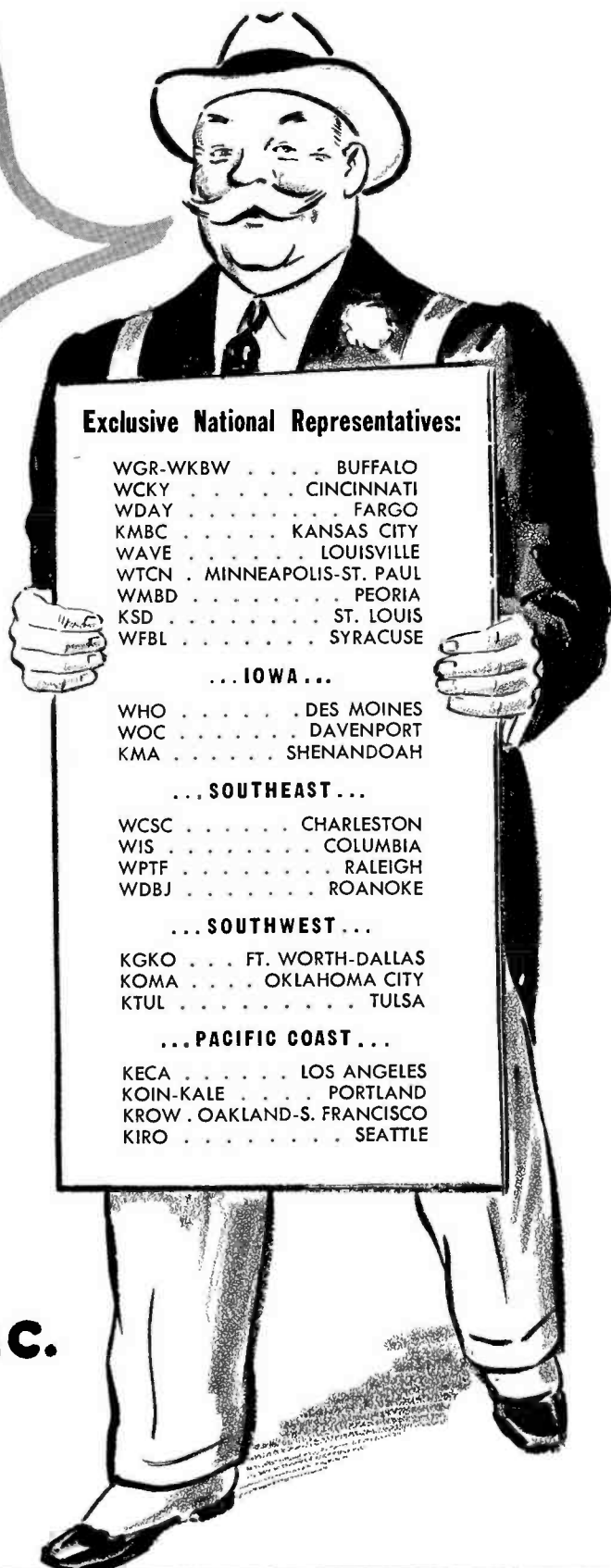
MINNEAPOLIS-ST. PAUL'S BEST BUY!

NBC • 5000-1000 WATTS

FREE & PETERS, INC.

*Pioneer Radio Station
Representatives*

Since May, 1932



Exclusive National Representatives:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

... IOWA ...

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

... SOUTHEAST ...

WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

... SOUTHWEST ...

KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA

... PACIFIC COAST ...

KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-S. FRANCISCO
KIRO	SEATTLE

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Newspaper Stations Gird To Check FCC

Name Ethridge Chairman of Steering Committee Which Will Seek to Thwart Federal Regulatory Excesses

By SOL TAISHOFF

AN ALL-OUT CAMPAIGN against the FCC trend toward more rigid regulation of the business aspects of broadcasting, climaxed by its recent action to inquire into newspaper ownership of broadcast stations, was presaged last Friday—and a strongly organized block of newspaper-owned stations is prepared to take the leadership.

Drafting as its chairman Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal*, which operates WHAS, nearly 100 newspaper publishers identified with radio, and their attorneys and advisors, voted to set up a steering committee to chart future action, during a two-hour meeting at the Waldorf-Astoria, in New York.

The committee, to be named in a few days, will explore the situation provoked by the FCC's resolution of March 19, ordering an inquiry into newspaper ownership of stations. Whether there will be a formal organization will be determined later. Since the FCC has not yet set a date for the inquiry, or even announced the issues to be met, the procedure to be followed has not been determined.

Unlimited Power

Mr. Ethridge, regarded as perhaps the industry's outstanding personality, was given virtually unlimited powers in devising the course of action. He will name his own committee, probably of five or seven publishers or station operators and selected from each classification of newspaper and station groups with regard to geographical location. It was presumed that the committee will include such figures as John Cowles, executive of the *Des Moines Register & Tribune* and of the Iowa Broadcasting Co. stations; Roger Peace, publisher of the *Greenville (S. C.) News and Piedmont*, which operates WFBC; and Harold V. Hough, executive of the *Fort Worth Star-Telegram*, and of WBAP and KGKO.

After their discussions, behind closed doors, the group decided on the committee procedure. Immediate expenses will be paid by individual contributions of publishers until such time as agreement is reached on a permanent organization. The committee will not function under either NAB or the American Newspaper Publishers Assn., but probably will coordinate its activities with other industry groups.

Because the FCC now is operating on several separate fronts, aiming at fundamentals in commercial broadcasting, it is expected that eventually a coordinated plan of action will be decided upon. Aside

from the Network Monopoly Report, now under active consideration, and the newspaper issue, the FCC also has opened the clear channel controversy by virtue of its action last Thursday authorizing duplication on the clear channel occupied by KOA, Denver [see page 10] and has reopened FM allocations to the point where confusion now exists. [BROADCASTING, March 24.]

Ethridge Called Again

Selection of Mr. Ethridge did not come as a surprise. Several times before he has been drafted to rally industry forces when crises developed. He served as the interim

president of the NAB in 1938, prior to the designation of Neville Miller as the industry's first paid president. He was also instrumental in organizing Independent Radio Network Affiliates.

It is logically expected that the newspaper group will foster reappraisal of the Communications Act of 1934 by Congress, to determine whether the newspaper ownership issue, as well as other conflicts precipitated by recent FCC actions, are within the FCC's jurisdiction. The question of the FCC's jurisdiction over any business aspects of broadcasting long has been raised, and because of the existence of divergent views on this matter, the preponderant opinion at the meeting was that Congress should be asked to reappraise the existing law.

Since it is known that several Senators are contemplating introduction of legislation to reorganize the FCC [see page 46], the newspaper group unquestionably would seek to present its case to the appropriate committee, if hearings were called. Until the FCC fixes a date for its own inquiry into newspaper ownership, to determine future policy, the newspaper group will not formulate its plans for appearance before that body. More than likely, another meeting of newspaper stations will be called in advance of that time.

The temper of the meeting from the outset, it is understood, was that the newspaper ownership issue should be squarely met. Unlike past industry meetings, the group present represented ownership of stations, rather than management.

FM Group to Meet

Another step in the coordinated plan will come this week, when FM broadcasters convene in New York. On April 2 FM Broadcasters Inc., under chairmanship of John Shepard 3d, president of Yankee Network, will convene at the Roosevelt Hotel in New York to examine the newspaper ownership order, which has had the effect of stymieing a dozen newspaper applications and construction permits for FM stations. In several instances, the stations were ready to go on the air.

The following day, the FM Program Research Committee, created several months ago to explore the possibility of establishing an FM network, will meet. This entire

Lever and Brown & Williamson To Be Sold by British Groups

Morgenthau Says Holders of Investments Must Sell Every Dollar of Securities in U. S.

BROWN & WILLIAMSON Tobacco Co. and Lever Bros. Co., two of the largest individual users of radio time, will be sold before the end of the calendar year, under the plan for disposal of \$900,000,000 of direct British investments in the United States.

It was learned both in Washington and New York that Brown & Williamson would be the first to go on the block, within a very short time. Last year B&W placed \$2,972,755 with NBC and CBS and a considerable sum on spot. Indications that the tobacco company would be next on the list of large British holdings to be sold were strengthened by the arrival in New York of David Melville, a director of the British-American Tobacco Co. Ltd., owners of B&W. Mr. Melville, it is understood, is in the United States to confer with Sir Edward Peacock, who is in charge of the sale of direct British investments here. The B&W and Lever securities involved are not listed on stock exchanges.

It was learned at B&W headquarters in Louisville that company executives were uncertain as to

the future ownership of the company. When the sale is consummated, it is considered certain in trade circles there would eventually be a shift in top personnel and possibly a realignment of agencies. At present, the B&W agencies are BBDO and Russel M. Seeds Co.

Lever, Also

While it is certain that Lever Bros. will be sold to provide dollar credit for the British Government, Wall Street circles say that because of its involved corporate structure, it is doubtful that negotiations for the huge deal will be completed as fast as those for B&W. During 1940 Lever Bros. placed \$3,171,074 business with CBS and NBC, mostly with the former. In addition, the company owns Thomas Lipton & Co., a heavy user of spot time.

In agency circles it is felt that sale of the companies will come very soon. General consensus is that the present agency setup, consisting of Ruthrauff & Ryan, William Esty & Co., Young & Rubicam and J. Walter Thompson Co.,

(Continued on page 41)

plan, it is understood, hinges upon newspaper grants as at present constituted, since the same dozen newspaper applicants are associated with this venture and numbered among the 40 participants.

The newspaper station meeting was convened by Cranston Williams, general manager of ANPA, who handled the preliminary arrangements purely as a courtesy matter. Mr. Ethridge promptly was elected temporary chairman and took over the gavel. The preliminary plans for the meeting were made by Harold Hough only last weekend, after the provocative inquiry order had been released by the FCC.

ANPA May Act

It is possible the newspaper group again will meet in New York during the ANPA annual meeting April 22-24. Originally, it had been suggested that the session be postponed until that time, but the issue was regarded as so urgent that the faster procedure was decided upon.

After a protracted discussion of the possible consequences of the FCC order, Mr. Cowles proposed that Mr. Ethridge be named permanent chairman and that he be authorized to designate his own committee and perfect a plan of procedure. This proposal promptly was adopted.

Among the newspaper publishers present at the session, in addition to those already mentioned, were George M. Burbach, *St. Louis Post-Dispatch* (KSD); Elzey Roberts, *St. Louis Star-Times* (KXOK); Jack Howard, Scripps-Howard Radio, Inc.; Gene Howe, O. L. Taylor and T. E. Snowden, Taylor-Howe-Snowden newspaper and station group (KGNC - KPYO - KRGV - KTSA); Samuel H. Kauffman, *Washington Star* (WMAL); Truman Green, *Tampa Tribune* (WFLA); Franklin D. Schurz, *South Bend Tribune* (WSBT); W. J. Pape, *Waterbury Republican and American* (WBRY); Charles J. Lewin, *New Bedford* (Mass.) *Standard Times*, (WNBH); George F. Booth and E. E. Hill, *Worcester* (Mass.) *Telegram* (WTAG); Gordon Gray, *Winston-Salem Sentinel* (WSJS); Mark Nicholl, associate publisher, *Paul Block Newspapers*, Pittsburgh (WWSW); P. S. Huber and Campbell Arnoux, *Norfolk Ledger-Dispatch* (WTAR); H. I. Shott, *Bluefield* (W. Va.) *Telegram and Sunset News* (WHIS); Walter J. Damm, *Milwaukee Journal* (WTMJ); Lawrence J. Stubbs, *Portland* (Me.) *Telegraph-Herald* (WGAN); H. Ponting and W. J. Scripps *Detroit News* (WWJ); A. H. Kirchhofer, *Buffalo Evening News* (WBN); Don S. Elias, *Asheville Citizen-Times* (WWNC); A. N. Antrim, *Chicago Tribune* (WGN); Maj. E. N. Stoer, Hearst Radio Stations; J. I. Meyerson, Oklahoma Publishing Co. (WKY-KLZ-KVOR); John J. Runyon, *Dallas Times-Herald* (KRLD); H. K. Carpenter, *Cleveland Plain Dealer* (WHK-WCLE); B. Bryan Musselman, *Allentown Call*

Press Interests Are Identified With 292 Out of 893 Stations

Analysis of Ownership Shows 44 Less Than 50% Owned, 14 Authorized But Not on the Air

AN ANALYSIS and recapitulation of newspaper interests involved in the ownership of broadcasting stations in the United States and its territories discloses that 292 standard stations out of the 893 now licensed or authorized for construction are identifiable in one way or another with various kinds of publishing endeavors, primarily daily newspapers but also including weeklies and trade journals.

In 44 of these stations, such publishing interests represent less than 50% ownership. Fourteen of the 292 stations are still in the construction permit stage, all of them having been authorized by the FCC and some now preparing to go on the air.

Transfers Held Up

Nine existing stations, in three of which newspaper interests are already represented, pend FCC action on applications for transfers in whole or part to publishing interests—transfers which, it may be presumed, will not be acted upon in view of the FCC's decision to suspend existing grants to FM stations in which newspapers hold interests [BROADCASTING, March 24].

(WCBA-WSAN); Clair McColough, *Lancaster Intelligencer-Journal* (Mason-Dixon Group); Mrs. W. P. Hobby, *Houston Post* (KPRC); W. T. Whitmire, WWNC.

Among others present at the session were Attorneys John C. Kendall, of Portland, Ore., and Paul M. Segal, Louis G. Caldwell, Arthur W. Scharfeld, Ben S. Fisher, John W. Guider, Frank B. Scott and William A. Porter, of Washington; NAB President Miller; ANPA General Manager Williams; Edward Petry; John R. Latham, of FM Program Research Committee; Dick Dorrance of FM Broadcasters Inc.; Frank Headley, Headley-Reed Co.; Norbert O'Brien, Gannett Newspapers.

* * *

'Crackdowns' Begin

That the Commission is already beginning to "crack down" on grants to applicants in which newspaper interests are involved, was manifested March 27 when it issued proposed findings approving a new local station in Jacksonville, Ill. [see page 10] and disapproving a rival application for the same facilities.

The 250-watt daytime station will go to a partnership of three men, none identified with newspapers. Another partnership—that of Helen L. Walton and Walter Bellatti—seeking the same facilities was recommended for rejection. It developed, though the Commission's press release did not say so, that Mrs. Walton is 48½% stock-

holder in the *Jacksonville Courier and Journal*, morning and evening newspapers, and that the primary reason for the rejection was her stockholdings.

At the Commission it was pointed out that similar action was taken several years ago in the case of rival applicants for the same facilities in Port Huron, Mich., one of whom was independent and the

Grants So Far This Year

The four new station grants of this year involving newspaper ownership, none yet in operation, are:

1. KBUR, Burlington, Ia.—Construction permit granted Feb. 5 to Burlington Broadcasting Co. for 250 watts on 1490 kc.; Tracy Garrett, publisher of *Burlington Hawk-Eye Gazette*, 25% stockholder.

2. KHMO, Hannibal, Mo.—Con-

(Continued on page 39)



CORNERSTONE FOR NEW NBC studios in Chicago was laid March 18 with pretty NBC singer Evelyn Lynne lending her smile and hand imprint to the occasion. Howard Luttgens, Central Division engineer (standing left) holds a tin box containing a record of the *Club Matinee* program which was sealed in the soundproof walls of the new studios. Kneeling is J. G. Strang, construction engineer, and Harry C. Kopf, manager of NBC Central Division, is in overalls at right.

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(Continued on page 42)

NIB and ASCAP Negotiations Seen

Lafount Says Small Stations Cannot Pay More for Music

NATIONAL Independent Broadcasters is undertaking to negotiate individual contracts with ASCAP for over 100 of its member stations, according to Harold A. Lafount, president.

The small non-network station, he explained, is vitally concerned in the settlement of the music problem because, depending largely on records and transcriptions for its music, it will be forced to take licenses from both ASCAP and BMI. With its limited income, the small station cannot afford to pay the two organizations any more than it previously paid to ASCAP alone, he added.

NIB, Mr. Lafount went on, will ask both ASCAP and BMI to establish a clearance-at-the-source arrangement with transcription companies covering both library services and commercial recorded programs.

The organization also is asking that all manufacturers of transcriptions and phonograph records be required to show on the label of each disc the licensing authority for the music thereon. This would entail little effort for manufacturers but would save the stations a great deal of reference work, it was explained. It would also help stations avoid infringement since records of music for which they are not licensed could easily be segregated.

No negotiating committee has yet been appointed by NIB, Mr. Lafount said.

Hollywood Artists Halt Lever Series

LOUELLA PARSONS, movie columnist and m.c. of the new *Hollywood Premier* series sponsored on CBS by Lever Bros. Co. [BROADCASTING, March 10, 24], has agreed to end her "free talent" series on completion of the first 13 weeks of her contract.

Screen Actors Guild agreed to permit completion of the 13 weeks to avoid any contract repudiation, it is understood. Next Guild target, it was said, would be Kate Smith who has a four-week contract with Paramount in which the studio supplies guest talent. Motion Picture Relief Fund had joined SAG in protesting against the *Premiere* series as underselling talent. The Guild seeks to stop all use of free talent on radio programs.

The decision was announced by Miss Parsons after a conference March 27 with Richard Marvin, New York radio director of William Esty & Co.; Kenneth Thompson, executive secretary of SAG; Dr. Harry Martin, her husband and representative; Daniel Danker, Hollywood vice-president of J. Walter Thompson Co.

Open letters of protest to the program were sent by Jean Hersholt, president of Motion Picture Relief Fund, and Edward Arnold, president of Screen Actor's Guild.

Weber Says MBS Broadcasts Of Fights Will Start June 1

Discounts Reports that NBC May Be Able to Halt Arrangement With 20th Century Sporting Club

DISCOUNTING completely efforts of NBC to block the switch of the prize fights staged by Mike Jacobs' 20th Century Sporting Club from the Blue Network to MBS, Fred Weber, MBS general manager, told BROADCASTING late last week that, "You may quote me at stating positively that MBS will broadcast the fights exclusively after June 1."

This statement is especially significant since earlier in the week NBC had notified Jacobs that he had bound his organization to deliver rights for the coming season to NBC and that NBC would hold him to that contract. NBC notified MBS and Gillette of this notice.

Last Wednesday MBS attorneys visited NBC for conferences, which adjourned with the understanding that a further meeting might be arranged.

Announcement, made by MBS March 21 [BROADCASTING, March 24], stated that contracts had been signed for the exclusive broadcast of all the club's fights for 52 weeks beginning June 1, with an option for the succeeding year, on MBS under the sponsorship of Gillette Safety Razor Co., Boston. For the past four years these bouts have been broadcast on NBC-Blue, with Adam Hat Stores, New York, as sponsor.

Advance Payment

Word that the fights had gone to MBS came as a complete surprise to NBC officials who had believed that they had an option on the 1941-42 season's bouts and it was learned that NBC had given Jacobs a check for \$15,000 as an advance payment on those broadcasts. A notation to that effect, on the check, is said to be the only written evidence of such option, which had been verbally arranged with Jacobs. Contract covering the next year's fights was said to have been held up pending completion of the schedule of fights for the season.

At the club headquarters it was denied there was any agreement with NBC following the conclusion of the present contract on May 31. The \$15,000 payment was described as a personal loan to Jacobs, which was said to have been repaid to NBC last week, shortly after the announcement of the switch in broadcasts.

The move to MBS and Gillette was said to be due solely to the offer of more money. No sum was mentioned, but the club spokesman stated that during the past few years NBC's fees had varied from \$50,000 to \$90,000 per season, depending on the fights scheduled during each year, and that for the coming season the club would receive "in the neighborhood of twice what we have been getting".

Leon S. Goldberg, advertising

manager of Adam Hat Stores, declined to discuss the situation except to say that an announcement might be forthcoming by the middle of the week. Loss of the fights will mean a complete realignment of the company's advertising program, which had been built around the broadcasts.

During the last year blow-blow broadcasts in Spanish have been shortwaved to Latin America by Adam Hats in addition to the English broadcasts in the United States. A host of distributors in Central and South America have been secured as a direct result of these broadcasts and the company's export manager is now on his first trip into this new territory.

The shortwave broadcasts of the fights will be continued in the interests of Gillette razors, MBS said. Both WGEO, General Electric Co. shortwave transmitter in Schenectady, and WRUL, Boston international station, will probably send the descriptions to Latin American audiences. The domestic broadcasts will be carried by a minimum of 76 stations, with the full MBS network used for championship bouts, it was stated. Announcers have not yet been selected.

ASCAP Radio Committee Studies Fees; Frequent Meetings Are Held With MBS

ASCAP's radio committee has met almost continuously during the last week, endeavoring to work out a formula for the sale of the music controlled by ASCAP to the broadcasting industry on a per-program as well as a blanket license basis, as required by the Government consent decree accepted by the Society a few weeks ago.

Between private meetings of the committee members, the group has met frequently with representatives of MBS, authorized by Mutual stockholders to carry on discussions with ASCAP concerning a license covering the use of ASCAP music on the Mutual network [BROADCASTING, March 24].

No further meeting with the industry Committee of 15, appointed March 18 by the NAB board of directors has been scheduled by the ASCAP committee. The preliminary get-together of the two groups on March 20 closed with the understanding that upon notice from ASCAP that a tentative formula had been drawn up, the NAB committee would reconvene to go over the plan with the ASCAP group.

To date no such notice has gone out, although at that time the ASCAP committee expected to be able to recall the broadcasters within ten days or two weeks.

Meanwhile, MBS executives are pushing this network's independent



PYROTECHNICS still rent the ozone along New York's Radio Row as a result of the Great Contract Battle of The 20th Century (Sporting Club) MBS and NBC Blue are the contestants. It started when J. P. Spang Jr., president of the Gillette Safety Razor Co. (left) signed his name to a contract calling for exclusive broadcast rights to 20th Century Club's fights. Fred Weber, general manager of MBS (center) and Mike Jacobs, president of the club (right), negotiated the deal.

Accord on FCC Fund

THE INDEPENDENT offices Appropriations Bill, which carries a \$4,259,729 appropriation for FCC operations during the 1942 fiscal year was approved March 19 by conferees of both Senate and House. The House approved the conference report last Thursday, and the Senate is expected to follow suit within a few days.

Mitchell-Faust Is Named To Gen. Baking Account

GENERAL BAKING Co., New York (Bond bread), in line with the policy decided last fall [BROADCASTING, Nov. 1] of dividing the account among agencies to be handled individually in each sales territory, has appointed Mitchell-Faust Adv. Co., Chicago, for the Southwest Division, with the exception of New Orleans, which will be handled by Ivey & Ellington, Philadelphia.

The latter agency also has charge of the account in Pennsylvania, while Newell-Emmett Co., New York, handles the advertising in New York and New England. The Mitchell-Faust agency will continue in charge of Midwest Division advertising in addition to Southwest.

Gen. Foods Substitutes

GENERAL FOODS Corp., New York, will substitute *Regular Fellows*, a half-hour comedy sketch based on the comic strip of the same name, as a summer replacement, starting June 8, for the *Jell-O Program* starring Jack Benny heard on NBC-Red, Sundays, 7-7:30 p.m. Company has also decided to insert *Claudia*, dramatic sketch, in a half-hour of the *Kate Smith Hour* heard for Grape Nuts on CBS, Fridays, 8-8:55 p.m., when the latter program leaves the air for the summer sometime in June. Whether to fill in the rest of the hour with another show, or to use just the half-hour during the summer, has not yet been determined, according to Young & Rubicam.

Ontario on CBS

ONTARIO TRAVEL BUREAU, Toronto, will start a variety show April 20 on CBS to promote tourist travel. The show will be built around Ned Sparks and will be heard on 50 CBS stations, Sundays, 5:30-6 p.m. Agency is Walsh Adv. Co., Toronto.

Elmer Davis for C-P-P

COLGATE - PALMOLIVE - PEET Co., Jersey City, will start sponsorship June 1 of Elmer Davis news commentaries on 95 CBS stations, 8:55-9 p.m., seven days a week, for Palmolive soap. Agency is Ward Wheelock Co., New York.

New Gulf Discs

GULF OIL Corp., Pittsburgh, will start in mid-May transcribed quarter-hour musical program to be heard twice weekly for Gulf Spray. Station list as well as the number of stations to be used has not yet been determined, according to Young & Rubicam, New York.

Kelvinator Dealer Discs

NASH-KELVINATOR Corp., Detroit, distributing one-minute transcribed announcements to dealers and distributors of Kelvinator refrigerators. Announcements in jingle form are on the discs which have been placed on about 60 stations by the dealers, according to Geyer, Cornell, & Newell, New York, the agency in charge.

CALIFORNIA State Assemblyman Harrison W. Call, of Redwood City, in a bill proposed before the Legislature asked that a State advertising and publicity commission be formed with a \$1,000,000 a year budget. If the bill is passed radio will get its share of advertising to promote the state.

Agency Man 'Dr. I. Q.'

JAMES MCCLAIN, radio director of Grant Adv., with supervisory control of the Dallas, Chicago and New York offices of the agency, on March 1 replaced Lew Valentine as Dr. I. Q. on the Mars Candy Co. program of the same name. Mr. McClain took up his new studies at the Orpheum Theatre, Seattle, where the weekly NBC-Red program was originating. For the present, no one has been named to replace Mr. McClain as radio director of the agency. It is expected he will spend as much time as possible in Chicago, between shows, until a successor is named.

CAL KUHLE, producer with J. Walter Thompson, New York, will go to Los Angeles this week to direct a new half-hour program starring Tommy Riggs & Betty Lou, sponsored by P. Lorillard Co., New York, for Old Gold.

Clear Breakdown Is Seen in 830 kc. Award to WHDH

Split Vote Is Believed First Of Series; Appeal Likely

A NEW controversial front was opened by the FCC last Thursday with the adoption of a decision seen as the forerunner of a breakdown of clear channels through East-West Coast duplication.

Deciding one of the several "burning issues", the FCC, by a split 3-2 vote, adopted proposed findings granting the application of WHDH, Boston, to operate full-time on the 830 kc. clear channel assigned to KOA, Denver. Commissioners Walker, Thompson and Payne voted for the breakdown, with Case and Craven dissenting and Chairman Fly and Commissioner Wakefield not participating.

Appeal Foreseen

Regarded as the first phase of a general move toward East-West Coast duplication, the ruling is destined to wind up in the Supreme Court. NBC, licensee of KOA, owned by General Electric Co., will seek a rehearing during the next 20 days, pursuant to Commission procedure. Following anticipated denial, NBC is expected to go to the Court of Appeals for the District of Columbia and, if necessary, to the Supreme Court.

With 25 Class I-A channels provided under the Havana Treaty agreement, observers foresee a gradual whittling away of clear channels through East-West Coast duplication and through possible placement of three stations on each such frequency.

Also pending is the application of WNYC, New York City municipally-owned station, for duplication on 810 kc., on which CBS-owned WCCO, Minneapolis, is the dominant station. It is predicted this case will probably be decided by the same vote.

Chairman Fly's failure to participate is viewed as the equivalent of a vote in favor of the breakdown. Commissioner Wakefield had not participated in the proceedings, having taken office only last week. Had Chairman Fly voted, there might have been a tie. His non-participation had been ascribed to insufficient knowledge of the issues, since he has been occupied with defense and other activities.

In the announcement adopting the proposed findings, originally reached Dec. 6, the FCC said it had amended the rules to permit more efficient use of the 830 kc. channel. Proposed operation of WHDH, which now operates daytime with 1,000 watts on the frequency, on a fulltime basis with 5,000 watts, "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be limited to interference with intermittent reception upon receivers located in the eastern part of

KANSAS CITY KILOCYCLE BALLET

Girls, and Pretty Ones, Too, (See Adjacent Sample), Aid Radio's Movin' Day

PROBABLY the most unique *Radio Movin' Day* promotion undertaken in any city in preparation for the March 29 reallocation was the "Kilocycles Ballet" staged March 22, in Edison Hall, Kansas City, before 300 dealers and servicemen under the auspices of the Kansas City area's seven broadcasting stations, set distributors and servicemen.

The program was under the chairmanship of William J. McDonnell, FCC inspector, with Donald Davis, president of WHB, as m.c. Mr. Davis conceived and directed the affair.

The ballet started as the curtains parted to reveal Miss WDAF "sitting pretty" on 610 kc. Over her "throne", as over the thrones of the girls representing all other stations, was surmounted the call letters and frequency of the individual station (photo is typical). Miss Red Network danced on the stage and beckoned to her companions who entered and danced a fast routine to the tune of "There'll Be Some Changes Made". Then the changes under the Havana Treaty took the stage.

While Miss WDAF continued to "sit pretty" on 610, Miss WHB was shown on 860—to be changed to 880. Miss Mutual Network danced a solo, then brought on the stage some favorite WHB artists, who joined in a waltz ballet routine.

Next came Miss KMBC on 950; Miss Columbia Network danced before her accompanied by some of the well known KMBC and CBS programs. Then Miss WREN took the spotlight, representing also KFKU with which WREN shares time; she was shown on 1220, but she was boosted to 1250, ending that bothersome "cross talk" with WDAF. Miss Blue Network danced for WREN, and then followed representations of WREN and Blue Network programs.

Miss KCKN followed, changing from 1310 to 1340, and for her Miss *Kansas City Kansas* danced along with favorite KCKN programs.

Next came Miss KCMO, on 1450, and moved to 1480 kc. Miss Crown

the United States, remote from the station," it said.

Philip J. Hennessey Jr., counsel for NBC, and the Clear Channel Group, represented by Louis G. Caldwell, had protested the proposed decision on procedural grounds. KOA and several other stations on the frequency had been denied petitions to intervene. Moreover, it was held amendment of the clear-channel rule should have been covered as a matter of fundamental policy.

At the time the proposed decision was issued, Commissioners Case and Craven handed down a strongly worded dissent in which they held that if one channel was broken down, it would be an easy matter to curtail the service of others through duplicated operation.

The anti-clear channel group has contended that at least three stations can be assigned each clear channel and that through use of directive antennas, minimum inter-



ference would be caused and more people would be provided service. Opponents, however, hold that the additional service would come only to adequately programmed metropolitan areas, financially capable of installing the new facilities, while rural population, now underserved, would be deprived of secondary service on the clear channels.

The Craven-Case dissent charged that aside from the technical dangers precipitated by the clear-channel breakdown, favorable action in the WHDH case would constitute a situation resulting ultimately in the establishment of "unsound policy for the Nation as a whole". They held that if the Commission desires to "degrade any or all of the few clear channels left, it would be better to do it in a way which benefits some of the underserved rural population, rather than any metropolitan area "already surfeited with radio service."

Drug danced on the stage to salute her, with symbolic programs accompanying.

Finally came Miss KITE on 1530, moved to 1590. The First National Television Twins danced for her, bringing along KITE programs and some more MBS features.

About this time the dancers who had been representing programs unmasked, and the whole thing wound up in a rousing finish with the dancers waving silver batons. Talent, of course, came from the station staffs. Mr. McDonnell explained the Havana Treaty and how it works. Anson Hittle spoke as factory expert, and Erle Smith discussed the opportunities and responsibilities presented by the reallocation. The Kansas City Musicians Assn. furnished the orchestra.

Local Outlet in Illinois Is Tentatively Approved

A NEW station in Jacksonville, Ill. received FCC approval March 27 when it proposed to grant the application of Stephenson, Edge & Kormsmeier, seeking 250 watts daytime on 1150 kc. The proposed grant automatically precluded granting the same facilities sought by a rival applicant, Helen L. Walton and Walter Bellatti. The proposed grant was to the partnership of Hobart Stephenson, for the last 19 years teacher at the Illinois School for Blind; Milton Edge, local supervisor for A & P stores; and Edgar J. Kormsmeier, bookkeeper and accountant.

Both applications had been heard jointly last Sept. 4 and while both were found legally, technically and financially qualified, the Commission concluded Stephenson, Edge & Kormsmeier would serve the Jacksonville area better technically. Such proposed actions are tantamount to actual decisions but require later final ratification by the FCC.

