

# Ford Discs Create Rate Complication

## Montana Stations Get National Rate for Big Auto Series

SUPPLEMENTING its network shows, Ford Motor Co. is using its new spot transcription series, scheduled for 13 weeks, on 333 stations, according to an analysis made public April 20 by World Broadcasting System, which recorded the series. They are being placed one, two or three times weekly throughout the country on behalf of Ford dealers by N. W. Ayer & Son Inc. and McCann-Erickson Inc., advertising agencies.

In addition to the WBS discs, NBC *Thesaurus* announced April 21 that it is making for Ayer a series of 13 quarter-hour programs featuring Ferde Grofe, the Bucaneers and Marguerite Howard, soprano. It said these are to be placed by local Ford dealers or branches on local stations. This schedule, according to NBC, will begin about May 4, and, like the WBS series, will be called the *Ford V-Eight Revue*.

Rate complications in certain areas developed in connection with the placement of the campaign, due to efforts to procure local rather than national rates. The Montana Association of Broadcasters found itself in the thick of this controversy, with a number of its stations refusing acceptance of the account at other than national rates. This was upon the conclusion that it was a legitimate national account, and that other spot accounts in the automotive and other fields placed at national rather than retail rates under the standard form of contract, would have to be accorded local rates if the Ford series were accepted on that basis.

The program, titled *The Ford V-8 Revue*, features Happy Hamilton, tenor, the *Do Re Mi Girls Trio*, and the *Ford Rhythm Orchestra*. John Eccles, who appeared on the Sunday afternoon

**86,000 STAND BY  
Paid Subscribers to Periodical  
Of WLS Increasing**

NOW in its second year of publication, the weekly periodical *Stand By*, published as a popular radio weekly in the interests of WLS, Chicago, has achieved a circulation of more than 86,000 paid subscribers, all sold through announcements over the station. This is believed to be a record for paid circulation by any publication ever published by a radio station.

The magazine is aimed at radio fans. It runs 16 pages and is edited by Julian Bentley, WLS newscaster, and the WLS staff, with manuscripts accepted from listeners. It carries some advertising chiefly tying in with WLS radio accounts. The *Prairie Farmer*, agricultural weekly published by Burridge D. Butler, operator of WLS, turns out the magazine in its plant.

CBS Ford program, and Kenneth Roberts, are the announcers. The commercials are devoted to the V-8, but also emphasize used cars now being sold under a money-back guarantee.

The rate controversy was precipitated in Montana when Ed Craney, manager of KGIR, refused acceptance of the transcriptions at local rates after auditioning them and concluding that they were not designed to advertise the business of the particular local Ford dealer but of Ford dealers everywhere. After communicating with other members of the Montana Association, Mr. Craney announced April 15 that the contract had been placed at regular national rates.

Mr. Craney brought out that if the Ford series were accepted at local rates, then under the AAAA standard contract form it would appear that Chevrolet and other programs placed at national rates would be subject to change and entitled to rebate.

# Senator Dill Files Plea For Capital 100-Watter



Mr. Dill

FORMER U. S. Senator C. C. Dill of Washington State, now a practicing attorney in Washington, D. C., on April 17 applied for a new 100-watt station on 1310 kc. in Washington, seeking the frequency and power now held by WOL, Washington, which is an applicant for regional status. Senator Dill, who disclosed that the project was a personal venture, made his application conditional upon the grant by the FCC of 1,000 watts on 1230 kc. for WOL, which will be heard before an FCC examiner May 20 on this application.

A previous applicant for 100 watts on 1310 kc., also conditional upon the granting of regional status to WOL, was U. S. Broadcasting Co., headed by William Dolph, manager of WOL and recently appointed campaign radio director of the Democratic National Committee. Senator Dill represented the Monocacy Broadcasting Co., operating WFMD, Frederick, Md., in securing that station and also in securing a grant of 500 watts daytime on 1190 kc. for a new station at Rockville, Md., just outside Washington. The latter grant has been held up by court proceedings pressed by WOL and Senator Dill is no longer representing the Monocacy company, headed by Lawrence Leonard, retired attorney.

## Samson-United Spots

SAMSON-UNITED Corp., Rochester (household supplies), is planning a series of 13 one-minute WBS announcements, made by WBS, through Hutchins Adv. Co. Inc., Rochester.

