"Jumpin' Jive, it's Fifty-Five!"

1000 Watts Day & Night
CBS Affiliate

Burridge D. Butler, Chairman
Fred A. Palmer, Manager

National Representatives: John Blair & Company
WIP

"Philadelphia’s Pioneer Voice"

610 k.c.

July 15 - Sept. 15
1940

NOW

5,000 WATTS

35 S. NINTH STREET
In The Gimbel Bldg.
PHILADELPHIA

BENEDICT GIMBEL, JR.
President

EDWARD A. DAVIES
Director of Sales
TO NEW ENGLAND'S SELLING NEEDS...

THE right "pitch" is essential on your sales messages for New England. They have to be "tuned" to harmonize with local units.

The Colonial Network's 18 stations are keyed to New England preferences—they're effective because they are in tune with the particular localities served.

No far away station, foreign to local listening habits, can possibly gain or retain the consistent loyalty that the "home sector" station possesses.

It is this year 'round acceptance and good will that build sales — economically — 52 weeks a year for Colonial Network advertisers.

You furnish the words—Colonial will furnish the music, properly tuned — and delivered to an assured New England audience.

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THE COLONIAL NETWORK

21 BROOKLINE AVENUE  BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
ADVERTISING'S SWIFTEST PACE

CBS Gross Circulation — UP 259%
CBS Gross Advertising Cost — DOWN 48%

SINCE 1930

This is the dramatic story of a social force whose growth is without parallel in modern times ... of an advertising vehicle whose pace has been swifter than that of any other medium ever before in advertising history. It's the story of radio. And CBS.

ALL RADIO GROSS CIRCULATION — UP 133%

Consistently, year after year, radio has taken an increasingly firm place in the American scene. In ten fast-paced years—from 1930 to 1940—the number of American families with home radio sets climbed from 12,000,000 to over 28,000,000.

CBS GROSS CIRCULATION — UP 259%

And, in this time, the Columbia Broadcasting System grew from a network of 61 stations to one of 119 U. S. stations. Columbia increased its primary coverage—with new stations and new power—twice as fast as the total number of radio families increased!
The percentage of all U.S. radio families living in CBS primary evening areas increased from 64% in 1930 to 96% in 1940. (All figures as of January, each year.)

Gross circulation cost is cost of complete CBS network each year divided by number of U.S. radio families served in CBS primary areas only. Advertising unit used here is time cost of CBS evening half-hour plus estimated talent cost equal to 50% of time cost each year. (This is considerably higher than actual average talent costs in any year.)

The result in advertising economy, is clear. The gross cost of reaching a thousand families on CBS today is only half the cost of just ten years ago! As outlined in the charts above, Columbia has shown so swift a growth that today, CBS advertisers receive more for their money than ever before, in any advertising medium, in all advertising history.

The complete story of radio’s growth…of Columbia’s pace…of the increasing economy to Columbia advertisers…is the fascinating story of advertising’s greatest technological advance. For the first time, the detailed story is told in a new Columbia brochure, “MORE FOR THE MONEY.” Write to the Columbia Broadcasting System—at 485 Madison Avenue, New York—for your copy.

CBS—PACE-SETTER FOR THE NETWORKS
WE'RE MIGHTY PROUD of the
Lone Star Chain

The only all-Texas network—from the Panhandle to the Valley

Take a look at these major markets covered by the LONE STAR CHAIN. You don't need to be told what box car sales figures they represent. What you want is a share of this $1,990,967,000 annual retail sales.
That's just what these six outstanding stations of the LONE STAR CHAIN are ready to do for you—SELL this market. They're operated by veteran radio salesmen, showmen and merchandising men. That's why each has such a loyal, responsive audience . . . why the LONE STAR CHAIN can FORCE SALES AND DISTRIBUTION OF YOUR PRODUCT IN TEXAS.

KGKO
Ft. Worth-Dallas
Primary daytime coverage of 689,389 Radio Homes. 5000 watts, 570 kc., NBC.

KRIS
Corpus Christi
Serving 34,800 Radio Homes on the Texas "Gold Coast". 500 watts, 1330 kc., NBC.

KGNC
Amarillo
Dominating the Panhandle market with its 33,000 Radio Homes. 2500 watts, 1410 kc., NBC.

KTSA
San Antonio
Has a firm hold on 334,180 Daytime Radio Homes in South Texas. 5000 watts day, 1000 night, 550 kc., CBS.

KXYZ
Houston
NBC outlet for the largest city in Texas. 125,000 Radio Homes. 1000 watts, 1440 kc.

KRGV
Weslaco
Only complete coverage of rich Rio Grande Valley market. 1000 watts, 1260 kc., NBC.

DOING AN INTELLIGENT SELLING JOB!
Here are boiled-down facts about the LONE STAR CHAIN . . . THE ONLY WAY TO REACH THE ENTIRE TEXAS MARKET.

1—Covers ALL Texas—from the Panhandle to the Valley.
2—Reaches 1,780,509 Radio Homes.
3—CAN BE BOUGHT FOR LESS THAN TEN CENTS PER THOUSAND HOMES.
4—Intense, overlapping coverage . . . no "holes".
5—A PLUS coverage in five adjoining states.
6—Individual station merchandising takes full advantage of established dealer relationships and listener loyalty.

Write Or Wire For Full Details

Lone Star Chain
Managing Director, Jas. W. Pate

Fort Worth, Texas
Star-Telegram Building
Represented by Howard Wilson Co.
TALLER TOWER
544 feet—
Tallest Structure
in Kansas
or Missouri

GREATER POWER
5000 WATTS DAY AND NIGHT

Much stronger, more efficient signal over a greater area—"plus" coverage of this rich Middle Western market for our present advertisers (since May 22, 1940) at NO EXTRA COST! Available to YOU at no immediate increase in rates. It's a bargain radio buy, but you should act quickly!

National Time Reps:
Free & Peters, Inc.

National Program Reps:
George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC OF KANSAS CITY
ONLY CBS STATION SERVING KANSAS AND MISSOURI
You certainly can't fool the local advertiser. He knows the picture thoroughly because he lives right there in the midst of it. When he places his message on the air, he doesn't have to wait for surveys or charts to find out how the program's doing. His cash register is his barometer. He counts the success of his advertising campaign by the number of sales he makes the next day. That's why more local and Pacific Coast advertisers place their business on the Don Lee stations—because they know Don Lee's complete coverage makes sense where it counts... at the cash register.
READY-TO-BROADCAST
LOCAL PROGRAMS?

There are two outstanding NBC services available to radio stations for building audience-commanding local commercial and sustaining programs.

1. NBC Thesaurus. This "Treasure House of Recorded Programs" supplies a wide variety of fine musical material, recorded by popular, well-known artists and ensembles. Weekly continuity for 21 outstanding program series (65 programs a week).

2. NBC Syndicated Program Service. Expertly produced musical and dramatic shows including such established successes as "The Lone Ranger", "Betty and Bob", "Secret Agent K-7 Returns", "Time Out with Allen Prescott", "Carson Robison and His Buckaroos", "Heart Throbs of the Hills", "Five-Minute Mysteries" and many more. All are programs that create and hold large audiences.

CUSTOM-BUILT PROGRAMS FOR "SPOTS"?

NBC offers its splendid recording facilities—NBC Orthacoustic—plus processing and manufacturing of pressings to agencies that prefer to handle their own program production. And for "Spot" and local advertisers, with their choice of any of 200 stations, NBC Thesaurus and Syndicated programs will do an outstanding sales job at remarkably low cost.

PROGRAM PLANNING HELP?

NBC's assistance to advertising agencies in the planning of recorded programs includes studios, fine technical service, casting help and other services. The unmatched facilities of the "Program Center of Radio" are all yours when your show is recorded by NBC. Remember—NBC Orthacoustic gives you recorded programs that literally sound like live studio broadcasts!

AIR CHECKS?

A great many radio artists have discovered that this excellent NBC service best fulfills their requirements for "off the line" or "off the air" recordings.

Scores of advertisers and agencies—large and small—use all or part of NBC's complete radio-recording service. Let us demonstrate how this outstanding service fits your requirements.

NBC's "custom" recorded program service is complete! It covers writing, casting and production of shows, in addition to recording, processing, manufacturing and distribution of duplicate pressings.

FOR EVERYTHING
IN RADIO RECORDING...

NBC is your Answer!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York + Merchandise Mart, Chicago
Sunset and Vine, Hollywood
KRLD

Only Columbia Outlet
Covering Texas With

50,000 WATTS

OPERATING 18 Hours DAILY---1040 Kilocycles

The Branham Company
Chicago         New York         Dallas         St. Louis         Detroit
San Francisco  Los Angeles       Portland        Kansas City

KRLD—The Voice of The Dallas Times Herald
This "Par-Shooting Foursome" puts you on the green (THE FOLDING KIND) in "America's Money Belt"

Plan to tee-off with this championship foursome for your fall radio campaign. You'll find your advertising message gets an easy swing through this richest area of the country.

The Cowles Stations area is a top-flight "Country Club" with a farm income scoring 17% of the total cash farm income of the nation. There are well over six million persons in the Cowles Stations' "gallery" spending more than $1,500,000 annually with retail outlets in the area — a valuable trophy for advertisers.

These four stations are pro's at "following through" with effective merchandising aid, and with their firm grip on a loyal audience of listeners can put your product "straight to the pin."

We have a right dandy "mail and sale" record we'd like to show you. Write us today ... we'll send you our scorecard.
FIFTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

What Bill Knodel knows about merchandising would fill a book — has filled more order books, for more kinds of merchandise, than the complete works of almost any other advertising salesman in this country. And selling goods through spot radio is Bill's favorite dish.

For spot broadcasting is the one radio system by which the advertising manager can allocate money and effort as intelligently as the sales manager allocates salesmen. Thus it is the one system by which he can help build sales with least expense, and with greatest profit. . . With spot radio, he is not forced to spend money in one rigid list of stations, nor to use any set hour or program which may not be favorable in certain time zones or communities. . . With spot radio, he can put his radio effort exactly where he needs it, at the best hour for that particular spot. He can use the one program idea, the one kind of talent that seems most fitting for each individual market.

Bill Knodel and every one of our other thirteen good men is an expert on spot broadcasting, and on the twenty-four important markets listed at the right. His job is not to "sell" you. It's to give you the dope on which you can make intelligent purchases. That's the way we work, in this group of pioneer radio station representatives.

F R E E & P E T E R S, I N C.
Pioneer Radio Station Representatives
Since May, 1932

Two years, Kansas State Agricultural College
Two years, Lincoln (Neb.) Star
One year, Omaha (Neb.) World-Herald
Three years, radio wholesaling (partner)
Seven years, Omaha (Neb.) Bee-News
Free & Peters (Chicago Office) since Jan., 1938
FCC Delay Perils Havana Radio Treaty

Status of Clears Held Basis of Inaction

DEEP CONCERN is being evinced in radio circles, both official and industry, over the fate of the Havana Treaty, involving a wholesale reallocation of broadcast assignments on the North American Continent. The perturbation arises from the seeming inertia of the FCC.

Known opposition of at least three FCC members—and possibly a majority of the seven-man agency—to reten-

ing of clear channels as provided in the treaty, appears to be the key to the inaction. Because of the time limitations in the treaty itself, uneasiness is being expressed and there is fear the treaty provisions might go by default or that possibly one of the other signatory nations might find it expedient to permit the pact to lapse.

Without Authority

A study of the treaty, adopted in Havana Dec. 13, 1937, reveals that the FCC actually is without power to permit the pact to become moot through failure to act. The Senate has ratified the treaty and any inaction would breach a mandate of the United States Government. Consequently, even if thought of scuttling it is harbored by individual members of the FCC, it could not be accomplished without creating an international incident of major proportions.

More immediate is the report that several members of the FCC are toying with the idea of revising allocation provisions under the treaty to eliminate all clear channels, whereas the pact provides for 32 exclusive wavelengths for this country, of which 25 would be assigned for unduplicated clear-channel service. The intent of certain members of the FCC in this connection was clearly revealed in the controverted Network-Monopoly Report in which the three-man committee literally pulled in by its forelocks the indirect recommendation that all clear channels be duplicated [BROADCASTING, June 15]. Members of the committee were Thad H. Brown as acting chairman, Paul A. Walker and F. J. Thompson. Commissioner George H. Payne also is anti-clear-channel, judging from past pronouncements, while Chairman James Lawrence Fly remains an unknown quantity, though he has expressed himself strongly in the past against "monopoly." He at least cannot be regarded at this stage as a clear-channel advocate.

Craven Wants Approval

Commissioner T. A. M. Craven, chairman of the American delegation to the 1937 Havana Confer-
ence and one of the drafters of the agreement which has won widespread praise in both official and industry circles, is a strong advocate of immediate approval of the treaty allocations. Commissioner Norman S. Case is an adherent of the same view and Col. Brown, despite his signing of the provocative Network-Monopoly Report, in the past has been regarded as an advocate of clear channels to insure rural and remote service.

All hope, of course, has not been abandoned for carrying to fruition the full treaty terms since technically there is still time in which to accomplish this. Mexico—last of the four major nations to ratify the treaty—did so March 29 after a two-year wait during which strong diplomatic pressure was brought by this country and Canada to procure favorable action. Mexico's long delay was occasioned largely by the provision under which the notorious border stations, such as those operated by Dr. John R. Brinkley and Norman Baker, would be shut down by the boards, eliminating a main source of interference with U.S. and Canadian station operations.

Under the treaty, each nation must exchange allocation lists 180 days after the signatory shall have ratified the treaty. These exchanges, consequently, must be made by late August. The treaty, under its own terms, must become effective not more than a year after the fourth nation has ratified, which means March 29, 1941. It is pointed out that time is getting short and that to procure the obvious benefits of eliminating interference, possible through the treaty, no time should be lost.

The fact that the FCC will go into quasi-recess after its scheduled meeting July 29 is also regarded with concern. The Commission, of course, can meet any time a quorum is available but on a matter of such importance it is thought that most if not all of the FCC members should be present. Several commissioners have made plans for vacation trips but with possibly only one meeting to be scheduled at an unscheduled time prior to resumption of normal schedules after Labor Day.

Assignments Ready

It is known that for several weeks, at least, all engineering details regarding station shifts (some 90% of the 800-odd stations are affected by the reallocations) have been worked out. It remains only (Continued on page 76)

Naming of Defense Board Imminent

Personnel Problem Only Hitch in Setting Up Radio Committee

PROMULGATION by President Roosevelt of the committee plan, that creating the Defense Communications Committee, comprising leading Government officials, was represented as having reached its final stage of preparation in Government circles as Broadcasting went to press July 12, with only agreement as to personnel to be accomplished.

Designation of the committee, with appropriate subcommittees and representatives of branches of the communications industry, including broadcasting, apparently has cleared through all Governmental agencies affected. President Roosevelt also is said to be in full accord with the project, designed to create a planning board to coordinate policy in all phases of communications, including broadcasting, during the war emergency.

Of significance, however, was the suggestion made to FCC Chairman James Lawrence Fly, leading proponent of the committee plan, that there be named a coordinator of communications to serve with the National Defense Commission, headed by William S. Knudsen, Edward Shennan, Jr., and Ralph Budd. The suggestion was made July 3 by NAB President Neville Miller in a letter to Chairman Fly. It was said that at the time the Knudsen-Stettinius Commission has advisors representing virtually all of the major industries, whereas the proposed Defense Communications Committee would be a board made up entirely of Government personnel with subordinate advisory committees.

Conferences with President

Thus far Chairman Fly has made no response to the Miller suggestions. It was indicated, however, that the FCC chairman and other members did not look with favor on the suggestion. Whether they harbored this view because they felt there would be a conflict with the proposed independent Defense Communications Committee, was not revealed.

While no formal word has been forthcoming from the White House, Chairman Fly has had several conferences with President Roosevelt and with the chief communications officers of the Army and Navy regarding the proposed defense committee. It is known that an Executive order, in draft form, already has been prepared. Presumably the President has but to sign the order and name the committee of five or more Government executives. In all probability the President will hold the announcement during the last month is ascribable to the desire by the White House to pick a particularly expendable time at which to make the announcement.

Chairman Fly July 8 stated at his press conference that everything possible had been done to expedite appointment of the committee. He also said there had been a tentative agreement on personnel, and that no difficulties were encountered anywhere along the line.

Chairman Fly took occasion to reiterates strongly his previously expressed views that there was no occasion for alarm over appointment of the committee and that the whole project was premised on the continuance of private management control and normal operation of broadcasting as said in one- syllable words that the plan is to leave private operations in private hands.

Chairman Fly, regarded as a possible挑选 for chairmanship of the Defense Committee, did not (Continued on page 77)
NAB Board Moves to Check Code Opposition by Minority

Limit on Commercials, Controversial Issues Form Basis of Attack; Edgar Bill Rallies Support

A DETERMINED stand against possible moves to emasculate the NAB code at the NAB convention in San Francisco Aug. 4-7 has been taken by a majority of the NAB Board of Directors, headed by Edgar E. Bill, president of WMBD, Peoria, and chairman of the Code Compliance Committee.

Just a year after the adoption of thoughtless minority opposition to the code at the 1939 convention, Mr. Bill wrote members of the NAB board on behalf of the code committee in connection with reports that an "organized minority" plans to launch an attack on the code. Opposition has been directed primarily against provisions curtailing time limitations and the code's preemption clause. The new code became effective Oct. 1, and against the ban on sale of time for discussion of controversial issues.

Agency Reminder

With the move to block any tampering with the code, Fred Kirby, NAB public relations director and secretary of the code committee, sent to advertisers and advertising agencies a reminder that the time limitation and acceptability of account provisions of the code become fully operative Oct. 1. "In this passage of social and economic transition," Mr. Kirby wrote, "we know that you will welcome this development as a wise and timely move beneficial to both consumers and to advertisers alike."

In response to his inquiry about the position of board members apropos the movement to amend the code, Mr. Bill received spontaneous support from a substantial number of NAB officers. For the most part they reported that stations in the respective districts appeared to support wholeheartedly all of the code provisions that were under consideration, and were in one accord in pledging resistance against any attacks.

"We are not going to permit any thoughtless minority to tamper with the code," wrote Harold V. Hough, general manager of WBAP and KGKO, Fort Worth. "I believe that all of us have the right to be backed by the rank and file of the broadcasters now more than ever before. There is nothing to do but for all of us to go to bat fast and hard in San Francisco and absolutely squash any movement which shows its ugly head towards doing something to the code. We won't permit it to be done!"

Edwin W. Craig, WSM, Nashville, stated that broadcasting has never been a dependent, but a more constructive, a more beneficent step than its preparation and adoption of the code." Pledging his vigorous support and assurance at the convention, Mr. Craig said he thinks of the code in terms "which seem to me to demand that radio operators be willing to sacrifice something for the general benefit, and certainly the future." He expressed his appreciation for the work of the code committee.

Disc Problem

Because of the day-night commercial differentials, transcription makers were asked to note that there is a 45-second extra time allowed for this hour in the 15-minute block time, for the commercial over the 2:30 limitation on a nighttime 15-minute commercial. This suggestion was made: "Be absolutely in most instances to know whether a transcription is to be played during the day or night, it is the committee's recommendation that a commercial copy be prepared within the nighttime limitation, and that an extra 45 seconds be given over to theme music. Thus, when the program is played on daylight spots, the local announcer can step in over the theme to take advantage of the extra time, with allowable time, with additional copy."

What to Wear

TO THOSE planning to attend the NAB San Francisco convention, the city's fashions are offered in order for both men and women. "Summer whites" are not worn at parties (except by tourists). Boosters say the convention town enjoys permanent "summer weather" and conventioneers should dress accordingly.

JOINT RADIO DAY AT FAIRS

New York and San Francisco to Join Aug. 3 in
Tribute to Broadcasting Industry

RADIO'S best golfer as of Aug. 4 wins this handsome trophy awarded annually by BROADCASTING to the winner of the golf tournament held in conjunction with the NAB annual convention. First four zooms tee off at 10 a.m., Aug. 4, at the California Golf Club, San Francisco. The trophy will be presented to the low net scorer at the banquet that night, Aug. 4. Past winners of the trophy were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; C. Bagdasarian, WABC, 1937; (no tournament 1938); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, 1939.

Joining the festivities will be Vice-President F. M. Russell, Washington vice-president of NBC, said he would do everything he could to see that the code is "promoted and encouraged" in all districts and "so that the code skipers" by the Junior Broadcasters Committee.

Determined to see that the code is protected, Mr. Russell expressed his appreciation for the work of the code committee.

H. Rollister, KFBI and KANS, Wichita, said he had failed to discover any "organized minority" in his district, and that he would support the code "all the way." John J. Gillin Jr., WO, Omaha, thanked Mr. Bill for attending the district meeting in St. Louis June 8 and for the splendid manner in which he cleared up the code problems in the area.

Solved by Common Sense

Earl H. Gammons, WCCO, Minneapolis, declared that although unusual situations occasionally grow out of code enforcement, most of the questions that have come before the board the past year "impress me as requiring only a little common sense for their solution." J. J. Glade, KSL, Salt Lake City, reported that the 14th District meeting in June vigorously supported the code and that he felt there would be little complaint from that area.

Harry R. Spence, KXRO, Aberdeen, Wash., reported that while all broadcasters in the area are not agreed on Broadcast Music Inc. as a solution of the copyright controversy, "they are in thorough accord with regard to the code." He said he would do everything possible in his area to support passage of the code in the convention, and complimented Mr. Bill for the job of the code committee.

Members of this committee likewise give their full support to Mr. Bill. E. K. Cargill, WMAZ, Macon, stated that outside of a "few radicals in the industry" he thought the code is considered the "Golden Rule" for radio.

In his notice to advertisers and agencies, Mr. Kirby included a reprint of the commercial section of the code. The day-night time limitations are 3:15 minutes for a 15-minute program; 4:30 for a 30-minute program; and 9 minutes for an hour program; and night the limitations are 2:30 for 15 minutes; 3 for a half-hour program, and 6 for an hour program. Limitations do not apply to participation programs, announcement programs, "musical clocks" and other local renditions falling in these categories.

Bill of Rights

The "World's Fair of 1940 in New York and the Golden Gate International Exposition in San Francisco," Mr. Bill declared, "has become a tremendous force in the development of our national aims and ideals. In these times of stress, it is more important than ever that freedom of radio take its place along with those other priceless freedoms guaranteed by the First and Fourth Amendments to the Bill of Rights. We believe that the two great international expositions now in development opposite sides of our American continent can perform a great service to the nation by helping to focus attention in this way on the American concept of freedom of radio taking its place alongside freedom of speech, freedom of worship and freedom of the press."

Page 14 • July 15, 1940  BROADCASTING • Broadcast Advertising
Miller Calls for Aggressive Action

BMI, Defense and Code Among NAB Topics At Convention

By NEVILLE MILLER

President, NAB

IN COMING to San Francisco to participate in their most important convention in 20 years, the broadcasters of the nation are meeting to carefully consider and face squarely every problem large or small, which confronts them in this critical emergency period.

As usual, we have many problems—seldom ones like music copyright and some new ones brought on by the present emergency. However, San Francisco will be no Munich; the broadcasters will offer no appeasement to anyone, seeking plunder or special favor. There is a definite determination for positive aggressive action by an industry united by bonds of common interests.

Progress of BMI

Since our convention in Chicago last September, BMI has been organized and has made exceptionally good progress. Today we face, after long, drawn-out negotiations with ASCAP, reaching no solution, ASCAP is beginning to hear our answer to the music question and to hear in it terms they understand as well—in terms of new non-ASCAP music which is being played by the stations and the network. They will hear it louder and louder in the months ahead as the works of new composers and promising authors, thanks to BMI, finally receive the recognition to which they have long been entitled.

We want you to hear the whole story of BMI. We know you will be proud of what has been accomplished to date. We know you will be enthusiastic regarding the future.

For the first time since he came to the FCC, Chairman James L. Fly comes before the industry fresh with views derived from his first official year in office, a year in which notable decisions in practically all sectors of the administrative regulatory field have been made—legal, technical, economic and social.

Assistant Secretary of War Louis Johnson will be with us to make an important Government pronouncement on the subject of the war and radio’s relation to the national defense program now under way.

No industry in America comes to its national convention with a more magnificent year-record of service behind it—public service as well as economic service. The complex and sometimes bizarre social problems brought on in this most eventful year in world’s history found the industry manned by people whose minds and hearts were big enough to rise to every occasion.

Some few skeptics who earlier questioned that radio had never been in a position where in a period of time they have now found their answer: This year, 1940, finds American radio higher in public esteem and confidence, more needed by the daily lives of our citizens than ever before. This is a record in which we take just pride; it is a record to be treasured. And we believe that those who would undermine it, either through malicious self-interest or through honest ignorance.

Code Discussion

In light of what has happened during the past year, we were indeed a wise industry to inaugurate, in July, 1939, our program of self-regulation through the NAB Code at the Atlantic City convention. A review of the code, therefore, will occupy an important place in our deliberations in San Francisco.

There is a new interest in this year’s convention on the part of advertisers and agencies. This is not only a natural development with the growing importance of radio as an advertising medium, but also with the growing perception of problems, commercial and social, such as the consumer problem, requiring collaboration. Contingents of New York and other advertisers and agencies are scheduled to meet with the NAB Bureau of Radio Advertising and the National Sales Managers’ Committee in several important commercial conferences—in one of which will be presented the new plan for the measurement of radio advertising, a subject dear to the hearts of both advertisers and station sales executives.

Several important meetings will be held outside of the full convention. The board of directors will have their annual meeting Sunday, Aug. 4. IRA and the independent station hold special meetings. FM broadcasters are planning an important conference. FM will be a subject of unusual interest on the full convention program.

Ample opportunity is being provided for broadcasters to meet with advertising agency people, transcription companies, engineering firms, station representatives, news service representatives, and others and others who will be present. The annual convention banquet will be held on Treasure Island, Wednesday night, Aug. 7. The future promises to be both novel and unusually entertaining.

I urge that every station have a representative at San Francisco. The matters we will discuss deserve the best thinking of the entire industry. Your voice, your views, are needed.

Of inestimable value and pleasure, too, will be the opportunity once again to renew old friendships, to make new ones, and visit as we have had a moment of two of relaxation away from the considerations of the serious problems we are gathering to face.
Local Agreements Halt Musicians Strike

Remote Orchestra Pickups Return To Networks

FEARS that the broadcasting industry might be confronted with the threat of a nationwide strike of union musicians were entirely dispelled July 4 as both NBC and CBS were freed from the ban on remote dance band pickups invoked by the American Federation of Musicians. When KSTP, St. Paul, NBC outlet, and WRVA, Richmond, on CBS, compromised differences with their respective musicians' locals, normal remote schedules were resumed.

KSTP settled its differences with the St. Paul local July 6, ending a strike that had been called against the station a month earlier. The agreement with WRVA, which negotiated July 10, with both sides resigned as being entirely satisfied. Prior to the settlements James C. Petrillo, new AFM chief, and broadcasting that if the stations and the locals did not come to terms the National AFM might have to "shut the station's owners," which was interpreted as meaning a national strike.

All Remotes Were Cancelled

Trouble began in both St. Paul and Richmond following the expiration Jan. 11 of the national agreement between the AFM and all network affiliated stations, leaving the negotiating further conflicts to the individual stations and local unions. In most cities the new contracts were worked out with little difficulty, generally continuing the terms of the national agreement.

But the old terms were not satisfactory to KSTP and WRVA and they proposed, which in turn, did not please the unions. After months of conversation had failed to produce a solution of differences in either city, strikes were called early in June against both stations and local remotes were discontinued.

When these strikes had persisted for several weeks without result, the local union ordered a "name" bands off; CBS cancelled all remotes. For either network to have acceded to the AFM request and to have cut off its service to its affiliate would have been a breach of contract. When WRVA replaced its CBS dance pickups with similar programs from MBS, with which it is also affiliated, the AFM ordered several bands not to play for MBS. This network, however, did not follow the example of NBC and CBS by cutting off all remotes, but simply replaced the absent bands with others not forbidden by the contract. The other networks filled the late evening hours with variety and musical programs from their own studios and from those of their affiliates.

St. Paul Impasse

Negotiations between stations and unions were immediately resumed in St. Paul and Richmond and were started in New York between network executives and AFM officials. On July 9 Stanley E. Hubbard, president of KSTP, announced that "a satisfactory agreement has been worked out between KSTP, James Petrillo, president of AFM, and NBC." Terms of the settlement, which became effective at once and resulted in immediate restoration of the name bands to NBC, were not disclosed at that time. Agreement followed a long conference in the office of Gov. Harold E. Stassen, recent GOP keynote, who aided in negotiating a settlement following his return to St. Paul.

Strike against KSTP was called June 8 when the station refused to agree to union demands for an annual payment to union musicians of more than $21,000, the station said. In an earlier statement, issued June 30, Mr. Hubbard said that KSTP was willing to sign a contract with the union, to agree to employ only AFM musicians and to pay "any reasonable wage scale" and observe any working conditions the union might set.

"...the union has made absolutely no attempt to negotiate with us; they have merely handed us an ultimatum, demanding that we sign their contract without compromise. The union demands that KSTP spend over $21,000 a year for musicians, regardless of whether they are needed. We cannot subscribe to such dictatorial tactics, which are far beyond the realm of legitimate union activity and which smack too much of totalitarianism."

Petrillo Noncommittal

A similar refusal on the part of WRVA to employ musicians except when needed is also the basis of the Richmond dispute. Following the expiration of the national agreement, WRVA decided to operate without as large a house orchestra as before, but instead to spend the money for the use of larger orchestras for special programs as desired. Despite the fact that to date the station has under this plan expended considerably more than the sum called for under the old agreement, it has helped WRVA retain for the regular employment of a staff band in place of this system of reduced orchestra, for more weeks than for shorter periods. WRVA's refusal to comply with this demand led to the strike and to the withdrawal of remote band pickups from all CBS network programs.

Queried about the terms of the settlements, Mr. Petrillo said he was unable to beyond the point that the local union was satisfied. "Any contract that is satisfactory to both the local union and the station is also satisfactory to the national AFM," he declared.

Before signing of the KSTP contract, the union also was considering the withdrawal of name bands from phonograph records, ordering them not to make recordings which might use the air in place of the live bands which the union order had made unavailable.

Recently, LeRoy Cooper, manufacturer of Victor and Bluebird records, was notified of this possibility.

C. F. Lucy, general manager of WRVA, said, "We have been considering the possibility of not making records beyond the statement that the difficulties had been compromised and a satisfactory settlement reached. It is understood, however, that the controversy grew out of demands by the union that the 11-man staff be handled suitably during the entire year, whereas WRVA had employed the band heavily during the first half of the year, and proposes to meet its quota by a diminished operation during the summer months.

Jergens Groves Plans

ANDREW JERGENS Co., Cincinnati, is planning an eight-week campaign of thrice-weekly spot announcements for Woodbury's soap to be the main feature program on stations throughout the country. Further details have not been set, according to Jergens & Mitchell, New York, the agency, Jergens, which sponsors Walter Winchell on NBC-Blue Sunday nights, has engaged H. V. Kaltenborn to substitute for the columnist during his August vacation.

Beaumont, Grove Plans

ADVERTISING for the Beaumont Co., St. Louis, in behalf of 4-Way Vaporizing Rub, will be handled by Russell M. Steeds Co., Chicago agency, which announced July 11 that radio will be used. The same agency has been appointed to handle Canadian advertising, including the radio for Grove Labs., St. Louis (Bromo-Quinene). John Kettelle was named assistant account executive for both accounts.

Armour Test

ARMOUR & Co., Chicago (meat products), is to start a monthly test of thrice-weekly quarter-hour home economic programs titled "Home Science" in four markets. Wheeler on WSAI, Cincinnati, Lord & Thomas, Chicago, is agency.
Trammell Named President of NBC

Policy Changes Unlikely, He Asserts; Many New Problems Pend

NILES TRAMMELL, for the past two years executive vice-president of NBC, was elevated to its presidency July 12, it was announced by David Sarnoff, chairman of the board of directors of NBC, following a board meeting. Prior to electing Mr. Trammell the board officially accepted the resignation of Lenox L. Lohr, NBC president since Jan. 1, 1936, who on June 7 had requested acceptance of his resignation to assume the presidency of the Museum of Science and Industry in Chicago [BROADCASTING, June 16, 1939].

Election of Mr. Trammell came as no surprise to the industry as it has been generally predicted since Maj. Lohr's resignation was announced. Indeed, from Jan. 1, 1939, when Mr. Trammell was brought from Chicago, where he had been vice-president of NBC's Central Division, to the network's New York headquarters as executive vice-president, his elevation to head of the company has been frequently rumored as imminent.

Mr. Trammell's former post of executive vice-president will not be filled for the time being. There is strong likelihood, however, that Frank E. Mullen, vice-president in charge of public relations and advertising of RCA, later may join NBC as Mr. Trammell's successor as chief lieutenant. Presumably his appointment would be as vice-president and general manager, which would place him second in command. Like Mr. Trammell a charter employee of NBC upon its formation, Mr. Mullen worked under the new president in Chicago, and was responsible for instituting the National Federation of NBC's oldest sustaining network feature.

Rose from the Ranks

Mr. Sarnoff, in formally announcing Mr. Trammell's election, pointed out that NBC thus promoted to the presidency could only have risen from the ranks of the company. He explained that Mr. Trammell brought to his new position 17 years' experience in communications, merchandising and broadcasting. He added:

"It is a distinction to a young industry that it has produced from its ranks a young executive of his type. Mr. Trammell's successive advancement in positions of responsibility with the NBC have been made as the industry grew from small beginnings to a nationwide service of entertainment, information and education. His intimate knowledge of broadcasting, his popularity and widespread acquaintanceships in all segments of the industry, and his contributions to the developments of nationwide broadcasting are important assets of the company he now heads."

In an exclusive interview with Broadcasting, Mr. Trammell stated that he contemplates no major changes in NBC policy, although there are a number of large and perplexing problems for which solutions are yet to be found.

"In the 12 years I have been with NBC," he said, "each year has brought more problems than the year before. We are immediately faced with finding satisfactory methods and procedure for the development of television and for the development of frequency modulation. We must find a way of meeting the demands now being made upon the broadcasting industry by ASCA, and by APRA, AFM and other unions. We must develop methods and procedure for carrying on with our task of broadcasting in the public interest in time of national emergency."

"These are not problems to be lightly taken," he declared, "nor to be solved with snap judgment. They call for the earnest and serious consideration of the entire broadcasting industry."

Despite the difficulties imposed on industry progress by these problems, Mr. Trammell expressed confidence in the industry's ability to overcome them, pointing to heights to which American radio has risen in its self-assumed task of keeping the public informed of the progress of the European war.

"Radio is today rendering its greatest public service, and its ability to do so is firmly based on its commercial structure. Let the pressure groups that are seeking to take from radio more and more of its income remember that as their demands are satisfied there is just that much less of the advertisers' dollar available for public service."

Asked specifically about future plans for the development of the Blue Network, Mr. Trammell stated that with the recent division of the

KWK Asks 50 kw. On 680 Channel

Would Shift KFQ To 1350 kc.; Claims Benefit for Others

ASSIGNMENT to 680 kc. with 50,000 watts power, in lieu of its present regional facility, is sought by KWK, St. Louis, in a competitive application filed July 12 with the FCC. The application encompasses a proposed shift for KFEQ, St. Joseph, Mo., which would afford it fulltime operation.

Coming as a sequel to the so-called 'St. Louis fiasco', which involved a half-dozen stations and under which KSD procured fulltime operation on 680 kc., the application is filed in the nature of an amendment to an existing application by Mr. Convey, KWK president, through William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel respectively of the FCC. The former KWK application was for fulltime operation on 970 kc., conflicting with the grant to KXOK.

The 680 kc. channel is the erstwhile clear channel of KPO, San Francisco N B C - R e d key. WPTF, Raleigh, however, several months ago started fulltime operation on the channel, thus rendering the channel duplicated. KFEQ, now operating limited time on the frequency, has pending an application for fulltime.

General Benefit Claimed

The amended application contends that all parties in interest would be benefited through the proposed shift. It suggested that with the shift of KWK to 680 the license of KPO could be given to KFEQ. It is contended the St. Joseph station, by use of this channel, would be able to work 6000 watts fulltime, compared to its coverage on 680 kc. as proposed, would be far more efficient and at the same time would enable other stations on 1350 kc., particularly WBNX, New York, and WTVF, Nashville, to render a better service. Moreover, it is contended the operation would not interfere with KIDO, Boise, or KTSF, El Paso.

Operation by KWK as proposed, using a directional antenna, the FCC was told, would minimize any possible interference to the service of WLAG, Lawrence, Mass., also on 680 kc., without its present power or with increased facilities requested in its pending application. The same is true with respect to WPTF, operating either with its present power or with its requested 50,000 watts, KPO, dominant station, likewise would not be adversely affected, it was stated.

NIBC sales forces into two separate branches, one serving the Red Net exclusively and the other the exclusive agent of the Blue [BROADCASTING, June 15], the Blue problem had been solved. "Ourselves at network headquarters, the representatives of our clients and their advertising agencies are equally pleased with the results this separation has already shown," he declared. "Blue billings are forging ahead and we believe the Blue problem has been solved."

BROADCASTING • Broadcast Advertising

July 15, 1940 • Page 17
BMI Draws Plan to Assure Ample Supply of Disc Music

Transcribers Approve Proposal to Make the Full Catalog Available to Low-Income Stations

By BRUCE ROBERTSON

A PLAN assuring radio stations belonging to Broadcast Music Inc., a substantial supply of transcriptions of non-ASCAP music by the end of the year and a continuous adequate supply thereafter, was reported by the transcribers of New York on July 16. Plan has been approved in principle by the transcription industry, it is learned, and all BMI station members are rapidly being perfected.

Purpose of the plan is primarily to make the full BMI catalog available to stations without the need to create a special class, which has only one or two musicians and whose major source of music is transcriptions and phonograms retransmitted by ASCAP. BMI has sent out by letter of non-ASCAP of the better type, this new series will also include arrangements of public domain music. The first arranger plans to be chosen from a group of 150 selections which program records show to have been most frequently performed in recent years. To be of the greatest use to all stations, the arrangements are "cross-referenced," including at 15 parts besides piano but so arranged that they can be used by stations numbering from six to 100.