New Newspaper Outlet To Open in Albany, Ga.

ANOTHER newspaper-owned radio station will go on the air April 15 when the new WALB, Albany, Ga., begins operating. The station was originally authorized as a 1,000-watt daytime outlet on 1530 kc., but under the Havana Treaty will get fulltime with 1,000 watts on 1590 kc. It is licensed to the Herald Publishing Co., publisher of the *Albany Herald*.

Ed Lord, manager, formerly of WFMJ, Youngstown, O., announced March 26 that Dick Oberlin, radio and newspaperman, has been appointed program director. Mr. Oberlin, onetime reporter with the *Akron Times-Press* and *South Bend Tribune*, was formerly an announcer with WHK, Cleveland, and WKBN, Youngstown, and recently has been with WFMJ, Youngstown, and WMAN, Mansfield, O.

Screen Guild Home

A PERMANENT home for members of the motion picture industry was nearer realization following announcement on the CBS *Screen Guild Theatre* that enough money had been raised for a 40-acre site in San Fernando Valley outside of Hollywood. Jean Hersholt, president of the Motion Picture Relief Fund, and star of the *Dr. Christian* radio series, thanked Gulf Oil Co., sponsor, and stars who have donated their services to the program. In three years on CBS, the MPRF has received more than \$800,000 from the sponsor and stars for the home agency. Agency is Young & Rubicam, New York.

Gulf Summer News

GULF OIL Corp., Pittsburgh (petroleum products), on April 27 will replace *Gulf Screen Guild Theater*, heard on CBS, Sundays, at 7:30-8 p.m. with a half-hour roundup of the world's news from national capitals. *The Screen Guild Theater* will return to the air in the fall. Young & Rubicam, New York, handles the Gulf account.

REMEMBER WOR's STORY OF SATURDAY?*

VARIETY

SATURDAY MORNING POT-POURRI

With Danny Dee, Elton Britt, Tom Slater, George Hogan

45 Mins.

Participating

Saturday, 8:15 a.m.

WOR, New York

Group of assorted short programs is bunched from 8:15 to 9 a.m. every Saturday by WOR, New York, as a bid for local sponsors with limited budgets. There's no particular pattern for the individual shows, nor any specific length. But each follows a fairly definite formula by itself. Idea is that any stanza, or stanzas, are available for sponsorship, though the account taking any show of the group may not change the form or talent of that program. Thus the general outline of the group will remain the same. Public Service Transportation Co.s of N. J. began sponsorship of two portions of the show last week.

On a recent Saturday morning, the lineup included seven separate portions. Danny Dee opened with six minutes of little-known trivial fact, delivered in rapid-fire Irish brogue. Elton Britt followed with seven minutes of cowboy ballads with his own guitar accompaniment. Dee was back next for six minutes of what he called 'Handy-Andy' household hints. Then there was a current pop dance tune recording, in this case Al Donohue's orch playing 'Twist of the Wrist,' running five minutes. Tom Slater followed with five minutes of Hollywood fan gossip. Next was Danny Dee with four-minute adventure story sent in by a listener (incidentally, potentially scripted). Final 12 minutes was tabbed 'Time to Muse' and offered George Hogan's philosophic poetry reading to a recorded orchestral background. There was a time announcement after each individual stanza.

Machine-gun succession of short programs provides brisk pace and heightens the entertainment content of the whole lineup. Venture is an original and promising move to meet a specific situation. It deserves to bullseye.
Hobe.

BROADCASTING

SATURDAY IS A GOOD RADIO DAY

Morning, Especially, Is a Fine Time, Survey by WOR

Indicates; Friday Biggest Pay Day

SATURDAY morning is one of the best available times for sponsors to schedule their programs, according to a study of that period just released by the sales promotion department of WOR, New York, under the title "Saturday—A Challenge That Is Also an Opportunity."

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 175% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

Among the reasons given as to why Saturday is a "radio opportunity" is the fact that people have more available cash that day, Friday being the biggest payroll day of the week. Purchases are planned Saturday morning, therefore, with 70% of all that day's shopping done in the afternoon hours.

Backing up this point, the survey

points out that 40% of chain store purchases and 30% of independent grocery store sales are made each week on Saturday. With the creation of a five-day week, an "all-family" audience listens to the radio Saturdays, offering the advertiser a "greater range of program choice and greater freedom of copy appeal," as well as the chance to sell more than one member of the family.

The study also states there is less program competition on Saturday morning than any other morning of the week, so advertisers can choose programs varying from news to music and dramatic to variety programs. There are as many and sometimes more sets in use on Saturday as on any other weekday, the study proves.

Also contained in the 15-page booklet is a Saturday morning survey made by C. E. Hooper in 1940 which shows WOR with the largest audience of any New York station, and an average of twice the audience of the second-ranking station.

 now, we've
programmed it
to produce results!

"It deserves to bullseye," says VARIETY

★ WOR's "Story of Saturday" and complete details regarding this unique time and program buy, may be had on request by addressing — WOR, 1440 Broadway, in New York.

FCC Closely Checking New Allocations

Temporary Grants Given to Many Stations

EVERY frequency in the standard broadcast band from 550 to 1600 kc. is being monitored by FCC field stations, to check the operating assignments of stations on this Continent which switched frequencies under the North American reallocation at 3 a.m. last Saturday.

Subjected to particularly close scrutiny are the operations of Mexican stations because of pre-allocation confusion arising from conflicts in allocation lists [BROADCASTING, March 24]. Whether or not the so-called Mexican border stations continue operation is the primary quest of the FCC field force.

Mexican List

Following publication of a revised Mexican log, dispatched from the Communications Ministry in Mexico, considerable activity developed both in official Canadian and U. S. communications circles. This list was at variance with that agreed to at the technical engineering conference in Washington last January, at which it was definitely understood that Mexican border stations, such as Brinkley's XERA, at Villa Acuna, and Baker's XENT, at Nuevo Laredo, would be deleted. These stations appeared on the revised list published March 24.

Last weekend, the FCC and the State Department announced they had ascertained that the original list approved at the January sessions would remain intact, despite the known fact that at least two score of the stations listed actually were not built and could not operate from the locations specified.

Nevertheless, it was pointed out that the assignments specified [published in full in the March 10 issue of BROADCASTING] must be recognized for allocation purposes, even though some of the stations are non-existent. Thus, the original list, released early in March, is regarded in Washington as the official list, rather than that published in the allocation supplement to the March 24 issue of BROADCASTING.

Feverish efforts were being made to procure adherence to the original understanding, both by officials in this country and in Canada. A number of protests against the proposed border station assignments had been received and spurred FCC officials into action through diplomatic channels.

Following this development, both the FCC and the State Department announced that they had been informed of the approval by Mexico of the list drafted at the Jan. 14-30 conference.

"Thus," said the formal State Department announcement, "the lists of broadcast stations resulting from that meeting for Canada, Cuba, Mexico, and the United States

A limited number of extra copies of the Havana Treaty reallocation logs, published as a supplement to the March 24 BROADCASTING and showing all North American broadcast allocations effective March 29, are still available for distribution. Copies may be purchased from our headquarters or branch offices at 25 cents each, or 20 cents per copy in quantities of ten or more.

have received the official approval of the respective Governments". The Department added that "the deepest satisfaction is felt at this further evidence of the complete understanding and cooperation which has prevailed in the North American region in matters pertaining to broadcasting and at this added assurance of the success of the North American Regional Broadcasting Agreement, Habana, 1937, which is to come into force in all of the countries concerned on March 29, 1941."

Wait and See!

Despite this, observers felt that the true situation, particularly with regard to Mexican assignments, could not be ascertained until well after the March 29 deadline. Actual physical removal of both Mexican and Cuban stations to the new locations, with the power specified, could not be accomplished by that time, it was pointed out.

Meanwhile, the FCC took the last formal steps in preparing for the reallocation last Tuesday, with the issuance of regular license renewals for some 600 standard broadcast stations, while temporary renewals were given another batch because of pending litigation and another 50 were given only temporary authority to operate with reduced power, pending submission of engineering data in connection with installation of directional antennas.

One surprise came in the FCC's renewal actions, handled at a single

meeting March 24. Thirteen stations not only were given temporary renewals, but were designated for hearing because of litigation aspects. In six instances, stations were cited for hearing because of purported management contract or lease arrangements, which the FCC has had under scrutiny in connection with its Network Monopoly Report. The remainder were cited for hearing because of purported transfers of control in conflict with the requirements of Section 310 of the Communications Act.

Another two dozen stations were given temporary extensions of license because of pending matters involving their facilities. All the temporary extensions were without date, pending consideration and clearance of renewal applications in due course.

Set for Hearing

Stations designated for hearing because of management contract or lease considerations included KEX, Portland; KGA, Spokane; KGO, San Francisco; KOA, Denver, and WMAL, Washington. Set for hearing with temporary renewals because of pending matters regarding transfer of control were KFPW, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col.; WIBG, Glenside, Pa.; WIBU, Poynette, Wis.; WTRY, Troy, N. Y., and WWNC, Asheville.

In allotting reduced power to the 50 stations, the FCC explained that all had been notified previously to furnish certain performance data, in order to be permitted to use the new frequencies on a regular basis. These stations, up to the time of the FCC action, had failed to comply; and to guard against possibility of interference, the Commission said it was necessary to order the reduced power, until compliance occurred. A number of the stations, it was thought, would receive authority to use regular power prior to the March 29 changeover.

The FCC gave a dozen stations

holding special experimental authorizations renewals, pending further action. Four of these, for WGN, Chicago; WHK, Cleveland; WLW, Cincinnati, and WOR, New York, constituted authority to transmit facsimile signals from 1 a.m. to sunrise.

KFAB, Lincoln, Neb.; KTHS, Hot Springs; KVOO, Tulsa; WAPI, Birmingham, and WBAL, Baltimore, were given special temporary authority to operate as at present on duplicated or synchronized procedures, pending clearing up of fulltime assignments provided under the Treaty.

The FCC said that the reallocation will mean generally uniform shifts of 802 of the 893 stations in the country, according to final figures. It pointed out the chief benefit will be to eliminate or minimize interference now experienced on the Continent.

Between 550 and 720 kc., 91 stations will retain their present dial positions. Between 740 and 780 kc., 21 stations will be heard 10 kc. up the band; between 790 and 870 kc., 22 stations will be heard 20 kc. up; between 880 and 1450 kc., 633 stations will be heard 30 kc. up, while 11 will advance 40 kc.; between 1460 and 1490, 11 stations will be heard 40 kc. up; and on 1500 kc., 63 stations will move 10 kc. down. Only 41 stations will undergo shifts at variance with this pattern, the FCC said.

Procedure Is Simplified In Requests for Shifts

THE FCC announced March 25 that it will be unnecessary for applicants for standard broadcast stations to amend pending applications where the sole purpose of amendment is to request a different frequency from that specified in the application, in order to conform to the shift of frequencies made necessary by the North American Regional Broadcasting Agreement.

"To eliminate unnecessary paper work," said the announcement, "the Commission will accordingly treat all pending applications as requesting the appropriate frequency under that Agreement instead of the frequency specified in the application, unless the applicant, by appropriate notice to the Commission, indicates a desire that his application be considered as requesting the particular frequency named therein.

"Amendment of application is necessary, however, where any change of directive antenna design on the new frequency is required."

WKBB Denial

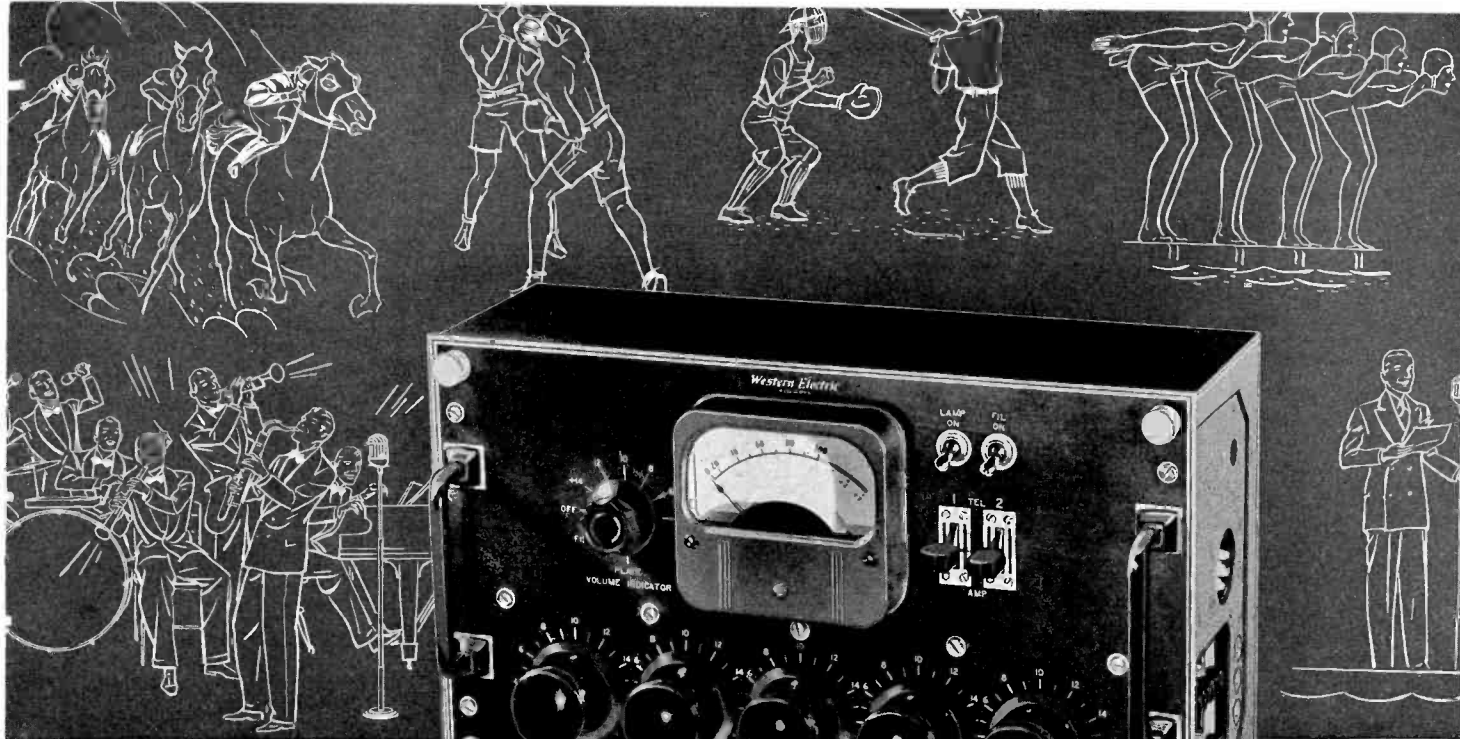
WKBB, Dubuque, Ia., March 25 was denied its petition for rehearing of the FCC action last January granting the application of KDTH, Dubuque, for fulltime. The two stations were the principals in the so-called "free-competition" case decided by the Supreme Court last year, in which the survival of the fittest theory was upheld. The *Telegraph-Herald* station was granted fulltime on 1340 kc., with 1 kw.

THEY WERE IN THE ARMY THEN

One of a Series

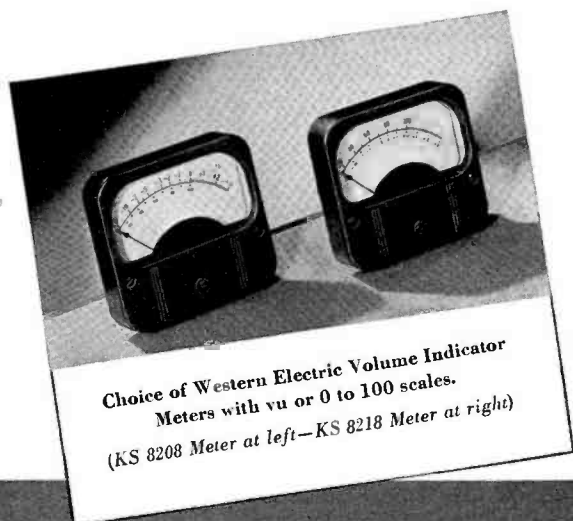


SERGEANTS THREE, these radiomen saw a variety of service in the Army during the last war. One is an agency executive, the second a network v.p., and the third is with an important station. If you can't recognize them here, turn to page 34.



**IT CAN
TAKE IT!**

22D PORTABLE SPEECH INPUT EQUIPMENT FOR REMOTES OF EVERY KIND



Choice of Western Electric Volume Indicator
Meters with vu or 0 to 100 scales.
(KS 8208 Meter at left—KS 8218 Meter at right)

More than ever this spring and summer you will need additional portable speech input equipment. The 22D is ready and waiting for you with a record of service and proved features which make it "your best bet."

It can take it because it has what it takes—rugged construction—deluxe appearance—high fidelity—AC or battery operation—4 mike mixers and master gain control and a choice of the "conference" type volume indicators and other improvements. One man can handle it with ease. It's easy to set up—simple to operate.

Start the season off right. Get full details from Graybar—or better still, order yours now.



DISTRIBUTORS: In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

Western Electric

ASK YOUR
ENGINEER

NAB Analyzes Questionnaires Covering Daylight Saving Time

Preference for a Universal Time Base Is Noted; Southwestern Agency Group Points to Losses

WITH the long days of summer fast approaching, the daylight-saving time question remains an active controversy, both in the broadcasting industry and the Federal Government. The proposal to establish universal daylight saving as a national defense measure, sponsored by Rep. McLean (R-N.J.), has not received much attention from Administration leaders in Congress and no chance of early action is in sight. Fresh evidences appear daily of industry concern over the necessity of establishing a uniform time-base for the whole country.

NAB Questionnaire

The NAB, which in mid-March sent questionnaires on the daylight saving time proposition to every station in the country, already has received some 400 responses and expects to get a cross-section of sentiment on the question among U. S. radio operators. Although no definite figures are available, it was indicated the industry desires a universal time-base, whether it be standard time as applying to railroad operations, or daylight saving time. Results of the survey, for which questionnaires were sent March 12, are expected within a few weeks, according to Paul F. Peter, NAB director of research.

Sentiments along this one-standard line were expressed March 18 by the Southwestern Assn. of Adv. Agencies in a letter to the three national networks. The organization maintained that while both the networks and individual stations suffered economically from the present seasonal readjustments arising from observance of daylight saving in the East, any movement to solve the problem "must obviously start with the national networks."

"There is little doubt that everyone in the advertising business—the networks most of all—lose thousands upon thousands of dollars annually because of this factor," the letter stated. "The point that many advertisers curtail their schedules just before daylight saving time becomes effective and resume schedules after standard time is reestablished is, of itself, significant. What this practice does to network schedules is mild when compared to the chaos experienced in connection with spot radio schedules."

Pursuing the purpose of his proposal (HR-3789) to establish universal daylight saving time for seven months each year, from the last Sunday in March to the last Sunday in October [BROADCASTING, Feb. 3, March 10], Rep. McLean last Sunday made a radio address on NBC-Blue. Maintaining that the purpose of his proposal, which

would restore daylight saving on the same basis as during World War I, was to eliminate the conflict resulting from observance of daylight saving in some parts of the country and standard time in other areas, Rep. McLean traced the history and application of the daylight saving idea.

New KMYR, in Denver, To Take the Air in April

THE NEW KMYR, Denver, owned by F. W. Meyer, former general manager of KLZ, Denver, will begin operations early in April, but the date has not yet been set. Mr. Meyer will manage the outlet and has already selected most of his executive staff. The station will operate on 1340 kc. with 250 watts, and will have three complete studios, all adjoining a central control room.

Bob Lewis, chief engineer, formerly with the engineering department of Western Electric, is supervising installation of equipment, which will be Western Electric throughout. The transmitter is the one built especially for display and demonstration at the Golden Gate Exposition in San Francisco.

Patricia Burns Kidder, formerly KLZ continuity editor, has been named production manager. Standard Radio transcription library has been bought.



SAWYER-MANAGER of KGVO, Missoula, Mont., Art Mosby proves that he is capable of manual labor after felling a large pine at his cabin site on Flathead Lake, 75 miles north of Missoula. To the surprise of himself as well as the benevolent ghost of Paul Bunyan, he succeeded in laying the tree in the exact spot he had selected.

New Colgate Serial

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on March 31 will discontinue *Hill-top House*, quarter-hour daytime serial heard daily 4:30-4:45 (EST) on 81 CBS stations. In its place, the company will sponsor a new dramatic serial, *The Story of Bess Johnson*, at the same time and on the same number of stations. Ward Wheelock Co., Philadelphia, is agency.

RUDOLPH WURLITZER Co., Cincinnati (musical instruments), consistent user of spot radio, in August will move its executive offices to Chicago. Schwimmer & Scott, Chicago, is agency.

THE DAYLIGHT SAVING DILEMMA

Networks Find It Feasible To Use Whatever Time

—Prevails in New York and Chicago—

EDITOR, BROADCASTING:

The editorial in your March 10 issue entitled "Universal DST?" is a pretty interesting one. I am sure most people in the radio business hope that we either get universal DST or no DST at all!

If we get it, however, on the same basis as in previous years—which means that important cities like New York and Chicago will have Daylight Saving, while many others will not—then I'm afraid there's really no sense in talking about the radio industry's staying on Standard Time.

No Choice

It isn't a matter of choice. The trouble lies not in the time on which radio schedules are operated, but on the fact that some cities go on Daylight Savings, and some do not. Once that damage is done, it makes no difference whether we operate on Standard Time or Daylight Time—we just have to change some people's listening habits! If we stay on Standard Time, then all listeners in New York, Chicago and most eastern cities, totaling about one-third of all the radio families in the United States, will have their program schedules as completely mixed up as do listeners in other parts of the country when we go over to Daylight Saving Time on the networks each year.

Furthermore, if the networks were to stay on Standard Time, while the cities where they are directed and managed go over to Daylight Saving, the staff would still have to observe Daylight Saving hours, and all program listings would have to be translated into terms of Daylight Saving for newspapers and magazines in the East, anyway.

And it would be rather interesting to see the reactions of the sponsors of 10 p.m. and 10:30 p.m. programs to having their programs broadcast at 11 p.m. and 11:30 p.m. local time in New York, Chicago and other Daylight Saving areas—which would happen if we stayed on Standard Time. Some of these advertisers might seek to change the time of their programs—and then the networks, the stations and the listeners would be just as badly off as ever, with schedules disrupted and all the old headaches presented in a slightly different package.

Obviously, from our standpoint, in the network field, since we are bound to cause havoc in one place or another, we naturally prefer to stay on New York-Chicago time, whether it goes Daylight or stays Standard!

E. P. H. JAMES

Promotion Manager, NBC

March 25. New York City

Campbell Soup Renews Four Network Programs

CAMPBELL SOUP Co., Camden, has renewed sponsorship of four CBS programs, *Martha Webster*, *Amos 'n' Andy*, *Lanny Ross* and *Fletcher Wiley*, for respective periods of 52 weeks each.

Martha Webster, dramatic serial, on 58 CBS stations, Monday through Friday, 11:15-11:30 a.m. (EST), with West Coast repeat 12 noon-12:15 p.m. (PST), has been renewed as of March 31. *Amos 'n' Andy*, on 61 CBS stations, Monday through Friday, 7-7:15 p.m. (EST), with West Coast repeat 8-8:15 p.m. (PST), and *Lanny Ross*, following on 57 CBS stations, Monday through Wednesday, 7:15-7:30 p.m. (EST), with West Coast repeat, 8:15-8:30 p.m. (PST), are also renewed effective that date.

Contract renewal of Fletcher Wiley, commentator, on 36 CBS stations, Monday through Friday, 2:30-2:45 p.m. (EST), is effective April 28. Ruthrauff & Ryan, New York, produces the Lanny Ross program, while the others are under supervision of Ward Wheelock Co., Philadelphia agency.

Hudnut Buys 'Showcase' On CBS Pacific Hookup

RICHARD HUDNUT Inc., New York (Marvelous cosmetics), on April 1 assumes sponsorship of *Hollywood Showcase*, on 8 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KVI KFPY KROY), Tuesday, 9:30-10 p.m. (PST). First of the five "blue chip" sustaining programs which the CBS regional chain marked for sale approximately four months ago to be purchased by a sponsor, *Hollywood Showcase* will continue to "showcase" talented but little recognized professional, semi-professional and amateur artists.

Five are to appear on the program weekly, with two selected by a studio audience jury to carry over the following week. Jury's first choice receives a week's professional engagement at the Los Angeles Orpheum Theatre. Ken Niles continues as m.c., with Lud Gluskin, musical director, and Russ Johnston, CBS Pacific Coast network program director, as producer. Agency is Benton & Bowles, New York.

NBC War Disc Series Is Heard on 18 Stations

SYNDICATED series of 26 five-minute recorded programs of war news analysis, prepared by NBC Radio-Recording division, is heard twice weekly on 18 stations for local advertisers. Titled *The Face of the War*, as *Seen by Sam Cuff*, records are cut each week in New York and airmailed to stations. Mr. Cuff was aide with the British and Turks during World War I.

Current list includes: WSOC, Charlotte; KOA, Denver; WDAY, Fargo, N. D.; WTAL, Tallahassee; WBEO, Marquette, Mich.; WHLB, Virginia, Minn.; WFBG, Altoona; KRGV, Weslaco, Tex.; KVOS, Bellingham, Wash.; KTAR, Phoenix; WMBR, Jacksonville; WSJS, Winston-Salem; WCSC, Charleston; WHOP, Hopkinsville, Ky.; WPID, Petersburg, Va.; WATW, Ashland, Wis.; KECA, Los Angeles, and WMBG, Richmond.

Action THAT SPEAKS LOUDER THAN WORDS!

**11,161
REPLIES
IN 10 DAYS
To a Staff-Written
Staff-Produced
DRAMATIC
SERIAL**

*The Heart
of Martha
Blair*

Within 10 days "The Heart of Martha Blair," five-a-week dramatic serial written and produced by WKY's staff, drew 11,161 entries in a prize contest to name a doorstep baby, new character introduced into the script.

Such mass action is characteristic of WKY for two essential reasons: 1. WKY has mass listenership (a recent Ross-Federal survey showed WKY to have more listeners in Oklahoma City alone—morning, afternoon, and evening—than all three other Oklahoma City stations combined); 2. WKY produces programs which appeal to, attract, and hold its mass of listeners.

WKY

OKLAHOMA CITY

NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER (AFFIL. MGMT.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

FCC to Scrutinize Lease of Stations

Sets Half-Dozen for Hearing For Management Contracts

REVIVAL of the FCC's move against management contract or lease operation of broadcast stations which got under way last year, was seen in its action March 24 setting for hearing a half-dozen stations presumably falling into that category. At the same time, seven other stations were set for hearing because of purported violation of Section 310 of the Communications Act, which requires FCC approval of transfers of licenses.

KEX, Portland, Ore.; KGA, Spokane, and KJR, Seattle, all on NBC networks, were cited under the purported lease-management contract provision. They originally were owned by NBC and leased to their present operators on a nominal fee basis.

Others Cited

KOA, Denver, 50,000-watter, is licensed to NBC, but originally was owned by General Electric Co., which, it is understood, owns the physical property. KGO, Oakland, is said to be in the same category, and likewise was cited for hearing.

WMAL, Washington Blue network outlet, owned by the *Washington Star* but licensed to NBC and leased to it, apparently was cited because of that arrangement. The station was leased to NBC a decade ago by M. A. Leese Optical Co., of Washington, but the station property subsequently was sold to the newspaper, which continued the leasehold arrangement.

Cited for purported transfer of control were WWNC, Asheville, N. C.; WTRY, Troy, N. Y.; KFPW, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col. WIBU, Poyntette, Wis., was set for hearing because of purported block sale of time to operators of auxiliary studios in various localities.



RAY C. WAKEFIELD, of California, was officially inducted into office March 22 as a member of the FCC, succeeding the late Thad H. Brown. The new commissioner (left) is shown receiving the Presidential commission from his lifelong friend, Associate Justice Justin Miller (right) of the U. S. Court of Appeals for the District of Columbia, who administered the oath. Watching (center) is FCC Chairman James Lawrence Fly.

NAB Board Resolution Indicates Intent To Guard Against Regulatory Excesses

CLARIFICATION of the NAB's part in the regulatory moves by the FCC toward rigid control of business aspects of broadcasting, was made last Wednesday with the release of a resolution adopted March 18 by the NAB board of directors.

The release authorized the executive committee of six, and NAB President Miller, to "take appropriate action" to protect the interests of the industry against "legislative or administrative action" dealing with business aspects of broadcasting. The action stemmed from the FCC's consideration of the Network Monopoly Report, heralded as likely to impose additional restraints on broadcasting.

Mutual Dissent

Heretofore the NAB has taken no position in connection with the network monopoly procedure because of divergent views within the industry, since it represents all shades of industry opinion. The board at its meeting in New York March 18, overrode the opposition of MBS as reflected in the negative vote of Fred Weber, MBS general manager, in giving the executive committee blanket authority. Gene O'Fallon, KFEL, Denver, voted with Mr. Weber, while 23 other board members present voted in favor of the resolution.

Following adoption of the resolution, misunderstanding developed as to whether it was to be released. Mr. Miller had the impression, it is reported, that the resolution would not be published until the FCC had taken final action on the monopoly report. The release last Wednesday, however, came following an informal conference.

It is expected the executive committee, entrusted with the task of outlining procedure, will meet as soon as the FCC action becomes

known. Final action on the report is not expected for several weeks. The FCC, however is shooting for an April 15 deadline.

Members of the executive committee, in addition to President Miller, are Edwin W. Craig, WSM, Nashville, and Paul W. Morency, WTIC, Hartford, representing big stations; Don Searle, KOIL, Omaha, and John A. Kennedy, WCHS, Charleston, W. Va., representing medium stations; and Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore, representing small stations.

The resolution follows in full text:

Whereas the philosophy of American broadcasting as expressed in decisions of the Supreme Court of the United States and the applicable statutes, envisages control of programs, of business management and of policy in the broadcaster and not subject to the supervisory control of the government:

Now therefore be it resolved: That in order to preserve freedom of radio in accordance with the pattern of democracy, the board of directors go on record as opposing any legislative or administrative action which directly or indirectly impairs the rights (which it believes to be guaranteed by statute), of broadcasters to have complete control of programs and program material, business management and operating policies, and further goes on record as being in favor of any legislative or administrative action which strengthens such rights.

And be it further resolved: That the president and executive committee be directed to take appropriate action to the end that such rights may be adequately protected.

Wrigley Discs

WILLIAM WRIGLEY Jr. Co., Chicago (Spearmin gum), on March 24 started a campaign of undetermined length on WAAB WCOP WHDH WMEX WNAC WORL WESX, using a total of 250 transcribed announcements a week. Agency is Arthur Meyerhoff & Co., Chicago.

ROCKEFELLER FUND AWARDED \$77,220

THREE grants totaling \$77,220, directly concerned with radio broadcast studies and development, were made during 1940 by the Rockefeller Foundation, according to a March 21 announcement in his annual report by Raymond B. Fosdick, president of the Foundation. In addition to these grants, two others amounting to \$20,000 each were made for studies including radio with other media.

According to President Fosdick's review of 1940, a grant of \$23,320 was made to the Library of Congress to conduct studies in production technique by producing programs based on the cultural and historical material available through the Library; \$18,500 to the Rocky Mountain Radio Council to investigate the utility and value of special broadcast service for thinly settled areas; \$35,400 to Columbia U for studies of radio listening under the direction of Prof. Paul F. Lazarsfeld.

The Foundation also granted \$20,000 to the Library of Congress to establish an office, directed by Dr. Harold D. Lasswell, for general studies of radio broadcasts, the press and other media. Another \$20,000 grant went to the Princeton U School of Public & International Affairs to continue the public opinion research project formerly directed by Prof. Hadley Cantril.

