

## Liebmann Using 8

LIEBMANN BREWERIES, Brooklyn, on May 15 starts a 26-week campaign for Rheingold beer using the half-hour transcriptions *Calling All Cars*, produced by Tested Radio Productions, New York, weekly on WTAR WWSA WTBO WSAI WFMD WSCS WIOD and WMBG. Lord & Thomas, New York, places the account.

PROMOTING for its restaurant clients, the Mrs. Smith Pie Co., Philadelphia, is sponsoring nightly quarter-hour programs, *It's Restaurant Time*, on WFIL, Philadelphia, designed to encourage "eating out". Richard A. Foley Agency, Philadelphia, handles the account.

### FOR SALE

1-6B Western Electric 1000-watt Broadcasting Transmitter complete with motor generator sets, added high voltage rectifier and tubes. Complete inventory may be had on request.

Address all inquiries to Box A373, BROADCASTING

## Palen Cleaned

ON HIS WAY to WIL to conduct a program promoting the clean-up paint-up campaign of the St. Louis Chamber of Commerce, Gil Palen, WIL announcer, recently parked his car near the station. As he was leaving the auto, two thugs stuck revolvers in his ribs and ordered him back in the car, forcing him to drive to the South end of the city, where they relieved him of both his wallet and vehicle. They were about to tie him up when he explained that a cast of 35 people were waiting for him at the WIL studios. After a brief conference, the bandits decided not to truss him up. Free once more, Palen found a cab, and finally made the station with five minutes to spare. Later police found the auto but not the wallet.

A LOG of international shortwave broadcasting stations of the world, showing frequencies, powers, call letters and locations of more than 700 stations operating in bands from 6,000 to 27,000 kc., was released by the FCC recently.

## Elliott Roosevelt Urges Strict Self-Censorship By Broadcast Industry

STRICT self-censorship of radio, to perpetuate it as a private enterprise, was advocated by Elliott Roosevelt, second son of the President and head of the Texas State Network, in an address May 11 before the Rotary Club of New York. "There has been a lot of talk about censorship of radio," he said. "But whenever the Government takes a hand in censorship under any Administration, then you can expect to see the death of our democratic form of Government. On that day the radio will be used as a means of propaganda; it will then become the same weapon it is in such totalitarian states as Germany and Italy and we will have the same kind of Government that they do.

"We cannot hope to succeed in the rendition of this service to the people of the United States unless we impose self-censorship. If we overstep the bounds of fairness to both or all sides of a question, we will find ourselves playing a part in helping to break down our Government and, as soon as it steps in with censorship of radio, newspapers can expect the same thing."

Television, Mr. Roosevelt said, "is a long, long way from being an accomplished and new industry that can stand on its own feet." He added that the economics of visual radio have not been worked out and advised his listeners not to throw away their radios and buy television sets yet "although the unions are fighting about how they are going to unionize it."

Mr. Roosevelt reiterated previous statements urging a permanent "certificate of convenience and necessity" for stations in lieu of the present six-month license. He declared a franchise tax on radio licenses, if the levy was "not made destructive" would be supported by the industry.

## Radio at Music Camp

TWELFTH annual National Music Camp at Interlochen, Mich. will again feature a Radio Workshop in its summer curriculum, June 25-Aug. 20, along with a migration of the entire Camp to the New York World's Fair for a 10-concert series and inspection of radio and television exhibits. Among the radio personalities participating in radio instruction and production at the Camp will be Blevins Davis, creator of the NBC *Great Plays* series, who will head a new drama department, with Stewart Bosley and Douglas Ferguson, both graduates of the Yale drama workshop as assistants. William D. Boutwell and Rudolf Schramm, director and music director respectively of the Radio Division of the U. S. Office of Education, will be in charge of radio at the Camp, assisted by Jerry Wiesner, of Michigan U.

## New Pacific Parade

AFTER 10 successful years on the air, running five afternoons a week on KFRC, San Francisco, the half-hour *Feminine Fancies*, Don Lee network's oldest program, on May 15 changes its title to *Pacific Parade*. The new name was chosen from among 10,000 submitted in a recent contest, with Oscar Turner, of Long Beach, winning \$25 for the new title. Among sponsors who have successfully participated in the program, now heard on 31 Don Lee stations, are Sperry flour, Hartz bird-food, Prudence Penny hash, Sherwin-Williams paint, Lipton's tea, Shasta water, Golden State dairy products and General Mills.

# WARNING!

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## THE LONE RANGER, INC.,

Detroit, Michigan

and for the further protection of its radio sponsors, motion picture licensees, comic strip licensees, and also those licensees manufacturing and distributing the many articles of LONE RANGER merchandise, we issue the following notice:

WARNING IS HEREBY GIVEN THAT

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THE LONE RANGER, INC.

By: Geo. W. Trendle  
President

This notice appearing in current issues of Photoplay—Broadcasting—Dept. Store Economist—Advertising Age—Billboard—Bakers Weekly—Radio Daily—Variety

## NEBRASKA'S MARKETING CENTER

KMMJ has moved to a most strategic and desirable marketing center—Grand Island, Nebraska. This livestock auction center of the Mid-west, with its million dollar railroad payroll, is the home of many prominent jobbers, wholesalers and manufacturers.

Thousands of old and new friends have heard our stronger signal from our new 330 foot Truscon vertical antenna and more efficient ground system. They are crowding in to see our new auditorium and meet their favorite radio entertainers.

We're now ready to give you "on the spot" help in adding new jobbers and dealers . . . pepping up established outlets . . . building additional consumer demand for your product. Let us tell you how it can be done.

# KMMJ

GRAND ISLAND, NEB.  
Randall Ryan, Mgr.  
Rep. by Howard H. Wilson Co.

MEMBERS of Congress and their wives and children, numbering 250, were guests of NBC May 11 at a demonstration of broadcasting and television arranged in their honor. It was their first stop in a weekend trip to New York that included visits to the World's Fair and the ships of the Navy anchored in the Hudson.

WBNX, New York, is opening each broadcast day by playing "Dawn of a New Day", New York World's Fair theme song composed by the late George Gershwin. Accompanying announcements signal the outstanding event of each day and the slogan, "For your entertainment fare patronize the New York World's Fair".