BHI has secured the broadcasting rights to "I've Got to Break Myself of You, "Every Thought and I've Spent the Evening in Heaven", both numbers arranged by Bob Carlin, author of "Jada, Jada, and other familiar tunes, and Cliff Dixon, "Little Lamb", "Tattle Tales", a musical revue play in Los Angeles.

BMI Tunes Click

TWO BMI tunes achieved the distinction of being listed among the numbers most frequently broadcast in the week of July 2 in the records of Accurate Reporting Service, "The New Leaf" and "We Could Make Such Beautiful Music." The tune "The New Leaf" has been played about 19,000 times on NBC and CBS. The tune "We Could Make Such Beautiful Music" was heard 14 times on the networks during the week, first time any BMI number has passed the 10-performance mark. Frequent use of BMI tunes by music directors in ASCAP and BMI programs replacing bands barred from the air by AFM ordains that BMI have a month of song success.

Radio Receipts comprise 64% of ASCAP Income

RADIO's contribution to ASCAP in 1939 amounted to $4,142,024, accounting for 63.6% of the total ASCAP income for the year. If this sum, $3,277,836 came from the fees paid by broadcasters on the basis of their gross income, while $864,183 came from sustaining fees. Breakdown of ASCAP revenue:

Radio: $4,142,024
Motion Pictures: $1,166,233
Restaurants: $678,758
Total: $6,611,764

No Contracts Yet

While no broadcaster has signed and returned to ASCAP the new license to take effect Jan. 1, 1941, ASCAP members agreed that as of March 12, the flow of inquiries and letters indicating that the contracts will be signed at some later date was "exceptionally light as was generally expected." Officials of ASCAP were described as "extremely pleased" by the response. Licenses will be mailed out to all stations June 18. No signatures were expected this early, it was learned. Stations are expected to have until the end of the year to accept the new terms. Broadcasters are awaiting a final decision regarding the M-G-M music, BMI is busy turning out orchestrations of some 30 tunes weekly for its members, including eight new popular numbers and new arrangements of some 25 public domain numbers. Occupying two floors of the building at 23 W. 47th St., New York, about half a block from the BMI headquarters, some 60 arrangers, copyists (who extract the individual instrumental parts from the complete score), autographs (who present the real sheet music) and proof readers are at work, under the direction of Arthur Gutman.

Mr. Gutman, who prior to joining BMI was chief arranger for the New York local (802) of the AFM and ASCAP, made arrangements for Irving Berlin, said that eight different printers are employed to produce the new 45,000-orchestra arrangements, 45,000 orchestrations a week, which are shipped out each Wednesday to the BMI stations. He traced the course of a new tune from the time it is submitted to BMI by its composer, who may be either a staff employee or a free-lance writer.

From Composer to User

Mr. Gutman said that it is first audited by a five-man committee of BMI's executive body. If approved by the committee it is then examined for possible copyright infringement, and if that is proved on that score it is reexamined by a subcommittee which makes minor alterations, such as correcting spelling or title, etc.

Finally accepted, the new tune is added to Mr. Gutman's supply, from which eight numbers of different types (sweet, swing, ballada, etc.) are selected for each week's releases. From there on the production is a four-week process. Mr. Gutman explained. Numbers to be released this week (July 17) are at the printers. Next week's number will be_SHAPE_SYMBOL_ by the time it is submitted to the arrangers.

The Radio Twist

The public domain music goes through much the same process, said he, except that 25 public domain numbers are of a balanced musical diet, are included in each week's list. Modern arrangements and modern treatment of older given as examples of the arrangement numbers, he said, and no pains are spared.

All numbers, both new and old, (Continued on page 71)
This year

There is no summer letdown
in the WXYZ market!

Summer in the Detroit area has always been profitable for advertisers. This year, more than ever before, the combination of a booming industrial payroll with the thousands of summer visitors from the middle west provides an important sales potential that cannot be neglected.

For example — Our per capita wage rate is the highest in the nation. — Tourist traffic will bring over seven million dollars into the State this year — and Detroit is the spearhead.

WXYZ offers the biggest radio dollar value in this responsive market.

WXYZ

Key station of Michigan radio network

5000 watts daytime... 1000 watts nighttime

Basic Detroit outlet for NBC Blue Network

National Sales Representative, Paul H. Raymer Co.
This veteran adds power and impact to every line and situation by multiplying and directing the interpretation aimed at the audience.

No matter how gifted the manipulator, the inarticulate Booths below lack the concentrated, directed fervor of the skilled actor.
A radio station can have the best coverage
    ever offered to you and still be a poor money's worth.

    For it's not just coverage that counts—it's power pancaked
down on densely populated areas containing the most radio homes that *works*.

Radio had only shed its milk-teeth when WOR took its 50,000 watts
    and, by means of a unique directive-array system,
harnessed, directed and multiplied them.

WOR's power is increased more than two times by spearing it
    at population centers; into cities where people listen. It tucks
its power away from sparsely populated areas on
    the West and the ocean's dead-space on the East.

    It is specifically designed to reach the
greatest group of markets in America
    with the most power!

    —*that power-full station*
REPRESENTATIVES of Standard Oil Co. of California, McCormick Erickson, and Don Lee Broadcasting System gathered recently in the office of William D. Pabst, general manager of KFRC, San Francisco, to preserve the signing of a contract calling for presentation of the Standard Symphony Hour on 30 days each November and December through the Don Lee-MBS stations, beginning Oct. 3. The Symphony Hour has been heard throughout the West on NBC for 15 years, the School Broadcast 12 years. Both are presented via the Don Lee Network in California, Oregon and Washington. Around the conference table are (1 to r) Adrian Michaels, Cecile Creed and Walter J. Held, of Standard Oil; Walter A. Burke, assistant general manager of McCormick-Erickson, agency handling the account; Mr. Pabst; Phippa L. Rasmussen, manager of the McCormick-Erickson markets division; Fred Crawford, KFRC account executive. Standing is Ward Ingrin, KFRC sales manager.

**Power to Recall Advertised Products Found Improved in Survey of Listeners**

A MARKED upswing in the effectiveness of broadcast advertising's impact on listeners is disclosed in the 1940 Iowa Radio Audience Survey conducted by H. B. Summers, of the University of Iowa. Recognition of listeners able to recall the name of advertised products was measured for the three media—radio, newspapers and magazines.

In Prof. Summers' annual Iowa survey, started in 1938, is based on interviews in April with 9,001 families in 116 different counties, carefully selected to represent all groups. New data in the 1940 study cover amount of reading in newspapers and magazines; reactions to Father Coughlin's broadcasts; brand data covering coffee, cooking fat, soup, pipe tobacco and overalls.

Power to Recall

In checking media effectiveness, the interviewers asked this question: "Can you recall the name of any product which you saw or heard advertised, yesterday, in a newspaper or in a magazine? Over the radio?"

Responses indicated that 19.3% of men recalled products advertised in newspapers; 11.6% recalled products advertised in magazines; and 51.3% recalled products advertised on the air. In the case of women, the recall figures were: newspapers 21%; magazines 14.7% radio 61.7%.

Prof. Summers says the general results confirm those of the 1939 study, but the proportions recalling both newspaper and radio advertisements were considerably greater in the 1940 study than a year ago, though the relative proportions of radio to newspaper advertisements recalled are little changed. In 1939, Prof. Summers found, 14.6% were able to name newspaper-advertised products; 30.4% could identify, with some difficulty, recalling products advertised over radio. For 1940 the comparable figures were: 19.3% for newspapers, 51.3% for radio.

Though only about a fourth of the listeners indicated agreement with the views of Father Charles E. Coughlin, who broadcast last sea-son over a special network, 50.5% believe that he should be permitted to continue his series, with the other 49.5% feeling he should not be allowed on the air. These figures, says Prof. Summers, show the de- listener tolerance to the radio priest.

This tolerance is more common in villages than in cities or farms, and more common among farm men and women than among listeners in villages.

The Time Factor

In analyzing radio listening hours versus reading hours, Prof. Sum-mers developed extensive data. In the case of men living in cities, it was found they listen to the radio an average of 4.4 hours a day, and read newspapers .61% of an hour; farm publications .03; women's magazines .03; other magazines .10.

Women living on farms listen 4.9 hours a day and read as follows: Newspapers .44 hours; farm publications .03; women's magazines .10; other magazines .10. Women living on farms listen 4.9 hours a day and read as follows: Newspapers .44 hours; farm publications .03; women's magazines .08; other magazines .10.

Program Selections

Programs listened to regularly by the interviewed listeners, checked from a list of 180, included: "Victors," "Fiddles" and "Piano Wire" on which drug products were advertised, included Bob Hope (Pep- soda), listened to by 61.4%; Fitch Band Wagon, 52.3%; Fibber (Continued on page 58)

**Standard Oil Transfers Coast School and Music Broadcasts to Don Lee**

STANDARD OIL Co. of California, San Francisco, second oldest consistent user of radio time in the United States, through McCormick Erickson, that city, on Oct. 3 shifts the weekly "Standard School Broadcast and Standard Symphony Hour" from 12 NBC-Pacifie Blue and 6 NBC-Pacifie Red stations, respectively, to Don Lee Broadcasting System. Contract is for 28 and 52 weeks.

Under the new setup, the School Broadcast is to be heard on 32 Don Lee stations starting Tuesday, 11:15-11:41 a.m. with the Symphony Hour on 29 stations, Thursday, 8-9 p.m. (PST). The latter program stands on KPO, San Francisco, Oct. 31, 1926, before NBC actually became a network. The School Broadcast series, whose first transmission was made in 1926, is heard by more than a half-million students, is part of the curriculums, and is in 5,000 Public Schools.

Strictly institutional, both programs were conceived to supplement cultural entertainment and musical education of Pacific Coast listeners.

Since inauguration of the serial by the Standard Oil Co. has never departed from its original policy although its methods and technique in presentation has constantly been developed. Throughout its seven-year history, the Symphony Hour has been conducted by many world famous directors, with outstanding Pacific Coast symphonic orchestras utilized.

The companion broadcast, designed especially for schools and accomodates the listener's special musical tastes, also serves as an introduction to the evening program. Both broadcasts are programmed for their artistic integrity by four Pacific Coast Universities, which give credit for attendance to courses. The two programs were recently cited for their high artistic merit by the Pacific coast Radio Club, who cited the woman's professional fraternity for music art.

EDMUND L. TAYLOR, of the CBS foreign staff in London, is the author of "Street Scenes," a recently published book treating the Nazi "war of nerves" in Europe.

**Grocer, Druggist Preference Found For Use of Radio Surveys Show Dealer Choices; Brand Identification Noted**

RETAIL grocers and druggists of Kansas in the majority regard radio as the most effective national advertising medium for the products they sell.

Their radio preference is indicated in one of a group of independent surveys completed this spring by the educational department of Kansas State College, Manhattan, under the direction of Prof. H. B. Summers.

The undergraduate research projects, handled as part of the regular school work, also were entered in a contest sponsored by Ben Ludy, manager of WIBW, Topeka, who for several years has offered prizes to the undergraduate student doing the best piece of research work in a field related to the retail trades. An announcement to this end was made by Broadcasting by Prof. Summers, first award this year was given to Roland M. Mail for his study "Retailers' Preferences in National Advertising" and second to John Gibbs for a study "Operators' and High School and Grade School Students' Among four other papers submitted for the contest, judges selected only one, not placed, was by Maxine Martin on "Product Identification by Housewives for Certain Types of Products."

Choice of Media

Robert E. Summers' study of dealers' national advertising preferences was based on personal interviews—40 retail merchants—40 drugstore proprietors and 70 retail grocers—in eight Kansas communities. From this data, it is concluded that preferences of druggists and grocers as to media ran generally narrow, tended to be influenced only by variations in type of products.

Of the 40 druggists interviewed, 24 stated they had radio receiving sets in their stores. They used them simply for entertainment, with only 16.4% making any effort conscious to programs advertising products they sold. The remainder used their sets for other purposes only.

They were asked to indicate what type of radio program they considered most effective in nationally advertising products purchased by men and by women, respectively. To reach men, the drugstore gave more votes to programs featuring comedians and to sports broadcasts, each being mentioned by 56.3% of those interviewed. News was listed by 41%; quiz programs, 35.9%; popular music programs, 30.9%.

Daytime serials were rated most effective for advertising products used in the workaday world. News was given 67.5% of the druggists interviewed. In second place were evening dramas, which received 52.7% of popular orchestra, 22.7%; quiz programs, 18.5%; news broadcasts, 16.4%.

Program Selections

Programs listened to regularly by the interviewed druggists, checked from a list of 180, included: Bob Hope (Pep soda), listened to by 61.4%; Fitch Band Wagon, 52.3%; Fibber (Continued on page 58)
PORTLAND FIRM PLACES RECORD ORDER FOR 5 TRAINLOADS OF AUTOS....to supply demand KOIN advertising helps create!

Two successive records smashed bring two letters from enthusiastic KOIN advertiser! Read this quotation from the second letter...

"...we have again in May established a new and all-time record of 607 new and used cars...

"You may be interested in knowing that on Saturday, June 1, we ordered from the Chevrolet Motor Company 665 new 1940 Chevrolets, to be shipped during the months of June and July, and the Chevrolet Motor Company reports that this is the largest single order ever placed by a Chevrolet dealer, and will take five complete train loads of 40 freight cars each to ship these automobiles from the factory.

"Again I want to state that the Arthur L. Fields Chevrolet Co. credits our 'Everybody Wins' weekly program over your station with a considerable part in the establishing of these records."

KOIN's new promotion book—explaining the reasons back of KOIN's unchallenged pre-eminence in the Portland market—will be sent to advertising buyers on request.

KOIN
THE JOURNAL

CBS Outlet in
PORTLAND, OREGON
FREE & PETERS, INC., Nat. Representatives

Largest Chevrolet Dealer West of the Mississippi
3 Station Sales
Approved by FCC
Philadelphia Record Given Right to Acquire WHAT
TRANSFERS of ownership of three local stations, including the acquisition of WHAT, Philadelphia local, by the Philadelphia Record, were approved by the FCC July 5.

WHAT, a 100-watt outlet which shares time on 1310 kc. with WJW in Philadelphia, and WCM, Camden, N. J., was sold by Bonwit-Teller & Co., Philadelphia to the Record, after its transfer approved with the proviso that the Commission's action "shall not be construed as having respect to a future transfer of control of the licensee corporation to a specified entity." The Philadelphia Record Co. or the Courier Post Co. J. David Stern publisher, published the Record and Camden Courier Post. WHAT was purchased by Bonwit-Teles early in 1940 from the Philadelphia Public Ledger.

Other Transfers
Approved also was sale of the 61% interest in WHV, Charlotteville, Va., held by Mrs. Maria Ar- rington, who sold her holdings to Charles Barham Jr., a wholesale baker of Nashville, at an undisclosed price.

John E. Lambeth, wealthy furniture manufacturer of Thomasville, Ga., heads a family company which was authorized to buy WMFR, High Point, N. C., from Wayne M. Nelson, manager, and E. Z. Jones, commercial manager, agreed to sell the station for $45,000. Mr. Lambeth is understood to have purchased the station for his son, J. E. Lambeth Jr.

FCC Power Increases
INCREASES in power to 5,000 watts fulltime were authorized July 6 by the FCC for three stations, WPLA, Tampa, and WSUN, St. Petersburg, time-sharing stations on 650 kc., were given higher power limits to 5,000 watts. KFVT, Wichita Falls, Tex., also operating on 650 kc., was granted an increase to 2,500 watts, but its power from 250 watts night 1,000 watts day to 2,500 watts day with a directional antenna. KGW, San Jose, Cal., was granted an increase, although it does not operate on 1010 kc., WGGM, Gulfport, Miss., WKO, Sunbury, Pa., KIUP, Dun- gans, Col., and the KF, Galesburg, Pa., were granted increases in power from 100 to 250 watts on their local assignments.

Starting in Vincennes
AUTHORIZED for construction last November, the new WAQV, Vincennes, is 100 watts. Its operation in 1400 kc., will go on the air about the middle of August, according to Edward S. C. Smith, who licenses and manages the publications, and Lootman and Earl Lewis will be chief engi- neer. Other personnel has not yet been selected, although he does not publish any newspaper in that city.

Lost His Fish
NOT ONLY a fine big salmon, but a radio operator too, was the catch of Rosece Smith, KMO, Tacoma, ac- count executive, when he went on a recent fishing trip in Puget Sound with Bert Dunn, s t a t i o n technician. Smith, pole in hand, was working on a 16 1/2-pound salmon. Dunn, fighting to land the salmon on his line, fell out of the boat. Smith clutched the pole, tackle and salmon in one hand, and went to the rescue of the bedraggled Bert Dunn with the other. After a few minutes, both were landed successfully. But Dunn lost his salmon.

A'FISHING they did go—and with excellent results here pictured. In top photo is the catch of four sailfish, one an 85-pounder, and miscellaneous of dolphins, bonita and tuna caught off Miami last month by Mr. and Mrs. Arthur Collins (r and I) in a single day, getting his record. Mr. Collins is head of Collins Radio Co. Cedar Rapids, la. Below Dick Shoff, WIS, Columbia, S. C., displays the 39-pound channel bass he took last month at Oregon Inlet, N. C. It was the biggest of a big day's catch in which Messrs. Potter, Woodward and Wade, all of the Free & Peters firm, participated. Shafto says he left the 15% to the reps.

Proposed FCC Decision Orders KGKB Deletion
THE FIFTH of seven Texas stations cited because of purport hidden ownership interests violating the law, was earmarked for possible deletion July 6 when the FCC issued findings proposing to revoke the license of KGKB, Tyler Tex. In its report, the FCC announced it proposed to affirm the recommendations of Commissioner George H. Payne, who presided at hearings on the Texas stations, on the ground that operation and man- agement of the station had been de- legated improperly to Rev. James G. Umler. It affirmed its original revocation order of Feb. 13. Parties have 20 days to file exceptions and request oral arguments.

Previously the FCC had adopted proposed findings involving revocation of the licenses of KTBG, Austin; KNET, Palestine; KRBA, Lufkin, and KSAM, Huntsville. Revocation proceedings are still pending against KGFI, Browns- ville, and KAND, Corsicana—all involving alleged improper transfer of interests to Rev. Umler.

New Chattanooga Local
JOE W. ENGEL, since 1931 presi- dent of the Chattanooga baseball club, on July 6 was authorized by the FCC to construct a new 250- watt station on 1370 kc. in that city. Mr. Engel, an oldtime big league pitcher, is also scout for the Washington Senators of the Ameri- can League. The station will be Chattanooga's third, WAPO hav- ing been established as a daytime local in 1926 and having recently been authorized to go to 500 watts night and 1,000 day on 1120 kc. WWOD in the same city has been operating since 1925.

COUGHLIN RETURN
BY DISC OFFERED
FATHER Charles E. Coughlin, De- troit radio leader, who several months ago suspended his Sunday afternoon sponsored broadcasts over an independent hookup, is reported planning to return to the air in a transcription series in October. Detroit, and Aircasters Inc., Detroit agency which has handled the Coughlin placements, advised broadcasting by wire in response to a query that "we are not at liberty to publish details as to this plan.

One major station reported that it has been offered a contract for 52 half-hour discs featuring Cough- lin's program by Aircasters Inc calling for Sundays, 4- 4:30 p.m. (EST) starting Oct. 20.

In air recently, it was announced he would return in the autumn, presumably the same networks and it was stated on his behalf that he would have more stations than ever. The number of stations carrying his talks was never disclosed, but it was understood to include between 15 and 20. Some of these announced publicly that they were carrying through contract commitments, but it is believed the program will air as the result of the new agreement.

It is believed Fr. Coughlin wants to return to the air in time to be heard before the elections. Laterly he was bitterly opposed to the Roosevelt Administration, particularly its foreign policy. It is also reported that Aircasters Inc., headed by Mr. Director Russ David, George M. Watts, president, and Elmer Knoernschield, program director of KFUG, Concordia Seminary, is preparing a new schedule to the project on the air for the next 16 years. KFUG had channel time on 550 kc. with KFUG, the FCC on May 8 authorizing KSD's exclusive use of 550 kc. in St. Louis and swing KFUG to daytime on 830 kc.

KSD Fulltime Fete
STARTING a fulltime operating program July 1, the KSD, St. Louis, observed its expanded operation through a special 30-minute pro- gram in the growth and development of the sta-

The program was written and produced by Jim Utson, with special contributions by Mr. Director Russ David. George M. Watts, president, and Elmer Knoernschield, program director of KFUG, Concordia Seminary, is preparing a new schedule to the project on the outcome future plans for the stations. For the last 16 years, KSD has showe-

Call Letter Assignments
LATEST call letter assignments by the FCC in the past week are as follows: WHPC, Allentown, Ga.; WJZ, Baltimore; WKBV, New Kensington, Pa.; WFCI, Pawlet, Vt.; WJY, Burlington, N. I.; WMBF, Greenville, S. C. Call letters at St. Louis, and Omaha should be corrected to KONB.

JOHN ALDEN, formerly advertising manager of The Wayne National Bank, has been appointed assistant to Dr. M. W. Stover, vice-president in charge of adver- tising at the Wayne National Bank, Inc., Norwich, N. Y.

Page 24 • July 15, 1940
The biggest thing in America today is **NEWS**!

In addition to all Red Network news features, KOA is on the air six times daily, plus flash bulletins, with THREE of the world's greatest news sources, United Press, International News Service and the *Denver Post* facilities. No other station in the Mountain and Plains West can boast of more than ONE of these services.

KOA's unsurpassed news coverage together with alert, intelligent presentation of programs that originate in Denver's Radio City, has won for KOA undisputed first position in Showmanship in this region.

*Exclusive Affiliation*
Networks Create Half-Year Record
Increase of 14% Is Attained Over Time Sales in 1939

PASSING the half-way mark of the year, network radio gives every indication of establishing new sales records during 1939, even without the aid of the good of political business as the quadrennial Presidential campaign gets under way. For the first half of the year, combined gross time sales of the major networks total $47,048,571, a gain of 14.3% over the total of $41,176,145 for the first six months of 1938. For the month of June the network total reached $8,470,770, an increase of 9.5% in comparison with the 1938 figure of $7,647,700.

The month of June, 1940, over June, 1939, would have been several percent higher if the networks' coverage of the Republican National Convention had not caused material cancellations resulting in a combined reduction of more than $20,000 in June time sales.

Individually, CBS leads the other networks in dollar volume for both the three-month and six-month periods, while MBS leads in percentage gain over June and for the six months. For the half-year CBS time sales, before deductions for sales department and agency commissions (basis on which all these gross figures are figured), the network total was $10,592,973, a gain of 20.7% over the 1939 half-year mark of $16,952,973. Mutual, for the six-month period, showed a total time sales of $20,031,283 this year as compared to a total of $16,624,235 for the same period of 1939.

NBC-Red total for the first half of 1940 is $19,326,846, up 6.5% from the $18,148,437 total for the first half of last year. The Blue Network January-June figures show a 17.5% increase since last year, reaching $18,933,000, an increase of $4,449,500 for 1939. As for ABC, which as a whole, the six-month total this year is $12,959,897, a gain of 12.6% over last year's $22,599,937. Combined NBC June billings are $3,642,100, a gain of 6.0% over the $3,382,404 total for June, 1939.

Kopf Directs Red Sales, Mccluer Blue, as NBC Splits Central Division

NBC CENTRAL DIVISION network sales department was divided into two distinct groups July 1, according to Sidney N. Stroz, vice-president, and Harry C. Kopf, general manager. Mr. Stroz is named to head the Red network with WWWA recommended a personality male singer with a claimed establishment. His voice sounded rather appealing—"Silver Yodeling Bill!" We said okay. Then a simple contest was recom- mended, for which an immediate sales check was promised. It was proposed that we ask "Silver Yodeling Bills" listeners to count the number of times "Holsum" was mentioned on each broadcast. Then we were to give milk and six teaspoons to those listeners who submitted the exact count, along with a price of Holsum bread. We also said okay, signing a contract for 11:45 a.m. to 12 noon, Monday to Friday.

The wisdom of such a decision was immediately verified by contest returns. And better still, within a few days our trucks were returning "home" without the "yesterday's bread" headache. Along with this came the demand for more Holsum Bread—and in a volume which necessitated a call to WWWA to ask them the situation. We persisted to ask several networks to return bread to their listeners because of the situation, the network's bread mix, and especially the value of the experience of a producing radio sta- tion.

SKELLY USING RED WITH DAWN SERIES

SKELLY OIL Co., Kansas City (Missouri) just prior to July 1, started a 20-week campaign of five-weekly quarter-hour news features featuring Capt. E. D. C. Hearne, veteran newscaster and former World War flyer, on a proposed network of NBC stations. The firm's home broad- casting went to press clearance was had on practically all stations.

James J. Neale, sales traffic manager, William Weddell, E. R. Bor- roff, E. M. Hoge and J. D. Gal- ler, are members of the team. Paul McCuer is now sales head of the Blue network in the Central Division with Floyd Van Etten, named as sales manager.

Merritt Schoenfeld, John McCor- mick and E. K. Hartenbauer are the names.

In announcing the creation of separate sales staffs for the networks, Mr. Stroz added: "There may be announcements of addi- tions to the personnel of both departments in the near future. The plan follows similar moves in the NBC Eastern and Western Divisions sales organizations and estab- lishes separate sales forces coast-to-coast for the Red and Blue net- works.

Simplified 

Mr. McCuer Mr. Kopf
James J. Neale traffic sales manager, William Weddell, E. R. Borroff, E. M. Hoge and J. D. Gal- ler, are members of the team. Paul McCuer is now sales head of the Blue network in the Central Division with Floyd Van Etten, named as sales manager. Merritt Schoenfeld, John McCor- mick and E. K. Hartenbauer are the names.

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JOE McCABE 

W. H. HARRISON, vice-president and chief executive, has been appointed director of the commission for the Division of the National Defense Ad- visory Commission's production depart- ment under Chairman William S. Knudsen.

BROADCASTING • Broadcast Advertising
WIP, Philadelphia, is strong for the Western Electric 300A Reproducer Panel. To modernize its transcription facilities, to give new sparkle to all recordings, both vertical and lateral, WIP bought four of these panels, and one 1300A Reproducer Set, which includes a fifth 300A Panel. Get full details from Graybar.


Ask your engineer about the Western Electric 300A Reproducer Panel
Government's ASCAP Drive Asks Data From Music Users

Justice Department Questionnaire Indicates Active Pursuit of Suit; Society Yields Its Files

CLEAR indication that the Department of Justice is pursuing actively the prosecution of anti-trust prohibitions against the ASCAP was seen in mid-July with the dispatching by the Department of questionnaires to users of copyrighted music. The detailed information obtained on relations with ASCAP over the years, Broadcasters, along with hotels, motion picture theaters, music publishers and others identified with public performance of music, are being circumscribed.

Arrival July 2 at the Department of Justice of several crates of ASCAP files and records originally subpoenaed by the Government also confirmed the belief that the Department intends to follow through on the anti-monopoly course against ASCAP. This data file had been sought by the Department through grand jury subpoenas in New York after ASCAP repeatedly refused to give Department officials access to certain files.

Agreement Reached

After Judge Henry W. Goddard of the Federal District Court in New York May 29 had denied an ASCAP motion to quash the grand jury subpoena, looking forward to possible criminal prosecution of ASCAP, Society, ASCAP agreed to furnish the Department the information requested.

It was learned authoritatively that this agreement came in latter June, at which time General Buck, president of ASCAP, and Louis D. Frohlich, counsel, conferred with Assistant Attorney General Turner Arnold and members of his staff. By agreeing to furnish the voluminous data, including detailed financial reports, membership lists and the like, ASCAP was relieved of the necessity of presenting the facts to the Department.

Victor Waters, Special Assistant Attorney General in charge of the ASCAP matter, has been authorized to examine the data before deciding upon the Department's future course.

While no information has been forthcoming from official quarters regarding the Buck-Frohlich conference with Assistant Attorney General Arnold, it is understood the ASCAP officials were told in no uncertain terms that the Government intended to follow through in the matter without proceeding against ASCAP or possibly even branch off into new criminal litigation. The replies to the questionnaires were as detailed as an analysis of the ASCAP data, probably will serve as the basis for the next course of action.

With current ASCAP contracts expiring at the end of the year, and with Broadcast Music Inc. actively building a reservoir of music looking toward dropping of ASCAP members, many are looking to the Department would be inclined to move rapidly. At the hearing May 29 before Judge Goddard, Mr. Frohlich had charged that the Department's purpose was to force a criminal procedure to force ASCAP into a "consent decree" on the civil anti-trust suit pending since 1934, and to get ASCAP to yield its monopoly in restraint of trade. Arguing for the Government, Mr. Waters refuted any such intent.

HONEYMOONING in Bermuda is John E. Monnig, CBS chief executive of production, with his bride, the former Joan Tetzel, featured in this week's edition of "When a Girl Marries," sponsored by Prudential Life Insurance Co., and network program sponsored by Colgate-Palmolive-Peet Co.

A PROGRAM 'FIND AT WKY

Book Review Idea Develops into a Big Audience—Puller for Southwestern Region

By BOB EASTMAN,
WKY, Oklahoma City.

AN IDEA, together with the will and facilities to produce it, have re- sulted in a weekly network program that is being acclaimed by Oklahoma listeners. The program originates at WKY, Oklahoma City, and is heard at 4:15 p.m. and, behind it lies a story with all the drama, suspense and excitement of a Hollywood movie.

This Is The Story is so completely new that it is considered as one of the most liberal WKY program men. It started over a suggestion that the station should have a production department, a suggestion made by listeners who enjoy good books—a group which forms a large part of Oklahoma's citizenry. To help incor- porate the idea came Madeline Douglas Bullard, literary critic. Scores of suggestions went through the mill and were discarded. A simple "review" was not enough. There had to be thought and production behind any such venture.

Finally, one afternoon not long ago, in a radio drags turfed. News- velvet curtains, went Mrs. Bullard and WKY organist, Ken Wright. Into an audition studio went WKY executives and program officials. The next 16 minutes saw the pres- entation of a program with an peal unparalleled in the Southwest.

Characters Interpreted

First, there was a theme from the organ. It was a specially-written composition, and it entered the microphones without deviation or without distortion. Engineers had worked many hours to obtain per- fect reproductions and, then slowly, effectively, Mrs. Bullard began her story. Description was even- tempered; moderate; then one character entered the scene. Mrs. Bullard became that character, and as each succeeding character was introduced, so the actress seemed to change herself into that being. Four-five-six people; women, men, children—all of different types.applying to that. The actress there was there; falter in voice, never in mistake in character of interpre- tation.

Behind the voice, as it changed from sorrow to pain, from indifference to concern, came a continuous stream of soothing, inspiring music. Organ tones, blended with the voice, softening as the words softened; reaching a climax as a character shouted—music pulsing like million of strings on the emotions of those who listened, shaping every mood, every thought into a well- rounded pattern.

As cold-hearted radio men listened, they trembled to the familiar, comforting feeling of that story and its musical companion. Soon they wereoved, wept, they heard, unconsciously they were transformed into the emotional pup- pets of a woman, a voice and an organ.

More conservative producers might have said the program wouldn't go over—there would be no appeal except to a small minor- ity. When This Is The Story made its air debut, its audience was im- mediate, gratifying. Instead of a "small minority", letters came from men and women in every walk of life: from farmers, doctors, law- yers, book reviewers and housewives, invalids. There were no offers of "pictures" or "free samples". People wrote because they had to thank someone for a program which stirred new emotions in them. They found a program which, unlike many others, did not run on end- lessly, without a climax. Each book on This Is The Story is a complete episode, rewritten by a literary ex- pert, condensed and dramatized.

Retained is all the flavor of the original novel, but without "word for word" recital. Many listeners clamor to read for themselves the books they have heard so vividly portrayed by Mrs. Bullard. As one book is completed, another of a different type is begun.

TEL-PIC Syndicate, Inc., makers of new photo merchandising displays, has increased its list of station sub- scribers to 135 with the addition of KOF, Phoenix; WINN, Louisville; WRAB, Atlantic City; KGLU, Saf- ford, Ariz.

WJHP, JACKSONVILLE TAKES AIR JULY 15

The NEW WJHP, Jacksonville's third station, begins operation July 15 as a NBC-blue outlet, according to Henry G. Wells Jr., general manager of the John H. Perry sta- tions. The facility has a 290 kw power, 250 watts fulltime. WJHP is affili- ated with the Jacksonvile Journal, one of the Perry newspapers. Other Perry stations are WCOA, Pensac- ola; WLPD, Panama City, and WTMQ, Tallahasee.

Commercial manager of WJHP is Ira M. Koger, formerly of WIS, Columbia, WJFO, Savannah, and WCSC, Charleston. S. E. Program director is Lynn Gearhart, formerly with WSUN, St. Peters- burg. Beecher Hayford, formerly with WCOA, is chief engineer.

Other staff members are—sales, C. D. Taylor, Joyce Powell and Ted Chapeau; program, Jim Young, chief announcer and formerly of WIS, "Speed" Veal, formerly with WDNQ, Durham, and John Whit- more, formerly in charge of public relations for Marlinland Ocean- arium, who is nowצריng.

Dedicatory plans include a bong program Tuesday, July 15 with civic, religious and business leaders present as guests of Mr. Perry and the station staff. Open house was observed during the day with the public invited to visit the studios in the Jacksonville Journal Building. The station is RCA fac- lity throughout and is fully di- tioned. Transmitter is located in South Jacksonville on the St. John's River.

In preparing to carry a full schedule of NBC-blue programs, the station will offer comprehensive news through its newspaper affilia- tion, The Jacksonville Journal, which will be nationally represented by John H. Perry Associates.

Stephen P. Willis Named As Manager of WJNO

APPOINTMENT of Stephen P. Willis, manager of WPRO, Providence, as manager of WJNO, West Palm Beach, was an- nounced July 10, to become effective Aug. 1. Mr. Willis succeeds Reginald B. Martin, resigned, who has not announced his future plans. The personnel change is an outgrowth of the idea put forward by Mr. O'Brien, New York financier and sportsman, who was principal owner- of WJNO.

Mr. Willis, a graduate of Cherry Jr., president and executive head of WPRO, has not yet announced Mr. Willis' suc- ceessor. Mr. Cherry proposes to continue in his capacity as policy head of the station for the future, and it is possible that the immediate post of manager will not be filled. Mr. Wil- lis joined WPRO four years ago, when O'Brien was the Manager of WSBT, South Bend, Ind.

WITH Kenneth E. Huddleston, former- ly of the U of Kentucky as its educational director, the WNOX radio station in Knoxville, is conducting a Summer School, with half-hour daily programs, Monday through Friday, and 25 minutes on Sunday.

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BROADCASTING • Broadcast Advertising
WHAT'S THIS "SALT-WATER WAY" BUSINESS? WEAF IS ALL STEAMED UP ABOUT IT?

SAY! YOU'LL BE STEAMED UP ABOUT IT, TOO! IN A NUTSHELL, IT'S A BETTER WAY TO GREATER SALES IN GREATER NEW YORK—AT NO EXTRA COST!

They're talking—everyone soon will be—about the new location of WEAF's 50,000-watt transmitter at Port Washington, New York. They're talking about its "salt-water way" to the New York market—and what that's going to mean to advertisers. They're agreeing that salt water conducts ground waves better than anything else and realizing that WEAF's signal traveling over salt water all the way from antenna to New York will get a boost throughout its coverage area that will mean

1. A better-than-ever signal to WEAF's listening millions
2. More regular listeners
3. Great sales and profits for WEAF advertisers

For example, there will be a minimum signal in New York's five boroughs of 25 millivolts—and that's a real concentration of power where power counts most. And beyond the city proper, listeners will get WEAF more clearly and with a greater volume—for consistently better listening to WEAF's great programs.

WEAF's coverage is vast today. Its service to listeners and advertisers is dominant. In the fall, when the new transmitter goes into operation, entirely new standards of listening will be set for New York audiences by WEAF. Plan to take advantage of it. Check WEAF's choice availabilities in guaranteed station time now. Just give us a ring or drop us a line.

Represented Nationally by

SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

Broadcasting • Broadcast Advertising
July 15, 1940 • Page 29
Sharp Criticism Leads to Delay in Monopoly Report

EXCEPTIONS TO BE AUTHORIZED; WHEELER'S STEIFF REBUTE

FINDING no word of praise from any quarter in the National Monopoly Report of its special committee, the FCC has decided to table it, considering the committee's sweeping indictment of network operations until late this year—perhaps after the Presidential elections.

First indication of this came July 10 when it was disclosed, during Senate Interstate Commerce Committee hearings on qualification of Thad H. Brown to serve another seven-year term as a member of the FCC, that exceptions to the Network-Monopoly Committee's report, which would have been included in the FCC's investigation in its examination of Commissioners Brown and of Ralph F. Colins NBC general counsel.

WHEELER'S STEIFF REBUTE

Early in the proceedings July 10, Chairman Wheeler (D.-Mont.) of the Senate Committee observed that if the FCC will not make its report, the FCC report shows "misunderstanding of the facts" and is full of "gross misrepresentations".

John J. O'Hara, counsel for CBS during the Network-Monopoly hearings, disclosed to the Committee that the FCC, in its report, had acquiesced to his suggestion that all parties be permitted to file briefs, as in any other committee hearings, and to inacuacies in the voluminous committee report [BROADCASTING, June 27, July 11]. It is presumed that oral arguments will be authorized, if requested on fundamental aspects of the Committee's report.

But unless the FCC does not have another meeting until July 19, it is not expected the actual time for filing of the exception will be set until that date. Chairman Fly must procure concurrence of a majority of the Committee in the definite procedure heretofore has been outlined in connection with Commission replies to the committee's report. It is hardly expected that the FCC will ask return of the briefs with exceptions until after July 19. Oral arguments normally would not be held for another 30 days. All this, it is presumed, would occur before the FCC itself formally began consideration of the committee's report.

The Senate committee began its investigation into the Network-Monopoly report of the FCC, as an outgrowth of testimony previously given by the committee to Col. Brown [BROADCASTING, July 11], without awaiting a ruling by the FCC on CBS stock transactions. After Mr. Colins and Judge Burns contested the cancellation point at point raised in the FCC committee report, Senator Tobey waxed critical not only of the FCC but of the fitness of Col. Brown to serve on the Commission.