Chase & Sanborn Adding New Talent to McCarthy

STANDARD BRANDS, New York (coffee), currently sponsoring the weekly half-hour *Chase & Sanborn Show* on 78 NBC-Red stations, Sunday, 8-8:30 p.m. (EST), on April 6 adds Bud Abbott and Lou Costello, comedy team, to the cast on a 13-week contract. The following week, April 13, Dinah Shore is scheduled to join the program as an added featured vocalist, switching over from the NBC *Time to Smile* with Eddie Cantor, sponsored by Bristol-Myers Co. (Ipana, "Sal Hepatica"), if her contractual arrangements have been ironed out.

Guest talent policy of the *Chase & Sanborn Show* is unaffected by the additions. Edgar Bergen with his Charlie McCarthy, will continue to be featured. Donald Dickson remains as vocalist, with Robert Armbruster, musical director, and Ben Alexander, announcer. Maurice Holland is the J. Walter Thompson Co. Hollywood producer. Ned Tollinger represents the network. Joe Bigelow is agency script writer.

Wilson Spots

WILSON & Co., Chicago (Ideal Dog Food), during the first week in April starts a varying schedule of three to six-weekly participating announcements and five to 15-minute programs on 17 stations. Wherever available, company will sponsor the news broadcasts. Contracts are for 13 weeks. Stations selected include WIND WSB WGR WMAQ WLW KRLD KTSM KTRH WMC WTMJ WNEW WOW KDKA WOAI WGY KMOX WADC. Agency is U. S. Adv. Corp., Chicago.

Lorillard Coast Test To Go National Later

P. LORILLARD Co., New York, for Old Golds, is sponsoring the weekly half-hour series on 6 NBC Pacific-Red featuring Tommy Riggs [BROADCASTING, March 17] as a summer test prior to its release nationally. Contract for 13 weeks starting April 17, Thursdays 9:30-10 p.m. (PST) was handled by J. Walter Thompson Co., New York. Cal Kuhl, agency New York radio supervisor, is being transferred to Hollywood to produce the series.

On April 6 the company, currently sponsoring for Sensation cigarettes the twice-weekly quarter-hour quizzes on 7 CBS Pacific stations, *Don't Be Personal* and *Talk Your Way Out of This One*, will merge them into a half-hour weekly program to retain the title *Don't Be Personal*. Time will be 9:30-10 p.m. (PST) and Lennen & Mitchell, currently servicing the Sensation account, will continue to produce. Stations are KNX KSFO KARM KOIN KIRO KVI KFPY.

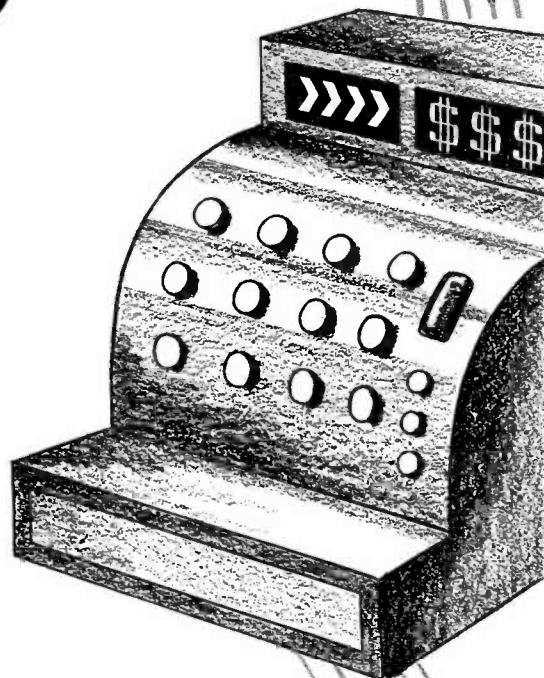
CASH REGISTER



More than 21,000 box tops and dimes were received in ten days by a one-quarter-hour afternoon advertiser. Another KOA campaign sent 25,232 women into grocery stores to get a club membership card. . . A KOA advertiser started off with a supply of 72,000 premiums. After KOA went into action he ordered 240,000 more premiums . . .

KOA plays this sort of cash register music regularly and its ringing notes have sounded in the ears of makers of all kinds of products.

We have more specific examples to show you how KOA can please your ears with the same kind of music. We'll gladly show them to you at any time you say.



KOA

First in Denver

50,000 WATTS

NBC RED
NETWORK

REPRESENTED NATIONALLY BY



GENERAL ELECTRIC STATION

SPOT SALES OFFICES

Ring and Clark Form Engineering Firm

Leave FCC After Active Radio Careers

AFTER a dozen years in Government service, Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting, last Saturday announced his resignation to engage in consulting engineering practice in Washington.

Ralph L. Clark, senior radio engineer in the broadcast division, also resigned to become a partner in the new firm of Ring & Clark. Offices are in the Munsey Bldg.

Mr. Ring, it is understood, had planned leaving the FCC for some time, but withheld announcement until the standard broadcast reallocation was operative, after several years of preparation. The resignations will not become effective until accumulated leaves have expired, unless the engineers forego the leaves prior to that date.

Mrs. Helvi Mustaparta Terry, secretary to Mr. Ring for the last decade, also has resigned to join the firm as office manager.

Several Vacancies

Appointment of Mr. Ring's successor is not expected immediately. Several other executive vacancies on the FCC staff have existed for months. It is presumed Mr. Ring's successor will not be named until his leave has expired. George P. Adair, senior broadcast engineer under Mr. Ring, is likely to be named acting assistant by Chief Engineer E. K. Jett.

While no names yet have been advanced for Mr. Ring's post, it was thought several senior engineers on the FCC staff would be considered. Among these, in addition to Mr. Adair, are George E. Sterling, assistant chief of the field section engineering department; Maj. Edwin L. White, engineer in charge of aviation, police and other point-to-point services; and Gerald C. Gross, engineer in charge of the International Division.

One of the best-known figures in radio, Mr. Ring has been identified with every allocation development since 1929, when he first joined the Federal Radio Commission, predecessor of the FCC, which had been created in 1927. He has been assistant chief engineer in charge of broadcasting since 1934.

Tied With DeWitt

Both Mr. Ring and Mr. Clark were active in the studies preparatory to the March 29 reallocation. Mr. Ring participated in the 1937 Havana conferences as principal technical advisor and headed the subcommittee which devised the allocations. He was largely responsible for engineering standards adopted by the FCC several years ago, technical basis for the allocations.

The new consulting engineering firm has arranged with Jack H. De-



ANDREW D. RING



RALPH L. CLARK

Ship News Ban

RADIO STATIONS were urged on March 24 not to report movements of British ships sent to this country for repairs. The suggestion was made by Secretary of Navy Frank Knox in a statement to all media, including newspapers and picture services. "Such information would be of inestimable military value to enemies of a country whose defense the President deems vital to the defense of the United States," he declared.

Witt Jr., chief engineer of WSM, Nashville, and a consulting engineer, to handle field measurements and produce precision equipment. Field studies for the firm will be made by Mr. DeWitt's organization.

Every change in technical status of a broadcast station, which includes FM, television, facsimile and related services not identified with common carrier pursuits, has passed over Mr. Ring's desk.

He was born on a farm in Franklin, Tenn., in 1899, attending Middle Tennessee Normal School at Murfreesboro, and followed his three brothers to Tennessee U in 1919. He spent his spare time tinkering around in radio and things electrical, paying his way through school.

At the university young Ring became a radio "manufacturer" by assembling composite sets from parts bought in bulk. He sold about 150 sets and also manufactured equipment for amateurs and otherwise served as a radio serviceman.

In 1924, still at the university, he installed a "superpower" 50-watt transmitter at Knoxville, Tenn., for the First Baptist Church. It's call was WFBC, the progenitor of the WFBC now at Greenville, S. C., where it was subsequently moved.

The same year, when General Electric Co. made its annual scouting expedition for likely engineering talent at colleges, it picked up Mr. Ring. He went to Schenectady as a member of the student training corps, working with Joseph A. Chambers, consulting engineer in Washington; A. B. Chamberlain, CBS chief engineer; I. R. Baker, chief of transmitter sales of RCA, and Harold Vance, Philadelphia consulting engineer.

High Power

At WGY, young Ring installed the first automatic crystal control. Next, he went into high-power broadcast transmission, operating WGY during early morning hours with 50,000 to 400,000 watts. He installed the original 50,000-watt transmitter for WEAF in 1927, and for WENR the following year. Among his other installations were WHAS, Louisville, and a 5,000-watt station in Toronto, Canada.

In 1928, he was in charge of development of a 5,000-watt television transmitter for GE. He developed several patents including the modulation meter now in general radio use, a system of neutralization for tubes to eliminate the whistle in amplification stages and supermodulation methods.

Mr. Ring was called to the FCC in July, 1929, as a senior radio engineer and was assigned to broadcasting. Three years later he was promoted to principal engineer and in 1934 became assistant chief.

He lives in suburban Washington. In 1933 he married Anne Appel. They have a son 5, and a daughter, 3.

Mr. Clark was born June 2, 1908, near East Jordan, Mich. He attended high school at East Jordan and was graduated from Michigan State College with a B.S. degree in electrical engineering.

At school he operated WKAR, college broadcast station, parttime during 1927 to 1930, paying his

way. Upon graduation, he joined the radio division of the Department of Commerce, now the field force of the FCC, as radio inspector at Detroit. Since August, 1935, he has been with the engineering department under Mr. Ring, and was rated as senior engineer in the broadcast division.

Mr. Clark has worked as Mr. Ring's chief aide on broadcast allocation matters particularly in connection with the Havana Treaty allocations and with the standards of good engineering practice. He participated in the final engineering conference on NARBA, held in Washington Jan. 14-30.

The Clarks, who live in nearby Arlington, Va., have three children, Roy, 7; Richard, 4, and Ruth, 2. Mr. Clark is an associate member of the Institute of Radio Engineers and of Tau Beta Pi and Phi Lambda Tau, honorary engineering fraternities.

Mrs. Terry is a native of Lead, S. D., and a graduate of the Mantato Commercial College. She also attended George Washington U., Washington, D. C. She joined the engineering department of the Radio Commission as Mr. Ring's secretary ten years ago. She was married last February to L. Dean Terry, of Salt Lake City.

Burroughs Appointed Secretary to Wakefield

RAY C. WAKEFIELD, new member of the FCC, last week announced appointment of Howard Burroughs, of Washington State, as his assistant. Miss Rowena Rockhold, formerly a secretary in the accounting department, temporarily is serving as his secretary.

Mr. Burroughs for six months has been in the engineering department of the International Division of the FCC and recently was assigned to the new telephone regulatory unit. From 1933 to 1940, he was with the Washington State Department of Public Service as rate engineer. A graduate in electrical engineering at the U of Washington, Mr. Burroughs also has taken several law courses.

'Radio Today' Yearbook

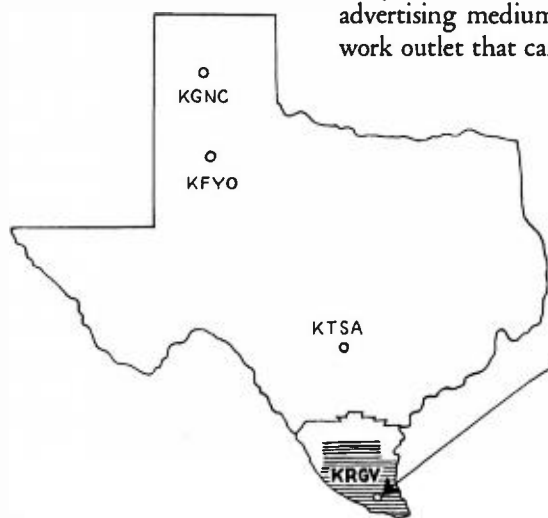
The fifth annual Yearbook of *Radio Today*, dealer trade journal edited by O. H. Caldwell, former Federal radio commissioner, has just come off the press as the March edition of that publication. It lists by name and address 1,900 radio manufacturers and representatives, 500 different radio products and 15,000 radio items. The 1941 Yearbook also charts in a spectrum supplement all the FCC wavelength allocations, and lists FM, television and facsimile stations, besides giving statistical summaries of the radio industry as a whole.

ALFRED WEBSTER and Herald Goodman, WHO, Des Moines staff artists, have sold their original composition, "Back in the Purple Hills," to M. M. Cole Publishing Co.



A *Golden* Opportunity IN A *Golden* VALLEY!

LOWER VALLEY GRANDE embraces forty cities, towns and communities within a fifty-mile radius to form a rich market equivalent in population to Texas' Fourth City. Here is found the richest soil in the U. S. . . . crops are harvested every month . . . oil flows in abundance. Radio station KRGV is the only single advertising medium that completely covers this isolated market . . . the only network outlet that can be heard in the Valley at all times.



NBC RED AND BLUE
KRGV
SERVING 30,390 RADIO HOMES

One of
The Taylor-Howe-Snowden Group

Get the attractive Combination Rate On These Four
Close-knit Stations.

KGNC
AMARILLO

KFYO
LUBBOCK

KTSA
SAN ANTONIO

KRGV
WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Building, Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Manager

TWX Dls 297

Awards to CBS, WLW, WGAR, KFRU

Outstanding Service of Broadcasters Wins Peabody Grants

THE FIRST ANNUAL George Foster Peabody Radio Awards for "outstanding meritorious public service" in the broadcasting industry during 1940 were announced March 29, by S. V. Sanford, Chancellor of the University System of Georgia, at a dinner held under the auspices of the N. Y. Alumni of the University, at the Commodore Hotel, New York. The event was broadcast by CBS.

The awards, comparable to the Pulitzer awards in the field of journalism, were instituted last year to perpetuate the name of the late George Foster Peabody, Southern philanthropist, to be administered by the Henry W. Grady School of Journalism of the University of Georgia.

Four Groups

The awards fell into four categories: To networks, to large stations, to medium sized stations, and to small stations. CBS won the network award for offering during the year, "a schedule of broadcasts which integrated commercial and the sustaining programs to comprise a structure in the public interest."

To WLW, Cincinnati, went the large station award for carrying out "a well-conceived program schedule designed to serve the interests of both rural and urban listeners in the wide area of its listening range." For medium sized stations WGAR, Cleveland was cited for "serving the cosmopolitan listeners of Cleveland, who represent groups with diverse interests and widely different cultural backgrounds, with distinction in promoting a better understanding among men." The final award made to small stations, was given KFRU, Columbia, Mo., for serving the "interest, convenience and necessity of its potential audience through liberal schedules representing more than 1,400 hours of public service programs."

Fourteen other stations were given citations (see adjoining column).

The awards were made by an advisory board which included: Bruce Barton, president of BBDO; John H. Benson, president, American Assn. of Advertising Agencies; Virginius Dabney, editor, *Richmond (Va.) Times Dispatch*; Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, *Raleigh News and Observer*; Mark Ethridge, vice president and general manager, *Louisville Courier-Journal and Times*; Waldemar Kaempffert, science editor, *N. Y. Times*; Alfred Knopf, publisher; Grace Moore, Metropolitan Opera star; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody whose name the awards bear; Edward Weeks, editor, *Atlantic Monthly*.

The idea for the Peabody awards originated with Lambdin Kay, former director of public service of WSB, Atlanta. He discussed the

PLAQUES TO THE WINNERS



STATIONS CITED IN PEABODY AWARDS

LARGE STATIONS

WSB, Atlanta—Cited for its distinguished public service contributions to a localized area in the South.

KNX, Los Angeles—Cited for meritorious service to a localized area in the Far West.

WLS, Chicago—Cited for meritorious service to agriculture.

WCAU, Philadelphia—Cited for its program series, *Wake Up America*, a contribution to national defense.

WBAP, Fort Worth—Cited for its distinctive series of prison broadcasts.

WOR, New York—Cited for its contribution in broadcasting the *American Forum of the Air*.

WGEO, (shortwave) Schenectady, N. Y.—Cited for its service to the Byrd expedition at the South Pole.

MEDIUM-SIZED STATIONS

WJJD, Chicago—Cited for its service to education in broadcasts to schools.

WQXR, New York—Cited for the high standards of its musical programs.

WOW, Omaha—Cited for its enterprise in originating "The President's Birthday Ball of 1940."

KSTP, St. Paul—Cited for its distinguished broadcast, *America Calling*.

WBNX, New York—Cited for its public service to foreign language groups in Greater New York.

WRC-WMAL, Washington—Cited for enterprise in originating the "Mile O' Dimes" public service feature.

SMALL STATIONS

KVOS, Bellingham, Wash.—Cited for promoting a better understanding between Canada and the United States through its Armistice Day program.

need for "something comparable to the Pulitzer prize" for radio with Dean John E. Drewry, of the Henry W. Grady School of Journalism of the University of Georgia, who in the fall of 1939, laid the matter with the broadcasting industry for the 1940 convention of the NAB in San Francisco where his proposal to have the awards made by the University of Georgia received unanimous endorsement. Together, the Henry W. Grady School of Journalism and the NAB set up the mechanics for making the awards.

Many Stations Entered

Stations from 24 states and the District of Columbia, as well as the three major networks submitted entries. A faculty committee of the University of Georgia carefully examined the material submitted by the stations and recommendations of this committee formed a basis of selections approved by the advisory board.

George Foster Peabody for whom the awards were named, was a native Georgian and for years was a successful New York banker who devoted much of his fortune to education and social enterprise.

Arch Oboler to Judge Wayne U Script Contest

FINAL JUDGE in the third annual Wayne U Broadcasting Guild script-writing contest will be Arch Oboler, NBC writer-producer of *Everyman's Theatre*. This is the second year Oboler has judged the contest for Detroit's municipal university. William J. Scripps, WWJ manager, has indicated to Garent Garrison, Guild director, that WWJ will award the prizes of \$25 first, \$10 second and \$5 third, again this year.

The contest closed March 24 and permits those passing the first preliminary judging to make revisions in the scripts prior to submission to Mr. Oboler. Any Wayne student is eligible to submit any number of scripts. It is planned to extend the contest for open participation in the future. Last year's winner, Walter McGraw, is now script editor of the Guild.

MUSIC controlled by BMI will be available without charge for organizations, both public and private, in connection with programs dealing with national defense. BMI has announced. Permission applies to both live and transcribed performances, it was stated.

'Quiz Kids' Named In Chicago Award

Called City's Leading Series; Other Citations Announced

THE *Quiz Kids*, weekly half-hour NBC-Blue feature, sponsored by Miles Labs., Elkhart, Ind., for Alka-Seltzer, on March 27 was presented the second annual advertising award of the Chicago Federated Advertising Club as the outstanding network show originating in Chicago during 1940. The show was originated and is owned by Louis G. Cowan, head of the Chicago publicity firm of the same name. Wade Adv. Agency, Chicago, handles the account.

The CFAC awards were begun in 1940 as a step in recognizing superior achievement in advertising efforts produced in Chicago. In addition to the awards for radio, seven other classifications of advertising were recognized. These included displays, newspaper, magazine, trade and technical publications, outdoor, direct mail, and the individual who has contributed most to the recognition of Chicago as the advertising center.

Campana Cited

Honorable mention for network shows originating in Chicago went to the Campana Sales Co., Batavia, Ill., weekly half-hour *First Nighter* program heard over CBS for Italian Balm. In this presentation, mention was made of the fact that for 11 years *First Nighter* has done a consistently outstanding job for the same sponsor. Aubrey, Moore & Wallace, Chicago, is agency.

The award for the best locally produced and released show went to the *Music Lovers' Program*, sponsored by the Service Drug Stores (chain) and heard over WCFL Sundays through Fridays, 10:30-11:30 p.m. This program features recorded classical music with Martin Jacobsen as commentator. Coincident with the receipt of the award, it was announced by M. Lewis Goodkind, president of Goodkind, Joice & Morgan, agency handling the account, that Service Drug Stores had renewed this program effective May 12 for a second consecutive full year.

Serving on the radio awards committee were Leonard F. Erickson, western sales manager of CBS; Jules Herbubeaux, program manager of the NBC Central Division; Frank P. Schreiber, station coordinator of WGN; J. W. Knodel, salesman of Free & Peters, national sales representative firm. After compiling the preliminary group of outstanding programs, this committee submitted it for final selection to the complete awards committee comprising a board of 24 prominent men of the advertising fields.

SETTING a record for the number of individual BMI compositions performed any one evening on the major networks, Edward B. Marks Music Corp. announced that March 14 a total of 32 of its songs were broadcast on the chief stations, ranging from swing to Latin rhythms.

Their Organizations Winners of the 1940 Peabody Awards



WILLIAM S. PALEY

CBS was selected among the networks, "among other reasons, for offering a schedule of broadcasts which combined commercial and sustaining programs in such a way as to constitute a structure definitely in the public interest; for giving its listeners more than 10,000 non-commercial broadcasts in 3,500 hours of unsponsored, public service programs; for regarding its schedule as a curriculum for adults and children in which lighter entertainment served as an ingredient to make the more vital programs palatable; for covering adequately the significant news of the year; for promoting Pan-American unity and understanding through its *School of the Air*; for aiding education with special schoolroom services and such programs as *Invitation to Learning*, *The Human Adventure*, *Reporting to the Nation*, *The People's Platform*, and *Columbia's Country Journal*; for giving religion a major place in its public service activities; and for its manifold and continuous interest in serious music and other cultural subjects."

U. S. Network Series Pondered by Dominion

CANADIAN broadcasters are understood to have made representations to the Canadian Government to sponsor a United States radio program for a 26-week period on a full American national network to boost American tourist travel to Canada this summer. The broadcasters have urged Ottawa to start the campaign as soon as possible so that American summer vacation plans can be turned Canada-wards.

Individually, some of the Canadian broadcasters have already started their own tourist travel campaign, notably stations on the border. The Dominion and provincial governments are planning to spend upwards of \$750,000 this summer in advertising Canadian tourist attractions.



JAMES D. SHOUSE

WLW, Cincinnati, received its award among large stations "for being a pacemaker in the conception and execution of distinctive public service programs; for recognition of the principle that clear-channel stations should be sectional rather than local in their service, but at the same time should not duplicate the work of the networks; for offering broadcasts of a type slightly above the level of the mass radio audience; for spending three times as much on public service programs as the average for 50,000 watt stations; and for serving the interests of all groups, including rural as well as urban listeners."

New Railroad Series

SOUTHERN PACIFIC Co., San Francisco (rail transport), frequent user of spot radio, on April 7 starts sponsoring a weekly half-hour audience participation program, *All Aboard*, on KNX, Hollywood. Contract is for 52 weeks. A slightly revised edition of *Pull Over, Neighbor*, sponsored by Wilshire Oil Co., Los Angeles (Polly, Economy gas), successfully for three years on all three major Pacific Coast networks (NBC, CBS, Don Lee), the program, like its predecessor, will feature Art Baker as m.c., with John Guedel as writer-producer. Format has been altered in minor details to conform with the railroad's merchandising needs. Program basically remains the same as when it served as the spearhead of Wilshire Oil Co.'s merchandising strategy. Agency is Lord & Thomas, Los Angeles, with Ford Sibley as account executive.

New Lever Plans

LEVER BROS. Co., Cambridge, is considering a half-hour Saturday morning program on NBC-Red. According to preliminary plans, program would be a variety show for Rinso. Ruthrauff & Ryan, New York, is agency.



JOHN F. PATT

WGAR, Cleveland, was selected "for its success, despite the restricted facilities of a regional station, in serving the diverse interests and widely different cultural backgrounds of greater Cleveland; for promoting a better understanding among these various groups; for assuming a responsibility to those 65% of Cleveland's foreign-born or first generation listeners who do not easily understand English by broadcasting programs in languages which represent the principal foreign populations of this metropolitan area, Hungarian, Italian, Slovene, Czech, Slovak, Polish and Roumanian; for its program, *Wings over Jordan*, begun five years ago to bring about a better understanding between the white and colored peoples of Cleveland; for its cooperation with governmental agencies in the interest of national unity, civic consciousness, community health and welfare; and for its unique news service featuring items of special interest to some 20 small communities."

FDR Sets Dials

PRESIDENT Roosevelt inadvertently was to serve in the role of a reallocation "dial-setter" March 29. He speaks over the combined major networks and many independent stations 9:30-10 p.m. (EST), on the occasion of the Jackson Day dinners throughout the country under the auspices of the Democratic National Committee. It was only a coincidence, according to G. W. Johnstone, radio director of the Democratic National Committee, who made the network arrangements, but it nevertheless places the nation's first citizen over upward of 400 stations on the first night of the reallocation.



C. L. THOMAS

KFRU, Columbia, Mo., received its award "for making the most of its opportunities to serve its local audience; for giving its listeners educational features of local origin, including programs of classical music with interpretative comments and helpful broadcasts in the interests of better farming; for doing a superior job of public service despite limited equipment, circumscribed finances, and a small personnel."

General Foods Explains Its Dependence on Radio

THE MAJORITY of General Foods Corp. advertising "happens to be in radio just now because we have found it effective," Charles G. Mortimer Jr., general advertising manager of GF, which is currently sponsoring 14 radio programs, states in the company's annual report, just issued to stockholders. A 36-page booklet, attractively laid out and illustrated, this report contains the usual balance sheet and profit and loss statements, but most of its contents is devoted to a mythical stockholders' meeting during which the company's officials and executives answer all the questions a typical stockholder might ask. These questions were taken from replies of 5,000 GF stockholders to the question: "What would you like to know about this business—your business?"

Caswell Back

GEORGE W. CASWELL & Co., San Francisco (coffee), after an absence from the air of nearly three years, on April 6 will start sponsorship of *Concert Petite*, featuring Rudy Seiger, violinist and Margaret O'Dea, contralto, Sundays, 11:15 a.m. (PST) on the NBC-Red network on the Pacific Coast. Starting in 1923 the firm sponsored a network program on the Coast continuously for 15 years. It halted radio advertising in 1938. Agency is Long Adv. Service, San Francisco.

New High Fidelity FM/AM

FM/AM Reception by a turn of the Bandswitch with Hallicrafters Model S-31

A NEW 1941 Hallicrafter designed FM/AM Tuner with the No. 1 band covering all frequencies used by amplitude modulated broadcast stations and the No. 2 band covering frequencies used by high fidelity modulated broadcast stations. The Model S-31 Tuner combines both circuits and changes from FM to AM with the bandswitch. 8 tubes, power output 130 milliwatts undistorted, power consumption 120 watts, operates on 115-125 volt, 60 cycle A.C. Model S-31 Tuner complete with 19" x 8 3/4" rack panel, metal cabinet and tubes, \$69.50.



the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES



Amplifier For Model S-31 Tuner

Designed for use as a companion to the FM/AM Model S-31 Tuner. Delivers 25 watts of high fidelity audio power to either speaker or 500 ohm load. 6 tubes, fidelity 2 DB from 50 to 15,000 cycles gain, channel No. 1, microphone (high impedance) 96 DB, channel No. 2, phone (low impedance) 60 DB, power output 25 watts, power consumption 120 watts, output impedance No. 1, 500 ohms; No. 2, 8 ohms; No. 3, 4 ohms. Dimensions: panel 19" x 8 3/4", dust cover 18" x 8 3/4" x 10". Complete with cabinet and tubes \$49.50.

in the CONTROL ROOM

GLENN D. GILLET & Associates, Washington consulting radio engineers, announce the appointments of E. A. Hinsdale and Arthur Dornblum to the staff. Mr. Hinsdale, graduate of the U of Tennessee, formerly was with Pan American Airways' communications division. Mr. Dornblum recently was with the Census Bureau and is an engineering graduate of the U of Pennsylvania.

DON CHASE, of the engineering staff of WTMJ, Milwaukee, has become father of his third child, a daughter.

ALFRED BERGTOLD, of the technical staff of KXOK, St. Louis, a lieutenant second grade in the Naval Reserve, has been ordered to duty with the Communication Division at Corpus Christi, Tex.

ROY BECHTOL is a new addition to the control-room staff of WRVA, Richmond, Va. He was formerly on the staff of WPID, Petersburg. Ed Harrell, technician of WRVA, Richmond, has been called to active service with the Navy. He holds an ensign's rank and will serve with the Naval Communications section.

RAY STAUFFER is back in the control room of WHO, Des Moines, after a two-month leave of absence as inspector of signal corps equipment for the U. S. Government.

FRED L. BRADSHAW, formerly of WDLP, Panama City, Fla., has been named to the engineering staff of WLBK, Bowling Green, Ky. Earl Jaego, chief engineer of WLBK, is the father of a recently-born baby girl.

KENNETH TAYLOR, formerly of KTMS, Santa Barbara, Cal., has joined the engineering staff of KERN, Bakersfield, Cal.

CHARLES J. WAZLO has resigned from the technical staff of KOY, Phoenix, to continue his work as a consultant on electro-physics.

GILBERT de la LAING, technician, formerly of KSRO, Santa Rosa, Cal., has joined KGDM, Stockton, Cal., replacing L. D. Cardwell, who has joined KENO, Las Vegas, Nev.

FRANK NESMITH, technician, formerly of KHUB, Watsonville, Cal., has joined KWG, Stockton, Cal.

FRED CLAPP, technician, formerly of KDON, Monterey, Cal., has joined KHUB, Watsonville, Cal.

NEIL McINTYRE, technician, formerly of KJBS, San Francisco, and KHUB, Watsonville, Cal., has been added to the staff of KSRO, Santa Rosa, Cal., replacing Jack Wagner, resigned.

FLOYD TIMBERLAKE, formerly of WHIP, Hammond, Ind., has joined the engineering staff of WIND, Gary, Ind. He replaces Clark Hood who was inducted into the Army March 1.

BILL CRABBE of the technical staff of KDB, Santa Barbara, Cal., has been promoted to chief engineer, filling the vacancy created by the transfer of Walter Radtke to KHJ, Hollywood. Forest Choate of Long Beach, has been added to KDB's engineering staff.

BOB ADAMS, engineer of WSB, Atlanta, has left for a year's duty as a second lieutenant in the Army reserve. He will be succeeded by Gordon Swann, formerly of WAPI, Birmingham, Ala.

JIM BOOK has joined the engineering staff of CKSO, Sudbury, Ont., coming direct from CKGB, Timmins, Ont.

Drew a Blank

EVEN the third-degree couldn't have produced answers for Joe Wheeler on a recent broadcast of his man-on-the-street program on WBIR, Knoxville. Armed with questions, Joe cornered a likely looking individual and deluged him with a flood of puzzlers. The hapless interviewee merely looked blank; and for a good reason Joe eventually found out—the gentleman was a deaf mute.

LATIN EXPERIENCES NARRATED BY PALEY

WILLIAM S. PALEY, CBS president, is author of an article, "Radio Turns South", appearing in the April issue of *Fortune*, in which he describes his trip through South America last fall, selecting and signing affiliate stations for the CBS Latin-American network. Many of the photographic illustrations are snapshots taken by Mr. Paley during his travels.

Stating that almost all of the 64 stations included in the Latin-American network have agreed to broadcast at least an hour a day of CBS programs, Mr. Paley explains that these programs "will be built especially for Latin America, and with the wealth of information that we have now gathered, we should be able to produce programs that will do justice to our feeling of friendship for that section of the world and its people. And we hope that by reflecting the kind of people we are, our culture, the things that move us and amuse us, our efforts will help to make that friendship reciprocal.

"We hope the programs that our Latin-American affiliates have agreed to send us for retransmission throughout the U. S. will help to fill a serious gap in our knowledge of this hemisphere."

Newspaper Applications Request FM Facilities

ON THE HEELS of the FCC crackdown March 19 on newspaper ownership in FM stations, more requests for commercial FM facilities during the past fortnight have come from newspaper interests. United Broadcasting Co., licensee of WHK and WCLE, Cleveland, and WHKC, Columbus, which are owned by the Plain Dealer Publishing Co., publisher of the *Cleveland Plain Dealer* and chief owner of the *Cleveland News*, applied for 48.5 mc. to cover 8,240 square miles and 1,314,595 population in Cleveland.

Resubmitted March 19 was the amended request of E. Anthony & Sons Inc., operator of WNBH, New Bedford, Mass., to request 45.7 mc. covering a 350,250 population and 1,787 square miles. Applicant is publisher of *New Bedford Mercury*, *New Bedford Standard Times* and *Hyannis (Mass.) Cape Cod Standard-Times*.