# ROI TAN PRESENTS DISC TESTIMONIALS

AMERICAN TOBACCO Co., New York (Roi Tan cigars), placing RCA-Victor disc announcements on about 40 stations in the Midwest and South is using testimonials transcribed in person by well-known movie, radio, and sport personalities.

"I am sure," said Phillip M. Forristell, of American Tobacco Co., "that the trade will share our enthusiasm for these programs. They are much out of the ordinary and can't help but create good will and new sales for Roi Tan. Briefly this is what we have done: We have taken the Roi Tan slogan, Man to man, smoke Roi Tan!—and have brought it to life by having outstanding celebrities tell the radio audience, man to man, why they smoke Roi Tan cigars.

"Instead of the usual radio announcers reading a commercial in the usual way, the listener will hear the actual voices of the endorsers themselves, deliver personally their remarks about Roi Tan cigars. We are bringing to the 'mike' such news-notables as Richard Barthelmess, Chick Meehan, Clem McCarthy, Vincent Richards, Grantland Rice, Benny Leonard, Jimmy Fox, John B. Kennedy and others.

"To the best of our knowledge, this is the first time in radio history that a series of prominent personalities have been presented thus—with all the natural sincerity and conviction that comes from personal contact."

Lawrence C. Gumbinner Adv. Agency, New York, has the account.

RAY C. ELLIS, of the General Motors engineering staff, will be placed in charge of auto-radio set production in the Kokomo, Ind. radio plant purchased last month by General Motors from the Crosley Radio Corp. to provide its own supply of auto sets.



WKY OPENER UPPERS—When WKY, Oklahoma City, opened its new studios April 13 more than a score of out-of-town advertising agency men were present. They were feted by executives of WKY, owned and operated by the Oklahoma Publishing Co. (*Oklahoman*, *Times* and *Farmer-Stockman*), and toured the new studios as well as the modern publishing plant. In the group above (left to right), are:

Front row: Ralph Miller, advertising manager, *Farmer-Stockman*; O. C. Brown, advertising manager, *Oklahoman* and *Times*; J. I. Meyerson, manager KLZ, Denver; J. F. Mayer, Street & Finney, New York; L. N. Bush, secretary-treasurer, Blackman Co., New York; Eugene Katz, E. Katz Special Adv. Agency, New York; J. J. Hartigan, vice president, Campbell-Ewald Co., Detroit; Edgar T. Bell, general manager, Oklahoma Publishing Co. and WKY; George McGivern, head, media department, Blackett-Sample-Hummert, Chicago; Elmer W. Froehlich, McManus, John & Adams, Detroit; Robert White, William Esty & Co., New York; Frank Brimm, E. Katz agency, Dallas; B. P. Timothy, national advertising department, *Oklahoman* and *Times*.

Back Row: S. L. Katz, vice president, E. Katz agency, Chicago; P. C.

Beatty, Maxon Inc., Detroit; Carl Slater, manager, E. Katz agency, Kansas City; Bill Quinn, KLZ; Herbert Hulsebus, vice president, Stack-Goble Adv. Agency, Chicago; O. B. Bond, Joseph Katz Adv. Co., Baltimore; Allen B. Russell, Potts-Turnbull Adv. Agency, Kansas City; Lowell E. Jackson, E. Katz Agency, Chicago; George May, Batten, Barton, Durstine & Osborn, New York; Max Hacker, Pedlar & Ryan, New York; N. H. Pumpian, Henri, Hurst & McDonald, Chicago; Robert Chapman, national advertising department, *Oklahoman* and *Times*; I. H. MacKenzie, J. Sterling Getchell, Detroit; William Phillips, mechanical superintendent, *Oklahoman* and *Times*; Frank H. Hakewill, Roche, Williams & Cunyngnam, Chicago; Fred Bell, manager, E. Katz Agency, Atlanta; J. B. Woodbury, vice president, R. J. Potts Adv. Agency, Kansas City and F. W. Meyer, KLZ, Denver.

In addition, out-of-town visitors who did not appear in the photograph included Frank E. Mason, NBC vice president; Jack Latham, Young & Rubicam, New York; Curtiss Mitchell, editor of *Radio Guide*, Chicago; James Moroney and Martin Campbell, WFAA, Dallas; Jack Estes, *Dallas News*, and William Gillespie, KTUL, Tulsa.