Again a Delay

The hearing—third since President Roosevelt nominated Col. Brown for the FCC on July 27, 1939—was adjourned July 10 until after the Democratic convention beginning July 15. Meanwhile, Mr. Colins was again absent from the Commission.

First Official View of the station's new 50,000-watt transmitter in Hull, Mass., came July 3 to the entire staff of WBZ, Boston. The preview was included as part of the staff picnic celebrating the station's dedication ceremonies. Cross-front is Vincent Callahan, new manager of WBZ-WBZA, Boston-Springfield.

Brown Hearing Draws Rebuke

By Senators of FCC Actions

CBS Stock Transfers and Network-Monopoly Report Examined at Committee Session on Nomination

CONGRESSIONAL criticism of FCC actions and methods, revolving principally about the recent Network-Monopoly Report, continued July 10 as the Senate Interstate Commerce Committee held its third hearing on the renomination of Commissioner Thad H. Brown. Staying far afield from the nomination issue, the committee recessed July 10 until after the Democratic Convention—probably until July 29—when Col. Brown and other witnesses again will be called.

CBS Stock Issue

With Ralph F. Colin, CBS general counsel, in the witness chair, the committee aimed its shots at a moving target, starting with an attack on an alleged "stock-rigging deal" by CBS executives and then about-facing to allow CBS representatives the privilege of voicing their general disapprobation of FCC conclusions in its network-monopoly study.

By the end of the session committee members, led by Sen. Tobey (R-N.H.), appeared inclined to shoot holes in many of the FCC conclusions, with Sen. Tobey laying the blame squarely at the feet of Commissioner Brown as acting chairman of the Chain-Monopoly Committee.

Since the committee indicated it had not yet finished with the subject, his term expired June 30. He has been recalled to active duty as a Lieutenant Colonel in the Adjutant General's office of the Army, however, with full pay of his grade, plus allowances.

Senator Tobey punctuated his observations of the Network-Monopoly report and of Col. Brown in particular with such statements as a display of "gross ignorance of the report" by the man who served as acting chairman of the committee and that the commissioner "will be unable to explain the inaccuracy and error in its deductions on certain aspects of the CBS stock transactions.

The Senator repeatedly stated that many of the FCC conclusions were unwarranted by the evidence and that the general tenor of the report is misleading.

FIRST OFFICIAL VIEW of the station's new 50,000-watt transmitter in Hull, Mass., came July 3 to the entire staff of WBZ, Boston. The preview was included as part of the staff picnic celebrating the station's dedication ceremonies. Cross-front is Vincent Callahan, new manager of WBZ-WBZA, Boston-Springfield.

Dedication on July 27 Is Arranged by WBZ

WBZ, Boston, has scheduled formal dedication on July 27 for its new 50-kw. transmitter at Hull, Mass. Highlighting the opening day ceremonies will be the use of the new unit as an "academic" element, U-235, to throw the new Westinghouse transmitting plant into regular operation for the first time. Special broadcasts and features will continue through the entire decade. Dedication ceremonies will be held on July 27 in connection with the opening day of WBZ's Hotel Bradford studios in Boston and at the new transmitter house.

In addition to the scientific features, the opening day ceremonies are to include other entertainment, with entertainment by Boston radio artists, according to Vincent Callahan, WBZ general manager. Hull has proclaimed July 27 as WBZ Day and the town has indicated active participation in the dedication. The present transmitter at Millis, Mass., will be used until July 30, when the new operation itself goes into regular operation, the old plant will be taken over by the Government to serve as a monitoring post for the FCC, Mr. Callahan stated.

As comment on this incidental phase continued, Mr. Colins explained that he was appearing primarily to outline the allegedly questionable Paramount-CBS deal and asked that he be allowed to proceed with his arguments after that was accomplished he would be glad to have his "ears pinned back" if it was still deemed necessary.

History of Transfers

According to Mr. Colins' explanation, before June, 1929, the stock of CBS was wholly owned by 17 persons, of whom William S. Paley was the largest single stockholder. Paramount-Famous-Lasky Corp., with an eye on the television field, approached CBS stockholders, and negotiations were launched for agreement to buy and CBS stockholders agreed to sell half their interest in CBS for $5,000,000.

Parameter agreed to pay the $5,000,000 offer was made contingent on CBS earning net profits of $2,000,000 in the two years following completion of the purchase.CBS met the guaranteed price, Paramount agreed to pay the $5,000,000 by delivering $6,625 shares of its own stock, whose market value at that time was considerably under $5,000,000. It also agreed to buy this stock back at $110 per share, or $5,000,000, if the open market price of the stock, if CBS did not net the $2,000,000.

In order to sell half the CBS stock to Paramount, the one class (Continued on page 60)
Now, more than ever, radio newscasts guarantee you an audience. Your CAB, your Hooper, your own private polls confirm this conclusively.

But in Northern California, newscasts guarantee you an audience out of all proportion to the population. For surveys prove that Pacific Coasters, more than other Americans, depend on radio for their news.


As we go to press, KGO can still offer you (for time rates plus 28 3/4% program cost) an evening news strip with a four-figure test mail return. KPO has a daily strip with equally impressive background.

If you have a message for this rich world's fair market, and for all Northern California, see your nearest NBC spot representative—and learn how easy it is to tell (and sell) all on San Francisco's most powerful stations.

Visit the KGO & KPO exhibit in the Hall of Electricity and Communications at the Golden Gate International Exposition.
Free Rein to Cover Plattsburg Camp Is Granted to Broadcasters by Army

THE CHANGED public attitude on military subjects will make this year's radio coverage of the annual Army maneuvers in the Plattsburg-Watertown area in upper New York State to be held Aug. 3-31, a far more difficult task than it was a year ago, it was pointed out at a meeting July 5 of some 20 representative of national and regional networks and local New York stations with Army officials at Second Corps Area Headquarters on Governors Island.

Previously the maneuvers formed a spectacle or military show to be broadcast principally as entertainment, the broadcasters stated, but this year the Armed Forces declared, the encampment will be viewed much more seriously as a part of our national defense program, making the selection and presentation of broadcast material a serious responsibility for the broadcaster.

No Censorship

Several of those present felt that the Army should relieve the broadcasters of this responsibility by itself selecting the subject matter to be broadcast and by assigning certain stations to cover the several stations or networks. Spokesmen for the Army, however, said they had no authority over radio and could not invade the province of the FCC.

Recalls WPA Project

In his published remarks Rep. Lambertson declared: "When the WPA theatre project was killed last year, largely because of serious penetration by Communists, Congress was assuming that the numbers in the profession who would undertake a house-cleaning. Instead, as recently as last June, Mr. Burnham of the Los Angeles journal, the New York Times, heaped praise on the Theatre Guild and its members as a model profession, and that profession has proceeded with that cleaning under its own auspices.

"Other key positions in the profession have been taken over by Communists. George Heller is now executive secretary and treasurer of the Radio Actors Guild. The New exective secretary of the American Guild of Variety Artists is Hoyt Haddock, a former CIO organizer of distinct Communist sympathies, whose appointment was protested by the AFL."

House Joint Resolution 544

This legislation was drafted by Communists and Nazis from the relief rolls, but here is a situation where Communists are occupying high positions in the Federal government which Congress would undoubtedly be glad to help if we had the means of weeding them out. Innocent and dedicated actors and actresses all over the country are thus being penalized, and there will be no way to screen the performers under this condition to exist.

Mr. Heller's telegram to Rep. Lambertson stated:

"You were reported in the press as having stated that I am a Communist. This is plain fact is that I am not and never have been a Communist. This charge was evidently instigated either by a crank or someone with a selfish personal motive, intent on creating trouble."

APFRA Protests Communist Claim

Talent Union Asks Retraction From Rep. Lambertson

REPERCUSSIONS from New York in the recent meeting of the Federation of Radio Artists followed a declaration by Rep. William B. O. Pue (D., N.Y.) that George Heller, assistant executive secretary of APFRA, as well as other persons holding "key positions" in the broadcasting profession, were Communists.

Mr. Heller on July 9 sent a telegram of retraction, saying he had been given the statement "untrue", asking for "a public retraction" and attacking "irresponsible statements which damage the reputation of innocent citizens without at least giving such persons a fair chance to disprove scurrilous allegations".

Rep. Lambertson is a member of the House Appropriations Committee which last year banned such projects in the work projects program and this year turned down plans for the same and in favor of theatrical profession to restore them. His statement, which also denied Mr. Pue's charges, as mentioned, appeared July 4 in the Congressional Record.

Johnson Wax Spots

S. C. JOHNSON & Co., Racine, Wis., on July 8 started a test campaign for its new product, Johnson Wax Spot, with five one-minute live announcements on WSB, Atlanta, and WTMJ, Milwaukee, for a one-month length. Needham, Louis & Brody, Chicago, handles the account.

Union Suees Winchell

SUIT for $1,000,000 was filed June 28 by the American Federation of Radio Artists against RGA, NBC, Walter Winchell, publisher of the New York Daily Mirror by Joseph Carran, president of the National Maritime Union, who had earlier asked Mr. Winchell on his June 9 NBC-Blue program, sponsored by Leverhouse of Los Angeles, to name a Marti-Perman, the following day, that "numerous" members of the Union were Communists, were conspiring against the United States and were attempting to undermine American principles.

members of the Regular Army, National Guard and Organized Reserves from the 12 northeastern states in the Defense of New York. The longest—and the shortest—three weeks instead of the usual two—ever staged in this country in peace time. Radio coverage of this plan had been decided as the meeting adjourned.

Members of the Engineering Corps, has been placed in charge of radio publicity, assisted by two reserve officers, Maj. John Holman, general secretary of KDKA, Pittsburgh, and Capt. Dorsey Owings, president of Portable Electric Power, Inc., New York. Major Lyons and Capt. Owings were present at the meeting, which was sponsored by representatives of NBC, CBS, WOR-MBS, New York Broadcasting System, Quaker Network, WAAT, WINS, WEVD, WNYC, WND, NNEW, WMCA, WVO, WHOM.

Irvin Stewart Is Named To Defense Committee

APPOINTMENT of Dr. Irvin Stewart, former member of the Department of the National Defense Research Committee designated by President Roosevelt to coordinate scientific work on problems relating to national defense, was announced July 12 by Dr. Stewart at the committee’s first meeting. Now director of the Committee on Scientific Aids to Learning, and professor of research in psychology at the New York Institute for Scientific Research in New York, Dr. Stewart served on the FCC from its inception July 11, 1934 until June 30, 1937, when he resigned to assume the educational post. Dr. Stewart was chairman of the FCC Telegraph Division under the former Commission organization, but also participated in a number of important investigations. Dr. James B. Conant, president of Harvard, is chairman of the Committee on Scientific Aids to Learning, as well as a member of the Defense Committee. Dr. Vannevar Bush, chairman of the Defense Committee, is the Committee on the Scientific Committee.

Free Rein to Cover Plattsburg Camp Is Granted to Broadcasters by Army

By Capt. William E. Glavin

In discussing the cost of the maneuvers, the non-network stations were concerned that the cost of the maneuvers coverage by WMFF, Plattsburg, which was said to have offered the use of its facilities, might cost each station for the maneuvers coverage to New York, was reported at $745 for a day's service and $50 for a month. Transcriptions seemed the most feasible method for many independent stations to cover the event, and Capt. Glavin pointed out that this method provided the means for many exclusive shows, as well as the means for a listener to hear the maneuvers hour by hour, or with no announcement at all, and would be unduly difficult or costly to reach by wire.

All broadcasters present agreed on the importance of giving the public adequate information about the maneuvers, which will be the largest, involving some 100,000

A SUITABLY-GARBED quartet representing WOKU-WABY, Albany, N. Y., is entered in the Albany division of the 1940 World's Fair Barber-shop Quartet Contest, performing under the banner "Radio Centre Four". Recently the four mounted tandem bikes and rode through downtown Albany, with Constantine, Carl Mattison and Walter Cummings.
Escape to WMCA for comprehensive news

Johannes Steel
Eugene Lyons
Elliott Roosevelt
Gabriel Heatter
Sidney Mosely
and
INS News Service

as PM would say

WMCA

FIRST ON YOUR DIAL

NEW YORK
Parents' Survey Reveals Antipathy Toward Thrillers

Youngster Found to Prefer Programs of Adult Type

THAT children are turning more and more away from the gangster, "gunfighting" programs of radio seems to be the outstanding conclusion reached in a survey taken in the Buffalo Public Par- ents' Union, of New York, based on replies of 60,000 questionnaires sent to children in 21 selected schools of Greater Buffalo. The results were released to their parents and teachers.

The children, ranging in age from kindergarten to 12th grade, were asked how they felt about movies, radio programs, and television, and how much they favored different types of programs. The survey was conducted by the Parents' Union, which is affiliated with the National PTA.

The survey found that children were more interested in programs that were more educational and less violent. They preferred programs that were more about real-life situations and less about fictional ones.

Other Findings:

1. Children preferred programs that were more about real-life situations and less about fictional ones.
2. They were more interested in programs that were more educational and less violent.
3. The survey was conducted by the Parents' Union, which is affiliated with the National PTA.

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**Young Listeners Like Adult Fare**

**Ohio U Discovers Juvenile Programs Less Popular**

CHILDREN of junior high school age tend to prefer adult radio fare rather than juvenile programs, according to a study made by the Research Department of the Broadcasting Bureau of Ohio University.

The research organization asked 611 junior high school students to name their five favorite radio programs. For the most part, the results were unexpected. It was found that the 1940s era favorites which had been enjoyed by the parents and older listeners, had not been so popular with the younger generation.

It was further discovered that the programs which were most popular with the older generation, such as "The Lone Ranger" and "The Shadow," were not among the favorites of the junior high school students.

The study revealed that the programs which were most popular with the junior high school students were those which were more educational and less violent.

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Speaking of COVERAGE...

I don't know about this half-Millivolt business, but I do know Good Coverage when I see it!

KFBI covers Kansas like Grandpa's famous "Red Flannels" covered him... from head to toe!

And, KFBI's coverage will warm up your sales in Kansas in just the same, sure-fire way the red flannels warmed up Grandpa... for KFBI is STAFFED FOR SELLING!

The .5 millivolt contour above shows how KFBI covers Kansas and northern Oklahoma. 52 counties lie within this area... nearly 250,000 radio homes are in these counties. And that is nearly twice as many half millivolt counties as any other Wichita radio station claims!!!

In addition, you get a great PLUS COVERAGE (not shown on map) which brings volume mail regularly from all the other counties in Kansas... PLUS more than 35 counties in Oklahoma based on mail received during the first two months of operation in Wichita.

To do a bang-up, effective selling job in Kansas at least cost, put on the "Red Flannels" of KFBI's intensive coverage of this great, prosperous market.

Let KFBI go to work for YOU!

KFBI covers Kansas like Grandpa's famous "Red Flannels" covered him... from head to toe!

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To do a bang-up, effective selling job in Kansas at least cost, put on the "Red Flannels" of KFBI's intensive coverage of this great, prosperous market.

Let KFBI go to work for YOU!
Which would YOU use—
Sprinkling Can or Thimble?

- It takes a heap o' water to make the flowers bloom. And it takes a heap o' coverage to make the rich Omaha market bloom for YOU. It's a big market embracing 816,690 radio homes—extending into six fertile farm states. And it's a rich market, with nearly two billion dollars of spendable income every year!

There's only one medium that provides thorough, intensive coverage of the entire Omaha trade territory. It's radio station WOW. Include WOW in your fall schedules. You'll reach more homes, in more counties, with more money to spend. Remember, if you want the Omaha market, you want WOW.

RADIO STATION
WOW
OMAHA, NEBRASKA

5,000 Watts Day and Night on 590 KC Covers the Omaha Market
A STUDIO WITH TRICK WALLS

Slanted and Curved Surfaces, With Adjustable
"Acoustivanes", Mark CBS Annex

WALLS slanted and curved so that no two sides are exactly parallel, a ceiling broken by numerous ridges, "acoustivanes" of polished wood covering a part of each wall and backed up by nine different degrees of sound-absorbing material are among the more novel features of the first studio to be completed in the new CBS studio-annex at 49 E. 53d St., New York [Broadcasting, Feb. 1]. First of seven studios which, with a floor of oak, is an apartment building is just across the street from the main CBS Building, was dedicated without ceremony July 1 by a broadcast of So You Think You Know Music, sustaining quiz program.

Purpose of the unusual construction, as explained by C. R. Jacobs, CBS construction engineer, is to enable the studio operator to control the reproduction of sound by eliminating reflections set up by parallel surfaces and permitting any desired degree of liveliness. The "acoustivanes", operated from a panel in the control room, may be completely closed, giving extreme brilliance to the tones, or opened at various angles for different degrees of liveliness.

"This studio was designed to permit the director to get the utmost out of his actors, and musicians," Mr. Jacobs stated. "If there are ten violins in the orchestra, the listener does not hear a separate violin. If there are three violins, if an effect of a chorus singing out of doors and then entering a room is wanted, it can be achieved by gradually closing the acoustivanes."

Howard Barlow, conductor of the CBS Symphony Orchestra, cooperated with Mr. Jacobs in designing the new studios. The other studios in the building are expected to be completed and put into use within a month.

ON HAND when the Westinghouse Musical Americas program shifted from Pittsburgh to New York with the July 2 broadcast were officials of Paul, Rast, formerly with the agency, and NBC. Program is heard Tuesdays on the Blue, 8:30-9:30 p.m. Lined up are (t to r) Allen Billingsley, agency president; Charles E. Phelps, NBC sales; Kenneth L. Watt, F&S&R account executive; John K. Kiggins, NBC-Blue sales manager; Milton J. Cross, NBC announcer; Raymond Paige, orchestra conductor.

Hit by Lighting

WHEN lightning struck a telephone cable near the transmitter, forcing WIBX, Utica, N. Y., off the air recently, the entire staff rushed to the studio to help get the station back on the air via shortwave pickup. E. K. Johnson, business manager, took charge at the transmitter and Program Director Elliott Stewart at the main studios. Engineer Fred Hoffman, assisted by announcers Mike Carlo and Jack Hamilton, connected the short wave truck, WAI, to the console. At one point Bob Mahaney, Soony canceller, and Doc Menna, Cities Service sports announcer, broadcast near the truck outside the studios. Although repairs took two days, a temporary line was rigged up by 9 p.m., and only one commercial was lost. The listener time was believed lower than usual because of interest in the novel operation.

BROADCASTING • Broadcast Advertising

MAGAZINE ARTICLE

CITES FM GROWTH

A LOOK into the past, present and future of FM broadcasting was afforded the layman in an article in the Saturday Evening Post for July 6, written by Samuel Lubell, Washington freelance writer. Focused on the recent FCC authorization of commercial FM operation in the "Second "Radio Revolution", traces pioneering FM experiences of Maj. Edwin H. Armstrong, inventor of the Armstrong system, John Shepard 3d, president of the Yankee Network, and Paul A. Mehl, inventor of the 'superlow band' and technical director, as well as other FM personalities.

Full-fidelity FM Studio

Is Constructed by WOR

CLAIMING the first full-fidelity studio built expressly for FM operation, WOR announces the completion of its FM station, W2XOR, about July 20 from its new site at 420 Madison Ave., New York. W2XOR's studio is being rebuilt with Western Electric audio facilities capable of a flat frequency response of 5,000 cycles and a total harmonic distortion of less than 0.5%. The system is to have a universal signal-to-noise ratio of 55 to 60 decibels, or a power rating between 50 and 60 microwatts per square inch of noise of 1,000,000 to 1. With the shift of W2XOR from Carteret to Madison Ave., WOR adds two technical engineers specializing in FM to its staff—Reinhardt E. Rast, formerly of General Electric at Schenectady, New York; and Joseph A. Waldschmidt, research fellow of Lehig University.

ASHMEAD SCOTT, Hollywood writer-producer of the CBS Blondie series, was honored by R. J. Reynolds Tobacco Co., which owns his cat Clarence from clawing upholstered furniture. He plans to patent the device.
NEGOTIATIONS with a number of radio stations for the commercial radio news service now offered by Associated Press are reported as "progressing satisfactorily" by radio spokesmen at AP headquarters in New York. All contracts have been signed since that with WNEW, New York (KNX), the Metropolitan Broadcasting Company, who are reported as the only ones in the group to which this line will be extended. An additional newscast will be added at this time although on this line, too, satisfactory progress is reported.

Major consideration of AP radio executives is directed towards the formulation of a method whereby AP news may be made available to the nationwide networks under commercial sponsorship, and it is expected such a step will be announced by AP soon. Another pressing problem is that of supplying its radio-affiliated stations with a suitable program for national distribution. On all stations except New York City.

ORIGINATED on the radio to give the public real entertainment instead of merely using the spot announcements as a dramatized commercial, Gaston, with its increase in popularity phrase "I go and get my citizen papers" has become the living trademark for Chateau Martin's, which has been promoted through spot announcements by Eastern Wine Corp., New York, since July 1.

More than half of the company's one-minute spots used on stations showed up in the current week, and even though it was a "vaudevillian" Frenchman who is continually finding a delight in American ways, a number of course, American wines. With a marked French accent and in broken English, Gaston talks to his listeners how intriguing are American ways, ending with, "America—she has everything—I go and get my citizen papers." The basic idea is that Gaston, as a Frenchman, values Chateau Martin, an American wine, over the wines of his own country.

According to H. C. Morris & Co., New York, the agency handling the account, the expression has become so popular that it is used extensively by grownups as well as children instead of saying God bless you in the word-of-mouth promotion increasing sales accordingly.

A personal note has been injected into the announcements lately with the appearance of "Gaston" at the Chateau Martin's store in New York City. Dressed meticulously in frock coat and topper, his mustache waxed to a point and a carefully groomed goatee, Gaston carries a portable radio about with him, which is always tuned to one of the New York stations carrying the Chateau Martin announcements. The part of "Gaston" is played by an actor according to the type of situation in which Gaston finds himself, while Ray Winters and Jackson Beck are his spokesmen on the spot announcements.

物联网

SITE AND SOUND

KSFO Blends Movie, Radio

Program Ideas

KSFO, San Francisco, has evolved a successful radio production technique this week its radio spot announcements series by combining the movies plan of "location shooting" with transcription of each "take". At the end of the program, on July 1, KSFO Manager Lincoln Delar announced continuation of the feature, using the same production plan evolved by Robert W. Dumm, KSFO special events director and Tro Harper, producer-writer.

Using a special events car carrying portable transcribing equipment, the crew each week visits whatever station is covered by a spot to transcribe the script for the time factory or any point of interest in the State—and transcribes commentaries on the spot. In the studio the scripts are edited and put together into a 23½-minute commentary, with commentaries giving the illusion of switchers for pickups from one end of the State to the other. The actual sound of a sawmill or a geyser is thus heard on the series, rather than a studio sound effect and at a fraction of the cost of direct-wire pickups. The sustaining feature has become a KSFO fan mailing card on the series. The initial introduction to Dumm and Harper, includes Engineers Al Towne and Alan...

STATION and star were enthusiastic over the results of the recent personal appearance of Charlotte H. ("Carrie") Costello, star of the "Daffynition" Productions, a CBS serial sponsored by Corn Products Sales Co., in Columbus. Miss Manson was guest at a host of parties and participated in several broadcasts on WBNY, CBS outlet in Columbus. Here she chats with R. A. Borel, manager of WBNY.

Wons for Hall Bros.

HALL BROS. PRINTING Co., Kansas City (greeting cards), on Oct. 13 will start a 26-week schedule of three-quarter hour programs featuring Tony Wons on 22 NBC-Red and Blue stations. Programs will be heard Tuesdays, Thursdays and Sundays with time not as yet set. Same sponsor tested Wons for 26 weeks on WMAQ ending some time ago. In addition to Wons, Irma Glenn, organist, will be heard on two shows weekly with Shirley Sadler, singer, being included on Sunday programs. Henri, Hurst & McDonald, Chicago, handles the account.

Cream of Wheat Spots

CREAM OF WHEAT Corp., Minneapolis, has started a 13-week schedule of three-quarter hour shows on WBZ-WBZA, Boston, and WHK, Cleveland. BBDO, Minneapolis, handles the account.

New Hot Springs Station, KWFC, Now on the Air

HEADED by Howard A. Shuman, partner of Clyde E. Wilson, local furniture and appliance dealer, the new KWFC, Hot Springs, Ark., authorized some time ago this month is now in full time operation according to Mr. Shuman. The station occupies modern new offices and three studios located in the new Alamo Music Hall, big loss energy equipped with a 1,500-watt Western Electric transmitter and 200-foot Blaw-Knox tower.

Mr. Shuman is also commercial manager of KTHS, Hot Springs, and at one time owned property in Selma, Ala., in company with C. Cleier, manager of WGRIC, New Albany, Ind. He announced his staff as follows: Frank Rough, formerly of KHX, Muskogee, Okla., commercial manager; Jack Wolfer, manager of KTHS, Shreveport, and KCMO, Kansas City, program director; Ward Hatcher, in charge of dramatics; Bill Dvorak, assistant manager; Bill Doll, formerly of KPPA, Helena, Mont., chief engineer; Wayne Chitwood, formerly KWY, Chicago engineer; Bill McCroy, engineer; Charles Greenley, formerly of KMW, Chicago, engineering manager. Staff head is headed by George Costello, formerly with WLS and WIND, Chicago.

Letter Contest Winners in Opera Drive Selected

WINNERS in the letter-writing contest conducted by NBC last winter in connection with the radio drive for the Metropolitan Opera Assn. were announced June 30 during the evening concert program on NBC-Blue. More than 16,000 entries were received, most of them containing contributions to the fund, along with the letters on "What the Metropolitan Opera Broadcasts Mean to Me" [BROADCAST, Feb. 15].

Each winner has a choice of a trip to New York as the guest of NBC, the expense paid for the trip, the enjoying night of the 1940-41 season, or a pair of season tickets. Winning contestants were: Miss Lois Robbins, Lewiston, Me.; Elizabeth Chilote, Cleveland; Mrs. Charles Kanter, Chicago; Mrs. R. V. Winchell, Spokane, and Lawrence Wilton, Mt. Brydges, Ontario.

Mennen to Resume

MENNEN Co., Newark, which discontinued Col. Stoopnagel's Queerie" sponsorship on NBC and one network program last summer, April 12, is resuming the program this fall on 52 CBS stations, Sunday nights, starting Sept. 29. 22. Studio audience participants answer questions varying in value on the program, with a total of $10,000 in prizes. Any contestant answering correctly, he gets the money; if not, the person249 who gives the best answer gets the prize. Another $25 is awarded for the best "daffynition" submitted and $6 for the best other answer. Mennen's objective in resuming the program on MBS is to promote its shaving products, Mennen on July 15 is starting Bob Costello's second "Daffynition" program on MBS, Thursday nights, thrice weekly at 7:30 p.m. Both programs will be used to increase interest for the Christmas season two Mennen products, for men's retailing at $1.25 and $2.25. Agency is H. M. Kiesewetter Adv. Agency, New York.
Use the Music of Radio Success!

Let the Hammond Novachord . . . the newest, most versatile of musical instruments . . . start earning for you!

You can use the Hammond Novachord—immediately and profitably—on your radio programs. For it will give you the newest appeal in music . . . more different kinds of music . . . for more broadcasting purposes than any other musical instrument you can buy.

And you'll find the Novachord paying its way—right from the start! It will open up new program-building opportunities . . . give your radio presentations a new popularity . . . and invite your artists to a new realm of music—a vast new scope of expression—never before possible.

See . . . hear . . . play the Novachord. See how its amazingly rich tones are produced electrically—to give you an instrument of long life without expensive upkeep . . . to simplify many musical problems for you.


Hammond Organ Studios
New York—50 West 57th Street • Los Angeles—3328 Wilshire Boulevard

You play the single keyboard of the Novachord as you would a piano. You produce beautiful, piano-like tones. Then, turning the Tone Selectors, you bring in musical effects of violin, French horn, 'cello, guitar—and dozens of others!

See . . . Hear . . . Play
The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord
at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York
Newfoundland Pact Aids WGAN, WABI
As Havana Treaty Gatherers Dust at FCC

WGAN, Portland, Me., and WABI, Bangor, Me., stand to procure full-time regional facilities as a result of an exchange of notes between the United States and Newfoundland, affecting frequency assignments under the Havana Treaty, not yet in force, it was learned authoritatively July 12.

Newfoundland, it was reported, sought assignment on the 640 kc. clear channel of KFJ, Los Angeles, but after daytime by WGAN. It offered to relinquish priority on 560 kc., which under the Havana Treaty along with 640 kc., would be available to Newfoundland.

Shift in Assignments
Between Newfoundland and the United States, handled through the State Department, the FCC initiated action whereby 640 kc. could be cleared for Newfoundland and at the same time set in motion procedures under which the Portland and Bangor stations would be in line to procure full-time regional assignments.

As a result of these activities, unprecedented so far as known in regulatory procedures, WGAN at the Commission’s suggestion, has applied for fulltime on 560 kc. with 5,000 watts, and FCC Commissioner James Lawrence Fly has indicated that the application will be granted.

WABI, now operating on 1200 kc., with 250 watts as a local, has pending an application for regional assignment on 560 kc. It is reported the FCC has suggested to WABI that it drop this application to accommodate WGAN and apply for a regional frequency which would meet engineering requirements. In this connection, conversation has centered around assignment of the Bangor station to 970 kc., on which KJR, Seattle, and WCFL, Chicago, are the dominant fulltime stations, each using 5,000 watts. In each instance it is presumed directional antennas would be involved.

Under the terms of the Havana Treaty, 560 kc., a regional in this country, could be used in Newfoundland with maximum power at 10,000 watts while 640 kc., under the treaty, would be assigned to Newfoundland but with no specification on power and with no requirements as to directional antennas.

It was stated at the FCC that this exchange of notes would in no way affect commercial engineering aspects of the Havana Treaty. The broadcast reallocation affecting the entire Continent provided under the treaty is still held in abeyance by the FCC with the observation by Chairman Fly that it will be handled “in due course”.

Second-Run Radio Shows
SECOND-run radio shows, patterned after the policy of film theatres, are advocated by Wilt Gunzendorfer, manager of KSBO, Santa Rosa, Cal. His plan is to transcribe network programs and then rebroadcast them later in the week, under same sponsorship, but on small independent stations in outlying districts. He advocates a circuit of second-run spots radiating from metropolitan centers. In discussing the proposed project with West Coast agency officials, it was pointed out as an example that on Sunday night a heavy percentage of the listeners in San Francisco have been heard to ask if the sponsor presented the idea has been tested on KSBO, where Gunzendorfer said the idea has been tested on KSBO, with the sponsor well pleased with results.

ALL ATTENDANCE records for WLS Home Talent shows—amateur programs patterned after the WLS National Barn Dance—were broken June 29-30 when 7,500 turned out for the two-night performance in Utica, Ill., a town with a population of only 1,318. Home Talent shows are sponsored by local organizations with Prairie Farmer - WLS Community Service Inc., a non-profit corporation, co-operating in their staging.

Publisher's Syndicate
"The Announcer Said He Was Safe!"

"Good News" Resumes Sept. 5
GENERAL FOODS Corp., New York (Maxwell House coffee), following the July 25 broadcast, discontinues Good News of 1940 on 82 NBC-Red stations for five weeks, as a summer layoff, resuming Sept. 5. Thursdays, 9:00-9:30 p.m. (EDST), with West Coast repeat, 8:00-8:30 p.m. (PST). Fall series will continue to feature Fanny Brice and Hanley Stafford in the Baby Snooks sketch; with Dick Powell as m.c. and Mary Martin vocalist. Meredith Willard and the Max Fleischer chorus have also been renewed for the fall series, along with Warren Hall, announcer, and Paul Rupp, writer. There will be no change in format, according to Donald Copes, Hollywood manager of Bennett & Bowes Inc., and producer of the series. Dave Elton continues as NBC production contact.

Met Pre-Auditions
FOR THE first time in its sponsorship of Metropolitan Auditions of the Air program, Sherwin-Williams Paint Co., Cleveland, is planning a series of special preliminary auditions for aspiring opera stars in six cities outside of New York. If the plan goes through, the auditions would be the first ever held outside New York and not on the program itself. Wilfred Pelletier, conductor of the program, would conduct local talent in Boston, Cleveland, Baltimore, Philadelphia, Detroit and St. Louis, local winners to appear on regular programs this winter for consideration in the finals next spring. Program returns to NBC-Red Oct. 26. Agency is Warner & Legler, New York.

Test for Build-Up
WM. RICE PRODUCTS Co., Chicago (Build-Up, grapefruit drink), on June 24 started a 16-week campaign of 12 daytime station-break announcements weekly on WGN, and six-weekly on WCFL. Additional stations may be added in the future. Account executive is Jerome Kaddie of Frankel-Rose Co., Chicago, agency handling the account.

Something NEW!
on the Blue

WJHP
JACKSONVILLE, FLORIDA
250 WATTS 1290 K.C.

ON THE AIR JULY 15th

★ 24-hour Associated Press News Service ... 18 newscasts per day.
★ Only Jacksonville station with affiliated newspaper ... shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.
★ WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Manager, 225 West 39th St., NEW YORK CITY
CHICAGO — DETROIT — ATLANTA — PHILADELPHIA

Page 40 • July 15, 1940

BROADCASTING • Broadcast Advertising
WHAT A BUY!

and that goes for the August 1 NAB Convention Issue, too!

Order space today • advertising forms close July 23 • regular rates apply
BOMPROOF MIKES
Underground Shelters Ready
—For British Series—

FROM bombproof shelters deep in the earth "somewhere in England" official British spokesmen will continue their nightly shortwave talks to America on the Britain Speaks series, even if the threatened invasion of the British Isles should begin. The British Broadcasting Corp. announced July 3. Taking all possible precautions to insure continued operation, it is reported that anti-aircraft guns, supported by machine gun squad, guard the underground microphone locations.

Designed to be soundproof, the war-time "studios" are protected by thick layers of reinforced concrete, reputedly capable of withstanding the heaviest bombs. The overhead artillery can go into action without disturbing the speaker or engineers beneath, according to BBC. Discussing the "modern catacombs of broadcasting", Novelist J. B. Priestley, in a recent Britain Speaks appearance, said he and his fellow broadcasters in the BBC overseas service had come to take these conditions for granted. "There are different types of accommodations for speakers, according to the conditions prevailing at the time," he explained. "But even if Cabinet ministers and members of Parliament have to put up with inconvenience, the voice of Britain still will be heard. Sometimes an air-raid warning sounds just as a scheduled broadcast to America is about to begin. Studios are chosen accordingly."

KRRV TO DEDICATE REGIONAL FACILITY

SERVING the Sherman-Denison (Tex.) area with a transmitter located midway between the two cities, KRRV has begun operation on its new 580 kc. regional assignment with 1,000 watts full-time. Now undergoing program tests on its new facilities, KRRV will formally dedicate the regional station July 30.

KRRV has been operating as a local with studios in Sherman and Denison since October 1936 on 130 kc. with 250 watts local signal. A new Western Electric 1,000 watt transmitter has been installed in a modern white brick transmitter house about two miles north of Sherman, between the two cities. The formal dedication will be featured by a "Staying Up and Staying Out" party at Sherman's new Municipal Auditorium.

G. H. Wilcox is president of Red River Valley Broadcasting Corp., station licensee. T. B. Laskford is vice-president and J. Newell Johnston, secretary-treasurer. L. L. Hendrick is manager and Orvin Franklin has been named program director. Frank Keegan, formerly of KGKO, Fort Worth, has been named manager of the Denison studio. T. E. Spellman, chief engineer, supervised the new construction. KRRV is affiliated with MBG and Texas State Network.

Los Angeles Bar Group Opposes Sponsorship of Proceedings in Courts

LOS ANGELES, July 10—By resolution, has opposed participation by judges in commercial television, court officials said. This was revealed in early July when it was learned that Los Angeles Superior Court and municipal court judges had received copies of the resolution adopted by trustees of the association.

The resolution stated that one of the judges was "engaged as an actor", in a weekly broadcast from the stage of a Los Angeles, "sponsored and maintained by a business concern for the purpose of selling its products and otherwise promoting its business interests". The resolution quoted Canon 25 of the Canons of Judicial Ethics of the American Bar Assn, with respect to the conduct of every judge.

It further requested the judge in question to cease forthwith "using the influence of his name to promote the business interests of others", either by discontinuing entirely his participation in said radio program, or by causing the sponsor, the advertising agency, and all others in charge of said program to refrain from using his name and title of his judicial office, entirely or indirectly, in any way or manner.

Although names were not mentioned, it is generally understood that the resolution referred to Municipal Judge Leroy Dawson, who for some months has participated in the weekly PDQ Quiz Court, sponsored by KTLA, Los Angeles, by Petrol Corp., that city (gasoline), and originated from Paramount Theatre stage in downtown Los Angeles. The program deals to a large extent with traffic questions, and Judge Dawson, following each broadcast, is reported to donate to charity a check for his services.

Food Firm's War Clause

GENERAL FOODS Corp., New York, on July 2, renewed Kate Smith's contract on a non-cancellable basis until Jan. 1, 1945, for her CBS programs, the Friday evening variety hour and her five times weekly daytime series. The new contract, which provides for suspension in case the United States goes to war, supersedes her present one, scheduled to expire Jan. 1, 1942. The variety hour is off CBS for the summer to return in September, while the noonday series is presented from Miss Smith's summer home at Lake Placid. Young & Rubicam, New York, handles the account.

Union Oil Change

UNION OIL Co., Los Angeles, sponsoring Street and Opera on NBC's Pacific Red networks, Monday, 7:30-8 p.m. (PST), has replaced the series with a new type of program titled Where & When. New series features Mahlon Merrick's orchestra and chorus, with guest artists, in a popular musical of the past. Knox Manning is narrator, Joe Parker, announcer. Bill Lawrence is producer, with Lord & Thomas, Los Angeles, servicing the account.

NEW subscribers to International News Service are WLLH, Lowell, Mass.; WFTM, Mt. Myers, Fla.; and WFBG, Greenville, S. C.
Philco Campaign
PHILCO DISTRIBUTORS Inc., of Pennsylvania, Philadelphia (radio), has started a live spot announcement campaign on six stations in Southern New Jersey and the Philadelphia area, covering refrigerators as well as radios. Six station breaks weekly are used on WCAU, five on KYW, and 13 daily on WDAS, with spots in packages of 100 or more on WIP, WFIL, and WCMC, Camden, N. J. The campaign will be carried on indefinitely, using an undetermined number of spots. Agency is Julian G. Pollock Co., Philadelphia.