Returned on the same date as incomplete when submitted was the application of The Radio Voice of New Hampshire, licensee of the new WMUR, Manchester, for 43.5 mc. covering 19,622 square miles and a 4,099,385 population. Edward J. Gallagher, publisher of the *Laconia (N. H.) Citizen* holds a minority interest in this corporation. Total FM applications pending before the FCC number 56.

Canadian Post-Treaty Shift

CKNX, Wingham, Ont., has been given permission to increase from 100 to 1,000 watts, and will shift April 15 to 920 kc., after changing over March 29 to 1230 kc. under original Havana Treaty allocation. New transmitter is expected to be in use by July 15.

W71NY, new FM station of WOR, New York, is to take the air on a commercial basis about April 1. At present it operates as W2XOR. A new high-power transmitter is being installed.



FM's PIONEER MANUFACTURER

Major Armstrong's FM station at Alpine, N. J., has started commercial operation with a 40 KW Phase Shift transmitter.

Major Armstrong, the inventor of FM, has used REL FM equipment—from speech input to final amplifier, and the majority of FM stations now in regular daily operation are also REL equipped.

If you want prompt delivery and the certainty of reliable operation in your FM transmitter, also the highest performance in allied FM equipment (speech input-antenna-relay). . . .

Then buy REL and go to it!

RADIO ENGINEERING LABS., INC.

Long Island City, N. Y.

Licenses Renewed On Staggered Plan

Expiration Dates Are Fixed In Post-Treaty Action

UNDER the Havana Treaty allocations, which became effective March 29, the FCC will continue the staggered system of license renewals, which hereafter will be issued for one-year periods. Licenses of stations regularly operating under the North American Regional Broadcasting Agreement will expire as follows, the FCC said:

For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, and 1580 kc., Feb. 1, 1942.

For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, and 950 kc., April 1, 1942.

For stations operating on the frequencies 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, and 1320 kc., June 1, 1942.

For stations operating on the frequencies 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kc., Aug. 1, 1941.

For stations operating on the frequencies 1230, 1240, and 1340 kc., Oct. 1, 1941.

For stations operating on the frequencies 1400, 1450, and 1490 kc., Dec. 1, 1941.

EXTENSIONS GIVEN FOR 15 STATIONS

TEMPORARY extensions of license from March 29 date were given 15 stations by the FCC at a special meeting March 24, pending further consideration of their renewal applications. The stations have been given conditional renewals for various reasons, including applications for their facilities, pending revocation proceedings or for other reasons not specified. The stations are KFEQ, St. Joseph, Mo.; KFJM, Grand Forks, N. D.; KGBU, Ketchikan, Alaska; KLUF, Galveston, Tex.; KOCA, Kilgore, Tex.; KORN, Fremont, Neb.; WCOA, Pensacola, Fla.; WELL, Battle Creek; WHBC, Canton, O.; WHIP, Hammond, Ind.; WJHP, Jacksonville; W N A D, Norman, Okla.; WOSU, Columbus, O.; WPRP, Ponce, Puerto Rico; WSJS, Winston-Salem.

WABI, Bangor, Me., was authorized to operate temporarily on 910 kc. with 250 watts pending completion of construction to increase power to 5,000 watts on this frequency, using a directional at night. KWJJ, Portland, Ore., was authorized to operate temporarily on 1080 kc., with 500 watts, limited time, pending completion of construction which will permit it to operate with 1,000 watts fulltime on this channel.

WARM, Scranton, Pa., was given authority to continue program tests on 1400 kc. with 250 watts power, fulltime pending action on a hearing on its application for license, growing out of an ownership dispute.

More Advantages than any other type of Speech Console!

*Designed for
Maximum
FM and AM
Performance*

GATES MODEL 30 CONSOLE

*Truly The Modern Definition
of Radio Equipment Efficiency,
Design and Appearance . . .*

The new Model 30 Speech Input Console was designed for both AM and FM requirements, and in the few months since its introduction has established unparalleled performance records in both fields of broadcasting. To date, the Model 30 Console has outsold its famous predecessor (Gates Model 20) by more sales to new stations alone, since December, than in the entire previous 9 months! Such a remarkable record of acceptance is a tribute not only to its engineering design, but also to its streamlined beauty. It is the only console available in three color selections to match studio settings and any color selection has a maximum of four separate colors per panel. A prominent engineer, enthused with the Gates Model 30 Console, calls it—"THE MOST BEAUTIFUL ELECTRICAL INSTRUMENT I HAVE EVER SEEN!"

The hard, clear facts and figures that describe the advantages of the Gates Model 30 Console are ready for you to see. If you are interested, write at once for complete information.

CHECK THESE CONVINCING REASONS WHY
THE GATES MODEL 30 CONSOLE IS YOUR
LOGICAL SPEECH EQUIPMENT CHOICE —

- ✓ FIVE (not 4) pre-amplifiers
- ✓ TWELVE (not 6) remote line positions
- ✓ THREE (not 2) section filter
- ✓ FIVE position V.U. range switch accurate to .05% with the largest make V.U. meter available
- ✓ ONLY console built into genuine steam-fitted Walnut and Rakuda WOOD cabinet
- ✓ Flat frequency response from 25 to 16,000 cycles without consequential distortion at any frequency
- ✓ No cross-talk—each console has over 400 ft. of individually shielded wire.

GATES

QUINCY, ILLINOIS, U.S.A.

"The Proven Line"

RADIO & SUPPLY CO.

(CABLE ADDRESS: "GATESRADIO")

**Manufacturing
Engineers Since 1922**

FCC Is Expected To Rush Action on Television Future

Three-Day Hearing Concluded With Substantial Accord

THE FCC is expected to act quickly on the future of television, following the windup of its three-day video hearings last Monday, particularly if it is going to authorize full commercial operation.

Operation of visual broadcasting on a full commercial basis was put up squarely to the FCC as the hearings were concluded. End of the hearings found the industry in substantial accord on technical operating standards. Opinion was divided, however, as to feasibility of commercial operation at this time as compared with a year ago when the FCC rescinded its grant of "limited commercial" television [BROADCASTING, March 24].

Defense Angle

Apart from the elimination of most points of disagreement on technical standards, some backhanded opposition to immediate commercialization developed during testimony of RCA-NBC and CBS, who urged caution to insure against setting commercial television off on another "false start" and cited the present national defense effort as an important factor to consider in determining whether visual broadcasting is indeed ready to test its wings [BROADCASTING, March 24].

Although their abrupt "turnabout" on the commercial television proposition caused momentary consternation, their study-and-make-sure stand was regarded not so much as a stumbling block for commercial authorization as a new consideration arising from the times.

The three-day hearings attracted an audience of about 100 actual and prospective television operators and manufacturers, with representatives of almost a score of separate companies testifying. The hearing room scene, contrasting sharply with the jam-pack crowds of a year ago, was taken by some as an indication of dwindling interest in television.

All seven commissioners, including the FCC's newest member, Commissioner Ray C. Wakefield, sat through most of the proceedings. Cross-examination of witnesses was handled for the FCC by Chief Engineer E. K. Jett, William H. Bauer, FCC head attorney, and Joseph L. Rauh Jr., assistant general counsel.

Brief appearances were made at the Monday session for Farnsworth Television & Radio Corp., American Television Labs., Scophony Ltd., Zenith Radio Corp., Telechordon Labs., General Television Corp., operating W1XG, Boston, and Metropolitan Television Corp., licensee of W7XMT, New York.



PLANNING NAB CONVENTION, executives of St. Louis stations discuss arrangements for the coming convention of the association in St. Louis, May 12-15, which is expected to attract a record number of radio officials from all parts of the nation. Clockwise around the table are: J. Souland Johnson, sales promotional director, KMOX; Arthur Casey, public relations director, KMOX; William West, president, WTMV; Bob

Richardson, account executive, KWK; Merle S. Jones, general manager, KMOX, and general chairman of the convention; George M. Burbach, general manager, KSD; Rev. Wallace A. Burk S.J., faculty director, WEW; Nicholas Pagliara, general manager, WEW; Clarence Cosby, sales manager, KXOK; C. G. Renier, program director, KMOX. Headquarters will be at the New Jefferson Hotel in the downtown district.

Outside Transcription Firms Given Right to NBC Programs

Policy of Many Years Is Reversed by Network; Rates to Be Same as Own Division Pays

REVERSING a policy of long standing, NBC has announced that, effective April 1, outside transcription companies will be permitted to have wireline connections directly with NBC studios and to record network programs at the same charges made to NBC's own recording division. Interdepartmental order, sent by President Niles Trammell on March 21 to all department heads, division heads and managers of NBC's M & O stations, reads as follows:

Several transcription companies have requested that they be allowed to have wireless connections directly with our studios in order to record certain of their clients' programs broadcast over the facilities of the NBC.

NBC wishes to cooperate with its broadcasting clients in every way possible. It, therefore, announces that,

effective April 1, 1941, it will grant transcription companies the privilege of connecting with its facilities for such recording purposes at any NBC network origination point, on the following basis of charges:

For recording broadcasts: 15 minutes or less, \$2.50; 15-30 minutes, \$3.50; 30-45 minutes, \$4.50; 45-1 hour, \$5.50. For recording rehearsals: 15 minutes or less, \$3.50; 15-30 minutes, \$4.50; 30-45 minutes, \$5.50; 45-1 hour, \$6.50.

Transcription companies may arrange to record an unlimited number of either broadcasts or rehearsals for periods of 13 consecutive weeks at a charge of \$50 per week per origination point.

These charges do not include wireline rentals or connection charges. This service will be furnished subject to credit approval and in accordance with our standard form of contract. The same charges will be made to the NBC Recording Division.

WBZ-WBZA Ask Split

SEPARATION of WBZ and WBZA, Boston-Springfield outlets which have operated synchronously for more than a decade, is sought in applications filed March 24 with the FCC by Westinghouse Radio Stations Inc. WBZA seeks a shift from 990 kc. (which becomes 1030 under the March 29 reallocation) to 970 kc., with an increase in power from 1,000 to 5,000 watts, with both transmitter and studios in Springfield. WBZ filed for modification to terminate the synchronization, to operate fulltime on 1030 kc. after March 29, contingent on the WBZA grant.

More for Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food) on March 24 started its spring and summer campaign of participating and spot announcements on 25 stations. Contracts are for 26 weeks. On April 1 the firm renews its five-weekly participation announcements in the home economic programs on KHJ and KFI, Los Angeles and its five-weekly quarter-hour *Miss Betty* programs on WQAM, Miami, and *Talk of the Town* programs on WJAX, Jacksonville, in the interest of E-Z Serve Loaves. Contracts are for 13 weeks. Agency is Henri, Hurst & McDonald, Chicago.

Absorbine on Blue

J. B. WILLIAMS Co., Glastonbury, Conn. (shave products), on July 7 will take a ten-week hiatus from sponsorship of *True or False* heard Mondays at 8:30-9 p.m. on NBC-Blue. Program will be sponsored during the interval by W. F. Young Inc., Springfield, Mass., for Absorbine Jr. J. Walter Thompson, New York, handles both accounts.

Duram Touring Stations For Grove Labs. Series

TO SET UP the new campaign for Grove Labs., St. Louis (Chill Tonic, malaria remedy), which begins May 12, George Duram, time buyer of H. W. Kastor & Sons, Chicago, is touring stations from the Atlantic seaboard to Texas. More than 100 stations are to be used in the national campaign.

According to the agency, Mr. Duram will obtain an "on the ground" understanding of the various stations' position and influence, and secure a better understanding of the area they cover. This tour is one of several undertaken by the agency each year on behalf of its clients. Mr. Duram will discuss with station managers future campaigns, in addition to the Grove account.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin tablets), sponsors of six-weekly quarter-hour national and international news programs on the NBC-Red network [BROADCASTING, March 24], has changed title of the series from *NBC Newroom of the Air* to *News of the World*. Wade Adv. Agency, Chicago, handles the account.



NEW CHAIRMAN of the Chicago chapter of the Veteran Wireless Operators Assn. is W. J. Halligan (right), president of Hallicrafters Inc., Chicago equipment manufacturer. The retiring chairman, George I. Martin, of RCA Institutes, is shown presenting a life membership certificate to the new chairman at a dinner attended by more than 30 members of the Association in Chicago.

WISE to 1230 kc.

WISE, Asheville, N. C., March 25 was granted a modification of license to change its frequency from 1370 to 1230 kc., with 250 watts unlimited time. WHBQ, Memphis, was granted a construction permit to install a new transmitter and increase its power from 100 to 250 watts fulltime, on 1370 kc.



"I'm sorry, Chiefie, since I've been listening to WFDF Flint, with its kilowatt on 910, my heart belongs to an announcer—without reservation."

Agencies Adamant On New Contract

Objection Voiced to Several Features of New Form

DISSATISFACTION with several features of the new agency contract form for station facilities, recently approved by the NAB board of directors [BROADCASTING, March 24], was expressed by the timebuyers' committee of the American Assn. of Advertising Agencies.

That organization, which has already notified its members not to accept the new form, will probably draw up a separate form of its own. Previous "order blank", in use since 1933, had the approval of both organizations.

Agency Objections

Four objections have been advanced by timebuyers. First, the old form provided for stations to supply staff announcers without charge, whereas there is no such provision in the new form. The agencies want this provision reinstated except in cities where the stations have contracts with the American Federation of Radio Artists requiring the announcers to receive extra pay for commercial shows.

Next, the agencies object to the clause that "station shall have the right to cancel any broadcast covered by this contract in order to broadcast any event which it deems to be of public importance," claiming the sponsor as well as the station should have some voice in this matter.

Another part of this same section, "that in no case shall station be liable for cost of any talent for which station itself does not contract", is also objected to by the agencies, who feel that where they have non-cancellable talent contracts and must pay for performances cancelled or postponed by the station, the station should reimburse them for such loss.

Fourth agency objection concerns indemnity for musical infringements. The new form includes only music licensed by BMI as guaranteed by the station; the agencies believe SESAC, AMP and other music also should be included.

Whether or not the AAAA issues its own form, the problem is more academic than practical, several timebuyers told BROADCASTING. Individual conditions, they said, make a certain amount of alteration in any standard form almost inevitable. All agreed, however, that the new contract, lacking the dual approval of both NAB and AAAA, will carry less weight than the old one, and will therefore entail more bargaining and more changes in each purchase of station facilities.

New Survey Service

MRS. FLORENCE CUMMINGS JESKE, former traffic manager of WSYR, Syracuse, and Mrs. Mary Aloï, former continuity writer for the same station have formed the Advertisers Audit Service. They will conduct all types of radio surveys.



With WEEI saying the right words, Mr. "Inside Boston Market" (Metropolitan Boston) and Miss "Outside Boston Market" (communities outside Boston from Cape Cod to Canada) become *one* to WEEI advertisers...one market with nearly 1,000,000 radio *families* who spend over a billion and a half dollars yearly at retail.

WEEI *weds*, then *sells* these two markets. In 1940, although the heaviest CBS network schedule in history absorbed 14% more of WEEI's available time than in 1939, WEEI's non-network billings rose 14.5% during the same period. That's evidence that advertisers prefer the *only* Boston station that weds and sells two rich markets—at one cost.

WEEI COLUMBIA'S FRIENDLY VOICE IN BOSTON
Operated by CBS. Represented by Radio Sales: New York • Chicago • Detroit • San Francisco • Los Angeles

BROADCASTING

and

Broadcast Advertising

MARTIN CODEL, Publisher

SOL TAISHOFF, Editor

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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 • DAVID H. GLICKMAN

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Bear By The Tail

THIS TIME they've struck at a Tartar. It took the newspaper-ownership inquiry called by the FCC majority, coming as it did on the heels of the network-monopoly crusade, to bring the industry around to serious thinking about dangerous trends in Federal regulation of commercial broadcasting and to goad the industry's best leadership into action. Unless our faith in the democratic process and in the industry's ability to meet all onslaughts is misplaced, we venture that this time the so-called "anti-commercial" majority of the FCC simply can't get away with it.

With regard to the newspaper issue, which the newspaper-radio interests are girding to meet squarely, it is obvious that any move to discriminate against any one class of station ownership must inevitably lead to discriminations against other classes—the "classes" to be determined by an unsympathetic and politically controlled group of men in Washington.

The feeling is prevalent that the FCC majority, even though it has called an "investigation" and as yet unscheduled hearing, had made up its mind (or had its mind made up for it) in favor of divorcement of radio from newspaper interests before issuing its March 19 order. The issue has been smoldering for several years.

If the FCC majority by its past actions could be relied upon to approach the ownership issue judiciously and open-mindedly, an inquiry procedure might be desirable and the issue could easily be met—though we still insist that the proper place for the airing would be in Congress. Unfortunately, the industry has no great faith in the FCC; several of its members, in their private utterances, have shown unmistakably their attitude toward the existing order in commercial broadcasting. They favor rate regulation; they don't like profits; they see skeletons in every closet—even their own colleagues have catalogued them as "anti-commercial radio".

Consistency is conspicuous by its absence in the FCC's decisions. Newspaper applications have been granted over competitive requests for the same facilities in the same community, and denied in others. Transfers to newspaper interests have been granted freely. Under this same FCC the number of stations in which newspaper interests participate as owners has multiplied at least twofold since it took over in 1934 from the old Radio Commission.

For competitive reasons, a few independently owned stations might relish any action that would hurt their newspaper competitors. But the growing trend toward the regulation of the program and the business aspects of broadcasting, of which the newspaper crusade is but a manifestation, is such that no broadcaster interested in the perpetuation of a free radio can afford to stand by and see his neighbors' rights whittled away. Each piecemeal move may afford some local comfort or gain—but the momentum, unless checked, is toward the increasing imposition of restraints that will undermine the structure as a whole.

The idea of a fact-finding inquiry on any subject cannot be condemned, assuming a glaring necessity which does not exist in the case of so-called newspaper ownership. But when the men who sit in judgment transcend authority which belongs to Congress and are themselves judged in the light of their past acts and utterances, such an inquiry seems futile.

During the last few years we have been a voice in a veritable wilderness, appealing for a redefinition of the law as a whole by Congress so that this guesswork about the intent of Congress could be stopped. New legislation would present the President with an opportunity to staff the FCC with better qualified men. If the broadcasting industry, now in its 21st year, cannot convince Congress that it can run its affairs without regulatory straitjackets fastened by a handful of willful men, then it deserves the fate for which it appears to be headed under the existing order.

A. D. Ring, Consultant

IT WON'T be the same at the FCC without "Andy" Ring as the head man of the Engineering Department's broadcast division. For a dozen years he has been identified with all things technical in broadcasting, and since 1934 he has headed the operation—just about the coolest head in about the hottest position in town.

Joining Andy Ring in private engineering practice in Washington is one of his chief lieutenants, Ralph L. Clark. The FCC will find it difficult to fill both niches, particularly with so many new broadcasting developments on the horizon. All in radio wish both of these engineers well in their private practice, after their efficient and meritorious stewardship for the Government.

The FCC is confronted with a number of executive staff vacancies, aside from these created

The RADIO BOOK SHELF

THE ANSWER to questions of a novice seeking radio as a career are to be found in *How to Break Into Radio* [Harper & Brothers, New York, \$2]. Concerned solely with vocational opportunities in the radio field, the authors, Robert DeHaven and Harold S. Kahn, have taken an objective approach in critically appraising the industry as a whole; in describing the many different types of jobs and the qualities needed for them, and how to train for them; in telling how to apply for the job you want and get it; how to become an idea man; how to write script and continuity. In short, nothing is overlooked, even to including chapters on the success of others and opportunities in television. Mr. DeHaven is production manager and program director of WCTN, Minneapolis. Mr. Kahn is a writer.

A BOOKLET titled *Wired for Sound*, explaining the part of AT&T in furnishing wire facilities for hookups of radio stations, together with a short summary of some of the most famous hookups from 1922 to the present, has been published by the publicity department of AT&T.

by the engineering resignations. Posts of assistant general counsel for broadcasting, assistant secretary and assistant chief accountant must be filled. There are qualified men now on the FCC staff who deserve the promotions by dint of efficient performance of present duties. The FCC would instill renewed confidence in its staff if it inaugurated a sort of career system and filled these vacancies by promotion.

In one corner, we have the FCC cracking newspaper ownership of broadcast stations on "public interest" grounds. In the other we have the Peabody Radio Awards for "public service" signally honoring KFRU, Columbia, Mo., for making the most of its opportunities to serve its local audience. The station is owned by the St. Louis Star-Times.

Peabody Awards

FEW WILL DISPUTE the judges' selections for the Peabody Radio Awards of 1940. They represent a conscientious job, and they reflect due credit upon the four class winners and the dozen or so stations cited for honorable mentions. That the Peabody plaques and certificates will assume the place in radio that the Pulitzer Prizes hold in the fields of journalism, there can be little doubt.

Radio is now old enough to boast a tradition, and the Peabody Awards henceforth will recognize great individual achievements by networks and stations. If there are any regrets at all about the Peabody format, it is that it wasn't established a few years ago so that the magnificent public service of the Mississippi-Ohio river valley stations during the great floods might have been recognized. Perhaps, also, as the committee shakes down, it will include some awards for individual personal achievements. And we'd like to suggest, too, that the Peabody Foundation consider the addition of a few more men with more intimate contacts and experience with radio on its board of judges.

We Pay Our Respects To —

Personal NOTES



GUY FAIRFAX HERBERT

FROM RECEPTIONIST at the smallest station in Canada to the owners and managers of the Dominion's largest stations, everyone in the broadcasting industry north of the international border knows big, genial Guy Fairfax Herbert, eastern general manager of All-Canada Radio Facilities Ltd., largest station representation and transcription distributing firm in the Dominion.

Guy Herbert claims the distinction of being probably the only man to have visited every broadcasting station in Canada at least once in the last few years, and of being personally acquainted with the majority of the personnel of nearly every station, large or small.

Guy Herbert stands 6 feet 2, weighs 240 pounds, and impresses everyone with his sincerity. He came out of the West in November, 1937, with a southern drawl reminiscent of Virginia, and within a few months had changed the tempo of the broadcasting industry in Eastern Canada from a quiet satisfaction to a state of realization that if this big man from the West was typical of broadcasting in that part of the country, then Eastern Canadian broadcasting had been caught napping. Needless to say Eastern Canadian broadcasting has stepped lively ever since.

Guy Herbert today, headquartered in Toronto, is sought on all problems affecting the entire industry. He was one of a small group who last year fought newspaper pressure to ban sponsored newscasts as a wartime precaution. He is a member of a committee of three who work out all wartime broadcasting problems of the privately-owned broadcasting stations and industrial interests.

His southern drawl is not cultivated, for he was born in Marshall, Va., Sept. 13, 1891, and lived in that State till he was 20, a graduate civil engineer of the Univer-

sity of Virginia. Then he joined many other young Americans to seek his fortune in the new settlements of Western Canada. Through a friend of a brother he received a call from the Canada Land & Irrigation Co. at Medicine Hat, Alta., where his civil engineering knowledge helped in opening up large tracts of Southern Alberta to agriculture.

In 1917 he became assistant general manager of the company, resigning in 1923 to accept at Calgary a post as superintendent of livestock and ranching for the meat packing firm of P. Burns & Co. He served on a commission to investigate increasing bacon trade to Great Britain. Then for ten years he sold life insurance with Canada Life, and through social contacts met Harold R. Carson, automobile supply jobber then dabbling in radio [BROADCASTING, April 15, 1940].

Guy Herbert's hobby for many years had been commercial amusements and attractions. For 14 years he had directed as a sideline the amusements for the annual Calgary Exhibition & Stampede. He has a knack of sizing up the amusement value of a show and this knowledge prompted Harold Carson to offer Guy Herbert the post of commercial manager of CFAC, Calgary in 1934, when he took over operation of that station for the owners, the *Calgary Herald*.

This was an entire new field for the civil engineer but Guy could work his hobby to the limit, using his sales experience to sell shows to local and later national advertisers. The latter were then only nibbling with radio in Western Canada. So good a job did Guy do that within 18 months he had taken over the management of CFAC, the first major station in the group which Carson now set out to operate.

When Carson concluded a deal with the Manitoba Telephone Sys-

JOHN M. RIVERS, president of WCSC, Charleston, S. C., introduces Clare Booth, the playwright and wife of Henry Luce, editor of *Time*, in a series of transcriptions for the British War Relief Fund which Miss Booth made in the WCSC studios. Miss Booth's winter home is near Charleston.

ALBERT E. STEPHAN, former clerk of the Senate Interstate Commerce Committee and former attorney with the FCC, has joined the law firm of Preston, Thorgrimson & Turner, with offices in Seattle.

SIDNEY STROTZ, NBC New York vice-president in charge of programs, was in Hollywood during late March for conferences with Don E. Gilman and John Swallow, the network's Western division vice-president and program director, respectively, on summer sustaining programs.

ROYAL J. HIGGINS for five years in charge of sales promotion for The Hallcrafters Co., Chicago, has been appointed director of advertising and sales promotion, effective March 24. Before joining The Hallcrafters Mr. Higgins was with Sears Roebuck.

LOUIS F. LONG, owner of KGLU, Safford, Ariz., was feted recently at a testimonial banquet in honor of his 20th anniversary in the amusement business in Arizona. State notables numbering 150 attended and entertainment was furnished by the Arizona Broadcasting Co. In addition to KGLU, Mr. Long owns a chain of movie theaters.

BILL LINDSAY, former commercial manager of WFBC, Greenville, S. C., and Gary Marable, from WSIX, Nashville, have joined the new WBIR, Knoxville.

LESLIE CARDONA, WRVA, Richmond, Va. salesman, is the father of a boy born recently.

tem to take over the commercial operation of its two stations—CKY, Winnipeg, and CKX, Brandon — logical man to take over the management job was Guy Herbert, and the move eastward started. CKY at that time was the second most powerful station in Canada, with 15,000 watts power. It was a government-owned and operated station and was losing money. Guy Herbert helped put it on its feet, along with CKX. When he had this job done, he was moved to Toronto, where Carson had opened offices of his station representation firm to get national business for a number of western stations he operated.

Guy visited every station in the East, became acquainted with the owners and managers, signed up enough stations in eastern and western Canada and today All-Canada Radio Facilities represents nearly a third of the stations in Canada. Then Guy and Carson went to the United States, bought up Canadian rights on transcription and script services, and now sell service to every station from Charlottetown, P.E.I., to Prince Rupert, B.C. Guy has built up in Toronto and Montreal an organization of

WILLIAM J. SCRIPPS, manager of WWJ, Detroit, has been appointed an advisory member of the financial committee of the Wayne County Chapter of the newly-formed Michigan Amateur Emergency Council, composed of representatives of various amateur radio clubs and groups throughout the State and formed to aid in national defense and assist local and Federal authorities and relief agencies in any emergency or disaster.

CHARLES F. PHILLIPS, commercial manager of WFBL, has just been elected first vice-president of the Advertising Club of Syracuse.

SLOCUM CHAPIN, formerly of WOC, Davenport, has joined WKBN, Youngstown, as a local sales director. Also new to WKBN is Henry Z. Ungar, previously associated with WSPD, Toledo, and WMBC, Detroit. Ungar is a salesman.

JOHN HEINEY, WJSV sales promotion manager, is vacationing in Miami.

DALE TAYLOR, manager of WENY, Elmira, N. Y., has been named chairman of the communications division of the Chemung County Disaster Relief Corps, which has been organized on a wartime basis.

PAUL McCLUER, manager of the NBC Central Division Red Network Sales Department, left March 29 for a Florida vacation.

THEODORE GRANIK, director and moderator of the MBS *American Forum of the Air*, is in California for a two-week vacation. Ernest Lindley, Washington newspaperman, is serving as chairman of the program during Granik's absence.

FRANK HARRINGTON, of the WSYR, Syracuse, sales department was one of 12 new directors elected at the annual meeting March 6 of the Syracuse Advertising Club at Hotel Syracuse.

WILLARD D. EGOLF, commercial manager of KVOO, Tulsa, has been re-elected president of the Tulsa Advertising Federation.

FRED DARLING, program director of CKGB, Timmins, Ont., has joined the sales staff of CJIC, Sault Ste. Marie, Ont. He is replaced by Lloyd Monk, music librarian of CKGB.

go-getting young men to handle the many details of the expanding business. While he does not admit it, he also has a knack of picking the right men for the right job.

While Carson and All-Canada Radio Facilities work on an autonomous policy of letting local managers work out their own problems, Guy Herbert is Harold Carson's right hand man on policy matters pertaining to station representation, transcriptions, station expenditures, changes in station management. He also sits on the advisory board of the entire organization.

In recent years Guy has had little time for hobbies other than radio. He still plays an occasional game of bridge, a pastime through which he met Carson. Once he was a pursuer of the old Scottish sport of curling, but there has been no time for that lately. He married Anita McLean of Medicine Hat, has a son Beverley, 25, an artist, and a daughter, Kathleen, 23, private secretary to the president of a large industrial concern. He belonged to the Renfrew Club of Calgary and the Manitoba and Carlton clubs in Winnipeg.

DWARF (Ky.) IS NO BUYING GIANT!

Dwarf, by any other name, would still be just another tiny Kentucky hamlet—more or less typical of the towns WAVE doesn't reach! Whereas the Louisville Trading Area—which WAVE covers completely—is a buying giant with a tremendous appetite for all the things most people buy! And WAVE's rates are based on Louisville—not on all the Dwarfs that add much to your sales costs but little to your sales! Send for the proof!

**LOUISVILLE'S
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INCORPORATED
5000 WATTS... 970 K.C.... N.B.C.

FREE & PETERS, INC.
National Representatives

READY!

AIM!

F I R E

Here's your "Big Gun" in your own preparedness campaign against lagging sales. Consider the fact that the KWKH listening audience, as reported in the new CBS audit of night-time coverage, extends from the Atlantic coastline clear across the southern half of the United States to the Arizona state line, extending even into Colorado and Utah. Sounds a bit exaggerated . . . doesn't it? But we've

got the facts, and figures of regular listening to prove our story.

50,000 Watts

KWKH

CBS

A Shreveport Times Station—Represented by the Branham Company

WAYMON RAMSEY, formerly manager of KOMA, Oklahoma City, and more recently commercial manager of KABC, San Antonio, has been appointed general manager of KFDA, Amarillo, Tex.

HARRY PLOTKIN, FCC broadcast attorney, and Mrs. Plotkin, became the parents of an 8 lb., 5 oz. son, Ira Lev, born March 25 at Garfield Hospital, Washington, their first child.

MATT BONEBRAKE, general manager of KOZY, Oklahoma City, and Mrs. Bonebrake, on March 18 became the parents of an eight-pound son, Ronald Keithly.

HORACE GAYMAN, new to radio, has joined KLS, Oakland, Cal. as account executive.

JOHN E. GARDNER, after several weeks in Hollywood, has returned to his duties as manager of KTFI, Twin Falls, Ida.

WALDEMAR C. PORSOW, former radio program director and advertising agency associate, has been appointed manager of the new WIGM, Medford, Wis.

THOMAS MARTIN, announcer of WGY, Schenectady, N. Y., has been named to manage the new WWNV, Watertown, N. Y.

PAT MCCALLION, sales executive of KOY, Phoenix, is the father of a recently-born baby girl.

CBS Trade News Shift

THE CBS trade news department, which has been a part of the sales promotion department under the supervision of Victor M. Ratner, has been incorporated into the publicity department. Herbert Hayard Swope Jr., formerly trade news editor, will remain in sales promotion as a copywriter, while his assistant, Robert Gerdy, has been transferred to publicity where he will continue to handle trade news.