Wrigley Spots
WM WRIGLEY JR. Co., Chicago, on July 11 started a 52-week campaign of daily one-minute transcribed announcements on 15 stations in the New York City area for Spearmint gum. A total of 600 announcements weekly are being used. Stations being used are WMNY, WENY, WHN WINS, WMCA, WNEW, WWL, WNY, WKBK, WWRF, WBNX, WBWD, WBWD, WTW, WBWL, WVOY, Brooklyn; WAT and WHAM, Jersey City; WHBL, New York, Vanderbelie & Rabin, Chicago, handles the account.

Gulf Option Extended
GULF OIL Co., Pittsburgh, has had its 90-day season's Screen Actors Guild program extended to July 15, according to Young & Rubicam, New York, the agency. Heard last year on CBS, the programs bring in $10,000 weekly for the Guild, which plans to build a home for aged performers.

OUTPOST of American radio is KTOH, located at Lihue, Hawaii, on the island of Kauai, one of the Hawaiian group. The station took the air in May. Staff members are: A. A. Albyzade, director of Filipino programs; Chitoko Isonaga, continuity writer, Japanese programs; Pedro Sampayane, continuity writer, Filipino programs; Deane Stewart, station manager; Lorraine Fontaine, director of women's programs; Charles J. Fern, general manager; Clarence Ashman, production manager; Barney van Wagner, sports announcer; Robert Glenn, chief engineer; Leonora Curameng, Filipino announcer; C. J. Fern, Jr., DX programs; Scholik Hamura, who serves as the station's director of Japanese programs.

PROGRAMS OF BBC IN HEAVY DEMAND
CURRENT interest in British news programs on the war has led to arrangements with 54 stations in this country, which are carrying regular British Broadcasting Corp. news programs, aside from those carried from time to time by MBS, according to Gerald Cock, U. S. representative of BBC in New York.

Stations in increasing numbers are seeking permission from BBC to rebroadcast programs. Mr. Cock stated. Permission is granted through signing of a temporary agreement by the station provided by the New York office of BBC at 620 Fifth Ave. The agreement limits broadcasting privileges to news and talks made by leading British broadcasters and it is stipulated that such relays shall not be directly associated with advertisements or sponsorship in any form.

It is understood also, according to Mr. Cock, that in normal times all rebroadcasts of BBC programs are arranged under an agreement with BBC and the major networks in this country. The agreements with individual stations consequently are temporary and may be revoked at any time.

PHILCO Radio & Television Corp., which has announced its first public stock issue, announced July 8 that it has purchased an interest in National Union Radio Corp., Newark, tube manufacturers.

For Quick Response in the DETROIT AREA!
Alert showmanship, well planned program features and thoughtful consideration to community service—these are factors that make CKLW talked about and listened to by folks that buy! Business in the Greater Detroit area is "on the up" for Fall. Why not put CKLW's 5,000 watts of power and loyal, able-to-buy audience to work on your sales problem?

CKLW
5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

STEINMANS APPLY FOR WILKES-BARRE
WITH the Steinman brothers of Lancaster as controlling stockholders, Wilkes-Barre Broadcasting Corp., has been formed and has applied to the FCC for a new 250-watt station on 1210 kc, in WilkesBarre, Pa. They seek the facilities of WBAX, cited by the FCC last year for revocation of license because of "circumstances in re management and control of the station."

President of the concern is Andrew J. Sordoni, owner of mill, construction, hotel and telephone interests of Wilkes-Barre, who will hold 14% of the common stock. Vice-president is Clair M. McCollough, general manager of the Steinman-owned Mason-Dixon Group of stations, including WDCL and WILM, Wilmington; WGAL, Lancaster; WOR, New York; WKBK, Harrisburg; WAWA, WilkesBarre, Easton, I. Z. Buckwalter, business manager of the Steinman-owned Lancaster New Era and Intelligence-Journal, is secretary-treasurer.

John F. and J. Hale Steinman, brothers, each own 22% of the common stock of the new company and 24% of the Preferred. Owners of 14% of common stock each are Ernest G. Smith, publisher of the Wilkes-Barre Times-Leader-News, and L. J. Van Lacs, general manager of the Wilkes-Barre Record.

MRS. RUTH DEYOUNG KOHLER, a member of the well-known industrial family of Kohler, Wis., who has been named on Wendell Willkie's presidential campaign committee, is the country's vice-chairman's news program on WGN, Chicago.

NOW
Is the Time to See a John Blair Man
for the Pick of Fall and Winter Spots on WWVA
OR WRITE US DIRECT

Clearance requests already indicate a BIG season for "The Friendly Voice From Out of the Hills of West Virginia"

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials
JOHN BLAIR CO.—National Representatives

July 15, 1940 • Page 43
The WCKY Public Service Studio
only one of its kind in the enti
It's a miniature broadcasting plant on.

Complete in every detail, luxuriously appo
the huge WCKY Studio Plane attracts tremen
crowds wherever it goes. A modern studio h
been installed complete with microphones, control
room and the latest technical equipment, including
recording apparatus so that electrical transcrip-
tions can be made and played. It has the newest
short-wave transmitter aboard, enabling WCKY to th
make remote broadcasts while the studio is in with
motion as well as from stationary points. Plane

Among the luxuries are the glass-enclosed obser-
vation tower; telephone; shower bath and lavatory

destination
is the facilities; a stream-lined kitchen complete with re-world. refrigerator and stove; Pullman-type berths; deep, neels. comfortable reclining seats for eight guests; complete air-conditioning and heating; window-screens, which slide out of sight when not needed—and a comfortable top cruising speed of eighty miles an hour.

The Studio Plane will be seen at county and state fairs; it will appear in smaller cities under auspices of home-town newspapers; it will be inspected and by school and college students throughout the west; it will be used in promotion campaigns of groups and fraternal orders and the to meet trains and air-liners on which sons arrive. These people will be inter-WCKY transports them to their true luxury.
Whispering Stuff

COMETITION is fine so long as it is kept clean. Aggressive business people always contrive means to offset the other fellow's gains, fairly and lawfully. It is only when competition gets dirty that resentment properly sets in.

Such a situation may be developing for radio. There appears to be an incipient whispering campaign against radio advertising, with the war situation as the cause. In recent advertising conventions and in the public prints there has been the suggestion that radio advertisers, present and prospective, should slow down because Uncle Sam might crack down on radio. In deadly ways, the inference apparently has been spread that commercial radio may get the ax and that the money spent for time will be lost is one sweep of the governmental pen.

Such insidious stuff can be disastrous. Enough has been printed since the war emergency began to prove beyond doubt its utter falsity. It cannot be said with certainty that competing media are responsible. That would be hitting below the belt. But if the reports continue to spread, an authoritative statement from official quarters should be forthcoming with all speed.

An Advertising Boom?

THOUGH the pall of Europe's war and the uncertainty of an election period may cloud the business horizon, there are good reasons to believe the business of broadcasting will continue to go strong this year, for reasons soundly based. In addition, however, there hovers a more fundamental problem—that of the American broadcasting industry's role under the shadow of Europe's war.

A convention is only as good as the men who convene and their leadership. San Francisco, after having been promised the meeting for half-dozen years, finally made the commitment stick. There have been complaints aplenty from Eastern and Midwest broadcasters about the long haul to the Pacific Coast in these tense times, and a sloughing off of attendance from last year's record high is indicated. This would be unfortunate, because the stakes are big—bigger than ever before. Every NAB member should be on hand to take part in actions that will inevitably affect his business and his future.

It is only natural for owners to think primarily in terms of dollar problems. That's the reason, perhaps, both copyright and code have been made such deep impressions in the past. Both are on the agenda in capital letters at the San Francisco convention.

Harsh words are going to be spoken at San Francisco on copyright, and maybe on the code. They should be, for only in that way can there be a meeting of the minds. On the irresponsible vagaries of the broadcasters, the NAB may be called upon to pledge several million dollars—good dollars to reclaim for radio its musical independence after all of the plundered dollars that have been paid in tribute to a monopolistic ASCAP. Before those dollars are committed to Broadcast Music Inc., the broadcaster owes it to himself to know how, when and where it will be spent and to reassure himself that it will mean the end of dealing with an arbitrary ASCAP—when 1940 comes.

Meanwhile, practically all of the Eastern Hemisphere broadcast operations here have already cut deeply into our thinking if not our mode of living. We are arming to the teeth. Though some restraints are being placed upon industry, there comes from every official quarter the assurance of minimum disturbance to the business operations of broadcasting. But to strengthen our own industry defense against possible arbitrary action, and in a way to permit broadcasting to give to our Government the maximum of which it is capable, a meeting of the minds is necessary.

Broadcasters should learn at first hand the developments on the Washington National Defense front. They should discuss, draft and improve the legislation for the broadcasting industry, and volunteer cooperation to the 'nth degree. The industry, totally aside from the Defense Communications Board plan, should have an accredited representative or coordinator working with the major board—the National Defense Commission. All this can be done, possibly, through the impact of a united broadcasting industry meeting under one roof for the common good.

Radio is the swiftest route to 130,000,000 pairs of American ears. In these times our industry is bearing its greatest responsibility. Station operators have but to acquaint themselves with the facts and check out the answer. Place: San Francisco. Time: Aug. 4-7.

Well Deserved

HIS HOSTS of friends and associates in and out of the industry will recall with delight the selection of Niles Trammell as president of NBC. Considering ability, experience and personality, the NBC board and its chairman, David Sarnoff, could not have made a better choice. Trammell's career, ever since he left the Army in 1923, has been in radio. He has run the gamut from wireless broadcasting; he knows every phase of the art and the industry, and he has looked himself with distinction in every job he has held in the RCA family. It was a merit promotion, well deserved, and we hope and expect it will be followed by other promotions from the ranks.

Maj. Lenox R. Platt, recently retired as president, leaves the post he has occupied for 4½ years with best wishes of all who have had the good fortune to know him and to be associated with him. A man of great intellectual capacity, strong leadership qualities and distinguished military background, he succeeded in knitting together into a smoothly operating and efficient enterprise the tumultuous forces of NBC and during his tenure it grew both in prestige and profits. The new position he assumes as president of the Chicago Museum of Science and Industry is made to order for his particular talents. He is a man of many healthy hobbies, which this particular job will doubtless give him a chance to explore.

A FORTNIGHT or so hence when the NAB holds its annual convention in San Francisco, problems such as copyright, code, Commission and perhaps confusion will beset the minds of broadcasters. In addition, however, there hovers a more fundamental problem—that of the American broadcasting industry's role under the shadow of Europe's war.

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PERSONAL NOTES

ALEX ROSENMAN has been ap- pointed sales manager of WCAU, Philadelphia, effective July 1, replacing J. S. K. Hamann, who re- signed. Mr. Rosenman, formerly director of advertising and selling in New York, has been a time sales manager for the last 15 years. Robert Latchman, formerly assistant advertising manager, succeeds Mr. Rosenman in that capacity. Furthermore, assistant director in charge of sales in New York, and Joe Van Haute, in the public relations department, also replaces Mr. Rosenman in those capacities.

GENE WYATT, formerly with KITE, Kansas City, and a veteran of 10 years in broadcasting, has been named commercial manager of WBNR, Buffalo, succeeding the late Clifford Treece.

GEORGE A. (Dick) RICHARDS, president of WJR, Detroit, and WCKO, Cleveland, recently after 18 months in California, surprised the staff of the two stations with a $5 bonus over and above the annual 10% Christmas bonus.

SWAGAR SHERLEY and Charles F. Wilson, Washington attorneys on July 28 announced that Henry Reynolds, Jr., has joined the firm. He will be a member of the firm, which will continue the general practice of law under the name of Sherley, Wilson & Weaver.

CLAIR B. HULL, manager of WDZ, Tuscola, Ill., has been made an honor- ary member of the Buford County Farmers of America in recognition of his efforts in Fordland, the principles of rooting in agriculture. Award was made on a special program on WDZ.

HENRY GRENLEY, formerly of the WABC Radio station in San Francisco, has joined the commercial staff of WSAY, Savannah, Ga.

LEON CHURCHON, account executive at KJBS, San Francisco, recently resigned due to ill health.

DEANE S. LONG, program director of the former WSAL, Salisbury, Md., was named manager of the new Dixon Radio Group, Lancaster, Pa., to become assistant program director of the new WBOG, Salisbury, which is now under construc- tion, and is expected to make its debut in September.

W. A. REEVES, formerly of WSIX, Nashville, has been named director of the new WHUB, Cookeville, Tenn.

NICHOLAS PAGLIARA, former pro- gram director of WABC, Chicago, and the West Virginia Network, has been named general manager and super- visor of sales of WSW, St. Louis University station, which operates commercially under the supervision of Father W. A. Burke, S. J., faculty di- rector. He succeeds A. S. Foster.

DAVID G. TAFT, 24-year-old son of Cincinnati Times-Star owners of WFCO, Cincinnati, and brother of Hubert Taft Jr., general manager of the Times-Star station, has joined the Hearst Broadcasting department. Young Taft recently returned home from the University of California and from the University of Virginia, Mr. Traylor is the son of Capt. F. P. Traylor, Sr.

PHILIP M. TRAYNOR has joined the law offices of Andrew W. Bennett, Washington attorney and counsel for the Motion Picture Producers, and also serves on the board of the American Motion Picture Producers Association. A graduate of the University of Delaware and of the Law School at the University of Virginia, Mr. Traylor is the son of Capt. F. P. Traylor, Sr.

BURT LAMBERT, of the sales staff of MBS, New York, has resigned to join WNEW, New York. Mr. Lambert formerly was manager of the Hearst Radio and KTW, Philadelphia.

B. A. MCDONALD, formerly of WPHI, Philadelphia, on July 15 joined the sales staff of WABC, New York, succeeding Jack deRussey, recently transferred to NBC in New York.

ROBERT WHITMIRE, manager of WFBO, Greensboro, N. C., is a president and one-third shareholder in the N.C.-Ohio Company, affiliated to the FCC for a new 250-watt station on 510 kc. in Charlotte, N. C., to be known as WANC, AM and FM, a new restaurant and hardware store manager, and secre- tary to the publisher of the Greensboro, N. C., newspaper. Doucette, hardware and implement dealer, each also owning one-third stock.

We Pay Our Respects To —

JOSEPH JOHN WEED

PERHAPS it was his collegiate participation on his school’s track and tennis teams that is responsible for Joe Weed’s pioneering of sponsored sports programs in network broadcasting. That he took his athletics seriously is quickly apparent to anyone who gets a look at the Weed collection of trophies, sweaters and medals.

Curiously, Joseph John Weed, as his parents labeled him on that memorable day of April 11, 1901, is one of the few New York radio executives who can boast of New York as a birthplace. His scholastic career through New York schools, Fordham Prep and Fordham U kept him within metropolitan bor- ders most of the time, and he emerged from the university at a time when crystal detectors had not yet been displaced by audio tubes.

Barly had he doffed cap and gown when he reported to the New York American merchandising department. This was the be- ginning of an extended period of service for various Hearst newspapers, invaluable to the young college graduate in the following 15 years from which he was to emerge as a leading station rep.

His initial duties on the Ameri- can were confined to the tasks of a field man. He called upon retail stores — particularly grocers and druggists — collecting marketing data on goods advertised in his paper. This first-hand study of retai- lers’ problems in relation to the advertising of nationally known products gave him a merchandising insight especially suited for his station rep tasks of later years. His proficiency in this first job was so marked that, after three months, he was made assistant manager of the department.

Fact-finding tasks in the field of merchandising soon gave Joe the yearning to sell. Hence, five months later he was named a salesman on the New York departmental staff of the Chicago Herald-Examiner. It was during this period that he made his first calls on New York agency space buyers and formed many permanent friendships. Among them was a con- siderable radio time placements.

In 1925 he again switched, but still under the Hearst banner. He joined the staff of W. W. Gay, then New York representative of the three Hearst Pacific Coast papers—the San Francisco Examiner, the Los Angeles Examiner and the Seattle Post-Intelligencer.

He remained with the chewing gum organization for two years, leaving in 1927 to become sales manager of Max Fleishmann’s New York division. After he had been in charge of the Bullo Clock Co., New York. But advertising still held its appeal and in 1929 he joined the Paul Block organization in a sales capacity, remaining with this newspaper rep firm until 1933 when he entered radio. And it was a grand entrance too, for his initial broad- casting assignment was that of New York manager of the newly- formed New England Network, embracing five important stations—WEEI, WTIQ, WJAR, WTAG and WCSV. In 1934, his representa- tive organization for the New England chain was extended to cover the entire country and a Chicago branch office, managed by Joe’s brother Neal, was opened. Business was brisk and things were climbing high when, in 1936, the New Eng- land Network was disorganized by the leasing of its Boston outlets to CBS.

But Joe had a sales organization operating in New York and Chi- cago and, retaining the remaining New England stations as individ- ual clients, he organized Weed & Co., which today has a staff of 17 offices in New York, Chicago, Detroit and San Francisco. A total of 21 stations stretching from Maine to California and from Monta- nana to Florida, are now on the Weed clients’ roster. In addition to the U. S. list, the Weed firm manages their time schedules for Canadian stations and Joe Weed is known as an authority on Dom- inion radio.

Always alert in promoting spot broadcasting, Joe at the same time keeps abreast of all program and technical developments. He is up- to-the-minute on television and frequency modulation developments and long ago saw their commercial possibilities. And recently, he began intensive surveys of the phonograph boom and its relation to broadcasting, his viewpoint being that a broadcaster should try to keep the listener tuned-in to his station as much as possible and dis- courage the use of the turntable side of combination radio-phono- graphs by giving to air audiences the same music they are willing to pay for rather than relying on record purchases.

Joe married Ruth Pedersen in 1935 and they live in Larchmont. He is a Mason and a member of the Child’s Children’s Home Board of Directors. He is a director of the New York Athletic Club, the Wykagyl Country Club, the Friendly Sons of St. Patrick and the Courte- nay Club.

FRED L. Rove

FRED L. ROVE, sales director of WICC, Bridgeport, Conn., died in a local hospital July 6 following an attack of acute illness of six weeks, which he had had with WICC since 1929. He is sur- vived by his mother, daughter, son and three brothers.

EDWARD R. WEEKS, 72, of Binghamton, New York, National Music Dealers Assn. and head of a big local music store for which he created a daily program on WNB, the Old Stager, was killed June 30 by a lightning bolt, struck him as he stood in front of the 17th hole of the Binghamton Country Club’s golf course.

FCC APPROVAL of a book transac- tion, whereby John C. Clark, president of the cable division of the A. W. Sparkling Water Co., Binghamton, N. Y., would personally operate a radio station, WBNF in Binghamton, is sought in an application filed July 2. Mr. Clark’s agency, the American National Broadcasting Co., is authorized to operate WBNF, and he in turn is 99% owner of the agency.

BROADCASTING • Broadcast Advertising

July 15, 1940 • Page 47
NEIL REAGAN, former program manager of WOC, Davenport, Ia., and now KFWB, Hollywood, summer re- sign announcer, has been signed for a role in the Warner Bros. film, "Tugboat Annie Sails Again." His brother, Ronald Reagan, formerly WHO, Des Moines, announcer, and now a Warner Bros. contact film actor, is featured in the picture.

HORACE FEYH, production chief at WCAU, Philadelphia, is filling in for Stan Lee Hresh, program director, who left July 6 for a 30-day trip to New Orleans and the gulf coast.

HAROLD (JiE) TEAR, formerly of WOP, Bristol, Tenn., and WGBR, Goldsboro, N. C., has joined the announcing staff of WHIS, Bluefield, W. Va.

JOHN GORDON, formerly of the radio department of Ruthrauff & Ryan, New York, has joined Tom Findlay Inc., publicity organization, as head of the Chicago office.

FRED WOOD, pilot of the all-night Dawn Patrol on WIP, Philadelphia, is planning a trip to South America in late August.

JERRY GEEHAN, KMO, Tacoma, Wash., announcer, has been elected president of the Tacoma Young Men's Business Club.

WAYNE SANDERS, formerly of WPA, Wheeling, W. Va., has joined WING, Dayton, Ohio, as production manager.

MAX KARL, educational director of WOCO, Minneapolis, has been re-elected president of the Macalester Col- legiate Assn., for the third suc- cessive term.

MORT LAWRENCE, Philadelphia free-lancer, has joined the announcing staff of the WOCO's newscast.

REID KILPATRICK, KHJ, Los An- geles, announcer, has been cast in a similar role in the Warner Bros. film "City of Conquest.," now in production.

NANCY GREY COMMENT on What's New? on WTMJ, Milwaukee, Nancy Grey started in the deep depression year of 1922 to build a reputation as "America's most travel- ling commentator." To keep programs stimulating for women, she goes direct to the world's glamar centers where she interviews important people on fashion, art, music, literature, the theatre. An airline cler- cted her for distinguished service in promoting travel, as have trans- continental railroads. Mrs. Grey rec- ently went to the Far West and Mexico with recording machine, sending back articles by plane. Recently she won the annual radio pic- torial of the Milwaukee Journal as "fascinating woman commentator" for the eighth straight year.

Don's Bean

KGNC, Amarillo, Tex., has honored Don McNeill, m.c. of the Don McNeill's Breakfast Club, by naming the huge light atop the station's antenna the Don McNeill Bean. Accordin- g to reports the bean was dedicated by "shooting off a salvo of red, white, and blue shell loaded with bacon and toast," em- blematic of the Breakfast Club. The top of the new bea- con is the highest point in the Texas Panhandle.

NICK STEMLER, who has handled Atlantic Refining Co. baseball broadcasts in the Syracuse area for several years, has joined the sportscasting staff of WOLF, Syracuse.

LEO TOWNSEND, Hollywood writer, has been assigned to script the summer series of the CBS Teenage Star Theatre, sponsored by Texas Co. (petroleum products). Current summer show, which started July 3, features Frances Langford and Kenny Baker with David Broekman's orchestra.

ALFRED B. NEWKIRK, announcer of WICA, Ashtabula, Ohio, in mid-June married Margaret E. Johnson.

ED ABBOTT, formerly chief an- nouncer of WCCO, Minneapolis, and more recently on the KSL Salt Lake City, staff, is now in Hollywood.

LELAND GILLETTE, formerly ar- ranger and vocalist with the Four Notes quartet with Fibber McGee & Molly and recently with Buddy Rogers' orchestra, has joined the announcing staff of WJAF, Chicago.

Meet the LADIES

NANCY GREY

COMMENT ON What's New?

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NANCY GREY

COMMENT ON What's New?

On WTMJ, Milwaukee, Nancy Grey started in the deep depression year of 1922 to build a reputation as "America's most traveling commentator." To keep programs stimulating for women, she goes direct to the world's glamorous centers where she interviews important people on fashion, art, music, literature, the theatre. An airline pilot dedicated her for distinguished service in promoting travel, as have transcontinental railroads. Mrs. Grey recently went to the Far West and Mexico with recording machine, sending back articles by plane. Recently she won the annual radio picture of the Milwaukee Journal as "fascinating woman commentator" for the eighth straight year.

Don's Bean

KGNC, Amarillo, Tex., has honored Don McNeill, m.c. of the Don McNeill's Breakfast Club, by naming the huge light atop the station's antenna the Don McNeill Bean. According to reports the bean was dedicated by "shooting off a salvo of red, white, and blue shell loaded with bacon and toast," emblematic of the Breakfast Club. The top of the new beacon is the highest point in the Texas Panhandle.

NICK STEMLER, who has handled Atlantic Refining Co. baseball broadcasts in the Syracuse area for several years, has joined the sportscasting staff of WOLF, Syracuse.

LEO TOWNSEND, Hollywood writer, has been assigned to script the summer series of the CBS Teenage Star Theatre, sponsored by Texas Co. (petroleum products). Current summer show, which started July 3, features Frances Langford and Kenny Baker with David Broekman's orchestra.

ALFRED B. NEWKIRK, announcer of WICA, Ashtabula, Ohio, in mid-June married Margaret E. Johnson.

ED ABBOTT, formerly chief announcer of WCCO, Minneapolis, and more recently on the KSL Salt Lake City, staff, is now in Hollywood.

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Serving Canada

Radio figures in Canada are taking an active part in the Dominion's war program. Among those on active duty are: Cpt. C. W. Gilchrist, CBC regional press director, commanding 3d Fortress Company RCASC; Lieut. Hamilton Z. Palmer, CBC traffic, in artillery; Capt. B. E. Robinson, CBC program, in service corps; Lieut. W. E. Briggs, CBC announcer, commanding mine sweeper; Eric McMurtrie and Phillip Booth, CBC operators, in air force and navy, respectively; Chaplin M. C. Davies, CKLW, Windsor, air force; Douglas Aitcheson, CKLW, Windsor, engineer, due to be called shortly as he holds captaincy in non-active militia.

Larry Gentle, of the CKLW, Windsor, production staff, on June 29 married Betty Sparks, of CKLW's Detroit office.

Thomas Buying KCFW

Full ownership of KCFW, Kearney, Neb., is sought by Lloyd C. Thomas in an application for transfer of ownership filed with the FCC July 8. Mr. Thomas, onetime NBC executive in New York and later general manager and part owner of WRKO, Rockford, Ill., is now general manager of the Kearney station and owns 286 shares of its stock. He proposes to acquire for $6,500 the remaining 286 shares held by Kenneth Dryden, Edith McKeeman and Dora Brown. Mr. Thomas also is interested with the Hastings Tribune and others in a new local station authorized for that community and is slated to become its manager.

Blair Eubanks, sports announcer of WTAH, Norfolk, Va., has started a baseball school for mothers and children. Each Saturday morning mothers and their children are admitted to Bain Field, where Eubanks explains baseball terminology and the Norfolk Tars demonstrate finer points on the diamond.

North Central Arranges Plan to Acquire KVOX

Officers of the North Central Broadcasting System, regional network of Minnesota, Wisconsin and Dakota stations, have completed a deal for the purchase of KVOX, Moorhead, Minn., from Robert K. Herbst, department store operator. It is understood the station, which operates with 250 watts on 1310 kc., will be sold for $40,000, mostly cash but part to be paid for in time to be used by the Herbst store. Application will shortly be filed with the FCC for approval of the deal.

John W. Boler heads the North Central Broadcasting System, which on June 23 became affiliated with MBS [Broadcasting, July 1]. His backers are David C. Shepard, St. Paul banker, and Howard B. Johnson, director of the American Hoist & Derrick Co.

TRUMAN BRADLEY, Hollywood announcer, has been assigned to the NBC Woodbury Hollywood Playhouse series, sponsored by Andrew Jergens Co. (soap). He replaces Lew Crosby.

BASIC CBS

NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

ROCHESTER

BROADCASTING • Broadcast Advertising July 15, 1940 • Page 49
Morrell to Return
JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 will resume its Chats About Dogs, featuring Bob Becker, on the NBC Red network for 30 weeks. This program, off the air for the summer, was formerly heard Sundays 4:45-5 p.m. Time has not been set but day will remain the same. Henri, Hurst & McDonald, Chicago, is agency.

AUSTRALIAN radio rights to the Peter B. Kyne Cappy Ricks stories have been sold to Macquarie Network in a deal by George R. Bentel, Hollywood agent of the author, and Ralph L. Power, American representative of the network. Deal calls for dramatizations of the Cappy Ricks volume with option on the entire series of stories. Harry W. Mitchell of Los Angeles is doing the radio adaptation.

IT NEVER FAILS!

Same way—when it comes to drawing a crowd in Roanoke and in the western portion of Virginia, WDBJ is the best little digger you ever saw! On account of we're the only station within 50 miles—the only network station in Virginia within 150 miles! So we get nearly 95% attention most of the time from a listening area that accounts for more than $400,000,000 retail sales per year (CBS and U.S. Statistics). Which means: WDBJ is a "must" to insure complete coverage in and around Roanoke! How'd you like for us to do a little digging for whatever it is you want to sell?

ROANOKE, VIRGINIA

5000 Watts Day
1000 Watts Night
930 Kc.—CBS Affiliate

Owned and Operated by the TIMES • WORLD CORP.
FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

More Power!

1000 Watts until 1st. Sept.

100 Watt rate until Sept. 1

and a Bonus of Short Wave Coverage over CKFX! Reach over 100,000 radio homes by long wave and many more by short wave forever... all at current low rates until September 1st.

VANCOUVER CANADA
U. S. Representatives: WEED & CO.
JOHN MYRON, chief of the Big Town series, sponsored by the city. He will produce the weekly CBS shows, taking a leave of absence from the McGraw-Hill department.

THOMAS Freebain-Smith, CBS Hollywood announcer-producer, will take a leave of absence effective Sept. 1 to assumes the office of the radio department of Ruthrauff & Ryan, that city. He will produce the weekly CBS Big Town series, sponsored by Lever Bros., when the program is resumed after a summer layoff. Features Edward G. Robinson and Oma Munson.

Joseph T. Ainley, radio director of Aubrey, Moore & Wallace, and prior to that radio director of Leo Burnett Co., Chicago agencies, has opened the J. T. Ainley Co., production firm at 360 N. Michigan Ave., Chicago. Charles Penneman, formerly production manager of the Duol Lee Network, is associated with the new firm.

Three network shows—Story of Mary Morris (NBC Red & Blue), Stepmother, and CBS; First Nighter, which returns to CBS in September—are produced by this organization.

George Gage, formerly advertising and sales promotion manager of the Sun-Vald Kiffin Growers Assn., is to join the San Francisco office of Lord & Thomas, Aug. 1, heading the media and market research department. McCulloch Campbell, who now heads those departments, will become business manager and account executive.


McKeen & Albrittain, Philadelphia, has discontinued its Hollywood production office.

Barney McDevitt, formerly West Coast publicity director of Music Corp. of America, and Leonard K. Vanston Jr., have formed the publicity service of McDevitt & Vanston Jr. at 202 S. Hamilton Drive, Beverly Hills, Calif., specializing in radio. John Lawson and Phil Bentley are publicity writers.

Robert J. Evans, formerly of Evans & Stull, New York, has joined C. L. Miller Co., New York advertising agency, as art director.

Hillman-Szane Adv. Agency, Los Angeles, has started a monthly house organ Repeats, which is being mailed to a select list.

Jerome N. Gray and Edmund H. Rogers have organized Gray & Rogers, Philadelphia, with offices at 12 S. 12th St.

Walter Craig, radio director of Street & Finney, New York, who flew to Hollywood for a week's business trip, is to return to New York, July 10.

Herman Groth and Lester Pliecz, formerly account executives of the John H. Dohrmann Co., Chicago agency which retired from business early in July, have joined Aubrey, Moore & Wallace, same city, in similar capacities.

George Laflin Miller has left Wildrick & Miller, New York, to become general account director of Duane & Co., New York office.

Weil, New Haven, has appointed William C. Rameau Co. as national representatives.

Philip Morris on WEAF

Philip Morris & Co., New York, which has planned a test campaign for Dunhill Major cigarettes using the quiz program Name Three, formerly sponsored by the company on MBS, on July 7 started the program for 13 weeks on WEAF, New York, instead of WOR, New York, as reported in Broadcasting, July 1. Bob Hawkin again is m.c. of the series, which will be heard Sundays, 7:15-8:15 p.m., until Oct. 6, when General Foods Corp. returns to the NBC-Red network with Jack Benny. Agency for Philip Morris is in Blow Co., New York.

WFBM Announces Katz

WFBM, Indianapolis, announces that by mutual agreement it has released Virgil Reiter & Co. from its representative contract with WFBM effective July 1 to enable Mr. Reiter to return to Chicago from New York so that he may devote his entire time to representing the midwest WCAU, Philadelphia; WMCA, New York, and WIBX, Utica. WFBM also announces the appointment of the Katz Agency as its national representative.

FRANK HEADLEY, president of Hendley-Reed Co., New York, station representatives, on June 30 became the father of a six-pound baby, Frank Jr.

His Pal, the Lion

WHEN the Goodman Wonder Shows set up in Duluth recently, WEBC through a series of special pickups covered virtually everyone of the week program of the carnival. DeAltion Neher, staff announcer, gained notoriety in his own right at the motordrome show when he rode around the perpendicular wall in a small car with a lion for a companion. He tried to keep talking during the episode, even to excited shouts in the midst, and finally had to content himself with superlatives of surprise and wonderment in the ride, eventually finishing the ride and signing off the program standing up.

“BEEN BUYING ’EM 10 YEARS”

Hofheimer's Inc., fashionable shoe chain company, has used WTAR on a DAILY SCHEDULE for 10 YEARS—graphic proof that WTAR consistently pays off in sales. This rich Tidewater Virginia market is now a white spot on Nation's Business Map. Payrolls are zooming and other indices skyrocketing—with still another hundred million dollars just appropriated for even more naval activity and shipbuilding. It's a natural! Cash in on Virginia's biggest, booming market—put WTAR on your schedules.

AGENCY Appointments

EVANS FUR Co., Chicago, consistent user of local radio, to Schwimmer & Scott, Chicago. On July 8 started a 6-week schedule of six-weekly quarter-hour musical clock programs on WMAQ. Also on July 14 started 6-week schedule of quarter-hour Sunday noon time programs on WMAQ featuring Norman Rose.

ART METAL WORKS, Newark, to Cecil & Fresney, New York, for Rimon Electro. No media plans yet formulated.

MUDLAIV Group Inc., Kramer, Ind. (health resort), to Goodkind, Jones & Morgan, Chicago. Radio will be included.

SY-VO Corp., Philadelphia (fod), to Earle A. Buckley Organization, Philadelphia.

SUPREME BAKING CO., Los Angeles (Town Talk bread), to Olan Adv. Co., St. Louis.

GLO-LO Co., Los Angeles (cosmetics), to Butcher, Davis & Staff, San Francisco.

BOWES SEALFIST Corp., Indianapolis (cater), to C. J. Fettiger Co., Indianapolis.

 Merchandising & Promotion

American Plug—For Picnic Lovers—Downtown Tent Tags—Programs for Sale

Minnesota Milk

PUSHING the State’s "Dairy Month" in cooperation with newspapers, 11 Minnesota stations carried gratis quarter-hour shows during June. Dairies, farmers and milkwagon drivers’ unions participated in the drive. The Milk Foundation of Minnesota, featured Amanda Snow in a special series on WTCN, Minneapolis, with recordings of each show shipped to 11 other stations—KATE, ALBERT LEEA; KDAL: Duluth; RFCM, St. Cloud; KGDE, Fergus Falls; KROC, Rochester; KVOX, Moorhead; KYSM, Mankato; KWN0, Winona; WHLB, Virginia; WLB, Minneapolis; W M F G, Hibbing; WCCO, KSTP, WDGY, and WMIN in the Twin Cities, which did not carry the Amanda Snow broadcasts, present commercials lifted from the show. Milk drivers’ unions participated in paying records costs for the 200 discs used. The promotion was handled by McCord Co., Minneapolis advertising agency, under direction of W. E. Thompson, executive secretary of The Milk Foundation.

Picnics and Markets

TYING in with the sponsor’s theme, "The first step to health—Sunshine", Bread commercials are localized by plugging specific picnic spots and locations of bread commercials, according to a new summer policy announced by Campbell-Miller Bakers, which handles the Tasteyake Bread account. Information is gathered in cooperation with the chambers of commerce and tourist bureaus of 25 different cities where the product is advertised.

Esso Reports

WHILE Standard Oil Co. executives recently conventioned at Ocean Forest Hotel in South Carolina, WIS, Columbia, kept them posted on the latest domestic news by wiring them daily the 6:30 p.m. Esso Reporter newscast. The news was posted in the hotel lobby on a large bulletin board supplied by the station.

Youngstown Tags

STAFF members of WKBN, Youngstown, O., are sporting novelty promotion license plates on their autos. Closely resembling ordinary license tags, the plates have a white background and black letters—"WKBN" in large letters across the plate, with "CBS" and "$70 kc. vertically at either end.

DURING the Red Cross fund drive for refugees, WCKY, Cincinnati, set up this Red Cross tent in downtown Cincinnati and offer its service to the campaign committee. By City Council permission the station erected and WCKY’s publicity department devised a blow-up display of war refugee pictures. Milk workers at the tent and manning the contributions booth, were a Red Cross worker on duty daily. From the tent WCKY originated 15-quarter-hour daily programs, with speakers including civic officials and business and professional leaders. Carrying the patriotic theme further, WCKY is distributing 100,000 American Flag lapel buttons, sent free to listeners upon request, opens and interposes its broadcast day with patriotic music, and displays flags in every office and studio.

Oklahoma Light

CARRYING out the station’s red- and white-color scheme, KOMA, Oklahoma City, has started distributing "Approaches to listeners and studio visitors.

Brochures

WLOL, Minneapolis—Four-page file-folder, WLOL News, featuring stories and photos of executives, staff and equipment of the new station.

KMOX, St. Louis—Mail-folder reprint of article in Missouri Grocer outlining KMOX’s cooperation with the St. Louis delegation to the annual National Retail Grocers Assn. in New York.

KDIO, Sedalia, Mo.—10-page pictorial booklet incorporating corporate history and market data with plant and studio description.

WT5, Chicago—File-size folder with insert describing pulling power of summer advertising titled, "Like the Old Smokey, U.S.S., Too, Is a Summertime Success!"

KDRA, Pittsburgh—Folder “One Time Offer,” showing coverage.

WINS, Columbus, O.—Plastic-bound brochure reprinting letters from local stores giving results of individual listening surveys conducted among their customers by each firm.

KFRB, Wichita, Kan.—Jumbo piecfolder promoting Dinner Bell Time feature.

NAB—NAB Bureau of Advertising brochure covering the light and power industry.

Sure of His Pay

NOVEL contract is that of Cheesequake Co., New York (vaseline products), with Jean Hersholt for continuation of his dramatic program, Dr. Christian, on 61 CBS stations. Wed., 8:30-8:55 p.m. (EDT), with repeat, 7:30-7:55 p.m. (PST). Contract, it is reported, extends the kickoff against any eventuality that may cause suspension of the sponsorship. In event the program is dropped for any reason, including war, the sponsor is contractually obligated to pay Hersholt $4,000 per week for every 15 weeks the show is not broadcast, through to expiration date in January, 1942. It is said. Agency in McCann-Erickson, New York.