Meet the LADIES



RUTH CHILTON

A REAL, one-woman show is dainty Ruth Chilton, feminine commentator of WSYR, Syracuse, who on March 21 celebrated 16 years before the mike. The young veteran is a commentator, singer, dramatist and continuity writer. She presides over *Ruth Chilton's Matinee* for three-quarters of an hour, five days a week, writing and producing the show including commercials. That's a starter. She also does a four-year-old show, *We Want A Job*, weekly for the N. Y. State Employment Service; another daily show of social jottings called, *What's New*. Miss Chilton is the smallest girl on WSYR's roster, but she has sung and danced in RKO vaudeville, has been soloist in churches and with top orchestras and was with WEEL, Boston, for eight years, coming to WSYR four years ago. This active young woman also finds time for speeches to clubs and schools and for a lecture, now and then, at the Syracuse U workshop. She opened up the N. Y. State Fair for the first time to women's radio features and is annually director of feminine fair features for WSYR.

Martin Leich to WBOW

MARTIN L. LEICH, since 1936 manager of WEOA, Evansville, Ind., has been transferred to WBOW, Terre Haute, Ind., as manager, replacing W. W. Behrman, who will manage the new WISH, Indianapolis [BROADCASTING, Feb. 24]. WEOA will be operated under the direction of Clarence Leich, who manages its sister station WGBF. It was also announced that Mrs. H. F. (Pat) Roper, program director of WEOA-WGBF, has been promoted to assistant manager in charge of personnel and inside operations of the three stations, and that Guy Crecelius, sales manager, has been promoted to assistant manager in charge of sales and public relations.

GEORGE FERGUSON, Richard Bergen and Earl W. Kurtze, who operate the WLS, Chicago, Artists' Bureau, on March 1 also formed a new organization, Attractions Inc., handling radio talent, at 203 N. Wabash Ave., telephone Central 6812. Larry Kurtze, son of Earl Kurtze, formerly manager of Artists' Bureau Inc., Hollywood, has replaced his father on the West Coast.

CONZALEZ IS NAMED TO CBS LATIN POST

DR. ANTONIO C. GONZALEZ, former U. S. Minister to Panama, Ecuador and Venezuela from 1933 to 1939, has been appointed assistant director of Latin American relations for CBS to work with Edmund Chester, CBS director of shortwave broadcasting, on all matters relating to CBS' new American network which begins operations early in September.



Dr. Gonzalez

After practicing international and South American law in Hartford with the law firm of Olcott, Mestre & Gonzalez, founded by his father in 1876, Dr. Gonzalez served as counsel for American interests before the Claims Commission of the United States and Germany after the World War, and before the Claims Commissions of the United States and Mexico.

He has lived in nearly every Latin American country and is recognized as an authority of the people, governments, development and industry of those nations. He is married to the former Evelyn Quinlan, New York attorney, who aided in the organization of the Social Service Conference at Caracas, Venezuela, in 1939.

Comdr. Sharpe Named To New Navy Radio Post

CREATION of a radio section of the Public Relations Branch, Navy Department, was announced March 24, with appointment of Lieut. Comdr. Norvelle W. Sharpe, reserve officer on active duty, as its head. The new section, which is expected to parallel the radio section of the War Department Public Relations Branch, will handle all relations with the broadcasting industry on programming.

The Public Relations Branch, including press, radio and pictures, is headed by Comdr. H. Ray Thurber, USN. Lieut. Comdr. Sharpe, a Washington newspaperman, has been in the press section of the Public Relations Branch since September, 1939, on active duty.

New WKMO Completes Staff

SALUTED by the Indianapolis Stations WFBM, WIRE and WIBC, the new station in Kokomo, Ind., WKMO, will go on the air April 5 under the general management of Lee Ryder, recently with WKPA, New Kensington, Pa. Mr. Ryder has announced completion of his staff as follows: Budd Hibbs, from WTEL, Philadelphia, program and production manager; Vernon Boylson, from WIZ, Tuscola, chief salesman; A. David Potter, salesman; Wilbur Nungesser, from WGAC, Augusta, Ga., chief engineer; Homer Haines, from WPAY, Portsmouth, O., engineer; Francis Finck, from WKBV, Richmond, Ind., engineer; Kathleen Wilson, from WEMP, Milwaukee, continuity writer; Rus Salter, from WMRN, Marion, O., announcer; Mal Ross, from Purdue U, sports announcer; Warren Williamson, from KYAN, Cheyenne, announcer; John DeYoung, from WOWO, Fort Wayne, announcer. Cox & Tanz will represent the station, which is owned by a corporation headed by Dr. Charles K. Boyajian and his son Charles Jr.

BEHIND the MIKE

NORMAN SICKEL, formerly in charge of the continuity and production department for the National Youth Administration Radio Workshop, has joined the continuity department of WNEW, New York. Previously, Mr. Sickel was writer, producer and commentator for the NBC-Red *Music for Moderns* program, and he has also written and produced scripts for CBS.

CARL HOFF, Hollywood musical director of the weekly CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., has resigned and will go to New York where he will organize a dance band. Lou Bring, pianist of the program orchestra, has temporarily taken over musical direction.

BILL STRINGER of the news department of WOAI, San Antonio, on March 2 married Anne Harrell, of that city.

ROBERT W. BOOTH, former assistant director of WTAG, Worcester, has been given the rank of staff sergeant in the intelligence section of division headquarters, Camp Edwards, Mass. He was the first member of WTAG to join the Army.

ARCH McDONALD, sports commentator of WJSV, Washington, and his family are in Orlando, Fla., covering the spring training of the Washington Senators.

JIM MOORE, announcer, formerly of KRE, Berkeley, Cal. has joined KSFO, San Francisco, replacing Charles Arlington, who went to Los Angeles.

WILLIAM LIVESAY, for the last year with KYA, San Francisco has joined the announcing staff of KPO-KGO, San Francisco.

WESS CARR, formerly with KCMO, Kansas City, has joined WWSW, Pittsburgh, as announcer.

EUGENE KING, conductor of the daily *Danceland* program and formerly chief announcer of WEVD, New York, has been named to the WOR announcing staff, succeeding Tom Slater who was appointed MBS coordinator of sports and special events.

MARION LOOMIS, secretary in the NBC Central Division Spot Sales Department, and William Weaver, former NBC Chicago special officer, were married in Dubuque, Ia., March 22. Weaver is now associated with the Coca Cola Co., Chicago.

TOM ARGUE, new to radio, has joined CFAR, Flin Flon, Man.



"Your wife says to remind you that WFDF Flint Michigan is now 1000 watts on 910."

JACK SIMPSON, formerly of KALB, Alexandria, La., and prior to that of KRMD, Shreveport, La., on March 17 joined the announcing staff of WBOW, Terre Haute, Ind.

DON MARCOTTE, NBC Central Division music supervisor, has been notified that his new tune "Schottische at Sunrise" will be recorded for Victor and Bluebird by Joe Reichman and Mitchell Ayers.

PAUL WEST, continuity editor of KSFO, San Francisco soon will publish a textbook on practical radio writing, titled *It's A Living*.

DEAN STEWART, announcer, formerly of KGMB, Honolulu recently was added to the staff of KYA, San Francisco, replacing Bill Livesay, who went to KPO-KGO.

EDDIE HOUSE, organist of KROW, Oakland, Cal. has had his latest song, "Let Me Rest in the West Where I Belong" accepted by M. M. Cole Music Publishing Co. of Chicago, which will publish it.

STUART MACKAY, formerly of CJCA, Edmonton, and CJRC, Winnipeg, has joined the announcing staff of CKWX, Vancouver.

FRANK GOSS, announcer on the staff of KFVB, Hollywood, has resigned that post to join KNN, that city, in a similar capacity. Bob Greene is his KFVB successor.

PHIL H. MACMURRAY, formerly on the announcing staff of KHJ, Hollywood, has joined KFI-KECA, Los Angeles, in a similar capacity.

MORT ROVINS, radio time-buyer and producer for Julian G. Pollock Adv., Philadelphia, has resigned to become general manager of the John Hirsh Department Stores, with headquarters in Sunbury, Pa.



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Story"

50,000 watts . . . and

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make KYW the Philadelphia station

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WESTINGHOUSE RADIO STATIONS, Inc.

KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES



GEORGE M. NELSON has been appointed supervisor of the NBC mail messenger section, replacing Thomas Tart, who has been transferred to the NBC Ritz Theatre studios as supervisor. John Wahlstrom will assist Mr. Nelson. John Mills, who has been supervising the Ritz Theatre, NBC guest relations, and Joseph Jenkins of the mail room goes to the NBC personnel division.

ROLPH KALTENBORN, son of H. V. Kaltenborn, who has produced dramatic and musical radio shows for CBS, is teaching a radio workshop class at the University of Miami this semester.

DICK WHITTINGTON, program director of WTSP, St. Petersburg, will join WSUN of that city, on April 1, replacing Pete Stoner, who is transferring to WELI, New Haven.

JACK KELLY, formerly transcription manager and sports man of WWL, New Orleans, joined WGST, Atlanta, as assistant program manager. Prior to going to New Orleans he was on the announcing staff of WGST for five years. He is a native Atlantian.

KENNETH POWELL, announcer of WGY, Schenectady, recently married Kathleen Soper of Troy, N. Y. John Carnell, WGY accountant, has been drafted into the Army, and Chester D. Vedder, announcer, has resigned.

HARRY G. BORWICK, associate editor of the *American Observer*, is now conducting news commentary, *Behind the News*, on WINX, Washington, sponsored by the National Bank of Washington.

DELL GIBBS, continuity editor and announcer of WFAA-KGKO, Dallas, was the first member of the station staff to be drafted. He was sent to Fort Sill, Okla. The day after Gibbs was called, George Utley, continuity writer, was notified to report to the Army Air Corps base at Hemet, Cal.

Bucks for Boners

NO PUNCHES are pulled in the *Broadcast Boners* column of the *Milwaukee Journal*, operator of WTMJ. It's all in fun but \$5 is paid for the best lapsus linguae heard over the air during the week. In the Sunday Radio section of the *Journal* an appropriate cartoon showing the embarrassed announcer's predicament, announces the winners. Since September over 7,500 letters and postcards have poured in. Typical mental lapse: Bill Evans on WTMJ's *Top O' the Morning* program, "The correct temperature is now exactly 7 o'clock."

RONALD DAWSON, production manager of WFVA, Fredericksburg, Va., has been assigned to the 112th Company of the Virginia Home Guard, stationed at Alexandria. Dawson was at one time an officer in the British Army.

NEAL MOYLAN, special events director of WFBL, Syracuse, has been confined to a hospital recovering from a recent operation.

CHARLES STARK, free-lance announcer currently announcing programs on NBC, CBS and MBS, on March 27 celebrated his 12th year in radio.

GORDON WAYNE, commentator on WORL, Boston, has been appointed deputy collector of the Internal Revenue in Boston.

LOUIS E. MAHALA, news editor and director of special events of WMRN, Marion, O. has resigned to volunteer for Army service.



PILOT - ANNOUNCER Ralph Burgin, of WPTF, Raleigh, warms up his plane prior to a recent unsuccessful flight to Richmond that resulted in a forced landing. Over Laurenceville, Va., a blown cylinder head forced him down in a cow pasture. Unharmed, he managed to get back to WPTF in time for his 5:30 a.m. sign-on the following morning. Burgin is aviation editor of WPTF, conducting the weekly *Plane Talk* broadcasts.

ROBERT HARRINGTON and Ellsworth Reynolds of NBC Hollywood guest relations staff have been inducted into the Army. Donald Smith of the network's staff reports for training at Fort Ord, Cal., on April 4.

RUSSELL HUDSON, assistant to NBC western division sales traffic manager Henry Maas, and Jayne Druley of Hollywood, were married March 19 in Yuma, Ariz.

KEN HIGGINS, KFI-KECA, Los Angeles, announcer, recently sold his seventh original story to the CBS *First Nighter*, sponsored by Campana Sales Corp.

FEN JOB, formerly of WHLS, Port Huron, Mich., and CKOC, Hamilton, Ont., and Jack Russell, formerly of CKCR, Kitchener, Ont., have joined the announcing staff of CKGB, Timmins, Ont.

ROSS SNYDER, announcer, formerly of KYOS, Merced, Cal., has joined KJBS, San Francisco.

BOB HAMBLEY, announcer, formerly of KVCV, Redding, Cal., has joined KRE, Berkeley, Cal.

CLARENCE LEISURE, formerly chief announcer of KHSL, Chico, Cal., has joined KYA, San Francisco, succeeding Steve Bryher, resigned.

GEORGE BARBER, formerly with WSIX, WDOD and WJHL, has been made program director of the new WBIR, Knoxville, Tenn.

GERTRUDE BERG, author of *The Goldbergs*, serial sponsored on CBS by Procter & Gamble Co., Cincinnati, after April 4 also will write *Kate Hopkins*, sponsored on CBS by General Foods.

Silen Is Named by NBC For Philippine Coverage

TO BROADEN its news coverage in the Orient, NBC has added Bert Silen, manager of KZRH and KZRC, Manila affiliates of NBC, to the staff of NBC correspondents abroad. Mr. Silen, who has been in the Philippines since 1928 and has served as secretary of the Government Broadcast Committee, will be heard regularly on NBC-Round-the-world feature *News of the World*.

Richard Tennely is in Tokio and Edward MacKay covers the news in China from NBC's bureau in Shanghai. Harrison Forman, explorer-writer, and Edward Hart-rich, radio veteran of the European field, have roving commissions for NBC in the Orient.

Durland to Hollywood

ADDISON DURLAND, chief of the Spanish section of NBC's international division and previously manager of the Cuban Tourist Bureau in New York, on April 14 will leave for Hollywood to take over a position as supervisor for all motion pictures having anything to do with Latin American countries. Appointed by Will Hays, chairman of the board of Motion Picture Producers and Distributors of America, Mr. Durland will work with Joseph P. Breen, manager of the Production Code Administration, to make for better understanding between the motion picture industry and Latin America.

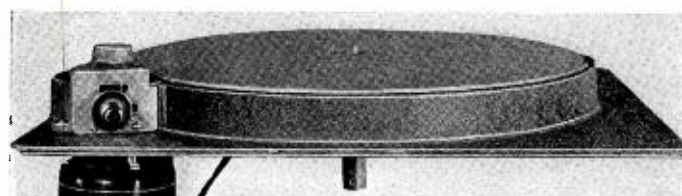
Benton Appointed

WILLIAM BENTON, vice-president of the U of Chicago, and former partner of Benton & Bowles, has been appointed a member of the Advisory Committee on Policy of the National Defense Council's body for Coordination of Commercial & Cultural Relations Between the American Republics.

Judith Lowry

JUDITH LOWRY, radio and stage actress, on March 21 died in Cleveland at the home of her son, Dr. Roswell Lowry. Miss Lowry was last heard on the air Jan. 11 on the *National Farm & Home Hour* on NBC, and at one time appeared regularly on the *Valiant Lady* serial program originating from WGN, Chicago.

THERE'S ALWAYS AN EASY WAY TO DO A JOB



• The Presto 10-A turntable proves the point. It has only 2 moving parts. . . A rubber-rimmed turntable, dynamically balanced, driven by a steel step-pulley on the motor shaft. A lever changes the speed instantly from 78 to 33 1/3 RPM. It's the simplest drive mechanism of any table made . . . inexpensive, too . . . maintenance averages \$2.00 a year. As for performance, speed accuracy .4%, speed regulation .2%, vibration noises 50 db below zero level (.006W). Decide now to improve your transcription broadcasts. Replace your turntables with the new Presto 10-A. Catalog sheet on request.

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Price, complete chassis
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CITY, Yu. 4631 • MINNEAPOLIS, Atomic 4216 • MONTREAL, Wel. 6967
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Follow the Crowd to Alaska. . .



- The National Defense program is bringing new thousands into the Territory.
- Maintenance of new Army and Navy bases will keep most of these persons permanently employed.
- Unparalleled building activity means a new population is forming, swelling an already rich Alaskan market.
- Progressive National firms are capitalizing on Alaska's rapidly expanding buying power by reaching the Alaskan market NOW via:

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watts

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Radio Centralized By Westinghouse

CENTRALIZATION of all broadcasting properties owned by Westinghouse Electric & Mfg. Co., under Westinghouse Radio Stations Inc., a wholly-owned subsidiary, was announced last Friday by



Mr. Evans



Mr. Wailes

Walter Evans, Westinghouse executive and vice-president of the subsidiary company.

Transfer of stations to the new company was authorized in February by the FCC and now has been completed, according to Mr. Evans. Stations now included in WRS Inc. are KDKA, Pittsburgh; KYA, Philadelphia; WBZ, Boston, WBZA, Springfield; WOWO-WGL, Fort Wayne; international shortwave station WBOS, and two FM stations.

Directors of WRS include several officers and executives of the parent company. They are A. W. Robertson, G. H. Bucher, M. W. Smith, Roscoe Seybold, Harold Smith and Mr. Evans. Officers are Mr. Bucher, president; M. W. Smith and Mr. Evans, vice-presidents; C. W. Pomeroy, secretary; L. H. Lund, assistant secretary; L. W. Lyons, treasurer; Mr. Seybold, comptroller; Frank A. Logue, auditor; A. H. Bates, assistant auditor.

Lee B. Wailes, manager of WRS Inc., heads the executive staff with headquarters in Philadelphia under Mr. Evans. Associated with him are Joseph E. Baudino, technical director; George Harder, publicity and advertising manager; Gordon Hawkins, program supervisor; F. P. Nelson, manager of international shortwave activities; Mr. Logue.

The new corporate setup permits the separation of a distinct and highly specialized operation from the parent company's engineering and manufacturing activities, and thus affords greater ease and flexibility of operations, Mr. Evans said. WRS Inc. originally was organized in 1925, in Indiana, as an operating unit for the Fort Wayne stations.

In Tulsa It's
KTUL

5000 Watts — CBS

Many extra millions for defense in an already great market!



FREE & PETERS, Inc., Exclusive National Representatives

DOCTOR IS BROKE

Brinkley Tells Court How He Frittered Fortune

DR. JOHN R. BRINKLEY says he is broke. The bearded doctor, owner of XERA, Mexican border station at Villa Acuna, who made a fortune from his goat-gland operations, told a Little Rock bankruptcy court March 24 that he didn't know what had happened to sums ranging up into the thousands.

Questioned by an attorney representing clients seeking \$230,000 damage claims, the doctor insisted that the entire enterprise of his famous hospital was his wife's. It was she who had brought \$154,000 to Texas in 1933 to start his various enterprises. Now all she had left was "some jewelry, stock in the Del Rio Lumber Co., one or two automobiles, a few shares of Anaconda Copper stock, some scattered real estate and a little cash." At one point during the questioning he brought a round of grins when he explained he never had much money in the bank—"just \$15,000 or \$20,000."

The doctor, who gave his wife all the credit for the various Brinkley enterprises, told the court that his fabulous career started in Kansas with an inheritance. It grew with real estate investments, and grew still more with his hospitals. Then a cloud of law suits ate up the bank balance and led to bankruptcy.

Stay Order Hearing

THE FULL six-member U. S. Court of Appeals for the District of Columbia will hear re-arguments April 7 on its authority to issue stay orders on FCC decisions, pursuant to action taken a fortnight ago granting the petition of Scripps - Howard Radio Inc., licensee of WCPO, Cincinnati. In its ruling Feb. 3 the court, in a split opinion, held it was without authority to issue stay orders enjoining the FCC from making its rulings effective pending the determination of appeals. The rehearing will be handled before the full court of six members, an unusual procedure. Joseph L. Rauh Jr., assistant general counsel of the FCC, will argue the case for the FCC, against Paul M. Segal for WCPO.

WFBL

SYRACUSE

AVAILABLE!

A SPORTS PROGRAM
with 5-Year Following

With baseball coming up, now's the time to take advantage of this popular sports program broadcast in the early evening, Monday through Saturday. Offers you an established following built up over 5 years of successful advertising. An ideal spot for a sponsor anxious to reach WFBL's active sports audience.

For complete details, write or wire

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.,
National Representatives

ASCAP Petition

ASCAP has applied for a new trial to test the constitutionality of the Washington State anti-ASCAP law and is now awaiting a date to be set by the Federal District Court in Tacoma, according to Schwartz & Frohlich, counsel for the Society. An attempt of ASCAP, prior to the consent decree, to secure an injunction against the law was dismissed when the court ruled that ASCAP did not have "clean hands" and therefore was not entitled to relief [BROADCASTING, Jan. 1].

HELEN MACK, New York actress, has been named to take the part of Marge in the *Myrt & Marge* serial sponsored on CBS by Colgate-Palmolive-Peet Co. She replaces Donna Pick, who died last month.

Reynolds Tobacco Plans For Summer Programs

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), in arranging its summer schedule, in early June will shift Ilka Chase's *Luncheon at the Waldorf*, now heard Saturdays at 1:30-2 p.m. on NBC-Blue, to 7:30-8 Friday evenings on CBS to be vacated for the summer by the sponsor's *Al Pearce & His Gang*.

Plans include retention of *Xavier Cugat's Orchestra* (NBC - Red, Thursdays, 7:30-8 p.m.), *Uncle Ezra* (NBC - Red, Saturdays, 10-10:30 p.m.), and *Blondie* (CBS, Monday, 7:30-8 p.m.) are to take vacations starting in early July, but replacements have not been determined, according to William Esty & Co.

DOUBLE

FOR

NOTHING

EXTRA

600

That's our new dial address —
600! And whatta change it makes
in our coverage picture! PRIMARY
signal strength increased 4.3 times
... to serve more than 60,000 radio
homes instead of 33,000! Secondary service
signal 4.9 times stronger, increasing
square miles covered by 376 percent!

That's good news, and so is this:
We're delivering this **DOUBLE**
COVERAGE in rich Piedmont
North Carolina at **NO RATE**
INCREASE!

**NBC
RED**

WSJS

* the Journal-Sentinel Station *

WINSTON-SALEM, N. C.

Represented by Headley-Reed Company



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WSPD, Toledo

American Home Products, Jersey City. (Anacin), 3 t, weekly, thru Blackett-Sample-Hummert, N. Y.
Dodge Motor Car Co., Detroit, 7 ta weekly, thru Ruthrauff & Ryan, N. Y.
Waltham Fountain Pens, Chicago, Ill. (Pens) sp daily, thru United Adv. Service, Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek tooth brush) 5 ta weekly, thru Young & Rubicam, N. Y.
United Drug Co., Boston, 3 t, thru Spot Broadcasting, N. Y.
Carter Products, New York (liver pills) 5 ta weekly, thru Spot Broadcasting N. Y.
Feminine Products, New York (Arrid), 2 sa weekly, thru Spot Broadcasting, N. Y.
General Foods Sales Co., New York (Grape Nuts Wheat Meal), 5 ta weekly, thru Young & Rubicam, N. Y.
National Refinery, Cleveland, 6 ta weekly, thru Sherman K. Ellis Co., N. Y.
Cleveland Cleaner & Paste Co., Cleveland Walvet, wallpaper cleaner, 50 sa, thru Cambell-Sanford Adv. Co., Cleveland.
Bond Stores, New York (men's clothing), 5 sp weekly, thru Neff-Rogow, N. Y.
Beech-nut Packing Co., Canajoharie, N. Y. (gum), 7 sa weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Studebaker Corp., South Bend, Ind, 3 t weekly, thru Roche, Williams & Cunningham, Chicago.
Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 ta weekly, thru Mitchell-Faust Adv. Co., Chicago.
White Labs., Newark, (Chooz), 5 sa weekly, thru William Esty & Co., N. Y.
Kroger Grocery & Baking Co., Cincinnati (meats) 5 t weekly, 26 weeks, thru Ralph Jones Co., Cincinnati.

WFAA-WBAP, Dallas-Fort Worth

Armstrong Cork Co., Lancaster. (sa rug), 156 t, thru BBDO, N. Y.
Dr. Pepper Co., Dallas-Fort Worth (soft drink), 39 t, thru Benton & Bowles, N. Y.
MacFadden Publications, New York (magazine), 20 sa, thru Ruthrauff & Ryan, N. Y.
Dr. Salisbury's Labs., Charles City, Ia. (remedies) 36 sa, thru N. A. Winter Adv. Agency, Des Moines.
Reader's Digest Assn., Pleasantville, N. Y. (magazine), 14 t, thru BBDO, N. Y.
John Morrell & Co., Ottumwa, Ia. (dog food), 156 sa, thru Henri, Hurst & McDonald, Chicago.
Church & Dwight Co., New York (soda), 195 sa, thru Brooke, Smith, French & Dorrance, N. Y.
Dwight Edwards Co., San Francisco (coffee), 200 sa, through McCann-Erickson, San Francisco.
Walker Remedy Co., Waterloo, Ia. (chick remedy), 26 t, thru Weston-Barnett, Waterloo, Ia.
Penick & Ford, New York (desserts), 60 t, thru BBDO, N. Y.
Kellogg Sales Co., Battle Creek, Mich. (cereal), 127 t, thru Kenyon & Eckhardt, N. Y.

WRC-WMAL, Washington

Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 6 sa weekly, 52 weeks, thru Atherton & Currier, N. Y.
BC Remedy Co., Durham, N. C., daily sa (both stations), thru Harvey-Massengale Co., Durham.
Cudahy Packing Co., Chicago (Puritan ham), 18 sa, thru Erwin, Wasey & Co., Chicago.

KGKB, Tyler, Tex.

Wm. Wrigley Jr. Co., Chicago (gum), 5 sp weekly, thru Arthur Meyerhoff & Co., Chicago.
Fant Milling Co., Sherman, Tex. (flour), 12 sa weekly, thru Couchman Adv. Agency, Dallas.

WAPI, Birmingham

Phillips-Lester Mfg. Co., Birmingham (overalls), 3 sp weekly, direct.
Carnation Co., Milwaukee, 2 t weekly, thru Erwin, Wasey & Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 t weekly, thru Birmingham, Castleman & Pierce, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 7 sa weekly, thru Ferry-Hanly Co., N. Y.
Manhattan Soap Co., New York, 6 sp weekly, thru Franklin Bruck Adv. Co., N. Y.
Pan-American Petroleum Corp., New Orleans, 18 ta weekly, thru Fitzgerald Adv. Agency, New Orleans.
General Motors Corp., Pontiac Division, 3 sa weekly, thru McManis, John & Adams, Detroit.
Plough Inc., Memphis (Penetro), 4 ta weekly; (Mexican heat powder), 4 ta weekly; (St. Joseph Aspirin), 3 ta weekly, thru Lake - Spiro - Shurman, Memphis.
Studebaker Corp., South Bend, 3 t weekly, thru Roche, Williams & Cunningham, Chicago.

KQW, San Jose, Cal.

Princess Pat Ltd., Chicago (Liquid Lip-tone), 6 sa weekly thru Frank R. Steel & Assoc., Chicago.
Waltham Fountain Pens, Chicago (pens), 6 sp weekly, thru United Adv. Companies, Chicago.
Shell Oil Co., San Francisco, 13 sa weekly, thru J. Walter Thompson, San Francisco.
Safeway Stores Inc., San Francisco (Kitchen Kraft Flour), 18 sa weekly, thru J. Walter Thompson, San Francisco.
General Mills, San Francisco (Wheaties), baseball games, thru Westco Adv. Agency, San Francisco.
B. F. Goodrich Rubber Co., Akron (tires), baseball games thru Ruthrauff & Ryan, N. Y.

WHK-WCLE, Cleveland

T. M. Sayman Products Co., St. Louis (soap), 117 t, thru Kelly, Stuhlman & Zahndt, St. Louis.
Clipper Craft Clothes, New York, 65 ta, thru Emil Mogul Co., N. Y.
Horowitz-Margaret Co., New York (food), 6 sa weekly, thru Advertisers Broadcasting Co., N. Y.
Crazy Water Co., Mineral Wells, Tex., 6 t weekly, thru Benson & Dall, Chicago.
Richman Brothers Co., Cleveland (clothes), 5 sp weekly, thru McCann-Erickson, Cleveland.

KGKO, Fort Worth-Dallas

Employers Casualty Co., Dallas, (insurance), 52 sp, thru Ira deJernett Adv. Agency, Dallas.
Griesedieck Western Brewery Co., Belleville, Ill. (beer), 156 t, thru Gardner Adv. Co., St. Louis.
Starr Pen Co., Chicago (fountain pens), 13 sp, thru United Advertising Companies, Chicago.

WIBG, Glenside, Pa.

Creamette Co., Minneapolis (macaroni), 6 sp weekly, for 10 weeks, thru Mackenzie Inc., Minneapolis.

KOA, Denver

Dr. Salisbury's Labs., Charles City, Ia. (poultry remedies), 2 ta weekly, thru N. A. Winter Adv. Agency, Des Moines.
O'Carer Corp., Chicago (polish), 5 ta weekly, thru H. W. Kastor & Sons, Chicago.
Gardner Nursery Co., Osage, Ia. (plants), 6 t weekly, thru Northwest Radio Adv. Corp., Seattle.
General Foods Corp., New York (Post Toasties), 5 t weekly, thru Benton & Bowles, N. Y.
Sears, Roebuck & Co., Denver (retail chain), 3 sa weekly, thru E. O. Shaw Adv. Agency, Denver.
Durkee Famous Foods, Chicago (margarine), 3 ta weekly, thru C. Wendel Muench & Co., Chicago.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 6 sa weekly, thru Weston-Barnett, Waterloo, Ia.
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), 4 ta weekly, thru Wade Adv. Agency, Chicago.

WOWO-WGL, Fort Wayne

Carter Products, New York (proprietary), 175 ta, thru Street & Finney, N. Y.
Kroger Grocery & Baking Co., Cincinnati (beef), 143 sa, thru Ralph H. Jones Co., Cincinnati.
H. Fendrich Inc., Evansville, Ind. (cigars), 65 sp, thru Ruthrauff & Ryan, Chicago.
Roman Cleanser Co., Detroit, 52 sa, thru Gleason Adv. Agency, Detroit.
Feminine Products, New York (Arrid), 127 ta, thru Small & Seiffer, N. Y.
Zippo Mfg. Co., Bradford, Pa. (cigarette lighters), 8 sa, direct.
Perfection Stove Co., Cleveland, 13 ta, thru McCann-Erickson, Cleveland.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheaties), sp series, thru Rogers & Smith, Chicago.
Perfection Biscuit Co., Chicago, 312 sp, direct.
F. Schumacher & Co., New York (Waverly fabrics), 3 sp, thru Anderson, Davis & Platte, N. Y.

KHJ, Los Angeles

Acme Brewing Co., Los Angeles (beer, ale), weekly t, thru Brisacher, Davis & Staff, Los Angeles.
Calavo Growers of California, Los Angeles (avocados), 5 sp weekly, thru Lord & Thomas, Los Angeles.
Golden State Co., San Francisco (dairy products), 3 ta weekly, thru Ruthrauff & Ryan, San Francisco.
Shell Oil Co., San Francisco (gasoline), 15 sa weekly, thru J. Walter Thompson Co., San Francisco.

WQXR, New York

Charles Gulden Inc., New York (mustard), 7 sp weekly, 4 weeks, thru Chas. W. Hoyt Co., N. Y.
New York Herald Tribune, New York (classified section), 32 sa weekly, direct.

WBNX, New York

Body of Christ Inc., New York (religious), weekly sp, 52 weeks, direct.
Kitchen Klenzer, New York (cleanser), 45 sa weekly, thru Arthur Meyerhoff & Co., N. Y.

CONSUMER'S GROUP TO MEET IN APRIL

THIRD National Conference on Consumer Education will again be held this year at Stephens College, Columbia, Mo., April 7-9. An annual event, the conference is sponsored by the Institute for Consumer Education, a project of the Alfred P. Sloan Foundation at the college.

Much of the meeting will be devoted to discussions and analyses of the social and economic problems affecting everyday living. Particular emphasis will be placed on how the schools can help solve these problems and thus aid American consumers to raise their standard of living. It is expected that from 600 to 700 educators, Government officials, consumer and business leaders will attend the three-day session.

Last year's conference was featured by attacks on commercial radio advertising [BROADCASTING, April 15, 1940], at which time charges were voiced that radio was in collusion with magazines and newspapers to force unneeded products of advertisers down the throats of consumers for profit. It was also claimed by some that advertising tended to raise the price of the consumer goods in unnatural proportion.