Plugs for Programs

WTAG, Worcester, Mass., on July 16 started a 10-week direct-mail campaign in support of WTAG programs. Each week a printed sheet describes an available program and quotes rates. A file folder carrying out the theme is supplied.

Quiz of Kiddies

Adult-Level Quizzes Used by Alka-Seltzer

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer’s), is broadcasting a new radio spot in the West. Alka-Seltzer is summer substitute for Alcle Templeton show. New program which was launched is a half-hour show, at new time Friday nights, 9:30-10 p.m. (CDST).

Every week five school children under 16 with high IQ’s are queried by Joe Kelly, who also doubles as announcer for Alka-Seltzer’s NBC network. Questions submitted are frowned upon by listeners. Zenith Universal portable radio sets are awarded to listeners who are selected. Questions are on average adult level. Three winning youngsters are given $150 each at Savings Bond. Other two contestants receive consolation prizes of $50 each. Contest is planned to continue on subsequent programs and are eliminated from further shows only if they’re not among three winners. It is planned to give youngster who *stays on* the most weeks a grand prize. A prominent educator discusses his or her experiences with participating children on each program.

L. S. Sidwell, contributing editor *of Time Magazine*, and editorial assistant on *Life*, edits the questionnaires. Frank Pearson, Chicago NBC announcer, handles commercials, while Edward Simmons, of Wade Ad Agency, Chicago agency handling the spot, produces the show. Kiddies Quiz, was concocted by Louis G. Cowan Co., Chicago programmer firm, and was sold by James Parls, radio director of General Amusement Corp., Chicago.

More than 8000 questions were received following the first broadcast. The program is an outgrowth of an idea from James Parls, head of a Chicago publicity relations firm bearing the same name and co-owner of the Musico program.
When a gubernatorial candidate votes . . .

As a former Congressman and currently Democratic candidate for Governor of his home state of Nebraska, Terry Carpenter knows his way around in winning friends and influencing people. It was only natural that when he came to Colorado with Terry’s Gasoline and Motor Oil, he turned the job of vote-getting over to KLZ. KLZ showed him the way to build up more than a 2,000,000-gallon volume the first year . . . the way to make an off-the-beaten-path service station one of the world’s largest retail gasoline outlets . . . the way to make a lasting impression on Colorado, Wyoming and western Nebraska.

Terry Carpenter, Inc.
Refinery and General Office
Scottsbluff, Nebraska
June 12, 1960

Radio Station KLZ
Cherry Avenue, Denver, Colorado

Gentlemen:

It is a pleasure to send you beneath our personal contract for our second consecutive year of broadcasting all programs for our weekly 1112.

You will recall that until we started on KLZ a year ago we had no Colorado outlets whatsoever. In the short period that we have been associated with KLZ, we have opened five service stations in Colorado, namely in Denver (Denver), Fort Collins, Colorado Springs, Sterling and Burlington. Our Denver station, from the standpoint of gallons, is not one of the world’s largest retail filling stations, having sold in the last year over two million gallons last year.

Allow our proposal, then, our advertising amount, Bob Dave, Inc., for itself. We want to express our sincere appreciation for the fine cooperation and promotional advertising support we are receiving from you. A great part of the credit for our retail gasoline success is entirely due to KLZ. We feel very fortunate that you have been able to supply us with the complete radio and newspaper advertising medium to have our product so specifically and effectively presented to cover all Colorado, Wyoming and western Nebraska.

We are anticipating another year of happy and profitable associations with KLZ.

Cardially,

Terry Carpenter

TERRY CARPENTER
CANDIDATE FOR GOVERNOR OF NEBRASKA

The same homespun philosophy of friendliness and the same sincere desire to serve that have carried Terry Carpenter to a seat in the United States Congress have aided him in building up in Denver one of the world’s largest retail gasoline service stations.

he puts his stamp opposite KLZ
NOW! WHILE VACATIONISTS ADD $15,000,000 TO SOUTHERN COLORADO'S PURCHASING POWER

YOU CAN ADD

at $50 PER HOUR

Penetration...coverage from within the rich Colorado Springs and Southern Colorado market...is now available to CBS advertisers using the Mountain Group at the unprecedented low cost of $50 per evening hour less discounts earned.

Daytime rates are even lower! For details of this amazing buy, ask CBS or The Katz Agency, Inc.

KVOR - COLORADO SPRINGS

CBS Station for Southern Colorado

THE OKLAHOMA PUBLISHING CO. * THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN * WKY, OKLAHOMA CITY * KLZ, DENVER

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BROADCASTING • Broadcast Advertising
NEW form of weekly radio listing has been adopted by the Washington Sunday Star. Occupying two full pages, including advertising, the sheet folds into a 16-page booklet. Simple folding and cutting instructions are provided. Charging premium rates, the Star easily sold out available space. Designer of the listing was Gene P. Walter's Lewis Agency, Washington. It is available to one newspaper in any community, the charge being based on lineage.

Weather Chat
WILLIAM ADAMS, farm reporter for KSFO, San Francisco, and Tom Read, of the U. S. Weather Bureau, have been known each other for 20 years. They served in the same outfit in the World War. Now, after two decades, they talk over the telephone each morning before Adams goes on the air-about all things, the weather.

Nitrate Campaign
CHILEAN NITRATES SALES Corp., New York, again this year is planning a series of weekly half-hour transcribed programs featuring Uncle Natchel to start late this fall on about 20 Southern stations. Transcribed by Transamerican Broadcasting & Television Corp., the programs include songs by Uncle Natchel and dramatizations of Southern historical events. No further details on the campaign for natural Chilean nitrate have been decided, according to O'Dea, Sheldon & Canaday, New York, the agency.

Fair Honors Wallace
TOM WALTON, executive vice-president of the Russell M. Reed Co., Chicago agency, known as Uncle Walter, on the Uncle Walter's Doghouse program sponsored by Brown & Williamson for Sir Walter Raleigh Smoking Tobacco, on July 7 was honored when the New York World's Fair named the day after his program. He appeared at special ceremonies at the Fair.

INDUSTRY SPEAKERS ON SCHOOL AGENDA

PRACTICAL radio speakers will highlight the annual Radio Workshop conducted by the Radio Council of the Chicago Board of Education in cooperation with the Chicago Teachers College which opened on July 1 and will continue for six weeks until Aug. 9. Guest speakers include representatives from stations, agencies specializing in radio, heads of radio departments of universities and writers for radio publications. Regular classroom courses are conducted by members of the Radio Council, headed by Harold W. Kent. They include work on surveys, production, continuity writing and speech before a microphone.

Guest speakers from the radio fields include: Ken Bennett, continuity editor of NBC, Chicago; Judith Waller, educational director of NBC, Chicago; Al Hollender, publicity director of WJJD; Myrtie Stahl, educational director of WGN; Arnold Hartley, program director of WGES; Wynn Wright, producer of NBC, Chicago; Lavinia Schwartz, educational director of CBS, Chicago; Malcolm Clair, story teller of WENR; Jack O'Dell, newscaster of WJFL; Harriette Connors, educational director of WLS; Margaret Wiley, timebuyer of J. Walter Thompson, Chicago; I. Keith Tyler, director of broadcasting, Ohio State U; Sherman Dryer, radio director of Chicago U; Donna Reade, radio actress; Allen Miller, director of the UBC (University Broadcasting Council); Don Foster, radio editor of the Chicago Daily Times; Edward Codel, Midwest manager of Broadcasting Gramophone Co., educational editor of Radio Guide; George Jennings, radio council of Chicago Public Schools; W. L. Kent, director of the Radio Council.

A talk on FM is scheduled for Aug. 1 but as yet no speaker has been selected.

Courses and talks are held at the Radio Council headquarters, 225 N. La Salle St, Chicago, and are open to teachers of public and high schools and universities throughout the United States.

Contempt Plea Denied
LOS ANGELES District Court of Appeal refused without comment on July 7 a petition filed by David E. Hume, Eagle Pass, Tex., attorney, and Phillip Tapper, publisher, to set aside contempt charge sentences imposed upon them in Superior Court. They had sought to carry into Federal Court a suit against the California State Attorney General to prevent his interfering with broadcasting of racing news over XELO, Tia Juana, Mex. (BROADCASTING, July 11). Hume and Tapper claimed they "could not get a fair hearing in the Superior Courts of California," Superior Judge Emmett H. Wilson, of Los Angeles, had fined Hume $1,000 and Tapper $500 for contempt. Hume appeared in the Los Angeles court as counsel for Piersons Negroes Broadcasting Co. operating XELO. Tapper is said to beassociate publisher of a Klamath paper", which has a tie-up with XELO in the broadcasting of racing news.

On排除

Hot Dates in History
- One straight year of Hot Dates in History over WMC-15 separate quarter-hour broadcasts, Mondays, Wednesdays and Fridays.
- Linda's First Love-20 solid years of Linda's First Love over WMC-35 separate quarter-hour broadcasts, Mondays through Thursdays.
- Contempt Plea Denied-
- Two consecutive years of the Editor's Daughter over WMC-350 separate quarter-hour broadcasts, Mondays through Fridays.

KROGER NOW IN ITS 5TH CONSECUTIVE YEAR ON WMC

An amazing record of consistent results has been rolled up by the Kroger Grocery & Baking Company, through the Ralph H. Jones Adv. Agency, over WMC. Since 1935, more than 1500 national spot programs have been broadcast in WMC, 395,540 radio homes, telling the merits of Kroger's Hot Dated Coffee and Kroger's Clock Bread (since 1938).

The results speak for themselves in the continuation of this vast schedule for 1940.

The above programs are in addition to "The House of a Thousand Eyes" and "The Wise Crackers," two separate Kroger programs run over WMC during 1935-36.

The South's Greatest Newspaper

THE COMMERCIAL APPEAL

 Owned and operated by

THE BRANHAM CO.

National Representative:

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS

KARK—LITTLE ROCK

KWWK-KTBS—SHREVEPORT

WSMB—NEW ORLEANS

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BROADCASTING • Broadcast Advertising
**Studio Notes**

KSTP, St. Paul, on July 1 entertained local merchantable at a smorgasbord dinner in the Minneapolis station, marking the initial Burns & Allen broadcast for their new sponsor, George A. Hennel & Co., Austin, Minn. (Spam). The network program was preceded by a three-minute local buildup welcoming the comedy team to KSTP and NBC-Red and congratulating the Minneapolis industry for sponsoring the well-known team.

KMPR, Beverly Hills, Calif., following a custom established several years ago, is broadcasting the twice-weekly 1940 series of Hollywood Row morning hearth concerts, Howard Rhymes, station announcer, presents notes on the programs to be heard during the season. Series of 11 broadcasts continues through Aug. 26.

WITH the presentation July 9 of "Kansas City," by Miranda Ains, on KGVO, Missoula, Mont., the Script Library, division of Radio Events, Inc., New York, celebrated the 200,000th broadcast of its scripts. First broadcast of a script represented by the library was made June 22, 1932, on the Yankee Network, with the presentation of the "Nortown" series by Georgia Buckus, who had just resigned as dramatic director of CBS. At present 123 authors are represented by the Library, with royalty fees ranging from $10 to $200 per program, or 60% of the original to the $1 paid by stations for six Crime Quiz spots per week.

WOV, New York, has arranged with Dr. Franklin King, director of the Citizenship Educational Service, to present a series of weekly programs to vitalize the ideals of American democracy. The broadcasts are conducted by P. Gordon with WOV's foreign language department translates the scripts into Italian for repeat programs.

TIME sales of WQXR, New York, during the first six months of 1940 were 44% above the preceding six months, July to December 1939, according to Elliot M. Ranger, general manager. The first half of 1940 produced an increase of 114% in sales over the corresponding period last year.

HAL BURDICK, author of the NBC network features, Night Editor and Dr. Kate, will produce and direct the Booking Club's famous "Low Jinks," a comedy production, which will be presented July 27 at Bohemian Grove, 76 miles north of San Francisco, Cnr. Paul-House of the WORKO production staff, will play the role in a more serious production to be presented at Bohemian Grove Aug. 3. Charles Runyan, KPO-KGO announcer, has written the music for a Family Club "Flight" which will be staged at the club on July 31 on the San Francisco peninsula.

LAWRENCE WITTE of the radio publicity department of N. W. Azer & Son., New York, and author of the syndicated column "Static," on July 4 started a weekly quarter-hour Radio Spotlight program on WNY, New York, during which he gives news of radio personalities and programs. Mr. Witte, formerly a copywriter on KXW, Philadelphia, WDEL, Wilmington, and the former WPG, Atlantic City.

NEW RECORD in remote broadcasts for WOR, Newark, was set July 26 when the tower rolled up a total of 22 under the direction of James MacPherson, WOR's engineer, field director, and supervisor of the WOR engineering department. Fifteen engineers traveled over 750 miles in New York and New Jersey, using 30 field amplifier sets to cover every inch of the radio territory. Among them were a new station's field equipment, including baseball in Brooklyn, and the dedication of a new section of New York's Belt Parkway.

WTRY, Troy, N. Y., increasing its service to farm area listeners, recently added two weekly quarter-hour appearances by County Agents Herbert Davis and Clarence Johnson to its agricultural program schedule. Elton Hanks, of the Rensselaer County Bureau, also conducts a weekly farm series, supplementing the station's daily farm programs, which included regional market reports and other features.

WKY, Oklahoma City, featuring Southerno Western Serenade, for NBC-Radio since October, 1939, has expanded the program to a local series and shifted its hours from Thursdays to Sundays, 12-12:30 p.m. (CST). The program, featuring Lee Norton as Pancho and his Cabaleros, has been one of two weekly network programs regularly originating at WKY.

AS JOHN MacKINNON, announcer of WJTV, walks this week, he is looking for a storm insurance announcement at 12:27 p.m. on a recent day, a bolt of lightning struck the transmitter tower and put the station off the air a half hour. The tower was insured.

**They Didn't Do Right By Our Nell (Ky.)!**

WHEN they passed out purchasing power, they didn't do right by Nell (Ky.)! . . . Because Nell and many other tiny Kentucky towns haven't a big share of buying ability, WAVE concentrates on the lucrative Louisville Trading Area. Home and market for 1,070,918 buyers, this area makes over 67% of all purchases in Kentucky! . . . You may be surprised to learn how reasonably WAVE, the only N. B. C. affiliate in the territory, can give your sales story to this large group of buyers. Write for the complete dope, today.

**Louisville's Wave**

Incorporated

1000 WATTS • • 940 K.-C. • • N.-B.-C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Page 56 • July 15, 1940

**Broadcasting • Broadcast Advertising**

**Eating Crow**

WAVE, Philadelphia, recently took a 10-year lease on the 21st and 22nd floors at 1328 Walnut St., where it will construct new offices and studio facilities. Although no architect has been selected, all the calls for all business offices on the 21st floor, connecting with a private staircase to the 22nd floor, will contain the main lobby, studios, auditorium rooms and executive offices, air-conditioned throughout. Entirely new equipment, probably RCA, will be installed in the new studio and will be licensed to George Simon, WPEN general manager. The transmitter will remain at its present site at 72d and Race Sts. Provisions are to be made in the new setup for both FM and television.

KCMO, Kansas City, recently increased the time of eight daily newscasts from five to 10 minutes to give additional coverage. With 17 hourly newscasts daily, KCMO is devoting a total of 4 hours 20 minutes of its 18-hour schedule to news.

WAC, Nashville, has added a new station originating its Old Diet Dobber feature as a weekly CBS coast-to-coast transmission. The network pickup resulted after a census by the station indicated regular listeners of the program in more than 10 towns in Tennessee, Kentucky and Alabama.

IN AN exhibit of 50 radio advertisers, under auspices of the Tacoma Advertiser & Sales Club, the Weideli & Goldberg spot announcement campaign for the best campaign of spot announcements by a retail advertiser. Brown & Haley, candy manufacturers, won first place for the best campaign of spot announcements by a general advertiser.

**Flubs to Aid Red Cross**

KLZ, Denver, and its employees donated $172.10 to the Red Cross recently on the weekly Bower's Court of the station. For several years KLZ announcers and program department have made weekly drives on the air to be tried for mistakes they have made. If judged guilty, they pay five cents fine. Since the program started $46.30 has been collected. This amount, along with $24 from KLZ employees, $100 from the station management, and $500 invested in "Red Cross Night," made up the contribution. On "Red Cross Night" each announcer paid a double fine, whether found guilty or innocent.
WHEN American Airlines recently inaugurated regular airline service to the city, the local Kister Chevrolet Co. bought all available station breaks on WBLK, Clarksburgh, W. Va., to congratulate the airline and chamber of commerce. WBLK carried the inaugural ceremonies from Hagerstown, Md., County Airport, feeding the program to the West Virginia network stations.

May's Cut of Pittsburgh has issued orders to discontinue an advertising campaign from the city, was July 20.

AS A PRELUDE to the All-Star baseball game in St. Louis July 9, radio, press and major league managers were guests at a stag party given by Charlie Grimm, sportscaster of WHBAM, Chicago, on his Char-Li-Gen farm near Robertsville, Mo.

KGGY, Missoula, Mont., has started a new series of Greater Missoula programs providing benefits to charities within the corporate limits of the city. The feature is designed to bring into the city some 5,000 residents now living just outside the city limits.

WLV, Cincinnati, on July 20 will open a craft show in the Crosley Bldg. at the New York World's Fair where the handiwork of shut-in members of the W.L.W. Club will be seen throughout the summer. The entire sale price for each article will be forwarded to its maker, with WLV paying salaried hours of attendants and other expenses of the project. Inauguration of the new service will be marked by a special direct-wire party from the World's Fair studios of WLV on July 20, conducted by Minabelle Abbott, postmistress of the organization. Joseph Ries, supervisor of the Crosley Bldg., will be in charge of the shop.

F.T.C. Complaints

IN A COMPLAINT announced July 12 by the Federal Trade Commission, Zenith Radio Corp., Chicago, was charged with misleading representations in advertising Zenith radio receivers. The F.T.C. also has issued orders to discontinue alleged false advertising claims by May's Cut Rate Drug Co., Clarksburgh and Charleston, W. Va., and Pittsburgh Cut Rate Drug Co., McKeesport, Pa., for certain Mayo proprietary products; Murine Co., Chicago, for Murine eye preparation; Monticello Drug Co., Jacks- onville, Fla., cold and coughing treatment; Mayos Products Co., Chicago, Mayo proprietary; Johns-Manville Corp. and Johns-Manville Sales Corp., New York, Rock Cork. On July 6 the F.T.C. announced a stipulation entered into by of state in the sale of soap products.

RIDING was one of the sports at an outing staged by Phil Evans, director of the farm service of KMBC, Kansas City, at his farm, with 75 KMBC employees attending. Sam Bennett (foreman), sales director, demonstrated his riding skill to Karl Koepke, vice-president and managing director, digging in his Texas boots to stage a fast takeoff. The takeoff was sudden, and so was the unexpected stop, after which the two executives switched to less violent pastimes.

WJJD Changes Home

RALPH L. ATLAST, president of WJJD, has announced that the Chicago station will move about Oct. 1 from its present site at 201 N. Wells St., to the Carbide & Carbon Bldg., 239 N. Michigan Ave. Plans call for more than 7,000 square feet of studio and office space with wood-paneled executive offices and a blue-and-gray color scheme. Johns-Manville is designing and building the new studios, with specially equipped recording devices. The latest in hi-fi equipment is acquired. Four studios will be built, announcers and musicians will have private lounges. Sales offices for the radio station, WJDX, Gary, Ind., in which Mr. Atlass has an ownership interest, will be located in the new quarters.

CBS Golf Tournament

FRANK KIZIS, secretary to William S. Paley, CBS president, was low net winner with a score of 93-23-72 for the first 18 holes in the annual CBS golf tournament, held recently at the Englewoods Club, Roslyn, N. Y. Kizis gained second leg on the trophy donated by Larry W. Loveman, CBS vice-president. Andra Brusch, CBS announcer, was low gross with a score of 84, while Al Hinker, program producer, won the 95-mile handicap over a 76. Dell Peters of Columbia Artists' Bureau was low net for the second 18 holes with a 72, and A. B. Chamberlain, chief engineer, won a special driving prize. Jim Middelscoot, engineer, won the booby prize with a 149.

THE VOICE OF MISSISSIPPI

JACKSON SETS THE PACE

Only 2 of 147 trading areas show a higher percentage above normal business activity than Jackson—Whose Business, June, 1940.

Jackson continues to be one of the Sales High Spots of the country—Forbes Magazine, June 15, 1940.

Invest your advertising dollars with WJDX, dominant radio station in the growing Mississippi market.

AL SARLI

- His Piano
- His Orchestra

FEATURED ON ST. LOUIS KWK FOR TEN YEARS
Grocers, Druggists Prefer Radio

(Continued from page 22)

McGe & Molly (Johnson's Wax), 61.6%; Fred Allen (Ipapa, Sal Hewitt), 48.4%; or, "Mr. Dooley's" (Tums), Prof. Quiz (Teel), Kay Kyser (Lucky Strikes), 45.2%; Burns & Allen, 44.4%; Mulligan, 40.5%; Honey & Almond Cream, 41.9%.

Indicated was a tendency for all who listened regularly to any program to listen to a number of programs. The largest number of programs was checked by druggists operating stores of medium size and income. Many operating very large or very small stores were unable to name any program as listened to consistently.

Among the 70 grocers interviewed 16 had radio sets in their stores, but only 11% used them deliberately to bring in programs advertising products sold in the store, the survey indicated. Ratings of types of programs for advertising products to be purchased by men and by women followed the same pattern as ratings made by the druggists. Sports programs were rated highest, appearing among 46%; comedians, 41.5%; news, 39.7%; quiz programs, 27%; popular dramatic radio, 25.9%. Daytime serials led in appeal for women, with 61.6%, followed by evening dramatic series, 39.9%; popular or the choristas, 32.1%; quiz programs, 25.8%.

The grocers, in checking programs they listened to regularly, rated comedians at the top of the list. Benny's Jello program was listed as heard regularly by 61.5%; Chase & Sanborn Hour, 60%; Kraft Music Hall, 56.6%; We, the People, 55%; Green Pastures, 54.9%. The next five programs, all named by 22 to 26% of those replying, included Wheaties, baseball broadcasts and four evening dramatic programs—Campbell Playhouse, One Man's Family, Lux Radio Theatre and Big Town.

Products and Media

Both druggists and grocers were asked two questions concerning the relative effectiveness of various media for national brand advertising. First, they were asked what medium they considered most effective in bringing sales of certain products—cosmetics and shortening, where the selection would be made entirely by women, supplies and pipe tobacco, where it would be made entirely by men; proprietary medicine, where both men and women would have to be reached by advertising for greatest effectiveness. Radio advertising was considered most effective for all six types of products.

Comparative Index: newspaper ratings made by the druggists on the specific products aggregated:

Cosmetics—radio 84.1%, magazine 63.8%, newspaper 26.4%, shaving supplies—64.1%, 21.5%, 10.2%; medicines—69.7%, 22.4%, 7.9%.

Cosmetic ratings totaled: Shortening—radio 62.3%, magazine 5.7%, newspaper 26.4%; pipe tobacco—58.4%, 15.5%, 10.6%; coffee—61.6%, 6.6%, 28.9%; breakfast foods—76%, 4.3%, 5.5%.

To test dealer opinion as to relative effectiveness of different media for national advertising, the druggists and grocers were asked to name the campaign, conducted during the last 12 months on behalf of any product sold by the dealer, which each considered most effective in stimulating sales in his store. Both druggists and grocers named radio as the medium used in such campaigns, far more frequently than any other medium. Druggists listed most frequently the campaigns on behalf of Fitch's Hair Tonic, Tums, Sal Hepatica, Carter's Little Liver Pills, and Gillette razor blades, in all of which radio was either the only or the major medium used. Grocers listed most frequently campaigns on behalf of Procter & Gamble products, both generally and for specific products, and Wheaties, where radio was used as the primary agency. Grocers also stressed the value of gift offers or contests in connection with radio campaigns.

The survey indicated that, on the whole, rejection toward advertising of brands by national advertisers and jobbers was definitely favorable. Dealers stated in particular that radio advertising fixes the brand name in the consumer's mind and causes demand for that particular brand, in greater degree than any other medium in printed media.

Identifying Products

The product identification study conducted by Miss Martin was based on interviews with 200 housewives and questionnaires issued by 50 additional Kansasa housewives. The questionnaire—and the interviews conducted with a list of radio programs, all advertising products used by housewives. Each subject was asked to check the products to which she tries to listen regularly, attempt to identify the product advertised on each of the programs, and to signify whether she actually uses the advertised product on each program heard regularly.

Programs for which the greatest listener appeal was registered, as indicated by the percentage of housewives who try to listen to them regularly, included: Chase & Sanborn Hour, 70%; Jack Benny, 70%; Hit Parade, 50.8%; Fibber McGee & Molly, 50.8%; Kraft Music Hall, 50.6%; Burns & Allen, 42%; Bob Hope, 32.4%; Band Wagon, We, the People, 36.8%; Waylen King, 36%.

Effective programs, from the standpoint of the identification of regular listeners able to identify the products advertised include: Ma Perkins and National Barn Dance, 100%; Johnny Prest, 97%; Fibber McGee & Molly, 96.9%; Big Sister, 96.5%; Myrt & Marge, 93.7%; Hilltop House, Pepper Young's Family, 93%; Kraft Music Hall, 93%; Jack Benny, 89.7%. As a basis of comparison, the average program showed 72.4% of its listeners able to identify the product advertised.

As the 250 women interviewed, only 40.6% indicated they used products advertised on the programs to which they listen regularly. With "use of product" as the basis of comparison, included: Fibber McGee & Molly, 70%; Kraft Music Hall, 77%; Irene Rich, 72%; By Kathleen Norris, 71.5%; Jack Benny, 60.1%; Danny Ross, 60.5%; Andy Jenney's Stories, 66%; American Album of Familiar Music, 58.5%; Myrt & Marge, 57%; Sade, 57%; Ma Perkins, 56.1%.

Types of Programs

The leading eight programs from the standpoint of proportion of all 250 housewives contacted, who listen to the program and also use the product, were: Jack Benny, 40.8%; Fibber McGee & Molly, 39.6%; Kraft Music Hall, 30.8%; Chase & Sanborn Hour, 25.2%; Fred Allen, Lux Radio Theatre, American Album of Familiar Music, 16.8%; Alec Templeton Tune, 16%. As between different types of programs, comedians ranked first both in product identification and use of the product advertised, with 93.5% of the listeners identifying the product and 53.3% using the product. Following in order were quiz programs, with 85% of listeners identifying the product and 40% actually using the product; 30-minute dramatic programs, 41.7% and 49.7%; variety programs, 80% and 36.5%; popular music, 74.2% and 39.1%; daytime serials, 71% and 37.8%. The average registered for all programs was 72.7% identifying product and 40.6% using the product.

NBC's FM station, W2XWG, New York, is now maintaining a daily program schedule of "Search for a Star," from 2 to 3 p.m., Mondays through Fridays.
Television Notes

Images Span 1,800 Miles

TELEVISION reception at a distance of 1,800 miles was reported during the Republican National Convention by Watt Stinson, chief engineer of KTUL, Tulsa, who wired O. B. Hanson, vice-president and chief engineer of NBC, that the NBC telecast of the balloting on June 27 came through Tulsa every minute or so for several seconds at a time over a two-hour stretch. The sound channel was very usable about half the time, Stinson said, with images of voting sheets and closeups of the chairman quite distinct at times. This is believed to be the longest overland television reception yet achieved, although recognizable images transmitted from London have been received at Riverhead, L. I., by RCA engineers.

DuMont Tests

TEST PATTERNS and actual live pickups, the latter a street scene obtained by focusing the television camera through an open window of the transmitting tower at 515 Madison Ave., New York, have been telecast by the DuMont experimental 50-watt video transmitter which was recently installed in the company’s laboratories in Passaic, N. J., to New York. Images were received by receiving sets in Passaic, it was stated. Meanwhile, work on the permanent DuMont television transmitter is progressing rapidly, and it is hoped that the station will be able to start regular service in the fall.

Not Recognized

BOND GEDDES, executive vice-president and general manager of the Radio Manufacturers Assn., has issued a statement declaring that the “First National Television Convention” and television show being promoted by the “Television Engineers Institute of America Inc.” of Hollywood, Aug. 22-24, have not been sanctioned by the RMA board. A request for recognition by the RMA, he stated, was not accorded. A note added that the IRE board “also has not seen fit to give official recognition.”

Tennis Coverage

TENNIS will occupy the television screens in New York on July 17-19, as NBC covers the action of the Eastern clay court championship matches.

Films for Television

A DEAL has been completed between Television Film Corp. of America, Hollywood, and Don Lee Broadcasting System, Los Angeles, for the former company to supply specially made short subjects for weekly television over W6XAO. A series of five three-minute musical shorts, made exclusively for television, have been completed and were produced by Dan Milner in standard width and reduced to 16mm. for televising. Engaged in the series are Cliff Nazarro, Wingy Manone, Ann Lee and Joannie Even. Arrangement with Don Lee network is in the nature of a test, with other films to be supplied if results prove satisfactory. Deals are also being negotiated for servicing video stations on the East Coast.

WILD, Niagara Falls, N. Y., has appointed Radio Centre Ltd., Toronto, its Canadian representative.

CBS Stockholm Correspondent

DAVID M. ANDERSON, native of California, who has been in Stockholm since May of last year, has been appointed CBS correspondent in the Swedish capital, according to a July 8 announcement by Paul W. White, CBS public affairs director. He went to Stockholm to teach English to Swedes and to a colony of Jewish refugees there. He has been working with foreign newspaper correspondents in recent months, and has been doing nightly news broadcasts in English over Stockholm’s Motala station.

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More Power
for the Hoosier Market

5,000 watts
DAY AND NIGHT is
now authorized for
WFBM Indianapolis

Even better service for Hoosier listeners from
their favorite station... and even better value
this Fall for advertisers who “Use the
HOOSIER Station to Reach the HOOSIER
Market!” Plan now to put this extra power to
work for your product.

WFBM INDIANAPOLIS
NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.
FCC Rebuked at Brown Hearing

(Continued from page 30)

of CBS stock then existing was split into two classes of stock, A and B. All the A stock was sold to Paramount, with the B stock held by the former sole stockholders. Each class of stock carried votes to elect half the membership of the board of directors.

When CBS earned more than the stipulated $2,000,000 and Paramount stock, caught in the market crash, had declined to about $10 per share, the CBS holders of Paramount stock decided to exercise their option to turn it back to Paramount at $85 per share. Of the original 58,823 shares, 47,484 remained in the hands of the CBS stockholders who had participated in the original transaction. It was learned that Paramount, unwilling to deplete its own cash position, had decided to sell its CBS holdings to acquire funds to repurchase its own shares. After further negotiation Paramount placed a price of $5,200,000 on the 92,250 shares of Class A CBS stock.

The group of CBS stockholders who still owned the 47,484 shares of Paramount stock (two of the original 17 having otherwise disposed of their Paramount holdings) negotiated with a group of bankers with an offer to buy a substantial part of Paramount's CBS stock if it could be acquired at a favorable price. The price set by Paramount amounted to $82.21 a share. The bankers then offered to invest $2,000,000 on this basis. The CBS stockholders involved also considered the $82.21 price advantageous and accepted the bankers' offer, acquiring a part of the stock they had sold to Paramount, and retaining the remaining part to CBS's treasury, subsequently selling the banking group a part of the CBS stock they had repurchased.

Book vs. Actual Value

Questioned further on points stemming from the 1929-31 Paramount transaction, Mr. Colin explained that in 1931 CBS stock paid a dividend of 10%. At the time, when the purchase price actually amounted to only 4½ times earnings power at the time CBS bought some of its own stock, even in the present depressed market the stock is worth more than three times what the company paid for it, he commented. The Paramount deal was in no sense a stock-rigging transaction, he said, commenting that persons such as bank officials are not a dependent, and would not accept any arbitrarily set purchase price for stock unless the stock actually was worth that price under the rules.

As for minority stockholders, he continued, 14 of them held 1.67% of CBS stock at the time, and although the book value dropped from $95 to $25 per share, each share was actually worth 1½ times its book value because of the prohibitive nature of the price. As a dependent indicator, he explained, stating that while CBS stock on June 1 had a book value of only $7.29 per share, it was actually worth $18. In considering the worth of common stock, the stock's earning record is more important than book value.

Station Ownership Vital

Asked by Sen. Neely (D-W.Va.) what would happen to CBS if the FCC refused to license its owned and operated stations, Mr. Colin replied that the loss of license for the eight CBS stations affected would deprecate stockholders' equities. But it would not necessarily destroy the network, he said, for the remaining affiliations could still be served by the network organization.

Observing that the FCC at that time was not authorized to go into such transactions, at least to the present extent, Chairman Wheeler was pointed out that, insofar as the FCC's original limitations were concerned, Commissioner Brown's participation in the New York-Monopoly license negotiations could not work against his confirmation. He continued that it contained a question of his fitness to hold the office of a Commissioner. Brown issued a report unqualifiedly injurious to CBS or other parties.

Allowed to run through a section of the digest of evidence included in the network-monopoly study, correcting "misstatements of fact," Mr. Colin pointed out that insofar as the FCC's original limitations were concerned, Commissioner Brown's participation in the New York-Monopoly license negotiations could not work against his confirmation. He continued that it contained a question of his fitness to hold the office of a Commissioner. Brown issued a report unqualifiedly injurious to CBS or other parties.

The term misleading

CBS Counsel Burns pointed out that a principal weakness of the NAB-Monopoly Report lies in its lumping together of networks, yielding generalizations that lead to misunderstandings. He said it was the responsibility of the FCC to provide guidance in the field of network broadcasting, and that the FCC's study was of the highest importance.

In a final flurry just before Chairman Wheeler announced a decision on the case, the FCC Chairman pointed out that, insofar as his own position was concerned, he had no legal right to direct the Commission action in regard to networks. As Sen. Tobey, Commissioner Brown and Mr. Colin proceeded to a section-by-section discussion of various conclusions in the FCC report covering station-network relations, Judge Harriman pointed out that the FCC had no legal right to direct the Commission action in regard to networks. As Sen. Tobey, Commissioner Brown and Mr. Colin proceeded to a section-by-section discussion of various conclusions in the FCC report covering station-network relations, Judge Harriman pointed out that the FCC had no legal right to direct the Commission action in regard to networks. As Sen. Tobey, Commissioner Brown and Mr. Colin proceeded to a section-by-section discussion of various conclusions in the FCC report covering station-network relations, Judge Harriman pointed out that the FCC had no legal right to direct the Commission action in regard to networks.
MBS Preparing For Cooperative Union Angle Hovers; Agency Seeking Local Sponsors

The 1940-1941 version of the cooperatively sponsored "Show of the Week" program will have the new appeal of comedy stars instead of name bands when it returns to MBS Sept. 29, Sundays, 6:30-7 p.m., according to Redfield-Johnstone, New York, agency handling the show. A permanent orchestra directed by Vincent Lopez will be featured, with Buddy Clark as singer. Tentative guest stars include Lou Holtz, Abbott & Costello, Henry Youngman and Block & Sully.

Howard Clothes, New York, with branch stores throughout the country, is the only sponsor thus far announced by Norman Livingston, radio director of the agency, who leaves on a tour July 15 to line up other local advertisers. Howard will sponsor the series on WOR, Newark; WAB, Boston; WGN, Chicago; WFIL, Philadelphia; WEAN, Providence; WSYR, Syracuse; WTAG, Worcester.

Union Problem

Although it was thought the program might run into difficulties with the APM following the union's resolution at its recent convention asking that local board orchestras be required for network programs broadcast under local sponsorship, the resolution has not been "out of committee" and even if passed, will not affect the program this year, according to Livingston.

A different view was expressed by James C. Petrillo, APM president. Asked about the union position on programs of this type, he stated that he was opposed to the practice of using "one band for 40 sponsors" and that action would be taken "in the near future" on the resolution.

GOLF teams of KWK and KMOX St. Louis, met July 14 in a match and medal play inter-station tournament at Sunset Hills Country Club. The KWK team included Bob Richardson, national sales representative; R. T. Conover, president; Louis Houf, of the studio band; V. E. Carmichael, co-winner of the 1939 Broadcasting trophy at the NAB Atlantic City convention; John W. Tienne, program director; Johnny Nebert, sports announcer. The KMOX squad by Jim Ait, announcer, also includes Fred Bailey; Ben Feld, musical director; Art Langsfelder, musician; Sy Camper, of the sports staff; Merle Jones, manager.

Spots for Records

COLUMBIA RECORDING Corp., Bridgeport, Conn., on July 15 is planning an extensive spot campaign to be handled through local dealers for Okeh records, which are replacing the Vocalion name on CRC 35c discs in mid-July. For the campaign, built around the lines "Okeh is the new name for Vocalion Records—Indeed of Vocalion just say Okeh," CRC is supplying dealers and distributors with window displays, point-of-sale material to back up the spot campaign.

PUBLIC INTEREST in FM was indicated recently when over 500 persons wrote in to WOR, Newark, in response to an offer of a booklet on FM which J. R. Poppele, WOR's chief engineer, made during one of John B. Gambling's early morning programs. Titled A Better Mousetrap, the booklet was written by Dick Dorr, sales manager of the New York office of FM Broadcasters Inc., to explain the how and why of FM in technical terms.

TRANScribed Edison the Man program sponsored by Potomac Electric Power Co., Washington, on WRC as enacted by the firm's Pepeonians dramatic club was presented to A. G. Neal, sponsor president, by Jeffrey A. Abel, radio director of Henry J. Kaufman Adv. Agency. At presentation were (1 to r) Mr. Abel; Stanley Bell, NBC sales; Mr. Neal; Henry J. Kaufman, agency president. Col. David McCooch Jr., Engineer-Commissioner of the District of Columbia, praised the utility's services.

Do you know that Ontario is as large as the states of Texas, New York, Ohio, Michigan and Ohio combined!

CFRB KNOWS

WHAT CANADA'S RICHEST MARKET WANTS TO HEAR!

Because 91% of Ontario listeners tune in regularly to CFRB, Toronto!

Think of it . . . over three million Canadians live in Ontario, the richest market in a rich country! And CFRB, located at Toronto, in the heart of this vast listening area, has catered to the wants of this market for over thirteen years!

There is indisputable proof that these years of unbiased service has made CFRB Ontario's favourite station:

1. CFRB's year round mail response averages over 200,000 letters per month!

2. In a report coincidental telephone survey, conducted between the hours of 5 and 5 P.M. for a full week, four times as many people reported being tuned to CFRB as reported any other station!