Crawford Clothes Using Heavy Radio Schedule

CRAWFORD CLOTHES, New York, in a record purchase of time, on March 23 started 12¼ hours of programs on WMCA, New York, using 25 quarter-hours weekly, a one-hour program Sundays, and five hours of recorded music spotted throughout Saturday. Broadcasts include Jim Grouch's *Rise & Whine* program five times weekly at 7:30 a.m., Lester Bromberg's *Sportscope* Monday and Friday at 8 p.m., 16 news spots, and Art Green as m.c. on recorded musical programs.

Company also sponsors Major Paul Raborg, military analyst of WHN, New York, six times weekly on WHN at 7:45 p.m., in addition to six other quarter-hour news shows weekly. Also *The Odd Side of the News* program thrice-weekly at 8:25 a.m. on WABC, New York, and thrice-weekly news at 7:30 p.m. on WNEW, New York. Agency is Al Paul Lefton Co., New York.

Pall Mall Test

AMERICAN TOBACCO Co., New York will test one-minute transcribed announcements in major markets for Pall Mall cigarettes through the recently appointed agency, Ruthrauff & Ryan, New York. Starting week of March 24, the company is using 36 announcements weekly on seven stations in New York, Chicago, and San Francisco. Contracts are for 26 weeks.

'Smokers' Test in N. Y.

WEBSTER-EISENLOHR, New York, is testing one-minute announcements in the New York area for Smokers, a 5-cent Havana filler cigar. Company is using five announcements weekly on WHN, ten on WINS. Roberts & Reimers, New York, is agency.

Z NET, THREE STATIONS THAT PRODUCE ASTONISHING RESULTS

BUTTE . . . KGIR
HELENA . . . KPFA
BOZEMAN . . . KRBM
LIVINGSTON . . . KRBM

Radio Advertisers

BESSIE BEATTY, who conducts the *Martha Deane* morning programs on **WOR**, New York, celebrated her sixth month on the series last week with the announcement that her sponsor list of 12 is now full and no new commercials can be taken until a vacancy occurs. Starting on the program Sept. 23, 1940, with only two sponsors—New York Telephone Co., and Philadelphia Dairy Products Co.—Miss Beatty has added the following ten sponsors since that date: John Morrell & Co., for both B-Z cut ham and Red Heart Dog Food; Radbill Oil Co.; Rockwood & Co. (candy); Geo. Washington Coffee Refining Co.; Blue Moon Foods; L. E. Waterman Co.; Central Savings Bank; R. B. Davis Sales Co.; Van Camp Foods Inc.

CHICAGO MOTOR CLUB, through Aubrey, Moore & Wallace, Chicago, began sponsorship of a thrice-weekly Associated Press news program on **WMAQ**, March 25, with Norman Ross as newscaster, for 13 weeks.

HARVEY BROS. Inc., Chicago (men's clothing chain), on March 24 started six-weekly five-minute recorded programs on **WIND**, Gary, Ind. Agency is L. M. Zivi Co., Chicago. On March 3 firm started six-weekly quarter-hour news programs on **KTRI**, Sioux City; six-weekly quarter-hour hillbilly programs featuring the *Ark Valley Boys* on **KFH**, Wichita; six-weekly five-minute news programs on **WTAX**, Springfield, Ill. All contracts are for 13 weeks. In addition firm is currently sponsoring five-weekly 10-minute sports broadcasts on **WMBD**, Peoria. All contracts, with the exception of the first were placed direct.

KROGER GROCERY & BAKING Co., Cincinnati (meat products), on March 31 started a new daytime transcribed serial *Heart in Harmony* on **WGN**, Chicago, Monday through Friday, 9:30-9:45 a.m. (CST), for 52 weeks. In addition, sponsor is currently presenting on **WGN** *Editor's Daughter*, Monday through Friday, 11-11:15 a.m., promoting its Vitamin B-One O'Clock Bread, and *Linda's First Love*, Monday through Friday 10:45-11 a.m. for Hot-Dated Coffee. Agency is Ralph H. Jones Co., Cincinnati.

DAGGETT & RAMSDELL (Canada), Toronto (cosmetics) on March 24 started travel talks three times weekly on **CFRB**, Toronto, placed by Cockfield Brown & Co., Toronto.

WINDSOR TOBACCO Co., Windsor, Ont., has started daily spot announcements on **CKCL**, Toronto, placed by Commercial Broadcasting Service, Toronto.

Clothing Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), in a pre-Easter campaign, which started March 24, is using daily one-minute transcribed dramatic announcements on a group of stations nationally. List includes **KOMO KJR KOL KRSC KFRC KJBS KSFO KYA KGO KROW KMBC KITE WHB**, with two daily being used on **KGB**. Transcriptions, with musical openings, were cut by Radio Recorders Inc., Los Angeles. Milton Weinberg Adv. Co., that city, has the account.

LARGEST single announcement package sold by **WOKO-WABY**, Albany, in more than ten years was announced last week with the signing of a contract with Wm. Wrigley Jr. Co., Chicago, for 3,120 one-minute announcements for gum to run 52 weeks. Agency is Vanderbie & Rubens, Chicago.

CHICAGO AIRCRAFT COLLEGE, Chicago (training school), on March 30 started a weekly 10-minute recorded program *Melody Cruiser* on **WGN**, Chicago. Contract for 13 weeks was placed direct.

DESIGNED to stimulate business on Hollywood Blvd., Hollywood (Cal.) Chamber of Commerce, in cooperation with the Merchants Assn., that city, on March 10 started sponsoring a five-weekly quarter-hour man-on-the-street program on **KMPC**, Beverly Hills, Cal. Titled *Hollywood Quiz*, the program is handled by special events announcer, Hal Hodge, and originates from a different point on Hollywood Blvd. each day. Contestants, picked from the crowds that gather, answer questions on all phases of Hollywood life. Awards are passes to the Hollywood Pantages and Grauman's Chinese theatres.

KELLY DOUGLAS & Co., Vancouver, B. C. (Nabob Coffee) has started a weekly half-hour program on 14 western Canadian stations, and a series of five-weekly spot announcements on the same stations. Account was paced by Stewart-McIntosh, Vancouver, B. C.

SUTLIFE TOBACCO Co., San Francisco (Heine Blend pipe tobacco) recently started sponsorship of *Human Side of Sports*, featuring Commentator Ira Blue, for a number of years on **KPO-KGO**, San Francisco, in a nightly series, Monday through Saturday, on **KQW**, San Jose, Cal.

FIRST INDUSTRIAL BANK, Denver, is using daily one-minute temperature reports on **KOA**, that city. Contract is for 13 weeks, having started in mid-March. Agency is Max Goldberg Adv. Agency, Denver.

UNION OIL Co., Vancouver, B. C., starts early in April a new program series on seven western Canadian stations, featuring the civilian war effort in Canada. Account is handled by Stewart-McIntosh, Vancouver.



THE VALUE
OF INFORMATION
IS MEASURED BY ITS
RELIABILITY

THE CAMPAIGN that succeeds, whether military or commercial, is based on detailed information covering every phase of the objective to be won. When the objective is SALES in any of our markets, you can look to us for an intimate knowledge of local factors to be considered in planning a successful air-attack.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO
520 N. Michigan Ave.
SUPERior 8659

NEW YORK
341 Madison Ave.
Murray Hill 9-6084

DETROIT
New Center Bldg.
Madison 7889

ST. LOUIS
349 Paul Brown Bldg.
Chestnut 5688

LOS ANGELES
Chamber of Comm. Bldg.
Prospect 3584

SAN FRANCISCO
608 Russ Building
Douglas 3188

Tops
in sales!

In Los Angeles, KHJ carries 100% more local and regional business than its nearest competitor!

MUTUAL DON LEE
KHJ
LOS ANGELES, CALIF.

WHB
Kansas City's Favorite Station
 ★
 "Represented by Rambeau"
WM. G. RAMBEAU COMPANY
 CHICAGO 360 No. Michigan
 Andover 5566
 NEW YORK Chanin Building
 Caledonia 5-4940
KANSAS CITY

WCBM
 BALTIMORE, MARYLAND
 Affiliated With The
MUTUAL
 Broadcasting System
 JOHN ELMER, President
 GEO. H. ROEDER, Gen. Mgr.
 National Representatives
 THE
FOREMAN COMPANY
 247 Park Ave., New York
 Wrigley Building, Chicago

WCAR
 We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend... Who Prefer WCAR
all at LOW COST!
 GET THE FACTS FROM **WCAR**
 PONTIAC • MICH.
 or THE FOREMAN CO., NATIONAL REPR.
 CHICAGO • NEW YORK

WRNL
 ALWAYS RINGS THE
BELL
 IN RICHMOND, VIRGINIA
 NBC BLUE • 1000 WATTS

MARNEY FOOD Co., Huntington Park, Cal., (Marco pet food), on April 1 starts a twice-weekly quarter-hour morning program featuring Dave Lane, singer-pianist, on KNX, Hollywood. Contract is for 52 weeks, with placement through Ivar F. Wallin Jr. & Staff, Los Angeles. American Chicle Co., Long Island City (Adams Clove Gum), heavy user of national spot radio, on March 24 also started sponsoring Lane in a six-weekly five-minute program on that station. Agency is Badger, Browning & Hersey, New York.

ALBERT S. SAMUELS Co., San Francisco and Oakland, Cal. (jewelry stores) conducted a special two-day radio campaign on five San Francisco stations—KPO KGO KSFO KJBS KFRC—March 16-17 using spot announcements to call attention to its annual silverware sale. The jewelry firm is the sponsor of *Who's Dancing Tonight?* Sundays on KSFO and *Romance in Reno* weekly on KQW, San Jose, Cal. Agency is Will Russell & Co., San Francisco.

MARKS CREDIT CLOTHING Co., Chicago (men and women's apparel), on March 24 started five-weekly quarter-hour news commentaries by Irving Pfbaum on WIND, Gary, Ind. In addition firm on March 17 began sponsorship of two-daily quarter-hour transcribed programs *Guess Who*, on WCFL, Chicago. During the broadcast three selections are played and listeners are requested to guess who the artists were. Prizes are awarded to the winners. Contracts are for 52 weeks. Philip Abrams Adv. Agency placed the accounts.

CALAVO GROWERS of California, Los Angeles (avocados), in a two-week Southern California supplement to its national campaign, on March 27 started sponsoring participations five times weekly in Mildred Van's *House Party* on KECA, and Norma Young's *Happy Homes* on KHJ, with six per week in the combined *Sunrise Salute* and *Housewives Protective League* programs, conducted by Fletcher Wiley, on KNX. Agency is Lord & Thomas, Los Angeles.

HAAS-BARUCH & Co., Los Angeles (Iris coffee), a consistent user of Southern California spot radio, on April 1 starts using 35 daytime signal announcements weekly on KNX, Hollywood. Contract is for 13 weeks. Firm is also using 10 spot announcements per week on KHJ, that city. Robert Smith Adv. Agency, Los Angeles, has the account.

ASSOCIATED DRUGGIST Corp., Los Angeles (independent drug stores), new to radio, on March 23 started a weekly half-hour spelling bee on KECA, that city, for 26 weeks. Titled *Little Red School House*, the program is conducted by Paul Langford. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

NU-ENAMEL Corp., Chicago (paint), on April 21 starts a six-time weekly participation in *Heinie & His Grenadiers* on WTMJ, Milwaukee. Agency is William Blair Baggeley Inc., Chicago.

CHICAGO FURNITURE MART, Chicago, on March 23 renewed for 52 weeks its weekly quarter-hour *Sunday Sunshine* program on WBBM, Chicago. Agency is Newby, Peron and Flitcraft, Chicago.

Bunte Back on 6

BUNTE BROTHERS, Chicago (Tango candy bars), on March 31 renewed for four weeks its varying schedule of 5 to 15-minute news periods, participations and spot announcements on six stations. Stations are WBBM, Chicago; WLW, Cincinnati; WFAB, Lincoln, Neb.; KOIL, Omaha; KSD, St. Louis; WHO, Des Moines; WJR, Detroit. Agency is Presba, Fellers & Presba, Chicago.

NOW THEY LOOK LIKE THIS

See page 12



PHOTOGRAPHS ON PAGE 12 in the same (l to r) order show: (1) Don Belding, Los Angeles v.p. of Lord & Thomas, who went into the Oregon Coast Artillery at the outbreak, was assigned as radio sergeant in Headquarters Company 60 at the Fortress Monroe Radio School, then was transferred to Officers Training Camp at Saumur, where he was a cadet when the Armistice was signed. (2) Frank M. (Scoop) Russell, NBC Washington v.p., who left Iowa State U to enlist in 1917 and in June, 1918, was assigned as instructor in bayonet work at Camp Pike, becoming a top sergeant before he was mustered out in November, 1918. (3) Ellis VanderPyl, director of promotion of WGAR, Cleveland, who left Andover to enlist, went overseas as a first sergeant with a machine gun battalion of the 26th (Yankee) Division, was twice wounded and decorated and is now a major in the Army Reserve.

BROADCASTS CAN SELL PIANOS

**Roux Tells Manufacturers How Dealers Have Used
 —Radio Successfully in Various Cities—**

RADIO can sell pianos, the National Piano Manufacturers Assn. was told by W. C. Roux, sales promotion manager of national spot and local sales for NBC in New York, during a meeting last week at the Hotel New Yorker.

Citing various programs used by piano dealers throughout the country, Roux told the association that radio had repeatedly proven itself as a media capable of moving their merchandise. Among the firms using radio cited by Mr. Roux were the Charles E. Wells Music Co. using KOA, Denver, since 1937 with *The Wells of Music*. The company reported that in December, 1938, it sold \$25,000 worth of pianos and organs, their best month in ten

years, due primarily to radio.

Other firms mentioned in the talk included the Clark Music Co. of Syracuse, which has used radio for 15 years averaging three programs a week over that period, and the Arthur Jordan Piano Co. of Washington, using a Saturday morning program and frequent spots.

Commenting on the success these programs have had in various localities, Mr. Roux said:

"No other business I can think of has the opportunity that the piano and music business has to give people an exact idea of the qualities of merchandise they are offering."

KRBA Rebuilding

NEW STUDIOS of KRBA, Lufkin, Tex., now under construction to replace those completely destroyed by fire March 17, should be completed within a month according to Richman Lewin, KRBA promotion manager. Though equipment was removed to the street during the fire, which started in the Singleton Bldg. next to KRBA, it was seriously damaged by the first sleet and snow storm Lufkin had all year. The station lost no time on the air, however, signing on the next morning from emergency studios in the transmitter building two miles from downtown Lufkin.

WILLIAM GANSON ROSE Inc., Cleveland has stipulated with the Federal Trade Commission to stop certain advertising representations for Rahnous capsules and nasal drops on behalf of E. W. Rahn, distributor of the preparations, according to an announcement last Friday by the FTC.

Federal Control Urged For Crime Broadcasts

A RESOLUTION calling on Congress to authorize Federal regulation of radio crime programs was introduced in the California State Legislature at Sacramento March 18 by Senator Ed Fletcher of San Diego. Certain programs, Senator Fletcher declared, "are romanticizing the nefarious exploits of criminals."

Series of anti-ASCAP bills, designed to outlaw the right of that organization to act as a collective bargaining agency in California, and proposed by Assemblyman Jack B. Tenney of Los Angeles, have tentatively been set for hearing April 10 [BROADCASTING, Feb. 3].

COOPERATIVELY sponsored *Show of the Week*, heard Sundays at 6:30 p.m. on MBS stations, concluded its present series March 23, to return early in October. Agency is Redfield-Johnstone, New York.

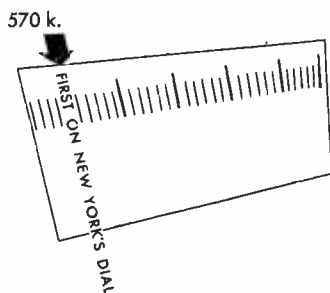
NO NAME...

but what a story!

A GROCERY PRODUCT—how we wish they would let us use their name—was promoted over 15 of the nation's leading stations. Stations like WGN of Chicago, WJR of Detroit, WLW of Cincinnati. In New York they used a network station and WMCA.

The test was tough. The listener had to send in three wrappers and 25¢ in cash for a piece of inexpensive jewelry. WMCA lured quarters and wrappers at a cost 40% lower than the national average. Locally, WMCA scintillated even brighter. *WMCA brought in 46.5% of the total New York area inquiries at an average cost 47% lower than the network station.* Nearly as many letters for one-half the cost!

To switch metaphors in mid-stream: For Big League Sales at Bush League Cost give WMCA a crack at the ball. A phone call, letter or wire will bring one of our men hustling with all the details.



wmca

America's Leading Independent Station

NEW YORK: WMCA Building, 1657 Broadway
Chicago: Virgil Reiter & Co., 360 N. Michigan Ave.



CHNS

THE KEY STATION OF THE
MARITIMES

Is as much a part of Halifax
as the Citadel Hill.

Located as it is in the Capitol
City, it commands the largest
near at hand audience in the
Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

Purely PROGRAMS

TRUE TALES from the life of a leading banking institution are dramatized on *Inside Stories* heard over KOMO, Seattle, and sponsored by Seattle First National Bank. Using files of the institution, which go back to 1870, the series tells the Northwest's economic history, with its numerous incidents of human interest. The files, which provide the writers of the show with a great store of material, contain stories couched in formal financial language of diplomats as well as sourdoughs.

* * *

Facts of States

FAMILIARITY with history, economy, folklore and similar background of each is the basis of *Know Your State*, now heard on stations in each of the 48 States. Programs are developed by the National League of American Pen Women, of which Lulu Gable Giese is national radio chairman. At the recent League congress in Miami, talks were given by Frank Jaffery, of WIOD; Norman McKay, of WQAM; Leslie Bains, of WKAT; Steve Willis, of WJNO.

* * *

Flying Ladies

WOMEN in aviation will be highlighted in a new series of weekly quarter-hour programs starting April 4 on WPEN, Philadelphia. Betty Thompson, noted aviatrix and a member of the famous 99 Club, will conduct the program, to be known as *Air Hostess*. The achievement of women in the field of aviation will be emphasized and each program will include an interview with a famous pilot.

* * *

Ghost Stories

AS HIS 89th idea to go on the air in three years, Maurice Dreicer's program of *Ghost Stories* is presented five times weekly on WHOM, Jersey City. Dreicer, radio commentator, forum conductor and one of the busiest men in radio with 24 programs a week, plays all the characters himself, depending on voice projection entirely for his hair-raising results on the WHOM program.

* * *

More War

EYEWITNESS accounts of this and past wars will be told on the *Freedom Under Fire* series starting April 4 on WEVD, New York, under the direction of John Hunter. First guests will be Dr. Raoul Aglion, former member of the French legation in Cairo, and Donald MacAfee, who went to France with the AEF in 1917 and remained to fight with the French forces in Africa in 1940.

* * *

Army-Navy News

AS A SPECIAL service directed to 40,000 Army and Navy personnel in the area who are unable to hear regular newscasts, KMO, Tacoma, has started a daily early morning five-minute news program, titled *Army-Navy News*. Featuring Art Primm as commentator, the program is released at 6:15 a.m.

Going to College?

DIRECTED to high school seniors, Washington State College and U of Washington, in a three-week campaign ending April 18, are jointly presenting a weekly half-hour educational program titled *Should I Go to College?* on KMO, Tacoma. Under direction of William H. Botzer, assistant dean of men at the University of Washington, the series gives an insight into the possibilities of the state educational institutions in helping students prepare for adult life. Series is endorsed by local and state educational leaders, as well as civic organizations.

WLW's Chautauqua

AN ATTEMPT to restore the chautauqua as a source of entertainment and education, on the scale it had known in the early days of this century, is to be made by WLW, Cincinnati, this summer. George Biggar, WLW program director, and Wade Miller, general manager of the Miami Valley Chautauqua Assn. have announced a weekly series of full-hour programs extending from June 29, to Aug. 17. Many prominent figures, among them the former mayor of Narvik, will be featured. Howard Tooley, Chicago producer, has been named to direct the program.

Merchandising & Promotion

Out of the Sky—Lucky Clovers—Bayou Posies—
All for Homes—Promotion Portfolio

PARACHUTES were used to promote the new NBC-Blue affiliation of WOC, Davenport, Ia. Daily for a week thousands of small parachutes with a weighted cardboard tag as ballast were dropped over the Tri-Cities, Davenport-Moline-Rock Island. The tag was redeemable for a Peter Paul Mound Candy Bar, while several console radios were given away each day to persons finding the tags with the numbers 1370, the present frequency of WOC, and 1450, the new frequency after March 29th. Announcements on WOC called the listeners' attention to the aerial blitzkrieg.

* * *

Lucky Leaf

TO KEEP before clients the fact of KYW's 50,000-watt coverage, the station has distributed a celluloid pocket calendar showing its wattage and its NBC-Red affiliation. Pasted in between the two pieces of celluloid is a real four-leaf clover in a round transparent frame, as a reminder that "at 10,000 watts per leaf, you're 40,000 watts luckier than ever before."

* * *

At Food Show

EVERY STAR in the KPO-KGO studios in San Francisco affiliated with a food company sponsor appeared at the recent annual convention of the United Grocers in the Golden Gate city. During the banquet, held at the Palace Hotel, the radio folk were introduced to the corner groceryman.

* * *

Creole Gardenias

A GARDENIA, not real but a good facsimile thereof, was sent to the trade by WWL in reminding that the Spring Fiesta and WWL are vital parts of New Orleans.

* * *

920 Menu

CASHING IN on the popularity of the 920 Club on WORL, Boston, one of the sponsors, the Beachcomber restaurant has a "920 Club menu."

Rockford Exposition

IN CONNECTION with the 1941 Better Homes Exposition the week of March 24-29, WROK, Rockford, Ill., erected a glass enclosed studio on the Exposition floor from which several live talent programs were broadcast each day. In addition, WROK engineers set up an oscilloscope and invited studio visitors to "see" their voices. Photos of stars of Mutual network programs heard on WROK were also featured.

* * *

Auto Exhibit

RADIO-CAR tieup by R. H. Nelson, distributor of Nash autos in Muskegon, Mich., drew 15,000 people to a special exhibit in the studios of WKBZ. In the studio auditorium an effective display of Nash cars was shown and entertainment furnished by the WKBZ talent staff.

* * *

Tips to Sponsors

TO ENCOURAGE sponsors on WOR, New York, to use newspapers, magazines and other media to merchandise their programs, the station's sales promotion department has created a portfolio containing examples of merchandising arranged by WOR accounts.

with
REX DAVIS
news
THREE TIMES DAILY



"Madame, I'm the Burn-Smith man, representing WFDF Flint Michigan. Let me show you how to clean up with our new kilowatt on 910."

What about
WOL?
...its Washington's
ORIGINAL and ONLY
24-Hour Station!

Get the Facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

Says Al Hunter,
News Editor, KFRC,
San Francisco: "With
INS service my job is
a breeze."

INTERNATIONAL NEWS SERVICE



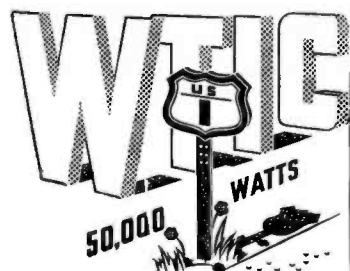
RELAX! . . . Let WTIC do the Job for Your Product in America's No. 1 Market

No matter what your product may be, WTIC has the power—and the authority—to make your selling job easy and profitable in the rich Southern New England territory.

Within the range of WTIC's powerful voice, factory man-hours have jumped 30% within a year and per capita retail sales are 52% above the na-

tional average. There's money in this Southern New England area—money for whatever you have to sell.

And you can reach it best through WTIC—with its impact of 50,000 Watts and the authority of more than 15 years distinguished service to friendly, prosperous Southern New England.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network*

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco



"She must have a wallop like that WFDF Flint Michigan signal, now that it's 1000 watts on 910."

JOHNNIE O'HARA

ST. LOUIS' ACE SPORTSCASTER

A Feature Personality of
ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

(U.P.)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE NEWS

COVERAGE

UNITED PRESS

Dominant

IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO

133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Clear Channel

Agencies

MEADE WILDRICK, vice-president of Birmingham, Castleman & Pierce, New York, for three years, has been called into active service as a lieutenant-colonel in the Army. He started duties March 24 as public relations officer at West Point Military Academy.

E. J. COLLINS and **Arthur L. Grimes** of the Dayton office of Lord & Thomas have been named manager and assistant manager, respectively, of that office.

MARTHA'S ADV. SERVICE, Los Angeles, co-owned by Martha Weisler and Jessie Day, has been established at 230 W. 7th St., that city. Accounts formerly serviced by Ruth Hamilton Associates, have been taken over by the new concern. Miss Hamilton has retired from the advertising business to devote her time to other interests.

CHESTER LaROCHE and **Hubbell Robinson**, president and talent director, respectively, of Young & Rubicam, after Hollywood conferences with Joe Stauffer, the agency's West Coast manager, have returned to New York.

SHELTON WEEKS, former sales and advertising manager of Lion Brewery, New York, and previously of J. Walter Thompson Co., New York, has joined Lynn Baker Co., New York, as account representative.

ROBERT F. DENNIS Inc., Los Angeles agency, on April 1 moves to 219 W. 7th St., that city.

BEINAP & THOMPSON, Chicago, has opened an office in San Francisco.

GARRICK TAYLOR, formerly of Mitchell-Panet Adv. Co., Chicago, on March 13 joined the radio-creative department of Goodkind, Joice & Morgan, Chicago.

GEORGE WHITSETT, formerly copy chief of N. W. Ayer & Son, San Francisco, has joined Leon Livingston Adv. Agency in San Francisco.

DAVID BOTSFORD Jr. recently resigned from J. Stirling Getchell Inc., New York, to join Botsford, Constantine & Gardner, San Francisco, where he has replaced Hugh McKenzie, who has been called to active service with the Army. Botsford will serve as production manager and account executive.

E. LEE STANLEY, for two years with Sherman K. Ellis & Co., Chicago, on March 10 joined Leo Burnett Co., Chicago.

MELVIN BRORBY, vice-president of Needham, Louis & Brorby, Chicago, was recently elected president of the Lake Shore Club of Chicago.



FOUR ARMOUR MEN got together to discuss final plans for the Treet chrysanthemum plant offer and the radio program *Treat Time*. They are (l to r) C. E. Darwent, assistant advertising manager, Armour & Co.; W. J. Milton, canned foods sales department; G. W. Munro, assistant manager, canned foods sales; Clair Heyer, radio advertising manager.

Walter Burn Called Up

WALTER P. BURN, president of Walter P. Burn & Associates, New York, has been ordered to active staff duty with the chief of Chemical Warfare Service in Washington, reporting April 7. A wartime lieutenant of engineers who saw active service in France, Mr. Burn was in the Army until 1935 and now holds the rank of lieutenant colonel. His eldest son, Richard, born while his father was with the AEF, was commissioned last December as a second lieutenant in the Chemical Warfare Service and is now on active duty at Edgewood Arsenal, Md. Direction of Walter P. Burn & Associates has been taken over by William Noble, vice-president.

JOHN B. GUEDEL, radio director of Dan B. Miner Co., Los Angeles, has been elected vice-president in charge of radio. Irvin Atkins has been added to the radio division as production aide.

FRANK SCHLESSINGER, manager of the San Francisco office of Allied Adv. Agencies, and Mary Milford, actress of KPO-KGO, recently announced their engagement and plan to be married May 9 at Ross, Cal.

MRS. CARROLL WHEDON, of the promotion department of CBS, has resigned to join the copy department of George Bijur Inc.

Dan Ryan Leaves Long To Direct 'Uncle Ezra'

DAN RYAN, timebuyer and production manager of W. E. Long Co., Chicago, national advertising agency, on April 1 resigns to produce the NBC-Red feature, *Uncle Ezra*, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camel cigarettes and Prince Albert Tobacco. He will serve the Long agency in an advisor capacity.

Al Sperry, formerly of the MacGregor Recording Co., Hollywood, will handle the major production job after Mr. Ryan leaves. Jean Scott, formerly of Blackett-Sample-Hummert, Chicago, will be in charge of copy. Jane Baker, one-time timebuyer, later in the continuity department, has been reappointed timebuyer. Mr. Ryan will have no official capacity with Wm. Esty & Co., New York, the Reynolds agency, working as an independent producer.

Expansion in Hollywood By J. Walter Thompson

EXPANDING Southern California operations, J. Walter Thompson Co. will establish new downtown Los Angeles offices at 621 S. Hope St. April 10, and in addition continue its Hollywood radio division headquarters at 1549 N. Vine St. Norton W. Mogge (right), for



five years the agency's Pacific Northwest manager, headquartered in Seattle, who assumes management of the Los Angeles offices, is pictured discussing expansion plans with Daniel J. Danker, Southern California vice-president. Nationally known in radio and advertising, Mogge recently served as Pacific Adv. Clubs Assn. president. Danker, associated with J. Walter Thompson Co. in Hollywood for 15 years and known as the "Mayor of Hollywood" because of wide acquaintance, continues to direct the agency radio activities in Southern California.

WILLIAM ROUSSEAU, formerly radio producer of Young & Rubicam, New York, has joined the production staff of Trans-American Broadcasting & Television Corp., New York, where he will have charge of production of *As the Twig Is Bent* and *Light of the World*.

DO YOU MAKE THIS \$396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid \$396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost analysis save money for you?

WIRE COLLECT:

For information about free telegraph cost analysis—wire collect: J. B. Pantera, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

Postal Telegraph

We have

THE VERY IDEA

for your radio advertising.
One minute or one hour—
live or transcribed.

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

AGENCY Appointments

ALBERT MILLER & Co., Chicago (Miller's Packaged Potatoes), to Mitchell-Faust Adv. Co., Chicago. Radio has been used in the past.

WABASHA ROLLER MILL Co., Wabasha, Minn. (Big Jo flour), to Presba, Fellers & Presba, Chicago. No radio plans at present.

SCHUTTER CANDY Co., Chicago (candy bars), to Rogers & Smith, Chicago. No radio plans at present.

BLUE MOON FOODS Inc., Thorpe, Wis. (food products), to Hoffman & York Adv., Milwaukee. Radio has been used.

COMET RICE MILLS, Beaumont, Tex., to Leche & Leche, Dallas.

SNIDER PACKING Corp., Rochester, N. Y., to Weiss & Geller for frozen food division.

EUREKA VACUUM CLEANER Co., Detroit to Geyer, Cornell, & Newell, Detroit. No plans have been announced as yet.

MILKMAID Inc., New York, to H. M. Kiesewetter Inc., New York, for the promotion of a new product, Milkmaid Cleansing Milk & Emulsion. No radio plans have been announced.

LYNDON PRODUCTS Corp., Norwalk, Conn. (cosmetics), to Albert Frank-Guenther Law, New York. Company plans to use announcements on participating programs.

MAJESTIC MFG. Co., St. Louis (ranges), to Anfenger Adv. Agency, same city. No radio plans at present.

BRENTWOOD SPORTSWEAR MILLS, Philadelphia (sportswear), to J. M. Korn & Co., Philadelphia.

WISH Appoints Free & Peters

APPOINTMENT OF Free & Peters Inc., as national representative of the new **WISH**, Indianapolis, has been announced by C. Bruce McConnell, president of the station. Originally expected to start operation May 1, the Indiana outlet is now scheduled to go on the air June 15. Delay is due to difficulty in getting radiators and transmitter equipment due to defense order priorities. A member of the basic NBC-Blue network, **WISH** will operate with 5,000 watts day and 1,000 night on 1300 kc.

WAGE Appoints Petry

WHEN the new **WAGE**, Syracuse, N. Y., goes on the air shortly, it will be represented nationally by Edward Petry & Co., the station's management announced March 26. Howard C. Barth, onetime manager of **WSYR**, is secretary-manager of **Sentinel Broadcasting Co.**, which obtained a construction permit last July for 1,000 watts on 620 kc.

Adler Forms Own Firm

PAUL F. ADLER, for several years with **Sears & Ayer Inc.**, station representatives, on March 24 announced his resignation to form his own organization on the Pacific Coast, to represent eastern advertising agencies, advertisers and advertising services.

Press Interests in 292 Stations

(Continued from page 8)

struction permit granted Feb. 5 to Courier-Post Publishing Co. for 250 watts on 1340 kc.; same ownership as *Hannibal Courier-Post* and *Kewanee* (Ill.) *Star-Courier* and interlocking ownership with other newspapers of the Lee Syndicate, including *Davenport Times*, *Davenport Democrat*, *Muscatine Journal*, *Ottumwa Courier*, *Mason City Globe-Gazette*, *Madison Wisconsin State Journal*, *LaCrosse Tribune*, *Lincoln Nebraska State Journal* and *Lincoln Star*. Identified with these newspapers are **KGLO**, **Mason City**; **KOIL**, **Omaha**; **KFAB** and **KFOR**, **Lincoln**; **WIBA**, **Madison**; **WKBH**, **LaCrosse**.

3. **KHON**, Honolulu, Hawaii.—Construction permit granted Feb. 18 to Hawaiian Broadcasting System Ltd. for 250 watts on 1310 kc.; 24.25% of stock owned by *Honolulu Star-Bulletin*. Same company is licensee of **KGMB**, Honolulu, and **KHBC**, Hilo, Hawaii.

4. **WMRF**, Lewistown, Pa.—Construction permit granted Feb. 25 to Lewistown Broadcasting Co. for 250 watts on 1590 kc.; one-third of stock owned by *Sentinel Co. Inc.*, publisher of *Lewistown Sentinel*.

Transfers Pending

The nine stations for which transfer applications to companies involving newspapers interests are pending FCC approval are:

1. **WFTL**, Fort Lauderdale, Fla.—Purchased recently by Ralph A. Horton, vice-president of *Fort Lauderdale Times*.

2. **WTMC**, Ocala, Fla.—Licensed to Ocala Broadcasting Co., with John H. Perry newspaper interests as 49% stockholders. Sale of remainder of stock to Perry interests pending. This station faces an FCC revocation order on charges of "hidden ownership" in the obtaining of its original construction permit. The Perry newspapers also control **WCOA**, Pensacola; **WJHP**, Jacksonville; **WDLF**, Panama City, Fla., the latter also facing a revocation order on the same charges.

3. **KFNF**, Shenandoah, Ia.—48.75% of stock and option on remainder owned by *Des Moines Register & Tribune* interests, who have sold it subject to FCC approval to owners of the *Omaha World-Herald*.

4. **WSAR**, Fall River, Mass.—Sale to *Fall River Herald-News* pending FCC action.

5. **KMMJ**, Grand Island, Neb.—Licensed to same owners as *Clay County Sun*, a weekly published in Clay Center, Neb.; sale to *Grand Island Independent* pending FCC approval.

6. **WBAX**, Wilkes-Barre, Pa.—10% of stock under option to be sold to Charles B. Waller, acting on behalf of the *Wilkes-Barre Times-Leader* and *Herald*. This station faces a revocation order and an application pending for its reorganization under another company in which Mr. Waller also appears as 10% stockholder.

7. **WMRC**, Greenville, S. C.—49% of stock under option to be sold to Roger Peace, publisher of *Greenville*

News and *Piedmont* and owner of **WFBC**, Greenville.

8. **KFQD**, Anchorage, Alaska.—Sale to Midnight Sun Broadcasting Co. pending FCC approval. Midnight Sun Broadcasting Co., licensee of **KFAR**, Fairbanks, is controlled by Capt. A. E. Lathrop, who owns the *Fairbanks News-Miner*, among many other Alaskan interests.

9. **KAWM**, Gallup, N. M.—Sale by A. W. Mills to A. W. Barnes, publisher of *Gallup Independent*, pending FCC approval.

14 Still Hold CP's

The 14 stations with newspaper interests identified with their ownership which are still holders of construction permits and not yet reported on the air are:

WGGA, Gainesville, Ga., one-third owned by Austin Dean, editor of *Gainesville Eagle*, a weekly; **KBUR**, Burlington, Ia., 25% of stock owned by J. Tracy Garrett, publisher of *Burlington Hawk-Eye Gazette*; **KDTH**, Duluth, Minn., construction permit held by *Duluth Telegraph-Herald*; **WHYN**, Holyoke, Mass., all stock owned by owners of *Holyoke Transcript-Telegram*; **WDBC**, Escanaba, Mich., 44.76% of stock owned by publisher and editor of *Marquette* (Mich.) *Mining Journal*; **KHMO**, Hannibal, Mo., construction permit issued to publisher of *Hannibal Courier-Post*; **KRFJ**, Miles City, Mont., construction permit issued to publisher of *Miles City Star*; **WMUR**, Manchester, N. H., 5% of stock owned by Edward J. Gallagher, publisher of *Laconia* (N. H.) *Citizen*; **WWNY**, Watertown, N. Y., controlled by Harold B. Johnson, publisher of *Watertown Times*; **WMRF**, Lewistown, Pa., one-third

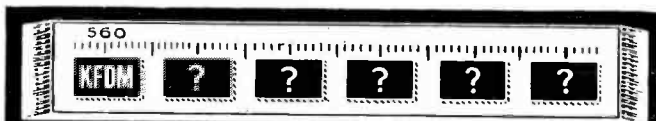
owned by publisher of *Lewistown Sentinel*; **KBWD**, Brownwood, Tex., one-fourth owned by J. S. McBeath, publisher of *Brownwood Bulletin*; **WMVA**, Martinsville, Va., 50% owned by William C. Barnes, publisher of *Martinsville Bulletin*; **WKWK**, Wheeling, W. Va., majority stock owned by Joe L. Smith Jr., minority stockholder in *Beckley* (W. Va.) *Post-Herald*; **KHON**, Honolulu, 24% of stock owned by *Honolulu Star-Bulletin*.

Bogner Shifts

P. JOSEPH BOGNER, for two years partner of Bogner & Martin, on April 7 assumes the New York managership of **Sears & Ayer**, national station representative firm. John P. Martin will continue with the organization. Before his affiliation with Mr. Martin, Bogner was for 12 years with Prudden, King & Prudden, newspaper representative concern, later joining Mitchell-Ruddell, station representatives, as head of the New York office. Paul Adler, whom Mr. Bogner succeeds, resigned to open a program service in Los Angeles. New address of the **Sears & Ayer** New York office is 295 Madison Ave., telephone, Ashland 4-6699.

William M. Strong

WILLIAM M. STRONG, vice-president and director of **BBDO**, died in Pasadena, Cal. on March 23. A native of Scarsdale, N. Y., Mr. Strong had been with **BBDO** since his graduation from Princeton, in 1921, handling accounts of The Alexander Hamilton Institute, Harvard Classics, Phoenix Mutual Life Insurance Co., *Red Book*, *McCall's*, *New York Herald-Tribune* and *Saturday Evening Post*. He is survived by his widow, the former Josephine Sebbald Barber, and a son, David.



Doing business for you
in the same old place..

When a store changes location its business slumps. Traffic falls off. Customers—no matter how regular they are—can't remember the new spot. It's the concern that "stays put" that gets the business. The buyers know where it is. They go there. March 29 was moving day for most stations. But not **KFDM** . . . it is "staying put" . . . and doing business in the same old place. Its listeners will not have to change their habits.

When you purchase **KFDM** your advertising dollar is still worth 100 cents.

KFDM now offers a complete Merchandising Service to help make the most of your advertising Dollar.

KFDM
BEAUMONT, TEXAS

Representatives

1000 Watts

Howard H. Wilson Company

560 K C

5000 WATTS DIRECTIONAL

WBNX
NEW YORK

TAKE ADVANTAGE
OF THIS DIRECT
APPROACH TO THE
WORLD'S LARGEST
MARKET—

Metropolitan New York

START A BOOK CLUB OF YOUR OWN

With Bargain-Priced TOWER BOOKS!



• FULL SIZE • CLOTH BOUND
32 Popular Titles by Leading Authors
Originally Published at \$2 to \$3

• Here's something really new in a continuity premium—start a Book Club of your own! Tower Books offer you an assortment of 32 titles on such timely topics as Gardening Short Cuts, Business Letter Writing, Home Owner's Handbook, Effective English, Child Care, U. S. History, Marriage Hygiene and many others. At a maximum cost (to you) of 30c, you'll keep your customers coming back for more and more of these full size cloth-bound volumes. Send today for a sample copy and complete list of titles.

Address Dept. B-31

THE WORLD PUBLISHING CO.
2231 W. 110 St. Cleveland, O.

One of America's Best Buys

for—COMPLETE
ECONOMIC
COVERAGE OF
TAMPA BAY
AREA

Florida's 2nd Largest Resort Region

The Tampa Bay area includes St. Petersburg, Tampa, Clearwater, Sarasota, Bradenton . . . the most densely populated of any section of the same size in the state of Florida. Within a radius of 75 miles from St. Petersburg and station WTSP lies one of the most prosperous trading areas in the entire South . . . and it is covered completely and economically by . . .

WTSP

St. Petersburg TIMES Affiliate

A REGIONAL STATION
in a CLASS "A" MARKET
St. Petersburg, Fla.

R. S. Stratton, Manager
Represented by
Radio Advertising Corp.
New York • Chicago
Cleveland

Studio Notes

WOL, Washington, has started its full hour *News-Go-Round* program daily from 11 p. m. to 12 midnight. Broadcast is divided into five duplicate news periods enabling listeners to tune in at any time and hear a full newscast. Frank Blair and Stephen McCormick alternate as announcers using news from the wires of UP, Transradio and Washington City News Service.

KFRC, San Francisco, sent Announcer Bob Forward along with the more than 100 San Franciscans making a "Good Neighbor Tour" to Mexico City, under sponsorship of the Chamber of Commerce. The party spent a week in Mexico City where Forward interviewed President Camacho and United States Ambassador Josephus Daniels. Forward took along special transcription equipment. These interviews along with many others featuring dignitaries and civil officials encountered on the trip were shipped by air express to KFRC where they were broadcast on arrival.

WNAX, Yankton, S. D., will send two boys and two girls from the State to the National 4-H Roundup in Washington this spring. The station believes it is the only one in the country underwriting the cost of sending delegates to the Nation's Capital. Arthur J. Smith, program manager of the station, and Charles Worcester, farm service director, were on the board of judges.

WKBZ, Muskegon, Mich., participated in National Girls Week recently by allowing 31 local girls from Muskegon schools and colleges to take over all announcing duties for one day. Fifteen-year-old Beverly Ashbacher, daughter of General Manager Ashbacher, handled two news periods.

WOR, New York, has installed a facsimile receiver in the reception center at Fort Dix, N. J., and each Tuesday morning, from 2 to 4 a. m., the station devotes the two-hour period to Army news, chiefly to items taken from the *Fort Dix Reception Center Gazette*, newspaper published by the men at the camp. Technical arrangements were made by Private Charles Davidson, former WOR engineer, and Charles Singer, WOR's transmitter chief.

KSFO, San Francisco, striking a new note of inter-station cooperation, recorded six baseball programs for KROW, Oakland, featuring Dean Maddox, sportscaster. The programs, transcribed by a KSFO crew, were made at the Oakland Acoms spring training camp at Napa, Cal. They will be released over KROW, on six consecutive nights, preceding the official opening of the Oakland Club with the San Francisco Seals, April 6.



"Oh, did you know that that ducky FCC has given WFDF Flint Michigan 1000 watts on that perfectly divine frequency of 910 kilocycles?"



THE NEW WFCI, Pawtucket, R. I., becomes a member of the Colonial Network and of MBS on April 5, under a contract signed last week. Seated (l to r), Frank Crook, president of WFCI, and prominent Rhode Island businessman, and John Shepard III, president, Colonial Network. Standing, Ted Allen, commercial manager, WFCI, Gerald Harrison, Colonial station relations, and Paul Oury, WFCI general manager. WFCI will operate on 1420 kc. with 1,000 watts fulltime.

CERTIFICATES of merit were presented to WLS Program Director Harold Safford, Martha Crane and Helen Joyce on the *WLS Feature Foods Program* March 12 by Lt. Commander Robert Brown of the Ninth Naval District. The awards were made for their "diligent work, unselfish and devoted to the best interests of the United States Navy." and were signed by Rear Admiral Downes. It's said Martha Crane and Helen Joyce are the only two women ever to receive the coveted award.

WLAC, Nashville, has planned a regular weekly broadcast from the grounds of Camp Forrest at Tullahoma, Tenn. The station's mobile unit will be on hand to bring a word picture of the happenings in training camp through interviews with draftees and talent selected from them. Tim Sanders, WLAC's special events man, is in charge of the program.

AS AN AID to motorists WIRE, Indianapolis, in cooperation with the Indiana highway department, presents daily bulletins regarding detours and highway conditions on the *Farm & Home Hour* and news programs. In addition, the newsroom answers all calls requesting such information.

WITH the appointment of William Costello, formerly of the *Omaha World-Herald* and one-time city editor of the *Honolulu Star-Bulletin*, as farm editor of WBBM, Chicago, a new early morning *Farm Service Hour*, Monday through Saturday, began March 31. On the program general farm news is augmented by weather reports, analyses of farm legislation, crop and production statistics, a market summary and late price reports, and practical ideas in livestock, dairy and grain farming.

WRVA, Richmond, recently added six new programs for origination from its Norfolk studios. WRVA has also extended its *Okay America* series, which it has been originating weekly from various military encampments in Virginia, and the *Camp Lee Calling* programs from Camp Lee. Harold Lucas, contact man in Tidewater area, supervises the Norfolk broadcasts.

WQXR, New York, on March 31 is increasing its weekday time on the air with the addition of one hour at noon, which will keep the station on the air from 7 a. m. to 1 p. m., at which time it signs off until 3 p. m. Heretofore, WQXR signed off at 12 noon until 3 p. m.

WAITE HOYT, former pitcher of the New York Yankees and radio sportscaster, will be back on WOR, New York, this season to conduct a program of baseball comment following all of WOR's broadcasts of the Brooklyn Dodgers' games, starting April 14. He will also be heard on WOR on the days when the Dodgers are traveling and no game is broadcast.

WCCO, Minneapolis, staged a *WCCO Cavalcade* program March 26 to dramatize the station's rise from crystal-set days of 1924 to its present 50 kw. operation. Show was to acquaint listeners with the March 29 frequency shift. Various former announcers and oldtime entertainers were brought back to the mike to reminisce and present acts of yesteryears.

WIBX, Utica, N. Y., has started a series of staff parties to promote better relations among the station personnel. The first held St. Patrick's Day was attended by some 50 guests. Five members of the station were feted for meritorious service in connection with WIBX activities. Hal Smith served as m.c. and entertainment was furnished by members of the staff.

AFTER more than a year's absence from the air, *Indiana Indigo*, musical variety program under the direction of Jeanne Brown, musical director of WOWO, Fort Wayne, was resumed March 29 on NBC-Blue Saturdays 2-2:30 p. m.

EXPANDING its merchandising activities, WCAE, Pittsburgh, has arranged permanent displays in 100 Kroger Grocery & Baking Co. stores. Displays are changed each week to give products of WCAE sponsors visual advertising.

WBAL means business in Baltimore

Network Accounts

All time EST unless otherwise indicated.

New Business

P. LORILLARD Co., New York (Old Gold cigarettes), on April 17 starts for 13 weeks, *Tommy Riggs & Betty Lou*, on 6 NBC-Pacific Red stations (KPO KFI KGW KOMO KHQ KMJ), Thurs., 9:30-10 p.m. (PST). Agency: J. Water Thompson Co., N. Y.

ONTARIO TRAVEL BUREAU, Toronto, on April 20 starts variety show on 50 CBS stations, Sun., 5:30-6 p.m. Agency: Walsh Adv. Co., Toronto.

Renewal Accounts

CAMPBELL SOUP Co., Camden (soup), on April 28 renews *Fletcher Wiley* on 36 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: Ward Wheelock Co., Philadelphia.

CAMPBELL SOUP Co., Camden (Franco-American macaroni & spaghetti), on March 31 renews *Lanny Ross* on 58 CBS stations, Mon. thru Fri., 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (soup), on March 31 renews for 52 weeks *Martha Webster* on 58 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (repeat, 3-3:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

CAMPBELL SOUP Co., Camden (soup), on March 31 renews for 52 weeks *Amos 'n' Andy* on 61 CBS stations, Mon. thru Fri., 7-7:15 p.m. (repeat, 11-11:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

BELL TELEPHONE SYSTEM, New York, on April 28 renews for 52 weeks *The Telephone Hour* on 90 NBC-Red stations, Mon., 8-8:30 p.m. Agency: N. W. Ayer & Son, N. Y.

UNION OIL Co., Los Angeles, on April 28 renews for 52 weeks *Point Sublime* on 14 NBC-Pacific Red stations, and adds KOH, Reno, Mon., 8:30-9 p.m. (PST). Agency: Lord & Thomas, Los Angeles.

RICHFIELD OIL Corp., New York, on April 1 renews for 39 weeks *Arthur Hale's Confidentially Yours* on 30 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Sherman K. Ellis & Co., N. Y.

GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on March 24 renewed *Who Knows?* on 4 MBS stations, Mon., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York (Blue coal), on March 23 renewed for four weeks *The Shadow* on 17 MBS stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

HECKER PRODUCTS Corp. on May 3 renews *Lincoln Highway* on NBC-Red, increasing to 61 stations, and moves to Sat., 11-11:30 a.m. Agency: Benton & Bowles, N. Y.

Network Changes

ILLINOIS MEAT Co. on April 4 shifts *Play Broadcast* on 5 MBS stations to Fri., 8:30-9 p.m. and on April 18 shifts to Fri., 9:30-10 p.m.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on March 25 shifted *Glenn Miller* on 97 CBS stations from New York to Hollywood, Tues., Wed., Thurs., 10-10:15 p.m. (EST).

GENERAL MILLS, Minneapolis (Wheaties), continues to April 28. *Jack Armstrong, the All-American Boy* on 12 NBC-Red stations, Mon. thru Fri. 5:30-5:45 p.m. (CST).

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on April 7 shifts *What's on Your Mind?* on 11 CBS-Pacific Coast stations from Thurs., 7:15-7:45 p.m. (PST), to Mon., 9:30-10 p.m. (PST).

Lever and B & W

(Continued from page 7)

would not be affected materially. However, in Washington it is pointed out that such a sale most certainly would involve some personnel changes which in turn might affect the companies' advertising policies.

Sale of the two companies would probably be handled in the same manner as that used in disposing of the Viscose Rayon Co. a few weeks ago. In that instance 16 underwriting houses headed by Morgan, Stanley & Co., Dillon Reed and Lehman Bros. bought the property outright for public issue.

Secretary of Treasury Morgenthau as long ago as January told the Senate Foreign Affairs Committee that the British would have to sell all their direct investments in the United States. In a reply to a question by Senator Vandenberg

(R-Mich) he said this sale would include Lever Bros. and "it means that they (the British) have got to sell every share of United States securities they own and all their properties that they own in the United States within the calendar year."

Later, Morgenthau told the committee "every dollar of property, real property or securities, that any English citizen owns in the United States, they have agreed to sell during the next 12 months, in order to raise money to pay for the orders they have already placed; they are going to sell—every dollar of it."

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will discontinue on April 5 instead of on April 12 as originally announced, the weekly broadcasts from the Army and Navy training camps on *Your Hit Parade*, heard on CBS, Saturdays at 9-9:45 p.m.

KFRU WINS PUBLIC SERVICE AWARD

The "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs... given by the Henry W. Grady School of Journalism—University of Georgia, was presented to KFRU for its outstanding contributions during 1940 in the local channel group.

KFRU 1400 KG. COLUMBIA, MO. ★ AFFILIATED
WITH THE ST. LOUIS STAR-TIMES

REPRESENTED BY WEED & CO.
New York Chicago Detroit San Francisco

WFMJ

Youngstown's
Favorite
Station

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

Fly Describes Benefits In Allocations of Treaty

OFFICIAL word to the American radio audience, hailing the March 29 reallocation as a boon to listeners despite its "very temporary inconvenience", was voiced Friday night by FCC Chairman James Lawrence Fly in a broadcast carried by both NBC-Red and Blue. Chairman Fly reviewed developments leading up to the reallocation, explaining the importance of the plan to give better radio service not only to United States listeners but to other North American countries.

"One amazing aspect of the North American Regional Broadcasting Agreement is that every signatory nation emerges with more air room than it had before," Chairman Fly commented. "This universal benefit is the result of neither miracle nor hocus-pocus. It results from a highly ingenious application of modern scientific and engineering developments to the problem in hand. The number of channels in the broadcast band has been increased somewhat; and in various ways each channel is to be more intensively used. In short, there's going to be more room on the air, and it's going to be more equitably distributed. For listeners, the chief advantages will be better service and less interference."

PAR BEVERAGE Corp. is the new name of the former Vanti Pa-Pi-A Corp., New York, affiliated with Hecker Products Corp. The product, a carbonated beverage of fruit juices, has been re-named Par. Radio is being used.

THERE'S
NO
VARIETY AT
WWNC
FREQUENCY
REMAINS
570

WHICH, as you know,
means listener continuity!
We offer 57 varieties of
smart promotion for your
program in Western
North Carolina....

WWNC
570 Kc. 1000 WATTS
ASHEVILLE
North Carolina
CBS
AFFILIATE



HIGH OVER PUGET SOUND were these Seattle agency executives, broadcasting during an airplane flight over the site of KIRO's new 50,000-watt WE transmitter and towers, located on an island in the Sound. KIRO becomes the first 50 kw. station in the Pacific Northwest when its power is increased July 1 from 1,000 watts. In the foreground, Maury Rider, of KIRO, interviews F. G. Mullins, of Ruthrauff & Ryan, while KIRO Manager H. J. Quilliam watches.

Act to Check FCC

(Continued from page 8)

other a newspaper. The non-newspaper applicant was favored and the Commission's decision made point of the independent character of the application as against the control of the only newspaper in the community by the other.

Awaits Net Ruling

No indication came from the FCC on its approach to the newspaper ownership hearing. The prevailing view was that the hearing date would not be set until final action on the Network Monopoly Report, probably a month away.

The hearings, it is expected, will be described as "fact and policy finding" and will be along legislative lines. It is doubted whether the FCC will sit en banc. Several possibilities are seen in that regard. The Commission may decide to open the hearings en banc and proceed with the conference method or assign an attorney examiner for the taking of testimony.

Because of reallocation, television and the network monopoly matter, the FCC apparently has not turned a wheel on the newspaper procedure since its announcement March 19.

Telford Taylor, general counsel, was in Florida, recuperating from illness, but returned to his office last Wednesday. He is expected to dig into the preliminary work with Assistant General Counsel Joseph L. Rauh Jr., who several weeks ago originally suggested the inquiry.

After the March 19 announcement, a number of newspaper station executives sent feelers to ascertain what steps should be taken in connection with the FCC move. At informal sessions in Washington over the weekend, it was decided to call the New York meeting to devise procedure.

Harold V. Hough, executive of

the Fort Worth Star-Telegram and head of WBAP-KGKO, subsidiary operations of the newspaper; W. J. Scripps, general manager of WWJ, Detroit, pioneer station operated by the Detroit News, and O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden group, operating KGNC, Amarillo, KFYO, Lubbock, KTSA, San Antonio, and KRGV, Weslaco, Tex., acted as an informal committee in arranging the New York session.

A call in Chicago for a meeting March 28 also had been planned by Col. Robert R. McCormick, publisher of the Chicago Tribune, which operates WGN. After word had been received of the New York session, this call was cancelled.

Dinah Shore Stays

FOLLOWING arbitration, a decision was reached March 26 whereby Dinah Shore must hold to her contract with Eddie Cantor until its expiration in June. Cantor complained when General Amusement Corp., announced she would do her final broadcast for Cantor on the NBC Bristol-Myers Co., program March 26. GAC also had started negotiations with J. Walter Thompson Co. for her to join the Chase & Sanborn coffee program at \$750 per broadcast. Both disputants hold AFRA cards and the matter came before the American Arbitration Society following the appointment of arbitrators.

Czechs Honor Chain

HUBERT V. CHAIN, continuity chief of NBC's Radio-Recording division, has been awarded a memorial medal by the Czechoslovakian government in exile for the outstanding script he wrote on the special Lincoln's Birthday broadcast for the American Friends of Czechoslovakia. Only 11 others have received the award.

WHMA, Anniston, Ala., joins NBC-Blue in early April as a bonus station.

Mollin Co. Application In Riverside Defaulted

PENDING action on two other applications for new local stations in Riverside, Cal., one of them a newspaper application which was granted last year but later suspended, the FCC on Friday denied as default an application for a 500-watt daytime station on 1390 kc. filed by Mollin Investment Co., of Riverside. The company, headed by E. W. Crellin and Curtis V. Crellin, is described as dealing exclusively in California real estate.

The Commission last July 16 granted a new 250-watt outlet on 1420 kc. to Riverside Broadcasting Co., in which 30% interest was owned by persons identified with the Riverside Enterprise and Press. Ten days later, on its own motion, it reconsidered its decision and set the application for hearing along with that of Broadcasting Corp. of America, in which W. L. Gleeson is interested, and that of the Mollin company. The Gleeson group asked for 1000 watts fulltime on 1390 kc. The Mollin group failed to appear at the hearing last month, and the choice now appears to rest between the other two.

Wrigley's Spots in N. Y.

WM. WRIGLEY JR. Co., Chicago, on April 1 started a 52-week campaign totaling 600 one-minute transcribed announcements weekly on 12 New York stations, for Spearmin Gum. Stations are WABY WOKO WKNY WGNV WSLB WMFF WKIP WNBZ WIBX WTRY WATN WFAS. Agency is Vandebie & Rubens, Chicago.

BYRON COLLINS, radio copywriter with Young and Rubicam, was high scorer in the agency's basketball victory on March 21 over Arthur Kudner, 26 to 20, in the finals of the New York Agency League. Victors received the Arthur Kudner trophy. Collins, a former Colgate U basketball luminary, scored 12 points.

ALLEN J. deCASTRO, former president of Dr. Richards Assn., S. Norwalk, Conn., on April 1 joins CBS as sales manager of Columbia's new Latin American network, which starts operating in the autumn. With his former firm he sold proprietaries to Latin America.

SONGS of Sherwood Rollins Jr. in the musical show of Harvard's Hasty Pudding Club, now on tour, have been published by BMI. Numbers are I'm Not in the Mood, One on the House and Sweet Dreaming.

FM

with
Simplified
CIRCUIT DESIGN

GENERAL ELECTRIC
1889-1913



KTUL

5000 watts • CBS
TULSA, the Oil Capital

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Aluminum Supply Deemed Uncertain

Only Small Part of Industry Needs Thought Available

DESPITE urgent pleas from recording-blank manufacturers for sufficient aluminum to supply the primary demands for aluminum-base acetate discs, it now appears that at best only a small part of previous aluminum supplies will be available in this field.

According to a semi-official interpretation of the aluminum "rationing" plan announced March 22 by the Priorities Division of the Office of Production Management, the recording industry could conceivably qualify on the very fringe of non-defense priority ratings placed on aluminum—but even this remained problematical.

Under the overall formula governing allocation of aluminum supplies for both defense and non-defense purposes, approved by E. R. Stettinius Jr., Director of Priorities, suppliers of aluminum are required to give an A rating to all defense orders and to any other orders, including non-defense, on which the Priorities Division may assign A preference ratings.

Below the A, or strictly defense, rating come the B ratings, among which the recording industry might qualify. Small companies conceivably may qualify for a temporary B-5 classification—applying to consumers requiring less than 1,000 pounds of aluminum a month—carrying with it authorization for not more than 50% of their 1940 average monthly supply of aluminum.

Recording companies also might qualify, it was indicated, for B-8, the lowest rating given, applying to products in which a reasonably satisfactory substitute for aluminum is available, or can be made available. The B-8 rating allows not more than 10% of the 1940 supply.

Available aluminum supplies in either category would fall far below the absolute minimum requirement of 75,000 pounds a month cited recently in a presentation to the Priorities Division by Hazard Reeves, president of Audio Devices, Inc., New York [BROADCASTING, March 24]. Mr. Reeves has estimated that about 95,000 pounds a month would be required to supply the radio, phonograph and motion picture industries and Government departments with sufficient instantaneous recording discs to carry on present activities.

IN BALTIMORE IT'S

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

WHOM Courses

NATURALIZATION classes offering free instruction in citizenship to aliens are to be conducted by WHOM, foreign language station in Jersey City, beginning March 31. The course of eight sessions will be conducted nightly at WHOM's New York studios under direction of Charles Baltin, adult education specialist. Announcers will assist as interpreters. Starting April 5, WHOM will broadcast the course on eight consecutive Saturday nights and repeat it indefinitely. Plans were formulated by Joseph Lang, vice-president and manager of WHOM and foreign language committee chairman of the NAB.

Cardboard Base Claimed To Offer Substitute for Aluminum Record Discs

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, reports he has developed a new process for coating paper discs for recording. The process is the result of 10 years of experimentation, and Mr. Robinson is making extensive use of 16-inch paper discs. Back in 1931, at his Robinson Recording Laboratories in Narbeth, Pa., Mr. Robinson, then privately engaged in experimental recording work, first developed a paper disc.

At that time, he explained, celluloid sheets were used and he experimented with cardboard because of the economy and, more importantly then, because the celluloid had a bad grain which made for a great deal of surface noises. However, since aluminum was cheap at that time, there was no practical market for his paper discs. In 1934, at WCAU, Philadelphia, he used several thousand paper discs for direct recordings of piano and voice mostly.

For his paper discs today, Mr. Robinson uses several coatings of a special acetate recording compound to coat the blanks. He explained that since 60% of the cost of a blank is for the aluminum, an item tied up by defense emergencies, his early development was revived as a matter of necessity and economy. Using cardboard, a 10-

WHO

(ALONE!)

for

IOWA PLUS!



DES MOINES-50,000 WATTS,

CLEAR CHANNEL

NBC Raises Woodell

SHIRLEY F. WOODELL, for the last few months a member of NBC's international sales staff following more than 12 years as advertising manager of Packard Motors Export Corp., has been named sales manager of the international division, according to John F. Royal, vice-president in charge of NBC's international activities. He succeeds Lunceford P. Yandell, recently transferred to NBC-Blue sales to assist Edgar Kobak.

Weber Sales Sold

WEBER SALES Co., New York, distributors of Egofam shampoo and Egogroom hair tonic, has been purchased by a syndicate under the direction of Frederick Meinhardt of New York. E. F. Wheaton, formerly advertising and radio director, has been appointed president and general manager, while R. C. Weber, former president, will remain as director. Mr. Wheaton will continue as active head of Wheaton Adv. Agency, New York, and will continue to handle the company's advertising. The company is testing a quarter-hour program on WWRL, Woodside, L. I.

inch paper blank can be made for as little as 50 cents, he said.

Mr. Robinson claims that the durability of the paper discs is almost the same as those coated with aluminum. Moreover, he says the degree of destructibility of the paper discs is not as great, as the the aluminum, claiming that the cardboard will take a right-angle bend without cracking.

Dr. Dunham Appointed To Camp Welfare Post

DR. FRANKLIN DUNHAM, NBC director of religious programs, has been granted leave to become executive director of the National Catholic Community Service. He will be in charge of all citizen welfare work in camps and defense areas. Buildings are provided by the Government but operated by private welfare agencies.

Dr. Dunham will be responsible to the administrative head of the National Catholic Welfare Conference, Archbishop Mooney of Detroit, and will be on leave for the duration.

In 1917, Dr. Dunham served on the staff of the Committee on Public Information and as instructor in Army Officers' Reserve Corps.



"That's a right handsome rig y'got there, Hezekiah. Most as efficient as the new RCA killy-watt transmitter WFDF, Flint Michigan, jest put up."

THE OREGONIAN PUBLISHING CO.