In a highly competitive medium this overwhelming pre- ference for one station is proof of the success of that station. For example, CFRB's "sustaining" policy has always been aimed at giving the vast listenership what it wants, not what the station felt it might, or should want! And—in addition to carrying the cream of the Canadian sponsored programs, CFRB is the only Columbia Broadcasting System outlet in Ontario! So this is an invitation to you to investigate the tremendous listener response of Toronto's CFRB.

Prominent advertisers, whose sales have increased proportionately with the station's growing audience, have placed their programs over CFRB, for as long as ten years! Get the complete details of CFRB's popular coverage in Canada's wealthiest market!

Advertise Representatives in U.S.A.: JOSEPH HERSHEY McGILLIVRA New York Boston Chicago San Francisco Los Angeles Atlanta

Do you know that Ontario is as large as the states of Texas, New York, Ohio, Michigan and Ohio combined!

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

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Sponsored News Continued in Canada; Delay in Policy Agreement Foreseen

By JAMES MONTAGNES

SPONSORED news is still heard on Canadian broadcasting stations despite an announcement by Transradio, Inc. of Montreal, that sponsored news would be discontinued.

At an informal Toronto meeting July 20, plans were discussed for the final solution of the sponsored news situation. It is understood the CBC proposed a CBC news service made up of all news services available in Canada to be released four or five times daily, but this did not meet with approval of private broadcasters' representatives as it was felt such a service could not be sold.

Present at the meeting were Maj. Gladstone Murray, CBC general manager; Dr. A. Frigon, CBC assistant general manager; E. C. Bushnell, CBC program director; H. A. Conant, CBC relations supervisor; and Sedgwick, counsel for Canadian Assn. of Broadcasters.

As a result of the meeting it is evident that an early solution to the sponsored news problem is not in sight, despite Minister Howe's statement in Parliament that a solution would be found by the end of July. As one CBC official explained, it is a big problem, and will not be rushed to a settlement.

The Toronto meeting July 4 recessed for a full meeting of the CBC committee of the board of governors and the committee from the CAB to be held at Ottawa July 17-18. Until then the situation stands undisturbed, with the only change in newscasts being the provision that there must be no commercial announcements in the body of the news.

Transradio via Shortwave

No change, it is understood, has been made in the manner in which Transradio Press services its Canadian clients by shortwave.

The two committees at Ottawa will endeavor to come to an agreement and present a report to the board of governors of CAB at their August meeting. This report will be accepted or rejected by the CBC board and then go to the Minister of Transport.

The June 28 announcement by Minister Howe that Walter Thompson, publicity chief of the Canadian National Railways and first Canadian press censor at the outbreak of the war, would look into the problem of sponsored news, took Canadian broadcasters by surprise. It was at complete variance with assurances given the CAB by the CBC board of governors. The CAB executive went to Mr. Thomson at Montreal immediately following the announcement, the result of which was that the CAB was assured by Minister Howe that Mr. Thompson would not act as investigator, but that the two committees of the CBC and CAB would look into the problem.

Sedgwick Heads CAB Group

The CAB committee to meet with the CBC board committee is composed of Harry Sedgwick, CBC, Toronto, and CAB president; Reginald Brophy, CFDF, Montreal; Gordon H. Armstrong, CBC, facilities, Toronto. The CBC board of governors committee comprises J. W. Godfrey, CFDF, Montreal; Alan B. Plaunt, Maj. Gladstone Murray, Dr. A. Frigon, and either Rene Morin or N. L. Nathanson, CBC board chairman and vice-chairman respectively.

Packaged in New York as to the plans of his organization for invading the Canadian radio market, Walter Moss, INS sales manager, said that the field had been surveyed and the idea given careful consideration, but that nothing would be done until the Canadian Government comes to a definite conclusion as to the terms and conditions under which news may be broadcast in Canada. INS at present has no Canadian clients, either newspapers or radio stations.

Radio Leaders Scheduled To Address Engineers at Pacific Coast Convention

EMINENT authorities on all phases of the technical division of radio will participate in the three-day convention of the Institute of Radio Engineers, to be held Aug. 28-30 in the Ambassador Hotel, Los Angeles, coincident with the American Institute of Electrical Engineers convention.

More than 19 speakers are scheduled, with papers on FM television, sound equipment, transmitters and kindred subjects, according to William W. Lindeman, chairman of the program committee.

In addition there will be seminars and roundtable discussions. Besides representatives of the radio industry, participants in the session will include outstanding faculty members of engineering and research departments of various universities and colleges.


CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1
You buy 3 favorites in this package

WRAL - WGTM - WFTC
are 3 to 1 for listeners . . . and
LISTENERS mean RESULTS!

Contact GIL MURPHY, Gen'l Mgr. W. RAL, Raleigh, N.C. or Sears and Ayer - NEW YORK - CHICAGO

'Northland Network' Starts
A SPECIAL hookup of WDGY, Minneapolis, and WDSM, Superior, Wis., across the bay from Duluth, was started July 1, and is carried as its first commercial the Fels Naptha Happy Hol- days program. WDGY announced that the hookup will be known as the Northland Network.

EISLER ENGINEERING Co., New- ark, has developed a new compact laboratory unit for schools and research laboratories, designed for construction of electronic tubes, inductance circuits, television trans- mitter tubes, mercury switches and similar products.
BANGOR DECISION
OF FCC APPEALED
CHARGING ille
gal, arbitrary, capricious and discriminatory act
by the FCC June 18 in dis-
missing an application to transfer
control and license of WLBZ, Bang-
or, Me., Congress Square Hotel Co.,
on July 5 appealed the FCC deci-
sion to the U. S. Court of Ap-
peals for the District of Columbia.
WLBZ seeks a court order rever-
sing the FCC action and securing
"a full, fair and open hearing" up-
on the application.
The controversy grew out of an
application, filed May 4, 1939, by
Thompson L. Guernsey, principal
stockholder of Maine Broadcasting
Co., licensee of WLBZ, requesting
the FCC to revise the station li-
cense to make Congress Square
Hotel Co. licensee in fact of WLBZ,
concurrently with a transfer of
control. Citing failure of Mr.
Guernsey to prosecute his appli-
cation, the FCC issued a final order
June 18 dismissing the application
and denying the request of Con-
gress Square Hotel Co. for hear-
ing.
In its appeal Congress Square
Hotel Co. maintained that until the
instant action it was the estab-
lished administrative policy and in-
terpretation of the FCC that such
an application, when complete,
would be acted upon "even though
the transferor no longer desired
that the transfer be effectuated
and even though the transferor
might seek formally to withdraw
the same". The appellant also held
that such an application would be
designated for open and public
hearing under the same established
policy. Incorporated in the appeal
proceeding was a motion directed
to the appellate Court to suspend
further proceedings in the case un-
til disposition of FCC v. Colum-
bia Broadcasting System of Califor-
nia in the U. S. Supreme Court.

SNAPPED OFF in a wind and rain
storm July 1, only about 75 feet of
the 216-foot antenna of K TOK,
Oklahoma City, remained stand-
ing as the weather settled. Al-
though the tower was almost completely
demolished, K TOK lost only a few
minutes of air time and continued
regular service. General Manager Kenyon M. Douglass estimated dam-
age at $2,500. Work on an auxiliary
tower started immediately, pending
reconstruction of the main tower.
Although a 53-mile-per-hour wind
was reported by the Oklahoma City
Airport weather bureau, it was
thought the tower must have been
caught in a small tornado, since
such a wind should not have dam-
ged the tower.

New GE Crystal Unit,
Thermocell, Introduced

ANNOUNCEMENT of a new crys-
tal unit for broadcast service.
Thermocell—was made July 3 by
General Electric Co. in anticipation
of the reallocation of standard
broadcast stations in compliance
with the Havana Treaty. Declared
to have a guaranteed temperatur-
ecoefficient of less than one part
per million per degree, the G30 is guar-
tanteed to maintain transmitter fre-
quencies within 10 cycles, plus or
minus, at any specified points in
the broadcast band. Demands for
more precise frequency control led
to the development of the new cell.
More than 700 of the 830 standard
broadcast stations will be affected
by the Havana Treaty shifts, it was
stated.
The low temperature-coefficient of
the quartz plate is possible through
use of X-ray equipment during
manufacture which deter-
mines the angle of crystal cut.
From a cold start, the new crystal
is ready to go on the air in less than
15 minutes, it was claimed. Only
3/4 inch in diameter, the unit fits
standard octal sockets and is easily
adapted to an existing circuit.
Adjustment of the crystal to almost
the exact frequency is made at the
crystal laboratory. Since the fre-
quency is slightly dependent on the
circuit in which the unit is used,
final adjustment is made after in-
stallation in the crystal circuit by
means of a trimmer condenser.

WNEW DELIVERS!
6 powerful reasons why:
1. TWICE THE AUDIENCE of any other
New York independent station. (Hooper-
Holmes and other impartial surveys.) 2. THE
NATION'S BIGGEST MARKET. (The 50-mile metro-
politan trading area.) 3. ONE-THIRD THE COST
of any New York network station. 4. RADIO'S OUT-
STANDING PROGRAMS. (“Make Believe Ballroom”
with Martin Block, “Milkman’s Matinee” with Stan
Shaw. And many others.) 5. LOCAL ADVERTISERS
know WNEW moves most goods—fastest. 6. MORE
COMMERCIAL TIME is bought on WNEW than on
any other station in New York.
Rancher to Stand Trial For Slaying Announcer

CLARENCE L. WALKER, 47-year-old Montana rancher, will have to stand trial for the murder of Edwin Woolverton, KJH, Los Angeles announcer, who allegedly committed in the studios six years ago. An indictment was returned against him July 9 by the Los Angeles County Grand Jury in Superior Judge Frank G. Swain's court. District Attorneys Vernon L. Ferguson, who obtained the indictment, contended Walker, an inmate of Patton State Hospital, for the insane since 1934 when he assertedly stabbed Woolverton to death, is now sufficiently sane to stand trial.

Witnesses against Walker at the County Grand Jury meeting included C. Ellisworth Wylie, Los Angeles advertising agency executive, who was then manager of the station, and Warren Fehlman, Huntington Park, Calif. advertising agency executive, who witnessed the stabbing.

Witnesses on July 9 described the stabbing, which occurred when Woolverton tried to rescue Gracie Kane, receptionist, from a knife jabs of Walker. Fehlman declared that he also had participated in the rescue and received cuts around the head.

FROM five different points in Great Britain, CBS on July 13 presented a first-hand picture of Britain's preparations for British invasion as seen through the eyes of five news correspondents. Participating in the transatlantic broadcast were Edward R. Murrow, chief of CBS European correspondents, Erland Echlin, Larry Lemen, Eric Sevareid and Vincent Shaeen.

Case for Advertising

RADIO advertising would not exist under a dictatorship in America, according to an article "The Case for Advertising" in the July issue of Nation's Business. Newspapers would "weaken into little pamphlets," the article continues in speculating on possible results of a United States with a dictator and without advertising. The article is sixth of a series on free enterprise.

AAA Statistics Volume

VOLUME IX-a of Market & Newspaper Statistics was released late in July by the American Assn. of Advertising Agencies ($6 to other than AAA members). The volume deals with the 58 cities of over 100,000 population in the United States and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1939. Included are latest figures on population, number of families, English reading persons, English speaking persons for Canadian cities, home sales returns, audited newspaper circulations, lineage rates, general rates, the differential between retail and general rates, and an analysis of those sections of A.B.C. Audit Reports which deal with circulation inducements.

Hunt for Heatter

FAZIER (Spike) HUNT, roving European correspondent for KFWN, who has just returned to America from a six-month tour of Europe and the Near East, and Wythe Williams, MBS commentator, are taking over eight of Gabriel Hefter's 9 p.m. news broadcasts on WOR, Newark, while Hefter, on doctor's orders, takes a partial rest from his schedule of seven programs weekly. Williams broadcasts July 7, 8, 14 and 15, while Hunt handles Hefter's programs July 10, 12, 17 and 19.

We're Staying Up and Stepping Out

Yes, sir, KRRV has put on long pants and is now on the air full time with a power of 1,000 watts. Advertisers now may reach a primary daytime potential of 1,295,864 people in 36 counties of North Texas and southern Oklahoma, the heart of the Red River Valley in the land of prosperous and diversified industry. The $54,000,000 Denison Dam, flood control and hydro-electric project, is now under construction on Red River. And . . . good news to sponsors . . . there is NO increase in rates! For more information, write KRRV, Sherman or Denison, Texas.

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ONE OF San Antonio's avid sportsman pilots, Ted Brown, left, or- ganized the flying of Monette Shaw and Hoyt Andres, WOAI announcer, who with Brown on Your Children, heard twice weekly on WOAI and Texas Quality Network in the first broadcast of Dela- ware Brite Co. of America.

NAB's Research Group

Perfarts Research Setup

THE PLAN for creation of a unit system of reporting broadcast advertising volume under NAB auspices was perfected by the NAB Research Committee at a meeting in Washington July 10. The plan, in preliminary form, will be dispatched to members of the NAB board of directors prior to its meeting in San Francisco Aug. 4 on the eve of the convention. Following board consideration and approval, the project will be placed before the membership for ratification.

Attending the Washington meeting were William J. Scripps, WWJ, Detroit, chairman; James E. Sheen, WLW, Cincinnati; Hugh M. Beville Jr., NBC research manager; Dr. Frank N. Stanton, WABC research director, William R. Cline, WLS, Chicago, sales manager and chairman of the Sales Managers' Steering Committee, was present as an observer. For the NAB were President Neville Miller; G. E. Arney Jr., assistant to the President, and Paul F. Peter, re- seacher director. Resignation of Scott Howe Bowen, WIBX, Utica, from the research committee on doctor's orders was announced. His succes- sor has not been named.

Facts for Canadians

CANADIANS are to be more fully apprised of war peril according to a resolution of the Canadian Senate's special committee on war cooperation. Major G. B. Manton, Canadian Broadcasting Corp. general manager, has been advised by the Senate Committee to "bring a much more general and if possible universal appreciation of the peril of Canada . . . and the presentation of such facts and the driving home of such simple under- standable arguments as would make everyone realize the seriousness of the present danger to our country and all its inhabitants."

The Amateur Pays

TO ASSIST the war relief campaign, WMCA, New York, is donating all proceeds to the Red Cross earned on its new "Hear a Hall" program, a weekly amateur show wherein the amateur pays for the privilege of being heard. The program starts July 15 from WMCA's studios at New York World's Fair and allows anyone to give a speech or play a musical instrument at the rate of $2 per minute. Overtime is $5 a minute, and if the amateur wants a musical accompaniment by a member of Lee Grant's orchestra he pays 50 cents.
Right of Courts to Overrule Congress
In Copyright Protection Is Contested

LEGAL position of the broadcaster using phonograph records is suc-cessfully stated by Zelchiah Chafee Jr., professor at the Harvard Law School, in an article on “Unfair Competition,” appearing in the June issue of the Harvard Law Re-view. Reviewing the history of un-fair competition legislation, he dis-tinguishes between the patent or copyright protection for originality and the legal decisions preventing passing off (a process wherein one product is passed off as being another better-known product) which protect good will.

"Some people," he states, "are always trying to protect originality under the guise of good-will. Their ideas are not patentable or they haven't taken the trouble to patent them— they haven't paid $2 for a copyright—so Congress has denied them protection. And then they go running out to the courts and ask them to fill the hole left by Congress or by the plaintiff's own carelessness. My contention is that when Con-gress has said what original ideas shall be protected and how they shall be protected, the court should not do anything different.

Use of Recordings

"Cases like the Cheney necktie case [in which Cheney was denied relief against a competitor who copied his designs] are pretty hard on the plaintiff, especially if the designs were not patentable. But it was unpleasant for Dickens to see pirated American editions selling like hot cakes and for Victor Herbert to have his songs put on gramophone records in the days when the copyright law didn't extend to English novels or censored music. Yet the courts did not give Dickens and Herbert the protection which Congress had denied them. The courts waited until Congress had amended the Copyright Act to include them.

"Take a similar harsh situation today. A, a prominent conductor, and his orchestra, swings a familiar Bach air which is recorded by B, a gramophone manufacturer. A could copyright his arrangement of Bach, but doesn't. The statute does not provide for any copyright of the record. The defendant broadcasting station uses the record as an electrical transcription, against express orders from A and B. This practice infuriates A, because he

and his orchestra frequently broadcast on A and B, who have not protection under the Copyright Act, enjoin the station's unauthor-ized use of the record as Unfair Competition?

"Two recent cases have so held [Waring case and RCA-Whitman-WNEW case]. Yet, it might be wiser to deny protection until it be given by Congress under carefully specified conditions. One objection to judge-made relief is this. When a monopoly is created in something of general value, most persons will want to use the thing; and it is very important that they should know to whom to go to get permis-sion. In the case of patents and copyrights, anybody who wants a license goes to the recorded owner. Now, if the broadcaster can be enjoined, he may want a license.

Crooner and Drummer, Too

To whom shall he go for it? In stead of one license as for copy-right, he must pay for at least two, one from A the conductor and another from B the recorder. How about X who plays the sax and Y who hit the snare drum and Z who sang with alluring huskiness? Their performances make the record striking. Aren't they fairly entitled to royalties too? So the broadcaster may need five permits, besides a sixth from the composer if he is more recent than Bach and did copyright.

"You don't get into any such mess if a monopoly is set up by statute. For instance, a motion-picture film is a composite product like a record, but Congress allows the film to be copyrighted. The statute names only one person who copyrights,—the producer. So he gives the licenses. Similarly, when Congress gets around to copyrighting records of orchestral perfor-mances, it might vest all rights in A or in B. It's unpleasant for Benny Goodman and Victor to wait till Congress acts, but Dickens had to wait till 1891, after he was dead."

Independents to Attend General NIB Meeting

INVITATIONS to some 400 inde-pendent broadcasters, not affiliated with major networks, were dis-patched July 10 by National In-dependent Broadcasters Inc. for a general convention in San Fran-cisco Aug. 4 to be held in conjunc-tion with the annual convention of the NAB.

With many problems of peculiar interest to non-network broad-casters on the agenda, President Harold A. Lafount and Secretary-Treasurer Lloyd C. Thomas, of NIB, said they foresaw good attendance. During the last year, since permanent or-ganization of NIB, Andrew W. Bennett has been retained as coun-sel and Washington executive of NIB and has been instrumental in procuring measures of relief for inde-pendent stations from the FCC and in other quarters, it was pointed out. On the agenda will be such matters as copyright. Broadcast Music Inc., proposed restrictions on performances of phonograph rec-ords and FCC regulations of special interest to independent non-net-work stations.
HECKER PRODUCTS Corp., New York, on July 1 combined handling of Burt's Boost and its new product, a newly formed flour and cereal division. Under the new management, advertising, sales management and merchandising of both cereals and flour products are combined. Executives of the new division include Duncan C. Menzies, general manager; R. H. Hamann, assistant general manager; and E. J. Benison, field manager; Joseph M. Green, advertising manager. Ernest Wasey & Co. will handle advertising for cereals and Presto cake flour; Leo H. Berdan & Co., for cake flour. Ceresota, Hecker's and Aristos flour.

DEALERS of the Ford Motor Co., in the Sumner area of Missouri, on July 15 start a four-week campaign for used cars, using two announcements a night five nights a week on 24 stations in their immediate territory. McCann-Erickson, New York, handles advertising for Ford.

Coca Cola Bottling Co., Cincinnati, is now using 44 hours and 45 minutes of time weekly on WKRK, its latest program being the Bingin' Sam transcription program. Program runs from July 9 to July 15, heard five days weekly. They follow the company's 12-hour quiz program, The Bingin' Sam Show, conducted by Mike Hunnicutt and George Schenck with taped personalities each known on their knowledge of baseball and sports personalities. The sponsor's product and tickets to the Reds' games.

ARROWHEAD & PURITAS Waters Inc., Philadelphia, is also promoting its 12-hour program, thru McCarty Co., that city, sponsored by the company's 12-hour program. Descriptions of the 14th annual Southern California Amateur Golf Championship, on KOLD, Beverly Hills, Calif., June 20-23, totaling approximately five hours of time during the three days the region was Canadian described the matches.

DODGE DEALERS of Chicagoland, on July 1 started a weekly half-hour Hall of Sport radio program, during a battle of two between nationally-known sports authorities of the ABC Network. Broadcasts are handled by Jimmy Evans, former All-American gridiron star of North Carolina, while Dick McCarty, as regular members Marvin McCarthy, sports editor of Chicago Sun Times, and Herbert Grannis, editor of Golfing magazine. Two guests are selected each week. Magazines include Chicago Cubs' third baseman, and "Red" Grange, of Illinois football fame, appeared on the first program.

BRA-MOLL COSMETIC Co., Los Angeles, new to radio, and placing direct in a 12-week test campaign which ends Nov. 4 is using three-week participations in Andy & Virginia on KFRC, Beverly Hills, Calif., during the battle of two between nationally-known sports authorities of the ABC Network. Broadcasts are handled by Jimmy Evans, former All-American gridiron star of North Carolina, while Dick McCarty, as regular members Marvin McCarthy, sports editor of Chicago Sun Times, and Herbert Grannis, editor of Golfing magazine. Two guests are selected each week. Magazines include Chicago Cubs' third baseman, and "Red" Grange, of Illinois football fame, appeared on the first program.

CHICAGO MAIL ORDER Co., on September 17 will start a 13-week campaign of 25% off 100 spot announcements on WJOL, New Orleans, for Plough Inc., advertising Mexican flour. Plans include a spot campaign in 25 cities.

LAMBERT PHARMACAL Co., Toronto (Ontario) has added CICH, Vancouver, CHCH, St. John, N. B., and CHNS, Winnipeg, to its network of stations. Lambert transcribed show Charlie Chan. Account was placed by Lambert & Pinsley, New York, thru Dominion Broadcasting Co., Toronto.

SEVEN new sponsors have been signed for the 929 Club on WOR, Boston. According to the station's management, New York, WOR station representative, the new program has been heard daily in four sessions, features recorded music by name bands. Sponsors are Edwards Co., X-Hanney and Nutrition Laboratories. The program, according to the announcement of the appointment of Charles Motta, formerly of Egan & Bros. Agency, New York, as supervisor of the Italian-American advertising department.

TIP TOP DISTRIBUTORS, Cleveland, (beer), is currently using daily 10-minute sponsored feature time on the WAFB, Raleigh-Winston-Salem, program, You're the one, produced and recorded by Radio Centre Ltd., Toronto.

BOTTLED MOTOR OIL Distributors, Greeley, Colo., has started a radio, in a test campaign, on July 15, sponsored by 13 weeks using seven time-signals announcements daily and six quarter-hourly programs weekly on KPVN, that city. Glasser Adv. Agency, Los Angeles, has the account.

Ralph's Grocery Co., Los Angeles, has started a new division of the Burt's Boost program, featuring names of the city's leading radio personalities. Burt's Boost is a national radio program heard daily in 10-minute time sections.

Burt's Boost, Cleveland department store claim to be the nation's largest radio station, recently signed a new contract with WOR, New York, to handle its advertising. The contract provides for $70,000 worth of broadcast time, in the operation of the program.

Lake, Spiro & Co., Memphis, agency, has placed a year's order for local spot announcements on WWL, New Orleans, for Plough Inc., advertising its flour. The agency is handled by the agency Co., Chicago.

CANUSA MFG. Co., Toronto (Canada), is also promoting its flour. Spot announcements are placed by the company.

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A DAILY afternoon during which studio visitors of CFGP, Grande Praire, Alta., can talk to their home folks, is a new feature of the station, farthest north in commercial broadcasting station in the British Empire. With the station located in a sparsely settled rural area in northern Alberta, the daily shows are local color, and with visitors from farms and nearby towns, some of whom have travelled more than three miles to the town, for their shopping. By talking to their families, most of whom have no phones but radios, they can advise when they will return and incidents of the trip to Grande Prairie. About 35 visitors a day speak on each program, with more on Saturdays. The program is locally sponsored and fills it with music between each of the listeners' messages.

Saver of Mates

A NEW TYPE of domestic problems program has been started on KPVB, Hollywood, by George Pepperdine. Titled "Hearts Repaired," the half-hour broadcast is a program of divorce. Styles conducts the program with 12 persons picked from the studio audience acting as a jury and rendering its verdict after hearing both sides of the problem presented. The radio audience acts as a court appeal, with listeners invited to phone or write in their opinions. Each week a local judge is guest and judges the program on divorce. Styles is also creator and conductor of the job-finding program, "Help Thy Neighbor," sponsored on KPVB by George Pepperdine Foundation, Los Angeles (philanthropic agency).

Child Delinquency

PROBLEMS and causes of delinquency in children are presented in a dramatized form on "The Children of the Court," weekly half-hour programs on WNWS, New York's municipal station, presented over by Judge Stephen S. Jackson, justice of the Family Relations Court, recently appointed to head a bureau for the prevention of juvenile delinquency by Mayor F. H. LaGuardia.

Women's Place

HOW American women aviators can assist in the national defense program is discussed on a series of programs presented by members of the Women Flyers of America on WNEW, New York, featuring Mary Steele, Genea Novak and Ruth Haviland.

BY REMOTE from Flagstaff, KFTR, Phoenix, covered the annual Southwestern Indian powwow July 2-4. Here J. Howard Pyle, KTAR program director, is shown interviewing Chief Taptuka, a Hopi from the Indian village of Oraibi, Ariz., oldest continuously settled village in North America.

Dances of the Years

GROUPS of children at summer play schools in the New York area are participating in the program series "Come Dance through the Ages," presented weekly on WQXR, New York, by Gertrude Mittleman, concert pianist and educator, in cooperation with the Board of Education Summer Play Schools and similar groups. Dances from primitive times to today are taught on the programs, with music and dialogue presentations of the story of each dance.

Choice of Mates

RKO THEATRES, Los Angeles, as promotion for the film "My Favorite Wife," shown at Hillcrest Theatre, that city, and Pantages Theatre, Hollywood, sponsored a series of daily quarter-hour interviews from the Los Angeles marriage license bureau on KFAR, June 26 to July 2, inclusive. Stunt was broadcast during the noon-hour rush, with Les Adams, station announcer, interviewing license applicants on "their favorite wife's" story.

Over the Bounding Sea

QUARTER-HOUR program of interest to owners of all types of pleasure sailing craft is broadcast every Monday evening on WOY, New York, with Lewis King giving news of yacht clubs, races, cruises, care of boats and other such items.

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Under the Earth

TO PROMOTE mining safety 13 coal companies of the region are sponsoring the Logan County King Koal Variety Show on WLOG, Logan, W. Va. The Sunday afternoon half-hour presents mine employees and members of their families in variety stunts, with the bulk of the program built around "The Old Inspector," who describes details of a mine casualty on each program and asks listeners for solutions to prevent repetition of the accidents. The winner of each contest appears on the following week's program. The show is written and directed by Martha Jane Williams, formerly of WHIS, Bluefield, W. Va., and Frederic W. Ziv Adv. Agency, Cincinnati.

Know Their Sponsors

NEW contest feature, Do You Know?, on WROK, Rockford, Ill., has 10 participating sponsors. Listeners win theatre tickets by listing the sponsors and answering a daily question, answer to which is given in one of the commercials. Daily and weekly cash prizes are awarded for the best letters written about the firms or products advertised.

At the Curb

AS PART OF its expanded farm program, WBIG, Greensboro, N. C., in July started Saturday pickups from the Greensboro curb market. The pickups feature interviews and impressions from the market, price quotations and other information designed to keep sellers in touch with the demand and to advise buyers on prevailing prices. The station also plans to extend its coverage of organized farm activities through cooperation with farm and home agents of the area.

Advertising Dope

WOV, New York, on July 11 inaugurated a change in the weekly Men Behind the Ads program, which heretofore has featured quarter-hour talks by leading figures in the field of advertising. Program is now divided into three parts, first a general discussion of advertising, followed by a short dramatization of how an account is handled by an agency, and a final consumer quiz. The July 18 program will feature Gilbert T. Hodges, former president of the AFA, now with the New York Sun, but July 25 starts the regular three-part setup.
in the
CONTROL
ROOM

ALFRED E. ECKSTRAND, sound engineer for Communicating Systems Inc., has been appointed production manager for American Television Corp, an affiliate, which plans to have its Vidicon receivers on the market by Aug. 1.

BERNARD T. WILKENS, chief engineer of WKBN, Youngstown, is back from a naval reserve training cruise on the Great Lakes. He is an ensign.

ARNOLD NYGREN has been named chief engineer of WQII, Philadelphia, according to an announcement by Roger W. Clipp, general manager. He has been acting chief engineer for the last six months, following the resignation of Frank V. Beecher, who left to manage WTHO, Cumberland, Md.

KEN C. HEDDENS, formerly of KVPD, Fort Dodge, Ia., has joined the engineering staff of KGVY, Missouri, Mo. He succeeded Roland Og, who resigned to join WCAU, Philadelphia.

JAMES HUDSON, formerly of WJBY, Gadslen, Ala., has joined the engineering staff of WSIX, Nashville.

MORT BORROW, engineer at WPEN, Philadelphia, married Harriet Baron in June while on vacation.

CLARENCE SEAMANS, KFI, KEOA, Los Angeles, night engineering supervisor, and Margaret E. Halsted were married recently in Pasadena, Cal.

FREDERICK WHEELER, of the engineering staff of WKY, Oklahoma City, is author of an article, "What's Next in Radio?" in the July issue of Cuff's Weekly, house organ of the Oklahoma Publishing Co. Most of the article is devoted to FM.

DENNIS ROBINSON, Windsor, and Alex Thompson, 120th St., Stone, Nova. Scot., have joined CKLW, Windsor, as studio and transmitter engineer respectively.

BLAIR THORN, formerly of WTRY. Troy, N. Y., has joined the new WFPS, Atlantic City, as chief operator. Waldo Whitman, of WKIP, Poughkeepsie, N. Y., has succeeded Thorn at WTRY.

ART PECK, engineer of WOCO, Minneapolis, is the father of a boy born recently.

WILLIAM LOWRY, for the last two years on the engineering staff of KITE, Kansas City, has been named chief engineer of the new WINN, Louisville.

LISTENERS of WENG, Chicago, were treated to a radio trip through the station transmitter located in Tinley Park, Ill., during the weekly broadcast of Radio Fanfare, June 31, at 6 p.m. Homer Courchene, engineer (seated), was host to John Holtman, announcer, during a tour of 30,000-watt transmitter. In recent weeks Radio Fanfare has featured back-of-the-scenes visits to various key departments of NBC, Chicago, such as the main control room, news department, continuity, sound effects and recording divisions. This program is written by the press department.

The Government Engineering Exams: The U. S. Civil Service Commission on July 5 announced examinations to fill engineering positions in the Government in various specialized fields, including radio, telegraph and telephone. Salaries range from $2,000 to $4,500 a year, less a retirement deduction of 3½%. Applicants must have had study in an engineering course in a recognised college, and professional engineering experience in the branch of engineering for which application is made. Applicants will not be given a written test, but will be rated on their qualifications as shown in applications and corroborative evidence. Full information as to the requirements for the examinations, and the appropriate application forms, may be obtained from the Secretary of the Board of U. S. Civil Service Examiners, at post offices, or from the U. S. Civil Service Commission, Washington, D. C.

JERRY BERANK and Harlan Strothers, recent graduates of the electrical engineering department of the U. of Southern California, have joined the CBS Hollywood public relations staff. They are in charge of the new RCA television demonstrations which are a feature of the Columbia Square guided tours.

THE FACT that it is real adds beauty, brilliance and value to a precious stone. The same thing might truthfully be said of broadcast sound. Programs are carefully cut and polished like a gem. Then they are entrusted to telephone circuits for transmission to network stations across the country.

It is a matter of scientific pride with telephone engineers that every network program be carried to each station with fidelity. That is why Bell Telephone Laboratories have worked, and continue to work, searching out new and better facilities for the transmission of network programs.
BMI Plans
(Continued from page 18)
are prepared for radio presenta-
tion, he stated, adding that this is
the first time stations have ever had
a regular supply of music arranged
especially for them. The interposi-
tion of a control room, where mu-
sic can be amplified and modified,
between the performers and their
audiences, he said, makes arrang-
ing for radio a problem differing
in many ways from that of arrang-
ing the same tune for performance
in a theatre or concert hall.
Public domain music, always in
demand, is today more popular than
ever, Mr. Gutman stated, express-
ing the belief that this trend to-
ward the old, familiar songs will
continue for some time. With world
conditions as they are, he explained,
people instinctively reach back to
the old songs, reminiscent of the
days when there was security.
There is also a definite trend to-
ward a better type of popular mu-
ic, he said. The widespread broad-
casting of classical music has made
the listening public unsatisfied with
tunes that are flimsy or poorly con-
structed, and while most listeners
may not realize it, they have be-
come more critical of what they
hear and are insisting that the pop-
ular tunes have real musical merit.

For Saturday Morning
TO ENTERTAIN the constantly
growing Saturday morning radio audi-
ence, CBS on July 6 started four
sustaining summer programs in the
period from 10 to 11:30 a.m. First is
Honest Abe, a series of human inter-
est episodes in the early life of Lin-
coln, starred by Ray Middleton, actor
and singer. Other programs include
Let's Be Lazy with Tom Moore as
m.c. and Dale Evans as singer; Sing-
ing Bee, audience participation show
with Welcome Lewis, and Old Dirt-
dobber, featuring horticultural expert
Tom Williams answering questions
about the care of home and city
gardens.

ON JULY 6 The Old Dirt Dobber,
daily gardening feature for more than
seven years on WNL, Nashville, started
on a coast-to-coast CBS hookup, and is
now heard Saturdays, 9:05-9:30 a.m.,
as well as daily on WNL.

enes increasing from 1,335,440 in
1936 to 3,508,100, actual net cost per thousand listeners
on CBS was determined as dropping
from $7.23 in 1936 to $4.10 in 1940,
a 48% decrease.

Drug Chain’s Displays
OPERATING 42 retail drug stores
in Northeastern and Central Ohio,
Weinberger Drug Co. on July 10
completed arrangements with
WKH-WCLE, Cleveland, for spe-
cial radio displays in window of
each of the stores for a two-week
period starting July 29. Claimed
the largest promotion of its kind
in the area, the displays will fea-
ture WHK-WCLE advertised pro-
ducts. Arrangements were made by
Marvin L. Kahn, advertising man-
ger, and Frank Statny, display
manager of the company.
Weinberger stores and in and around
Columbus will feature displays de-
voted to products advertised on
WKH, Columbus. Products to be
displayed include more than 60
drug, tobacco, cosmetic, and house-
hold items.

Relative Decline
In Cost of Radio
Reduction of 48% in Cost to
Sponsor Noted in Decade

CONCRETE figures on the declin-
ing relative cost of radio advertis-
ing, illustrating a trend applying
to the whole industry have been
published by CBS after an exami-
nation of gross circulation figures
and program ratings of the Co-
ooperative Analysis of Broadcasting
[BROADCASTING, July 1]. Applying
research figures from a coopera-
tion, CBS announced that gross
costs to an advertiser on CBS had
decreased from $7.23 per thousand
listeners in 1930 to 77 cents in 1940,
or a 94% reduction in 10 years, while
since 1936 the net cost per thousand
listeners had declined 43%, from
$7.23 to $4.10 in 1940.

In making its calculations, CBS
statisticians noted four "steady in-
crease factors"—radio ownership,
radio use, CBS coverage and the
CBS share of the listening audi-
ence. From an industry standpoint,
it is notable that the first three fac-
tors—radio ownership, use and cov-
erage—may apply gener-
ally to other networks and indi-
vidual stations.

More Listening
The brochure, titled More for
Your Money, developing various
aspects of the trend, notes that
major space media, as well as ra-
dio, are delivering more circulation
per dollar in 1940 than in any pre-
vious year, although space costs
have not dropped so spectacularly
as time costs.

In its survey of gross circulation
costs since 1930, CBS takes into
consideration the growing number
of U. S. radio homes since 1930,
from 12,000,000 to over 28,000,000
families; the 259% increase in CBS-
area radio homes has caused a jump
from 64% to 96% of all U. S. radio
families living in CBS primary evening
areas; CBS' network growth from
the 61 to 110 stations by January, 1940,
with increasing primary coverage
through new stations and increased
power at twin cities and other sets in
total number of radio families.

The 48% cost decrease is based on
the rate of a CBS evening half-hour
on entire network, plus 50% for
talent each year.

Costs of the individual advertiser
are cut still further, according to
CBS, by the increase in listening.
The brochure points out that in
1930 an average of 76% of all radio
families listened sometime each day,
for an average of 3.9 hours daily,
while in 1940, 86% of all radio
families listen an average of 5.1
hours daily. On this basis CBS
claimed a 25% increase in the
hours of family listening each day
in its primary evening areas in the
last 10 years.

Citing CAB program ratings
for the median CBS evening half-hour
program, CBS claimed a 99% in-
crease in program ratings since
1936, jumping from 1.2 to 14.5.
It also pointed out that all network
ratings have increased since 1936,
from 7.5 in 1936 to 12.8 in January-
February, 1940.

Combining the effect of all these
factors in estimating net circulation
costs, CBS claimed a minimum in-
crease since 1936 of 154% in actual
audiences delivered to the sponsor
of the median CBS evening half-
hour program, with CBS time and
talent costs increasing much slower
than this.

With CBS program audi-
ences increasing from 1,335,440 in
1936 to 3,508,100, actual net cost per thousand listeners
on CBS was determined as dropping
from $7.23 in 1936 to $4.10 in 1940,
a 48% decrease.

For Sale
BROADCASTING, FOR SALE.
Planning an announcement schedule in
the Hartford Area? We have
several participating pro-
nouncements which are customize-
d for your needs.
Daytime or evenings. Write
Mr. Malo, Commercial
Manager, WDR.
HARTFORD, CONNECTICUT

FREE &
PETERS, INC.
National Repre-
sentatives.
New York
Chicago
Los Angeles
San Francisco
Atlanta

MORE FOR
YOUR MONEY!

More for
Your Money!

NATIONAL
WHCN
MINNEAPOLIS
ST. PAUL
AND
MINNEAPOLIS
2 MARKETS
FOR THE PRICE
OF ONE!
FTC's Procedure Criticized by ANA

APPEARING as representatives of the Assn. of National Advertisers, C. G. T. D. McGinley, Jr., and J. W. Ditzenburg, both of Washington, July 10 attacked various phases of Federal Trade Commission procedure in their capacity as attorneys for the Attorney General's committee on administrative procedure in Washington. During the hearings, the committee had been holding hearings at which private parties are given an opportunity to present their suggestions on procedure of Government administrative agencies.

The representations, principal criticism by the FTC procedure in issuing complaints against business concerns relating to alleged failure of advertising claims before there has been any determination on the merits of the complaints. Mr. McGinley declared this practice on complaints "often results in very real damage. Furthermore, since the publicity accorded complaints may be used by competitors to damage each other and also make a bad impression on the public. Mr. Ditzenburg recommended that complaints be handled so that defendants have an opportunity to answer, and that both sides of the case be made public simultaneously.

FCC Reforms

At an earlier hearing, on June 27, Duke Barry, assistant managing director of the Federal Communications Bar Assn., advocated reforms in FCC procedure, designed to promote independence of decision. Charging there was "no shadow of independence" or objectivity among FCC officials presiding at FCC hearings, Mr. Barry recommended that the full examination of the Federal commissions be organized under a separate agency, such as the Department of Justice, and assigned as needed; also that steps be taken to advance the status and dignity of FCC officers if this function is retained.

Declaring that the FCC was reluctant to grant hearings on applications for licenses and was arbitrary in ruling upon petitions to intervene in proceedings, he suggested that the judicial and legislative functions of the FCC be separated. He said that FCC decisions sometimes are based on information and interpretations received from technical divisions through memoranda and informal conferences, advocating that records include such information, to make it available to all parties.

On July 11 Russell P. Place, NAB counsel, advised the committee by letter that NAB's endorsement of Mr. Patrick was based on three exceptions: (1) the FCC should be encouraged to express its principles and policies on formal regulations without undue procedural obstacles; (2) judicial review of rules and regulations should be provided for, as is done in the U.S. District Court for the District of Columbia; (3) in all quasi-judicial proceedings, there should be an opportunity for facts to be judicially found by an independent and impartial hearing tribunal. Mr. Place argued in particular that in cases involving the federal commission's broadcast licenses, and "where the licensee's entire business is at stake," there be provided a separate identification of the facts as well as the law.

Covers Willkie

WITH radio established as a principal campaign medium, NBC on July 1 announced the appointment of Charly (Bud) Barry as special announcer assigned to GOP Presidential Candidate Wendell Willkie during the 1940 campaign. Starting with Mr. Willkie's acceptance speech in Ind., Barry will accompany the Willkie campaign party wherever it goes, as general contact man for NBC as well as handling all the NBC appearances of the Republican candidate. His duties will parallel those of Carleton Smith, NBC's chief national announcer. Barry, who entered radio in 1937 when he joined WHLM/WNL, NBC Washington, is also executive producer of the morning news program of the station.

Few Continuities Catch FTC's Eye

Only 1 Out of 25 Scanned Is Selected for Investigation

COMMERCIAL radio continuities with few exceptions are maintaining their responsibility for advancing valid advertising representations, according to figures released July 15 by the Radio & Periodical Division of the Federal Trade Commission. The figures analyze results of the Division's scrutiny of advertising claims in newspapers, magazines and radio during the first half of 1939. Of the total 384,872 commercial radio scripts and transcribed programs, only 4.2% were marked for further investigation. Of a total of 24,618 national and regional network scripts examined, 16.4% were marked.

Industry Breakdown

The Division examines scripts supplied by national and regional networks and by independent stations; as well as transcriptions supplied by producers of commercial recordings. Of a total of 113,927 network scripts examined, 2.3% of the 113,927 scripts supplied by low-power local stations were marked, 3.5% of 100,620 were marked, and 4.4% of 1,000 transcriptions. 4.4% of 19,786 by high-power regional stations (up to 10 kw.); 16.4% of 15,189 by top national network stations; 6.5% of regional network stations. Among independent stations, only 8.1% were marked. Of 4,127 transcriptions examined, 13.4% were marked.

Station Control

By Westinghouse

WESTINGHOUSE has completed with "uninterrupted routine" its first fortnight of full operation and the 300,000-hour opening of its radio station, WOR, since cessation of its programming-sales arrangement with NBC, according to announcement, issued July 14, by Walter C. Evans, manager of the company's radio division. The new operation was officially ended at a pre-opening executive meeting in Baltimore attended by A. W. Robertson, president of the board of Westinghouse. Mr. Robertson sketched the operating philosophy of the Westinghouse company, which has abstracted basic policies and set forth the ends to be served by the broadcast operations.

Most of the individual members of the group introduced to Mr. Robertson had been employed by NBC. Stations represented at the meeting were KYW, Philadelphia; KDKA, Pittsburgh; WBZ, Boston; WOR, New York; and WOOW, Fort Wayne. The latter two stations have been separately operated by Westinghouse in the past.

In discussing the new broadcasting activity under his direction, taken over, Mr. Evans said: "We take over at a time of unusual opportunity for usefulness to the public. When there is such universal consciousness of the problem of our collective security, it seems important to point out that while national defense is a state of mind, it proceeds from a state of mind.

Radio and the press are man's most powerful tools to mould mass thought. Together they constitute our first line of defense. When the public is groping along unfamiliar ways, perplexed and uncertain our responsibility is substantially greater,"

"Westinghouse with 20 years broadcasting background is fully prepared to serve in any national emergency. At this time we renew our pledge to broadcast only those words which have a real test of public interest, convenience and necessity. Broadcasts which bear on this vital purpose will always reflect an accurate and trustworthy approach."

Information presented over our transmitters under the guise of news will be news, as now, it will be carefully culled and filtered at the transmitter. It will be intelligently processed, without bias. It will be objectively presented. Our service will be unrestricted as we remain mindful of the incredible power of the instrument entrusted to us."

KBIX Setup Changes

APPOINTMENT of O. C. Benjamin as station manager of KBIX, Muskogee, Okla., was announced July 11 by Tams Bixby, Jr., vice-president and general manager of Tams Bixby, Inc., and current owner of KBIX. Mr. Benjamin will continue as sales manager. Tams Bixby, Inc., is the owner of KBIX.

Mr. Benjamin, who formerly was named assistant to Mr. Bixby, Mr. Benjamin has been shifted to the engineering department, handling network and local traffic as well as programs. John Black is now named chief announcer and Ed Edmondson, C. E., is the new traffic manager. Several new and new positions were added to the engineering department. Allen Hall, new to radio, is in charge of promotion and merchandising.
Network Commentators in Paris Safe; German Shortwave Operations Confuse

FORMER Paris representatives of the American networks, who had deserted Paris following its capture by the Nazi Army and had followed the fugitive French Government first to Tours and then to Bordeaux and who had lost contact with their homes in New York when the last French shortwave transmitter fell into German hands and ceased operations [Broadcasting, July 1], are now all reported alive and safe.

Eric Sevareid and Edmond Taylor, CBS correspondents, and Taylor's wife escaped to Spain and from there took a tramp steamer to London, arriving there ten days after leaving Bordeaux. Taylor is now en route to America, while Sevareid remains in London to assist Edward Murrow, chief of the CBS foreign staff.

Others Now Safe

Waverly Root, MBS commentator in Paris, and Victor Lusinchi, who covered the French Army for this network, with their wives and Root's infant daughter, were aboard the Manhattan, bound for New York. They too made their way from Bordeaux to Spain. NBC's Paul Archinard remained in Bordeaux until the armistice was completed and has since gone to establish his family in a small village in the unoccupied section of France before again taking up his duties for NBC. Another member of NBC's Paris staff, Miss Helen Hiett, managed to get into Switzerland and has been on the air several times from Geneva.

Newest member of radio's foreign reporting fraternity is David M. Anderson, who has just been named CBS correspondent in Stockholm. A native of California, Anderson has been in Sweden for the past year as an English teacher, translator, free-lance writer and broadcaster in English over the government shortwave station at Motala.

German Operations

Networks are maintaining their regular daily pickups from the European capitals, with Rome replacing Paris as the third regular stopping place on the roundups which include London and Berlin. In the lull in the fighting that has followed the French capitulation, there have been no broadcasts to equal in dramatic quality those of the signing of the armistice or the German "cease firing" broadcast.

The German acquisition of Norway, Denmark, Holland, Belgium and Northern France, including of course all of the radio facilities in these countries, both local and international, has caused a great deal of confusion among shortwave fans in America. Programs are heard from stations with familiar calls but operating on different wavelengths. In such a way as to lead some listeners to the belief that practically all of Europe has been hooked up into a single German-controlled network. Listening posts at CBS and NBC, however, report that as far as they can determine, Germany is now operating the stations and networks in the conquered territories and occasionally hooks them up for a special broadcast, but that nothing more elaborate has been done. Further confusion occurred when Press Wireless reported that its listeners on Long Island had heard a German program broadcast by a Japanese station, indicating that the Nazi network had made a great stride toward enunciating the globe. Investigation by the CBS listening post however, led to the discovery that a German station and a Japanese station both use the same wavelengths, 15.16 mc. As German

DETROIT, ST. LOUIS FIRST TO SEEK FM

DETOIT and St. Louis respectively were applicants Nos. 1 and 2 for FM stations, pursuant to the new rules and requirements specified by the FCC for commercial FM operation [see page 78].

James F. Hopkins, president of WJBK, Detroit local, filed July 10 for a 2,000-watt Class B station, in that city, to cover an area of 3,850 square miles, and was followed two days later by the St. Louis Star-Times, licensees of KXK, St. Louis, and KFPU, Columbia, Mo. Elley Roberts, publisher of the newspaper and head of the stations, and Chet Thomas, manager of KFPU, who is identified also with the management of the St. Louis outlet, personally filed the applications.

The St. Louis application is for a Class C station, to cover an area of approximately 3,800 miles, with output of 3,000 watts. It would be located atop the Continental Life Bldg., one of the tallest in the city.

LICENSEES covering construction permits were issued by the FCC July 12 to the new WSGO, Sault Ste. Marie, Mich., and WHKY, Hickory, N. C., both of which are now in full operation.

stations frequently sign off without a closing identification, and as the Japanese station immediately signs on with its call letters, JZK, listeners erroneously identify the new call with the program just heard. Thus says CBS, the report of the German-Japanese network is "premature".

WOJR, DETROIT
50,000 WATTS
CBS

Michigan's greatest advertising medium

For more information about WJR, one of the sixteen CBS 50,000 watt stations, inquire of Edward Petry and Company.

THE GOODWILL STATION

BROADCASTING • Broadcast Advertising
July 15, 1940 • Page 73
ENGINEERS INSPECT YANKIE FM SITE
Some 350 IRE Delegates Take Trip to Paxton Transmitter

CLIMAXING a week-long annual convention held in Boston, more than 250 members of the Institute of Radio Engineers (IRE) spent some 50 miles from Boston to Paxton, Mass., June 29, to inspect the Young-Kane-Norton transmitter, WIXOJ, located atop Mount Asenbuntik, outside of Worcester.

The tour, conducted by the fact that the excursion was held as the closing feature of the conclave, was sponsored by the various committees of delegates stayed until late to hear a special relay demonstration.

More than a third of all delegations registered at the convention attended as guests of the Yankee Network, coming from Boston in a fleet of chartered buses.

New Equipment Inspected
In addition to the giant 50,000-watt REL transmitter, biggest regular FM plant in the country, the visitors examined the origin of WIXOJ's new antenna setup which will include a special steel tower atop the mountain, effectively improving the station's coverage.

One of the last to return was a picnic dinner and to hear Major E. F. Armstrong demonstrate the capabilities of FM with a relayed program that originated in Youngstown (WIXAG) and was sent via WFN and XWF to the Massachusetts Institute of Technology some 250 miles distant. The large attendance, witnessing the mileage of Boston to Paxton, were in a hurry to return home after the week-long convocation, far exceeded expectations.

FM SETS ON MARKET
STROMBERG - CARLSON Mfrs., Co., New York, which has been promoting its FM sets with spot announcements on WQXR, New York, for some time that its FM line includes, received the regulations required by FCC, which permits, by a few months in the regions where FM stations are located during 1940.

The table model sells for $74.50, while console models, with AM as well as FM, range from $165.00 to $395.00, with phonograph combinations running from $285 up.

FM FOR RADIO RANGES
CITY AERONAUTICS Authority has purchased four Generators, Electro-250 watt FM transmitters to control remote range equipment of the company. The FM transmitters will be used by operators on the coast and control remote radio ranges set up by the CAA on Chincoteague, Fort Borden, and Ralston Island, near Juneau, as beacons for aircraft flying the beam over these areas. For these purposes were provided so that weather reports may be transmitted from all range stations by the operators on the mainland.

Brazil Plans Campaign
A DAPAMAP to promote tourism to Brazil is planned by the Brazilian Government. Tours will be operated in New York, Chicago, and perhaps San Francisco, according to the U. S. Department of Commerce.

ARGENTINA EXPANDS
The DUTCH radio manufacturing firm, Philips, is planning to extend production to Argentina, compensating for disruption of its Netherlands facilities, the U. S. sales department of subsidiaries formed July 11 by Vice-Consul Joe D. Walstrom, Buenos Aires. This expansion is to be fulfilled through demands for American radio products. The Philips company accounted for half of the sales of wireless equipment during the past fiscal year (1936-37).

Argentine set sales amount to about 200,000 a year, most of them do not meet present FCC regulations and ostream exports to the country, mostly parts and tubes, totaled $1,376,264 in 1939, $1,862,600 in 1938 and $2,621,806 in 1937.

BRUCE BARRINGTON, news editor of KYOK, St. Louis, and a captain in the anti-aircraft reserve, is asking the Army to buy a set for his own use to be cut loose by the Arm in the St. Louis area.

HOSTS TO MORE THAN 350 FM CONVENTIONERS at the Yankee Network static Asenbuntik transmitter for a demonstration of FM were John Shepard 3d, president of the Yankee-Colonial networks (right) and Irving B. Robinson, chief engineer of WAB, Boston.

BETTER RECEPTION, MORE STATIONS LOOM, SAYS FM GROUP IN REPLYING TO ATTACK
ANSWERING the anonymous four-page mimeographed attack on frequency modulation, titled "Why Frequency Modulation?", mailed from Birmingham to newspapers throughout the country during the past two weeks FM Broadcasters Inc. has prepared a reply, "Frequency Modulation... And Why Not?"

Denying that either listener or broadcaster will benefit from the introduction of the FM system of broadcasting, the anonymous letter charges FM is more costly and will not benefit the majority of whom have worked long and hard over a period of years to develop from the system to which they have justified them in creating an American institution which was something besides just another mass medium. "So far as any information is available to date, it would appear that stations will go into operation if a picture of how the work of these broadcasters would go for naught... although they may have developed a high degree of efficiency and 'listener following' through the use of their 'AM' facilities, they are quite apt to find a newcomer in their local field enjoying greater power, greater coverage, greater financial, affiliations and all the pioneering and development work and expense will have gone for naught.S" ronizing.

Static and Fidelity
FM's claim that it is indispensable because at least in some degree interference is received is met by the statement that, according to "any number of research bureaus", only about 2% of listeners are obliged to take their broadcasting with an amount of interference which could be deemed disturbing.

FM's second claim, that it is capable of delivering a higher degree of fidelity, is likewise challenged by the letter. First it points out that there is no lack of high fidelity at the transmitters "because the FCC has set up standards which oblige transmitters to maintain a degree of fidelity far beyond that of which any household set is capable of reproducing.

Turning then to the receiver, the letter continues: "Commercial high fidelity receivers can be purchased, but they are high priced and the desire has so far been expressed by not more than 15% of radio set purchasers, and the practice of these users has been to immediately destroy the actual high fidelity of the set by setting the 'tone control', so that they receive an excess of bass and low frequencies rather than enjoy the high fidelity of the 'amor' type of radio transmission'. Not just a higher treble range, but the entire frequency range is 'perfectly readable'.

Denying any claim to "high fidelity receivers", the FM group adds: "Any of even radio engineers cannot define, the FM Broadcasters state that their method offers "a degree of naturalness that approaches far closer to actual sound than is possible under the conditions of radio transmission." Not just a higher treble range, but the entire frequency range is 'perfectly readable'.

FM assembly" is the conclusion of the FM answer, it is because this position "minimizes the noisy background that affects the intelligibility of the amplitude modulation receiver and makes it sound brittle when highs are introduced.

The advantage that "permits hundreds and even thousands of stations to operate in the nation at the same time without cross-interference, time-sharing, producing in all the other headaches that mark and mar standard broadcasting" is not mentioned in the attack, states the FM reply, "But this opposition is significant. On the one hand, since FM opens the way for new bands that will make life harder for radio engineers and personnel, and since manufacturers will also need more workers to turn out equipment, the FM Broadcasters declare, "you have an impetus to business, employment, and national defense." On the other hand, FM makes improved competitive service to the nation. On the other hand you have the prospect of a carefully engineered broadcasting being faced with unwanted progress and a little American industry that is growing, one of these has a place in what we like to call the American system of broadcasting.'

ACTION IS PLANNED ON FM NETWORK
Independent Project Slated For Convention Discussion
ACTION on preliminary plans to establish an independently-owned FM network, is being discussed in some 40 major markets, may be taken within a few weeks, possibly on the opening day of the 1940 convention Aug 4-7. The matter was first broached at a meeting in Chicago, June 20 called by John Shepard, vice-president of Yankee Network and leader of commercial FM (Broadcasting, July 11).

The projected independent network would not be identified in any further discussion on the air before the trade group formed to foster FM development, Mr. Shepard asserted at a breakfast meeting published in the July 1 Broadcasting that "a group of members of FM Broadcasters Inc." discussed the plan, Mr. Shepard emphasized that the proposed network "has nothing whatever to do with the trade group," and pointed out that FM Broadcasters Inc. is open to all stations, even in the same market. Shepard explained that a network operation of necessity cannot accommodate competing station in a common market.

At the June 20 meeting several exploratory committees were appointed to work on the independent network project. These committees were assigned such tasks as determination of whether wire or radio relay is possible, what kind of relay station would be economically feasible; economic and rate data; programming, etc. The AM network is centered around launching of the network by September, 1941.

Full discussion of FM during the NAB convention in San Francisco is planned. An open meeting tentatively has been set for Aug. 7, at which time all aspects of FM will be discussed. A demonstration of FM radio is to be set up at the convention, but this is contingent upon installation of necessary equipment and finding a suitable location. Mr. Shepard is expected to preside at this meeting.

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BROADCASTING • Broadcast Advertising
Over 95% Of All F-M Stations On The Air Use One Transmitter

Whose?

REL’s, of course!

If you are planning to build an F-M station, Radio Engineering Labs., Inc., offers you a record of experience and progress unsurpassed among F-M transmitter manufacturers.

REL’s experience is your insurance when buying an F-M transmitter. The stamp of approval is placed on REL F-M units by nearly every F-M station on the air. Over 95% of them use REL transmitters. Too, Major Armstrong, inventor of F-M, collaborated with REL in building the first F-M station on the air.

All REL F-M transmitters from one to 50 kw. employ the Armstrong method of modulation with crystal control of frequency ... and all REL F-M transmitters are guaranteed to conform with the latest FCC rules governing high frequency broadcast stations.

We invite broadcasters to profit by REL’s leadership in F-M transmitter manufacturing. Get the tested best . . . now!
No Pale ‘Ham’ Award To Be Made for 1939

THE William S. Paley Radio Amateur Award, made annually to the “ham” showing the most proficiency and the best record for research and experiment for the preceding year, will not be awarded for 1939. This was announced by the CBS president July 11. It was stated that the American Radio Relay League, national amateur organization, had reported that no award was justified for last year. However, it was added that plans are now under way to broaden the scope of the award’s requirements so that “past records” and not necessarily the record for a particular year can be taken into account.

Canada Travel Series

TO STIMULATE tourist travel in Canada, which the Canadian Government is eager to promote despite the war, the Canadian Railway W, Montreal, on July 15 starts a series of programs on 25 CBC-Blue stations titled Canadian Holidays to run through the summer. The programs feature travelogues by Malcolm LaPrade, with musical background, and will be heard in New York. It will be heard Thursdays, 8-8:30 p.m. (EDST). Account was placed directly by the association, which comprises the Canadian National and Canadian Pacific railroads.

Eight Stormed Out

EIGHT New York metropolitan area stations were off the air shortly after 7 p.m. July 11 for periods up to a half hour. The breaks were caused by damage to power lines of the Public Service Co. of New Jersey caused by one of the most severe electrical storms in recent years. WOR, which had an unbroken record of 1½ years and won the Western Electric trophy early this year for its 1939 record, was forced to lose that distinction. Other stations affected were WJZ, WJBN, WINS, WNEW, WOY, WJZM and WHAT.

ESTIMATES of 1940 population of over 10,000 or more are being compiled as fast as in the U. S. Census Bureau, with more than 125 groups of field examiners at work. The figures are preliminary and subject to final adjustment.

Delay Perils Havana Treaty

(Continued from page 18)

for the FCC to promulgate the proposed allocations, most of which are specified in the treaty. All present broadcast licenses have been extended to Oct. 1 in anticipation of the treaty allocations. There is no disposition to make the allocation effective prior to the November Presidential elections because of the inconvenience that would be caused listeners in recalibrating their sets, particularly push-button models.

Nevertheless, it is felt the Commission should act with celerity by exchanging lists with Mexico, Canada and Cuba as provided in the treaty, and then set the actual “moving day” sometime ahead, permitting conflicts and discrepancies to be worked out. Thought is given in this connection to a possible March 1 date. But as far as formal word from the FCC is concerned, it has only stated that the realignment will be handled “in due course”.

Canada Reported Anxious

Reports also have been received here that Canada, beset with a war situation, is anxious to have the treaty provisions operative with greatest expedition. Inter-channel interference caused by the operation of Mexican and Cuban stations on wavelengths used in Canada is said to be seriously hampering Canadian wartime broadcast operations, according to these private reports.

Beyond that, it is felt that undue delay might lead to Mexican and possible Cuban repercussions which could block effectuation of the allocation proposed. It has been generally agreed that the treaty as now devised makes the benefit of all nations concerned, particularly since Mexico and Cuba never before have been parties to a compact involving allocation of broadcasting facilities among the nations of this continent. It is entirely possible, it is thought, that these nations might, if the occasion arose, seek additional concessions, particularly exclusive channel assignments.

Mexican Election

The treaty was hailed as a diplomatic triumph because efforts had failed during the preceding decade to work out arrangements with the Southern countries on elimination of interference through scientific allocation. Provision is made in the treaty to accommodate every station in the United States with equivalent and better assignments than heretofore allocated, except for breakdowns in certain clear channels to which agreement was procured. The other signatories agreed to engineering principles devised in this country, providing definite limitations on interference to be caused stations in the other nations. Of paramount significance was the provision for elimination of the border stations.

With a change in administration in Mexico as a result of the Presidential elections of July 6, there may be further complications in connection with border stations. How far border station operations may have gone with one faction or the other in connection with retention of their facilities is not known here, though it is assumed that these operators, for the most part former American broadcasters or backed by American capital have left no stone unturned. Despite all this, it has been stated repeatedly by Mexican authorities that the letter of the treaty will be adhered to and that the border stations will pass out of existence as high-powered outlets promptly upon enforcement of the treaty terms.

The attitude of anti-clear channel FCC members can be reported with some degree of reliance, based on their past observations, views and statements. They feel that clear channels should be broken down and duplicated at several points in this country —on the East and West Coast and in the central portion, at least. Directional antennas, they insist, will minimize interference.

In connection, however, it is thought that if this country breaks down 26 clear channels provided for among the 32 waves to which the United States procures rights, the other nations would be privileged to make these assignments in these frequencies within engineering limitations set forth in the treaty. In other words, if a present clear channel were duplicated in this country, it would automatically become a Class I-B channel, permitting Canada, Mexico and Cuba to assign regions or locals on those frequencies, provided the interference limitations at the border are complied with.

Dangers of Breakdown

The rigid conformist group at the Commission feels that the rights of this country can be preserved only if the treaty is enforced as drafted. Should the question of clear-channel duplication arise, it is felt it might well be considered after the treaty allocation is effected containing 26 clear channels which could be handled on its merits with maximum protection to stations in this country pointed out. Moreover, it is felt that if the intention of this country is to break down the clear channels, contrary to treaty provisions and other signatories, we are obligated in good faith to let these countries know what our intentions may be. That is the tacit understanding clear-channel duplication under the treaty, it was pointed out.

It is even reported in some quarters that Mexico and Cuba probably would like to see this country abrogate the treaty terms and thereby be in a position to negotiate possible better terms for themselves. Moreover, it is known that the border stations are interested in blocking the treaty to preserve their own operations.

The FCC clear-channel opposition presumably grows out of the allocation provisions which would give to NBC and CBS owned and operated stations as well as to affiliates of those networks the lion’s share of the Class I-A or fully clear assignments in this country. Anti-network views of at least three members of the FCC were clearly demonstrated in the Network Monopoly Report (broadcasting June 15) since the recommendations were to alter from top to bottom present network operations, particularly those of NBC and CBS.

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Youthful Graybeard

“Old Heads,” in radio, are found on young shoulders. Few are the “venerable” institutions — such as WOA — that offer advertisers a service based upon 18 years of experience.

POWER

PRESTIGE

+ CLEAR CHANNEL

LISTENER PREFERENCE

REPRESENTED BY FOW, PETTY & CO., INC.

WWNC

ASHVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

EXTRA

MILLIONS

OF DOLLARS!

The peak business season approach- ing is in the Carolinas and West. Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, rebroadcast your sales mes- sage over WWNC — sole blanket coverage of this bright spot!
Early Selection
Of Air Defense
Board Foreseen
Personnel Now Only Hitch; Industry Status Remains

(Continued from page 13)

indicate why he again found it desirable to restore previous observa-
tions on private management and control. Reports have been current,
however, that some post-war advertising media were whispering about
imminent Government control of commercial broadcasting and Mr. Fly's
observations may have been timed to refute such innuendos.

Personnel Prospects
Whether the President had veered from the original personnel plans respec-
ting the Committee could not be left in authorita-
tive quarters. It has been reported [BROADCASTING, July 1] that the
committee might be headed by a junior cabinet officer, Adolf A. Berle Jr., Assistant
Secretary of State, or Breckenridge Long, Special Assistant to Secretary of
State Cordell Hull. A new name mentioned in this connection, aside
from that of Chairman Fly, is Lowell Mellett, one of the six Presi-
dential secretaries, former executive officer of the Scripps-Howard News-
papers and head of the National Emergency Council, recently abol-
ished. He has been summoned to the White
House and is regarded as the top
public relations advisor to Presi-
dent Roosevelt.

It appears a foregone conclusion that such well-known communications execu-
tives as Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, Rear Adm. Leigh
Noyes, director of Naval Communications, and Comdr. Joseph F. Far-
ley, chief communications officer of the U. S. Coast Guard, will be on
the committee. The original plan was for a five-man board.
A subcommittee for the broad-
casting industry presumably would comprise a representative for the
NAB, representatives for the ma-
jor networks, and possibly other
important industry figures making
for a cross-section of all broad-
casting activity. At least the conver-
sations with Government officials likely to serve on the committee have been in that direction.

Desire to have an industry co-
ordinator appointed to the Knud-
havn Conference stems from the
view that the industry should have a spokesman in the highest defense councils. It is
pres-
ted that the importance of
radio as a medium of mass
communication should not be over-
looked and that the industry should have a voice in conduct of com-
munications actively during the war,
ae, aside from the pro-
posed subcommittee functions un-
der the projected Defense Com-
munication Committee.

Meanwhile, the FCC, under di-
rection of Chief Engineer E. K.
Jett, moved quietly but swiftly to-
ward its objective of setting up a
24-hour communications watch with
the $1,600,000 fund allocated to it
from the National Defense budget.
Because of the confidential nature of
the work, little publicity has been
given to developments.

The setting up of extensive monitoring operations is the development of some
500 additional field personnel is
the major phase of the FCC's ef-
tors to detect and stamp out any possible subversive activity in com-
munications. Requirements of proof
in the courts in cases of radio and
communications operators already is
well along, including issuance and
return of fingerprint license forms.

Organization of the Commission's
new field inspection staff, to main-
tain the 24-hour watch, is being
handled by Chief Engineer Jett and
George Sterling, inspector in
charge who has been given immedi-
ate supervision of the activities.
Qualifications and records of hun-
dreds of available prospects for the
field work, taken from Civil Service
lists, are being checked closely. The
FCC also has purchased consider-
able direct finding equipment,
receivers and other types of appa-
ratus already manufactured to fit
into its plan to set up some 100
additional detector stations in all
parts of the country to tie into its
major established monitoring sta-
tions.

Inspectors Training School
As part of this development, the
FCC has established in Baltimore a
training school for regular inspec-
tors to aid them in instructing the
new field forces. A substantial num-
er of inspectors now are attend-
ing these courses. Chief Inspectors
from various sections also have
been summoned to Washington to
assist in the formation of plans for the
new national defense policing of
the air and related activities.

In again scuttling reports of dan-
ger to the status quo of broadcast-

ing and other communications op-
erations, Chairman Fly asserted that reports have been "far-fetched and untenable" and par-
ticularly unfair to broadcasters. Beyond
the fact that no plans have been
made to interfere with operations in any way, he said that the
Government "is not qualified to take
over broadcasting." Should we be-
come involved in the hostilities, Mr.
Fly indicated, there might be some
"particular things" the military
services might want to do, but he added these would not involve ac-
tual taking over of operations.

Surveillance System
The expanded monitoring activi-
ty, to curb espionage and possible
Fifth Column developments, will
involve establishment by the end of
the summer in every State of the
country and its territories and pos-
sessions of about 100 fixed detector
stations, along with portable direc-
tion finder trucks. This will pro-
 vide the most extensive and efficient
radio surveillance in existence.

It is expected the FCC will add some 1000 in the next 12 months to its
staff for field duty during the
total emergency, supplementing the
some 900 engineers, clerks and
radio technicians now in the
field. Detector stations will
not be concentrated at any one spot,
but rather will be located at stra-
tegic places throughout the
country.

The seven existing major moni-
toring stations will be supplement-
ed by three others, to serve as key
operation centers in guiding and
inter-communicating with the 100
detector fixed stations. All frequen-
cy bands will be observed, record-
ings made, simultaneous bearings
taken. When suspicious transmis-
sions are heard, one or more contig-
uous base stations will dispatch di-
rection finder trucks to cover the
transmissions and seek to locate
the source and check the signals.

Of significance to broadcasting operations will be efforts to detect
broadcast propaganda, particularly
in the foreign-language broadcast-

ing field. Little elucidation is avail-
able from the FCC on its plans in
this regard. It appears clear, how-
ver, that the FCC proposes to re-
cord, wherever possible, all foreign
language commentary broadcasts as a
means of detecting and ferreting out
propaganda. All down the line, it
is reported, station licensees have
been cooperating to the fullest ex-
tent with the FCC.

WSIX
"The Voice of Nashville Tennessee"
Offers coverage of the hull
of a billion dollar mar-
ket. Write or our repre-
sentative for availabilities.

Mutual Broadcasting System
HEADLEY-REED CO.
NATIONAL REPRESENTATIVE

5000 WATTS
FULL TIME IN
BOSTON

WMEX
1470 KC.

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

July 15, 1940 • Page 77
Levy Sees Radio Requiring Youths Points to Job Opportunities For Young Specialists

DR. LEON LEVY, president of WCAU, Philadelphia, represented the radio industry in a series of articles sponsored by the Philadelphia Bulletin, inviting prominent figures in various lines of endeavor to discuss the "Outlook for Youth" in the industry.

"With thousands of boys and girls leaving school and college this month and turning hopefully to business and industry at this time," wrote Dr. Levy for the Bulletin in describing the radio field as a field for specialists, "it is well to weigh at this time possibilities that broadcasting holds for them."

"For the youth of America, radio broadcasting is an industry replete with careers waiting to be carried. Radio, by the very nature of its physical and technical demands, and its personnel, is youthful, the youngest of the Nation's great industries."

"Radio is growing and changing every day. Frequency modulation, facsimile and television, especially the latter, are in the offing. Complexity of the problems accompanying these developments are such that require above-average energy in the pursuit of their ultimate perfection, the kind of uncompromising energy that only youth can supply. Definitely there is a future in radio for youth, but youth must seek and carve out that future."

"In its overwhelming dependence on youth, radio differs greatly from other industries, but fundamentally it presents to youth the same problems of job-finding as do the others. Positions in radio are not plentiful, nor are they easy to get. Entirely depends entirely upon the individual. If he or she has the basic qualifications—originality, personality, clear thinking, ambition and an overpowering desire to break into radio—then the battle is half won."

"Further, Mr. Levy warned that "radio broadcasting is an industry of specialists," and only by experience and training can one fit himself for a career in radio.


BYE-BYE RED INK! Black Ink is always in vogue in the Winston-Salem market—that is for sponsors who choose this sales-stimulating station. For a real money-maker, choose—WAFR Winston-Salem, North Carolina National Representatives Sears & Ayer

Intricate FCC Requirements for FM Cause Drop in Expected Applications

FCC OFFICIALS and others on the national radio scene have sharply revised their estimates of probable applicants for FM or "staticless" broadcast stations since they have had opportunity to analyze and digest the new rules, engineering standards and the exhaustive application form.

Whereas, based on inquiries received from all parts of the country, FCC engineers and licensing officials anticipated a flood of applications, possibly 1,000 as soon as the FCC announced its intentions to revise the current rules to include applications for FM, various industry groups anticipated a tide of FM applications, possibly 1,000 as soon as the FCC announced its intentions to revise the current rules to include applications for FM. In some cases, however, such as for example, the FCC's decision to issue a revised application form, it is clear that the FCC's decision has not only curtailed the number of applications to be expected, but also has affected the quality of the applications that are expected to be received.

Nothing Overlooked

The infinite detail of the application form (No. 319) [Broadcasting, July 1], searching deeply into all aspects of the applicant's background, family, financial and other relationships, with the rigid requirements on technical, financial and other showings, are evidences of the thoroughness and clarity of the FCC's requirement rules, particularly by newsmen. Moreover, broadcast stations on the air are built around the famous Grand Ole Opry feature, and the FCC has revised the rules accordingly.

FCC is likely to revise the rules for the first time, since the FCC has consistently revised the rules for new FM stations, and it is now expected that many possible newcomers, as department store owners, newspapers, and even those who have radio "get-rich-quick" ideas, will either throw in the sponge or delay their plans to see if the Commission will demonstrate the drastic requirements.

As Broadcasting went to press (July 12), not a single application for a new FM station under the revised rules had been filed. This was understandable, however, since the application had been available for only a week and a minimum of a month is thought necessary to execute the complicated forms. The fact that more than 150 applications previously had been filed under the experimental rules augurs for at least that many applications as soon as the new data can be accumulated by the parties involved. The FCC estimates that perhaps as many as 1,000 possible applicants had stormed it with requests for information regarding applications prior to the new rules.

While too early to gauge general reaction to the allocation rules, it is indicated that the new regulations may well require heavier weight of evidence to alter the channel assignments. The rules specify six channels for towns of less than 25,000 with coverage radii of about 12½ miles; 22 channels for metropolitan areas of more than 25,000 with coverage radii of about 31 miles, and the remaining seven channels for big coverage stations, comprising two or more large cities or metropolitan areas with a substantial audience.

Want Better Facilities

Advance indications are that most of the applicants will seek the seven wide-overlap assignments. Such stations will use power not less than 50 kw with a minimum of 70-100 miles. Should there be an influx of such applications, justifiable on the record, it is likely that the Commission will decide to revise its channel classifications and increase the number to whatever number the facts may warrant, correspondingly reducing the totals in the other classifications. This problem may wind up in another allocations hearing restricted to the matter of frequency assignments.

Aside from the fact that the stiff requirements for FM will discourage many outsiders from attempting to become broadcasters, lack of experienced personnel to manage and operate new FM stations is a primary consideration. On the other hand, established broadcast stations already have experienced personnel, which probably will keep these stations away. In the meantime, the new stations, a feat in which he was unique among the MF staff.

Shed for Mutual

IN ADDITION to its financial and editorial help, the Republican Convention, MBS reports that the four-day session resulted in a combined loss of 53½ pounds by its convention crew of 20 persons. Fulton Lewis Jr. lost the most, 10 pounds; Dave Driscoll came back seven pounds lighter, and Quin Ryan, Wythe Williams, Ed Content and Adolph Opfinger each shed five pounds. Bill Dolph reversed the trend by gaining three pounds during the sessions, a feat in which he was unique among the MBS staff.

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BROADCASTING  Broadcast Advertising
Fading Overcome In Radio Photos
Sweep Circuit Is Utilized in Press Wireless Experiment

PHOTOGRAPHS radioed 12,000 miles from the West Base of the U.S. Navy Antarctica Expedition were published July 8 in the New York Times. The remarkably clear pictures represented the first public showing of results of a new radio-picture technique, employing a specially developed “sweep circuit” to counteract selective fading, devised by research engineers of Press Wireless Inc.

The new development is particularly significant since the 12,000-mile transmission was accomplished by a 500-watt sending station in the Antarctic. Heretofore selective fading of the carrier frequency, even with high-power stations, had caused streaking and distortion of radioed pictures. The new “sweep circuit”, inserted between the scanning apparatus and transmitter, evens out peaks and valleys of the radio transmission and thus eradicates streaks otherwise appearing in the photograph, caused by the change in density of the tone, according to the Times.

After the Night

The photographs reproduced July 8 were sent from the West Base station, KTRK, to the Press Wireless receiving station at Baldwin, L.I. The signals then were transferred automatically to a telephone circuit and passed on to studios of Times-Wide World Photos, where photo-scanning apparatus converted the sound signals into light rays and reproduced the pictures.

A regular photographic transmission schedule from the Antarctic is planned by the Times-Wide World organization, whenever radio conditions permit. As the expedition is inactive because of the long Antarctic night, only interior views probably will be available for some time. But after the sun appears and the scientific parties resume their outdoor rounds, highlights of their work are to be photographed and radioed to New York. The transmitting set in the base camp is under supervision of Clyde Bailey, radio engineer of the expedition.