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

ARDEN X. PANGBORN

AS MANAGING DIRECTOR OF ITS

RADIO STATIONS

KGW AND KEX

620 K.C. NBC RED

1190 K.C. NBC BLUE

PORTLAND, OREGON

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

MARCH 22 TO MARCH 28, INCLUSIVE

Decisions . . .

MARCH 25

NEW, Balaban & Katz Corp., Chicago—Granted CP experimental television 384-396 mc.
WIBC, Indianapolis—Granted modification CP change antenna N.
WISE, Asheville, N. C.—Granted modification license to 1230 kc under treaty.
WHBQ, Memphis—Granted CP new transmitter, increase to 250 w.
WNYE, Brooklyn—Granted CP change 41.1 to 42.1 mc, increase to 1 kw special FM emission for non-commercial educational station.

MISCELLANEOUS—**WKBB**, Dubuque, Ia., denied rehearing of action 1-7-41 granting without hearing application of KDTH, Dubuque, for modification CP new station etc.; **W8XZY**, St. Louis, granted further extension facsimile; **W2XPV**, New York, **W9XLA**, Denver, and **W5XAU**, Oklahoma City, granted extensions high-frequency stations; **WGRC**, New Albany, Ind., application CP increase power, change frequency, etc., set for hearing, consolidated with application Mid-America Broadcasting Corp., Louisville.

TEMPORARY EXTENSIONS—Pending results of hearings, these cited stations were given temporary extensions: **KEX**, Portland; **KFPW**, Fort Smith, Ark.; **KGA**, Spokane; **KGO**, San Francisco; **KGLU**, Safford, Ariz.; **KIDW**, Lamar, Col.; **KJRE**, Seattle; **KOA**, Denver; **WIBG**, Glenside, Pa.; **WIBU**, Poyne, Wis.; **WMAL**, Washington; **WTRY**, Troy, N. Y.; **WWNC**, Asheville, N. C.

Pending further consideration of renewal applications: **KFEQ**, St. Joseph, Mo.; **KFJM**, Grand Forks, N. D.; **KGBU**, Ketchikan, Alaska; **KLUF**, Galveston, Tex.; **KOCA**, Kilgore, Tex.; **KORN**, Fremont, Neb.; **WCOA**, Pensacola, Fla.; **WELL**, Battle Creek, Mich.; **WHBC**, Canton, O.; **WHIP**, Hammond, Ind.; **WJHP**, Jacksonville, Fla.; **WNAD**, Norman, Okla.; **WOSU**, Columbus, O.; **WPRP**, Ponce, P. R.; **WSJS**, Winston-Salem, N. C.

Pending completion of CP's: **WABI**, Bangor, Me.; **KWJJ**, Portland, Ore.
WARM, Scranton, continuance of program tests authorized pending result of hearing on application for license.

Other temporary extensions of license granted: **WPR**, Mayaguez, P. R.; **WGST**, Atlanta; **KPNF**, Shenandoah, Ia.; **KMA**, Shenandoah, Ia.; **WJAG**, Norfolk, Neb.; **KTBC**, Austin, Tex.; **WDLF**, Panama City, Fla.; **WBAX**, Wilkes-Barre, Pa.; **WCAP**, Asbury Park, N. J.; **WCAM**, Camden, N. J.; **WTNJ**, Trenton, N. J.; **KRBA**, Lukin, Tex.; **WTAL**, Tallahassee, Fla.; **WSGN**, Birmingham; **WFNC**, Fayetteville, N. C.; **WPAY**, Portsmouth, O.; **WRDO**, Augusta, Me.; **KNET**, Palestine, Tex.; **KSAM**, Huntsville, Tex.; **KGKB**, Tyler, Tex.; **KGFI**, Brownsville, Tex.; **WTMC**, Ocala, Fla.; **WWRL**, Woodside, N. Y.; **WCNW**, Brooklyn.

Experimental authorizations renewed: **KFAB**, Lincoln, Neb.; **KTES**, Hot Springs, Ark.; **KVOO**, Tulsa; **WAPI**, Birmingham; **WBAL**, Baltimore; **WBBM**, Chicago; **WGN**, Chicago; **WHK**, Cleveland; **WLW**, Cincinnati; **WOR**, New York.

MARCH 26

WRCA, New York—Granted special temporary authority 9670 kc 100 kw effective power, etc.
WQDM, St. Albans, Vt.—Granted special temporary authority 1420 kc until **WWSR** is authorized to conduct program tests but ending not later than April 27, 1941.

MARCH 27

WHAL, Saginaw, Mich.—Granted modification CP new station to 980 kc under treaty.
WSBT, South Bend, Ind.—Granted temporary authority unl. 960 kc 250-500 w not later than 4-27-41.
NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—Proposing to grant CP 1150 kc 250 w D; proposing to deny CP same facilities to Walton & Bellatti.
WHDH, Boston—Proposing to grant increase to 5 kw unl. 830 kc directional N.

MARCH 28

WDOO, Chattanooga—Granted modification CP increase power etc., for 1310 kc under treaty, change antenna.
WELI, New Haven—Granted modification CP increase power etc. for 960 kc under treaty, change antenna.
WHIZ, Zanesville, O.—Granted modifica-

tion license change name to Southeastern Ohio Broadcasters Inc.
WKST, New Castle, Pa.—Granted modification CP for directional N, change to 1 kw unl.
WOV, New York—Granted license to increase power etc.
WIOD, Miami—Granted license to increase power etc.
WIBW, Topeka—Granted license increase night power etc.
NEW, Molin Investment Co., Riverside, Cal.—Denied as in default application CP.

MARCH 29

NEW, Chilton Radio Corp., Dallas—Petition for reconsideration and grant of application CP 1370 kc 100 w unl. dismissed also opposition thereto filed by KTEM, Temple, Tex.; and amendment filed to said application. (Incorrectly listed in the March 24 BROADCASTING).

Applications . . .

MARCH 24

NEW, Central N. Y. Broadcasting Corp., Elmira—CP 1230 kc 250 w unl. (contingent **WENY** going to 590 kc).
WJAR, Providence, R. I.—Modification CP increase power 920 under treaty, change antenna, new transmitter.
WCSH, Portland, Me.—Modification CP as modified directional antenna, increase power, asking 970 kc under treaty.
WWDC, Washington—Modification CP new station asking 1450 kc under treaty.
WBZA, Springfield, Mass.—CP change to 940 kc (970) under treaty, increase to 5 kw unl., new transmitter antenna.
WBZ, Boston—Modification license to unl. 990 kc (1030 under treaty), contingent on grant of **WBZA** application.
WAAT, Jersey City—Modification CP as modified new transmitter, directional N etc., for 970 kc under treaty, change antenna.
W3XPY, Whippany, N. J.—Modification license to 43.5, 491. mc.
WWSW, Pittsburgh—CP new transmitter, directional, change to 940 kc 1-5 kw, amended to 970 under treaty, change antenna.
WKWK, Wheeling—Modification CP new station asking 1400 kc under treaty.
WADC, Akron—License for 1350 kc under treaty.
WBIG, Greensboro, N. C.—Modification CP increase power etc., asking 1470 kc under treaty.
WTJS, Jackson, Tenn.—Modification CP increase power etc., asking 1390 kc under treaty.
KTRH, Houston—Modification CP increase power etc., asking 1320 kc under treaty.

KWOC, Poplar Bluff, Mo.—CP change to 1290 kc (1320 under treaty), increase to 1 kw, change equip., KLCN facilities.
KSCJ, Sioux City, Ia.—Modification CP as modified increase power etc., asking 1360 kc under treaty.
KGEZ, Kalispell, Mont.—Modification CP new transmitter, increase power etc., amended to 1460 kc under treaty.
KHJ, Los Angeles—Modification CP as modified change equip., increase etc., asking 930 kc under treaty.

MARCH 28

WFBR, Baltimore—CP increase to 5 kw N & D, asking 1300 kc under treaty.
WNBI, Bound Brook, N. J.—Modification CP asking additional 11890 and 15150 kc.
WOSU, Columbus—CP new transmitter change to 880 kc, 820 kc under treaty, 5 kw lhd. to LS Dallas.
WIBG, Glenside, Pa.—Modification license D to lhd. Knoxville.
NEW, George Grant Brooks Jr., Scranton, Pa.—CP 1370 kc, 1400 kc under treaty, 250 w unl., asks **WARM** facilities.
WSAI, Cincinnati—Modification CP increase power etc. for 1360 kc under treaty.
WORL, Knoxville—Modification license to 1 kw N & D directional N.
NEW, South Florida Broadcasting, Miami—CP 1500 kc 250 w unl., amended to 1450 kc, under treaty.
KRNR, Roseburg, Ore.—CP 1490 kc under treaty, increase to 250 w N & D.
NEW, Greater Houston Broadcasting Co., Houston—CP 1230 kc 250 w unl.
WAOV, Vincennes, Ind.—CP increase to 250 w.
KDAL, Duluth—CP change from 1500 kc (1490 under treaty) to 610 kc, increase 1 kw directional N.
WISN, Milwaukee—Modification CP new transmitter increase power etc. asking 1150 kc under treaty, change antenna.
KOIL, Omaha—Modification CP directional N, increase power, asking 1290 kc under treaty.
KOMO, Seattle—Modification CP directional, increase power, asking 950 kc under treaty.
KUTA, Salt Lake City—Modification CP new transmitter, directional N & D etc., asking changes in antenna, equipment, increase to 1-5 kw.
KJRE, Seattle—CP change equip., directional N, increase to 50 kw, amended to 1000 under treaty, change antenna.

Tentative Calendar . . .

MARCH 31

KMLB, Monroe, La.—CP 1410 kc 1 kw unl. directional N.

WBAX, Wilkes-Barre, Pa.—License renewal (motion for continuance pending).

APRIL 2

NEW, Symons Broadcasting Co., Ellensburg, Wash.—CP 1110 kc 1 kw unl. (motion for continuance pending).

APRIL 3

NEW, Western, Gateway Broadcasting Corp., Schenectady—CP 1210 kc 250 w unl.; **NEW**, Van Curler Broadcasting Corp., Schenectady, same.

WMBQ, Brooklyn; **NEW**, Lillian E. Kiefer, Brooklyn; **NEW**, Paul J. Gollhofer, Brooklyn; **WCNW**, Brooklyn; **WWRL**, Woodside, L. I.

APRIL 11

KGNO, Dodge City, Kan.—Modification license to 1340 kc 500 w 1 kw D unl.

MAY 6

NEW, Wayne M. Nelson, Concord, N. C.—CP 1380 kc 1 kw D.

MAY 8

KWTO, Springfield, Mo.—CP 560 kc 1-5 kw unl. directional N.

Equipment

RCA MFG. Co., Camden, N. J., announced March 27 sale of a 5-DX broadcast transmitter to **WEVD**, New York, and a 250-K broadcast transmitter to **KRJJ**, Miles City, Mont.

USING General Electric transmitter equipment, the new FM station of Evansville on the Air Inc., also operators of **WEOA** and **WGBF**, Evansville, Ind., is scheduled to go on the air May 1. Its call letters are **W45V** and its frequency is 44.5 mc.

WIBA, Madison, Wis., has purchased a new **WE** 5-kw. transmitter. A 20-acre tract six miles south of Madison has been acquired for a new transmitter house and three-tower directional antenna system, to begin operation in early April.

CFRN, Edmonton, has purchased an **RCA** 1 kw. transmitter for use on its increased power under the Havana Treaty. Studio alterations are being made.

INSTALLATION of new Western Electric 1-kw. transmitter is being effected at **KOY**, Phoenix, under the supervision of Chief Engineer Bob Thompson.

WCHV, Charlottesville, Va., reporting the installation of new studio equipment throughout, states that it has placed an order with **RCA** for a new limiting amplifier at the transmitter, as well as a new 76-B2 console, two turntables, microphones, etc.

NBC's Radio-Recording Division last week announced to its *Thesaurus* subscribers that six four-minute transcribed *Defense Talks* by government officials are available for use in connection with the campaign for a nationwide registration of unemployed workers [BROADCASTING, March 17]. Subscriber stations are advised to consult local Social Security Boards to secure the discs free.

BALABAN & KATZ Corp., big motion picture theatre operators and licensee of **W9XBK** and **W9XBT**, television stations in Chicago, was granted a construction permit March 25 for a new experimental television station in Chicago to operate with 10 watts fulltime on 384,000-396,000 kc. or Group channel, A5 emission.

Limited Supply of Extra Copies Available!

NEW BROADCAST ALLOCATIONS

Ordered Under The

North American Regional Broadcasting

Agreement

(Havana Treaty)

Effective March 29, 1941

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

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

National Press Bldg. • Washington, D. C.

25c Each • 20c in quantities of 10 or more

Disc Code Ratified

TRANSCRIPTION code of the American Federation of Radio Artists was ratified March 26 by the membership of the Los Angeles local of the talent union. New York local ratified the agreement March 21 [BROADCASTING, March 24] and the locals in Chicago and San Francisco are expected to follow suit within the next few days. Pending reports from these cities, AFRA officials are withholding details of the code's wage and working conditions provisions.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge \$1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Newsreader And Reporter—Write fully, experience, salary, etc. Enclose photo. Box 312, BROADCASTING.

Wanted—Experienced combination announcer-engineer 500 Watt CBS affiliate. Send transcription references and salary expected. Box 300, BROADCASTING.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 318, BROADCASTING.

Openings On Hand!—For qualified employees—every department—announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Program Director—Capable of originating and producing on own initiative. Regional Midwest network station. Enclose photograph and state age, experience, references and salary expected. All replies confidential. Box 311, BROADCASTING.

Wanted—Program Director—with full experience in program building and production work for regional station. Give full details of qualifications with photograph in first letter. Box 309, BROADCASTING.

Announcer-Engineer—with good experience or college training also copy some transradio, personality, capability initiative and dependability. 1 KW Rocky Mountain location. Salary dependent ability. Give complete particulars, photo. Box 308, BROADCASTING.

Commercial Manager!—New station in excellent market has immediate opening for aggressive, clean-cut young man with not less than three years' radio station experience. Should know agency field and have complete knowledge of local station operation. Give full details, including references and expected remuneration first letter. KBIZ, Ottumwa, Iowa.

Situations Wanted

Chief Engineer—Competent, cooperative. Take complete charge. Make engineering department click. Employed. Box 305, BROADCASTING.

Why Lose Money—Will manage Southern station profit sharing basis—you can't lose. Box 307, BROADCASTING.

Engineer—(First class telephone). Experienced. Employed. Desires change. Can furnish references. Go anywhere. Box 301, BROADCASTING.

News Editor—Newsreader - Announcer - Young, five years solid experience New York. Good newspaper background. Box 304, BROADCASTING.

Program Director—10 years experience, age 31, married. Announce, news, production, publicity, showmanship, promotion, office management. Efficient, capable. I want to work for you and the salary is not unreasonable. Let's talk it over. Now employed in large midwest station. Address Box 314, BROADCASTING.

Krueger Buys Newscasts

G. KRUEGER Co., Newark (beer and ale), as part of its spring advertising campaign is sponsoring a daily quarter-hour newscast on WKNE, Keene, N. H.; WCAX, Burlington, Vt.; WDNC, Durham, N. C.; a quarter-hour and five-minute news program and one-minute spot announcement daily on WLNH, Laconia, N. H. More stations may be added. Compton Adv., New York, is the agency.

WEED & Co., station representative, announces its appointment as representative of KGGM, Albuquerque, N. M., effective April 1.

Situations Wanted (Continued)

Draft-Deferred Announcer-Program Director—Experienced. Now employed 5 KW Chicagoland station. Married. Age 28. Future essential. Box 313, BROADCASTING.

Salesman - Commercial Manager—Exceptional background. Promotion from ideas to profits. Tops in servicing accounts. Big time producer. Sparkling continuity. A-1 publicity. Public Relations Director. Box 302, BROADCASTING.

Engineer—Age 25, First Class Radiotelephone License, Capitol Radio Engineering Institute graduate, over 3½ years broadcast operating experience, now employed in a kilowatt network station. Box 306, BROADCASTING.

First Class Operators Available—Graduates for broadcasting, television, frequency modulation, and commercial stations, able to work anywhere. Some with announcing experience. Have successful men in stations in all sections of country; list furnished upon request. Contact Graduate Relations Department, National Schools, 4000 So. Figueroa, Los Angeles, Calif.

WIDELY EXPERIENCED RADIO AND AGENCY MAN—SEEKS EASTERN POSITION. NINE YEARS RADIO COPY CHIEF, PRODUCER, ASSISTANT DIRECTOR; FOUR YEARS AGENCY COPY CHIEF, TROUBLE-SHOOTER. EXCELLENT VOICE. DRAFT-FREE. WILLING MANAGE LOCAL, OR ASSIST BUSIER EXECUTIVE. PRESENT SALARY AND POSITION SECURE, BUT WANT IMMEDIATE NEW CONNECTION WITH STATION OR AGENCY. BOX 316, BROADCASTING.

For Sale

For Sale—Used Western Electric 5 Kw transmitter complete, good record of performance. Box 317, BROADCASTING.

Piano Trucks—Colson adjustable, two. Good condition. \$20.00 each, f.o.b. Los Angeles. KFI-KECA, Los Angeles.

For Sale—Gates radio sound effect machine. New, never used, mixes from 3 record turntables. Address Box 315, BROADCASTING.

For Sale... Collins 20J One Thousand Watts Transmitter—A-1 condition with limiting amplifier, speech rack, two sets of tubes and RCA Modulation Monitor. Write for price. Walter Brown, WSPA, Spartanburg, South Carolina.

Wanted to Buy

Will Buy Part Interest Or Lease—Small station. Box 308, BROADCASTING.

Miscellaneous

Anyone Knowing The Whereabouts—Of Miss Alice Gregory, formerly associated with Station WSM, please communicate. Box 310, BROADCASTING.

LOS ANGELES AFM SEEKS DISC JOBS

FOLLOWING the practice established by Chicago musicians union, Los Angeles Local 47, AFM, for the last month has been considering a contemplated drive to install member musicians as record turners in radio stations in that area, thereby eliminating the announcer or operator who performs the duty.

Although there has been no official announcements of the planned drive, said to be in the embryo stage, Carl Von Ritter, assistant to J. K. (Spike) Wallace, president of Local 47, has been making preliminary investigations.

Recording activities in the Los Angeles area are under jurisdiction of J. W. Gillette, AFM international studio and recording representative (radio and film), but it is understood the contemplated campaign would be directed solely by Local 47.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency . . . \$17.50

2. NEW CRYSTAL (less holder) . . . \$22.50

3. NEW CRYSTAL fully mounted . \$30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE

124 Jackson Ave.
University Park, Md.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

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

McNARY & CHAMBERS

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There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
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PAUL F. GODLEY

Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON

Consulting Radio Engineer
Specializing in Broadcast and
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Earle Building, Washington, D. C.
Telephone National 7757

PAGE & DAVIS

Consulting Radio Engineer
Munsey Bldg. District 8456
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HECTOR R. SKIFER

Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.

Consulting Radio Engineer
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An Accounting Service
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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Consulting Radio Engineer
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Increase Not Seen In Canadian Fees

But Board Has Not Yet Ruled On Payments for Year

CANADIAN broadcasters have not yet learned what fees they will have to pay for 1941 for use of copyright music, the Copyright Appeal Board appointed by the Secretary of State not yet having published its findings as a result of hearings held Feb. 12 [BROADCASTING, Feb. 17].

While no official announcement has been made as to why the delay in findings and setting of a fee basis on which the Canadian Performing Rights Society (Canadian ASCAP) and BMI Canada Ltd. can charge Canadian broadcasters, it is thought in broadcasting circles that the Copyright Appeal Board may be awaiting developments in the United States on the ASCAP-NAB settlement, before fixing a fee for Canada.

Increase Doubted

In this connection it is thought the board may set a scale for CPRS fees comparable to the scale which the NAB-ASCAP conferences may develop in relation to the 1940 payments. It is not considered likely there will be any increase over the 8-cents-per-licensed-receiver basis set some years ago, but distribution of this rate between CPRS and BMI Canada is holding up the board's decision.

It is known that the board has investigated the ASCAP-BMI situation in Washington. Meanwhile Canadian broadcasters are paying CPRS the same fees they paid in 1940 on a written understanding that revisions of the 1941 payments are to be made dependent on the rulings set by the Copyright Appeal Board. BMI Canada is not yet collecting fees from Canadian stations, not having been assigned a basic fee by Ottawa in 1940. Most likely distribution of the 8-cent fee is thought to be on a 5—3 rate in favor of CPRS.

Television for S. A.

FIRST TELEVISION station in South America is being constructed at Buenos Aires by Fernando Gonzalez Chavez, who operates LOS, 50,000-watt station, according to word received by his nephew, Nicholas DeFrancisco, relief engineer of WPEN, Philadelphia. On a recent visit to this country, Mr. Chavez purchased a 10,000-watt picture and sound transmitter from Philco, and construction of the television station is already under way. According to Mr. DeFrancisco, the transmitter for the South American station is the largest made. Prior to joining WPEN, Mr. DeFrancisco was a Philco television engineer, engaged in experiments on television receiving sets.

ALL three national networks are planning special programs observing Army Day. On April 5 NBC-Red and Blue will carry a full-hour program, with messages by Secretary of War Stimson and Army Chief of Staff Marshall. CBS will carry a half-hour story of the tank and its function. MBS on April 6 will present a symposium by Army officers. *The Army Looks Ahead*, conducted by Theodore Granik.

New Legislation Is Considered For Reorganization of FCC

COINCIDING with industry efforts to check FCC imposition of additional restraints on commercial broadcasting, legislation for reorganization of the FCC is taking tangible form. While no indication has been given when such a reorganization bill may be introduced, several drafts already have been prepared and both Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator White (R-Me.), co-author of the present Communications Act, may drop a bill into the hopper, perhaps jointly.

A legislative draft, covering procedural phases, has been produced by the Federal Communications Bar Assn. at the direction of its executive committee. Herbert M. Bingham, FCBA president, has conferred with members of the Interstate Commerce Committee in connection with projected new legislation.

White's Plan

The Bar Assn. draft, it is understood, does not touch upon matters of fundamental regulatory policy, but rather upon organization and procedural phases. It has not yet been formally presented as a recommended draft.

Senator White himself, has drafted a bill which would create a three-man FCC, with one mem-

ber assigned to broadcasting and related operations, the other to telephone, telegraph and other common carrier operations. The Chairman would be the administrative officer and bridge the gap on allocations as between the two classes of service. Senator White, however, has not finally decided to introduce this measure.

In essence, the FCBA measure would retain a Commission of seven members. However, it would be divided into two separate divisions—one of three members handling private carrier operations, which would cover broadcasting, and the other common carrier fields. The chairman would be the administrator and would not be attached to either division.

Upon introduction of a reorganization measure which presumably would be cleared with the Administration, it is expected Chairman Wheeler would be disposed to appoint a small working subcommittee of the Interstate Commerce Committee to conduct full-scale hearings. Senator White long has espoused a redefinition of the existing law, pointing out that while the Communications Act became effective in 1934, creating the FCC, the fundamental radio provisions actually go back to 1927, when the Federal Radio Commission was created.

New Kroger Series

KROGER GROCERY & BAKING Co., Cincinnati, on March 31 was to start a new daytime show, *Hearts in Harmony*, combining drama and music in a tale of two young people in a small town. The series will be heard on a midwest hookup, according to A. E. Johnston, Kroger advertising manager. Agency is Ralph H. Jones Co.

Texaco Rewards Announcer

LLOPIS DE OLIVARES, Spanish announcer of NBC's international division, has received a gold watch from the Texas Co., in appreciation for his work on the shortwave broadcasts of the Metropolitan Operas during the past season. Texas Co., New York, sponsored the Saturday afternoon operas on NBC in this country, as well as the shortwave broadcast to Latin America on WRCA and WNBZ.



Drawn for BROADCASTING by Sid Hix
"Now Look What You've Done! It Wasn't the Set . . .
They've Just Changed the Stations Around!"

FM Progress Outlined To FCC by Licensees

SEEKING up-to-the-minute information on FM progress, the FCC last Wednesday started a series of informal personal conferences with FM licensees, applicants and CP holders which probably will extend through most of this week. Meeting with FCC engineers and attorneys, individual operators and applicants are making progress reports of their FM developments, following up the FCC's endeavor to collect full information to forestall "traffic jams" on FM assignments. Although particular attention centers on the New York area, the conference plan extends to all operators and applicants over the country [BROADCASTING, March 24].

As BROADCASTING went to press the FCC group had met with representatives of NBC and CBS; WOR, New York; Maj. Edwin H. Armstrong; W. G. H. Finch; WHN, New York. Participating in the conferences for the FCC are Rosel M. Hyde and Allen W. Saylor, of the legal department; Assistant Chief Engineer Andrew D. Ring and Wm. C. Boese, associate engineer; W. J. Norfleet, chief accountant; deQuincy V. Sutton, head accountant.

Lost Fees Basis of Suit Started Against WMCA

SUIT for \$117,500 damages against Knickerbocker Broadcasting Co., operator of WMCA, New York, and Donald Flamm, former WMCA president, and for \$21,250 damages against Emile Weinberg was filed March 26 in New York Supreme Court by Harold J. Jacoby, realtor, following the filing of papers for the suit Jan. 27 [BROADCASTING, Feb. 3].

Plaintiff claims that in December, 1935, while acting as co-broker with Weinberg, he was hired to find a purchaser for the station. In March, 1936, Jacoby claims he secured a potential buyer willing to pay \$1,500,000 for WMCA with a commission to Jacoby of \$75,000. This offer was turned down, plaintiff alleges, with the station subsequently sold to Edward J. Noble for \$850,000, and Weinberg receiving \$42,500 commission. Mr. Flamm has filed a general denial of the claims in the suit.

Feigenspan Sports

CHRISTIAN FEIGENSPAN Brewing Co., Newark (P. O. N. beer and ale), will sponsor baseball programs exclusively in the New York and New England markets. Company is starting quarter-hour sports commentaries by Jim Britt twice-weekly on eight Yankee network stations; by Red Barber five nights a week on WOR, New York; and by Leo Bolley nightly on WFBL, Syracuse. Six-minute baseball scores will be sponsored thrice-weekly on WTIC, Hartford. The Dobler Brewing Co., Albany, a subsidiary company which sells Dobler's P. O. N. beer and ale, is sponsoring five-minute nightly baseball scores on WCAX, Burlington, Vt., and a 10-minute nightly sports resume by Joe Nolan on WABY, Albany. E. T. Howard Co., New York, is the agency.

WLW

ADVERTISED
PRODUCTS
PLEASE



There is one thing certain in our business that we as wholesale grocers and sponsors of the local PLEE-ZING Stores know:

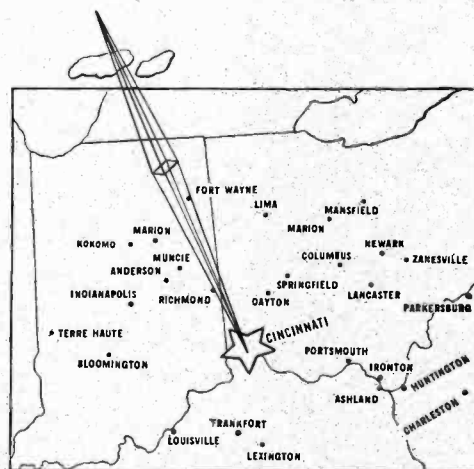
Grocery products advertised over Station WLW do move regularly and consistently for us and for our customers.

Handling such products is *pleasing* to us because it assures a most certain volume of business arising from a demand which the manufacturers are creating for us.

**C. J. Helmers, General Manager,
Henry Helmers Grocery Co.,
523 West Court Street, Cincinnati, Ohio**



Henry Helmer's Grocery Company sponsors over 40 Plee-zing Stores in Cincinnati & Northern Kentucky.



REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.



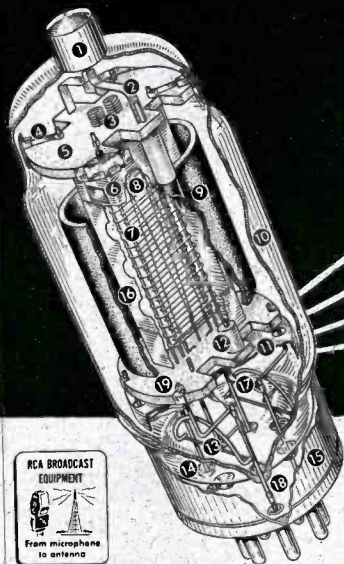
RCA-813

BEAM POWER AMPLIFIER

360 Watts Input With
Less than 1 Watt
Driving Power!

NET PRICE **\$22⁰⁰**

(Reduced from \$28.50,
April 1, 1940)



NOTE THESE FEATURES

1. Medium-Metal Cap
2. Short Ribbon Plate Connector
3. Filament Support Springs
4. Mount Support
5. Top Ceramic Mount Support
6. Top Shield
7. Aligned-Turn Control and Screen Grid
8. Heavy-Duty Thoriated-Tungsten Filament
9. Large Sturdy Graphite Plate
10. Hard Glass Bulb with Mount-Aligning Dome
11. Bottom Shield Disc
12. Ceramic Plate-Support Spacer
13. Directive-Type Getter Container
14. Dish Type Stem
15. Ceramic-Insert Giant Base
16. Beam-Forming Plate
17. Filament Connector
18. Tungsten-to-Glass Seal
19. Bottom Ceramic Mount Support



RCA-826...A NEW THREE-ELECTRODE TRIODE FOR THE ULTRA-HIGHS

Operating at maximum ratings at frequencies as high as 250 Mc and at reduced ratings as high as 300 Mc, the RCA-826 fills a long felt need. It is specifically designed as an oscillator, r-f power amplifier, or frequency multiplier at the ultra-high frequencies. Internal lead inductance is reduced to a minimum. All terminals at one end of bulb make possible the use of short leads in neutralizing circuits.

Typical Operation as R-F Power Amplifier
and Oscillator—Class C Telegraphy

D-C plate voltage, 1,000; d-c grid voltage, -70; d-c plate current, 125 ma.; d-c grid current, approx. 35 ma.; driving power, approx. 5.8 watts; power output, approx. 86 watts.

RCA-826 TRIODE—Price **\$19.00**

BIG-TIME PERFORMER OF THE BEAM TUBE LINE!

For transmitters requiring exceptional overall efficiency—for ultra-modern intermediate and final stages that need no neutralizing adjustments, units that can switch channels in a flash—for high-power transmitters with few tuning controls, requiring a minimum of driver equipment—use the RCA-813. It's the largest of the glass air-cooled "beams", big-brother of the famous RCA-807. It can handle a greater variety of big-time jobs than any other tube of its size or class.

As a straight amplifier in class C telegraph service RCA-813 takes 360 watts (CCS) with less than a watt of drive. As a final in plate-modulated service, it takes 240 watts with only 1.2 watts of drive. Moreover, it doubles, triples and quadruples with unusually high efficiency and high harmonic output. It can be operated

at full ratings up to 30 Mc—at reduced ratings up to 60 Mc. Power sensitivity of the RCA-813 is extremely high. Grid-plate capacitance for the power-handling ability of the tube is low. Screen current requirements are very low. Internal leads are exceptionally short and provide low lead inductance.

In brief, the RCA-813 gives you real circuit simplification—real economy—excellent performance in a variety of applications. And it makes possible efficient and flexible high-gain stages at a cost comparable with that of equipment using ordinary tube combinations.

Direct Interelectrode Capacitances:

Grid-Plate (with external shielding)	0.2 max μf
Input	16.3 μf
Output	14 μf

Typical Operation Class "C" Telegraphy (CCS)

Filament voltage, 10 volts; filament current, 5 a.; d-c plate volts, 2,000; d-c screen volts, 400; d-c grid volts, -90; d-c plate current, 180 ma.; d-c screen current, 15 ma.; driving power, 0.5 watt; power output, 260 watts.



Transmitting Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of The Radio Corporation of America
In Canada: RCA Victor Company, Limited, Montreal

5860