FAMILY KITCHEN PRODUCTS Co., Phoenix, Ariz. (pie crust mix), has named Advertising Counsellors, Phoenix, as agency and is using radio and newspapers. I. N. Shun is account executive.

(U.P.)

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

Hamilton Joins Texas Firm
RAY V. HAMILTON, former general manager of the St. Louis Star-Times radio properties, comprising KXOK, St. Louis, KFRU, Columbia, and experimental adjutants, resigned June 29 to become affiliated with the J. M. West interests of Houston, Tex. West Publishers Inc. is headed by J. M. West, Texas capitalist, and publishes the Houston Post, Houston Times, and Houston Press.

Mr. Hamilton Austin Tribune and Dallas Journal. Mr. West's companies have applications pending for new stations in Dallas, Houston, Corpus Christi, and Austin. Mr. Hamilton will maintain headquarters in the Sterling Building, Houston. Mr. Hamilton joined the Star-Times in 1932 when it had no radio properties. When he left, the Star-Times had the two standard broadcast stations, ultra-high frequency station W9XOK and facsimile station W9XSP.

WLS TO BROADEn

COUNTY SALUTES
WELL SATISFIED with the goodwill building properties of its “county salute” broadcasts on the National Barn Dance show, WLS, Chicago, will expand the service starting July 26, according to an announcement by Glenn Z. Snyder, vice-president and general manager. Engineers, production men, announcers and a WLS mobile unit will visit different counties in Illinois, Wisconsin and Michigan each week to stage the county salute portion of the Barn Dance show and a one-hour stage show for local consumption.

Supplementing local cooperation by civic and service clubs, WLS will buy display in all county newspapers to announce each week's broadcast and show. Entertainment on the broadcasts is furnished by local amateur artists in the present series. Many participants already have trooped in Hoarse Talent Barn Dance shows in the area directed by Prairie Farmer—WLS Community Service Inc., in cooperation with local organizations. One act from the regular WLS staff also will appear on the county broadcast, with high school glee clubs, bands and other local units. The county salute broadcast makes up a half-hour of the National Barn Dance program. A special hour show for local audiences will be produced, but not broadcast, just before the air show. In addition to a local speaker, a Prairie Farmer representative will appear on the program.

ALREADY PROVEN...
Now Ready to Serve!

Lingo's reputation has been built upon over 43 years of experience in the manufacturing and erection of vertical structures. Now the name of Lingo becomes even more important with the advent of Frequency Modulation. For now Lingo quality of design, materials and workmanship take on a new importance in this advanced broadcasting development. Lingo has pioneered with FM from the beginning and our turnstile antennas at W2XMN, Alpine, N.J., has been used by Maj. E. H. Armstrong in his outstanding work. Now these proven FM antennas are available to the broadcasting industry—specifically designed for each FCC application. We will be pleased to estimate on complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

Write for Further Information
Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.

JOHN E. LINGO & SON, Inc.
Licensed Manufacturers of Patented Turnstile Antennas
DEPT. B-715
CAMDEN, NEW JERSEY

First in Philly
C. E. HOOPER SURVEYS

% listeners identifying station and program

For LOWER COST Circulation
BUY WFL

Broadcast Advertising

July 15, 1940 • Page 79
AN FM PRIMER FOR Listeners
Armstrong Invention Explained in Easy Terms — So Public Will Know What to Expect

Here is a listener's blueprint, an ABC of FM, which might well adapt itself to situations in explaining to their audiences and to inquirers what FM actually means to them. Aside from being the president-manager of an important station, the author is an engineer and former Yale professor who early foresaw the possibilities of FM.

By FRANKLIN M. DOOLITTLE
General Manager

Many times in the past few weeks I have been asked to explain what frequency modulation radio means to the radio listener. As you know, frequency modulation is the new type so-called "staticless" radio which has been approved by the FCC and will, in the next few months, gradually commercial as more FM receivers are sold.

The public is now pretty well informed about Edwin H. Armstrong's latest invention, although perhaps it is still a little doubtful as to how many advances will be realized. The public will be able to send and receive frequency modulation reception. These questions are being asked:

Will new sets be required and will these sets receive both their regular stations and programs which are now used and enjoyed?

Will the regular stations continue to operate? Will new stations spring up to transmit these new ultra-high frequency programs?

Evolutionary Effect

Things are happening fast. First, let me say that while frequency modulation is revolutionary in the technical sense, as it gives radio its first effective method of fighting static and interference, it will be evolutionary in its effect on radio as a whole.

Yes, it is true that present receivers, the ones you now have in your homes, will not receive frequency modulation programs. While it is possible to provide a so-called "converter" so the "converter" and speaker or tubes it is possible to provide such a "converter" to the present sets, that which is not possible to provide the conversion will be temporary until sets are replaced.

Here's what's going to happen:

Frequency modulation will be introduced to the radio public as a new band on your present standard broadcast receiver. The receiver will not cost very much more than it would if this band were omitted.

Noises Omitted

How will these new receivers appear? Well, many sets will have only one tuning band for frequency modulation, one for the standard longwave broadcasting, and a third for foreign stations—three bands. The appearance of the sets will be entirely conventional and they will be available in the various price models with the exception of the very cheap sets.

Now, what do you get for your money? Why did the FCC greet this new frequency modulation radio with applause and approve it without hesitation?

Well, you will find that you can receive perfect even during the heaviest thunderstorm. On your present radios, when lightning flashes, you hear a tremendous roar and crackle. Frequency modulation radio is effective in receiving even during storms with lightning. You can even receive the station, according to the National Labor Relations Board, which sold the station to a meeting to discuss union organization. According to the NLRB report, Russell Rennaker, an engineer, and a fellow employee called the meeting. Subsequently Rennaker was dismissed from WFBM. The NLRB found that he was discharged "because of his undertaking to form a local of the AFL" and that the company had thereby violated the National Labor Relations Act. Since Rennaker found other employment shortly after his WFBM discharge, and is at present employed as a radio engineer, the order serves chiefly to keep the record straight in regard to the utility company's actions up to the time it sold the station, according to the NLRB.

The move by Searle to the station, according to the meeting, is an attempt to bring the station into the United Auto Workers Organizing Committee (CIO). The NLRB order grew out of a situation which arose as early as March, 1939, when employees of WFBM were called to a meeting to discuss union organization.

E R Porter's claims for FRANKLIN M. DOOLITTLE
General Manager

Here is a listener's blueprint, an ABC of FM, which might well adapt itself to situations in explaining to their audiences and to inquirers what FM actually means to them. Aside from being the president-

GROVE LABS., St. Louis, has been ordered by the Federal Trade Commission to cease certain claims for its Pain Ointment and Dr. Porter's Anti-septic Healing Oil.

200 BIG TIME ADVERTISERS HAVE WRITTEN TO SAY KOIL IS TOPS!

KOIL
Basic CBS
OMAHA
Don Searle
Gen'l Mgr.
Katz Agy.
Nat'l Rep.

1939 Annual Advertising Award

VIGOROUS COPY THAT TELLS YOUR STORY BRIEFLY

GUEST BADGE and medal were the reward of Harold J. Frank (left), manager of the recently inaugurated WSLB, Ogdenburg, N. Y., for the station's cooperation in publicizing the 10th anniversary of the Foreign Wars convention there July 3. Kenneth Ullman, State radio publicity director for the VPW, pins the badge as Announcer Joe Goers looks on.

Neb. ASCAP Delay

NO DECISION in the case of Nebraska versus ASCAP will be reached until that state's Supreme Court meets early this October, according to Herman Finkelson of Schwartz & Frohlich, ASCAP counsel. Mr. Finkelson stated that ASCAP had filed and served the papers asking dismissal of Nebras-ka's appeal. For a new trial after a three-judge court found the Nebraska anti-ASCAP law to be unconstitutional [Broadcasting, April 1].

Swift Time Signals

SWIFT & Co., Chicago (meat products) on July 29 will use ten-weekly time signal announcements on WBBM, Chicago. Sponsor has purchased a 25-minute Saturday feature on the same station, featuring Norman Ross and consisting of sidelights on news and musical transcriptions. J. Walter Thompson Co., Chicago, is agency.

NEW subscribers to Transradio Press Service are stations WMGB, Mobile; WFRC, Greenville, S. C.; WSOO, Saut Ste. Marie, Mich.; WJMS, Iron-wood, Mich.; WJCL, Idaho Falls; WLBJ, Bowling Green, Ky.; KGFI, Brownsville, Tex.; WOBC, Yarmouth, Maine, and others currently under construc-

ABC of FM

Terms: Free to broadcast stations. Not available to periodicals. Not reproduced without permission.

Terms: Free to broadcast stations. Not available to periodicals. Not reproduced without permission.

Terms: Free to broadcast stations. Not available to periodicals. Not reproduced without permission.
AL DAVIS, announcer of KGVO, Missoula, Mont., has resigned to prac- tice law. He is associated with his law degree this spring from Montana State U. Jimmy Barber, KGVO program direct- or, has been offered a position at Davis & Schwiegel, Los Angeles music publish- ing company. James D. Young, KGVO's station manager, is being recorded by Al Golden and his orchestra, and along with six other Decca artists will receive intensive promotion during the coming months.

BOB SHIELD, announcer of KDKA, Pittsburgh, recently married Elaine R. Bumby, sister of Sisters trio heard on the station.

JOHN BOLET, president of North Central Broadcasting Co., regional chain of Minnesota, North and South Dakota, was host at a cocktail party at St. Louis, Mo., July 11, for Chicago agencies and the press.

ROBERT N. BROWN, formerly program director of WBBM-CBS, Chi- cago, has been appointed director of Wrigley programs originating in Cali- fornia, has rejoined the Chicago sta- tion. Stuart Dawson, formerly acting program manager, continues as executive assistant to Brown.


KNOW MANNING, CBS Hollywood commentator, has been signed to play a singer in the current film "Meet Me at Home," to be produced by Warner Bros., under direction of Frank Capra.

JOHN N. LAING, formerly of NBC, New York, and recently named KPAC, Los Angeles, summer relief announcer, has resigned as the announcing staff of KFIR-KECA, that city, succeeding Jim Gibbon, resigned.

DAVID S. BALLOU has been named manager of KMW, Merced, Cal.

JACK MURRAY, announcer at WEN, Boston, is the father of a girl born July 5. Mrs. Murray was the former Peg Grady, of the WEN general service department.

STANLEY LEVY, formerly a salesman of WIND, Gary, Ind., has joined the local sales staff of WBBM, Chi- cago.

LESTER GOTTLIB, MBS public- ity director, on July 9 left New York on his annual trip to discuss publicity policies with various Mutual Radio stations. He is expected to return in time to give the annual broadcast of WOR in New York, July 15.

LOIS BERG, member of the CBS Hollywood script department for the last three years, will marry Robert Johnson, oil company executive, on Aug. 13.

RAY ERLENBORN, CBS Hollywood sound effects engineer, has been pro- moted to the production director's contact man.

WILLIAM T. KNIGHT, III, son of the general manager of WTAD, Savan- nah, Ga., has been appointed chief engineer and has made a vice-president of the Knight Broadcasting Co., of Savannah, parent company of the station. He is the third generation of the W. T. Knight family who have owned the 50-year-old drug- broadcasting concern.

WILLIAM SLOCUM Jr., publicity director of CBS in Washington, on July 8 announced that he has been named assistant to Paul White, director of public affairs, succeeding John Fitzgerald, resigned.

BROUGHT SQUIRE, recently with the Henry Swayne program agency and formerly head of the New York State Network formed by the Hearst interests, has joined J. W. Pepper, New York agency, as radio director. He succeeds L. N. Marks.

JIM McNAMEE, of the maintenance staff of KFW, Philadelphia, on June 29 married Jeannie Jackson. Roy Andrews has joined the control staff of KFW for vacation relief.

MRS. GRADY RAFTER, manager of KROD, El Paso, underwent an emergency appendectomy recently. Her condition is reported satisfactory.

SYD GOLD, sales director of Tel-Tel Syndicate, New York, is in Los An- geles to establish West Coast offices. He announced 127 new station subscribers to the service. Gold will be headquartered in Los Angeles after attending the NAB convention.

BILL WATSON, formerly of KROY, Wellesley, Tex., John Harrison and Bob Petrie have joined the announcing staff of KTB, El Paso, Tex. John Goff has joined the KTSM con- tinuity department.

FRED FEIPAR, of WAXN, Tank- ton, is in the hospital as a result of proving that he can roller skate. He broke his leg in two places.

J. E. RODDOLPH has been named head of the sales department of WJE, Cincinnati.

FCC Field Shifts

With defense activity pointing to eventual transfer of FCC field personnel to new localities, the following switches were announced to the broadcasting July 12 by the FCC: Joseph W. Reeney from the Kansas City field office to New York; Joseph E. Eichelson, from Philadelphia to New York; James E. Barr, New York to Washington; Samuel W. Lichtman, Grand Island, Neb., to Chicago. A transfer of WAXN, Tankton, from June 30 resigned from FCC service, and his future plans were not announced.

FAIR VISITORS... make the St. Francis your home while in San Francisco Take advantage of the gracious service, famous cuisine and central location. You'll enjoy the Pageant of the Pacific more if you are at the St. Francis. 1000 rooms from $4

HOTEL ST. FRANCIS
MANAGEMENT DAN E. LONDON
UNION SQUARE
SAN FRANCISCO

CALL IT "GUPTION"

Call it what you will, but when the newspapers say—

"Most ambitious undertaking by an independent station for the coverage of the convention (Re- publican National)" is that of WPEN. Completely out-manned by other local stations which have been bolstered by the net- works, WPEN's Special Events Department is winning the plaud- its of local radio row."

Behind the Mike with Raymond Philadelphia Daily News June 24, 1940

"WPEN turned out the only inde- pendent station to try bucking the networks in Convention cov- erage in any elaborate manner and made it a good job. It had its control room and booths at Convention Hall and also wires to the Wiltom Hotel, Union League, HeymannBlg., and other points of vantage that the networks occasionally missed out on."

George Lilley, Radio Editor Philadelphia Record June 30, 1940

It means only one thing... that WPEN does a progressive thor- ough, independent job in Public Service and keeps a weather eye to interesting special events which will continue to add to its ever-growing audience.

WPEN Phila. 1000 Watts

BROADCASTING • Broadcast Advertising

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WACR
PONTIAC, MICHIGAN

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WACR
PONTIAC, MICHIGAN

National Representatives

RADIO ADVERTISING CORP.

New York • Chicago • Cleveland

BROADCASTING • Broadcast Advertising

July 15, 1940 • Page 81
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting

GLEN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Ross Bldg., San Francisco, Cal.

CLIFFORD YEWDBAL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

McNARY and CHAMBERS
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7889

PAGE & DAVIS
Consulting Radio Engineers
Musney Bldg., District 8465
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
56 Broad St., New York, N. Y.
Radio Engineering Consultants
Frequency Monitoring
7134 Main Street, Kansas City, Mo.

Mrs. FDR's Radios
THAT Mrs. Franklin D. Roosevelt has a penchant for making people gifts of radios, was disclosed by Harlan Miller, newspaper columnist, in his July 11 column in the Washington Post. "She buys them by the whole sale," Miller reported, "sometimes around a hundred a year, to give to friends and acquaintances. Probably she buys more radio sets than any other individual."

P&G Adopts Serial
PROCTER & GAMBLE Co., Cincinnati, which has taken over Those We Love, former Standard Brands program, is expected to start the program the first week in October on NBC's Red, Saturdays, 8-8:30 p.m., although the contract had not been set when BROADCASTING went to press. The program probably will be presented for Duane through H. W. Kastor & Sons, Chicago.

B & W Placements
BROWN & WILLIAMSON Tobacco Corp., Louisville (Big Ben smoking tobacco), will start sponsorship of the weekly "Ken\o' Valley, Barn Dance" on WJZ, starting Aug. 8 and will re-broadcast for Western stations at 10 p.m. (EST) on NBC Red stations with three or more networks selected. Stations selected are KLW, WSM, WSB, WRB, WDJD, WSMB, KYW, WFAA, WBAP, KPRC, WVII, WBHS, KARK, KGBX, KDSD, and KOA. Sponsor is also buying twice-weekly quarter-hour "Twilight Trophy" as a spot schedule, on WHO, Des Moines.

Russell M. Seeds Co., Chicago, handles the account.


Continuity, production, sales production, ideas, 5 years experience radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest national. Best references. Box A505, BROADCASTING.

Dramatic Actor and Playwright—with 12 years experience on the stage. Some radio experience. Desires commercial position with broadcasting station where there is chance for advancement. Age 32. 5 ft. 10½ in. Wt. 150. Black hair and eyes. Good speaking voice. Can write continuity, good ideas. Reliable, willing and capable. Will go anywhere. Good M.C. Box A611, BROADCASTING.

OWNERS and MANAGERS—young executive ten years experience production, management desires position as station manager or program director. Varied experience in three major networks, regional clear channel stations has given me thorough knowledge in management, programming, sales, merchandising operations. Have big city philosophy despite extensive metropolitan training, successful career in selling, directing, directing commercial programs on major network. Want to settle in market with rebroadcast service. Experience sincere, intelligent effort can produce worthwhile results for all concerned. Best recommendations. Respected among nation's agencies and advertisers. Married. Box A572, BROADCASTING.

Help Wanted

Help Wanted and Situations Wanted, 7c per word. All other classifications, 1c per word. Bold face type. No classified advertising for employment. No sales advertising. Must be paid in advance. Dollars, Entered as Second Class Matter at Washington, D. C., Agents.

FM RULES & STANDARDS
Complete Reprints Ready!


Adopted by the FCC June 28, 1940
Text of Rules Governing FM
Adopted by the FCC June 22, 1940

One to 9 copies, 10c each • 10 or more copies, 5c each

BROADCASTING
National Press Building
Washington, D. C.

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BROADCASTING • Broadcast Advertising
American Radio Liked by Latins
Federal Official Says They Like News Programs Especially

INCREASING popularity in Latin America of radio programs originating in the United States, particularly news reports, is indicated in consular reports reaching the Department of Commerce from the Latin American countries, according to John H. Payne, chief of the electrical division.

While it is frequently reported that reception in certain of the countries is not good, due to adverse atmospheric conditions or technical limitations, the excellent quality of the programs is commented upon in most of the communications.

Mr. Payne said that transmission of radio programs to Latin America is considered of mutual benefit, since it makes available many of the high-quality programs heard in the United States, and it is a medium through which the Latin American public is informed of our customs, culture and endeavors.

Popularity of News

News reports emanating from American shortwave broadcasting stations are probably acted as the greatest single factor in enhancing the popularity of American broadcasts among Latin American listeners. Mr. Payne said he believes, too, that emphasis on entertainment value which characterizes American broadcasts also contributes greatly to their popularity.

Publication in newspapers and other periodicals in Latin America of schedules of shortwave programs originating here and beamed on Latin America is being effected by the Department of Commerce in close cooperation with the Department of State, Radio Manufacturers Assn. and the broadcasting industry. Mr. Payne indicated that a greater volume of shortwave programs is put out there by American broadcasters than in any foreign country.

Weekly schedules of forthcoming radio programs, especially prepared or selected on the basis of known preferences of listeners in Latin America and frequently presented in the languages most widely understood in that area, are distributed in Latin American countries through the foreign offices of the U. S. Government.

MINNESOTA-IOWA stations and regional networks, disregarding their competitive status, joined with tourist and booster associations last month for an "On to Minnesota" program, promoted by WCCO and the Minneapolis Star-Journal and carried jointly over the Northwest network of CBS, the Minnesota Radio Network and the Iowa Broadcasting System. George Grim (left) and Ed Shave faced a battery of 11 microphones in the WCCO studios, and the newspaper interests which include the Star-Journal, ran this picture in eight columns after its artist had painted in the various call letters. A special cast was used in the programs of the State, enacting the arrival of a typical out-of-state family at the Minneapolis Aquatennial July 21-28. An official "Aquatennial March", composed by Rollie Aitkney of WCCO, was broadcast for the first time. Promoting the event by direct mail, KSTP has forwarded giant illustrated invitations to the trade.

Ban on Foreign Tongues By Two Boston Stations Brings Council Backfire

FIRST repercussions to banning of foreign language broadcasts by stations as a result of the war emergency came in Boston June 28 when City Councilor Russo said he would demand a probe of WMEX and WYOP unless a satisfactory explanation is given of purported refusal to permit Italian broadcasts since Italy's entrance into the war.

The stations, in conformity with newly-instituted policy, is reported, decided to eliminate certain types of foreign language programs. WMEX, authorized to operate with 5,000 watts in lieu of its present local assignment, has decided to eliminate all foreign language programs because of its change in coverage status, it was declared.

Mr. Russo said it had been reported to him that the stations forbid broadcasting in a foreign language "with the exception of advertisements". He said that as a member of the City Council representing all people regardless of race, color or creed, he wanted a satisfactory explanation and that unless such was made it was his intention to introduce before the Council an order demanding "an inquiry into this condition".

Expands FM Schedule

W2XMN, FM station owned by Maj. Edwin H. Armstrong at Alpine, N. J., has increased its daily schedule to include a special three-hour program of full-fidelity recordings, now operating Mondays through Saturdays, 11 a.m. to 2 p.m. These programs offer both light and semi-classical music, marches and other selections chosen to display the noise-free, full-fidelity characteristics of FM. W2XMN continues its regular transmission of CBS programs from 4:11 p.m. weekdays and 3:45 p.m. Sundays.

ARNO Wittz & HEIT, New York store selling Hett-Knit clothes, about Sept. 16 will start a spot advertisement campaign using New York stations only, according to Rosette Adv. Agency, New York, recently appointed to handle the account.

Cudahy Names B-S-H

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), has named Blaske-Hseeman Hummert, Chicago, as agency. Meha plans will be announced later.
JUNE 29 TO JULY 12, INCLUSIVE

FCC Schedule

WHILE seeking to avoid a summer recession, the FCC will operate on a somewhat curtailed schedule during the remaining portion of the summer, with provisions made to handle routine business by less than a quorum of its membership. Chairman James Lawrence Fly declared July 8 that the FCC does not propose to close down for the summer to the same extent as in the past and that such actions as necessary will be held. The FCC held a regular meeting July 5 but is not scheduled to hold another session until July 19. There may be one other full FCC session prior to resumption of the regular schedule after Labor Day.

New Video, FM Tubes Are Announced by GE

TWO NEW three-electrode transmitters, Types GLG-8002 and GLG-802R, designed for use as radio-frequency power amplifiers at ultra-high frequencies, have been announced by the General Electric Co. The GLG-802R is equipped with a milled-copper radiator for forced in service. Responsibility of GE for air-cooled; otherwise the tubes are identical. Particularly designed for FM and television transmitters, the new tubes are capable of an output of 1,800 watts and may be used at full rating up to 120 mc. (forced air cooled) or up to 150 mc (water cooled). The new inputs, frequency as high as 200 mc (air cooled) and 300 mc (water cooled) can be used.

The small dimensions of the GLG-8002 and GLG-802R are maximum length of 4 11/16 and 5 8/16 inches; and maximum diameters of 1 7/8 and 3 11/16 respectively. The inductance to the three electrodes is minimized through the use of multiple leads for both the filament and grid connectors.

Opinion on Wages

CARETAKERS at radio transmitters are covered by the Fair Labor Standards Act and must be paid a weekly minimum of 30 cents an hour with time-and-a-half for overtime above 42 hours a week. This opinion was advanced July 8 by Rufus G. Poole, associate general counsel of the Wage & Hour Division of the Labor Department. The opinion is in response to an inquiry by Joseph L. Miller, NAB director of labor relations. According to the injunction, transmission and maintenance work for transmitter grounds and performing horticultural work could be construed as domestic duties and wage provisions of the act, and would not be regarded as engaged in substantially as a domestic servant and therefore exempt.

Government Regulation

Of Programs Proposed

GREATER Government participation in the programming of broadcast stations and networks is proposed in National Policy for Radio Brotherhood, Harper & Brothers, New York $3. Author is Cornelia B. Rose Jr., who conducted an inquiry on behalf of the National Economic & Social Planning Assn.

Public interest is not sufficiently safeguarded by the competitive radio network system, because the system is primarily an economic concept of organization. She recommends that the government should take positive measures to encourage improvement as well as eliminate evils. National network should be the basis of American radio, she says, adding that they should become fully national in scope and that independent stations go on the air should be made to rest with broadcasters, she says.

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BCRSTING • Broadcast Advertising

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION
Arbitrators Fix Minimum Talent Rates
For Network Key Stations in Chicago

**Network Accounts**

All time EDT unless otherwise indicated.

**New Business**

MENENCO, Newark (shaving cream), on Sept. 28 starts Quaker
Nothing Contest on 62 CBS stations, Sat., 9-10 p.m., Sun., 9-10

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C. (Camels),
on July 11 starts 16-week Sweepstakes on 52 NBC-Red and Blue
stations, Thurs., 7:30-8:15 p.m.; Agency: Wm. Esty & Co., N. Y.

MENENCO, Newark (shaving cream), on July 11 starts sweepstakes
show on 52 NBC-Red and Blue stations, Tues., 9-10 p.m.; Agency:
H. M. Rieswetter Adv., Agency, N. Y.

**BROADCASTING LAMONT,** Winnipeg. Agency: R. M. K. for
Network stations, Tues., 7:30-8:15 p.m.

**MACPADDEN PUBLICATIONS,** New York (Liberty magazine),
on June 20 started for 26 weeks a recorded
version of The Voice of Liberty, featuring Gabriel Heatter, on 3 Don
Los Angeles stations; renewed Oct. 18 for 16 weeks.

**BROWN & WILLIAMSON TOBACCO CO. Corp., Louisville (Avon
cigarettes), on Aug. 15 starts Shakeout from NBC-Blue to 57 NBC-red
stations, Thurs., 7:30-8:30 p.m., re-b: 10-10:30 (EST); Agency:
Russell M. Seeds Co., Chicago

**GILLETTE,** Chicago, on July 15 starts 18-weeks Contest
in Canada, Mon., Thurs., 9-10 a.m., Thurs., 9:30-10 a.m.; Agency:
IKF, Toronto.

**MARS Inc., Chicago** (Pond's Cold Cream), on July 18
starts 25-weeks Contest on 25 NBC-Red stations, Fri., 7:30-8:15 p.m.
Agency: Hawthorne, D. M.

**WENR,** Chicago (candy bars), on Aug. 20 runs for 52 weeks Dr.
Chicago.

**WRIGLEY JR. Co., Chicago** (Pon's Gummies), on July 5 runs
through Oct. 19 to 9-10 a.m. 63 CBS stations, Thurs., 8:30-9:30
p.m., re-b: 11-11:30 (EST); Agency: M. A. R. S. Inc., Chicago

**MABS Inc., Chicago** (candy bars), on Aug. 20 runs for 52 weeks Dr.
Chicago.

**LAMONT, CORLISS & Co., Toronto** (Pond's Cream), on Sept. 15
runs through Dec. 25 Thurs., 9-10 a.m., Thurs., 9-10 a.m.; Agency:
IPF, Montreal; CHRC, Quebec; Wed. 9-9:30 a.m., Agency: W. T. & W.
Thompson Co., Toronto.

**KRAFT CHEESE CO., Chicago** (cheese), on July 25 runs for 52
weeks DC (90) Red stations, Mon., 9-9:30 a.m., Agency: W. T. & W.
Thompson, Chicago

**Network Changes**

**GILLETTE SAFETY RAZOR CO., Boston**, on July 8 runs
through Oct. 19 to 9-10 a.m. 58 CBS stations, Thurs., 8-9 p.m.

**CUMMER PRODUCTS CO., Bedford, Ohio (Energizer), on July 19
runs for 26 weeks DC (90) Red stations, Mon., 9-9:30 a.m., Agency:
Addison Inc., N. Y.

**STANDARD OIL Co. of California**, on Oct. 8-9 runs for 12
Chicago.

**STANDARD OIL Co. of California**, on Dec. 4-5 runs for 12
Chicago.

**STANDARD OIL Co. of California**, on Dec. 18 runs for 12
Chicago.

**BROWN & WILLIAMSON TOBACCO CO. Corp., Louisville (Avon
lotion), on Oct. 25 starts 6-weeks Contest on 21 NBC-Red stations,

**CAMPBELL SOUP CO., Camden, N. J.** (French-american soup
quetes), on April 25 runs for 27 CBS stations from Mon. thru Fri.,
7:15-7:30 p.m. to Wed., Thurs., Fri., 7:15-7:30 p.m. Agency: W. E. & W.
Co., Philadelphia.

**BLILEY ELECTRIC COMPANY**

UNION STATION BUILDING

ERIE, PA.
Networks Sending Same Staffs for Democrat Session

NBC Arranges to Use Films For Television Coverage

With announcement by NBC that it would offer visual coverage of the event in the New York area by televising special Pathe newsreels, radio coverage of the Democratic National Convention, opening July 15 in Chicago, will parallel that at the Republican Convention in Philadelphia late in June.

Using substantially the same staffs as at Philadelphia, the national networks have completed plans for blanketing the principal events of the Chicago conclave. In addition to the DSMAI, which sent a special six-man crew to Philadelphia for independent rights, NBC will do film at Chicago [BROADCASTING, June 15, July 15].

Pathé to Send Films

According to terms of an agreement between Pathé News, announced July 10 by Alfréd F. Morton, NBC vice-president in charge of television, the newsreel organization during the convention will ship about 1,000 feet ofPathé news film daily by plane to New York City. The films, to be made exclusively for television and coverage of both the convention in Chicago and the events leading up to the convention, will be transmitted twice daily, at 3:30 and 9 p.m. starting July 6. On NBC's, NBC television transmitters atop the Empire State Bldg. in New York. The 18-minute film reviews of convention activities will be televisedin New York the following day. In announcing the film coverage of the Democratic convention, Mr. Morton pointed out that no technical facilities existed in the Chicago area to relay the television programs direct from the convention site, as was done via coaxial cable between Philadelphia and New York during the GOP convention.

The networks have been carrying pre-convention programs since early July, immediately after adjournment of the Republican Convention, featuring Democratic leaders and commentators on the Republican platform and convention theme. Meantime network staffs have been in Chicago for more than a week, making and testing installations at the Chicago Stadium, convention site, and in the Stevens Hotel, convention headquarters.

Essentially the same groups of commentators, announcers and technical staff members as have been used on NBC's network pickups at as at Philadelphia. In addition to its regular staff, pathé will make use of Postmaster General Farley, Democratic national chairman, in nightly five-minute resumes of the day's convention, to be carried at the same time each session. In Philadelphia NBC presented similar nightly resumes by John Hamilton, Republican chairman.

The CBS staff of news analysts and announcers, which includes the above-mentioned group, will include Elmer Davis, Bob Trout, Paul Sullivan, Albert Wernert, John Fleming, John Charles Daly, CBS presidential announcer, and Clyde Hunt, announcing at broadcast headquarters. All network broadcasts, will remain in Washington, at least until the President's plans are known.

GOP SESSION COST NETWORKS $364,700

COSTS of covering the Republican National Convention to the major networks ran well over $550,000 when all reports were in, topping preliminary on-the-spot estimates by approximately $100,000 [BROADCASTING, July 11]. Of this total more than $300,000 was accounted for by rebates for time and talent made to advertisers whose programs were cancelled or cut back in order that the listening public might follow every step in the process of nominating a Presidential candidate.

Out-of-pocket costs of convention coverage were set at $15,000 by NBC, $25,000 by CBS and $8,000 by MBS, a total of $48,000. Commercial cancellations cost NBC $87,500 for time and $8,000 for talent rebates. CBS lost $125,000 in time charges and $45,000 in talent rebates. Mutual cancellations totaled $1,200. Combined totals cost $304,700.

NBC's commentator-announcer group includes Walter Lippmann, Raymond Clapper, Lowell Thomas, H. V. Kaltenborn, Earl Godwin, Bakughke, Carleton Smith, George Hicks and Charles Lyons.

MBS will have a staff of 25 at the Chicago convention, with WGN, Chicago key station, handling a large share of the assignment. The MBS commentator staff includes Quin Ryan, Fulton Lewis Jr., Wythe Williams, Arthur M. Evans, Arthur Sears Henning and Ruth De Young Kohler. Mr. Ryan and Frank Schreiber, WGN's special features director, will be in charge of MBS broadcasting activities, with Carl J. Meyers, WGN chief engineer, in charge of engineering: Adolph Opfinger, network traffic; Lester Gottlieb, publicity.

The same six-man crew that handled WLFW-WSAI pickups at Philadelphia has gone on to Chicago for its work. Headed by Cecil Carmichael, the staff includes Peter Grant, Elizabeth Benis, Marsha Wheeler, Fred Thomas and James Cassidy. WLFW and WSAI plan to originate seven programs daily.

Apropos

MUSICAL directors might take a lesson from Leon Cole, of WSN, Chicago, in fitting theme songs to commercials. With a new musical show for Blackstone Products Co., New York, makers of Blackstone aspirin tablets, Cole cast about purposefully for a moment or two and then greeted his audience and sponsor with—of all things—"You're a Sweet Little Headache".

NAB Legislative Board Seeks Free-Radio Plank In Democratic Platform

A PLEA on behalf of the broadcasting industry for inclusion of "free radio" plank in the convention platform, will be made to the Resolutions Committee of the Democratic National Convention in Chicago during the week of July 15 by NAB President Neville Miller.

Miller and members of the NAB Legislative Committee had appeared before the Republican Resolutions Committee on behalf of such a plank.

In addition to President Miller, it is likely that Harry C. Butcher, CBS Washington vice-president and member of the Legislative Committee; John A. Kennedy, West Virginia Network, chairman of the Legislative Committee, and F. M. Russell, NBC Washington vice-president, will appear before the Democratic board.

Cheyenne Gets Second Station

A SECOND station in Wyoming's capital, Cheyenne, was authorized for construction by the FCC in a filing announced July 11 which writes finis to long litigation involving rival applicants. Earlier [BROADCASTING, June 15] the Commission had granted a new station in Cheyenne to Western Broadcasting Co., authorizing 250 watts on 1370 kc.

The new grant is to Frontier Broadcasting Co., which was given 10,000 watts and 250-day coverage at 1420 kc. Coincidently, the Commission denied an application for the same site by Paul G. Ogemann, new manager of KLO, Ogden, Utah, and dismissed the application at his request.

The Frontier grant, though it involves the frequently raised issues of absentee and newspaper ownership, was obviously made in pursuance of the new policy of granting all comers providing they meet the technical requirements and will cause no appreciable interference to other stations. In effect, this policy of "survival of the fittest," the Commission has already made dual local grants in some small communities as Salisbury, Md. (where one dropped out) and Las Vegas, Nev. (BROADCASTING, June 15).

President of Frontier is S. H. Patterson, owner of KSAN, San Francisco, and one-time owner of KUNO, Denver, who holds 25% of the stock. Cheyenne Newspapers Inc., publishing the Wyoming Tribune and Leader, the city's two daily, and their publisher, Tracy S. St. Clair, own 68%. The Jack Groover Bank of Cheyenne, as executors of the estate of J. H. Schroeder, holds 23%. William C. Grove, manager and chief engineer of KSAN, owns 9%; United Mine Workers, 10%; John Ars, hotel owner, 5%.

WJTN REORGANIZES STAFF AFTER SALE

COMPLETE staff reorganization of WJTN, Jamestown, N. Y., was announced July 10 with the appointment of Simon Goldman, of Carthage, N. Y., as executive vice-president and general manager. Mr. Goldman has been acting manager for several weeks and was formerly associated with WSYR, Syracuse, in its sales department. Consultant C. L. Colyar Jr. is WJTN's program director, replacing George Callison, who has been moved to WSYR. WJTN was formerly with WPRO, Providence, and WCAU, Philadelphia, the latter's WRB.

Tom McKee, who has been with WJTN for 18 months, is chief announcer. He was formerly with WJS in Winfield, Kan., and WKWB, Buffalo. Musical director is John P. Lewis, formerly of WKU. "Iron Man" of the Utica Symphony, Anthony Spokes, recent graduate of Syracuse University, is promotion and publicity manager.

WJTN recently was sold by Col. Harry C. Wilder to Jay E. Mason of Northampton, Mass. (BROADCASTING, June 15). Col. Wilder continues to operate WSYR, Syracuse; WTRY, Troy, and KEEN, Keene, N. H.

"We Greet You Again From This Great Air-Cooled Auditorium in the Windy City!"

"Drawn for Broadcasting by Sid Hix"
A BUYING CENTER FOR WLW-ADVERTISED PRODUCTS

In the three rich Ohio counties that make up the Springfield trading area, listeners have consistently shown a preference for WLW. As a result, these consumers likewise show a preference for brands advertised on WLW—a buying habit that inexorably influences Springfield merchants and wholesalers in stocking their shelves. This situation is repeated in scores of trading areas in the great territory served by the Nation’s Station.

NEW YORK: REP. TRANSAMERICAN BROADCASTING & TELEVISION CORP.  CHICAGO: WLW, 230 NORTH MICHIGAN AVE.

WLW THE NATION’S most “Merchandise-Able” STATION
Consolette Speech Input System...
with Interlocked Push-Button Switching

HIGH FIDELITY...unexcelled flexibility...in a modern, complete speech input system, ideal for one and two studios! That's the RCA 76-B1, for simultaneous broadcasting and auditioning—with push-button control for more circuit combinations with simpler switching operations.

Monitoring, auditioning, cueing, and talk-back are all under push-button control. The high-fidelity program channel affords 6 mixer controls—4 microphone pre-amplifier input channels with switching control for as many as 6 microphones. Location of control knobs and correct slope of panel give greatest visibility and ease of control. High power output to line and loudspeakers. Hinged top and chassis mounting for instant accessibility of parts.

And all at a price that even the smallest station can afford! Get the facts on RCA 76-B1—write today for complete data.

No Other Consolette System offers Push-Button Flexibility plus All These Features!

- Independent Auditioning and Program Channels
- Talk-back facilities for two studios and remote lines
- Emergency Amplifier and Power Supply
- 6 Step-by-step Mixers—Dual Turntable Faders
- 6 Remote Inputs—Push-Button Cueing Control
- New Illuminated Scale VU Meter
- Two Line Repeating Transformers
- Plate Current Meter and Relay Power Supply
- Attractive Appearance—Two-Tone Umber Grey Finish

There is an RCA tube for every purpose in broadcasting.

Use RCA radio tubes in your station for finer performance.

RCA Broadcasting Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America